

**December 1<sup>st</sup>, 2012**

**Discover the new WCM features  
in SharePoint 2013**

**Mike Maadarani, SharePoint Architect**  
**Mathieu Desmarais, SharePoint Architect**

**SHAREPOINT SATURDAY**  
■ ■ ■ ■ ■ ■ ■ ■  
**OTTAWA**

## ➤ Mike Maadarani

- App Dev and Architecture for over 17 years (14 Years Microsoft, 3 Years with the “Other Guys”)
- Business focused on Enterprise Content Management Publishing Sites
- Technology focused on SharePoint, SQL Server and SharePoint Integration
- Architect, trainer, and presenter
- [mike@maadarani.com](mailto:mike@maadarani.com); @mikemaadarani

## ➤ Mathieu Desmarais

- Developer for over 10 years, 7 years focused primarily on SharePoint
- 2 years SharePoint system architecture
- Web Content Management focus
- Architect, trainer, speaker, and blogger
- Blog: [www.matdesmarais.com](http://www.matdesmarais.com)
- [mat@matdesmarais.com](mailto:mat@matdesmarais.com); @matdesmarais

# Agenda

SharePoint 2013  
Publishing Sites  
Overview

UI and Branding  
Demo

Managed Site  
Navigation

Multilingual  
Variations and  
Translation  
Service  
Demo

Rollup and  
Syndication

Content Search  
Extensibility

Cross Site  
Publishing

Closing and Q&A

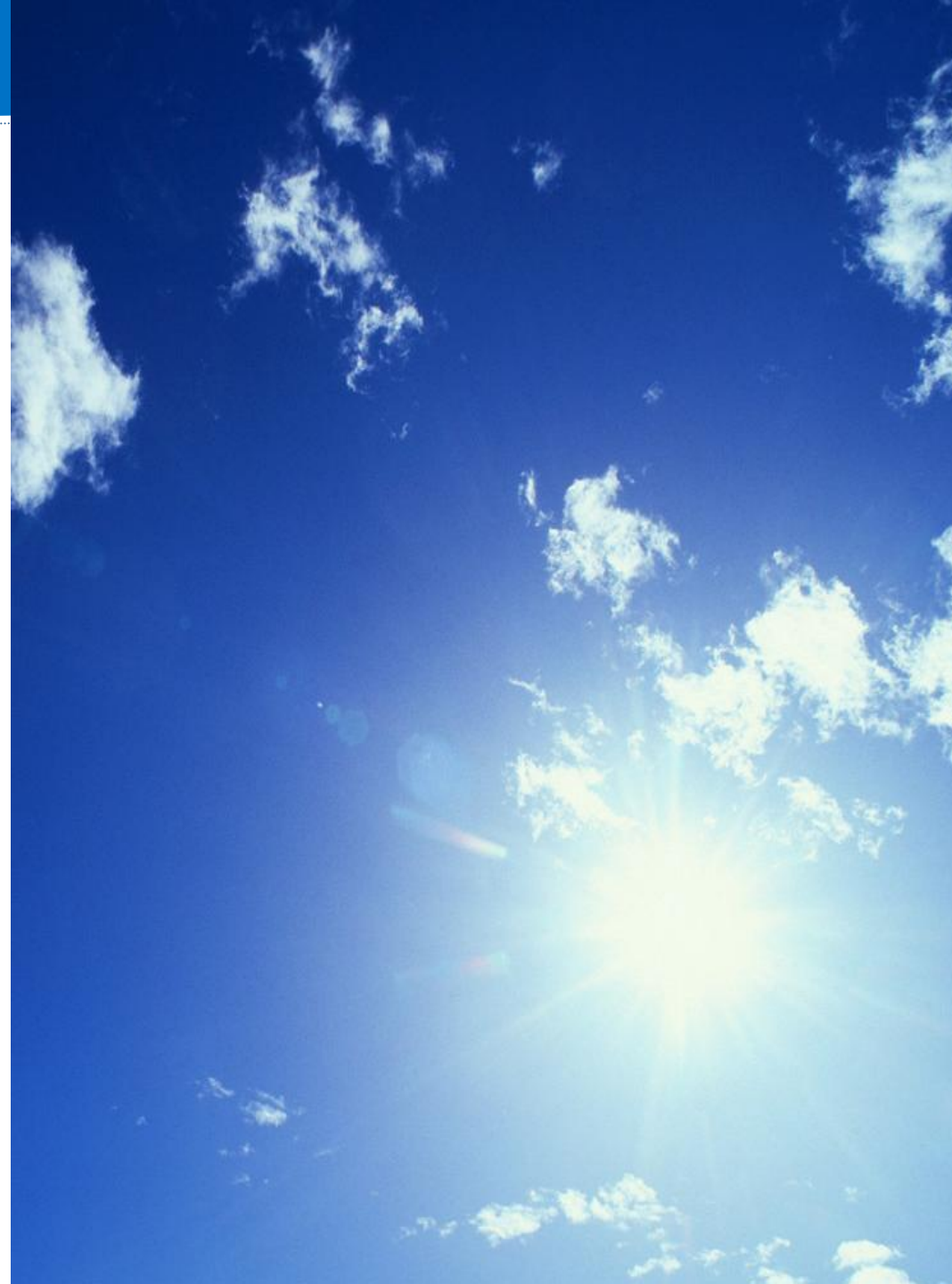
## Every Presentation Had...

