

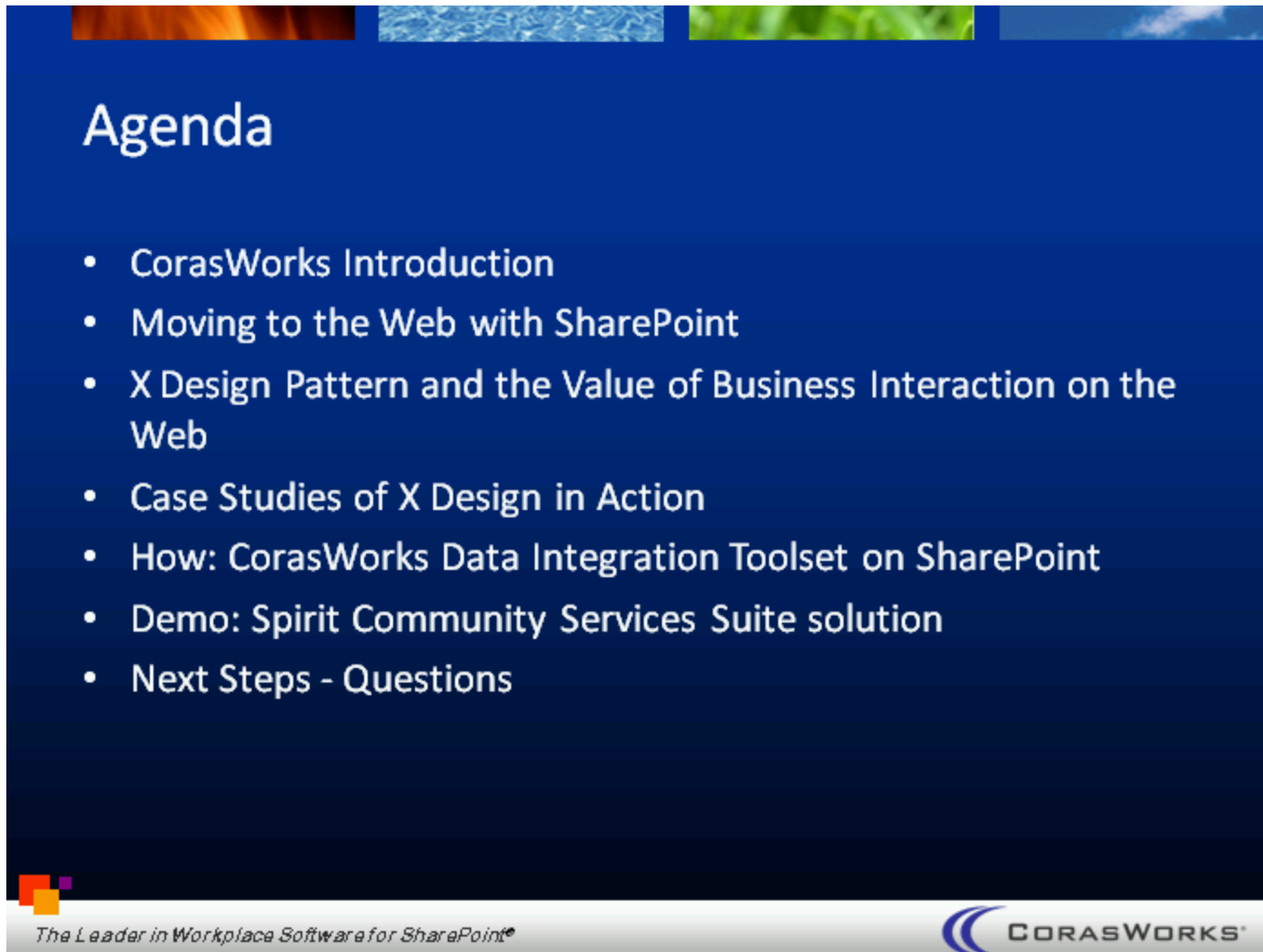
**Microsoft TechNet “SharePoint
Internet Business” Series:
X Design Pattern - Where Contributors and
Consumers Cross Boundaries**

