THE INTRANET EXPERTS

PRESCIENT
DIGITAL MEDIA

Pre Conference

YOUR NEEDS - SURVEY RESULTS

2019 Digital Workplace & Intranet Global Forum

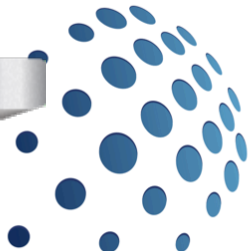PRESCIENT
DIGITAL MEDIA

TOBY WARD

Founder, Prescient Digital Media

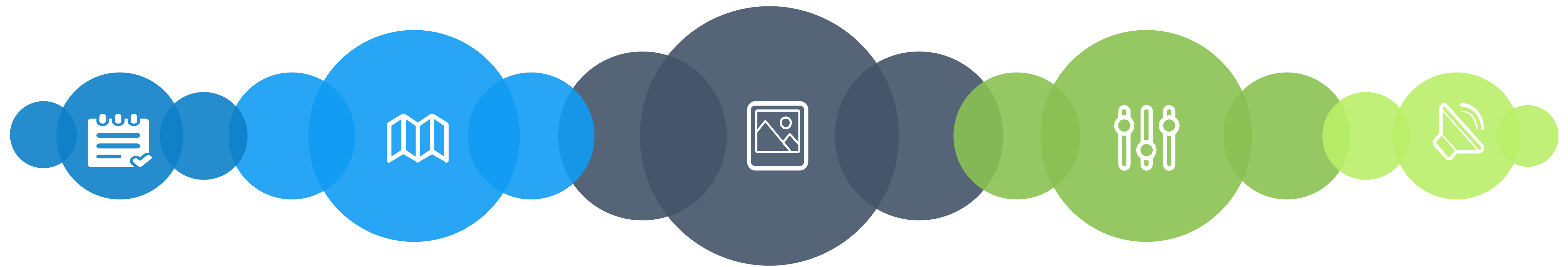PRESCIENT
DIGITAL MEDIA

The Intranet Experts

PRESCIENT
DIGITAL MEDIA

Concept to Live

Complete Solution

Everything required to go redesign and launch; from concept to live. We plan it all, and work with your internal teams to deliver.

ASSESS

PLAN

DESIGN

BUILD

RUN

PRESCIENT
DIGITAL MEDIA

Our Clients

250 and Growing

SITA · MasterCard · HARVARD BUSINESS PUBLISHING · RBC Financial Group · ARAMARK

TOSHIBA · MARS · Quest Diagnostics · USAA · AMERICAN EXPRESS

BDO · Liberty Mutual · aMC · SONY COMPUTER ENTERTAINMENT · Nintendo

HSBC · CBC · BW Best Western · Dow · RALPH LAUREN

PRESCIENT DIGITAL MEDIA

Total of All Digital Tools

PRESCIENT
DIGITAL MEDIA

The Digital Workplace

Inside and Outside

PRESCIENT
DIGITAL MEDIA

The Intranet Gateway

Gateway to the Digital Workplace

PRESCIENT
DIGITAL MEDIA
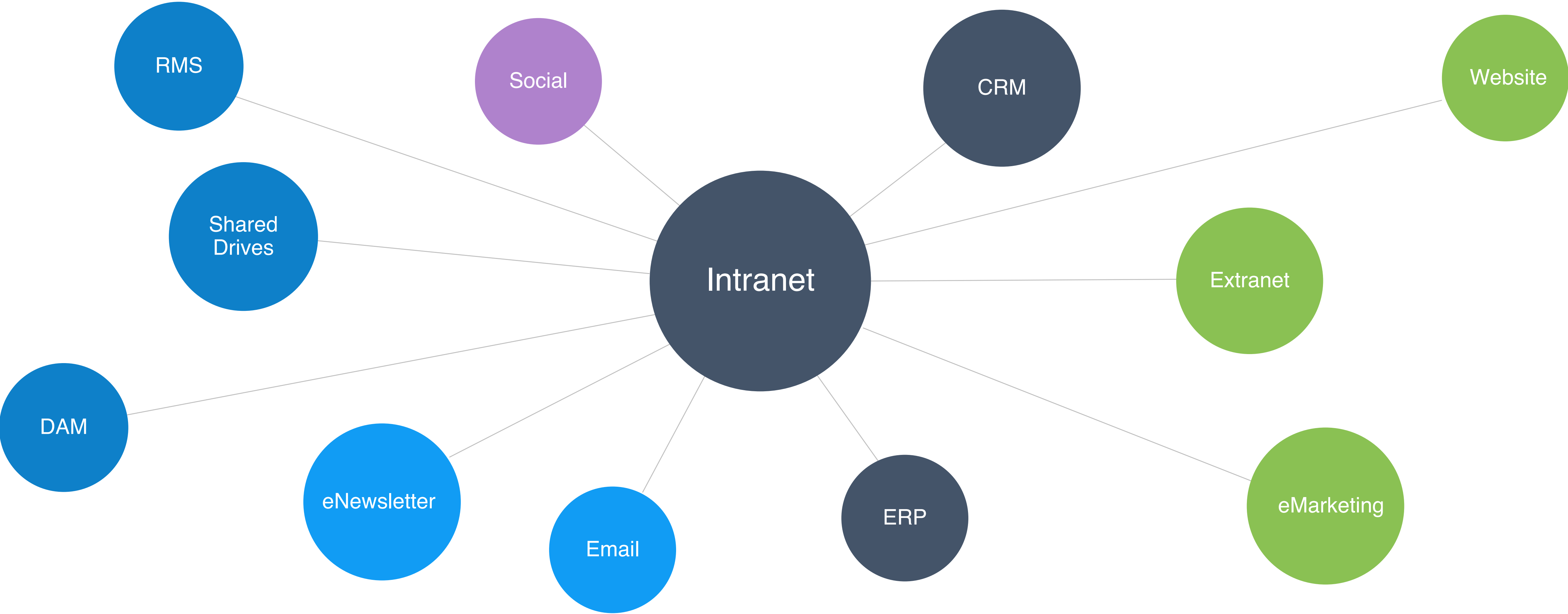
The Digital Workplace

