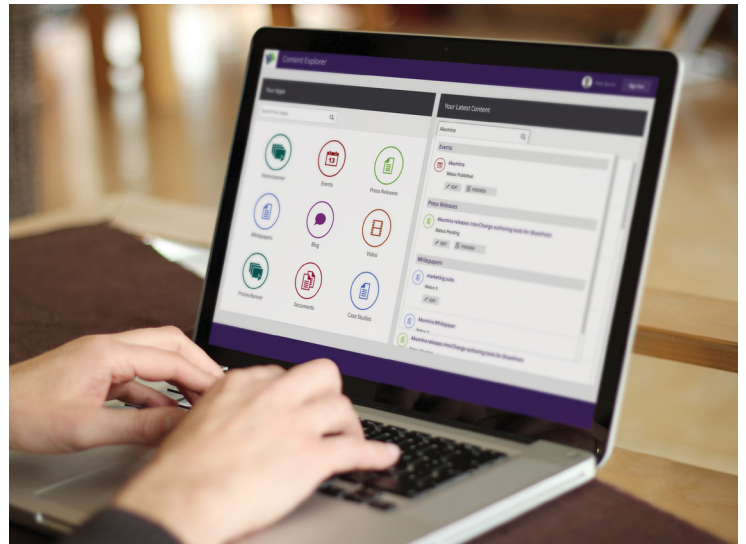


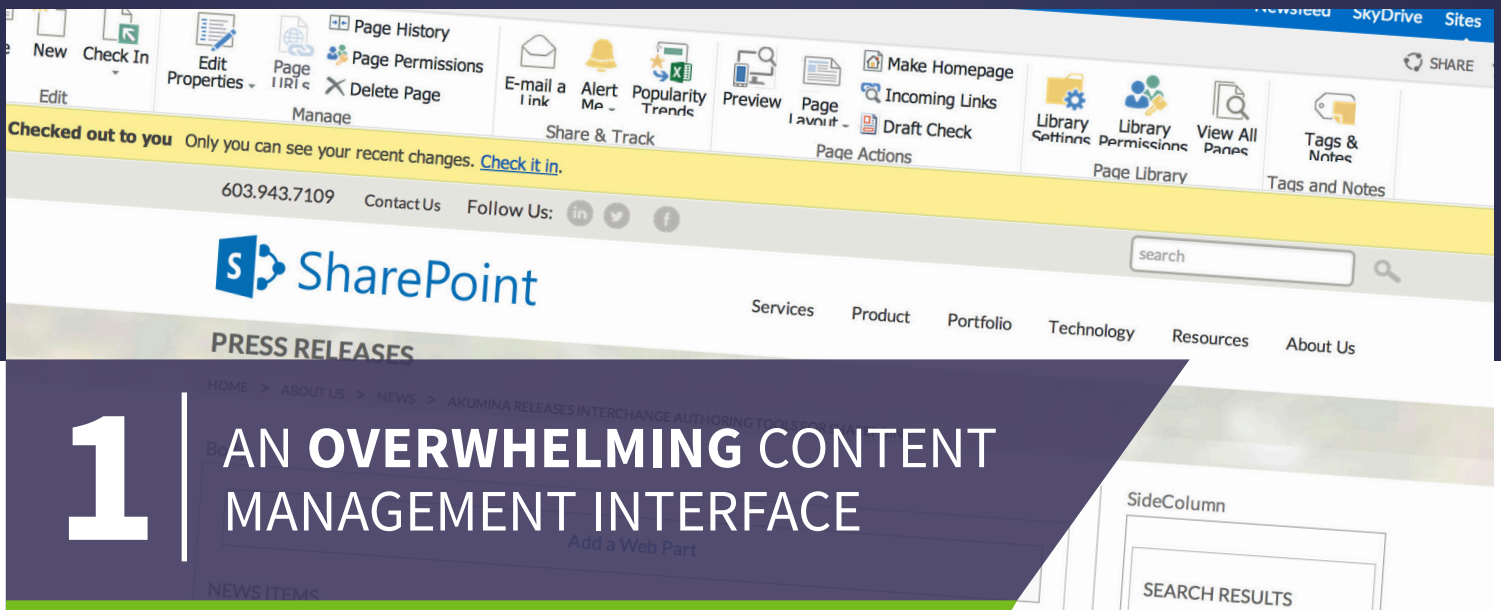
# The Five Most Common Problems with any SharePoint Website, Intranet, Extranet or Portal

**Microsoft SharePoint** provides hundreds of thousands of businesses with the vital tools needed to solve many information management, collaboration and website challenges. SharePoint's array of functional capabilities and customization options allow administrators and developers to meet almost any user request. These endless possibilities have allowed Microsoft to build a 12 billion dollar ecosystem around SharePoint and seen its adoption by 80% of the Global 2000.



