Essential Ways to Make SharePoint Work for You

2015 SLA-PHT Division Spring Meeting
April 20, 2015

Greg Cohee
Partner, Pharmica Consulting
“Technology provides no benefits of its own; it is the application of the technology to business opportunities that produces ROI.”

Robert McDowell
Author, ‘In Search of Business Value’
How can we make SharePoint work for you?
Focus: Exclusively on the life science industry

Expertise: R&D Operational Excellence

Know How: Pharmaceutical drug development processes, systems, data, project management, regulations, & collaboration

Goal: Improving efficiency & enabling faster, better decisions
SharePoint: An End-to-end Solution Platform

Customers

Employees

Partners

R&D

Manufacturing

Sales

Marketing

Configuration & Extensibility

Data & Process Integration

Mobile

Social

Platform

Cloud

On-Premises

Security & Identity

Management Platform
Enterprise Information Management.

- Provides Logical Structure & Facilitates Standardization
- Replaces Network Drives and Online Repositories
- Robust Search Capability
Improving Information Architecture = Improving Findability

Classification & Hierarchy

Labeling & Tagging

Navigation & Wayfinding

Search
Logical Hierarchies

- Creating a formal Information Architecture is critical
- Information should reflect your Business or Process
- Using Templates provides a consistent layout & look/Feel
- Applying visual queues will help differentiate areas
Use Navigation Aids to Surface Content
Improving Findability with Search

- **Search scopes**
  - Pre-filter data set results based on set location: instead of searching “All Sites”
  - SharePoint Search can also be configured to Index external repositories

- **Build and implement a new custom ranking model**
  - You decide what weight to give properties
  - Can apply to entire farm, or single site

- **Use keywords, synonyms, and best bets to provide a relevant set of search results for popular search terms**
  - Defined Keywords are used to present a user with a definition and and/or predefined “best bet” links
  - Synonyms are useful when several search terms are used for the same concept and content
  - Use Site Collection Web Analytics Reports to help you plan keywords, synonyms, and Best Bets

- **Plan for iFilters**
  - iFilters used to read individual file types (what’s inside) when it crawls content
The Importance of Taxonomies & Metadata

- Metadata Tags enable quicker enterprise searches
- Documents can be sorted, grouped, filtered by any Metadata tag (i.e., List data header)
- Folders/Directories are no longer needed
Customize Sites & Workspaces

Things to Think about:

- Determine how you work
- Evaluate where your time is spent
- What do Visitors Need?
- What are the Pain Points?
- Look for Repetitive Tasks
- Excel Spreadsheets & Shared Documents
Consistent & Intuitive Site Designs

Common Navigation Scheme
Most Important Content
Frequently Accessed Resources
Contact Information
Useful Links
Use Team Collaboration Sites to Drive Adoption & Efficiency
Use Meeting & Document Workspaces
Capture Data...Don’t Re-enter Data

1. Create a list of data items you want to capture

2. SharePoint automatically creates the Data Entry Form

3. Edit Checks ensure data is entered correctly

4. Data is automatically entered into SharePoint list
List Data (and Documents) can be:

- Sorted
- Filtered
- Grouped
- Counted
- Summed

Then, save custom Views.
Leverage Workflows

Use Workflows to automate business processes:

- Alerts
- Document Routing
- Approvals
- Expiration Reminders
- Data Flagging
- Move/Pull Data
Enterprise Social

There is a 20-25% potential increase in knowledge worker productivity when social technologies are adopted across the enterprise.

Social Workplace Tools
Real-time collaboration
Cloud storing & sharing

The Social Economy: Unlocking Value & Productivity Through Social Technologies
McKinsey Global Institute, July 2012
<table>
<thead>
<tr>
<th>All Business Units</th>
<th>99.99% Uptime</th>
<th>58 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depend on Pfizer World</td>
<td>PfizerWorld always available</td>
<td>Page Views in 2013</td>
</tr>
</tbody>
</table>

More than 151,000 Colleagues, Contractors & Partners around the world use Pfizer World

89,000 Connections in MyWorld, with 76k messages shared

100+ Communities in PfizerWorld. All divisions represented.
Social Media Tools

Video Clips

Discussion Forums

Blogs

Follow, Like, Share...
Real Yammer Metrics:

- 16,940 users (~61%)
- 2,000 “engaged” users
- 1,767 groups
  - 1,063 public
  - 704 private
- 1,039 mobile users
- 12% of use is mobile
Co-authoring with Office Tools & Yammer Discussions
OneDrive for Business connects SharePoint with your computer

Store Documents Centrally & Access Remotely

Share files selectively & securely with colleagues, partners, & vendors

Easy access to documents, reports, policies from virtually any device
OneDrive

- Connects your desktop to SharePoint
- Personal Document Library & Team sites
- Automatic Syncing
- Offline access
- App for Mobile Devices
Adaptive Design for Mobile Devices
Governance is not just important...it’s Critical!

- Site Proliferation and Fragmentation
- Unused sites consume server resources and slow environment
- Lack of consistent look/feel and navigation
- No single point of entry
- News/info-based sites are expensive to create and maintain
- No common means to measure performance vs. investment
Learn more about Pharmica

Visit our Website
www.pharmicaconsulting.com

Facebook
facebook.com/pharmicaconsulting

Twitter
twitter.com/pharmica

LinkedIn
linkedin.com/company/pharmica-consulting-llc

Greg Cohee
Partner, Pharmica Consulting
215-579-1650
greg.cohee@pharmicaconsulting.com