It's people and process, not merely technology

Content
Content is king, and what people seek and need

Planning
Every intranet must have a strategy with measurable goals

Governance
A detailed and documented ownership and management model

Search
The digital glue that binds together the digital workplace

Technology
Technology is an enabler, not an outcome

Resources
Adequate staffing, budget, and change management

PRESCIENT
DIGITAL MEDIA

Survey: Company Size

How many of your employees have intranet access (total number of employees minus those that don't have intranet access)?

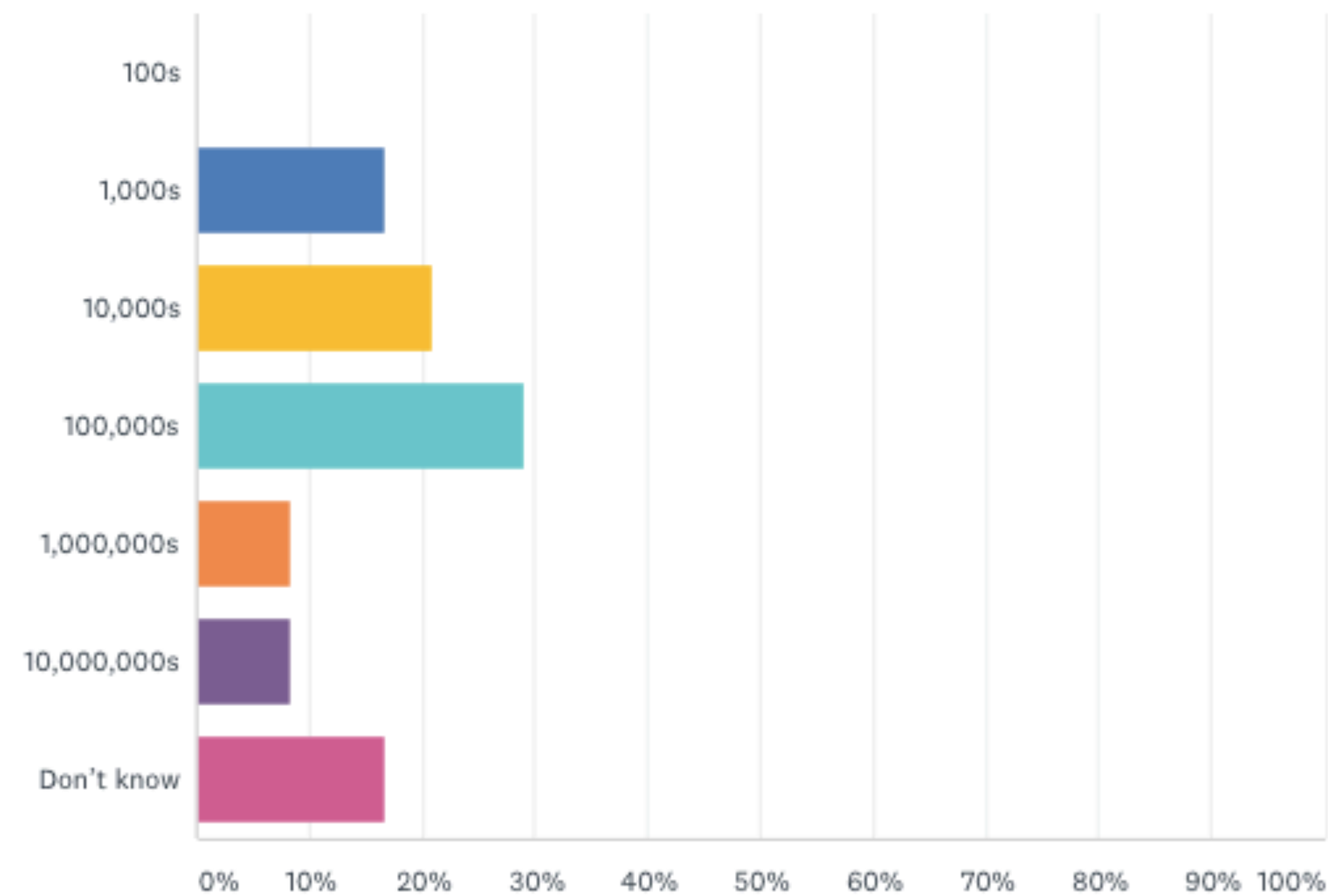Answered: 24   Skipped: 0
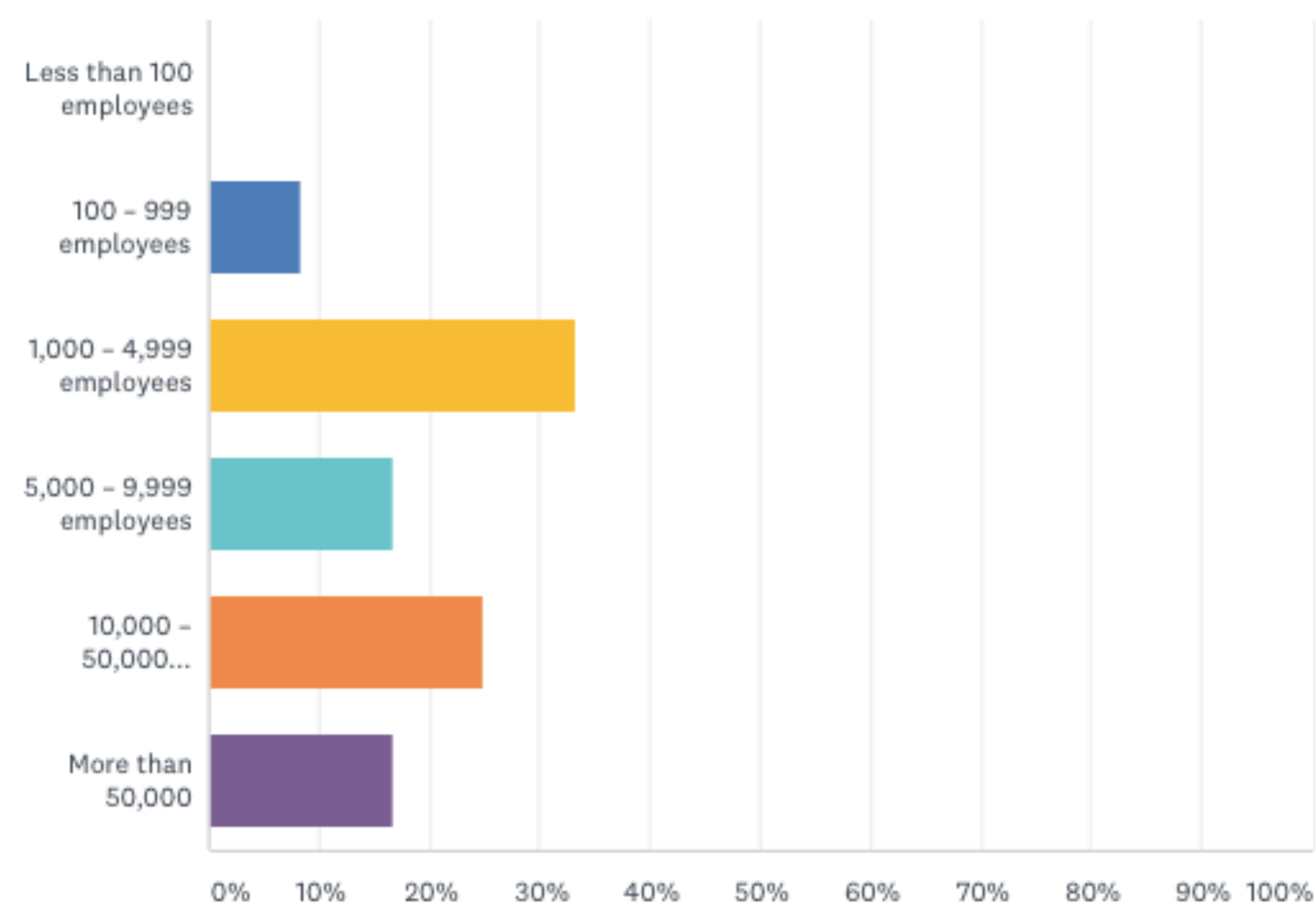
55%

