

Intranet 2.0 Maturity: Survey Results

Extracts from the talk given at Online
Information, London, december 2007

based on the 2007 Global Intranet & Portal Strategies
Survey conducted from June to August 2007 with 178
organisations around the world.



Jane McConnell

About NetStrategy/JMC

- Intranet strategy consultant specialised in complex, large and/or global intranets
- American, based in Europe for 25 years
- Annual Survey & Reports: Global Intranet Trends, Global Intranet Analysis (100 participants worldwide in 2006, 180 in 2007)
- Publications
 - Co-author of "L'avantage internet pour l'entreprise", Dunod (1996)
 - Co-author of "L'intranet dans tous ses états" IQ Editeur (2004)
 - "International Intranets" columnist (Intranets: Enterprise Strategies & Solutions")
- Speaker and Advisory Boards:
 - KMWorld & Intranets, California - Online Information, London - Rencontre internationale des responsables intranet, Paris

Clients: United Nations (New York), ArcelorMittal (Luxembourg), Alcatel-Lucent, Areva, Alstom, EDF, Largardère, Pernod Ricard, Suez, Institut de radioprotection et de sûreté nucléaire, RATP, UPM (Helsinki), Nokia (Helsinki), Amadeus (Madrid)



To what extent are 2.0 tools taking hold within organisations and how?

2.0 tools are being used

- Integration of blogs and wikis into the intranet environment
- The extent to which they are regulated and how this differs in different segments of the survey population
- The role of senior management in 2.0 strategy & implementation
- Factors holding back organisations that have not yet looked at 2.0 tools for internal usage

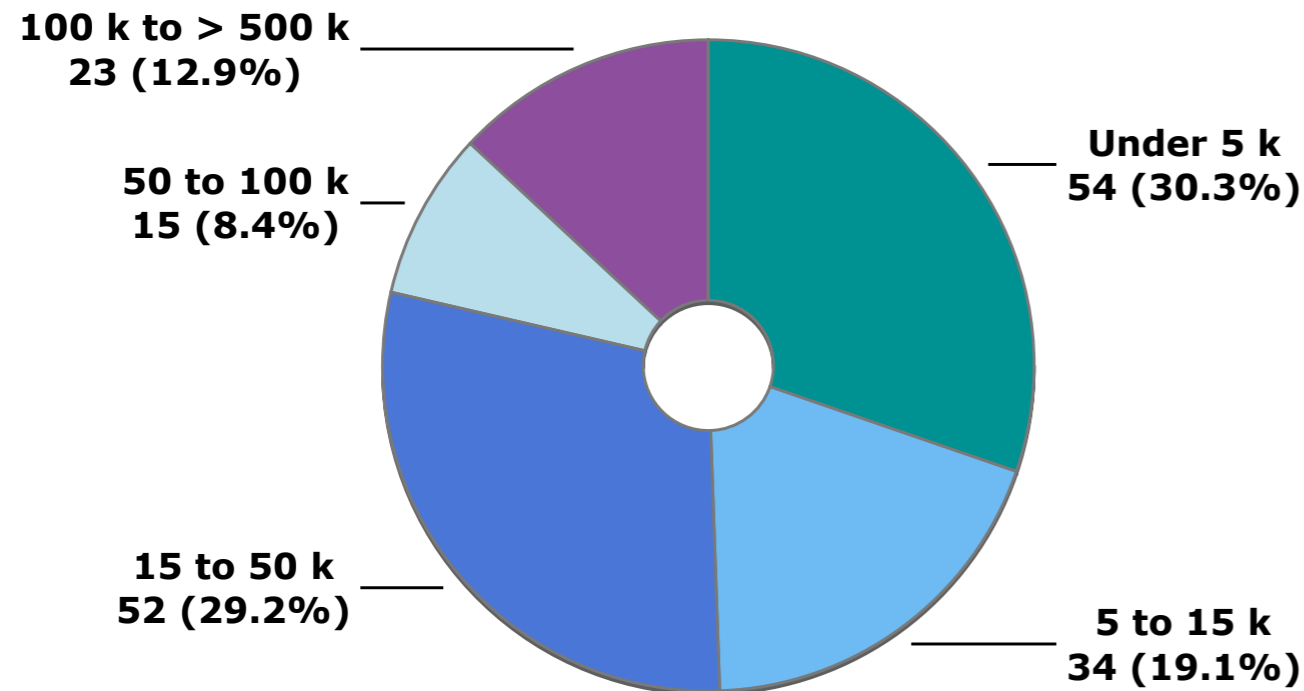
Data from ...

