

Office.com 2010: re-engineering for global reach and local touch

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Office.com: global reach & local touch

Office.com: global companion for Office

- One of the most visited web sites globally, 50% international traffic
- Global reach: 37 languages, 51 markets
- Local touch: home pages & market specific content

Behind the scenes

- SharePoint & Word 2010
- 'English is just another language'
- Continuous updates to content and features
- Global content management

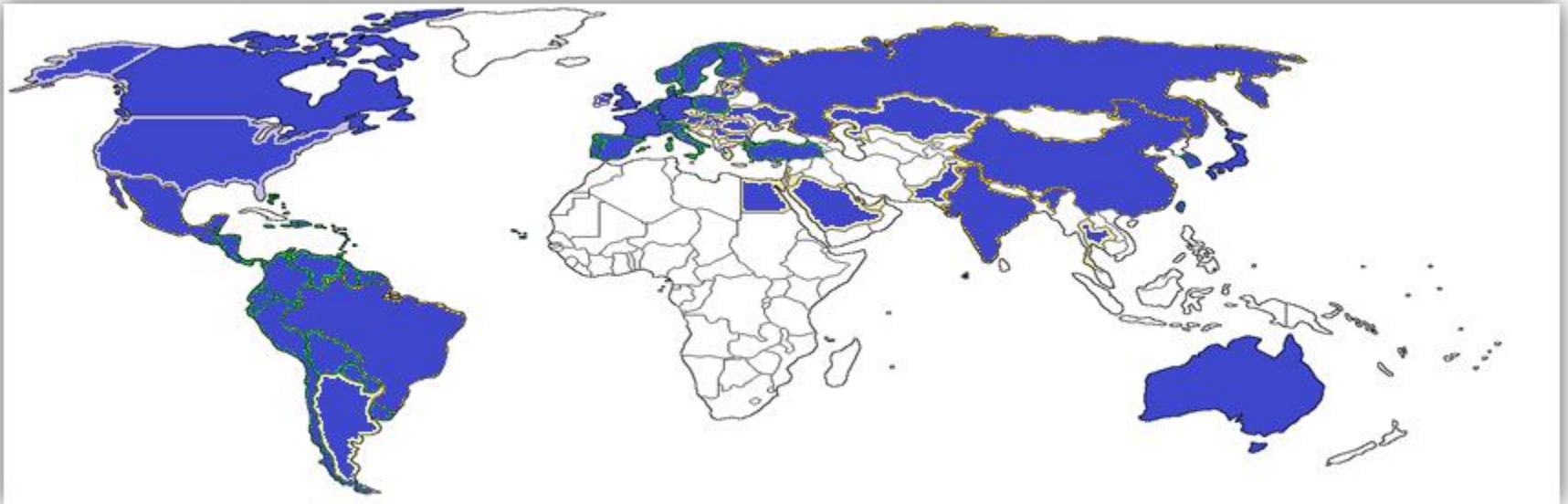


Global reach: World Wide Presence

51 live sites in 37 languages

Office.com Live sites

Arabic region, Argentina, Australia, Austria, Belgium (Nl, Fr), Brazil, Bulgaria, Canada (En, Fr), China, Croatia, Czech Republic, Denmark, Estonia, France, Finland, Germany, Greece, Hong Kong, Hungary, India (English, Hindi), Israel, Italy, Japan, Kazakhstan, Korea, Latin America, Latvia, Lithuania, Mexico, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia and Montenegro, Slovakia, Slovenia, Spain, Sweden, Switzerland (Fr, De), Taiwan, Thailand, Turkey, UK, Ukraine



The Office.com value proposition

- Overall goal: Enable users to be more productive with Office
 - Provide content that saves our customers time: training courses, templates, clip art
- Online one stop shop for all things Office
 - Sales, support & help, value add
 - On-going customer relationship: add value incrementally & respond to feedback
- Global reach: same product in all markets
 - Support content, Training courses etc. applicable to all markets
 - Global messaging & Multimarket campaigns
- Local touch: market specific engagement
 - Adapt editorial voice, home page programming, graphics
 - Make sites feel natural in each market

Re-engineering for Office 2010

	Office 2007: Office Online	Office 2010: Office.com
Authoring	XMetaL	Word 2010
Publishing	Custom solution	Office Content Management System (OCMS): SharePoint 2010
International	Custom solution	
Site management	Custom solution	

