



SHAREPOINT® BRANDING & USER EXPERIENCE

Bring SharePoint deployments to life through a uniquely branded user experience

Stonebridge’s SharePoint Branding & User Experience consulting services enable organizations to design, create and deploy engaging SharePoint sites that not only reflect the organization’s identity but also accelerate adoption by the user community. Stonebridge’s comprehensive knowledge of the SharePoint platform encompasses the technical, functional and brand-related skill sets required to deliver a uniquely branded and highly usable SharePoint experience.

Take SharePoint to the Next Level

The launch of a new intranet, extranet, or web presence is an opportunity to make a first impression – good or bad – on the target audience, both internal and external. And the quality of the user experience has a dramatic impact on user adoption rates.

The popularity of SharePoint as an enterprise platform continues to grow as organizations embrace SharePoint as a key enabler of improved communication and collaboration via intranets, extranets and public websites. With every deployment, moreover, organizations are quick to discover that creating a visually appealing SharePoint portal or website is a challenge.

A powerful engine for driving enterprise communication and collaboration, SharePoint is engineered to provide maximum efficiency and functionality “out of the box.” SharePoint’s

native user interface is also efficient and functional, with limited graphic appeal.

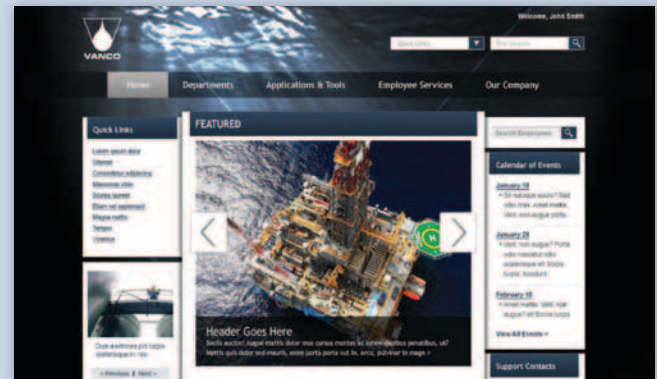
Developing a unique, highly usable interface for SharePoint requires more than graphic design expertise alone. First and foremost, effectively branding SharePoint requires an intimate knowledge of the core technical, functional and administrative aspects of the SharePoint platform.

To that end, Stonebridge has developed a formal methodology for SharePoint Branding & User Experience that integrates strong usability and design principles with demonstrated experience in SharePoint customization and enterprise deployments. Stonebridge’s approach ensures that all requirements – technical, functional, and brand-related – are addressed during the engagement in order to deliver an effective SharePoint solution.

Native SharePoint Interface



Branded SharePoint Interface



SHAREPOINT BRANDING & USER EXPERIENCE

Our Approach

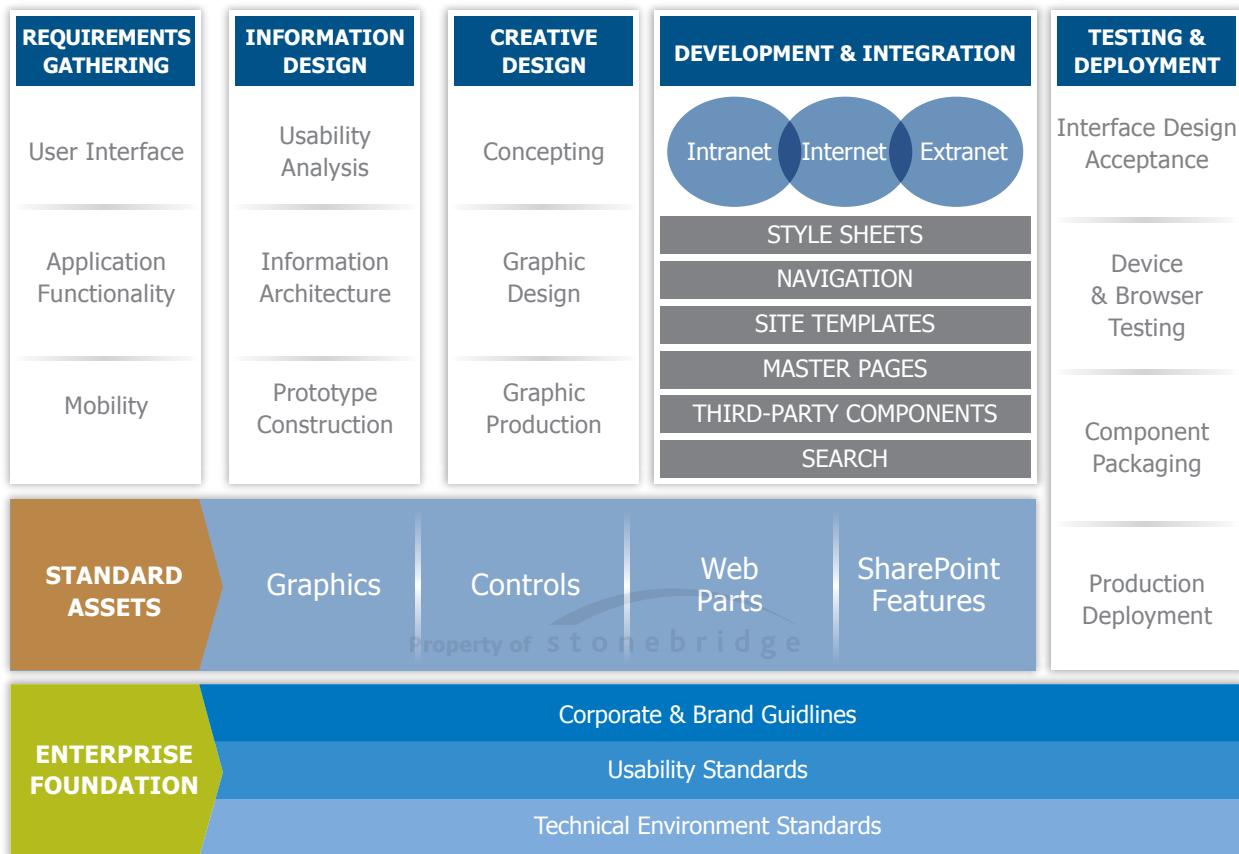
Stonebridge’s SharePoint Branding & User Experience consulting services focus on creating an attractive, engaging user experience that dramatically improves adoption rates and establishes an intuitive connection to the toolsets provided to the user community via the SharePoint platform.

Stonebridge’s approach is designed to ensure that the SharePoint platform delivers the desired brand identity and strategic messaging across every web-based communication channel, enabling the organization to build, promote and sustain brand awareness with its target audience, whether customers, employees, business partners, or all of the above.

Our Methodology

Stonebridge’s comprehensive SharePoint Branding & User Experience consulting expertise is built on a defined methodology based on industry best practices as well as “real world” experience delivering enterprise SharePoint customization projects for our clients.

SHAREPOINT BRANDING METHODOLOGY



About Stonebridge

Stonebridge is an information technology consulting firm focused on helping organizations harness the power of their people, processes and technology. Our clients look to us as a strategic partner with a shared commitment to achieving their business objectives and maximizing business performance. Founded in 1995 on a commitment to establishing a high-value strategic alliance with every client, Stonebridge has provided business solutions to organizations in all major industries, representing private, public, government, and non-profit entities. More info at www.sbti.com.

SharePoint is a registered trademark of Microsoft Corporation.