



IT04 – Web Content Management Overview

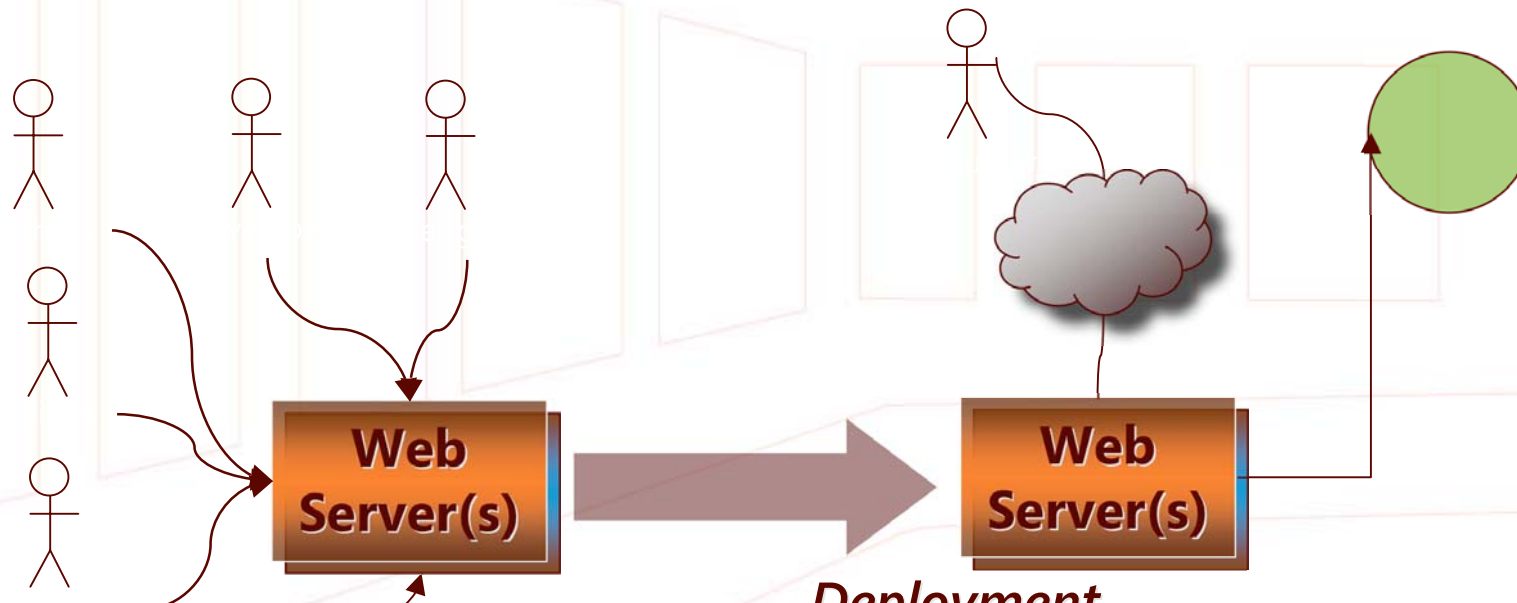
European Microsoft SharePoint Conference 2007
February 12th to 14th, 2007
Convention Center
Hotel Estrel, Berlin, Germany

 Microsoft®
Office SharePoint®
Server 2007

Agenda

- The Web Content Management Challenge
- Branding
- Authoring
- Control, Management, Deployment
- Migration
- Microsoft SharePoint Advantage
 - Web Parts, List benefits

The Web Content Management Challenge



Development / Staging

Deployment

- Manage complex interactions among contributors
- Enforce business rules
- Content re-use
- Branding
- Simple to find and retrieve content

Technology Convergence

2006

Office SharePoint Server 2007
Portal, Web Content Management, and More

Windows SharePoint Services "v3"