178 participating organisations in the 2007 Global Intranet Strategies Study

From under 5K to over 100 k employees

Located in North America, Europe and Asia-Pacific

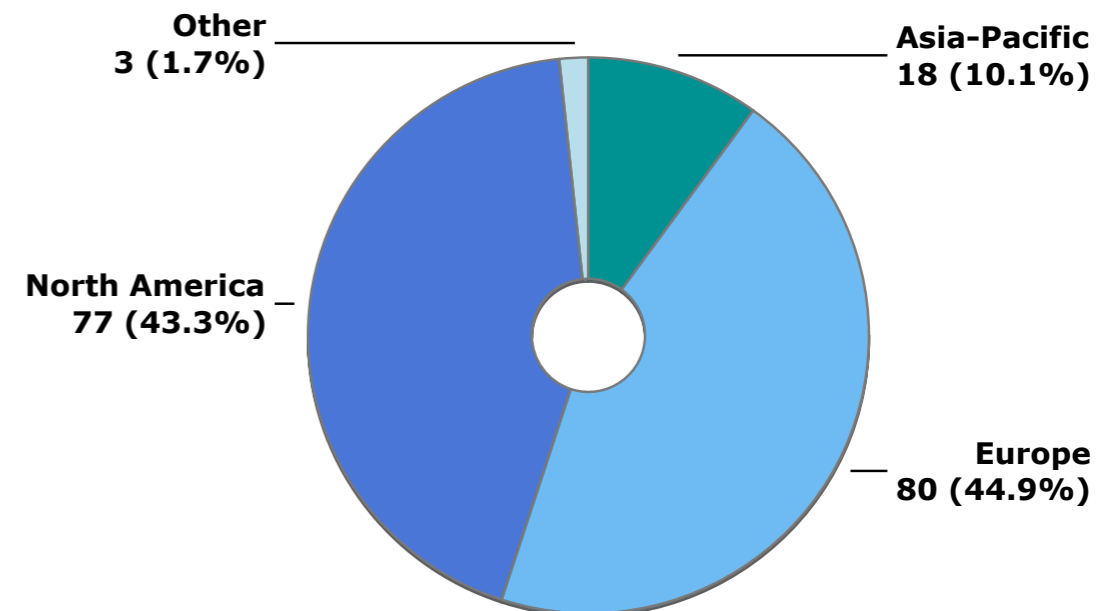
Number of employees worldwide



n = 178

Q5 ©2007 NetStrategy/JMC

Region where headquarters are located



n = 178

Q4.5 ©2007 NetStrategy/JMC

About the Global Intranet & Strategies Survey

- Second annual edition: 101 organisations in 2006, 178 organisations in 2007
- Online, takes 1 hour, covers:
 - Perceptions, Strategy & Decisions,
Globalization – Internationalization - Localization
Languages & Translation
Customization & Personalization
Collaboration, Web 2.0
Search & Findability, Taxonomies
Budgets, Measurement & Evaluation
Intranet/Portal Teams, Obstacles & Issues
The Future

In over half the organisations the intranet is or will soon be the “way of working”

Way of working - when?