Unfortunately, SharePoint's major strength also leads to its greatest challenge. Since SharePoint's inception, Microsoft has been focused on building ever-increasing capabilities into the platform. SharePoint's flexibility, security, scalability and stability as a platform means that SharePoint has to provide a lot of options to end users. While IT and technical users of the platform appreciate the seemingly endless configuration possibilities of the platform, end users often find that the UI is overwhelming, and turn the other way when asked to complete simple site management and content authoring tasks in SharePoint.

This short whitepaper will focus on the five-main challenges Akumina hears from the SharePoint ecosystem and how you can solve them.



# 1 | AN OVERWHELMING CONTENT MANAGEMENT INTERFACE

While IT and technical SharePoint professionals feel that having a limitless number of options is great, your ‘every day’ content authors and site managers are intimidated. Casual web content authors are overwhelmed by SharePoint’s user interface. Once actually editing in the system, these users feel bombarded with the numerous and often unintuitive options presented by the SharePoint ribbon.

To the untrained eye, these options can make it extremely difficult for content authors to confidentially accomplish even the most basic of tasks. This wastes time and typically leads to them forwarding a word document to IT to post on the site so that they “don’t break anything.”

Akumina’s content authoring and site management product InterChange provides an intuitive and user-friendly interface in which authors see only the choices and capabilities that they need to accomplish the task at hand. InterChange presents authors with Content Apps tied to specific content types—press releases, announcements, etc. An author simply selects the App related to the content they are trying to edit and InterChange makes completing the job simple without ever exposing the author to SharePoint.

# 2

## AUTHORS & SITE OWNERS ARE FORCED TO THINK LIKE SHAREPOINT

Managing information in SharePoint often requires that information and communications professionals think about the information they are managing like SharePoint requires, rather than how it is naturally consumed in the “real world.”

For example, a website banner is typically stored in SharePoint in a list which requires that each item (slide) in the banner be managed individually. The problem with this is that a communications professional who creates the content and images in the banner does not think of it as 5 separate items, but rather as one item with five elements. In SharePoint, a webmaster who wanted to reorder the five slides in her banner would need to go to each item in the banner list separately and edit the sort order column values to reflect the desired order.



Putting aside that the SharePoint approach requires someone to learn how to access site contents, pick the right list and then know what a “sort order column” is in the list, there is a fundamental flaw in this approach. The SharePoint way of managing a banner requires a counter intuitive thought process for any information professional. They cannot manage the banner and edit it as one item, which is the logical way to think about a web banner for any information professional.

With InterChange’s list management capabilities and purpose-built Slider and Menu Apps, web designers and business users can easily add content into any list and reorder menu items using drag and drop without ever accessing SharePoint or having to change their entire mindset about the information they are managing.



# 3

## THE SITE RENDERS HORRIBLY ON ALL MOBILE DEVICES

Organizations already have petabytes of data under SharePoint management. One would think that in today's modern world, where use of smart phones and tablets is expanding exponentially, that this SharePoint information would be able to be obtained and manipulated on any type of mobile device. However this is typically not the case, which has caused many users to move their information into ungoverned, cloud-based file sync and share services, in order to avoid the problems between SharePoint and mobile devices.

InterChange uses responsive web design to adapt the display of any SharePoint information on any device in a way that ensures the information is usable. Through the use of InterChange, information can be viewed, accessed, and edited all in a user-friendly display that fits any size screen. The use of apps native to mobile devices opens up an endless amount of possibilities for businesses, which were not previously obtainable through a browser.

