



Multisites and Platforms and Governance - Oh My!



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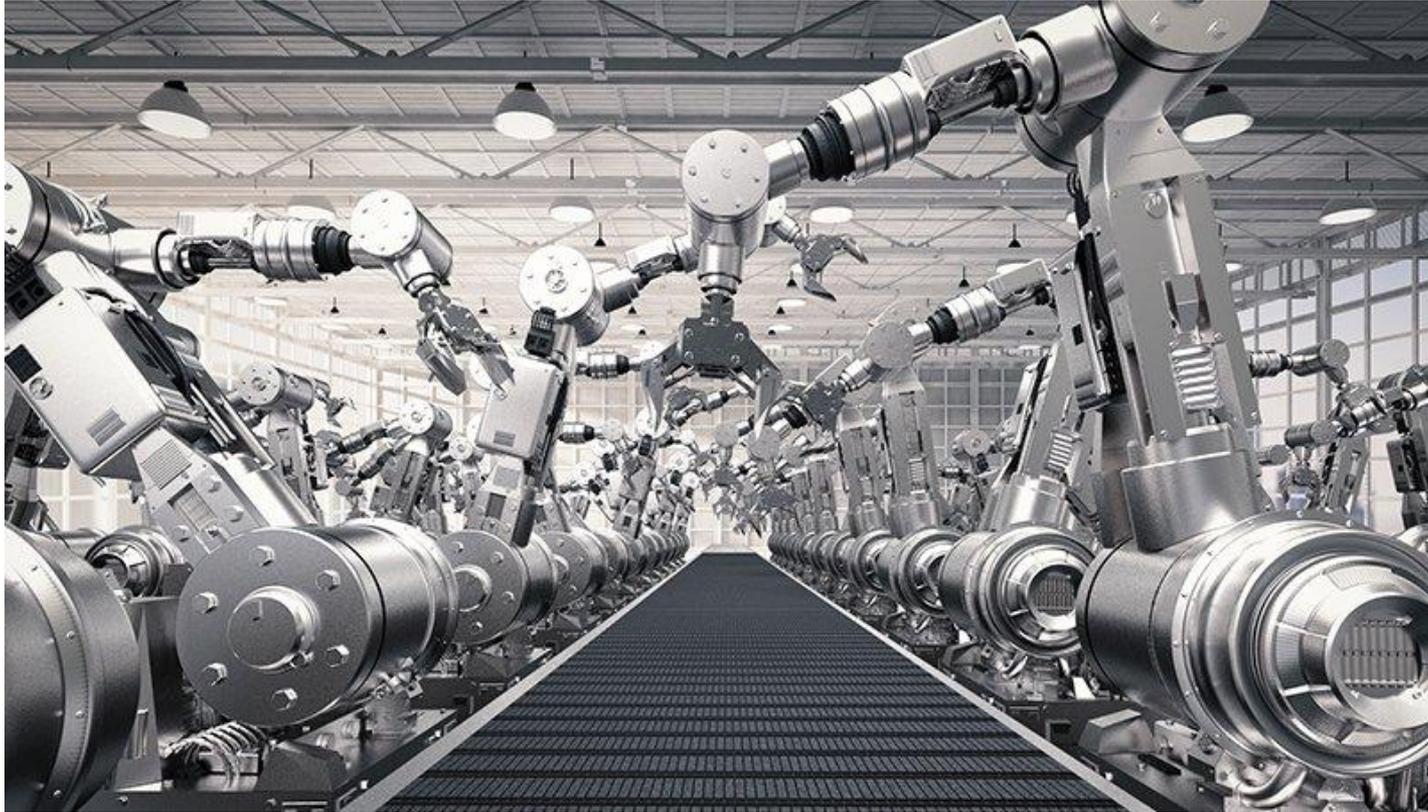
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Agenda

- Platform projects and why they are difficult to manage
- Key concepts in governance
- Types of governance
- Review some sample governance models
- Platform planning and rollout
- Bumps and Bruises - Oh My!

