

A woman with voluminous, curly, light brown hair is smiling warmly while looking at a laptop screen. She is wearing a light blue, long-sleeved button-down shirt. The background is a blurred office environment with several blue binders on a shelf. The overall tone is professional and positive.

SharePoint  
Customer Portals  
that

**MAKE MONEY**

# Tips to enhance your external portal to improve business and drive revenues

Chances are you're one of the 160+ million people utilizing SharePoint for your business. Technologies come and go, but SharePoint is here to stay. The golden child of Microsoft, SharePoint currently has experienced a 200 percent monthly active user growth. It's the modernized content collaboration platform and the statistics are staggering!

Let's face it, what other content management platform hosts over 7 billion Office docs and experienced a 500 percent year-over-year content growth? The proof is in the pudding...we're all using SharePoint to some extent.

But, did you know there is a way to expand on the capabilities of SharePoint customer portals...and make money doing it?

## Why the extended enterprise is important?

Extended enterprise is the concept that a company does not operate in isolation because its success is dependent upon a network of partner relationships. These are folks that can essentially affect an organization's bottom line and can include channel distribution partners, dealers, franchisees, resellers, contractors and customers. It is very important to acknowledge these people because they all either sell, represent or use your product in some way.

While customer portals for the extended enterprise may not sound like a revenue generator, their potential may be surprising. An effective customer portal should offer much more than just convenience but rather a secure, customer-only area on your site where products can be purchased, support requests, update account information, access product updates, take training courses and more.

Here are the top three reasons why customer portals improve productivity and boost revenue:

- Customer portals create a 24/7 revenue stream: If your company currently takes in orders manually, you limit your revenue-generating window to your business hours. With a customer portal, you create a 24/7 revenue window, as customers can place orders whenever they wish. Offering certification training is another example of ongoing revenue that can be achieved with customer portals.
- Customer portals free your support staff for mission-critical tasks: Without a customer portal, your support staff must manually address customer concerns and handle new orders. With self-service options offered through customer portals, your customers handle many of these tasks themselves—freeing your support staff for more mission-critical tasks.
- Customer portals improve customer satisfaction: We live in an "instant" world, where customers expect 24/7 self-service options. Giving them a customer portal lets them meet their own needs, on their own schedule—which improves overall satisfaction.

## Do you need more from your SharePoint customer portal?

SharePoint 2013 has several versions that companies can utilize and all offer various capabilities – SharePoint Foundation, Standard, Enterprise and Office365.

The most basic is SharePoint Foundation, the 'free' version for on-premise deployment and the basis that all other versions are built upon. For many companies, including small business and nonprofits, this version suffices just fine for their needs.

The benefits of SharePoint Foundation:

1. **Inexpensive**
2. **No user CALS/no complex licensing**
3. **Easier to deploy than Enterprise**

SharePoint Foundation is ideal for large externally facing portals for customers and clients. Organizations often use this functionality to integrate third parties into supply chain or business processes, to provide a shared collaboration environment or as part of delivering a product to a customer.

While Foundation offers a comprehensive solution at an affordable price, companies will miss out on some sophisticated features like document workflows. Other areas that are not supported by SharePoint Foundation include, FAST search, various social and collaborative features and managed metadata.

This trade off can be easily worth it, as SharePoint Foundation can save tens or even hundreds of thousands of dollars, avoid licensing risk and there are often better ways to expand your customer portal, increase service value and drive revenue.

## Enhance your customer portal and drive revenues with ShareKnowledge

What do we know so far? To put it simply,

1. SharePoint is one of the most widely used software systems for content management and collaboration.
2. SharePoint is one of the most widely used software systems for content management and collaboration.
3. There are many companies with lots of customers that already have SharePoint deployed for their customer portal.

For those companies that simply want basic features for communicating with their customers, SharePoint Foundation is adequate enough. However, those that are forward thinkers, see the potential to take their customer portal to the next level and can expect profitability go from average to amazing!

In fact, one simple tool can extend the functionality of SharePoint Foundation without the need for a costly upgrade. ShareKnowledge is the perfect add-on to your SharePoint deployment that will not only enhance but monetize your customer portal.

# SharePoint Customer Portals that Make Money

## ENHANCE, ENHANCE, ENHANCE

ShareKnowledge provides just the right amount of added functionality to enhance your customer portal.

- **Customer content assignment.** ShareKnowledge allows easy assignment of materials, resources, training and other customer specific content using easy and automated workflows.
- **Added security.** Giving third parties access to potentially sensitive business data is fraught with risks. SharePoint on its own does little to address this but ShareKnowledge can add a second layer of security.
  - Automate SharePoint security with rule-based access controls.
  - Adopt a thorough approach to tracking and reporting user activity for full visibility on who, what, when and how users access content, training and information.
  - Read-only browser based formats with individual tracking, book marketing, assessments and reporting.
  - Securely assign and manage document access, training access and control by customizable audiences and automate this process
  - Separate access vs. creation controls. Completely hide and restrict all library access and additional SharePoint privileges.
- **Branding.** ShareKnowledge allows your customers to personalize their SharePoint portal in whatever color scheme or logo they wish. Or, choose from a prebuilt color scheme and skin.
- **Reporting.** Dial in to just the information you need with advanced reporting capabilities in ShareKnowledge – from basic to complex customized reports.
- **Social and Collaboration.** Share ideas, exchange information and create a dialogue with your customers for ultimate engagement.
- **Integration with other Systems.** ShareKnowledge seamlessly integrates with all your other systems from CRM to HRIS, Webinars and IT systems.

## SHOW ME THE MONEY

ShareKnowledge offers a full featured, integrated ecommerce solution. Products can include access to eLearning content, digital downloads and shippable products.

# SharePoint Customer Portals that Make Money

- Training and certification. Offering the ability for your customers to take product and continuing training is indispensable and an ongoing revenue stream. ShareKnowledge adds a training component that ties in directly to your customer portal so they never have to leave their SharePoint environment. Monetize your training delivery and charge partners or customers for access to your content, events and certifications.
- Event Management Hosting events and webinars are another source of additional revenue companies can utilize on their customer portal. ShareKnowledge can handle all the logistics from registration to presentation, discussions and follow up.
- Customer and Partner Compliance It's crucial for not only your internal employees to be in compliance but also your partners and customers. Your company's reputation, liability, and even bottom line can be affected by how well your learners are trained. SharePoint, offers a secure, comprehensive and stress-free solution for compliance training and reduces security risks and challenges associated with compliance.
- Storefront or subscription An accessible storefront is easily added to your customer portal with ShareKnowledge that can offer anything from eLearning courses to tangible products.

We hope you enjoyed this ebook and found the information useful.

If you'd like to hear more about how ShareKnowledge can help you with your training needs, just click the link at the bottom of this page. One of our team members will be in touch shortly!