# 4

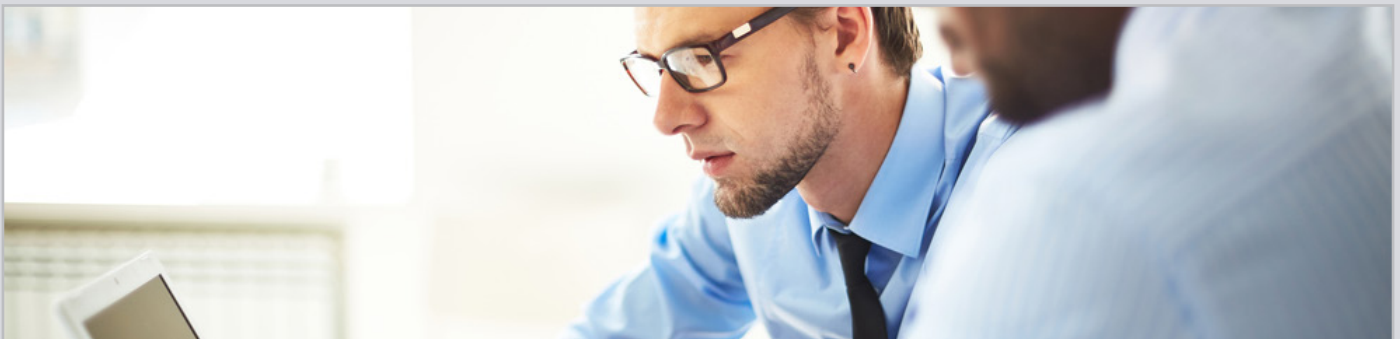
## YOU NEED TO BE A SHAREPOINT EXPERT TO MANAGE SITE BEHAVIOR

Digital marketing and corporate communications professionals are not looking to become experts in software and technology in order to achieve their business goals for the sites they own. This fact has led most to rule out even considering SharePoint a viable web content and digital experience management solution.

Once a web site is built on any platform, including SharePoint, site managers and digital marketers want to be able to make simple functional and behavioral changes to the sites. In fact, the only way to really take advantage of the power of the SharePoint platform for digital experience management is to empower the site's business owners to make on the fly changes to meet their goals and optimize their results.

SharePoint's platform-specific UI is not well-suited to supporting the needs of site managers. Editing a Web Part's properties requires too much SharePoint knowledge and introduces a typically unacceptable level of risk to the stability of the site to ever allow the "every day user" to edit a SharePoint page. This leads to an IT bottleneck for changes to site behavior, which introduces untenable delays for a digital team trying to make adjustments to their site at the speed today's web site visitors demand.

Akumina realizes this problem and, with InterChange, removes all the room for error, by allowing business users to make functionality changes on their sites using InterChange Controls. These Controls allow end-users to make layout and behavioral changes to their site without accessing the SharePoint page and Web Parts directly. New campaign pages can be built and deployed by marketing teams, totally outside of SharePoint. Web Parts can be enabled and disabled. Site-wide alerts can be posted by Human Resources rather than IT.





# 5

## YOU ARE WASTING TIME & MONEY ON TRAINING YOUR EMPLOYEES



Many companies think by training their users to learn SharePoint, that they will be able to overcome its challenges. This method of working around the challenges of SharePoint results in millions of dollars lost with little positive effect in the end. Not only are training investments very costly, but they are not permanent, since when employees leave so does the training. Also, business professionals like marketing, communications or HR are not interested in becoming technology experts in order to accomplish simple tasks and therefore are not motivated to participate in training.

InterChange is a much more logical and cost-effective way to go about solving the problems outlined above. InterChange has the ability to provide a business user with an interface that requires no training. If the user interface can be easily navigated through and learned, then no time or money needs to be spent on to help the user understand the product. This allows for more time to be spent working, rather than slowing down productivity only to help ramp up users that are less experienced. With InterChange all users are on an even playing field, with a minimal learning curve.

# TAKE ANOTHER LOOK AT THE CMS YOU ALREADY OWN!



The human resources team wants an employee-facing intranet to which they can easily add events and other internal communications, as well as

accept vacation requests and other employee submissions. Corporate communications wants to manage the brand image and message, both inside and outside the company. Marketing is looking to deliver a modern site experience that they can modify on the fly, consistently increasing conversions.

IT is often licensed and has the internal skill set to build SharePoint sites to address all of these needs. However, the poor content management (CMS) user experience SharePoint provides leads organizations to choose to purchase an entirely new CMS system. InterChange's role-based content and site management Apps make SharePoint a viable CMS option. With InterChange businesses can save the additional licensing and development costs of a new system, while ensuring end users have direct control over the success of their SharePoint-based websites.

## Get in touch



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