5,000 or more employees

PRESCIENT
DIGITAL MEDIA

Survey: Quality

	VERY POOR	POOR	SATISFACTORY	GOOD	VERY GOOD	N/A
Content	4.17% 1	12.50% 3	16.67% 4	33.33% 8	29.17% 7	4.17% 1

63%

Rate Content as Good or Very Good

PRESCIENT
DIGITAL MEDIA

Survey: Priorities
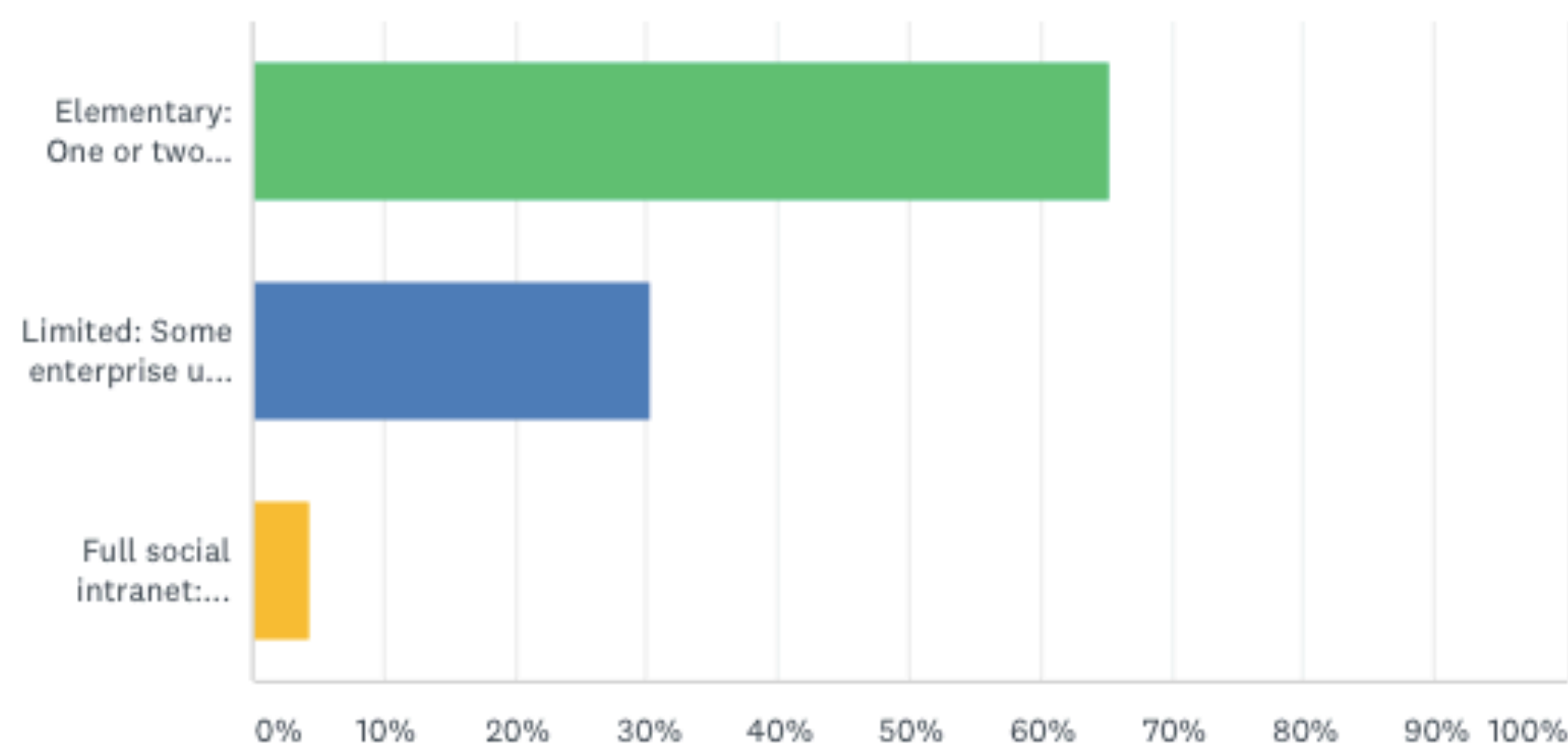
Search

Mobile

Personalization

PRESCIENT
DIGITAL MEDIA

Survey: How Social

What stage or degree of "social" is your intranet – how "social" is your intranet?

