



# The European SharePoint Community Awards 2012

## Submission for sappi.com as "Best SharePoint Public Website"

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## 1. Introduction

The company Sappi Limited is ranked among the largest producers of paper products worldwide. In order to be able to present oneself in a modern way to the thus wide range of customers, a project for redesigning their Internet presence was awarded.

The numerous products offered by Sappi as well as their several principal offices on different continents wanted to be presented the right way.

## 2. The Idea and its Challenges

The challenge was to create an internet presence based on SharePoint Server 2010 that combines a modern, sophisticated design on one site with a broad range of functionality on the other, way beyond simple displaying and imparting information.

On this basis, we were provided with very comprehensive layout drafts which would never let the viewer guess what technology the site is underlying. Thereby, an important point was that in any event the compatibility with older browsers, in this special case Internet Explorer 7 and 8, as well as the more recent, here Chrome, Safari and Firefox 3.6, had to be ensured.

In the following, a brief outline is given what functionality was requested.

Top priority was forwarding the users to regional landing pages once they enter the internet portal.

Depending on what country you are from, you shall be redirected to one of the appropriate websites.

Naturally, in these areas the content has to be adapted partially to the matching language. To minimize the expenditures for entering and maintaining contents, they shall be synchronized partially among regional areas and creating and distributing global content shall be made possible.

Each region also needs pages to announce and popularize latest and local vacancies. The users shall have the option to get informed, search, filter and instantly apply to positions offered. According to that, InfoPath forms in the particular language have to be provided and passed to the person responsible.

Furthermore, the functionality shall be extended to include a process for purchasing products which means that people at Sappi have to be enabled entering online buyable products. Based on the recorded data users can then search articles, filter them, inspect their details on dynamically generated pages and finally purchase those.

To be able to quickly find desired content, despite of the great quantity of offered information and data, various searching possibilities were requested, for instance for media, downloads, locations and press articles.

Most important and at the same time last point of this short outline of the specifications, is the requirement for simple and straightforward maintainability and options for updating. That implies the additional restriction of editing capabilities together with the provisioning of extra components for content areas, which can be inserted by editors.

## 3. Realization with SharePoint

Referring to the requirements described above, ways and means of realizing the desired functionality, wrapped in this special looks, utilizing SharePoint technology, were to contrive.

For the implementation of the layout drafts, numerous standard user interface components, like form fields, had to be adapted. This wasn't possible across all favored browsers without using JavaScript and various plugins in a great measure. Looking at the first picture annexed, you will get an impression of the extent to which the SharePoint interface had to be customized.

However the first noticeable, distinctive adaption is the redirection to one of the regions on entering the web portal. Since there are different countries and continents in which Sappi is active and which therefore want to be represented, a number of site collections were created. The developed IP locator tracks your used IP, thereby the country of origin and relegates to the appropriate region including its destination address. The necessary multilingualism comprises in addition to the content, also the taxonomy as well as forms (Figure 1).

