



Microsoft

Microsoft  
Office SharePoint  
Server 2007

Search, Share, Collaborate with  
Microsoft Office SharePoint Server 2007.

## How to use this quick reference card

This quick reference card is designed to help you convey the benefits of Microsoft® Office SharePoint® Server 2007.

## The Office SharePoint Server 2007 opportunity.

Now is the perfect time to engage customers and introduce them to the benefits of Office SharePoint Server 2007. With more than 85 million Microsoft Office SharePoint Portal Server 2003 licenses already in use, there is a clear trend toward widespread adoption. This presents an opportunity to migrate these customers to Office SharePoint Server 2007 and up-sell them to the Enterprise CAL SKU or one of the CAL suites, as well as cross-sell other components of the 2007 Microsoft Office system.

With Office SharePoint Server 2007, you can empower your customers to improve organizational business productivity by providing comprehensive content management and enterprise search, accelerating shared business processes, and facilitating information sharing across boundaries for better business insight.

The Search, Share, Collaborate *Ready-to-Go* Campaign provides you with tools, resources, and marketing materials to help you engage midsize business decision makers (BDMs) and technical decision makers (TDMs), especially those responsible for collaboration and information management tools.

## Market segment opportunity for search and collaboration solutions.

The following Microsoft and third-party research, reports, and references illustrate the growing demand for search and collaboration solutions.

The "information explosion" is taking a toll on productivity and the bottom line:

- The volume of information in the typical organization is growing at 40 percent a year and information workers spend 30 percent of their time finding information.\*
- Not finding needed information costs an organization about US\$5.3 million per year.\*\*
- According to IDC, the global market for enterprise search solutions is expected to grow 16 percent to US\$1.7 billion by 2009.

Improving collaboration and streamlining shared business processes are also key business requirements:

- According to Gartner, collaboration is a USD \$1.5 to \$2.8 billion annual software revenue opportunity worldwide between 2007 and 2010.
- Manual processing of paper (e.g., claims processing, loan origination) is inherently slow, and organizations can lose business and customers due to poor responsiveness.
- Managing the authoring, approval, publishing, and deployment of content for intranets, extranets, and Internet sites is a huge burden on IT, with many bottlenecks. It's hard to maintain a consistent look and feel and preserve the organization's brand assets, particularly for external-facing sites.

Compliance regulations and litigations are also driving the need for solutions:

- "The increasing pressure of industry and regulatory compliance pushed demand for document and records management systems, and has started to push demand for search, integrated workflow, and collaboration software" (IDC Report #33683).
- Due to compliance regulations and legal risks (e.g., SOX, SEC 17-a/b, DOD 5015.2, MoReq, ISO, HIPAA) organizations need retention and disposition policies. Failure to have them can result in fines or imprisonment.

Microsoft partners can take advantage of Office SharePoint Server 2007 to drive long-term revenue:

- "Companies serious about building a Web and services infrastructure will find Office SharePoint Server 2007 to be an upgrade they won't want to hold off on" (Jim Rapoza, "The Most Important Microsoft Release of the Year," Microsoft Watch, November 7, 2006).
- "Office SharePoint Server 2007 offers a potential long-term revenue stream for partners, with deals averaging around US\$125,000 in services revenue ranging from around US\$20,000 for small and midsize projects to more than US\$2 million for large enterprise deployments" (CRN, August 17, 2007).

## Solution overview.

Office SharePoint Server 2007 is designed to:

- Improve individual and organizational productivity by quickly connecting people with the right information and people while they work and in the context of work.
- Help organizations secure and manage information and organizational knowledge across disparate islands of information within one platform and convert the information to organizational knowledge.
- Empower employees to work together and collaborate more effectively, with multidimensional collaboration tools and by streamlining business processes. This groundbreaking platform offers key performance indicators (KPIs) and dashboards, which can provide organizational business insights and results.

## Search: Quickly connect people with the right information.

Improve individual and organizational productivity by quickly connecting employees with the right information and people. Office SharePoint Server 2007 delivers valuable features so you can:

- Search files shares and internal and external web sites using out-of-the box capabilities. Also extensible to custom repositories.
- Identify people with the desired knowledge and experience.
- Search line-of-business (LOB) applications such as CRM and ERP and expose the data in a simple and familiar UI.
- Manage your search solutions with permission trimming capability.
- Quickly and easily connect to applications and services using the Open Search standard in enterprise search with federated search connectors.

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**Share: Convert insight into organizational knowledge.**

Office SharePoint Server 2007 provides an extensive array of tools to help individuals share information, organizational knowledge, and personal expertise in the context of business processes or their work:

- A rich, personalized aggregation point (My Sites) for user needs, applications, and information.
- Portals help to build communities and promote knowledge sharing.
- A common user interface across enterprise content management capabilities: document management, records management, Web content management, and e-forms.
- Out-of-the-box workflows to increase productivity and reduce bottlenecks by streamlining processes like approvals and Web content development.

