

# SharePoint 2010



**Microsoft**<sup>®</sup>  
**AUTHORIZED**  
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SharePoint 2010 is a business collaboration platform for the Enterprise and the Web that enables customers to **cut costs through a unified infrastructure,** while allowing them to rapidly respond to business needs.

The capabilities of SharePoint 2010 work together to help customers quickly respond to changing business needs. Using SharePoint 2010 allows users to share ideas and expertise, create custom solutions for specific needs, and find the right business information to make better decisions.

## Expand your Sales

SharePoint 2010 is just one part of the Microsoft solution allowing you to expand every sale of this product by adding a variety of other Microsoft offerings:

### ■ Office 2010

Together Microsoft Office 2010 and SharePoint 2010 give people the ability to view and edit with PCs, browsers, and mobile devices. This combination also includes greater capabilities for users to use Office applications to edit documents and work with information from line-of-business applications while offline, and then resynchronise when they're reconnected to the network.

### ■ Forefront

When used in combination with SharePoint 2010 you can enable more secure business collaboration from virtually anywhere and across devices, while preventing unauthorised use of confidential information. Through deep integration with SharePoint 2010, Forefront prevents data loss by protecting documents with multiple best-in-class anti-malware engines.

### ■ SQL Server

Underpinned by SQL Server, SharePoint 2010 can break down disparate silos of information to create rich scorecards, dashboards, and performance management reports. These views can blend structured and unstructured data, and ultimately represent a single version of the truth for an organisation.

## Capabilities

Using SharePoint 2010 enables employees to set up Web sites to share information with others, manage documents from start to finish, and publish reports to help everyone make better decisions. Here are the core capabilities of SharePoint 2010:

### Sites

Provide a single infrastructure for all business Web sites. Share documents with colleagues, manage projects with partners, and publish information to customers.

### Composites

Offer tools and components for creating do-it-yourself business solutions. Build no-code solutions to rapidly respond to business needs.

### Communities

Deliver great collaboration tools and a single platform to manage them. Make it easy for people to share ideas and work together the way they want.

### Content

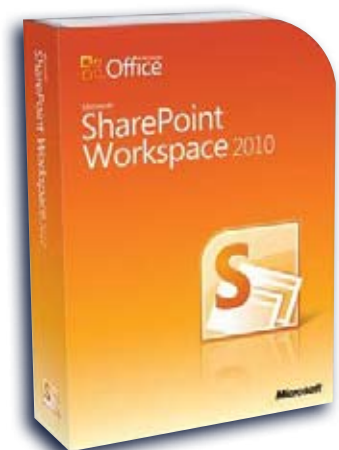
Makes content management easy. Set up compliance measures 'behind the scenes' – with features like document types, retention policies, and automatic content sorting, and then let people work naturally in Microsoft Office.

### Search

Cuts through the clutter. A unique combination of relevance, refinement, and social cues helps people find the information and contacts they need to get their jobs done.

### Insights

Give everyone access to the information in databases, reports, and business applications. Help people locate the information they need to make good decisions.



## Business Benefits

Forefront provides comprehensive IT infrastructure security for Windows-based desktop PCs, laptops, and servers, and for messaging and collaboration platforms; enabling customers to:

- **Increased employee productivity** – By letting users work together in the way that is most effective for them; whether through PC, browser or mobile phone, SharePoint 2010 offers an intuitive and familiar user experience which enables employees to be even more productive when offline.
- **Reduced costs** – By offering an integrated set of features and allowing organisations to consolidate their business-productivity solutions on top, SharePoint 2010 lowers total cost of ownership, through reduced maintenance, training and infrastructure management costs.
- **Rapid response to business need** – SharePoint 2010 enables all users to customise the out-of-box platform and deploy solutions that will enable them to address specific business needs more quickly and more effectively.
- **Reduced complexity** – Delivering multiple workloads within one offering, SharePoint 2010 enables customers to consolidate technology purchasing costs; unifying workloads on a single infrastructure means much lower deployment, security and management costs.

## Opportunity Spotter

SharePoint 2010 facilitates business collaboration in the broadest sense; helping colleagues, partners, and customers work together in new and effective ways. Here are just a few of the types of customers you should be talking to about SharePoint:

- **Customers looking to create a more scalable, unified infrastructure**

SharePoint 2010 offers better control over server resources, which can improve processes such as performance and management of large lists. Its scalable services architecture allows you to effectively manage and centralise services like Search, My Sites, and Taxonomy through Central Administration.

- **Customers searching for richer platform services**

SharePoint 2010 provides new features for building business collaboration applications, including Silverlight hosting for user interfaces, LINQ to SharePoint, Client Object Model, BCS, data relationships, and large list scalability. Using BCS, developers now can integrate line-of-business data in SharePoint and Office Client solutions easily and with read/write capability.

- **Customers with an increasingly mobile workforce**

SharePoint Workspace 2010 allows users to access business-critical documents quickly and securely, while being offline. SharePoint 2010 also includes enhancements to the mobile experience, as it now supports a wider variety of micro browsers and includes a mobile SDK which can be used to customise mobile experiences.

- **Customers who need a more effective way for employees to collaborate**

Giving users the freedom to work together in a flexible, natural way depending on their preference and the context of their work; SharePoint 2010 provides a broad array of tools including wikis, blogs, team sites, personal pro-files, automated document workflows, rich media repositories and much more.

- **Customers who want to increase productivity in the IT department**

SharePoint 2010 can increase IT professionals' productivity by improving the administrative experience and giving administrators deeper operational insight. Features include a new streamlined Central Administration website, new capabilities to manage and monitor the SharePoint farm, and Windows PowerShell support.

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