November 18, 2009
Adam Macaulay, VP Technology, CorasWorks
William Rogers, Chief Workplace Architect,
CorasWorks

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Microsoft TechNet “SharePoint Internet Business” Series: X Design Pattern - Where Contributors and Consumers Cross Boundaries

The slide features a dark blue background with a white title and list. At the top, there are four small rectangular images: a flame, water ripples, green foliage, and a blue sky with clouds. At the bottom left, there is a logo consisting of three colored squares (red, orange, purple) and the text 'The Leader in Workplace Software for SharePoint®'. At the bottom right, there is the 'CORASWORKS' logo with a blue swoosh.

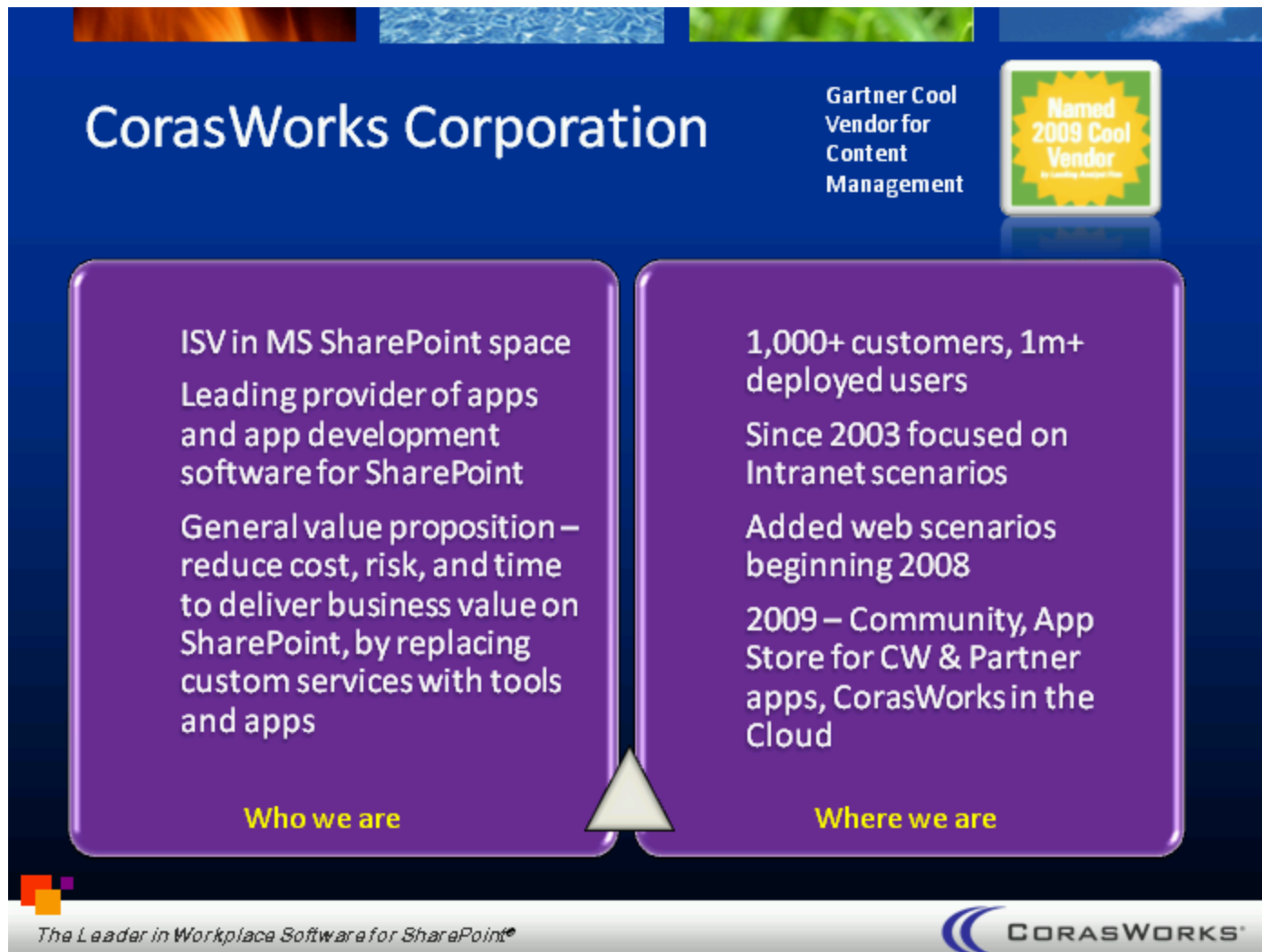
Agenda

- CorasWorks Introduction
- Moving to the Web with SharePoint
- X Design Pattern and the Value of Business Interaction on the Web
- Case Studies of X Design in Action
- How: CorasWorks Data Integration Toolset on SharePoint
- Demo: Spirit Community Services Suite solution
- Next Steps - Questions

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Agenda



CorasWorks Corporation

Gartner Cool Vendor for Content Management

Named 2009 Cool Vendor

Who we are

- ISV in MS SharePoint space
- Leading provider of apps and app development software for SharePoint
- General value proposition – reduce cost, risk, and time to deliver business value on SharePoint, by replacing custom services with tools and apps