2003

SharePoint Portal Server 2003

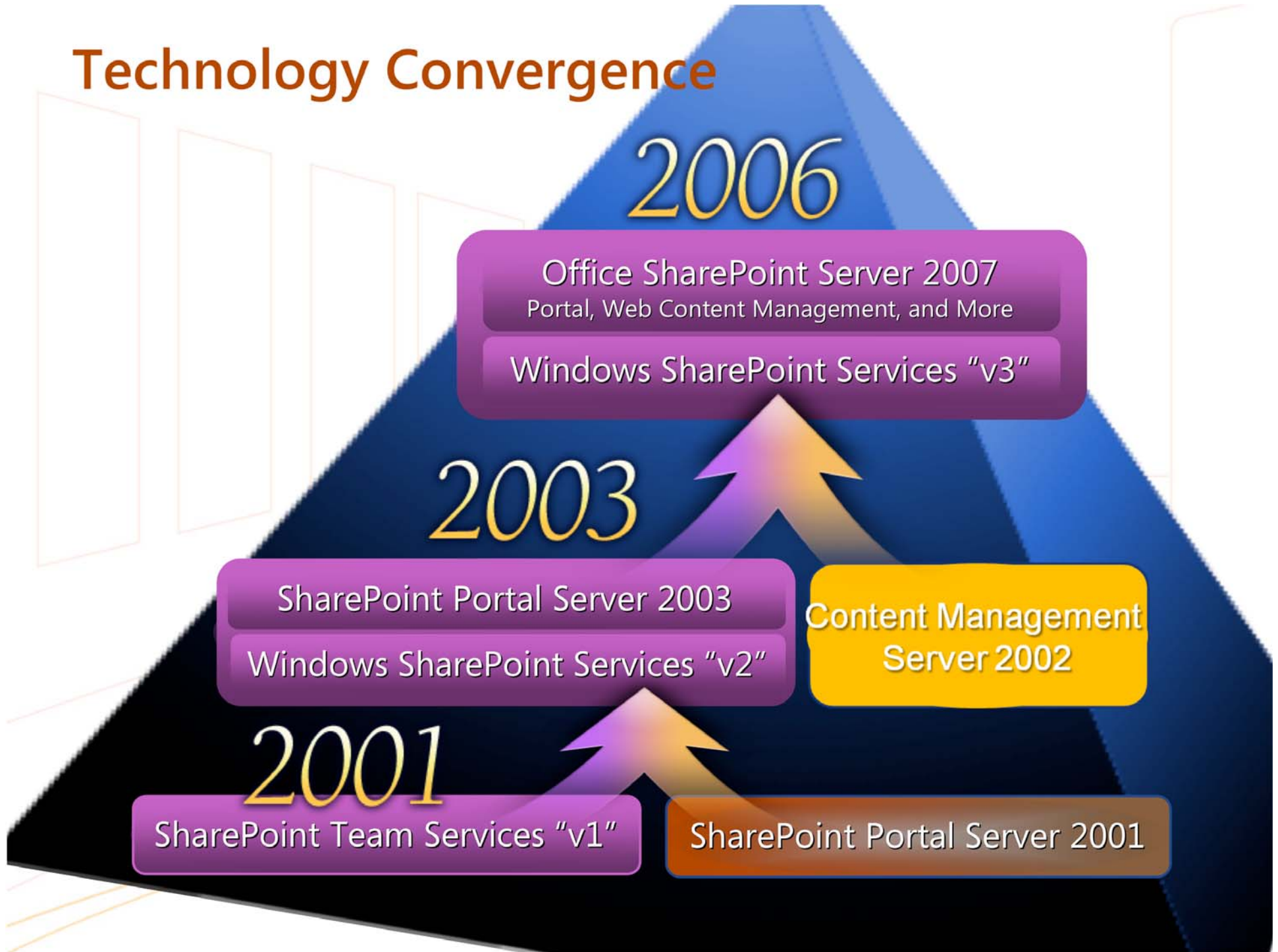
Windows SharePoint Services "v2"