- Why move:
 - Re-engineer for growth, efficiency, usability
 - Use standard platform to allow focus on customer experience
 - Better local touch: federated authoring
- Elements of change
 - New authoring and publishing platform
 - Migration of file formats
 - New Integrated loc workflows

Re-engineering and migration lessons

- General
 - International key stakeholder for platform redesign and migration
 - Design for scale (x37/51) and simplicity
 - Limit the number of moving parts, don't change everything at once
- Testing
 - Validate core scenarios & mandatory content first
 - Do scenario based testing & user 'dog-food'
- Migration
 - Migrate pragmatically, use render to render
 - Use Stage gates to track: extraction, conversion, import, publish
 - Complexity wasn't where we anticipated (conversion)
 - Time migration right in relation to platform development
- Outcomes
 - Excellent system knowledge, to use and extend platform

Office.com best practices: *integration*

Global Platform: Design & Infrastructure

Deliver information through design, platform support, CSS updates, XLST script insertion, and application development to increase engagement



Customer connection: Business Intelligence

Deliver voice of customer through survey, focus groups, reporting, and data mining. Measure the value of content services



The screenshot displays the Office 2010 'Getting started' page. On the left, a sidebar lists Office 2010 applications: Word, Excel, Outlook, PowerPoint, Access, OneNote, and Publisher. The main content area features a 'Getting started with Office 2010' banner with a globe icon and the instruction '< Click a product on the left to get started.' Below this, a 'Word Help' window is open, showing a search bar and a list of search results including 'templates', '150 with Word 2010 Jackstage we ent to be used by s of Word', and 'mmating ...ating started with Word'. A 'File migration' link is also visible. In the center of the screenshot, a cluster of four interlocking puzzle pieces in red, blue, yellow, and green is shown. The text 'Continuous updates' is overlaid on the bottom of the screenshot.

Global Content Development

Deliver content created or sourced via video, training, help, homepages, add-ins, templates, and imagery to deliver end actions



Local touch: Site Programming

Editorial voice /homepages - partnering with content providers: templates, clipart



#1: Global platform



Challenge

- Serve all global market needs

Solution

- English is just another language
- Scale: up and down
- Usability, Interoperability, extensibility, collaboration
- Design for growth

Example: novice content

ワードってどんなソフト?
Office はじめの一步

What is Word?
Office First Steps

Vad är Word?
Office Första stegen

Qu'est-ce que Word ?
Office Premiers pas

Word is software that lets you create documents on a computer. You can use Word to create beautiful text using colorful photographs or illustrations as pictures or as a background, and add figures such as maps and tables. Moreover, Word provides various helper features for creating text so that you can complete

Word est un logiciel qui vous permet de créer des documents à l'aide d'un ordinateur. Vous pouvez utiliser Word pour créer du texte attrayant en y intégrant des photographies ou des illustrations épatantes en guise d'images ou d'arrière-plan et ajouter des figures telles que des cartes et des tableaux. En outre, Word met à votre disposition différentes fonctionnalités d'assistance pour la création de textes afin que vous puissiez facilement réaliser des documents professionnels, tels que des articles ou des rapports. Vous pouvez également imprimer des adresses de cartes postales ou d'enveloppes.

#2: Global content development



Challenge:

- Efficient translation and adaptation

Solution

- Strict schema
- Global CSS & guidelines
- Global campaigns

Example: XML format for translation

The screenshot displays a Microsoft Word document in Compatibility Mode with the title 'wdpicturewatermarks_HA101884436'. The document content is 'Create a watermark from a picture'. Below the Word window, a Notepad window shows the XML source code for the watermark property. The XML includes metadata and a property definition for the watermark text.

```
<?xml version="1.0" encoding="utf-8" standalone="no"?>
<?xml-stylesheet type="text/xsl" href="..\Support\Local\Preview.xsl"?>
<rxml xsi:schemaLocation="resxml.xsd" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <Metadata>
    <property name="Title">Create a watermark from a picture</property>
  </Metadata>
  <property name="Title">Create a watermark from a picture</property>
  <assetid lcId="1033">HA101884436</assetid>
  <parentassetid value="HA101854787" />
  <property name="Asset ID">HA101884436</property>
  <property name="IsSearchable">True</property>
  <property name="APDescription">Insert a custom watermark made from a graphic or photograph in Word 2010.</property>
  <property name="ParentAssetId">HA101854787</property>
  <property name="ShowIn">Show everywhere</property>
</rxml>
```