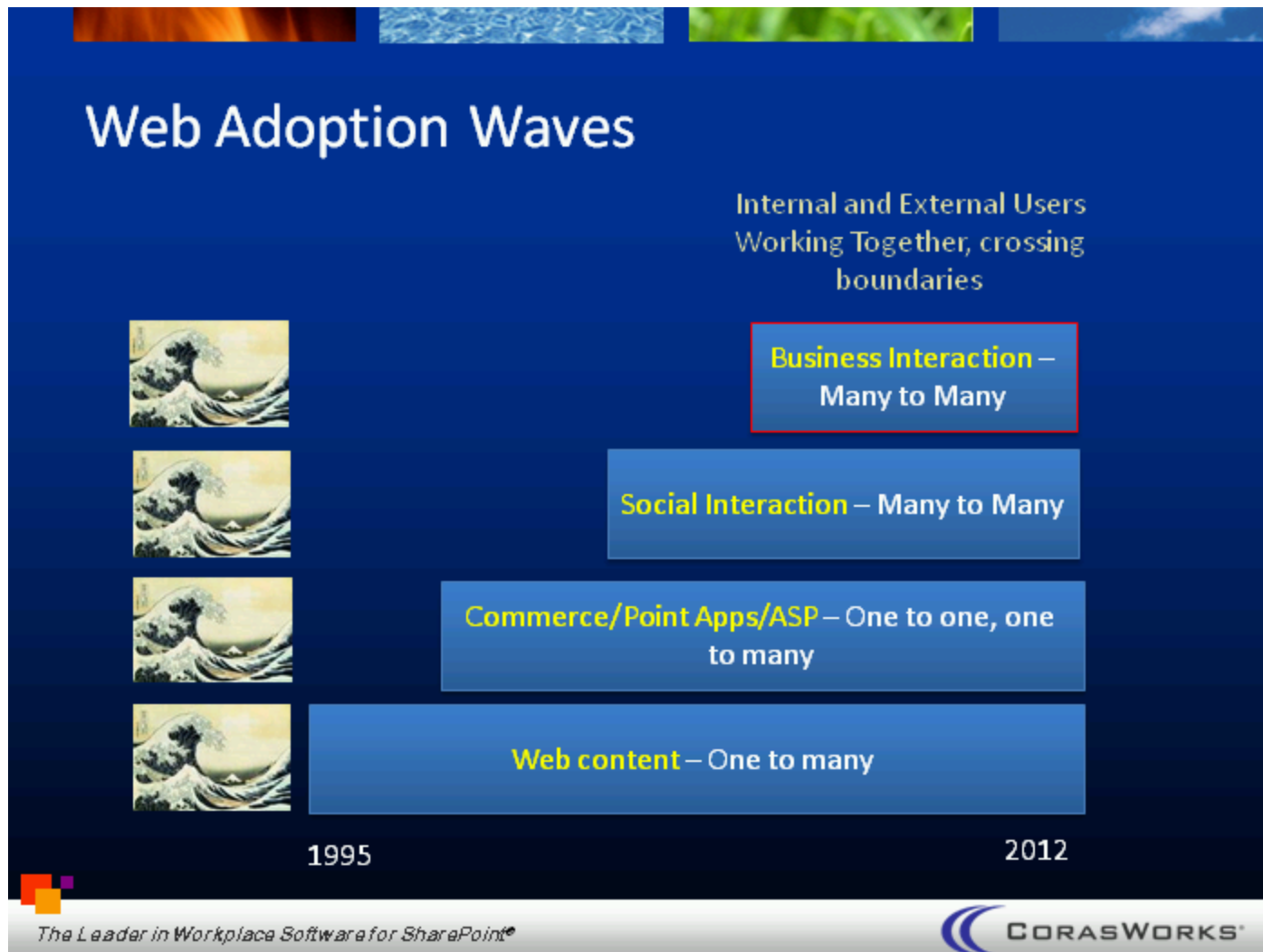
Where we are

- 1,000+ customers, 1m+ deployed users
- Since 2003 focused on Intranet scenarios
- Added web scenarios beginning 2008
- 2009 – Community, App Store for CW & Partner apps, CorasWorks in the Cloud

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Web Adoption Waves

Value from the Web

Create Business Leverage

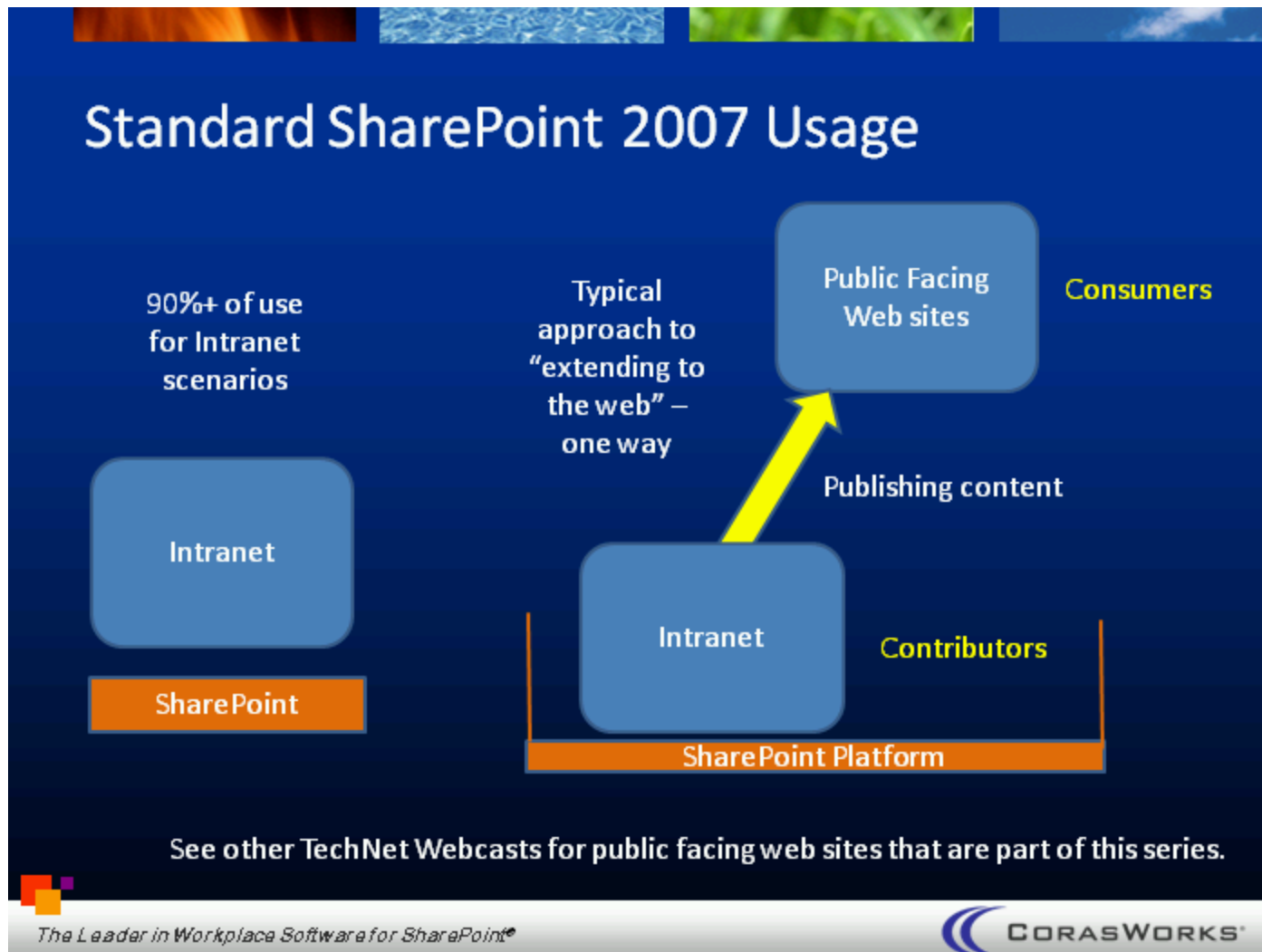
- **What?** - Driven by Business Interaction scenarios
 - Extended Business Processes
 - Application Portals
 - Extranets and Business Networks in the Cloud
 - Communities (and micro-communities)
- **Why?** - Add business value by creating business leverage enabled by external workforce (workforce multiplier – 2x, 3x, ?)
 - Customer self-service and interacting with employees and each other
 - Partners and Vendors engaged in interactive business network
- **How?** - Implemented with application services enabling internal and external users to work together across boundaries of Intranet, Extranet, Web Site, Cloud



