

C A S E S T U D Y



SharePoint upgrades fail when existing content is simply migrated as-is. Content must be made relevant, usable, and instantly available to users.

SharePoint conversion saved by focusing on the content

With 60,000 employees in more than 100 countries, this oil and gas services supplier is committed to helping its customers locate, drill, complete, and produce oil and gas assets using safe and sustainable methods. Ensuring its employees and suppliers can readily access legal compliance and ethics information is vital to reducing risk and enforcing responsible business practices, potentially saving billions of dollars over time. Suffering from the ill-effects of a SharePoint upgrade that focused only on the tool, this major oil and gas services supplier turned to TarrenPoint to help make their compliance content relevant, accessible, digestible, and usable.

The small global compliance team at this oil and gas services supplier was excited about their Microsoft SharePoint upgrade, until they realized they would have to complete the design themselves and find or recreate a load of lost content, then cull all the converted content so it was current, relevant, and restructured into readable chunks. Corporate IT managed the upgrade from SharePoint 2007 to SharePoint 2010 and conducted training on populating pages and creating basic libraries. As happens too often with mass automated content migration, the resulting corporate-branded site design provided only basic page templates, while 30% of global compliance content was missing. The global compliance team was stuck finalizing design for its site collection and unraveling the mess that had been caused by script-driven content migration. Not knowing where to start, the compliance team contacted TarrenPoint—the content experts—for help.

Business challenges

The client was at a standstill, not knowing how to complete their SharePoint 2010 site design, why some content had migrated and some had not, or how to improve their web presence. While they knew conceptually what they were driving toward, they possessed neither the skill, expertise, or time to execute that vision.

The TarrenPoint answer

TarrenPoint immediately saw an opportunity to improve usability and adoption, leading directly to reduced risks and personnel violations. The client was enthusiastic about TarrenPoint's robust content strategy, described below.

Organization—TarrenPoint first gathered all current client content and then proceeded to organize it into effective categories. Instead of organizing information from the top down, TarrenPoint focused on why personnel would need or want a specific piece of content. Organizing content based on user experience is key to making information easier to find.

Architecture—After organizing content by user need, the next step was to create a site architecture that uses intuitive structures and simple linking strategies. Many web content developers focus on words without accounting for context and flow. This leads to poor site architecture that can hinder future content expansion. Guided by user experience, TarrenPoint created a simple, four-category site architecture with a graphical user interface that personnel could easily navigate.

CASE STUDY



Rapid, Efficient, Proven **CONTENT SOLUTIONS**

Page design—The client did not have experienced SharePoint site collection and page designers. TarrenPoint's SharePoint designers helped create effective page layouts requiring minimal scrolling and clicking, which is critical to content usability and absorption.

Content deployment—Without sufficient internal training, the client did not have a firm understanding of how to deploy content effectively using SharePoint 2010. TarrenPoint set up base page templates and page structures that could be used by the compliance team repeatedly to author new content and perform ongoing content maintenance, creating a SharePoint solution they could use long-term. After a brief training session from TarrenPoint, the global compliance team had the tools they needed to manage their content moving forward.

Audience engagement—Not being experienced communications professionals, the client tended to generate a great deal of jargon and legalese, reducing content usability and effectiveness and weakening audience engagement. By looking at the existing ethics and compliance information from the user perspective, TarrenPoint re-imagined how content was presented, converting thick paragraphs to easily understandable infographics, maps, charts, and clear directives. The end result was immediate user engagement that led to more consistent and predictable user actions.

Analytics—TarrenPoint experts trained the client team on how to access and use the analytics capabilities of SharePoint 2010 to monitor traffic, content most often accessed, downloads, and page paths with the goal of better understanding user needs, patterns, and tendencies. This armed the team with the metrics they needed to better serve personnel, thereby further decreasing risk and compliance-related cost over time.

Business benefits

What started as a SharePoint upgrade resulted in a SharePoint content solution from TarrenPoint that delivered the following business benefits:

- A quantifiable ROI based on reduced risk of compliance and ethics violations
- Increased accessibility to ethics and compliance content
- Increased awareness of compliance reporting options and processes
- Increased comprehension of compliance and ethics principles
- Increased accuracy of content
- Increased understanding of user needs and trends
- Reduced costs of site maintenance

About TarrenPoint

Since 1994, TarrenPoint has partnered with our clients to deliver the highest quality business and technical documentation, corporate communications, multimedia productions, and e-learning solutions using our proprietary REP MethodologySM (Rapid, Efficient, and Proven). Our REP Methodology streamlines processes, condenses development timelines, ensures the highest quality deliverables, and delivers enhanced customer experiences, all at a substantial cost savings.

For more information about TarrenPoint, please visit **TarrenPoint.com** or call toll-free in the U.S. **1-877-955-0707**.