

Ensuring Your Intranet Empowers Your Strategic Initiatives

Empowering Strategic Initiatives in Your Organization

Specializing in Intranets and Digital Workplace



Assessment | Architecture | Migration | Customization | Support Services



yammer[®]



SharePoint Solutions for Communication Teams



ElevatePoint Plan

Enterprise strategic and communication planning solution that enables companies to manage and govern the planning lifecycle and ensure strategic alignment.



ElevatePoint News

Enterprise news and communication solution that enables companies and communication teams to quickly and easily distribute targeted, relevant news to connected workers.



ElevatePoint Chart

Enterprise charting web part that enables companies to quickly and easily visualize SharePoint-based data using common chart types and a rich chart design editor.



ElevatePoint Communication Suite

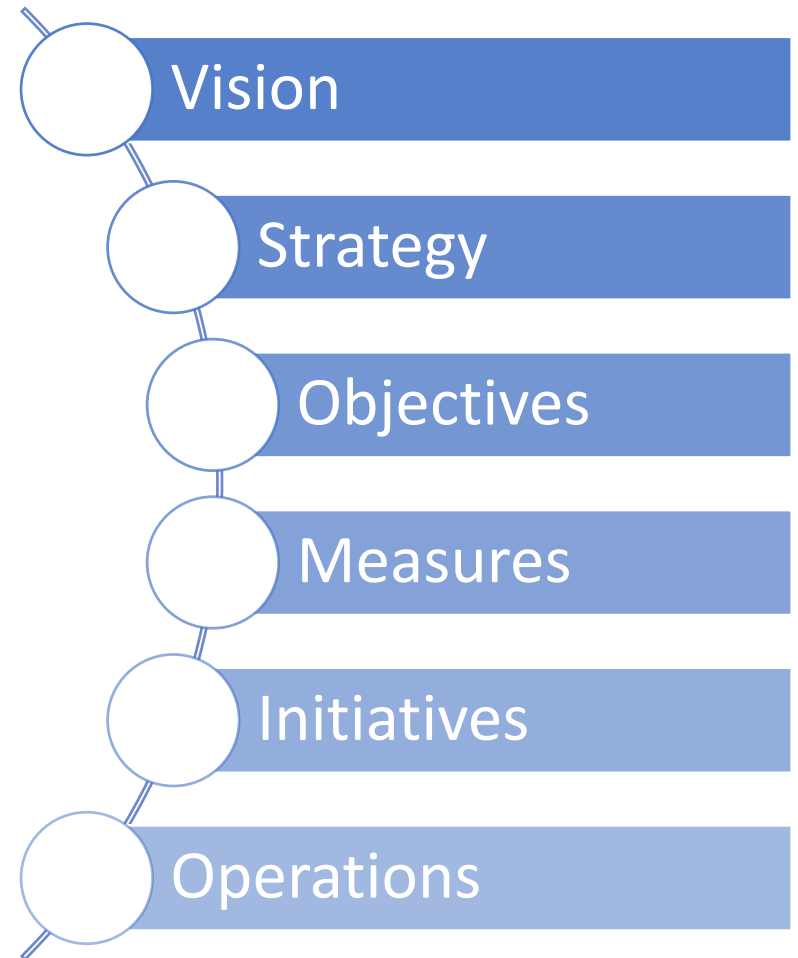
Powerful suite of ElevatePoint products that enables communication teams to quickly streamline the corporate communication process and solve important business challenges. Save money with a bundled suite of products that includes ElevatePoint Plan, ElevatePoint News and ElevatePoint Chart.



ElevatePoint™

Need a great way to
ensure your intranet is
valuable?

Alignment.



Building Relationship with IT

How to succeed together

What we have heard...

do these align with how you are feeling?



Comms Team

- Time, budget and resource constraints
- Desire to improve employee engagement
- Desire to better measure the effectiveness of your corporate communication strategy
- Disjointed communication and planning processes
- Challenges communicating with remote/disconnected employees
- Desire to move away from email as primary mode of communication



IT

- Time, budget and resource constraints
- Wide range of business demands from different departments
- Challenges maintaining a business enabled intranet for employees
- Finding ways to support the business without sacrificing cost, flexibility or security



Leadership

- Need for employees to be strategically aligned with company vision
- How successful are our communication efforts now?
- How does poor communication impact our bottom line?
- How are the employees responding to our initiatives and direction?

What we have heard...

meeting the needs of different stakeholders



Understanding the changing role of IT

Change

IT can't stick with its traditional "govern and build" approach to IT. That approach is too slow for businesses reacting to forces of global demand and the fast-changing pace of mobile computing. (Infoweek)

Opportunity

"Digital technologies provide a platform to achieve results, but only if CIOs adopt new roles and behaviors to find digital value,"

-Mark McDonald, group vice president and Gartner Fellow.