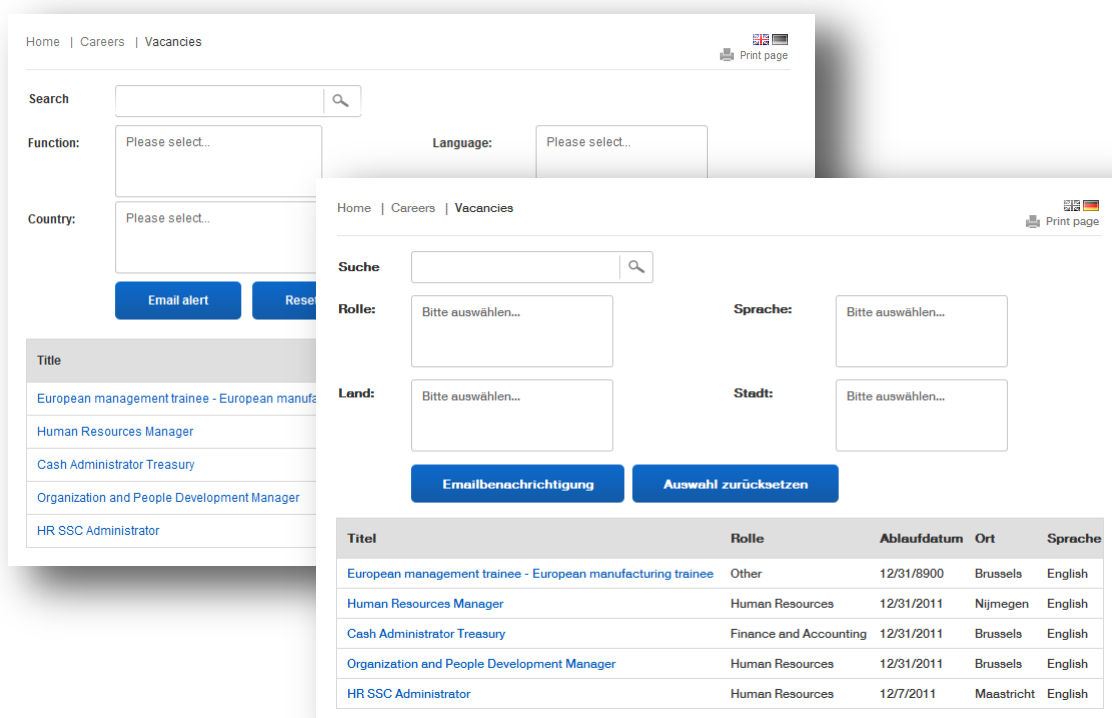


Figure 1 – Direct comparison of vacancy filter in different languages

The next point is shared content: As mentioned in the paragraph prior, the process of putting in content had to be shortened and kept as simple as possible. Editors should be in the position to synchronizing data as well as distributing it to other site collections. In the course of changing and publishing pages which are destined to be shared, they get copied to predefined locations. This also involves added web parts, web part connections and settings. The sites for Sappi group for example share content across all regions and thus they build upon this mechanism.

Each and every content that is populated to SharePoint by the editors can be tagged via taxonomy, for example vacancies, products and media, so it is possible to allocate it to one or more subject areas. This also provides the basis for searching. To achieve that, a complex and extensive taxonomy structure had to be laid out. On the vacancy pages, for instance, job offers can be browsed and filtered based on their taxonomy values. The product selector for Sappi Europe is far more comprehensive and offers options for

browsing, filtering and sorting products and always updates the number of available articles that matches the selected criteria. Picture 2 in the attachment of this document shows the final realization of the European product selector.

For the media and downloads section the filter itself is created solely from the taxonomy, scanning what values are existent. There it is possible to search by category and file type as seen in Figure 2.