Content Management
Server 2002

2001

SharePoint Team Services "v1"

SharePoint Portal Server 2001



SharePoint Feature Areas



Web Content Management ABCs

Authoring

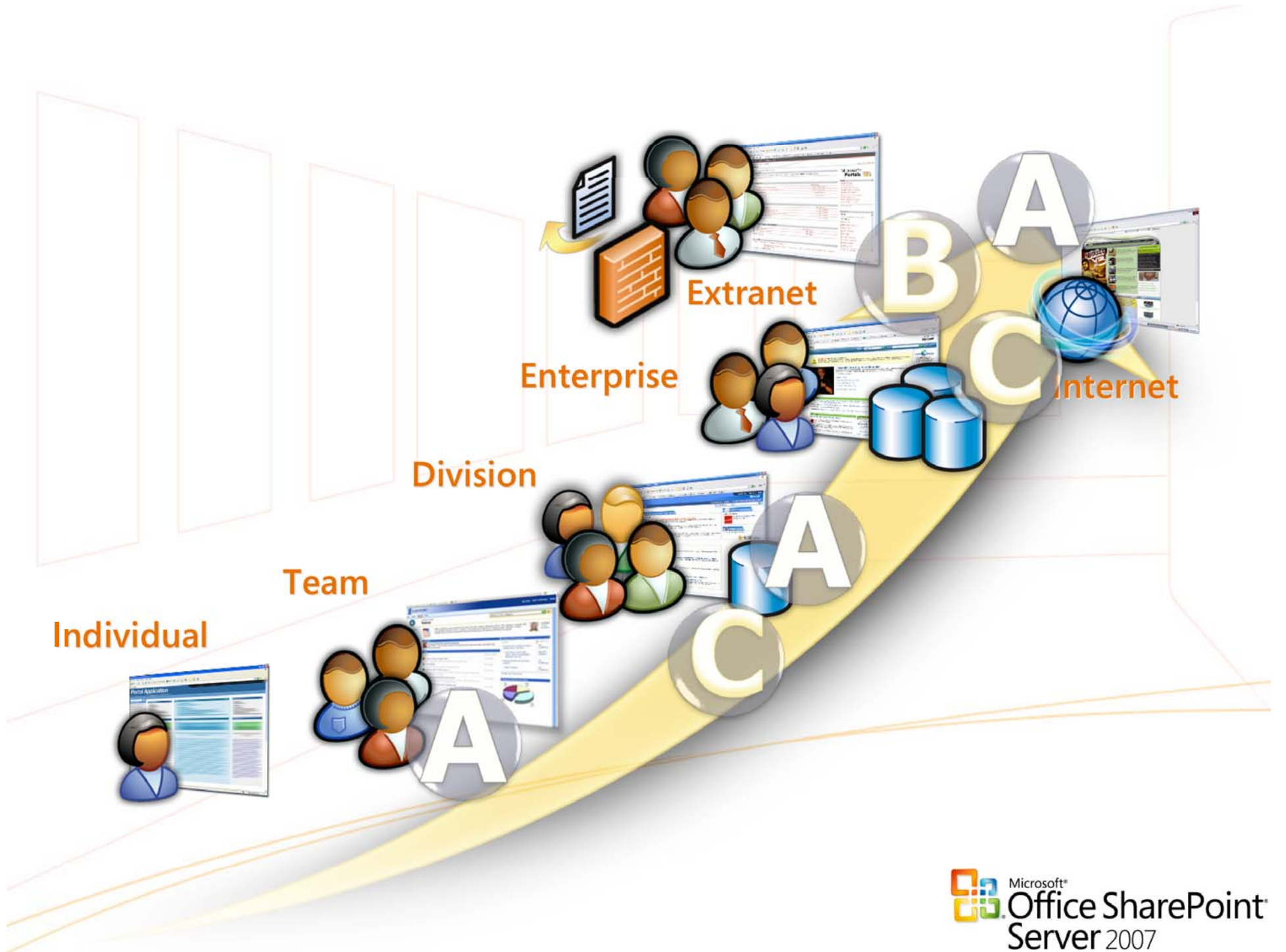
Web-based
Word/Infopath
Toolbar
Webparts