Answered: 23   Skipped: 2

4%

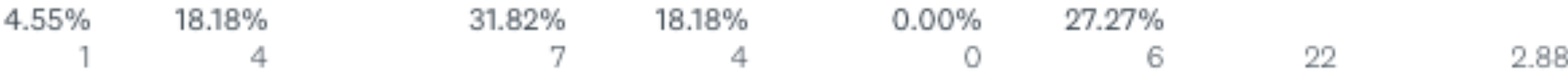## Full Social Intranet

PRESCIENT
DIGITAL MEDIA

Survey: Employee Satisfaction

| Employee response / satisfaction | 4.55% 1 | 18.18% 4 | | 31.82% 7 | 18.18% 4 | 0.00% 0 | 27.27% 6 | 22 | 2.88 |

Comments (1)

18%

Good or Very Good

PRESCIENT
DIGITAL MEDIA

Survey: Social Tools

	NO PLANS & NO INTEREST	NONE, BUT CONSIDERING OPTIONS	NOT YET, BUT HAVE PLANS	SOME, LIMITED USE	ENTERPRISE USE
Blogs	4.55% 1	36.36% 8	4.55% 1	31.82% 7	22.73% 5
Wikis	47.62% 10	33.33% 7	0.00% 0	4.76% 1	14.29% 3
RSS	45.00% 9	20.00% 4	5.00% 1	25.00% 5	5.00% 1
Discussion forums	14.29% 3	28.57% 6	9.52% 2	38.10% 8	9.52% 2
Instant messaging	9.09% 2	13.64% 3	4.55% 1	4.55% 1	68.18% 15
Podcasts	23.81% 5	28.57% 6	14.29% 3	28.57% 6	4.76% 1
Social bookmarking	47.37% 9	36.84% 7	0.00% 0	10.53% 2	5.26% 1
User videos / vlogs	14.29% 3	47.62% 10	4.76% 1	33.33% 7	0.00% 0
User comments	14.29% 3	19.05% 4	19.05% 4	33.33% 7	14.29% 3
Mashups	52.63% 10	26.32% 5	10.53% 2	5.26% 1	5.26% 1
Content ratings (user ratings on a scale of 1-5 stars)	23.81% 5	28.57% 6	19.05% 4	23.81% 5	4.76% 1
Microblogging (e.g. Yammer, Twitter)	27.27% 6	13.64% 3	13.64% 3	31.82% 7	13.64% 3
Social networking (e.g. Jive, Facebook)	40.00% 8	15.00% 3	0.00% 0	25.00% 5	20.00% 4
Tags (keyword tags on content)	4.55% 1	27.27% 6	4.55% 1	36.36% 8	27.27% 6
Photo / video sharing (e.g. Flickr)	23.81% 5	33.33% 7	9.52% 2	23.81% 5	9.52% 2

PRESCIENT
DIGITAL MEDIA

Survey: Technology

What is your intranet technology platform?