All respondents, %

Class 1

**It already is
20 (11.2%)**

Class 2

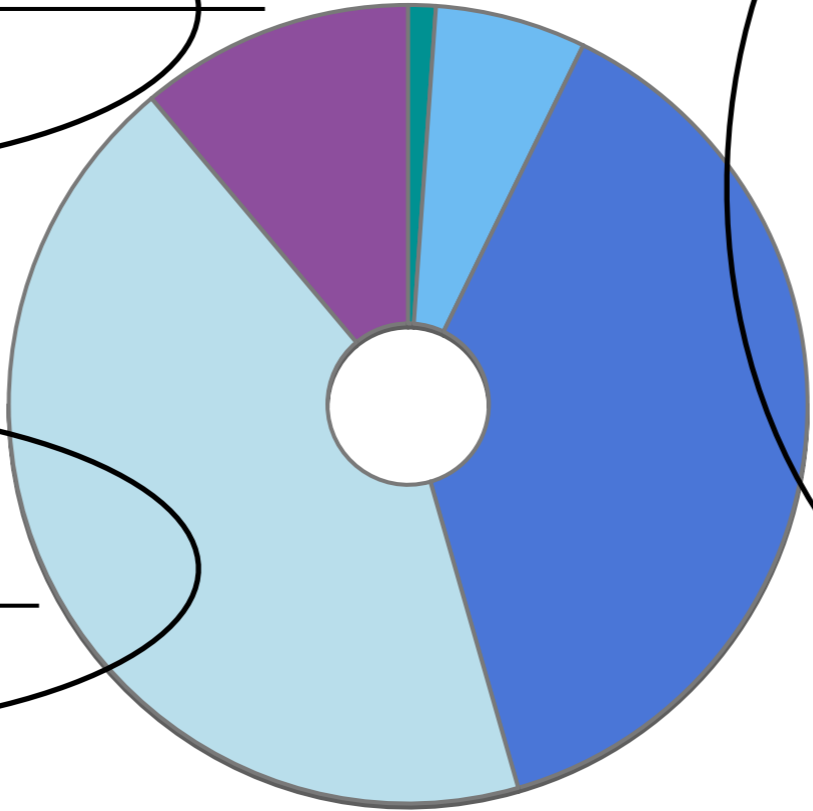
**In 1 or 2 years
77 (43.3%)**

**Not foreseeable
2 (1.1%)**

**Over 5 years
11 (6.2%)**

Class 3

**In 3 or 4 years
68 (38.2%)**



n = 178

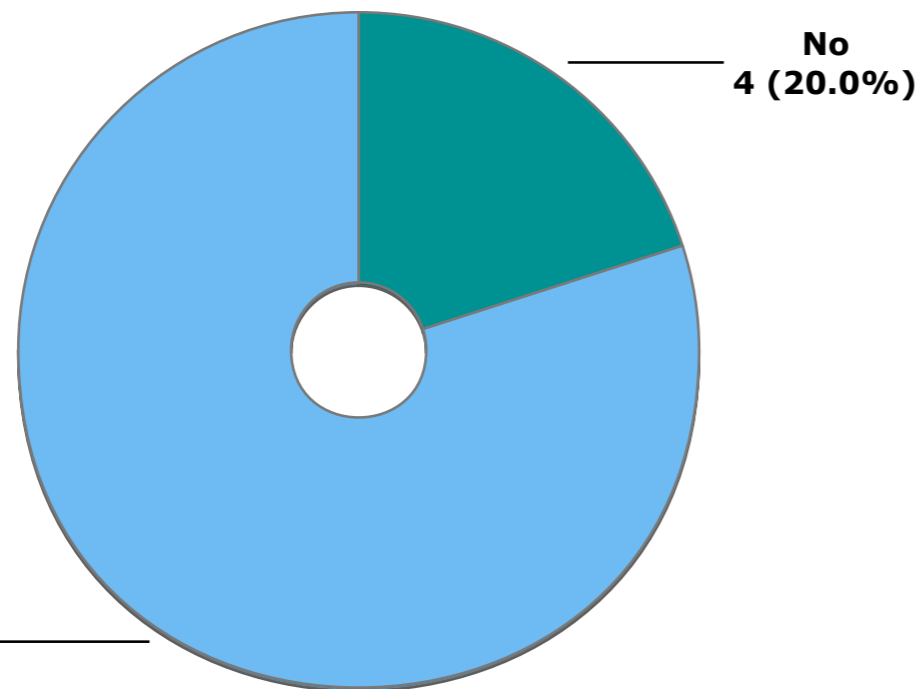
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Class I is more “2.0” than the others...

