

## 2008 Global Intranet Survey Quick Reference Guide

### Part 1 – Basic Information

#### Your Profile

Q 1 – 6: Name, company name, HQ country, your function, title

#### Your Organization/Enterprise

Q 7 – 16: Number of employees, number of countries, type of organization, organizational structure, area of activity, major recent events in organisation

#### Employees

Q 17 – 20: Type of work environment, connected and non-connected user bases, means of accessing the intranet

#### Intranet/Portal Type – Context – Scope

Q 21 – 24: Structure, scope, recent major events within intranet/portal

### Part 2 – Perceptions, Strategy & Decision-making

#### Perceptions

Q 25 – 29: Information flows, employee perceptions, criticality, way of working, senior management perceptions

#### Strategy

Q 30 – 34: Strategy drivers, development, document

#### Steering Committee & Decision-making

Q 35 – 38: Members: levels and functions, global local balance in decision-making

### Part 3 - Content Creation & Publishing

Q 39 – 46: Publishing models, quality control actions & tools e.g. standards, guidelines and roles & ownership, accessibility, training & support for part-time contributors

#### >> Q 47 – 48: Choice of 2 open questions:

- What are your top priorities regarding content creation, sharing and management over the next 12 months.
- How are you handling training, motivating and support for a distributed authoring community?

## Part 4 - Collaboration - Social Media – Enterprise 2.0

Q 49 – 51: To what extent are you using the following communication, collaboration and social media tools and technologies? (divided into 3 groups, one screen per group)

Options offered are: not used, being tested, used in some parts, in general use, optimized

| Publishing & communicating  | Collaborating & meeting  | Tagging & social navigation   |
|---|--|---|
| <ul style="list-style-type: none"> <li>• Blogs</li> <li>• Micro-blogging (e.g. Twitter, Pownce, Jaiku)</li> <li>• Instant messaging (IM)</li> <li>• Podcasts</li> <li>• Photo sharing</li> <li>• Video sharing</li> <li>• Syndication (e.g. rss feeds)</li> </ul> | <ul style="list-style-type: none"> <li>• Discussion forums</li> <li>• Shared calendars</li> <li>• Team or project workspaces</li> <li>• Wikis</li> <li>• Internal social networking application(s)</li> <li>• Video conferencing</li> <li>• Audio conferencing</li> <li>• Web conferencing (voice, screen-sharing)</li> <li>• Web conferencing “enhanced”</li> <li>• Virtual worlds</li> </ul> | <ul style="list-style-type: none"> <li>• Tagging (user-generated keywords)</li> <li>• Social bookmarking (sharing one’s bookmarks with other people)</li> <li>• Navigation to content based on tags (tag clouds, lists of common tags, etc.)</li> <li>• Tags related to taggers (people), for example integrated into a directory or profile pages</li> </ul> |

### Social Media Governance

Q 52 – 55: Governance: Code of conduct, aspects that are regulated  
Social media benefits, concerns

**>> Q 57 – 60: Choice of 4 open questions:** If you have tested or implemented one of the following 3 emerging technologies, please share your experiences, benefits and lessons learned:

1. User-generated tagging
2. Micro-blogging
3. Prediction markets
4. Or, any other 2.0 or social media technology

## Part 5 - Profiling - Localising

### Customisation – Profiling – Personalization

Q 61 – 64: Automated profiling and personalisability, profiling criteria, entry page strategies

### Languages & Translation

Q 65 – 71: Languages, status of English as a global language, language choice requirements, translation tools & technologies, future plans

**>> Q 72: Open question** - Have you defined standards or guidelines regarding types of content and what can and cannot be adapted / localised / translated?

## Part 6 - Findability – Search, Taxonomies, People

### Search

Q 73 – 81: Satisfaction, scope, perception, strategy drivers, approach & processes, search log analysis, resources, user features on results pages,

### Taxonomies

Q 82 – 84: Types, strategies & processes

### Finding people & expertise

Q 85 – 87: Employee directory features, finding expertise, integration of directory search, finding people associated with subject matter (entity extraction)

>> **Q 88: Open question** - If you have guidelines or other ways to encourage people to maintain the information about themselves up to date, could you please say a few words here about how you do it?

### Findability – Technologies & Impact

Q 89 – 90: Your future planned improvements, your views on new search technologies

## Part 7 - Measurement - Evaluation - Business Cases

Q 91 – 93: Indicators (hard, soft, quantified, derived), measurement techniques, Business Case required

## Part 8 - Intranet Teams – Numbers – Skills

Q 94 – 99: Intranet Team organizational model, number of intranet resources compared to size of user base, skills & areas of knowledge required for the role of Intranet Manager, career challenges,

>> **Q 100: Open question** - How do you see the future of the intranet manager role?

## Part 9 - Obstacles & Issues

Q 101 – 102: Obstacles in the area of content & services offered, obstacles based on ownership and governance issues

## Part 10 - 2008 Special Focus Topics

>> **Q 103 – 105: Choice of 3 open questions** - Please share your experiences and views around 1 or all 3 topics that are at the forefront of enterprise intranet issues today.

### 1. What does “internal” really mean in today’s extended enterprise?

How do you see the boundaries evolving between internal and external worlds? Many project teams are made up of people from different companies (clients, suppliers, partners, etc.). What are your experiences, lessons learned and thinking on how to support these groups?

### 2. The 2.0 impact on how people share information

What impact will user-generated content and tagging have on enterprise information strategies and user behaviors? Confidentiality, quality, reactivity, competitiveness. Who should decide what content employees should be able to see? What criteria should enter into defining a person’s “information profile”?

### 3. Making the Intranet a business-critical tool

What were the biggest benefits facilitated or triggered by your intranet/portal this year? Transforming the intranet into a business-critical tool, means having a risk management program in place. How have you handled this? What are the biggest challenge you’re facing for 2009? How do you go about building a Business Case?

## **Appendices....**

### **Exceptional “Tool” Topic for 2008 Survey: Microsoft SharePoint**

Q 106 – 108: Although this survey is not about tools, we have received numerous requests to take a quick look at the adoption of SharePoint in the intranet and portal space.

We have included 2 questions: if you are adopting SharePoint, what stage are you at and which elements are you implementing?

### **Survey Administration**

Q 109: Request for non-disclosure agreement from NetStrategy/JMC

Q 110: Agreement to be listed among the Participating Organisations

Thank you and do not hesitate to get in touch by telephone or email if you have comments or suggestions.

Jane McConnell

### **NetStrategy/JMC**

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