A “Modern  
UI” slide ✓

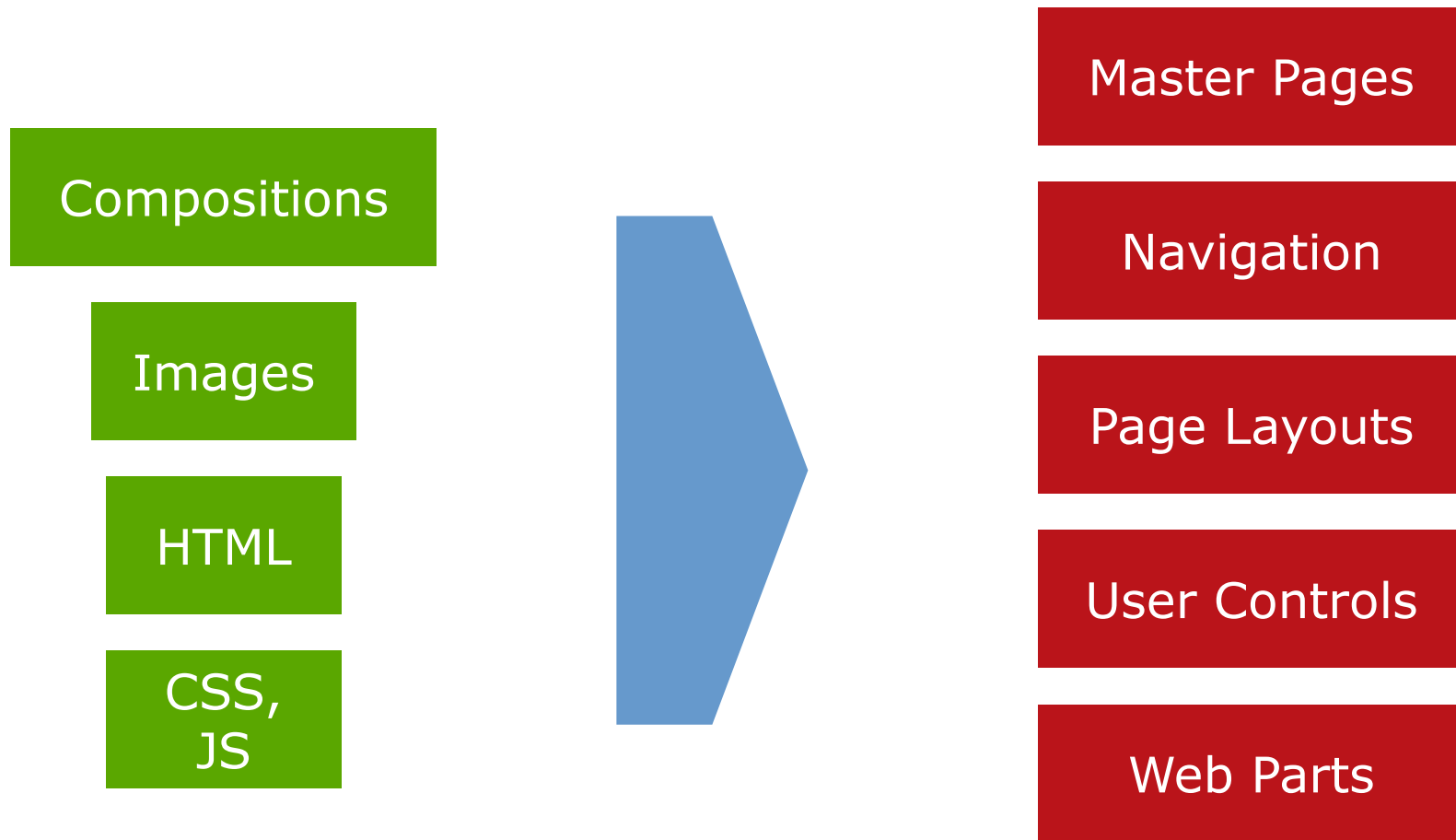
A Picture of a  
Surface ✓

Kittens &  
Puppies ✓

A Reference  
to the Cloud ✓



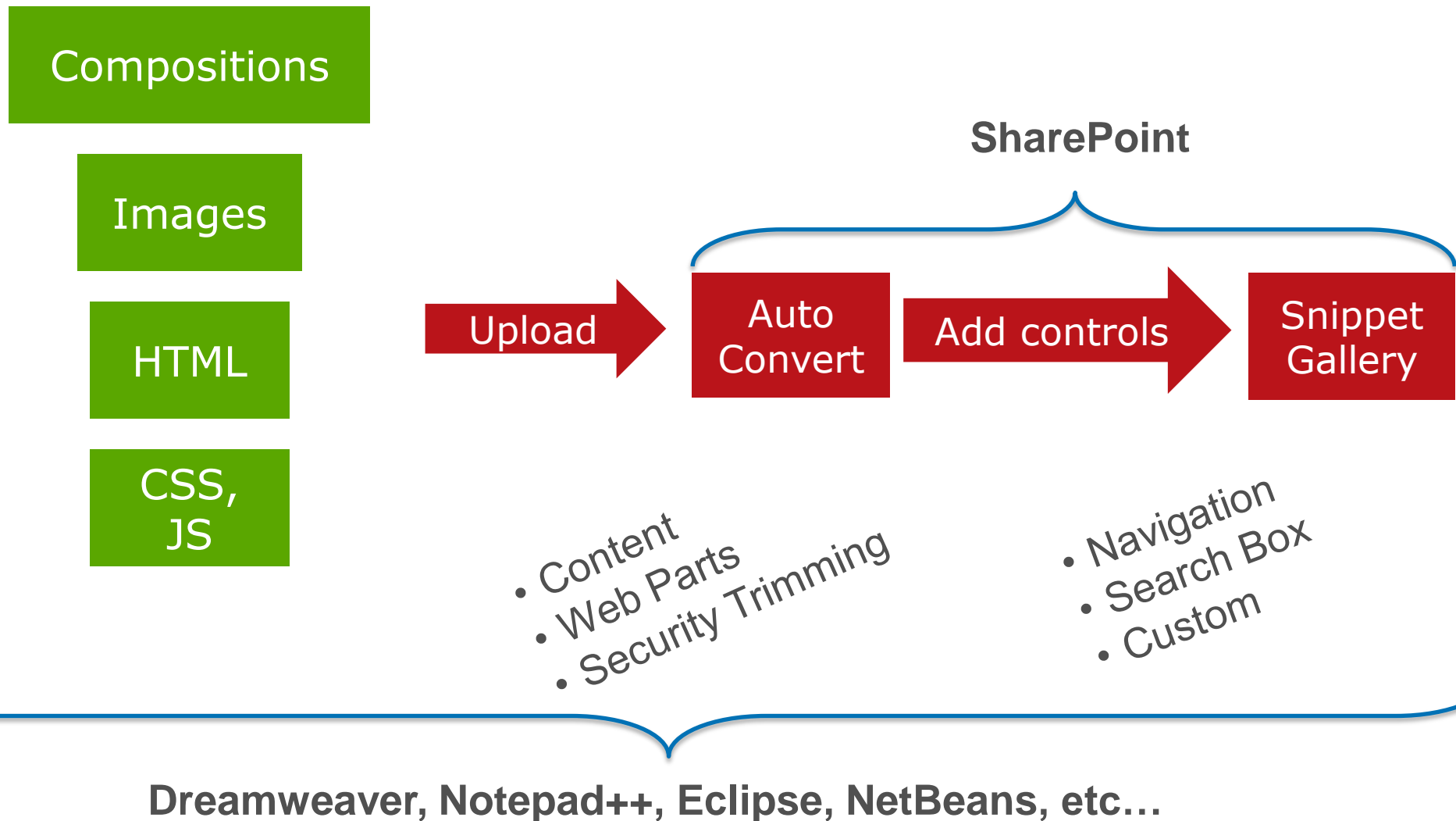
# Past experiences



**Dreamweaver /  
Photoshop / etc.**

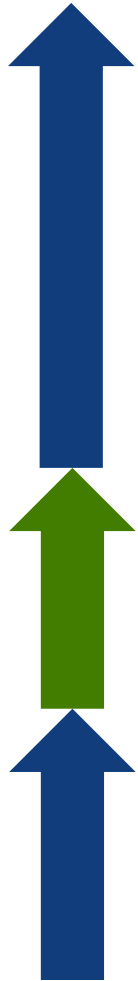
**SharePoint Designer /  
Visual Studio 2010**

# In SharePoint 2013



# Comparing Efforts

## SharePoint 2010



### Full Effort

Custom Master Pages, Page Layouts, XSLT  
Visual Studio

### Medium Effort

Custom CSS  
SharePoint Designer

### Low Effort

Page Editing & Themes  
Browser & PowerPoint

## SharePoint 2013



### Full Effort

Custom Master Pages, Page Layouts, Display Templates  
Visual Studio

### Medium Effort

Design Manager for Publishing Sites  
Custom CSS & Images  
Dreamweaver/etc...