Class I

Current or planned 2.0 tools

The intranet already is the way of working



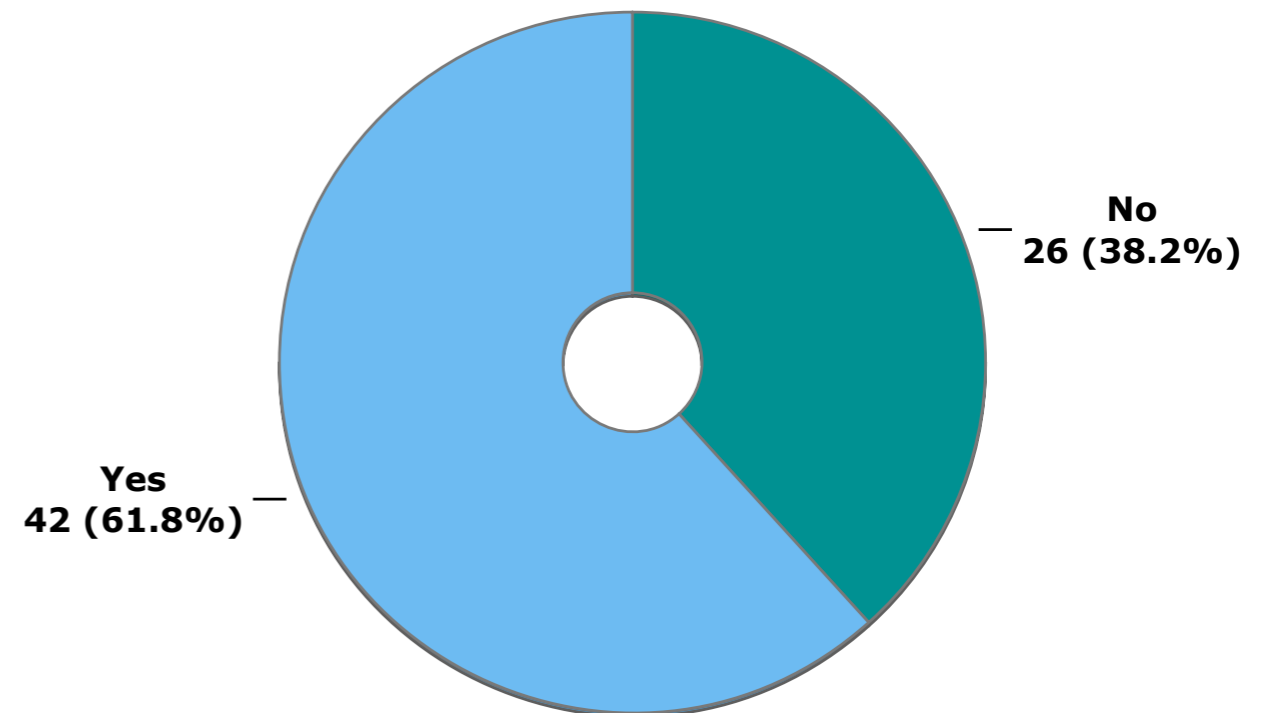
n = 20 (Already-is)