Answered: 22   Skipped: 3
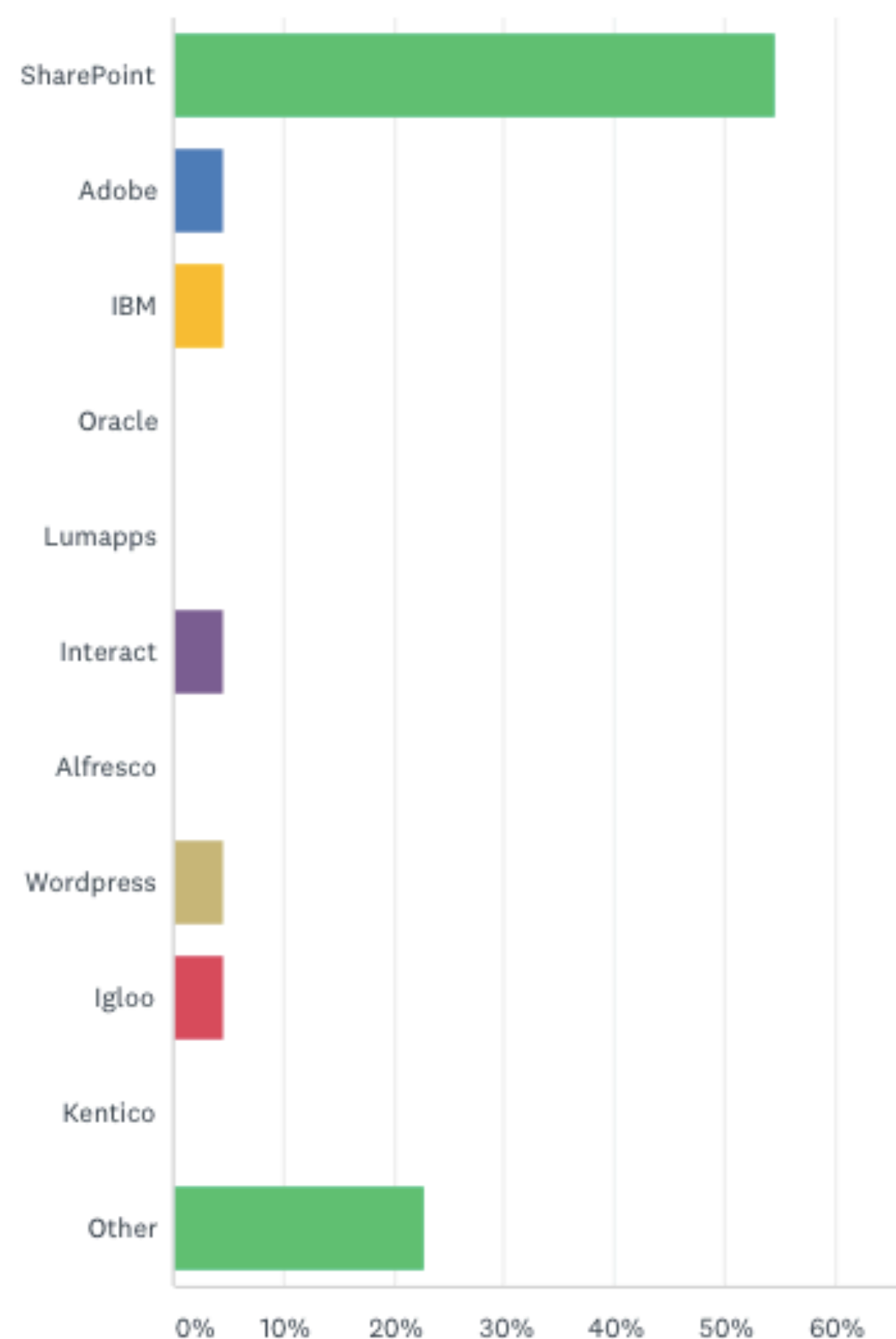
55%

SharePoint

PRESCIENT
DIGITAL MEDIA
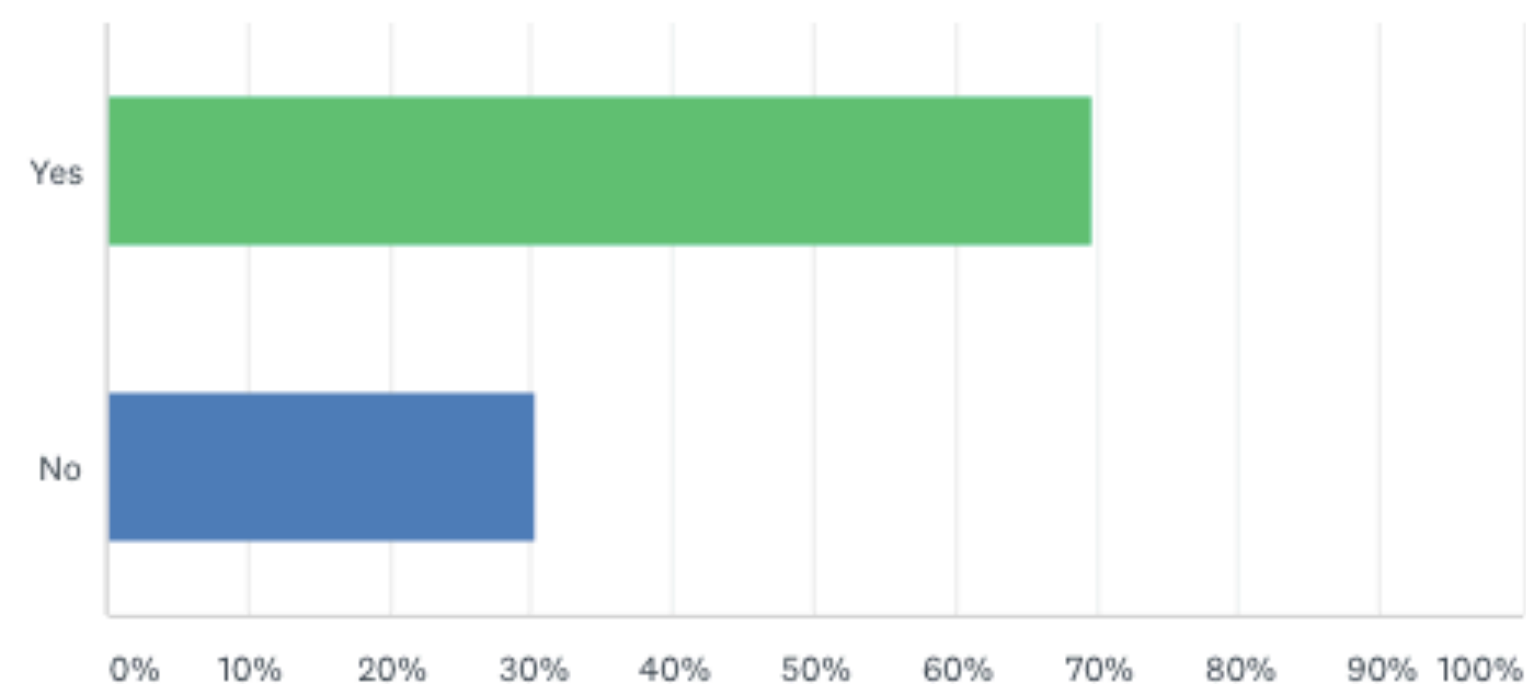