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Jess Meyer
Editor

Hello readers,

I was recently invited to attend a seminar held at Microsoft's Auckland offices by one of their Gold Certified Partners, Kinetics. The seminar was targeted at Kinetics' clients and focused on the business benefits of Microsoft SharePoint 2007.

Two things struck me about this session. One, Andrew Hunt, Managing Director of Kinetics, spent 90 minutes showing his customers feature after feature in clear, obvious ways that could improve their business processes, and all with the free version of SharePoint. The Kinetics team had built an intranet for a fictitious company called Jolly Jet using SharePoint, and showed customers how "Jolly Jet" was using SharePoint to consolidate company information and make it searchable, accessible and useable across the organisation.

"SharePoint," said Hunt, "escapes an easy description. Look at it as a giant pin up board for your whole company. Our mission today is less about the how, and more about the what."

The entire session was designed in an easy to follow format, and Kinetics offered attendees a free template at the end to get them started, in addition to set-up, training and coaching at additional cost. Hunt pointed out that Kinetics has been using SharePoint 2007 internally since its release in November 2006, and said, "I just wanted to show you all the incredible things you can do with SharePoint just on the free version".

The second thing that made an impression was the simple fact that Kinetics cleverly leveraged its relationship with Microsoft to achieve this simple, yet effective, face time with its clients. The entire company gained credibility and support through this exercise.

I was left wondering how many of the rest of you are taking full advantage of your relationships with vendor and distributor partners. Are you aware of the extra bits and pieces they can offer that might help you raise the bar and show a clear point of difference? Something to think about.

Cheers,

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Kinetics' Andrew Hunt explains the benefits of Microsoft SharePoint 2007 to a captive audience.