

European SharePoint Community Awards

AvePoint Submission – Best SharePoint Social Strategy

The creation of DocAve.com: AvePoint's portal for the global SharePoint community.

Description of the SharePoint Challenge

AvePoint is a global software company and the world's largest provider of governance and infrastructure management solutions for Microsoft SharePoint. With more than 8,000 customers in 63 countries, AvePoint was searching for a way to create an online user community for all AvePoint customers and partners to discuss, share, and learn how to best utilize our products to meet their SharePoint needs – as well as provide best practices and other tips accumulated from our decade of devotion to SharePoint.

As a depth managed partner with Microsoft and member of their Technology Adoption Programs, we had early access to SharePoint 2010 prior to its release in May 2010. We realized early on that the platform's new features for enterprise content management, team collaboration, and social computing were perfect to help us create a portal for the global SharePoint community, especially our customers and partners, to come together and share their stories and expertise.

Thus, DocAve.com was born in February 2011. The portal provides a host of resources designed to help AvePoint partners, customers, and all others in the Microsoft SharePoint community worldwide come together and learn the key tips, tricks, and software necessary to combat the daily challenges organizations face when deploying, protecting, managing, and optimizing their SharePoint environments, including:

- [AvePoint Partner Portal](#) – For all official members of AvePoint's burgeoning partner network, the Partner Portal will provide all the information and resources necessary for our partners to expand SharePoint deployments and accelerate revenue growth worldwide, including pricing information, education and training on the DocAve Software Platform, literature detailing the competitive landscape, and additional product and company information.
- [Submit Your Company's Latest News](#) – With our "Submit an Announcement" functionality, members of the DocAve.com community can not only receive the latest updates from AvePoint, but also ensure that all fellow members can stay up-to-date with the latest product and company news from your organization as well.
- [Discussion Boards](#) – Connect with DocAve.com community peers, and share your thoughts and expertise on virtually any topic as it relates to SharePoint deployment experiences.
- **AvePoint Blogs** – Get the latest insights from various AvePoint executives – including our [Product Team](#), [AvePoint](#), and [Co-CEO Dr. Tianyi \(TJ\) Jiang](#) – on the hottest topics involving SharePoint Server 2010, additional SharePoint Products and Technologies, the DocAve Software Platform, and best practices, as well as dispatches from AvePoint-attended events.

Outline of the Approach to Solving the Problem

In building DocAve.com entirely on SharePoint 2010, we had several challenges with native functionality we had to address in order to allow the site to reach its fullest potential. Those challenges included:

- **Permissions Management:** DocAve.com is open to anyone in the SharePoint community for registration. However, there are certain aspects of the site – including the Partner Portal and other areas – which we wanted to restrict permissions to only the proper customers and partners. Using SharePoint’s native administration functionality, we would have had to manually set permissions and monitor usage on different site collections and farms, which was not only time consuming but could lead to human error. To counteract this, we use our [DocAve Administrator](#) product, which enables us to have universal control over our entire SharePoint environment upon which we operate DocAve.com for implementing effective SharePoint governance policies through SharePoint security and settings management.
- **Content Management:** In building the different functions of our site, from our Discussion Boards to our blogs and Partner Portal, we have a great deal of content, customizations, and solutions that we built to meet our specific needs. Using SharePoint’s native features, we would have had to either manually copy/paste these elements from staging through to testing and production environments or build custom commands using Powershell. Both of these options or not only extremely time consuming, but also could leave the opportunity for human error. We used our tool for automating the change management of SharePoint solutions, customizations, and Web-Front End elements, [DocAve Deployment Manager](#), in order to successfully address this issue.
- **Site & Assets Backup and Restore:** With many AvePoint employees all using DocAve.com for uploading blogs, content, videos, pictures, and other vital content – we needed a way to ensure that we could protect it all and restore it – even down to the item-level – with full fidelity quickly. None of SharePoint’s native backup and restore options allowed us to quickly restore item-level documents, pictures, and other content. So, we utilized [DocAve Backup and Restore](#) for protecting all our critical assets, maintaining content dependencies, and enhancing business continuity.

Evidence to Support the Solution

- Since inception in Feb 2011, we’ve increased our visitors by 243% and our page views by 21%.
- Blogs: 35 posts total, with 15,870 views
- Discussion Board: 32 topics, with 69 posts

Note: Pictures of DocAve.com are attached in email (along with this document)