### Low Effort

Page Editing & Composed Looks  
Browser

# Design

- Site design using technologies web developers know & love
  - (HTML5, CSS3, JS) – using their preferred design tools.
- Design sites for multiple “screens” for different Device Channels
  - Desktop, tablet, mobile, etc. all served from the same URLs to optimize for Search Engine ranking. Tailor designs and target devices with device channels. Create Mobile Apps with REST APIs.
- SharePoint core CSS files has been re-architected
  - Reduce bytes-over-the-wire & complicated CSS hierarchy.



# DEMO

Branding My Publishing Site

# Enabling Managed Navigation

## Publishing Site Collection

### Source Pages List

Home

Oppa is Gangnam Style

2013 Product Innovation

SharePoint Social Community

We are all IN!

PowerPivot and Search

A New Way to Interact with the Cloud

A Modern Approach to an Ancient Game

### Nav Term Set

home

product-innovation

**modern-approach**

Contoso

Gangnam

O365

SPSC

The-Cloud

Uses the term store  
Choose your friendly URLs  
(FURLs)  
Add flexibility to site  
structure

XYZ.com/product  
-innovation

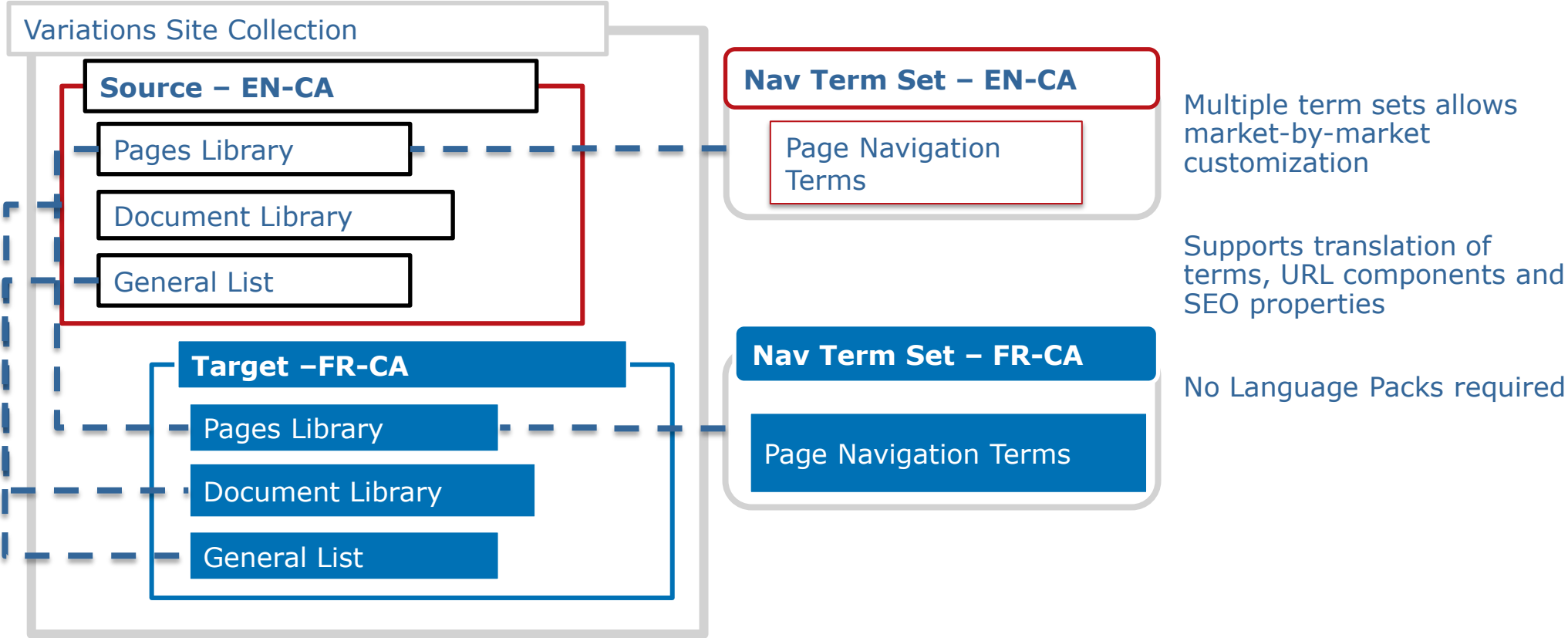
XYZ.com/product  
-  
innovation/modern-approach

# Multilingual

- Variations is now more focused on Multilingual
- Built-in translation services
  - Machine Translation
  - Human Translation (XLIFF)
- Variations
  - Adding a new language takes half the time
  - If something goes wrong, pick up where you left off
  - Create up to 209 labels on premises, 50 labels in O365