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Value from the Web Create Business Leverage



Standard SharePoint 2007 Usage

Business Interaction with X Design Pattern

Contributors and Consumers Crossing Boundaries

- SharePoint provides one platform for both zones
- Users act as contributors and consumers
- Internal and external users interact
- CorasWorks “middleware services” make it work

The diagram illustrates the X Design Pattern for business interaction. A central green circle labeled "CorasWorks" is connected by green lines to four blue boxes: "Consumer" (top-left), "Contributor" (top-right), "Contributor" (bottom-left), and "Consumer" (bottom-right). A vertical red line separates the left side (labeled "Intranet") from the right side (labeled "The Web"). Below the boxes, two grey cylinders represent "SharePoint Content" and "Databases, Services, Other". These are all supported by an orange bar labeled "SharePoint Platform". The diagram is set against a dark blue background with decorative images at the top.

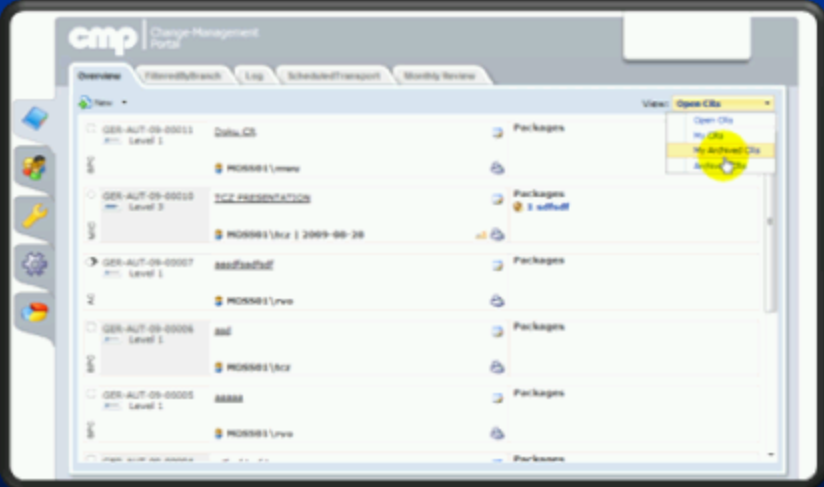
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Business Interaction with X Design Pattern Contributors and Consumers Crossing Boundaries

