

## 4 day SharePoint Master Class

- Learn global best practices for implementing and managing a SharePoint environment

### Introduction

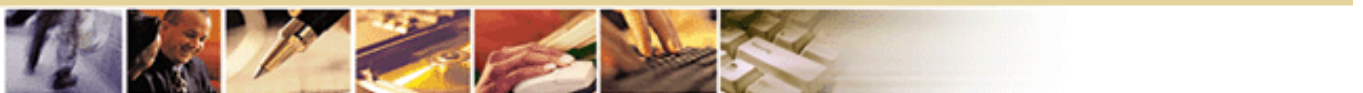
SharePoint has become one of Microsoft's fastest selling products of all time, but a successful implementation requires a strategy and structure for how to share and manage information. Microsoft provides technical training on SharePoint, and AIIM provides you with an excellent understanding of global best practices for implementing and managing SharePoint. Get the real story about what's possible with SharePoint 2007 and 2010, and learn about solutions that complement SharePoint.

The SharePoint Master Class provides you with detailed coverage of best practices for implementing and managing a SharePoint environment. The course covers SharePoint strategies; relevant concepts and technologies from the SharePoint Practitioner training course; global best practices for implementing and managing a solution from the SharePoint Specialist course; and a case study that allows you to apply your new knowledge with feedback from your fellow students and instructor. You will be awarded the SharePoint Master designation after passing the online exam and home case study. The primary focus of this training is on 2010 capabilities, touching on 2007 or earlier capabilities as needed.

### Course Development

The course objectives and content is defined and reviewed by AIIM Education Advisory Groups in the US and Europe, representing AIIM's more than 65,000 associate and professional members. These Education Advisory Groups have the following members:

Accenture	Hyland Software
Albistur Consulting	IBM
Barclays Capital	Inforesight Limited
Bill and Vieve Gore School of Business, Westminster College	JPMorgan Chase
BP	Kodak
Chevron Phillips Chemical Company	Kofax
CIA	Marion County Health Dept.
Crown Partners	Objective Corporation
Doculabs	Oracle
Fujitsu	Ordina
Gambro	Ricoh
Gartner	Royal Mail Group
Gimmel Group	Shell
GlaxoSmithKline	Sunoco
Harris Corporation	The National Archives of United Kingdom
Hartman Communicatie	The South Financial Group
Health First	US Courts
Hewlett-Packard	US Department of Treasury
	ZyLAB



AIIM is an industry association that provides education, research, and best practices to help organizations find, control, and optimize their information. For over 60 years, AIIM has been the leading non-profit organization focused on helping users to understand the challenges associated with managing documents, content, records, and business processes.

The course materials were developed in partnership with Gimmel based on requirements and best practices defined by the above companies.

## Course Description

The 4 day **SharePoint Master Certificate Program** consists of a Strategy component, a Practitioner component, a Specialist component, and a Case Study.

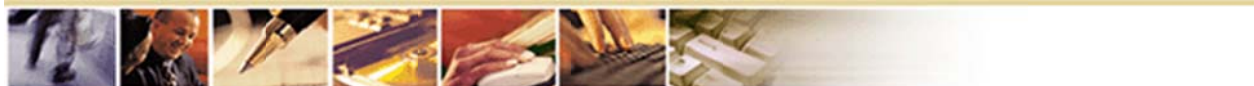
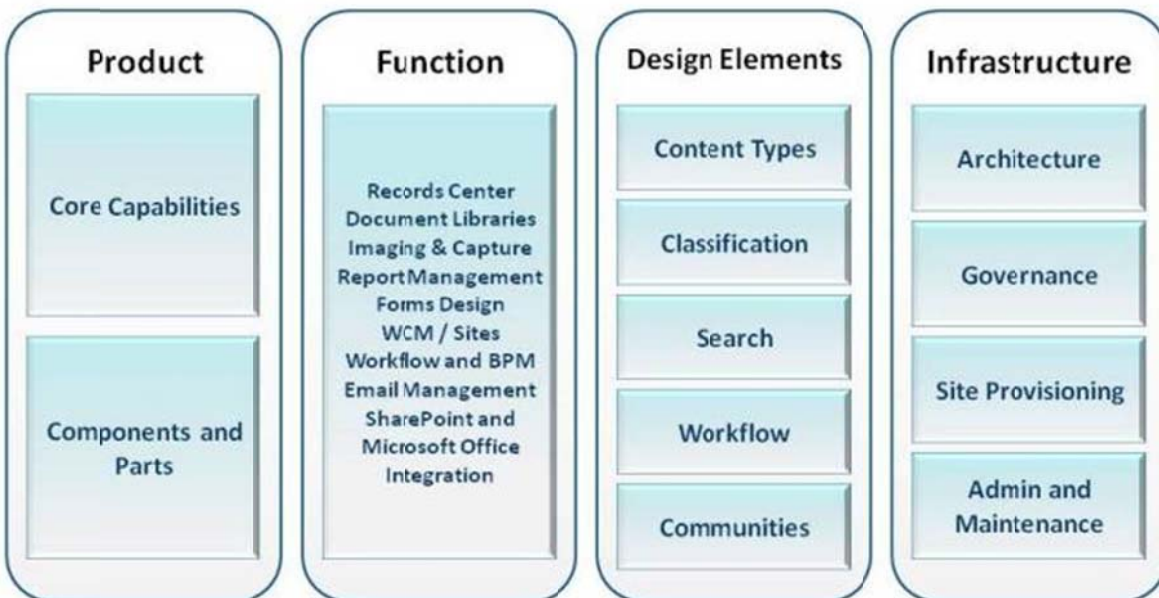
### *The SharePoint Strategy component (Why SharePoint?)*