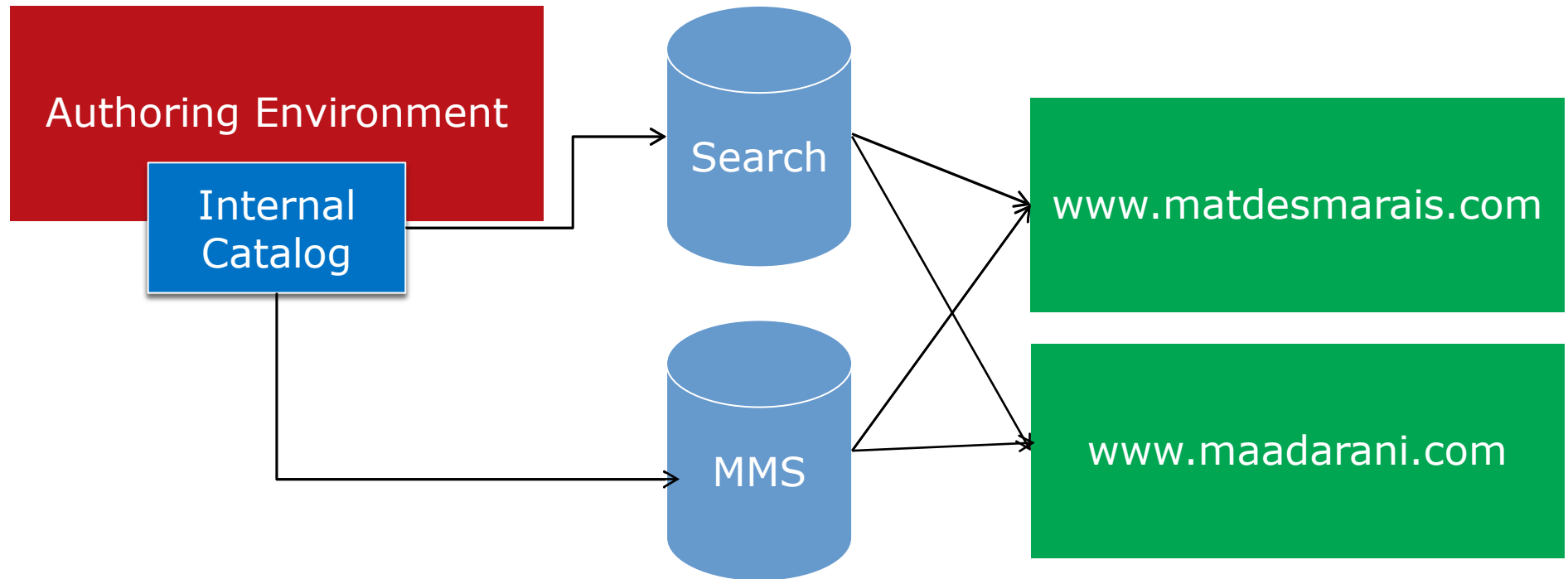
# Multilingual Managed Navigation



# DEMO

Adding Variations

# Cross Site Publishing



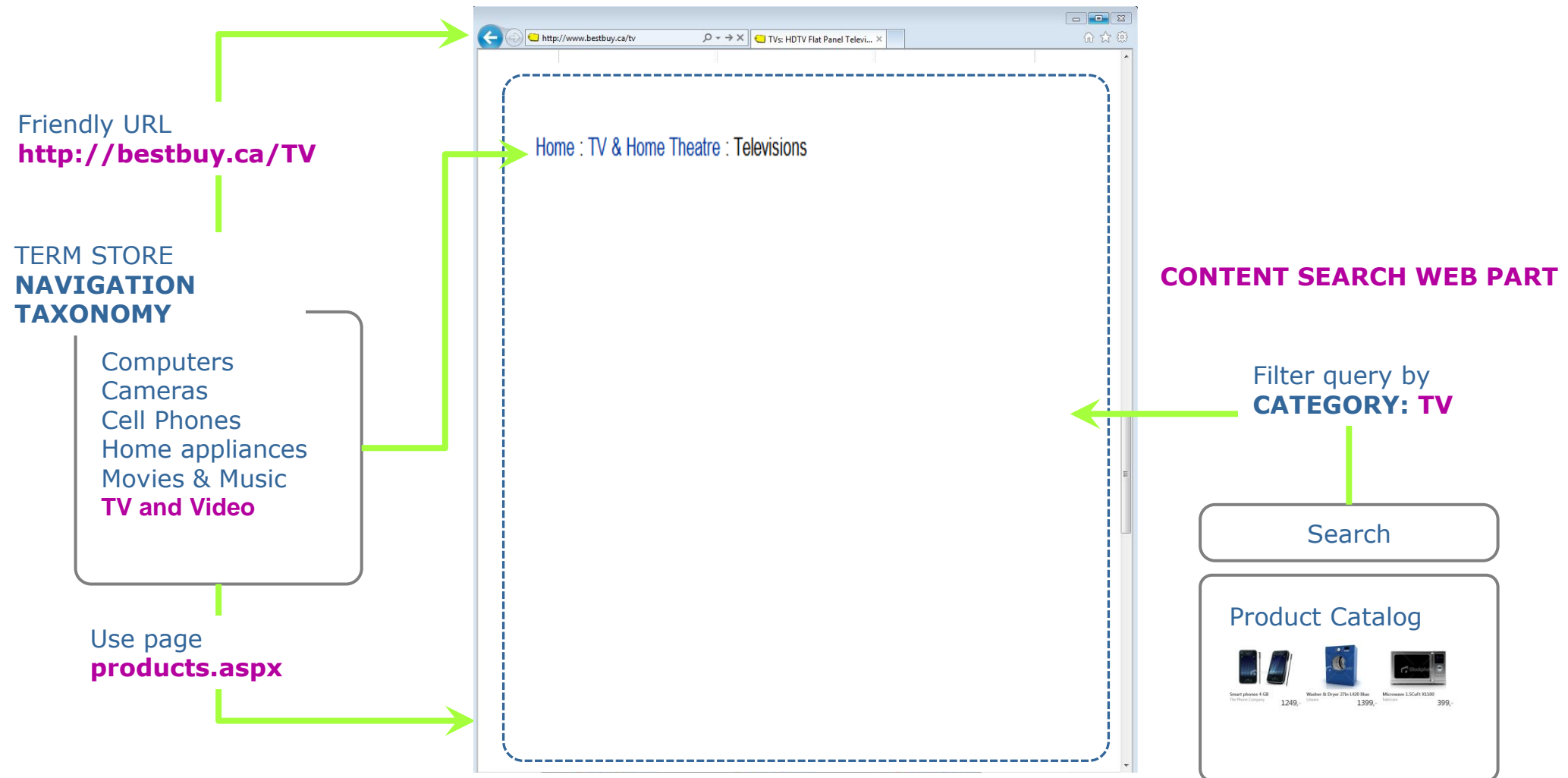
## Benefits:

1. Need to Publish to multiple location
2. Need a multilingual site
3. Need to separate authoring and publishing



1. This is not content deployment
2. This is not variations
3. This requires the Publishing feature
4. This requires a Catalog

# Content Search Web Part



# Content Search Web Part

Friendly URL

<http://bestbuy.ca/computers>

TERM STORE  
NAVIGATION  
TAXONOMY

Computers

Cameras

Phones

TV and video

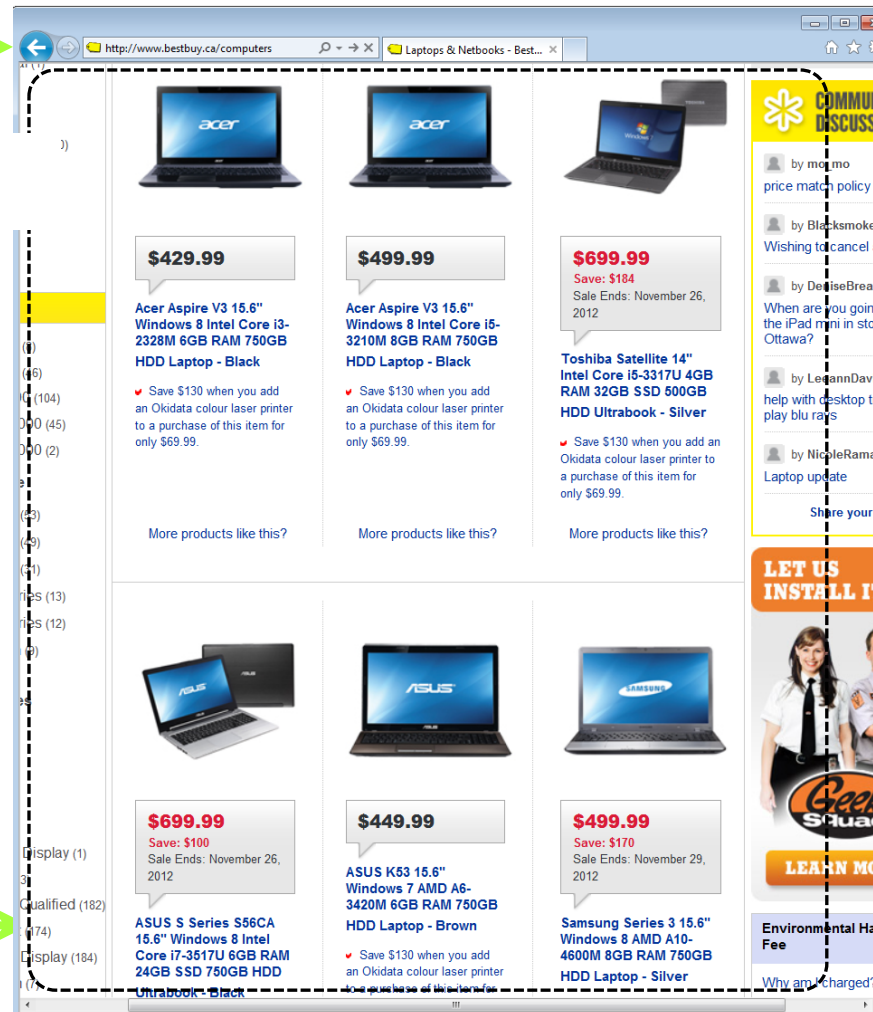
Games

GPS

Mobile Computing

Use page

[Products-pc.aspx](#)



