



my★macy's  
portal

# Portal Governance Strategy

An Overview of Needs and Solutions



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“**Governance** is the set of policies, roles, responsibilities, and processes that you establish in your enterprise to guide, direct, and control how it uses technologies to accomplish business goals.”

- Microsoft

Entirely sourced from “Plan Governance” ([http://technet.microsoft.com/en-us/library/cc263341\(v=office.12\).aspx](http://technet.microsoft.com/en-us/library/cc263341(v=office.12).aspx)) on Microsoft's TechNet Library.



- **Coordination**  
Establishes clear and timely decision-making authority and escalation procedures. Averts undue influence by a single group or stakeholder.
- **Content**  
Avoids portal, community and content sprawl. Keeps content and content categories fresh and relevant with growth. Accelerates development, deployment and maintenance time.
- **Access**  
Defines user roles and tasks to better target and personalize content. Reduces the risk of unauthorized access to content and functions.
- **Usability**  
Maintains a consistent, high-quality, branded user experience. Institutes common look and feel, navigation and UI paradigm.
- **Collaboration**  
Offers a cohesive strategy. Builds organizational commitment, accountability and sponsorship. Empowers stakeholders to influence portal strategy that aligns with business imperatives.

Partially sourced from “Winning Strategies for Portal Governance” ([http://www.ibm.com/developerworks/websphere/library/techarticles/0904\\_behl/0904\\_behl.html](http://www.ibm.com/developerworks/websphere/library/techarticles/0904_behl/0904_behl.html)) by Pradeep Behl of IBM and “Portal Governance Best Practices for SharePoint Portal Implementation” (<http://www.ambassadorsolutions.com/thoughtleadership/Documents/Portal%20Governance%20Best%20Practices%20--%20Ambassador%20Solutions.pdf>) by Greg Siefert and Kory Geyer of Ambassador Solutions.

## Organizational



- One final decision-maker.
- Authority to enforce common style/branding standards, policies, site taxonomy and usability best practices.
- Improved coordination between the EPT, MCOM, Corp Comm and vendors like S&E, and others.
- Better alignment of technology to business needs.
- More consistent Portal vision.
- Enhanced educational and instructional support.

## Technical

- Uniform enterprise styles, layouts, web parts and associated SharePoint assets.
- Better information architecture.
- Proper content inventory and management.
- Improved search.
- Enhanced collaboration/social avenues.
- Guided application of technologies and solutions appropriate to context.

Partially sourced from “Using Portal Governance to Create a Better Web Experience” (<http://www.slideshare.net/perficientinc/using-portal-governance-to-create-a-better-web-experience>) by Michael Porter of Perficient and “Defining a Governance Model for Portals” (<http://www.infosys.com/consulting/systems-integration/white-papers/Documents/portals-governance-model.pdf>) by Tushar Sachdev of Infosys.



- **Prioritization and Release Strategy**  
Process for introducing/prioritizing new services and features to the portal via a structured review workflow.
- **Site Brand Management and User Experience**  
Process for introducing changes to the portal branding in terms of logos, style and colors, in addition to the process for measuring the quality of the user experience through qualitative and quantitative analyses.
- **Communication**  
Process of creating/approving ongoing communication.
- **Site Policies and Compliance**  
Process for creating/modifying portal policies, compliance checks and related communications.
- **Site Taxonomy and Information Architecture**  
Process for modifying the site map, tabbed navigation, sub-navigation, left navigation pane and header/footer links.
- **Content Management and Content Inventory**  
Process for creating/modifying/archiving/tagging/classifying pages, templates, documents, applications, reports, multimedia and other resources.

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- 1. Get senior management approval, support and sponsorship.**  
Key executives issue a memo early on that explains the strategy and why compliance is important. A senior executive with oversight can mitigate competing priorities between business units, adapt to change, remove barriers, align projects with enterprise strategic objectives, and act as chief evangelist.
- 2. Apply the same rigor to the portal as to the Internet site.**  
You must use the same design rigor even though the target audience is smaller.
- 3. Perform qualitative and quantitative usability studies.**  
Ensure that the site meets users' needs. Gather and analyze problem, usage, turnaround, development and release metrics.
- 4. Create style standards and enforce them.**  
Maintaining a consistent look and feel requires well-known, easily accessible standards for anyone contributing design or content. It constitutes the basis for enforcing compliance.
- 5. Develop an approach for Web applications.**  
If you get involved too late in their development lifecycle. By that time, there is little that can be done to alter a design or address usability issues. Get involved early with the development team to help create a more cohesive and usable application that adheres to standards.

Partially sourced from "Usability of Intranet Portals – A Report from the Trenches: Experiences from Real-life Portal Projects" by Patty Caya and Jakob Nielsen of the Norman Nielsen Group and "Winning Strategies for Portal Governance" ([http://www.ibm.com/developerworks/websphere/library/techarticles/0904\\_behl/0904\\_behl.html](http://www.ibm.com/developerworks/websphere/library/techarticles/0904_behl/0904_behl.html)) by Pradeep Behl of IBM.



**6. Focus resources for the greatest good.**

Focus resources on enterprise-wide touch-points: things that large groups of employees, possibly everyone in the company, may use on a regular basis. This directs resources to areas where the most benefit can be realized. Don't let "squeaky wheels" dictate project priorities.

**7. Involve key line-of-business stakeholders.**

Form a portal governance committee with regular meetings and well-defined processes and communications mechanisms to guide current and future development activities.

**8. Build cross-functional teams with distinct expertise.**

Ensure that roles and responsibilities are clearly defined and communicated.

**9. Educate authors and consider their user experience too.**

Make life easy for content contributors; don't put technological barriers in their way. Establish a "Center of Excellence" consisting of documentation, training materials and guides.

**10. Solicit feedback.**

Invite content authors to in-person or dial-in forums. Use regular surveys to gather feedback. Distribute the results to all appropriate team members.

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