Branding

Master Pages
Page Layouts
Template
Governance

Controlled Publishing

Page Scheduling
Workflow
Content
Deployment

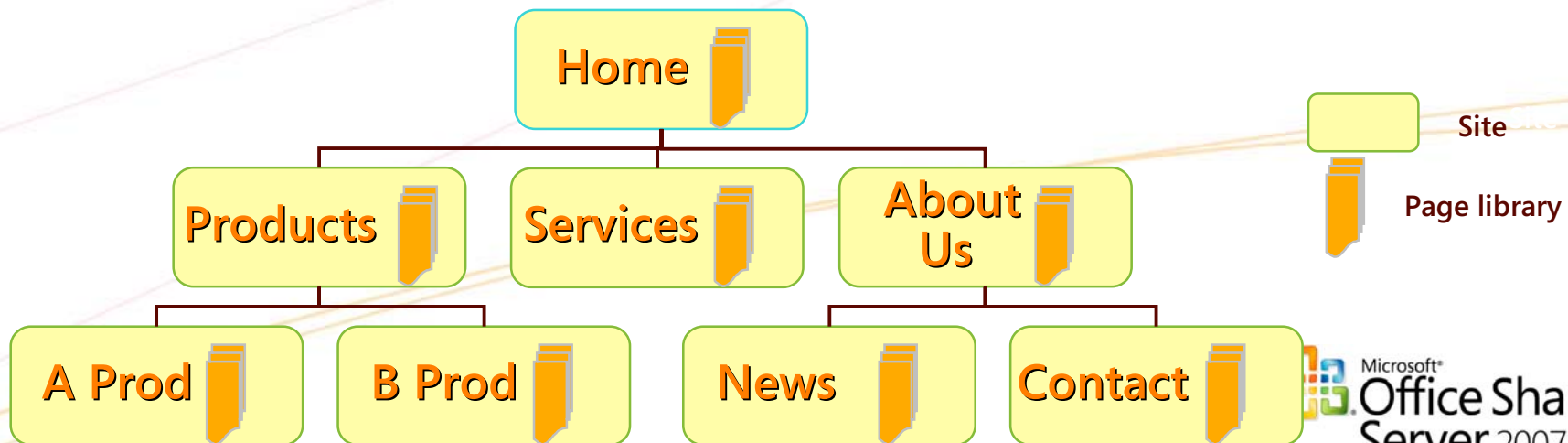


Basic Web Authoring

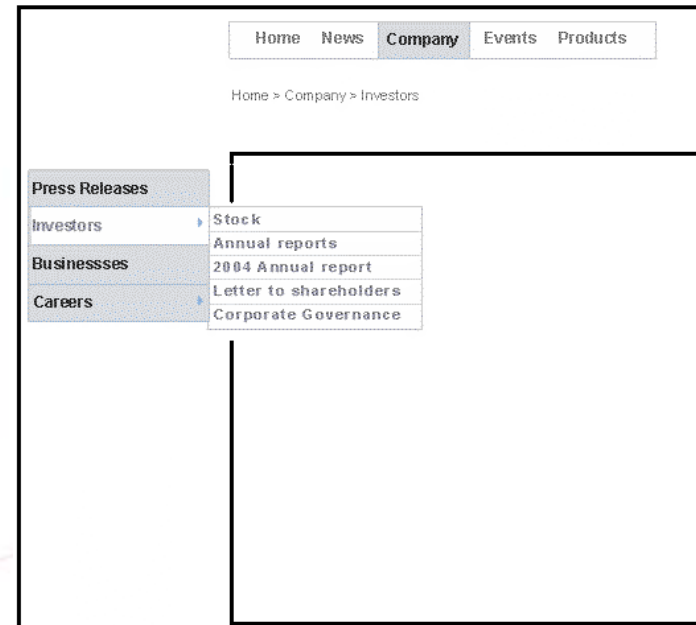
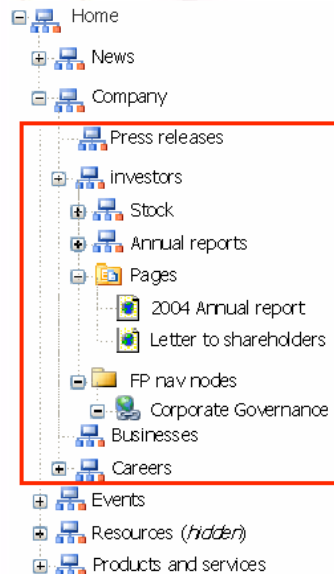
demo

