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Delivering a SharePoint Intranet in a Professional Services Firm

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Allens is an independent partnership operating in alliance with Linklaters LLP.

> 'We've got SharePoint now.'



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› Excitement

Pilot group ready to go

- Six of our most experienced intranet administrators.
- Work with their pilot sites and provide feedback.
- Involved in creating templates and defining the functional requirements for their sites.
- No prior SP experience.
- Undeterred – how hard could this be?
- Working with SP out of the box.

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› Confusion

What is this?



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> Determination.

Intranet Manager skills kick in.

- Strategic
- Creative
- Organised
- Practical
- Able to deliver
- Tech-savvy
- Curious
- Self-learners
- Innovative
- Persistent
- Not (usually) programmers

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> Deconstruct

What is SharePoint?

- a 'Swiss army knife'
- 'the devil'
- 'an information management system'
- 'a career builder'

Richard Harbridge: Insights.
<http://www.rharbridge.com/?p=464>

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> Ah ha

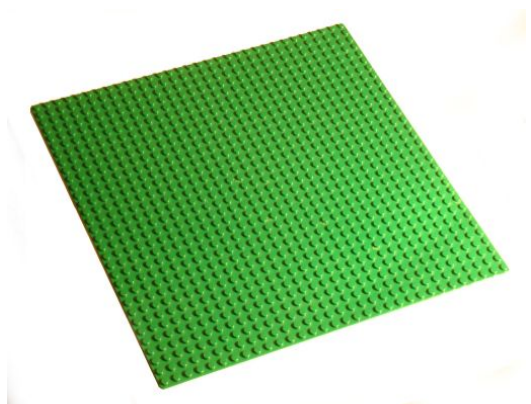
'[SharePoint] is rarely purchased with any specific purpose in mind. It is most often bought bundled in with other products when an IT department negotiates an enterprise agreement with Microsoft.'

James Lappin: What is SharePoint good for? <http://thinkingrecords.co.uk/2011/11/13/what-is-sharepoint-good-for/>

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> Light-bulb moment

SharePoint is 'an ambitious enterprise platform' upon which business applications can be built.



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> We need help

- We do not have all of the necessary resources in-house.
- Developers (usually) have little idea of good intranet design and usability.
- We launch in 10 weeks.

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> Time starts now

Project group:

- Internal Communications
- Information Technology
- Knowledge Services
- [External consultant]

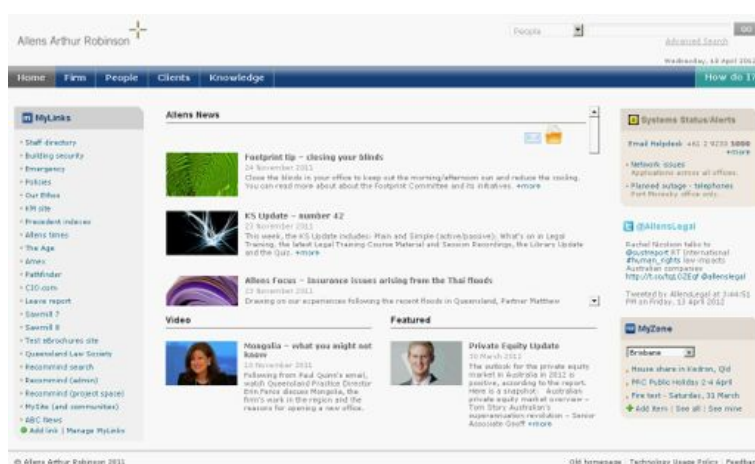
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> First mock-up



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> New home page (as launched Nov 2011)



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› Task based information

The screenshot shows the Allens Linklaters intranet homepage. At the top, there is a navigation bar with 'Home', 'Firm', 'People', 'Clients', 'Knowledge', and 'How do I?'. Below this, there are several task-based information panels:

- Helpdesk:** Contains contact information for Australian, Sydney, and international offices.
- Working with the new intranet:** Lists tasks such as 'MyLinks - add / manage my personal links', 'Alerts - add / manage my home page alerts', and 'New names? help you to find intranet content'.
- Accounts and Billing:** Includes tasks like 'Record time', 'Manage trusts', 'Check special billing arrangements', and 'Manage my Amex account (dependants)'.
- After hours:** Lists tasks such as 'Turn the lights on or off', 'Get IT support', and 'Access after hours meals'.
- RD, Marketing and Media:** Contains tasks like 'Handle a media enquiry', 'Organise a client event', and 'Organise a function, CIP or proposal'.
- Career and Employment:** Lists tasks such as 'Prepare for my review', 'Manage my career', and 'Manage my compulsory CPD'.
- Matter Management:** Includes tasks like 'Open a file', 'Work on a file', and 'Close a file'.
- Office Services:** Lists tasks such as 'Arrange a courier', 'Have something photocopied', and 'Have something delivered'.

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› Soft change management

The screenshot shows the Allens Arthur Robinson intranet homepage with a focus on soft change management. The page features a navigation bar with 'ABOUT AAR', 'CLIENTS & SERVICES', 'DEPARTMENTS', 'FORMS', 'KNOWLEDGE CENTRE', 'PRACTICE GROUPS', 'RELAX @ AAR', and 'WORK @ AAR'. Below the navigation bar, there is a search bar and a 'MyLinks' section. The main content area contains a message about the new intranet pages and a list of links to new pages, with arrows pointing to the relevant sections. The message reads: 'Search is located at the top right-hand corner of the Home page and all other new intranet pages.' and 'Most Quicklinks items are now on the How Do I? page. Save regularly-used links to MyLinks (instructions here). A list of links to all of the old Quicklinks items is here.' The list of links includes: 'Open MyReview', 'Diversity', 'Directories', 'In the community', 'Closing the Gap', 'EAP', 'Life & Work', 'Women at Allens', 'Scales', 'Pastor deadlines', 'New Do IT', 'World News', 'Sunrock connector', 'Strategic Plan', 'Video archive', and 'News Archive'.

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› What's next?

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› Lessons learnt

- Get help – expert consultants, technical knowledge, knowledge transfer to in-house developers.
- SP is not like any CMS you have used before – change your thinking.
- Invest time learning, researching and understanding SharePoint. Use peer and specialist networks.
- Think of your content authors and editors. You need to make it easy for them to work with SharePoint.
- Forget about the platform, no-one cares that it is SharePoint, it's the intranet.

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› Credits and Resources

- **What is SharePoint 2010? Vision and Reality**
<http://www.cmswire.com/cms/enterprise-20/what-is-sharepoint-2010-vision-and-reality-007513.php>
- **SharePoint Glossary, Terminology and Acronyms**
http://www.rharbridge.com/?page_id=60
- **SharePoint Server Virtual Labs (free online training)**
<http://msdn.microsoft.com/en-us/cc707678>
- **Migrating a Corporate Intranet to SharePoint: A Case Study**
<http://www.uxmatters.com/mt/archives/2010/08/migrating-a-corporate-intranet-to-sharepoint-a-case-study.php>
- **Planning your SharePoint Intranet Project**
http://www.steptwo.com.au/papers/kmc_planningsharepoint/index.html
- **Manager's Guidebook on Intranet Redesign Projects**
<http://www.pebbleroad.com/perspectives/managers-guidebook-on-intranet-redesign-projects>
- **Intranet Case Studies**
<http://intranet-matters.de/intranet-case-studies/>
- **Understanding SharePoint (USP Journal)**
<http://www.understandingsharepoint.com/journal/>

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