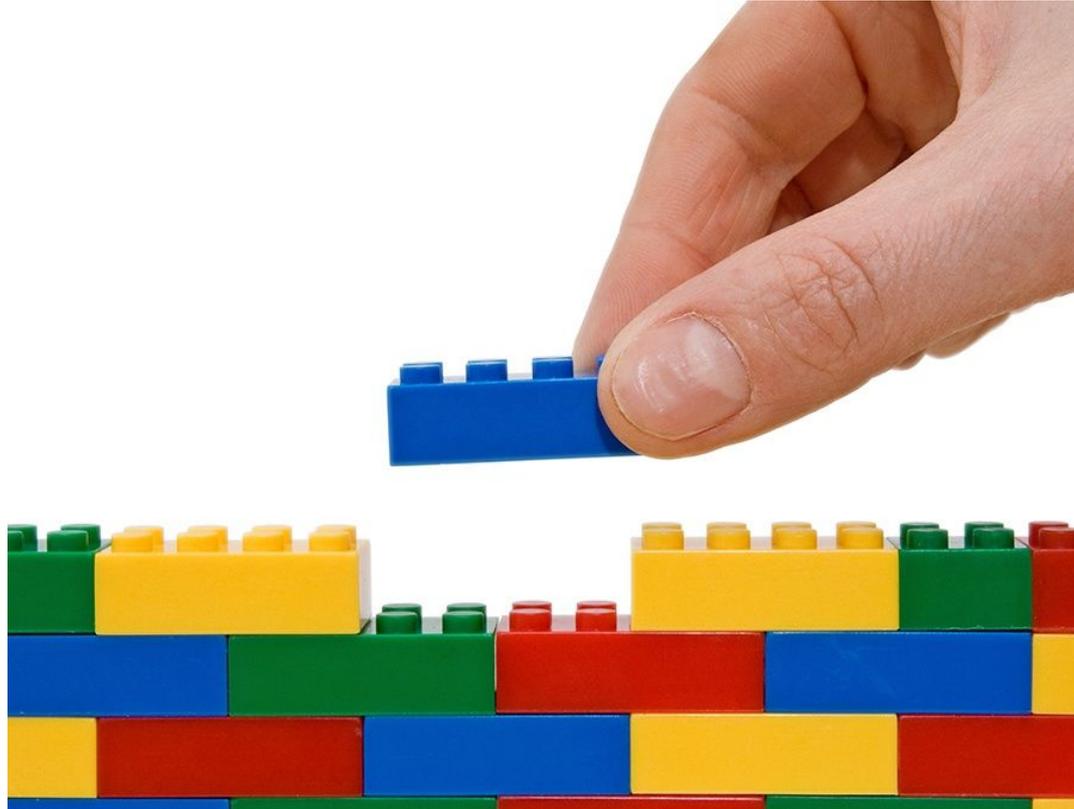
The Platform State of Mind



So... what is this Governance thing you speak of?



The Building Blocks of Governance



Types of Governance



Brand Governance

COLOR PALETTE

	CANDY APPLE	#e82535
	CRIMSON	#c92830
	COOL BLUE	#07467
	DEEP LAKE	#143548
	GRAVEL	#565656
	WET CEMENT	#77848b

TYPOGRAPHY

Header 1

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HEADER 2

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HEADER 3

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HEADER 4

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Header 5

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This is Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent eu semper ligula, nec fermentum odio. Aenean non blandit neque, ac accumsan nibh. Morbi elementum neque id sodales blandit. Morbi eget turpis in urna sodales pharetra. Aenean quis pulvinar lacus, sed lacinia sem.

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Brand governance ensures consistency in managing the brand promise. Consistency is critical because it drives awareness, engagement, retention and loyalty

Content Governance

The screenshot displays a web application interface for content governance. At the top, a navigation bar includes links for 'My Workbench', 'Tasks', 'Index', 'Dashboard', 'Content', 'Structure', 'Appearance', 'People', 'Modules', 'Configuration', 'Reports', and 'Help'. The user is logged in as 'admin' and is viewing the 'Test draft title 2 History' page. The page features a table with four columns: 'REVISION', 'TITLE', 'DATE', 'REVISION ACTIONS', and 'MODERATION ACTIONS'. The table lists four revisions, with the current revision (31) highlighted in pink. The moderation actions for each revision include buttons for 'Moderate' and 'Schedule', and a list of transitions between states.