Site Structure

- Web presence is a hierarchy of Windows SharePoint Server (WSS) "Sites"
 - Sites are analogous to Microsoft SharePoint Portal Server (SPS) "areas" or Microsoft Content Manager Server (MCMS) "channels"
 - The hierarchy defines URL and Navigation structure
- Each site has a library for Pages
 - Pages are analogous to MCMS "postings"
 - Pages are rendered by Page Layouts (analogous to MCMS "templates")
 - Pages can be branded using Master Pages



Navigation



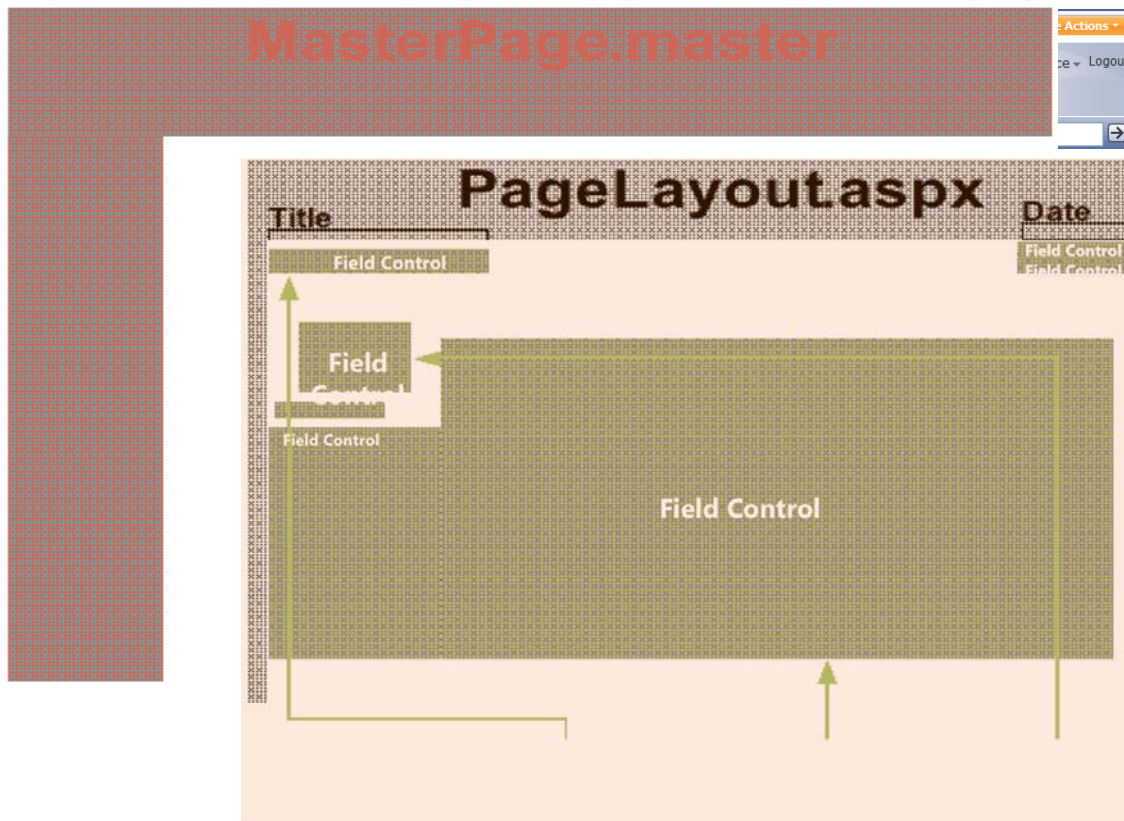
● Rich out-of-the-box Navigation

- Dynamic navigation based on site hierarchy
- Includes webs, pages and authored links
- Navigation links trimmed based on security, workflow state and publishing schedule
- User configurable (hide sites, add links)
- Can be styled with CSS

● Extensible

- Built on the ASP.NET 2.0 Navigation Provider Model
- Build or use other custom navigation

Page Rendering



A typical page render