Application Portal: Change Management

- Top 500 Global Company, European Operations
- IT Change Management Portal
- Internal and external users
- Vendors integrated to implement changes
- Deep process mgmt.



Yes, this is SharePoint on the Web!


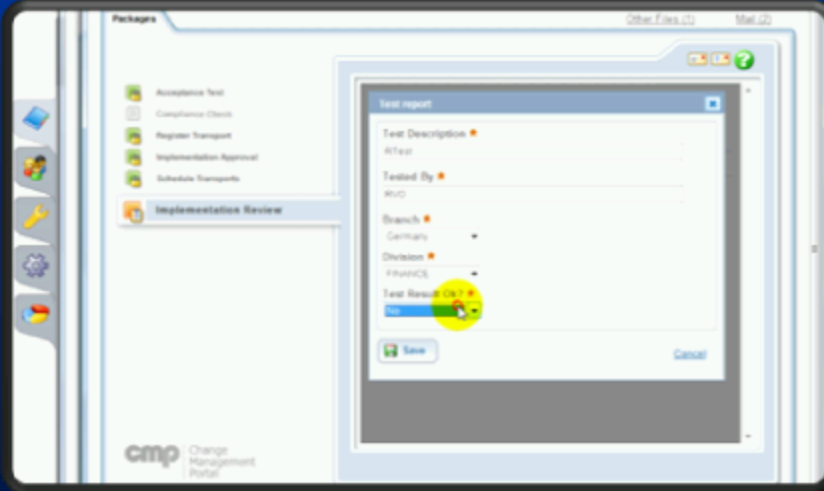
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Application Portal: Change Management

Application Portal: Change Management

- Built by Trinedy (CW partner in Germany)
- Use SQL Server and SharePoint
- Internal users can access internally via http or externally via https



www.Trinedy.de

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Application Portal: Change Management

Extranet: AARP Global Network.Org

- Division of AARP, largest membership org in US – 34m
- Extranet - Business Network of Retired Person Orgs across globe
- Key business driver “Advisory Services” process & network



The screenshot shows a web browser window displaying the AARP Global Network website. The page title is "New AMS Request". The navigation menu includes "Home", "About Us", "Around the Network", "Knowledge Resources", "Network Events", and "Member Area". The main content area is titled "New AMS Request" and contains a form with the following fields: "Organization" (dropdown), "Type of Consultation" (dropdown with "Phone Consultation" selected), "Subject Area" (dropdown), and "Topic of Discussion" (text area). Below the form, there is a section titled "Please indicate your day & time preferences in your local standard time." with three rows for "Availability", "First Choice", "Second Choice", and "Third Choice", each with a dropdown menu and a "Submit Request" button.

Extranet - member user entering an advisory request



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Extranet: AARP Global Network.Org

Extranet: AARP Global Network.Org

- Leverage global business network
- Subject matter experts within AARP and external organizations
- Rich and deep workflow and user interaction



Intranet - account manager scheduling SME delivery



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Extranet: AARP Global Network.Org

Extranet: AARP Global Network.Org

- Part of AARP web presence (micro-site)
- 3 Roles: Public, registered, private network
- Leverage MS CRM – database of record
- + SharePoint & SQL
- CW in middle connecting information, people, process

Intranet

Account Manager

Internal Users

Subject Matter Expert

The Web

Member User

External Users

Subject Matter Expert

SharePoint

MS CRM

SQL Server

SharePoint Platform

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Extranet: AARP Global Network.Org