**Collaborate: Simplify how people work together, and help them more effectively apply information to their needs.**

Office SharePoint Server 2007 offers powerful tools to help individuals work together to solve problems and achieve their objectives:

- Collaborative workspaces, a versatile technology for collaboration and the foundation for business applications, which empower teams to work together and cooperate more effectively.
- Social computing tools to enable communities and connect people, teams, and expertise.
- Wikis, blogs, and team discussion boards to enable ad-hoc information sharing.
- Support for business process integration, connecting, enhancing, and reusing organizational assets with capabilities such as digital forms, workflows, dashboards, and key performance indicators (KPIs).

**Role-based questions that matter.**

The following questions were developed based on various departments in your customers' organizations. We have provided you with ideal responses to their possible concerns.

Role	Role-based question	Your response
Chief executive officer (CEO) and chief compliance officer (CCO)	Is your organization at risk because you're not protecting business-sensitive information in documents, Web content, e-mails, and spreadsheets? If you have a system in place, are you still at risk because of poor user adoption?	With Office SharePoint Server 2007, you can help meet regulatory requirements through comprehensive control over content. By specifying security settings, storage policies, auditing policies, and expiration actions for business records in accordance with compliance regulations, you can help ensure your sensitive business information can be controlled and managed effectively. And you can reduce litigation risk for your organization. Tight integration of Office SharePoint Server 2007 with familiar desktop applications means that policy settings are rendered onto client applications in the Microsoft Office system, making it simpler for employees to be aware of and comply with regulatory requirements.
CEO and CCO	Does your organization store business logic in spreadsheets?	Now you can share business data without divulging sensitive information. Give your employees access to real-time, interactive Microsoft Office Excel® spreadsheets from a Web browser through Excel Services running on Office SharePoint Server 2007. Use these spreadsheets to maintain and efficiently share one central and up-to-date version while helping to protect proprietary information embedded in the documents (such as financial models).

BDM	Are you concerned with the amount of time information workers spend searching for relevant information?	Now it's fast and easy to connect people with information and expertise. Enterprise search in Office SharePoint Server 2007 incorporates business data along with information about documents, people, and Web pages to provide comprehensive, relevant results. Features like duplicate collapsing, spelling correction, and alerts improve the relevance of the results, so you can easily find what you need.
BDM	What content sources (e.g., computer, e-mail, FileShare, Windows® SharePoint Services, LOB applications) would be beneficial for your users to search across?  What content types (e.g., PDF, CAD, Office) would be beneficial for your users to search?	Office SharePoint Server 2007 simplifies organizationwide access to both structured and unstructured information across disparate systems. Give your users access to business data found in common LOB systems like ERP and CRM through Office SharePoint Server 2007. Users can also create personalized views and interactions with business systems through a browser by dragging configurable back-end connections. Enterprisewide Managed Document Repositories help your organizations store and organize business documents in one central location.
BDM	Does your organization face deadlines or pressure to reduce cycle times and speed time to market?	Using Office SharePoint Server 2007, you can boost employee productivity by simplifying everyday business activities. Take advantage of out-of-the-box workflows for initiating, tracking, and reporting common business activities such as document review and approval, issue tracking, and signature collection. You can complete these activities without any coding. Tight integration with familiar client applications, e-mail, and Web browsers provide you with a simple, consistent experience. Modifying and extending these out-of-the-box workflow processes is made easy through tools like Microsoft Office SharePoint Designer 2007 (the next release of Microsoft Office FrontPage).  Plus, without coding any custom applications, you can use smart, electronic forms-driven solutions to collect critical business information from customers, partners, and suppliers through a Web browser. Built-in data validation rules help you gather accurate and consistent data that can be directly integrated into back-end systems to avoid redundancy and errors that result from manual data re-entry.
TDM	How many IT resources are losing time using multiple administration interfaces, running multiple back-up and restore processes, and supporting users struggling with multiple front-end interfaces?	With Office SharePoint Server 2007, you can provide a single, integrated platform to manage intranet, extranet and Internet applications across the enterprise. Office SharePoint Server 2007 is built on an open, scalable architecture with support for Web services and interoperability standards including XML and Simple Open Access Protocol (SOAP). The server has rich, open application programming interfaces (APIs) and event handlers for lists and documents. These features provide integration with existing systems and the flexibility to incorporate new non-Microsoft IT investments.
TDM	How many IT resources are building and maintaining point-to-point integrations between DM, RM, WCM, and forms systems in production today, and rebuilding them whenever one component is upgraded?	Without coding any custom applications, you can use smart, electronic forms-driven solutions to collect critical business information from customers, partners, and suppliers through a Web browser. Built-in data validation rules help you gather accurate and consistent data that can be directly integrated into back-end systems to avoid redundancy and errors that result from manual data re-entry.

\*Source: "The Enterprise Workplace: How It Will Change the Way We Work," IDC #32919, February 2005.

\*\*Source: "The Hidden Costs of Information Work," IDC #201334, April 2006.