REVISION	TITLE	DATE	REVISION ACTIONS	MODERATION ACTIONS
31	Test draft title 3 Edited by admin. Revised by admin	08/26/2011 - 16:51	view	This is the current revision. The current state is Draft. Moderate: Needs Review ▾ Apply <ul style="list-style-type: none">From Published --> Draft on 08/26/2011 - 16:51 by admin
30	Test draft title 2 Edited by admin. Revised by admin	08/26/2011 - 16:51	view revert delete	This is the published revision. Unpublish <ul style="list-style-type: none">From Needs Review --> Published on 08/25/2011 - 17:49 by adminFrom Published --> Needs Review on 08/25/2011 - 17:37 by adminFrom Needs Review --> Published on 08/25/2011 - 17:37 by adminFrom Published --> Needs Review on 08/25/2011 - 15:19 by admin
29	Test draft title 2 Edited by admin. Revised by admin	08/25/2011 - 15:19	view revert delete	<ul style="list-style-type: none">From Draft --> Published on 08/25/2011 - 15:18 by adminFrom Published --> Draft on 07/29/2011 - 12:49 by admin
3	Test draft title Created by admin. Revised by admin	07/29/2011 - 12:49	view revert delete	<ul style="list-style-type: none">From Draft --> Published on 07/28/2011 - 18:03 by adminFrom Draft --> Draft on 07/14/2011 - 17:17 by admin

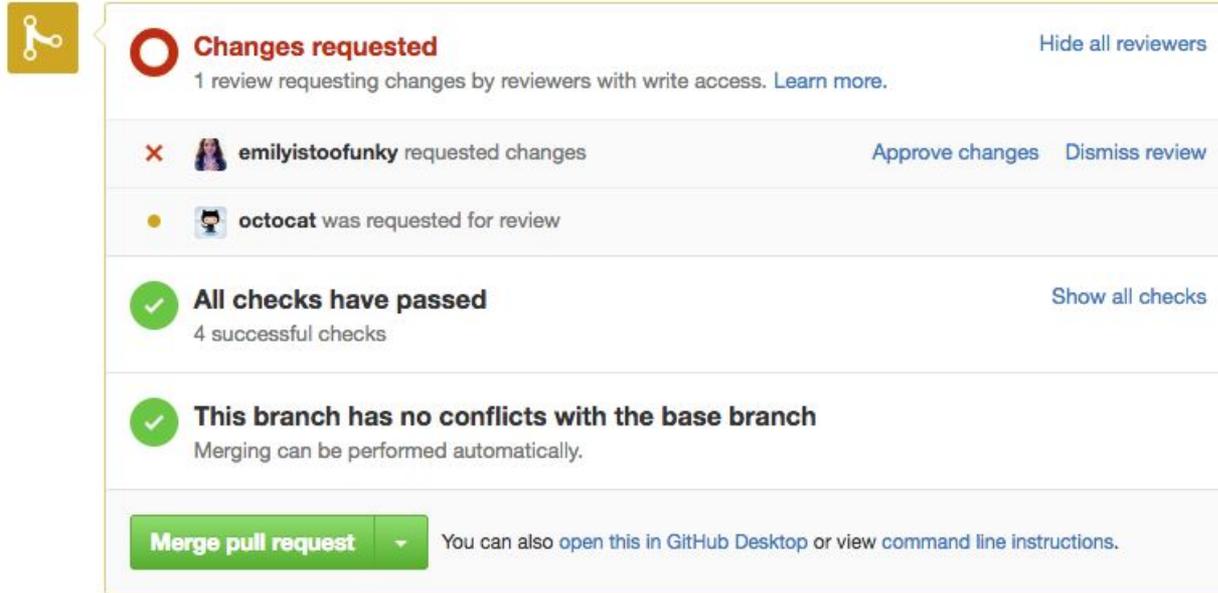
Content governance establishes standards for how an organization communicates with its audience in an engaging and persuasive manner across channels

Platform / Feature Governance



Platform governance establishes how an organization works across functional areas, brands, and markets to manage an agile and cost-efficient digital marketing operation

