

Psyma Intranet-Benchmarking

Digital Business Breakfast 19.05.2021

"Intranet Success Stories"

30 participants from 22 companies

4 speakers presenting their Intranet solution

- Infineon Technologies AG
 Make it yours Profile, tagging, user-story based intranet
- Otto GmbH & Co KG
 OTTONET: Social Intranet was yesterday.
 Now it's time to participate
- Bayer AG
 BayerNet The governance framework as a strategic management tool
- Siemens AG

 Hello Page: Learnings and insights after the roll-out of a new and disruptive intranet entry page

What is expected from an Intranet





Central, global platform, integrated tools & applications

Support daily business & facilitate processes

Deliver the right amount of content to the right audience



Promote user engagement & participation

Increase productivity & support innovation

Enhance user motivation & employer identification

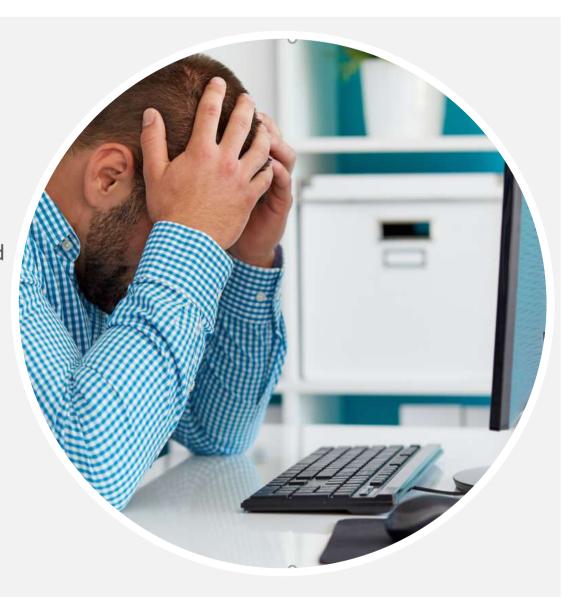


What the real world often looks like



- Fragmented landscape of heterogeneous systems:

 Complicated to maintain, complex to use,
 certain staff excluded
- Overwhelming content & information / documents difficult to retrieve: Poor content management paired with insufficient search optimization
- Privatization of knowledge:
 Participation & networking not promoted, no shared expertise if not part of the 'inner circle'
- Unclear benefit of Social Intranet:
 Rules & implications not always transparent,
 'What's in it for me?' not answered



Intranet Success Factors

- Intranet Governance:

 Determination of responsibility & purpose of the Intranet
- Stakeholders:
 Backing & support from management & IT
- User Centricity:
 Content & usability with the user in mind
- Involvement & Participation:
 Engaged user based on a well-received platform
- Empowerment:
 Training & communication measures
- Content Lifecycle Management:

 Common content standards for a vital Intranet & search





Key factors Next steps Success story Backing from stakeholders Increase user acceptance & activity **Consolidation of several / local** intranets to 1 common platform • Gain user insights & requirements Determination of Intranet role Communication measures Reaching out to all employees, 'What's in it for me?' Success stories getting blue-collars on board Templates, editor empowerment Search Engine Optimization **Content tagging and strict life** Life cycle management Keeping the Intranet tidy cycle management Roll-out of next iterations Customer centricity & agile methods **Implementation of AI-based** • Constant optimization & refinement Integrate instead of import global enterprise Search



Success story

Continuous Development

- Structured process with relevant stakeholders involved
- Ongoing development cycles instead of one-off relaunch
- Striving for user participation

Key factors

User Insights

- "Know your users and ask them, what they need."
- "Involving the target audience: the employees, which the intranet was built for."
- "Bringing on the homepage what your users are looking for."
- "Good understanding of the people's needs and the acceptance criteria."

Next steps

Permanent Optimization

- Monitoring of Intranet performance
- Identify pain points and derive optimization measures
- Learn from others & profit from their experience





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