

## Using Microsoft SharePoint 2010 for Your Intranet, Extranet and Public Website

By Niraj Tenany

As many of you may know, Microsoft SharePoint has been the largest-selling software product in the history of the company. In the last 11 years, since the arrival of SharePoint 2001, SharePoint has captured a large share of the collaboration market. Today, SharePoint 2010 is used widely as a content or document management system, for company intranets, extranets and public websites.

We can define these terms as:

- **Intranet:** An intranet is the internal facing portal in your company for your employees.
- **Extranet:** An extranet is the protected external facing portal in your company. It is used by business partners, clients and special customers.
- **Public Website:** The public website is the public-facing version of your website.

There are many benefits for organizations that use a common technology and framework for their intranet, extranet, public website and other web properties:

- A common technology/framework allows you to have one set of developers and support people.
- It provides you with a single technology that allows your content managers to manage their content.
- It provides the tools for content managers to keep the content current rather than to rely upon web masters, thereby making the website more self service.

Historically, companies have been unable to use a common technology across the web properties because of the cost of the solutions, and the difficulty of using the solutions.

SharePoint 2010 includes a number of rich content management features that help organizations to manage their content and keep it current. These features include:

- Various page layout options that allow website creators to create dynamic pages quickly
- Ability to add rich media
- Support for rich streaming media
- Ability to roll up content easily
- Metadata for common tagging of content

- Community development tools for Web 2.0 type sites
- Better control during the authoring process
- Easy deployment from staging to the live site
- Publishing workflows
- Web analytics

In our next article, we will learn more about the specific features of SharePoint 2010 and third-party products to help create a useful extranet.

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