The SharePoint Strategy component provides you with the knowledge to gain ownership and support by senior executives and users.

- Introduction to SharePoint
- SharePoint technology components and functionality
- Business benefits of SharePoint
- Linking SharePoint to business strategy and KPIs
- Value of taxonomies, metadata and security model
- Market trends and options
- Departmental v enterprise; platforms v solutions
- Overview of preferred approaches and best practices for implementing SharePoint

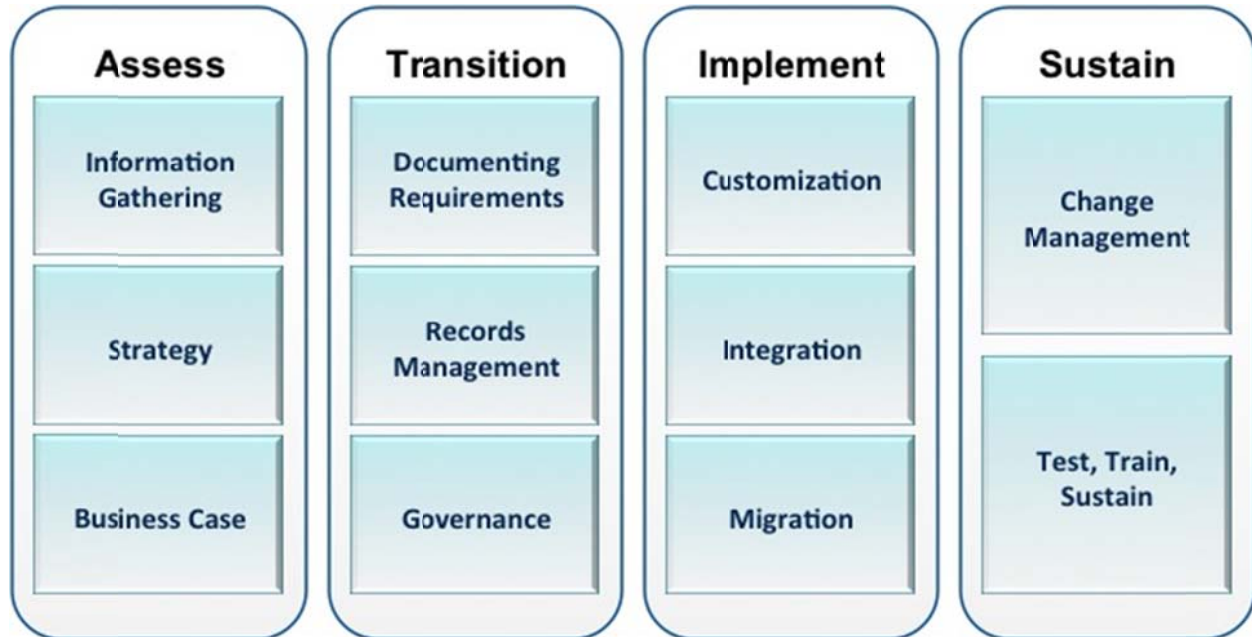
### *The SharePoint Practitioner component (What is SharePoint?)*

The SharePoint Practitioner component covers concepts and technologies for SharePoint. The primary focus of this training is on 2010 capabilities, touching on 2007 or earlier capabilities as needed.



### ***The SharePoint Specialist component (How to implement SharePoint?)***

The SharePoint Specialist component covers global best practices for implementing SharePoint and complementary solutions, and it builds on the Practitioner component. The modules are arranged according to their higher-level stage in a methodological process.



### ***The SharePoint Case Study (Putting it all together)***

Participants will use their newly gained knowledge to plan, design, and implement a SharePoint project based on case study exercises and expertise learned from the Strategy, Practitioner, and Specialist Course components.

### **Course Designation**

You will be awarded the SharePoint Master (SharePoint<sup>M</sup>) designation after passing the online exam and case study exercise. This is an AIIM standard for industry professionalism and knowledge. By earning this designation, you can call yourself a SharePoint Master and use the associated logo and title on your business card, email signature, web page, etc.

