

Psyma Intranet-Benchmarking

Digital Business Breakfast
01.07.2020

"The Future Digital Workplace"

23 participants from 16 companies

4 speakers presenting their Intranet solution



Deutsche Bank AG

The new Intranet:
Informative, interactive and mobile



MAN Truck & Bus SE

MyMAN Intranet & Employee-App:
Desktop vs. non-desktop worker



Infineon Technologies AG

New Intranet: Fast, easy, and on the go



Siemens AG

Hello: Introduction into the 'ecosystem'
of internal communications

Common Challenges

- ! Users drown in overwhelming content (volume & structure)
- ! How to increase number of readers & active participants
- ! Keeping users engaged, develop respective content & formats.
- ! The right philosophy: Pull (follow tags) instead of push (forcing content on users)
- ! Align brands & stakeholders and fight for budget
- ! How to bundle all channels / content in one platform
- ! Manage constant change (external, internal, technology...)

What drives a successful Intranet platform

- ✓ Enable passive personalization & active individualization
- ✓ Offer landing pages bundling topical content
- ✓ Entertain: Turn content lead into information gold
- ✓ Keep content modular to encourage information “snacking” – especially on mobile
- ✓ Clear rules for successful collaboration & sharing
- ✓ Don’t be afraid of deleting content – won’t be missed in most cases

The Gateway is strictly defined from the individual user's perspective

Personalization
Me at Infineon - Content based on role, location, personal interests

Find Information Search
Access to new Enterprise Search Center

Personalization Personal Activity Stream
• Send messages to your network
• Receive messages, eMag articles and tool notifications

Personalization Infineon App Store
Add my favorite tools from Infineon tools directory

Find Information Explore
Access to all editorial content

eMag - online magazin - stay tuned!

Make it yours!

Available for mobile phones managed by Infineon IT

- Activity stream as main element where everything comes together
- Tagging-based platform, full personalization
- Launch due in July 2020



dbnetwork extends its functions, as the main news and service portal ...

Deutsche Bank
Communications & CSR

Digital Channel

- Successful relaunch with platform tailored to user needs
- Fully customizable by adding widgets to start page
- Personalized news stream including Deutsche Bank social channels





- Radical relaunch from static information platform to interactive content hub
- Front door intranet bundling all content
- Mobile essential to integrate blue collar workers
- (Passive) personalized start page



- Cutting edge with search as dominating element
- User preferences shared across all platforms to serve more relevant & focused content
- Roll-out this summer replacing a fragmented landscape of channels

The logo for psyma, with 'psy' in green and 'ma' in blue, is centered within a white semi-circular shape on a green background.

Passionate People.
Creative Solutions.

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