Community: CorasWorks

- Employees, partners, customers, SP public
- Includes Resources, App Store, Blogs, Forms, Interactive
- Custom CSS branding, no custom dll's, + contributor UI
- Classic X Design: SP & custom SQL




Business Leverage: Last 12 months – 30%+ increase in revenue/employee; variable marketing costs are down 40%+



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Community: CorasWorks



CorasWorks Solution for the Web

Data Integration Toolset – Bringing it all Together



Toolset Evolution


- Launched Data Integration Toolset in Fall 2007
- Initially used for Intranet scenarios – read-write LOB apps, master data, custom UI, app integration
- Built out rapidly, now in **v1.6**
- Today, web scenarios on the rise
- Serves as “middleware” for SP-based solutions on the web

Solution includes MOSS or SP2010, FIS, Toolset, standardized design patterns, productized apps from CorasWorks and Partners, support, training on premise and in the cloud, and CorasWorks Community

Key Aspects of Toolset Technology

- Modular, component based application services in the middle tier (configuration vs. custom code development)
- Middle tier conversion to XML for cross-connections, mashup, manipulation, transformation, caching, analysis, etc.
- Passthrough: UI to Mid to Data
- Customizable, lightweight UI Displays connected to middle tier (e.g. XSLT, CSS, jQuery)
- Read-Write connections to any data/content/service anywhere

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CorasWorks Solution for the Web Data Integration Toolset – Bringing it all Together



X Design in 2010

- Same core design and technology for X design with CorasWorks on SharePoint Server 2010
- Key features we'll leverage and enhance for X Design Solutions on SharePoint Server 2010:
 - Powered up FAST search
 - Social connectivity
 - Better UI Framework
 - Shared Application Services
 - Geneva – claims based authentication
 - Enhanced Workflow



The Business Collaboration Platform for the Enterprise and the Web



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X Design in 2010



Powered by the CorasWorks
Data Integration Toolset

Omega Product Community – Integrated
Cloud Extranet Community & *Breeze* Intranet


DEMO

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demo

Using Spirit Community Services Suite by Spirit EDV-Beratung (Germany)




- Productized, modular, customizable solution
- Set of 4 web app services:
 - Community Template
 - Central Resources Service
 - News Service
 - Group Weblogs
- Centrally Configured web app services
- Using modular CW middleware components
- Clean UI of CSS on HTML

