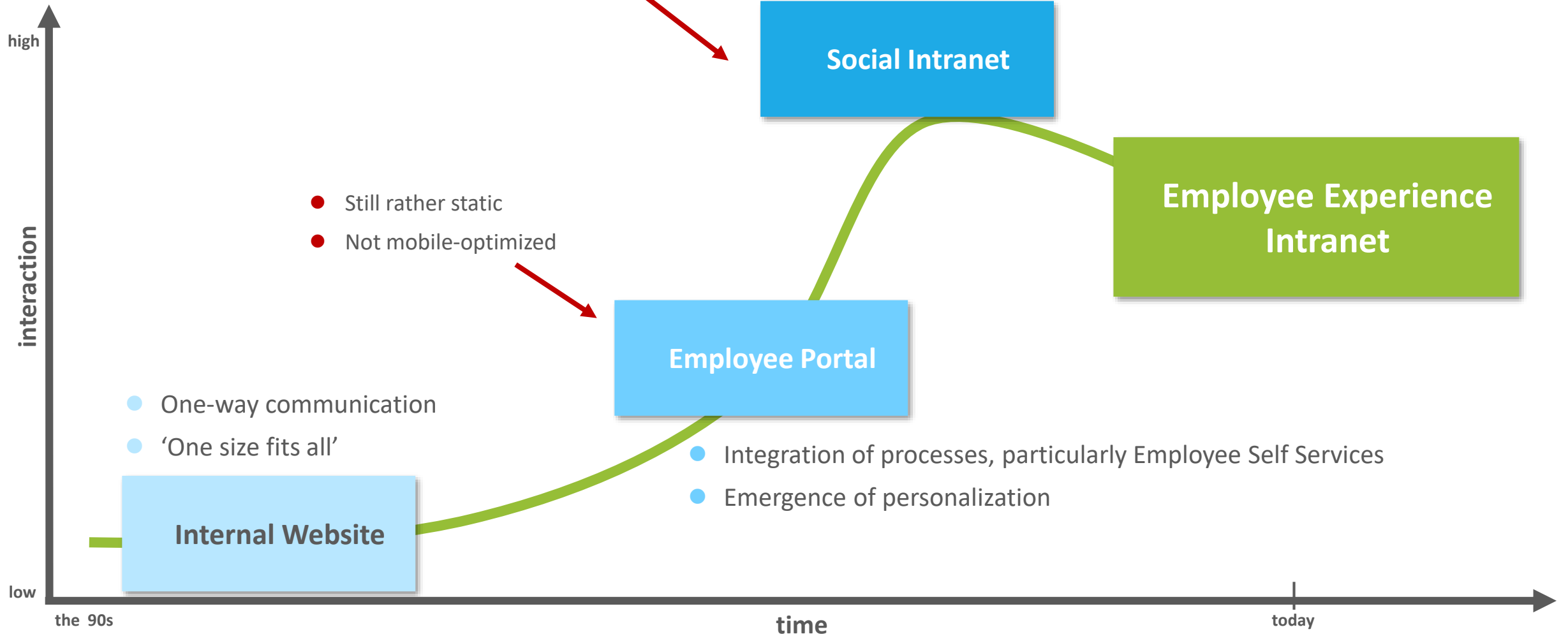


Social Intranet on a downswing?

Learn more about solutions to overcome the Social Intranet dilemma

Intranet Evolution from the 90s until today

- (Too) complex for many, tailoring required
- Information overflow, structure missing
- Mobile often as add-on only
- User interaction (wikis, blogs, comment, like)
- Collaboration on projects & in communities





How to avoid the Social Intranet dilemma



Overload: Make clear what is corporate content vs. user generated content / opinions



Balance: Social content is fine but business-relevant information & applications still the main use case



High level user experience: Usability, format, visual impression & keep users engaged



Sense of community: Foster social interaction within Intranet, keep collaboration outside



Mobile Solution: Superb experience & content provision also on a smaller screen



Intranet as a brand: Enable employee identification, orientation & trust

You want to learn more?

Psyma Intranet- Benchmarking

Partner up with Psyma's digital experts and gain user-driven insights for targeted optimization of your Intranet platform



Independent expertise

Unbiased results with a fresh look at challenges at hand



User centered approach

Representative sampling of Intranet users with specific needs for information & content



Proven concept

Actionable insights through solid KPIs covering user requirements & satisfaction

The logo for psyma, with 'psyma' in a lowercase, sans-serif font. The 'p' is green, 's' is blue, 'y' is green, 'm' is blue, and 'a' is green.

Passionate People.
Creative Solutions.

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