CONTENT SEARCH WEB PART

Filter query by  
**CATEGORY: Computers**

Search

Product Catalog





# CSWP Display Templates



TOSHIBA 32C120U 32-INCH 720P



FLUID FLC2600 26-INCH LCD



SAMSUNG 51-INCH HD PLASMA TV

## Featured DEALS



▶▶ **349<sup>95</sup>**

Toshiba 32" 720p 60Hz LED HDTV (32L4200U)

★ ★ ☆ ☆ ☆ 2.5  
(6 ratings)

More products like this?



▶▶ **529<sup>99</sup>**

**SAVE \$20**

Sale ends: November 29, 2012

Insignia 50" 1080p 60Hz LCD HDTV (NS-50L240A13)

★ ★ ★ ★ ☆ 4.4  
(7 ratings)

More products like this?



▶▶ **1199<sup>99</sup>**

**SAVE \$100**

Sale ends: December 20, 2012

LG 55" 1080p 120Hz LED Smart TV (55LS5700-UA)

★ ★ ★ ★ ☆ 4.3  
(4 ratings)

More products like this?



▶▶ **599<sup>99</sup>**

Sharp AQUOS 40" 1080p 60Hz LED HDTV (LC40LE431U)



▶▶ **249<sup>99</sup>**

Insignia 32" 720p 60Hz LED HDTV (NS-32D120A13)

★ ★ ★ ★ ☆ 4.5  
(2 ratings)



▶▶ **479<sup>99</sup>**

**SAVE \$120**

Sale ends: November 29, 2012

Insignia 50" 1080p 120Hz LCD HDTV (NS-50L260A13)

★ ★ ★ ★ ☆ 3.5  
(2 ratings)

OOTB

Custom  
Templates;  
HTML, CSS  
& JS  
(jQuery)

SELECT DELL<sup>TM</sup>  
COMPUTERS

UP TO  
**\$300 OFF**  
VALID 11/26/12 - 12/02/12

Shop Now ▶

Enter your email to receive great offers from Costco.ca

Your email address

Sign up

80in | 240Hz | 1080p | 4x HDMI

80in | 240Hz | 1080p | 4x HDMI

70in | 120Hz | 1080p | 4x HDMI

70in | 120Hz | 1080p | 4x HDMI

Sharp® Aquos® LC-80LE633U 80-in. 1080p LED HDTV\*\*  
**\$4,692.49**

Sharp® Aquos® LC-80LE633U 80-in. 1080p LED HDTV\*\*  
**\$4,649.99**  
★★★★★ (1)

Sharp® Aquos® LC-70C7450 70-in. 3D\* Smart 1080p LED HDTV\*\*  
**\$3,292.49**

Sharp® Aquos® LC-70C7450 70-in. 3D\* Smart 1080p LED HDTV\*\*  
**\$3,249.99**

Compare Add to Cart

Compare Add to Cart

Compare Add to Cart

Compare Add to Cart

65in | 120Hz | 1080p | 2x HDMI

65in | 120Hz | 1080p | 2x HDMI

60in | 120Hz | 1080p | 3x HDMI

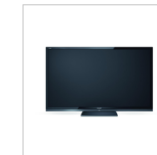
60in | 120Hz | 1080p | 3x HDMI

Samsung® UN65EH6000 65-in. 1080p LED HDTV\*\*  
**\$2,292.49**

Samsung® UN65EH6000 65-in. 1080p LED HDTV\*\*  
**\$2,249.99**

Samsung® UN60ES6100 60-in. Smart TV 1080p LED HDTV\*\*  
**\$1,992.49**

Samsung® UN60ES6100 60-in. Smart TV 1080p LED HDTV\*\*  
**\$1,949.99**



Sharp 80" AQUOS LED TV (Mfg. LC80LE632)

