



MediaWiki

in the Corporate Environment

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About VistaPrint

- Web-based e-commerce
- 1600 employees, 6 countries
- Hypergrowth
 - Rapidly growing company
 - 35,000 orders per day
 - 16,000,000 paying customers



About VistaPrint

- Nobody has time to document



Once upon a time...

- 25 new college hires
- Little documentation
- What to do?



Enter MediaWiki

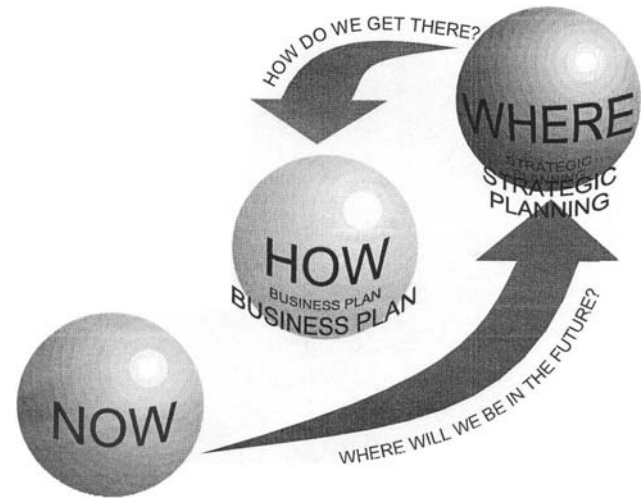
- Hugely successful
- Changed corporate culture
- Lessons learned (6)

Lesson 1:

It's not about the technology

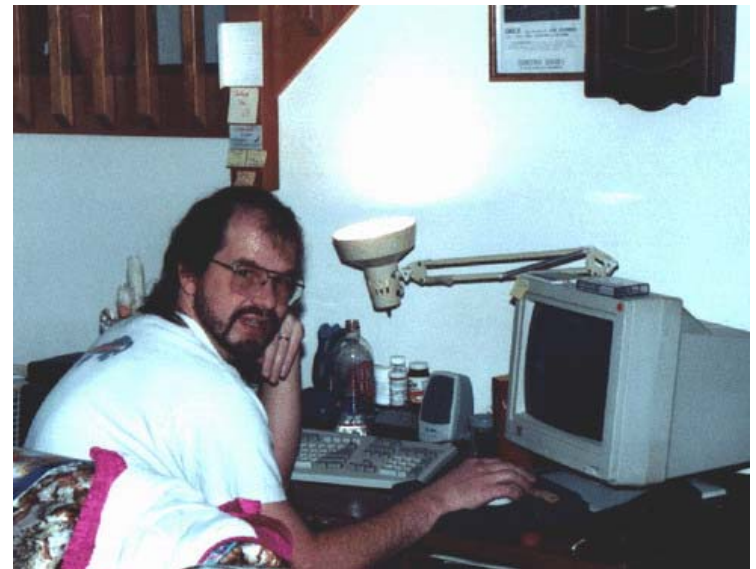


Drive adoption



Make it work

Why do intranet projects fail?





Don't start by picking the system

- Even if you love wikis



What we did

- Requirements analysis
 - What problems are we trying to solve?
- Business case
 - How much \$\$ will it cost?
 - How much \$\$ will we save?

Lesson 2:

Know strengths & weaknesses

- MediaWiki is not for everyone



Use MediaWiki for...

- Informal knowledge-sharing
- Quick turnaround
- Communities of like-minded people
- Global communities
- Ease of administration
- Reliability
- (Highly technical users)



Barriers to adoption

- Ownership and access control
- Non-WYSIWYG
 - Tables
 - Numbered lists
- Case-sensitivity
- File handling (e.g., screenshots)
 - General content management



What we did

- User testing (can they learn it?)
- Built extensions for tables and images
- Integrated with Microsoft SharePoint
- Taught the benefits
 - Hands-on training with laptops

Lesson 3: Know the culture



Internet:
"A new site? Cool!"