The exam and case study exercise are available via the Internet – you have 6 months to pass the test, and 3 months to submit your case study, after attending the training course. Benefits of becoming a SharePoint Master (SharePoint<sup>M</sup>)

- Position yourself to be tomorrow's leader by enhancing your business and professional skills
- Learn global best practices for planning and implementing SharePoint
- Discover real world solutions and best practices for challenges you face
- Learn from experts in the field who are able to answer your questions, address your comments and are willing to accept your feedback.



### Who should attend the SharePoint Master Class?

The SharePoint Master Class provides a detailed coverage of best practices for implementing and managing SharePoint for people working in both in the public and private sector. Through attendance in this program, you will be able to consolidate your current position and standing, as well as prepare for future career development in a more senior role in the management and development of an organization's information management strategy.

The SharePoint Master Class is designed for Business Managers, IT Managers, Compliance Officers, Risk Managers, Records Management Professionals, as well as for solution integrators and providers, sales consultants, project managers, and technical staff.

### Course Material

You will receive a SharePoint Workbook and access to supporting SharePoint online courses and exam.

- The **SharePoint Strategy** component will be accompanied by a short reference handout on key concepts relevant to SharePoint. Each such document will be briefly described, together with its status and (where relevant) its relationship to other documents. If possible, the relationships will be shown graphically.
- The **SharePoint Practitioner** component will be accompanied by the course notes, reference handouts which will support the course material and an abbreviated glossary.
- The **SharePoint Specialist** component will be accompanied by the course notes and handouts supporting the course material, including useful external resources.
- The **SharePoint Case Study** component provides you with a case study exercises that give you a feel for what is involved, the information that needs to be gathered and processed, the outcomes expected and the amount of effort likely to be involved in a real world situation.

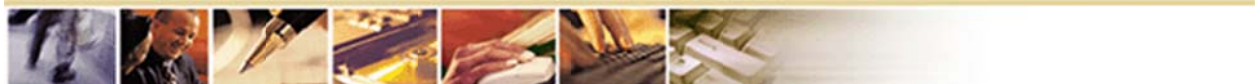
### Course Agenda

Day 1, Strategy and Practitioner part 1 components

- Introduction and Strategic Overview
- Core Capabilities
- Components and Parts
- Records Center
- Document Libraries
- Imaging and Capture
- Report Management
- Forms Design
- WCM / Sites
- Workflow and BPM
- Email Management
- SharePoint and Microsoft Office Integration

Day 2, Practitioner part 2 components

- Content Types
- Classifications
- Search
- Workflow
- Communities
- Information Architecture



- Governance
- Site Provisioning
- Administration and Maintenance

#### Day 3, Specialist and Case Study components

- Information Gathering
- Business Case
- Exercise 1: Strategy
- Strategy and Approach
- Documenting Requirements
- Records Management
- Governance
- Exercise 2: Practitioner

#### Day 4, Specialist and Case

- Customization
- Integration
- Migration
- Change Management
- Maintenance & Tuning
- Exercise 3: Practitioner

### Feedback

Below is feedback from previous and existing course attendees;

- “AIIM’s training programs are essential to anyone in Information Management. Without up to date training, systems and programs are set up -- but may be at risk, in the long run, if developed by the under trained. The Information Management Industry as a whole is developing at the speed of light, so even someone like myself (a 23 year veteran) needs to refresh their training and stay on top of technology and advancement in trends to understand how to apply it. AIIM’s training programs provide this education.” *TK Train, CRM, ECMp, MBA, Document Control Manager, Gambro*
- “Enterprise records management or content management projects are comprised of cross functional teams with various backgrounds and specialties. It is important to the success of such projects that interdisciplinary teams develop a common lexicon and understanding of key concepts as fast as possible to enable collaboration. AIIMs educational curricula serve this need quickly and excellently”, *Jayne Bellyk, RIM Program Manager, Chevron Phillips Chemical Company LP*

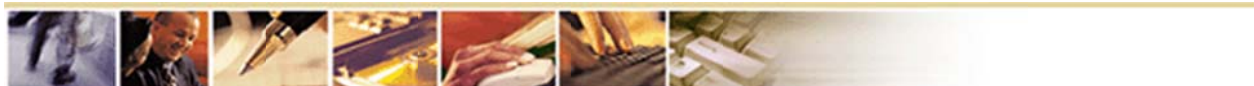
### Summary

Training:

- SharePoint Master Class, 4-days, 9:00 AM – 5:00 PM with a maximum of 20 attendees
- Includes access to supporting online modules
- Includes a case study exercise that must be submitted within 3 months
- Includes 3 opportunities to take and pass the AIIM SharePoint Master online exam

Price:

- USD 2,795 for AIIM Professional members, and USD 2,995 for non-members





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