#3 Local touch

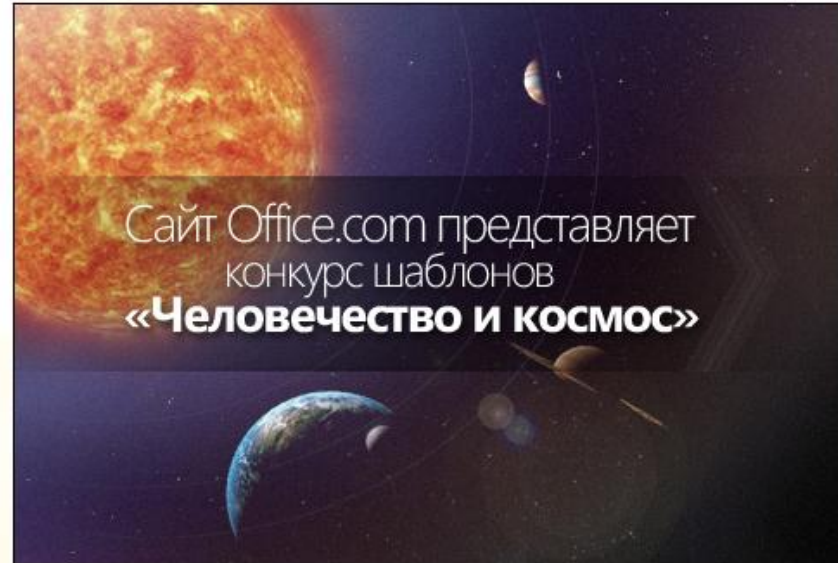


Challenge: deliver the right experience in each market

Solution

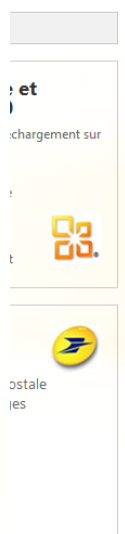
- In-market site managers
- Market-specific home page authoring
- Content for the local market
- Community engagement

Examples: local site programming



**ПОДРОБНЫЕ
СВЕДЕНИЯ
О КОНКУРСЕ**

Создание — создайте шаблон на тему конкурса в приложении Microsoft Word, PowerPoint, Excel или Publisher. Для создания шаблонов можно использовать программы Microsoft Office 2007 или 2010. Например, это может быть дизайн для презентации на космическую тему, слайды об истории космонавтики, грамоты по астрономии, рассказ о космонавтах. Ниже представлены четыре примера шаблонов, которые помогут приступить к работе. Вы можете загрузить один или несколько шаблонов, изменить цвета и шрифты, добавить содержимое, а затем отправить шаблон для участия в конкурсе.



#4 Customer connection



Challenge

- Understand voice of customer
- Measure the value of content services

Solution

- Customer feedback
- Business intelligence analysis
- Search engine optimization (SEO)
- Community submitted content features

Example: Rating control

Change the color of text

Applies to: Microsoft Word 2010

[Print](#)

1. Select the text that you want to change.
2. On the **Home** tab, in the **Font** group, click the arrow next to **Font Color**, and then select the color that you want.

NOTE To quickly and easily format an entire document with a professional and modern look, you can apply a document theme. For more information about themes, see [Apply, customize, and save a document theme in Word or Excel](#).

You can use the formatting options on the Mini toolbar to quickly format text. The Mini toolbar appears automatically when you select text. It also appears with the menu when you select text and then right-click.

Did this article help you?

Characters remaining: 4000

By clicking Submit, you accept the [Microsoft Service Agreement](#)

#5 Continuous updates



Challenge: Ensure site stays fresh and relevant

Solution

- Continuous publishing & feature additions
- Global Editorial calendar: respond to local events
- Usability improvement with A/B testing

Example: Machine translation



Trends for the future

- Growing impact of the multilingual cloud:
Hosted service integration: Office Web applications, Office 365
- Growth of multilingual Multimedia
- Delivering better value in market with Language automation
- Interoperability

Conclusions

- Office.com: global reach, local touch
- Authoring and publishing re-engineered for better customer value and internal efficiencies
- Best practices – customer focused integration
 - A global platform for authoring and publishing
 - Author for a global audience
 - Connect with each local market
 - Connect with the customer: feedback and metrics
 - Continuous publishing, improvement, innovation
- It is possible to design both for scale and local relevance