- 📄 Welcome.aspx page is requested
- 📄 Page layout associated with page is retrieved
- 📄 Master page associated with site is retrieved
- 📄 Controls in page layout render content from page's fields into the page

Inherited from Microsoft Windows SharePoint Services

- Versioning
- Check-in and out
- Content types
- Access control
- Workflow
- 2 Stage Undelete
- Link Fix-up

FileName	PageLayout	Title	Body	Image
Welcome.aspx	PageLayout.aspx	Welcome To News	Lorem ipsum dolor sit ...	/Images/Chair.jpg

Creating a Publishing Site

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Web-based Page Authoring

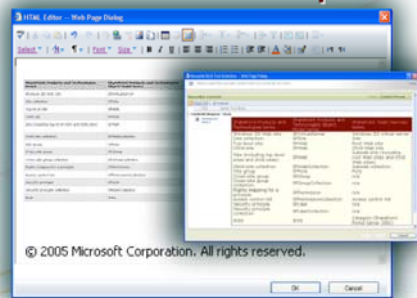
- Page content authoring in context of the site
- Menu-based Web authoring
- Out-of-the-box set of content controls
- DHTML control
 - DHTML-based editor with spell checking
 - Table editing with configurable styles
 - Reusable HTML Fragments
- Image control with asset picker
- Attachment/Link control with asset picker

