

Microsoft QuickStart for Evaluating Microsoft Content Management Server: Proof of Concept Workshop

Evaluate The Microsoft® QuickStart Program is a great way to determine if Microsoft technology solutions can help your organization meet its business goals. The Microsoft Content Management Server Proof of Concept Workshop is a three-week in-depth workshop where Microsoft technical consultants work closely with key members of your technical staff to develop prototypes for custom solutions based on Microsoft Content Management Server.

Overview: As the percentage of business interactions that take place over the Internet increases, successful management of your organization's Web presence and Internet capabilities will become critical to your ability to achieve bottom line business objectives. Web content management solutions enable enterprises to quickly build and deploy Web sites, and to deliver rich content for Internet, intranet, and extranet sites.

Timely and relevant content enables businesses to communicate more effectively with prospects, customers, partners, and employees. Equally important, it empowers employees to create, publish, and manage Web content with little or no help from IT staff. The results include increased productivity, stronger customer and partner relationships, improved internal communication, and increased revenue.

Enterprises that deploy Web content management solutions realize the following benefits:

- Web sites are managed as strategic business communication vehicles.
- Sites can be built rapidly and modified quickly to adapt to changing market conditions.
- Content can be published quickly to meet business needs.
- Subject matter experts own and publish their content within enforced policies and structures.
- Content can be shared across Web applications and repurposed for multiple devices and browsers.
- Costs associated with managing, building, and growing Web sites are significantly reduced.

Objectives: The Proof of Concept Workshop is designed to demonstrate key capabilities of these advanced technologies in the context of your business requirements.

Microsoft consulting experts will work with key members of your technical team to determine how Microsoft Content Management Server can address your business needs.

This engagement can include detailed demonstrations, training sessions, and the development of a working prototype.

This work is custom tailored to your requirements prior to beginning the project. Topics can include:

- **In-Context Authoring Templates:** Enable your content contributors to build and contribute richly formatted content in easy to use templates without leaving the Web site.
- **Flexible Workflow:** Provide multiple levels of approval to ensure that content is always reviewed and approved before it goes live on the Web site.
- **Dynamic Template Switching:** Use the publishing API to switch presentation templates on the fly, changing the layout or design of a page in real-time.

Once the workshop is complete, you'll have the information needed to make a decision regarding the deployment of a production solution based on Microsoft Content Management Server.

The Microsoft Team: Microsoft Consulting Services and Microsoft Certified Partner consultants deliver all Microsoft QuickStart Program offerings. Team members have extensive experience implementing solutions for Web content management for enterprise customers. Building on that experience, they can help you decide how Microsoft Content Management Server can best help your organization meet its business goals.

Preparation: Before each Proof of Concept Workshop, an Engagement Plan will be created that details objectives, resources, and processes to be used.

Deliverables:

- An Engagement Report documenting the results of the workshop.
- A proposal to support continued site development.

Primary Audience: The Microsoft Content Management Server Proof of Concept Workshop is for key technical staff members. You will receive the most benefit from a Proof of Concept Workshop if participants consist of a team of people that includes a project leader, a technical architect, developers, and operations engineers.

Microsoft Products Covered:

- Microsoft Content Management Server 2001
- Microsoft SQL Server 2000, Enterprise Edition
- Microsoft Windows® 2000 Advanced Server
- Microsoft BizTalk™ Server 2000, Enterprise Edition
- Microsoft SharePoint™ Portal Server 2001

Next Steps: The Microsoft QuickStart for Evaluating Microsoft Content Management Server is the first step in a complete path to implementation. The complete solution implementation roadmap consists of five phases. Microsoft Consulting Services and Microsoft Certified Partners are ready to help you at every stage.

Solution Implementation Roadmap:



Evaluate Determine if the technology solution will meet your business objectives. Learn about the core features of the solution as they apply to your business requirements. This phase may include hands-on work to address areas of particular technical concern.

Plan Develop the high level architectural plan, identify risks, and develop the project plan. Choose from fixed-duration consulting packages or custom

consulting services that quickly deliver an initial architecture design and identify risks for full deployment.

Build Detailed design, lab work, testing and development. Explore methods for mitigating risks identified during the planning phase, conduct lab testing, and develop a detailed design document. Then create installation, operations, training, deployment, and communications plans. Conclude with a pilot implementation.

Deploy Efficient, low risk deployment of the technology solution. Once the build phase is complete, the solution is ready for a rapid trouble-free implementation. Custom services are available to help your company execute the deployment.

Operate Establish the right operational procedures and support. A complete operations and support plan is critical for the successful deployment of any enterprise solution. Microsoft offers services designed to deliver operational best practices customized for your environment.

Microsoft Content Manager Server: Microsoft Content Management Server 2001 enables companies to quickly and efficiently build, deploy, and maintain Web sites, including Internet, intranet, and extranet sites. A core component of the Microsoft .NET Enterprise Server family, it is a comprehensive, scalable enterprise Web content management solution. With its automated publishing processes, dynamic content delivery, and efficient site building and site management tools, Microsoft Content Management Server provides a robust foundation for keeping up with the increasing demand to build new Web sites. It also delivers the tools needed to maintain those sites once they've been launched.

With Microsoft Content Management Server, non-technical business users create and publish their own Web site content, which is then dynamically delivered for multiple purposes, audiences, and devices, freeing Web developers to focus on building and deploying new sites and applications. Microsoft Content Management Server also provides high levels of out-of-the-box functionality, opening the door to quick implementation and efficient management of advanced Web site features. With Microsoft Content Management Server, your organization's IT department will be more responsive than ever to new opportunities and changing business conditions.

Need a Microsoft QuickStart?

For more information on the Microsoft QuickStart Deployment Program, please contact Microsoft Consulting Services in your local Microsoft office. www.microsoft.com/business

