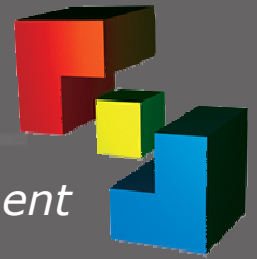


# Case Study Greenhill & Company, Inc.



## SharePoint Portal Server 2003 Deployment

Microsoft Award-winning Microsoft Gold Certified Partner **The Henson Group, Inc., (THG)** deployed Microsoft SharePoint Portal Server 2003 (SPS) to replace an existing intranet and provide a much more robust collaborative environment for Greenhill & Co., Inc., a major independent global investment banking firm.

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GROUP

### Project Vitals

**Industry:** Banking Firm

**Customer Profile:** Greenhill & Co. is a leading independent investment bank that provides financial advice on significant mergers, acquisitions and restructurings and manages merchant banking funds.

**Business Situation:** Recently deploying SharePoint Portal Server 2003, Greenhill & Co. needed to be familiar with the software in order to drive Internet commerce and business process applications.

**Solution:** The Henson Group implemented a highly customized version of SPS 2003 to establish an enterprise business solution that integrates information from its various systems into one solution that also offers single sign-on and enterprise application integration capabilities, as well as flexible deployment options and management tools.

**Results:** THG exceeded Greenhill & Co.'s expectations for this deployment, designing and deploying a custom portal based on Microsoft SharePoint technology that delivered the robust functionality the incumbent intranet lacked.

### BUSINESS SITUATION

Greenhill & Co. is a leading independent investment bank that provides financial advice on significant mergers, acquisitions and restructurings and manages merchant banking funds. It acts for clients located throughout the world from its offices in New York, London, Frankfurt and Dallas.

Until recently, Greenhill & Co. relied on a custom Intranet to disseminate corporate information and facilitate a wide variety of internal communication and administrative functions. While this incumbent solution met Greenhill & Co.'s needs previously, it was very costly to update, modify, and maintain. Substantial changes were time consuming and expensive to accomplish, draining valuable internal technology resources.

Seeking a replacement solution for its intranet, Greenhill & Co. solicited feedback from Microsoft, whereupon Microsoft introduced the investment company to SharePoint Portal Server 2003. SPS 2003 enables enterprises to develop an intelligent portal that seamlessly connects users, teams, and knowledge so that people can take advantage of relevant information across business processes to help them work more efficiently.

To familiarize Greenhill with the product, perform initial Discovery, and draft a design for implementation, Microsoft recruited The Henson Group, an award-winning Microsoft Gold Certified Partner officially designated by Microsoft for SPS deployments. The Henson Group also possesses Microsoft's official Business Process and Integration Solutions Competency, for proven proficiency in implementing and deploying server-based portals for driving Internet commerce, and business process applications.

Preliminary negotiations included developing a Proof-of-Concept pilot, in which the features of SharePoint were demonstrated, on-site, in a test environment designed to mirror the rigors of Greenhill & Co.'s business.

### SOLUTION

Greenhill & Co. contracted The Henson Group to implement a highly customized version of SPS 2003 to establish an enterprise business solution that integrates information from its various systems into one solution that also offers single sign-on and enterprise application integration capabilities, as well as flexible deployment options and management tools.

During the year prior to this engagement, Greenhill & Co. had been actively investigating portal solutions and conducted pilots using IBM WebSphere and Microsoft SharePoint solutions. While these solutions were not released for company-wide use, they were invaluable in determining strategy for deploying SPS. Greenhill provided The Henson Group with printouts of the existing proof of concepts and directed the consultancy to proceed with implementing a solution using Microsoft SPS 2003.

Greenhill has set an aggressive go-live date of less than three-months of the commencement of the engagement. The Henson Group committed to providing the support required to make this happen.

During Discovery, Greenhill provided detailed information about the Greenhill-co.com domain and Active Directory (AD) structure. (Greenhill has carefully architected an AD infrastructure that segregates user objects by function as well as geography.) The care that was exercised during the AD design actually benefited the SPS 2003 implementation, due to the high degree of integration required between SharePoint and Active Directory.



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Though Greenhill & Co. had outgrown its intranet, there was extensive custom configuration performed on the incumbent portal, so The Henson Group was directed to combine the best elements in both existing solutions, as well as to draw on the best practices suggested by the SharePoint product team in Redmond.