Code Governance



The screenshot displays a GitHub pull request interface. At the top left is a yellow icon with a white branching symbol. The main content is a white box with a yellow border. The first section is titled "Changes requested" in red, with a red circle icon. It states "1 review requesting changes by reviewers with write access. Learn more." and includes a "Hide all reviewers" link. Below this are two rows: the first shows a red 'X' icon, a user profile for "emilyistooofunky", and the text "emilyistooofunky requested changes", with "Approve changes" and "Dismiss review" links; the second shows a yellow dot icon, a GitHub Octocat profile for "octocat", and the text "octocat was requested for review". The next section is titled "All checks have passed" in green, with a green checkmark icon, and states "4 successful checks" with a "Show all checks" link. The final section is titled "This branch has no conflicts with the base branch" in green, with a green checkmark icon, and states "Merging can be performed automatically." At the bottom is a green button labeled "Merge pull request" with a dropdown arrow, and a note: "You can also open this in GitHub Desktop or view command line instructions."

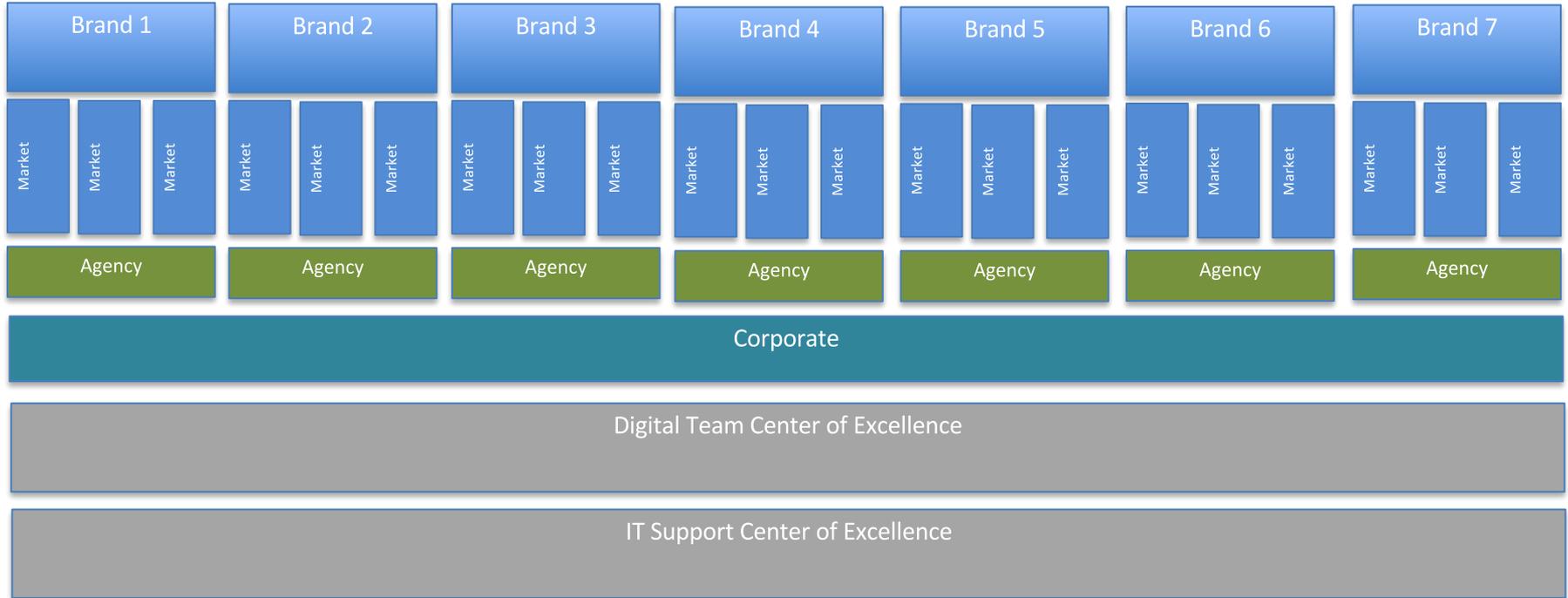
Code governance establishes standards and processes for management of the platform software development lifecycle (SDLC)