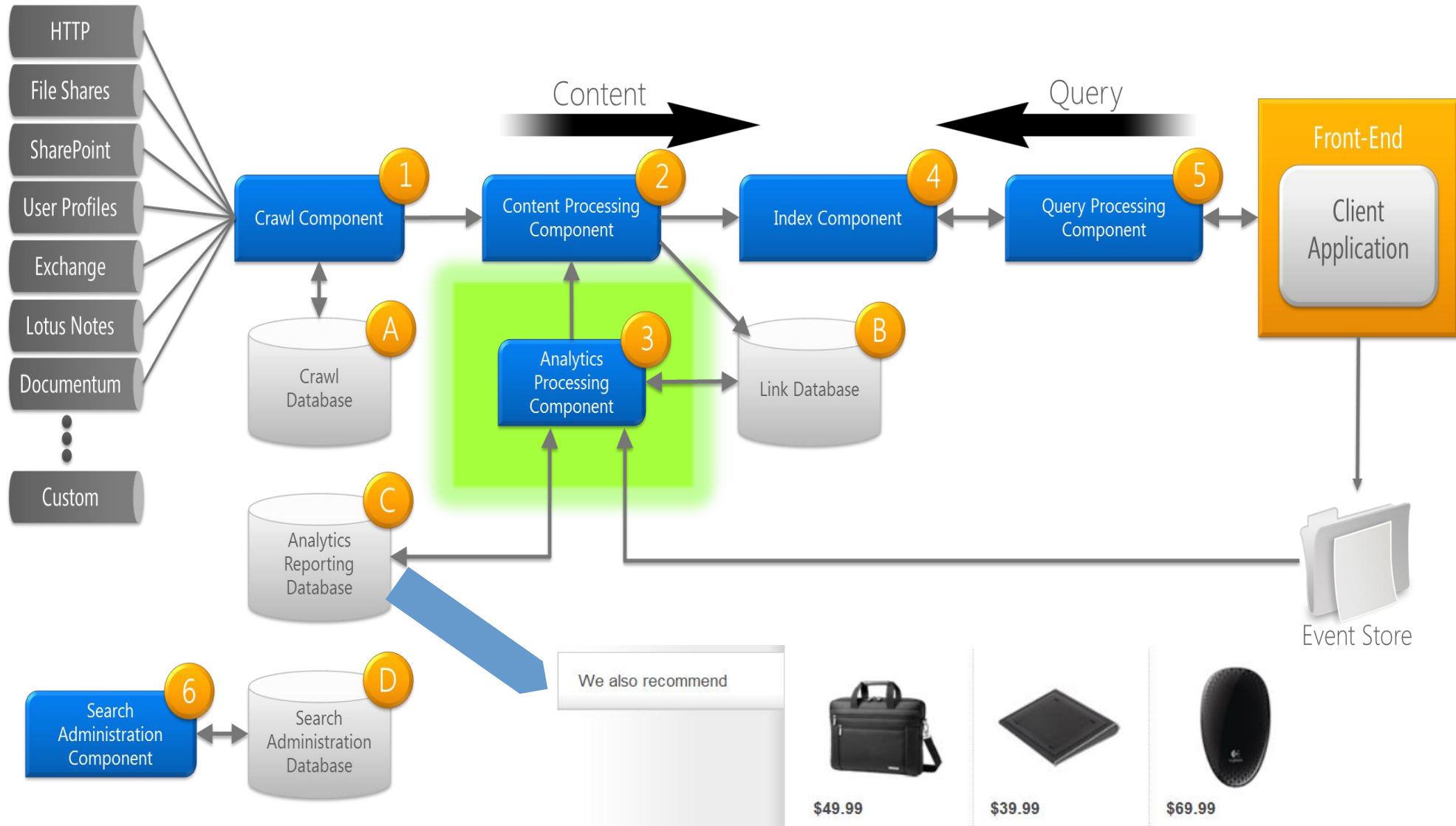


Sharp 70" AQUOS Edgelit LED TV (Mfg. LC70LE640)



Sharp 70" AQUOS Edgelit 3D-Ready LD TV (Mfg. LC70LE745)

# Usage Analytics driving recommendations



# Valuable Resources

- ▶ <http://sharepoint.microsoft.com/en-us/preview/sharepoint.aspx>
- ▶ <http://technet.microsoft.com/en-us/sharepoint/fp142366.aspx>
- ▶ <http://msdn.microsoft.com/en-us/library/jj163225.aspx>
- ▶ <http://sp2013.blogspot.ca/2012/09/sharepoint-2013-publishing-features.html#!/2012/09/sharepoint-2013-publishing-features.html>
- ▶ <http://www.matdesmarais.com/>

# Thank you to all of our Sponsors!!



**Remember to fill out your evaluation forms to win some great prizes!**

**&**

**Join us for SharePint today!**

Date & Time: Dec 1<sup>st</sup>, 2012 @6:00 pm

Location: Pub Italia

Address: 434 ½ Preston Street

Parking: On street with meters \$

Site: <http://www.pubitalia.ca/>

# Q & A

**Thank You / Merci**

**Mike Maadarani, [mike@maadarani.com](mailto:mike@maadarani.com) , [@mikemaadarani](https://twitter.com/mikemaadarani)**

**Mathieu Desmarais, [mat@matdesmarais.com](mailto:mat@matdesmarais.com), [@matdesmarais](https://twitter.com/matdesmarais)**