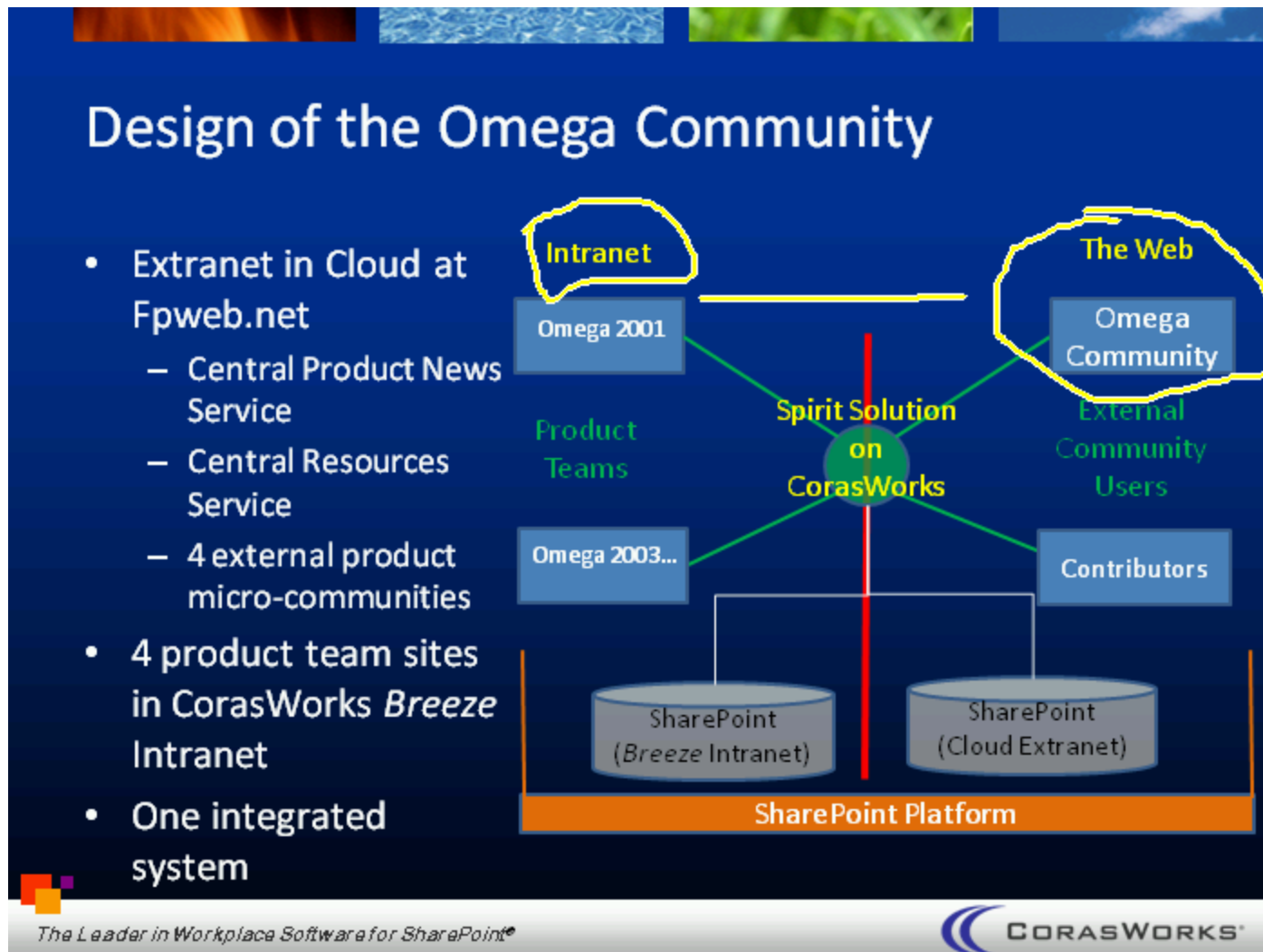


Enabling you to get started quickly, learn, and add business leverage

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Using Spirit Community Services Suite by Spirit EDV-Beratung (Germany)



Design of the Omega Community

A Sharing Slide

Desktop - CorasWorks

One Services Suite, Many Solutions

Solution	Central Resource Service	Group weblog (micro-communities)	Blog-Style News Service	Community Template
Gateway (cross-organizational)	X			
Single Group Weblog		X		
Micro-communities – many group weblogs with one interface	X	X		X
External Web Community	X	X	X	X
Internal Web UI Community	X	X	X	X
Integrated X Community (Extranet-Intranet) - demo	X	X	X	X
Intranet/Portal Cross-Environment News & Announcements			X	
Dept – Corp Announcements			X	
Centrally managed resources	X			
Distributed Group Weblogs	X	X		



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One Services Suite, Many Solutions



Summary

- SharePoint community extending from Intranet to the Web
- Key Drivers of Business Value are Business Interaction Scenarios – internal and external users working together
- X Design Pattern, powered by CorasWorks Data Integration Toolset, is a proven solution on SharePoint
- Availability of plug and play web apps to master design and technology and start creating business leverage (people learning process)
- Then, move to larger, more customized projects

Are you X Ready?



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Summary

Questions

- CorasWorks <http://www.corasworks.net>
 - See Data Integration Toolset micro-site
- Community <http://community.corasworks.net>
 - Visit Community App Store for Plug & Play Apps
- Email info@corasworks.net

Business Strategy Question:
How can you leverage the web to engage your external workforce to increase business value?



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Questions

<https://msevents.microsoft.com/CUI/WelcomePage.aspx?EventID=1032428926&Culture=en-US>

[Web Slide 1]