

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

Success story

Key factors

Next steps



Consolidation of several / local intranets to 1 common platform

- Backing from stakeholders
- Gain user insights & requirements

- Increase user acceptance & activity



Reaching out to all employees, getting blue-collars on board

- Determination of Intranet role
- 'What's in it for me?'

- Communication measures
- Success stories



Content tagging and strict life cycle management

- Templates, editor empowerment
- Life cycle management

- Search Engine Optimization
- Keeping the Intranet tidy



Implementation of AI-based global enterprise Search

- Customer centricity & agile methods
- Integrate instead of import

- Roll-out of next iterations
- Constant optimization & refinement

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



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

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Creative Solutions.

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