Corporate:
*"I'm too busy to learn
a new system."*

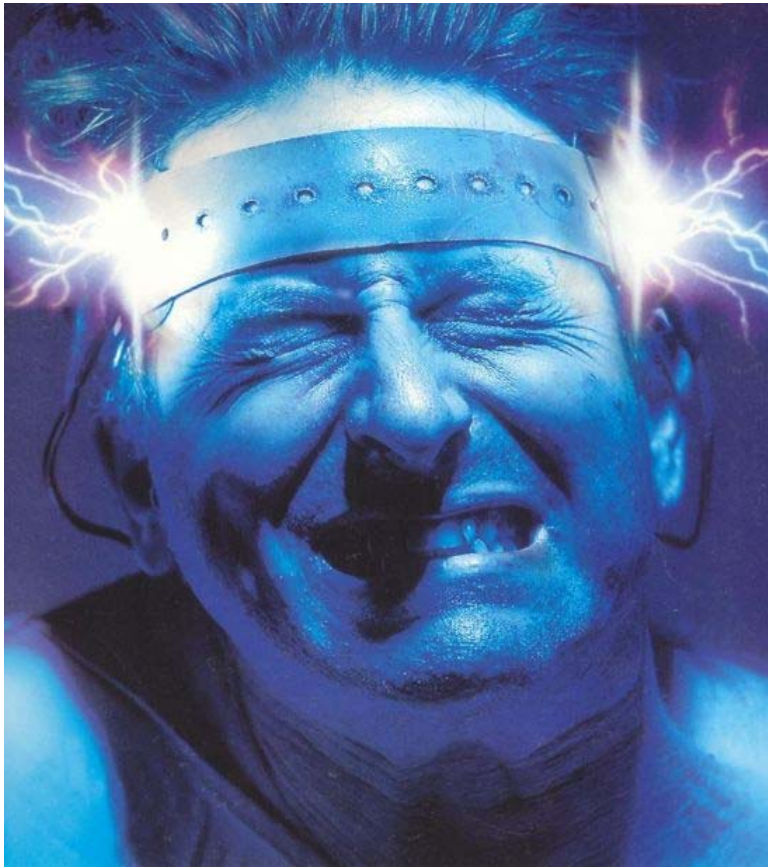


Compare...

- Internet:
 - Self-selecting audience
 - Adventurous

- Corporate:
 - Required audience
 - Busy
 - Your project is not on their minds

Cultural change



How do you change people's behavior?

- Direct,
- unambiguous,
- in-the-moment,
- repeated
- *feedback.*



What we did

- A system for busy people
 - “2 minutes a day”
- Frictionless UI
 - “Doesn’t get in my face”
- Cultural change
 - In-the-moment feedback by dedicated staff

Lesson 4:

Pre-structure the wiki

Prior to rollout:

- Create stub articles
- Interlink ("See also")
- Categorize



- ...and THEN let people in



Why pre-structure?

- No “blank slate” effect
- Start with good organization
- Reduces friction



What we did

- Interview long-time employees
- What do new hires need in first week?
Month? Three months?
- Create topic list
- Organize and categorize
- Populate wiki with stubs
- Open the doors

Lesson 5:

Integrate with legacy systems

MediaWiki can be a portal to:

- Databases
- Bug-tracking systems
- Revision control systems
- Personnel information
- RSS



Authentication extensions

- Active Directory (LDAP)
- Kerberos
- Many others...



What we did

- 40+ custom extensions
- Embedded SQL queries in wiki pages
 - Instant reporting infrastructure!
- Bug-tracking links and reports
- Subversion access
 - Pull code snippets into the wiki
- Active Directory personnel data



Lesson 6: Measure your results

	month	new users
1	2007-02	1
2	2007-03	56
3	2007-04	20
4	2007-05	15
5	2007-06	19
6	2007-07	11

	date	day of week	edits
1	2009-01-05	Mon	407
2	2009-01-06	Tue	335
3	2009-01-07	Wed	294
4	2009-01-08	Thu	483
5	2009-01-09	Fri	582



Integrate with Active Directory

Display the VistaWiki contributions of a manager's reports between and .

Manager's username:



Roll up by office, etc.

	office ☒	revisions ☒	new articles ☒	Average revisions/user ☒	Average new articles/user ☒



Other possibilities

- Web statistics
 - Awstats, etc.
- System maintenance costs
 - (Virtually none, except for improvements)
- Measure reduction in email attachments
 - vs. increase in wiki links



Success!



- Huge adoption rate
- True behavior change
- Many non-technical users
- “We LOVE the wiki.”

Questions?