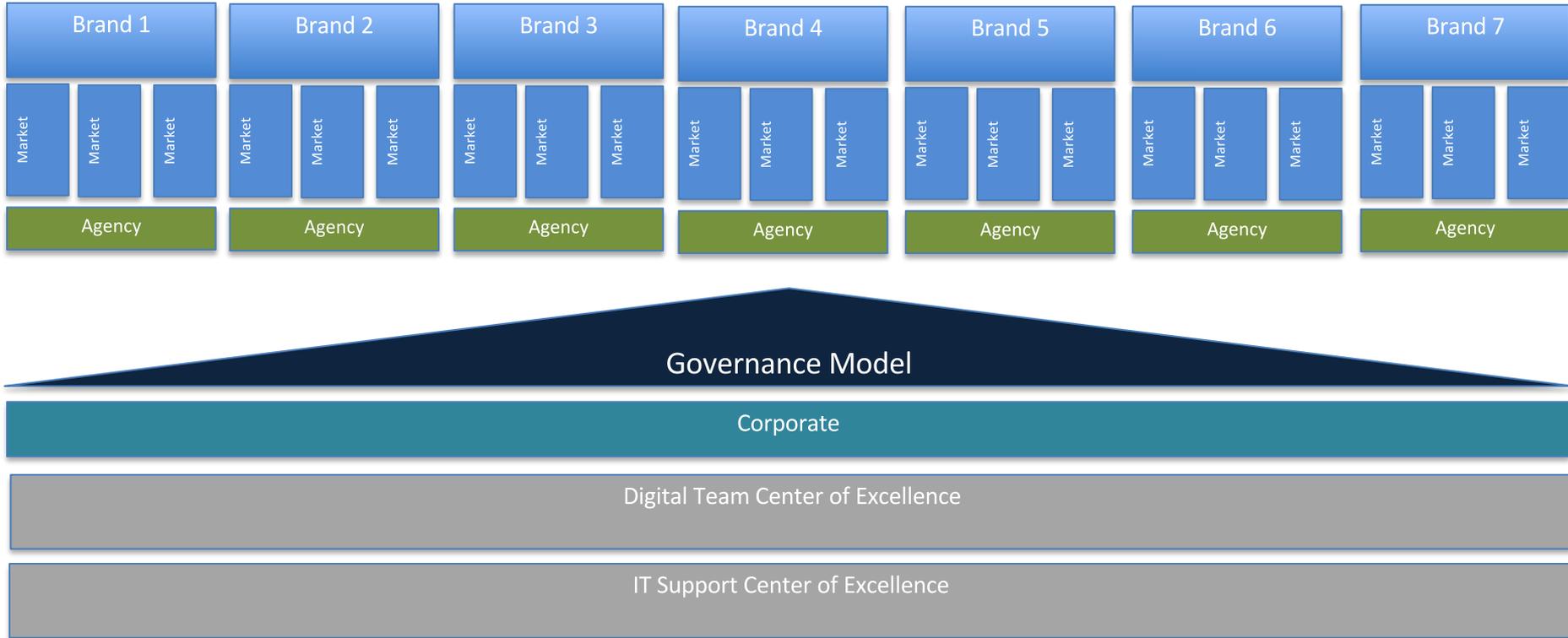
Sample Platform Models



Centralized Platform Model



Hybrid Platform Model



Wow - thats a lot of information...



...so where do I start?

Sample Feature Matrix

		Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6	Brand 7	Brand 8
Accessibility	Text Only View			✓			✓	✓	
	Smaller/larger font	✓	✓		✓		✓		✓
Integrations	User Login		✓		✓	✓		✓	
	Upload Verifications		✓	✓	✓	✓		✓	
	Account Balance				✓			✓	✓
Other	Newsletter signup	✓			✓			✓	
	Breach of Data Notice		✓		✓		✓	✓	
	A-Z Content Index		✓	✓				✓	✓
	Header Alerts	✓	✓	✓		✓			

Planning for rollout...



~~Mistakes~~
Mistakes
are
opportunities
to learn.

Q&A



Thank You