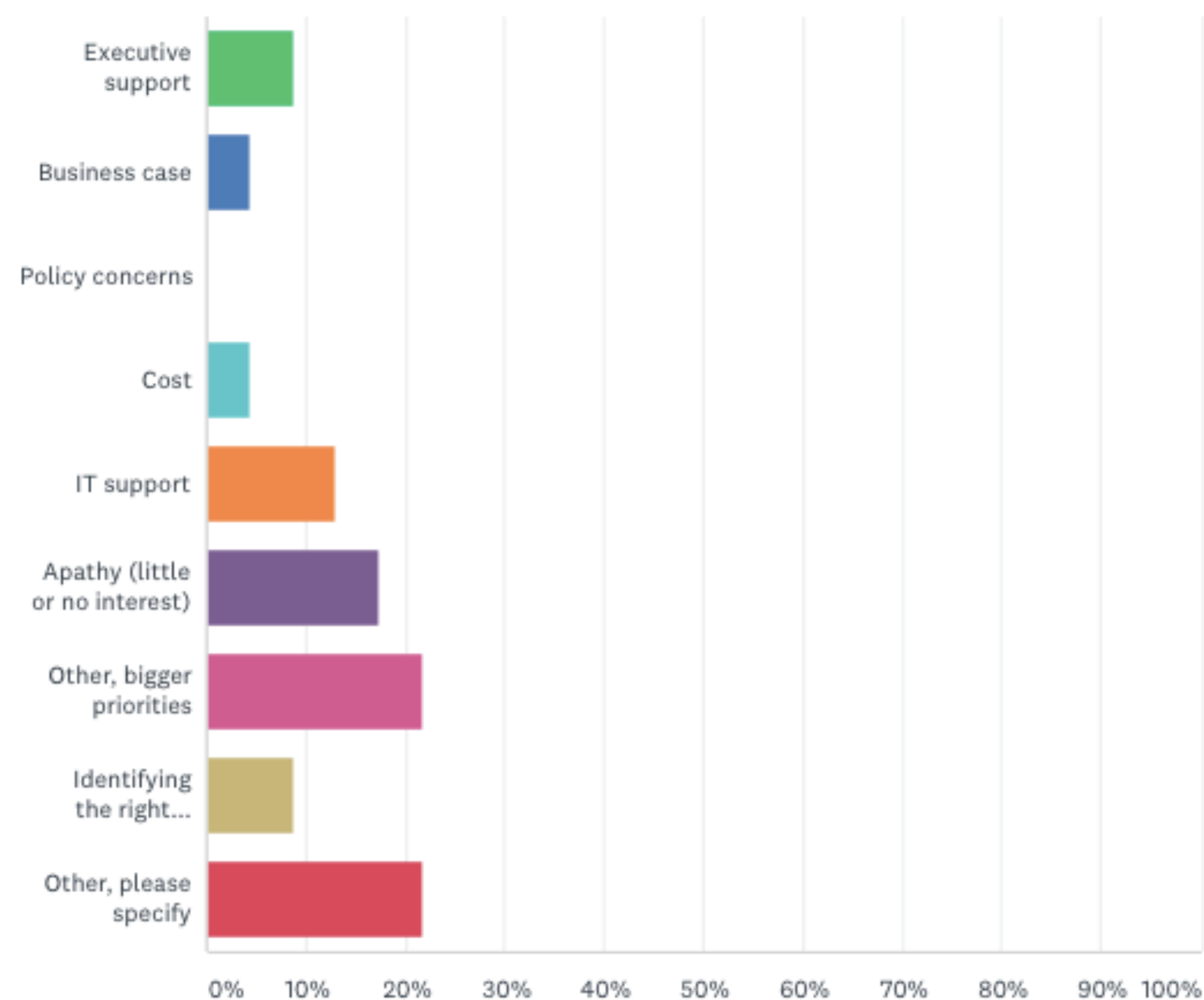
Survey: Biggest Problem

What is the greatest challenge or barrier to improving your intranet?