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Class 3

Current or planned 2.0 tools

The intranet as the way of working is 3 or 4 years away

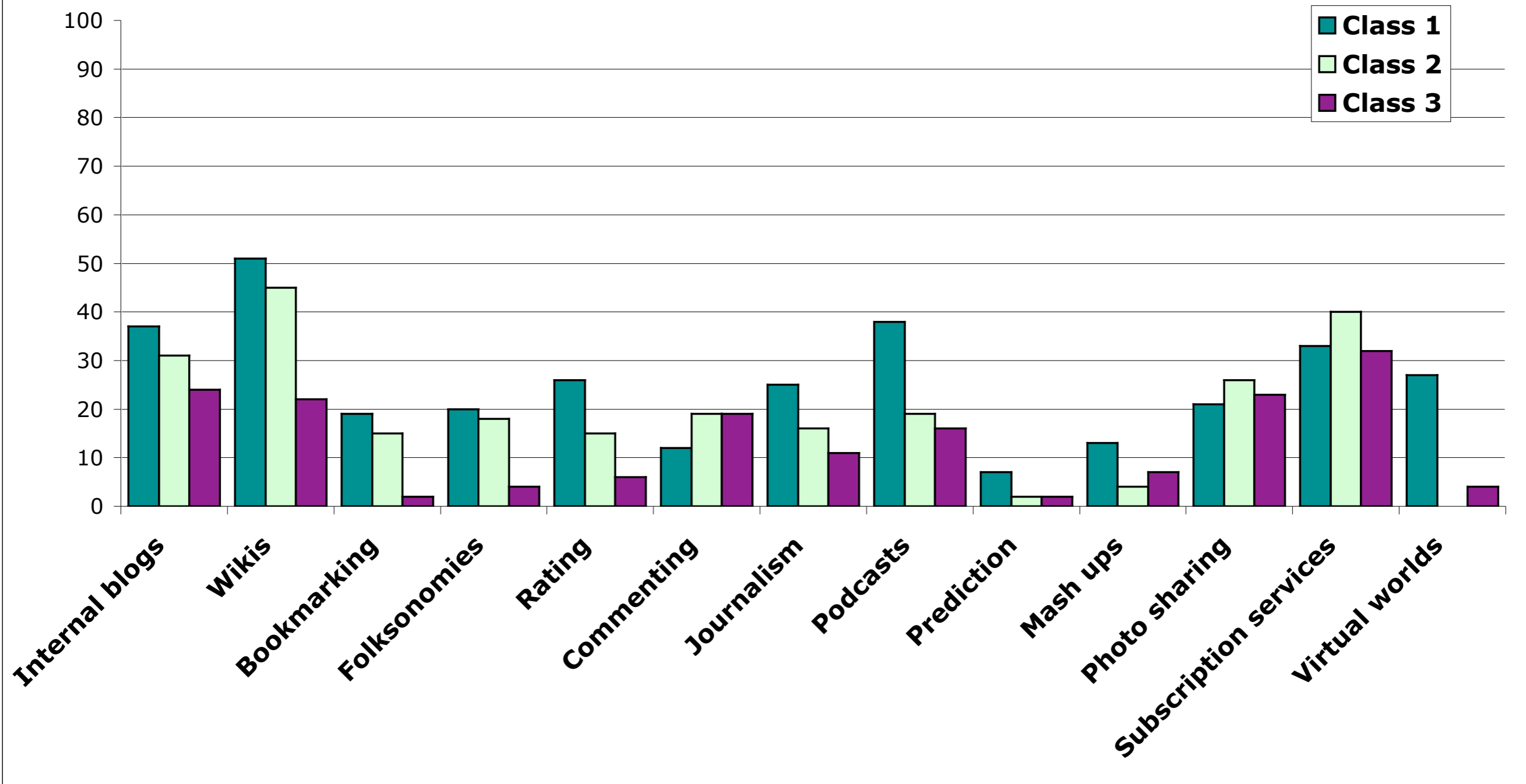


n = 68 (Far Away)

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A definite lead, but not as much as on other topics in the survey

2.0 tools by class, % (optimised, general, partial use combined)



Usages of blogs

Distributing and collecting

Functions served by internal blogs



n = 62 - multiple answers possible

Usages of wikis

Sharing and building

Functions served by wikis



Participant from the Global Intranets Study...

“We are introducing project collaboration communities with new media features such as wikis, blogs, discussion forum, etc. It will be a gradual process to wean employees off email as a communications medium and to gradually integrate core applications so that intranet use gradually increases until it is an integral business tool.”

Participant from the Global Intranets Study...