In designing the solution, The Henson Group had to accommodate users at three primary facilities, located in New York, London, and Frankfurt, as well as a Disaster Recovery (DR) facility in Connecticut. Users are connected to their respective LANs by Fast Ethernet, and each of the three LANs is connected by Savvis Managed Network services, providing T-1 (1.544Mbps) or better throughput.

Greenhill desktops were predominantly Windows 2000 Professional and Windows XP Professional, and all users are equipped to access the network using Virtual Private Network (VPN) technologies. Greenhill estimated a user base of between 50 and 75 users. For the purpose of the SharePoint implementation, all desktops were configured with English as the primary language.

## RESULTS

The Henson Group exceeded Greenhill & Co.'s expectations for this deployment, designing and deploying a custom portal based on Microsoft SharePoint technology that delivered the robust functionality the incumbent intranet lacked.

The portal designed by The Henson Group designed with flexibility in mind, to accommodate the demanding collaborative needs of a fast-paced global investment company. Updates and modifications, once onerous and expensive, are now easily accomplished. The inherent collaborative features of SharePoint will make Greenhill more nimble and more competitive within its industry. Additionally, security may be updated to allow users to access information pertaining only to their particular business units within the company.

Meanwhile, The Henson Group was also able to deploy a SharePoint Portal Management Pack for Greenhill & Co.'s Microsoft Operations Manager (MOM) solution to enable the client to monitor the SharePoint site to ensure it is in compliance with Microsoft's recommended best practices, further reducing Intranet support costs.

The Henson Group assisted in designing the taxonomy of site and heavily customizing the look and feel to match Greenhill & Co.'s corporate identity, incorporating such graphical considerations as colors and logos.

For this implementation, Greenhill procured a HP ProLiant server with a minimum processor speed of 2.4 GHz and mirrored 36 GB hard drives. For the first-generation implementation, Greenhill has installed Windows 2003 Server with a 120-day evaluation version of SharePoint Portal Server, using the Microsoft SQL Server 2000 Engine (MSDE 2000).

THG recommended that the existing 512 MB of RAM be upgraded to 2 GB of RAM prior to further development on the first generation solution. THG recommended that Greenhill consider upgrading to SQL Server 2000, and adding additional disk space or SAN infrastructure in the event that Greenhill elects to take advantage of SQL Server 2000 Content Store capabilities.

Users can now find relevant information quickly through customization and personalization of portal content and layout, as well as by audience targeting. Greenhill's portal administrators can target information, programs, and updates to audiences based on their organizational role, team membership, interest, security group, or any other membership criteria that can be defined.

And, developers have the flexibility to create custom Web Parts to achieve sophisticated custom functionality in SharePoint Portal server. SharePoint Web Parts are small pluggable units that can generate individual views of data, lists, and alerts.

## About The Henson Group

**Founded:** June, 2000

**Headquarters:** New York City

**Consultants:** 37 (including both full-time and part-time professionals)

**Partners:** MS, HP, IBM, Cisco, Avicode, Dell, EMC, eXc Software, K2.net, Netscaler, Network Engines

**Certifications:** Microsoft Gold Certified and Cisco Certified

### Official Microsoft Competencies:

Advanced Infrastructure Solutions  
Business Process and Integration  
Data Management Solutions  
Information Worker Solutions  
Learning Solutions  
Networking Infrastructure Solutions  
Security Solutions

**History:** Founded by former Microsoft employees from the development teams in Redmond and Microsoft Consulting Services

**Consultants:** All MS Certified, most former Microsoft engineers, and each have a minimum of three years of vertical-specific experience

**Annual Client-Retention Rate:**  
(2000 through 2005) 98%

**Annual Client-base Growth:**  
(2000 through 2005) 50%

**Company Description:** THG is an award-winning Microsoft Gold Certified Partner specializing in deploying Microsoft technologies for U.S. and international companies across 20 industry categories.

Founded by former Microsoft employees from the development groups in Redmond and Microsoft Consulting Services, THG offers clients direct access to Microsoft's product groups and technical information often not publicly available.

THG's competencies include .NET application development, infrastructure deployments, Line-Of-Business solutions, security, product training, and strategic consulting.

Delivering projects in a fraction of the time it takes competitors, THG's proprietary project management process and attention to detail consistently produces a 98% client-retention rate.

Everywhere clients need THG to be, the consultancy has operations, engineers, and partners located in countries around the world.

**To learn more about THG, please visit [www.HensonGroup.com](http://www.HensonGroup.com). For more information on how THG can deploy this type of solution in your environment, please call 800.980.1130 or e-mail [Info@HensonGroup.com](mailto:Info@HensonGroup.com).**