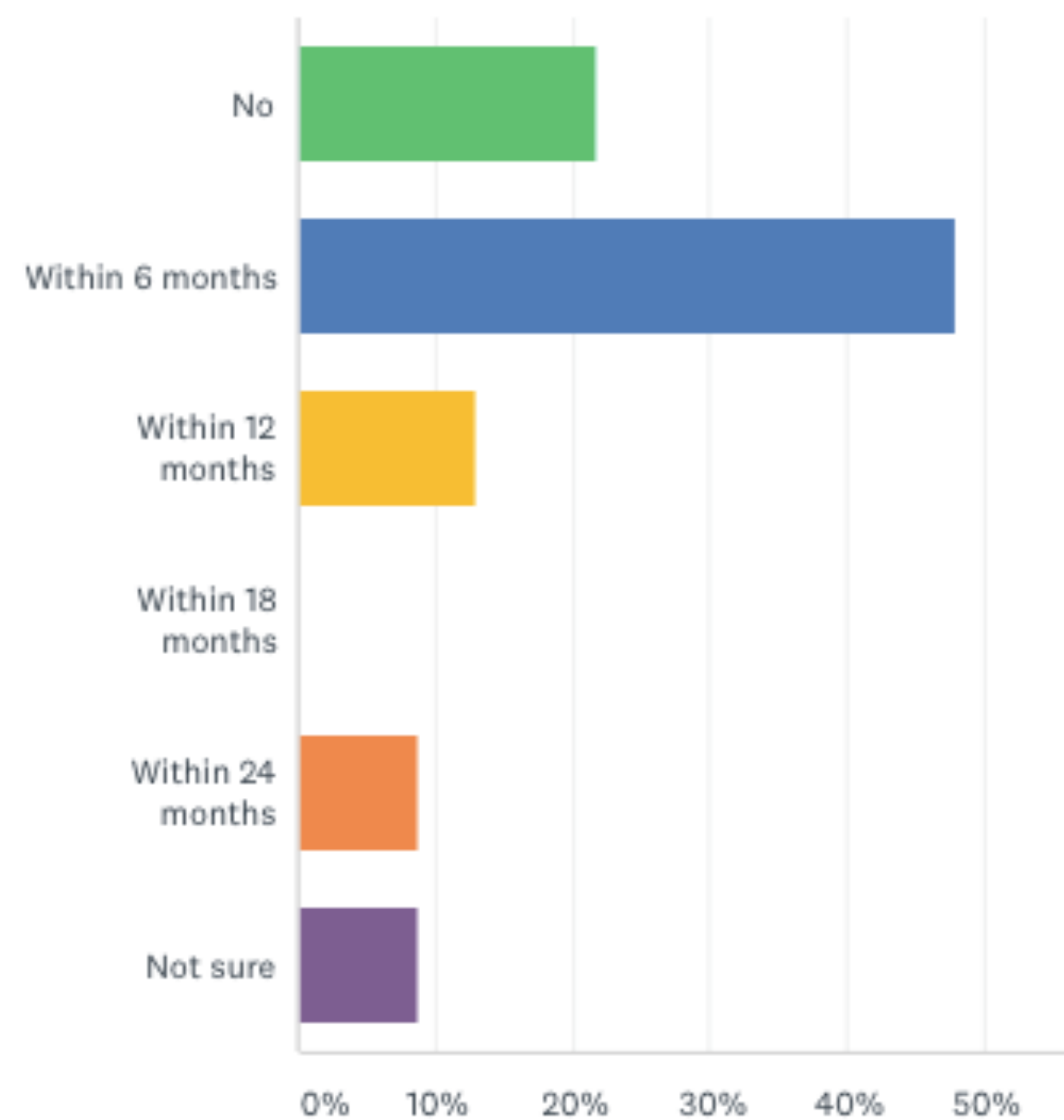Answered: 23   Skipped: 2

22%

Other Priorities

PRESCIENT
DIGITAL MEDIA

What else needs improving?

Social / Collaboration

PRESCIENT
DIGITAL MEDIA

Survey: Redesign

Are you planning an intranet redesign?

Answered: 23   Skipped: 2

70%

Within 18 months

PRESCIENT
DIGITAL MEDIA

Intranet Insight Newsletter

PrescientDigital.com > Newsletter for notifications on future events

PRESCIENT
DIGITAL MEDIA

PRESCIENT
DIGITAL MEDIA

www.PrescientDigital.com

416.926.8800

toby@prescientdigital.com

PRESCIENT
DIGITAL MEDIA