“The blog is an efficient tool for sharing information amongst a small community. Requires animation/moderation/support: it **does NOT** work by itself...!”

Participant from the Global Intranets Study...

"The biggest problem I have encountered with the Wikis currently used is the large volume of unstructured data being collected and **how to handle it into the future.**"

Participant from the Global Intranets Study...

"Web 2.0 tools such as wikis are ... a challenge to the intranet as **they threaten to cannibalize efforts on the intranet** and replace the intranet as a channel with a tool with far poorer general usability.

Wikis need to be incorporated into the Intranet design (UI) and search facilities to really add value."

Participant from the Global Intranets Study...

"The wiki is very functional; however, we find our employees are turned off by the limited presentation & display of content (i.e. people don't like the look of it).

Those who do take the plunge use it in managing teams and projects and find it valuable."

“We believe that as we have a 'young' intranet and relatively 'inexperienced' users, that we prefer to look at web 2.0 **when we are more 'mature' and when the full benefits have been identified.** Think we will let others 'beta' this for a while before we think about what we can do with it.”

“We have **other methods** to accomplish our current goals.”

“Not enough IT resources.”

“Our Internal Communications people think we have **enough channels for the time being.**” “They are getting to grips with the channels we have and are eliminating 'noise' from them.”



Thank you!

For more information

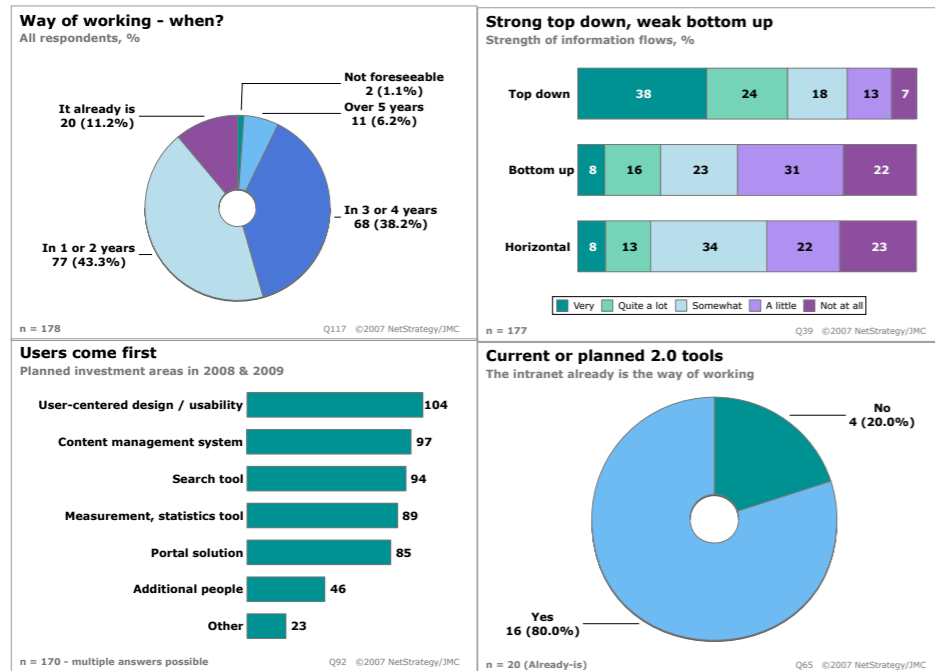
- “Global Intranet Trends Report” and “Global Intranet Analysis Report” available for purchase
- Customised workshops adapted to your organisation
- Contact Jane McConnell, jane@netjmc.com
- More information on www.netjmc.com/survey