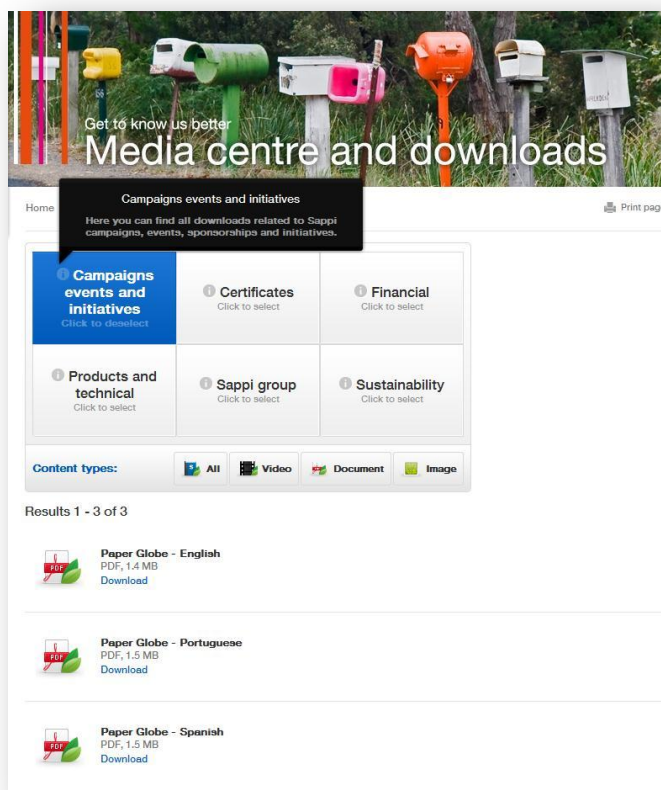


Figure 2 – Filter for media and downloads

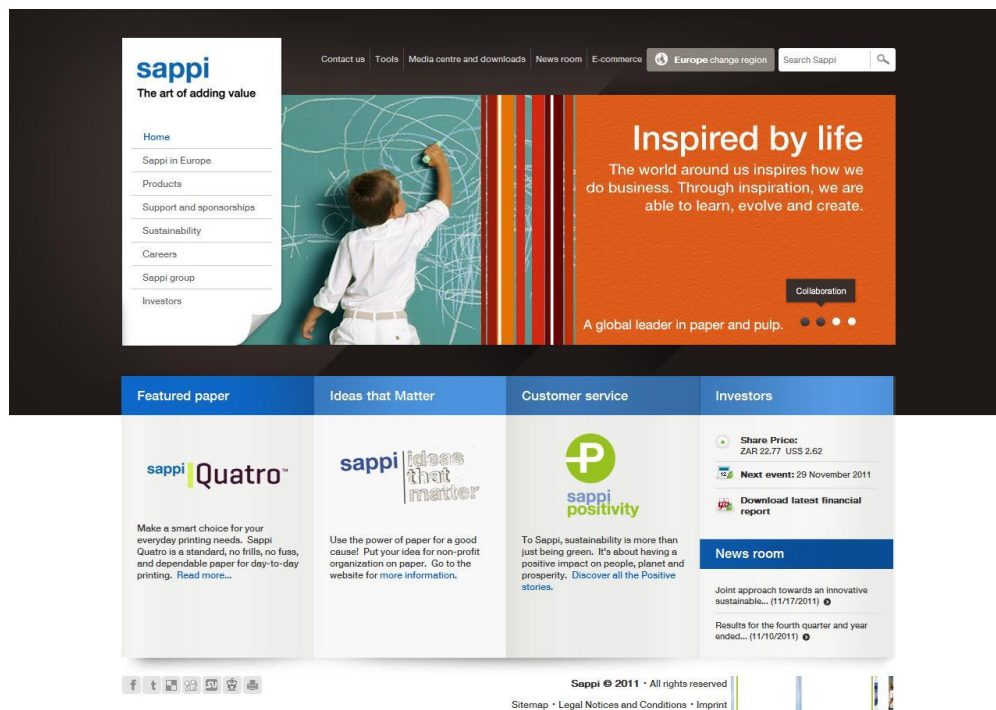
Altogether, the customization contains around 30 custom features including 29 web parts.

## 4. Final Note

Now, after the overall project has been described briefly to you, best would be to see it for yourself and explore the internet presence on [www.sappi.com](http://www.sappi.com) on your own.

## 6. Attachment

### 6.1 Picture 1 – Design Implementation



## 6.2 Picture 2 – Product Selector

The screenshot displays the Sappi Product Selector interface. On the left is a navigation menu with the Sappi logo and the tagline 'The art of adding value'. The main content area is titled 'Product selector' and features a large image of a child with colorful dots on their face. The interface is divided into three main sections:

- 01 Choose an end-use:** A dropdown menu is set to 'Graphics paper (17)'. Below it, a text description reads: 'Paper used for communication purposes like annual reports, direct mail, magazines, catalogues, brochures, calendars ...'.
- 02 Select product specifications:** This section contains four dropdown menus: 'Surface' (Please choose), 'Coating' (Please choose), 'Printing Process' (Sheet fed printing (5)), and 'Grammage' (Please choose). There is also a 'Sustainable forestry' dropdown set to 'Please choose'. A link 'Learn more about these specifications.' is provided.
- 03 Select the 3 most important qualities:** This section features a grid of checkboxes for various qualities: Color intensity, Brightness Whiteness, Ink setting drying, Print detail (checked), Bulk Stiffness (checked), Opacity (checked), Inc scuff, Creasing and Folding, and Food contact sustainability. To the right, a 'Sort in order of importance' section lists 'Print detail', 'Bulk Stiffness', and 'Opacity' with expandable icons.

Below the specifications, a summary box states 'Your result: 5 products found'. A note follows: 'No matter what choice you make, all our products have an optimal score on' followed by a list of criteria: Environmental management (ISO 14001 and/or EMAS certif.), Consistency, Printability, and Runnability.

The results are displayed as four product cards:

- sappi Magno™:** Premium promotional material, Art books, Annual reports, Brochures, Catalogues, Calendars, Folders and covers. Image: A green frog on a red leaf.
- tempo:** Image: A man in a suit looking at a document.
- Furioso:** Inserts, Books, Brochures, Direct mail, Annual reports, Catalogues. Image: A brass bellows.
- sappi Quatro™:** Brochures, Promotional communications, Direct mail. Image: A white coffee cup on a saucer.

A fifth product card is partially visible:

- sappi Tauro:** Illustrated books, Product brochures, Catalogues, Annual reports, Comics, Manuals, Price lists. Image: A red hibiscus flower.

The footer contains social media icons, the copyright notice 'Sappi © 2011 · All rights reserved', and links for 'Sitemap · Legal Notices and Conditions · Imprint'.