Content Re-use – Editing Time

Reusable content list



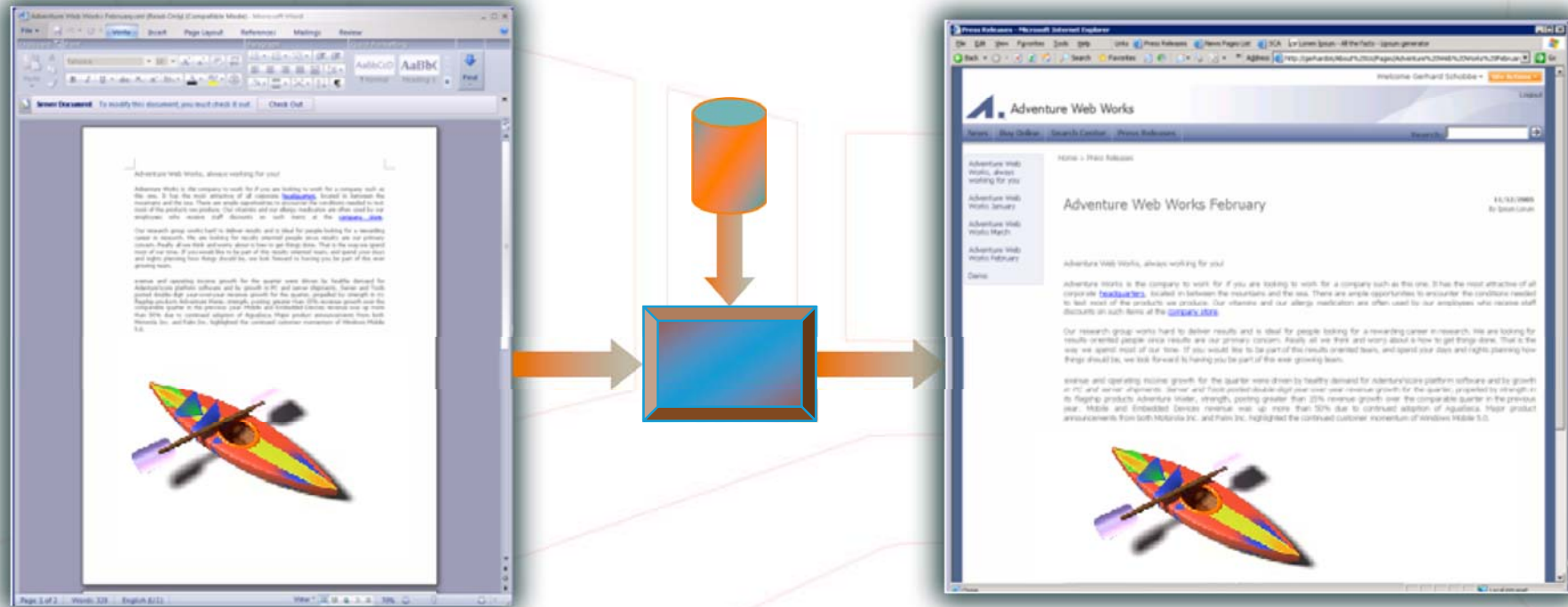
HTML editor + picker



Page item



Smart Client Authoring



- Server-side conversion of Word and InfoPath documents into Web pages
- Configurable process
- Pluggable converter model

Controlling The Process

- Pages support standard WSS governance features
 - Check-in/checkout
 - Drafts and major versions
 - Workflow, Content Approval
- Integrated with a customizable workflow system
 - Out-of-the-box approval and review workflows
 - Control the process while an item is waiting for approval
- Publishing schedules
- Content Deployment

Workflow

- Configurable out-of-the-box Workflow templates
 - Serial and Parallel
- Can apply to a Pages Library
- Built on Windows Workflow Foundation
 - Developers can build and deploy workflow components
- Tasks
 - Show up in specific Task list
 - Aggregated in Outlook 2007
 - Aggregated in Microsoft Office SharePoint Server Web Part
 - E-mail

Site Management Tool

- “Explorer-like” Web-based tool for SharePoint
- Arrange Site Content and Structure
- Run reports to gain visibility into site content
- Understand the relationships between items