Global Intranet *Trends* Report



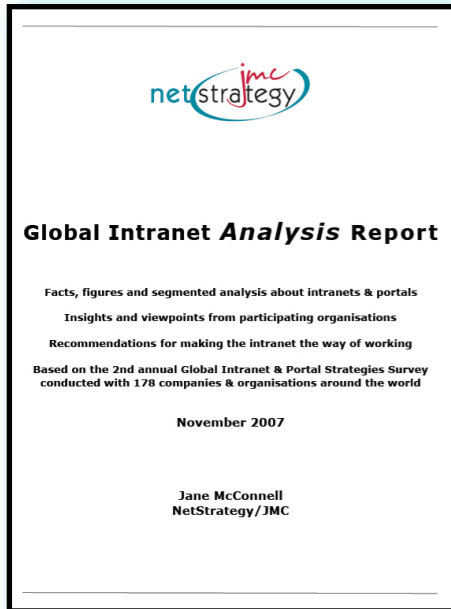
November 2007

- A 3-page Executive Summary
- A 10-page Survey Highlights section.
- Detailed charts with commentary.
- Survey sample: 178 organisations worldwide. 100 charts, 95 pages.
- Price: 525 \$ US. (Approximately 360 euros.)



Topics covered

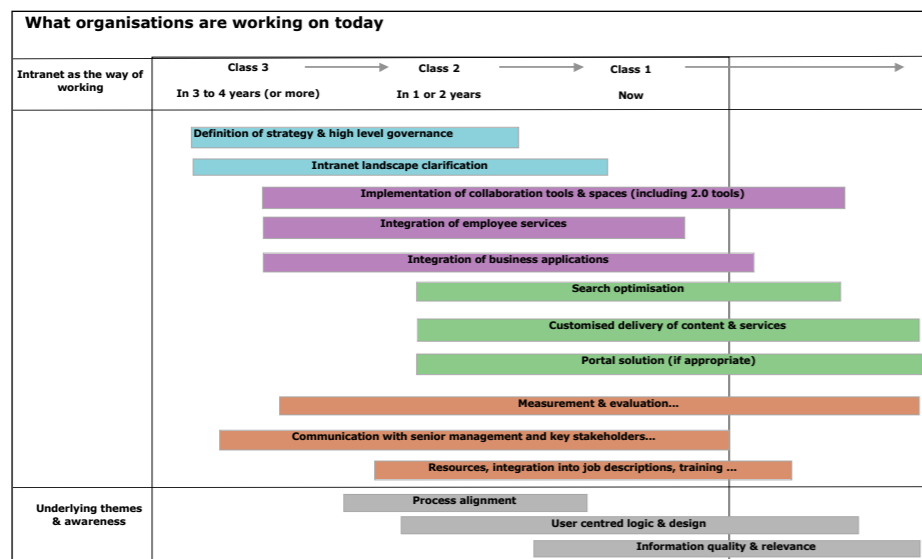
- Profiles of organisations
- International presence
- Intranet connectivity
- Perceptions
- Types of intranets & portals
- Intranet history
- Intranet scope
- Plans to change
- Strategy
- Intranet 2.0
- Globalisation & localisation
- Customisation
- Collaboration
- Search & findability
- Budgets
- Measurement & evaluation
- Resources
- Obstacles & issues
- A look into the future



November 2007

Global Intranet *Analysis* Report

- Intranet status snapshot - one-page view of where intranets are at today.
- 5-minute senior management assessment sheet: 12 strategic questions.
- 3-page description of 10 key action areas correlated to the 12 questions.
- 10-page Intranet & Portal Highlights from the Intranet Trends report.
- Data and commentary enhanced by firsthand experiences.
- Survey sample: 178 organisations worldwide. 150 charts, 183 pages.
- Price: 1175 \$ US. (Approximately 800 euros.)



Analysis based on segmentation:
Intranet as the way of working today

Class 1 - today

Class 2 - in 1 or 2 years

Class 3 - in 3 to 4 or more years

Senior management perception

The intranet is “business critical-very useful”, “useful”, and “neutral-indifferent”.

Strategy tools

Existence of documented intranet strategy, decision-making steering committee

Topics : Criticality & perceptions, integration, obstacles & pain points, strategy, search & findability, taxonomies, collaborative tools & spaces, intranet 2.0, customisation & personalisation, globalisation & localisation, measurement & evaluation, budgets & resources.



Contact Jane McConnell, jane@netjmc.com for more information.