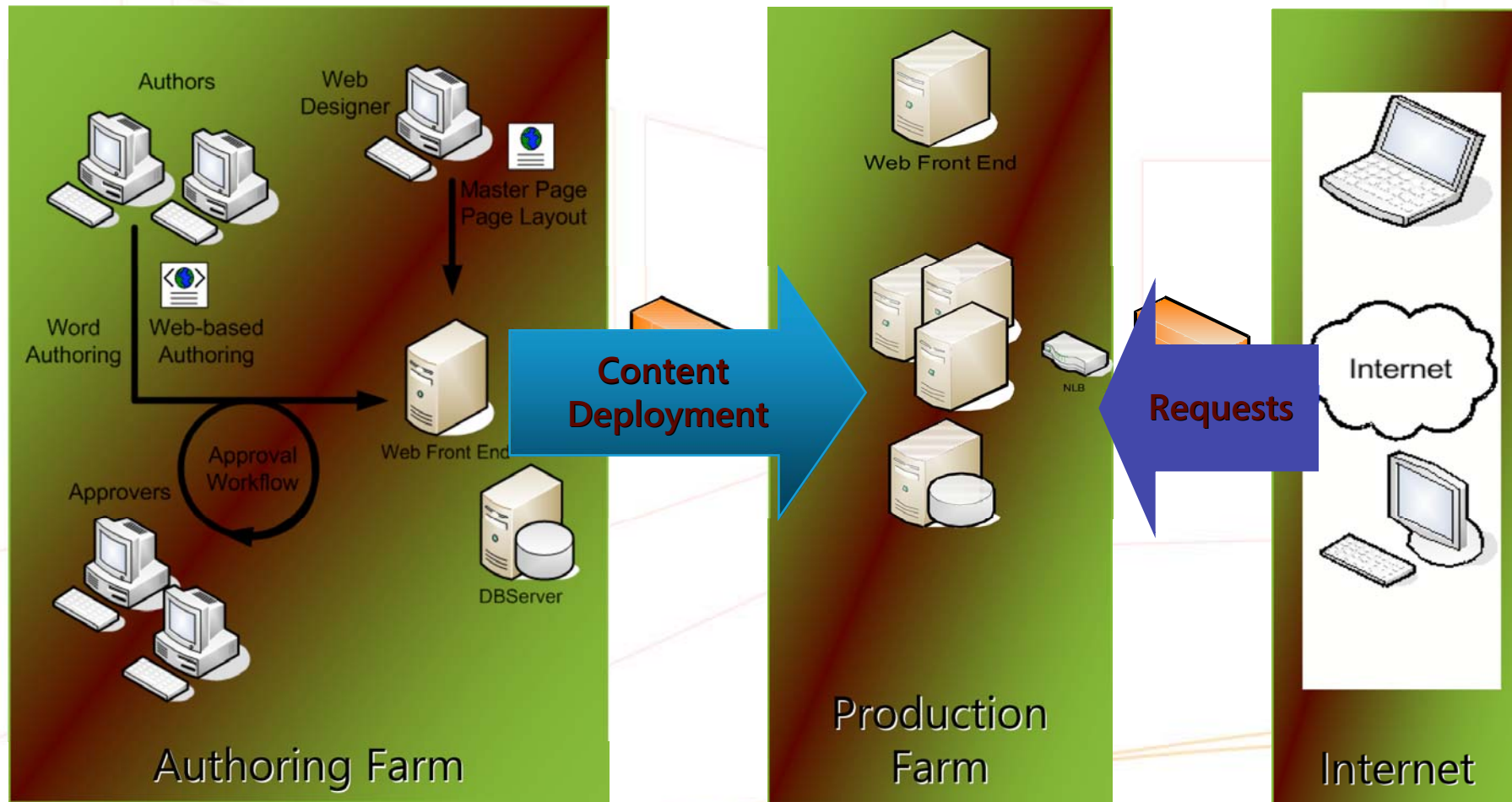
Multilingual sites

- Common pattern
 - Parallel sites in multiple languages
 - In concept, they are localized mirrors
 - In reality, there are exceptions and customizations for different regions
- Modeled as variations
 - Admin creates multiple labels
 - System creates and maintains parallel versions of containers and items
 - Exceptions are allowed
- Not just for language translations
 - Multilingual sites, multi-device sites, and multi-branded sites

Workflow and Site Management

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Multi-Farm Topology



Content Deployment

- Transfers content from one site collection to another
 - Paths define the relationship between source and destination
 - Jobs define the content to deploy and a schedule

Migration

- Content
 - Web Pages
 - Database Information
- Look & Feel
 - DHTML
 - Graphics
- Application
 - Business Logic

Migration Options

- Approaches
 - Co-existence, Gradual
 - Big-bang
- Options
 - Tools, customer
 - Partner Technology

SharePoint Advantage

- Inherited from WSS
 - Framework and Storage
 - RSS Feeds
 - Single Item Security
 - Single Item restore
 - Security Trimming
- Take advantage of other SharePoint Server features
 - Integrated Search
 - Targeting
 - Other Web Parts
 - Business Data Catalog

The SharePoint Advantage

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Microsoft®
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Server 2007