Trends in IT affecting intranets

Corporate Executive Board (CEB) has been tracking a five-year outlook for corporate IT, predicting a series of radical shifts around IT's value, ownership, and role:

- Increased focus on data analysis
- Push rapidly into the cloud
- Cede more ownership of technology investments to business units
- Transition to a services model. The services model would in many cases lead to the IT organization becoming part of a corporate core that includes HR, finance, and other functions.

Asking
important
questions of
web-based
service
providers
together

Top Technology Questions for IT and Communicators:

- Single Sign-on
- Who owns the data and how is it secured?
- Integration to software already running
- Total cost of ownership
- Support/SLA
- Market stability

Learn to negotiate new service types and terms together

Learn how to buy web-based software

Evaluate new types of purchasing agreements and SLAs

Determine how to budget and pay for services monthly

Evaluate – expect to evaluate offerings. Be clear with the provider what needs to be learned or proven during evaluation.

Negotiate – although service oriented solutions may serve a department at a time, you want to leverage your corporate buying power in negotiations – especially if the service may expand in your organization.

Integrate – ensure that contracts require performance of the integration component of a service, not just a slick UI.

Creating a Business Platform

From basic intranets to a strategic business platform

Role of Communicators

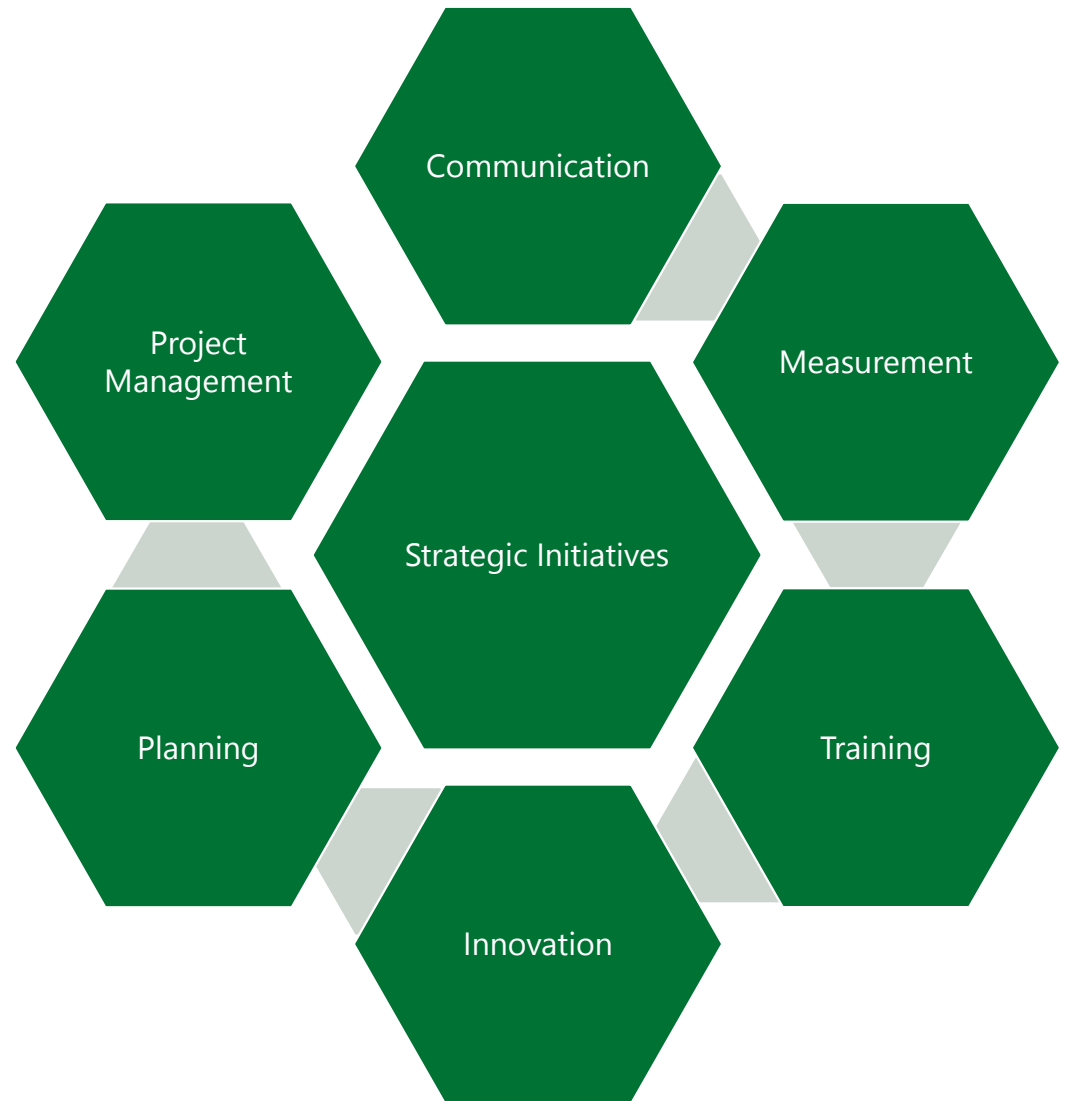
Communications teams are often asked to:

- Execute aspects of business strategy
- Communicate new initiatives
- Training employees on initiatives
- Measure success of initiatives

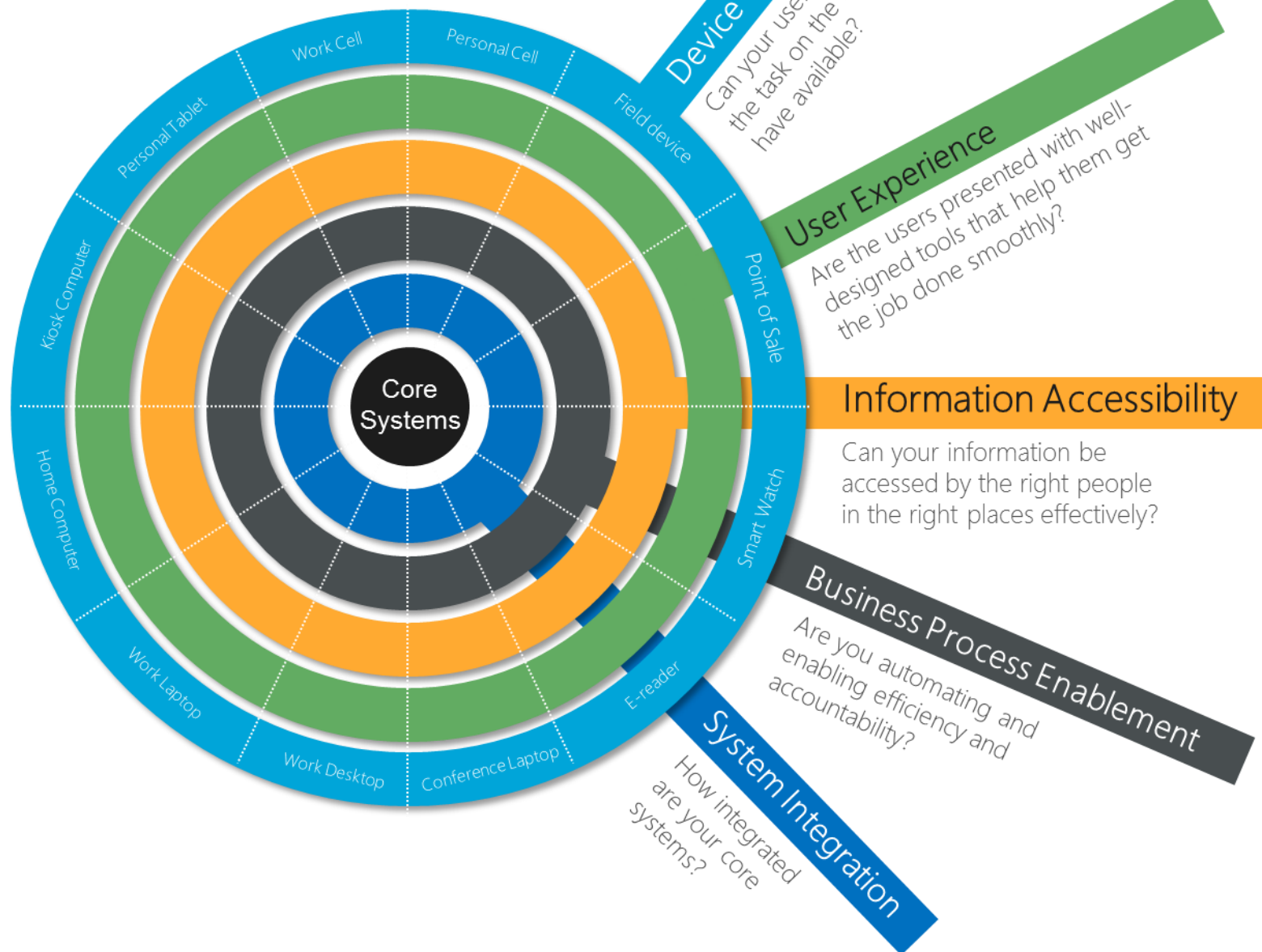
In turn, Communicators often asks IT for:

- Communication tools
- Project management tools
- Analytic tools
- Access to information in other systems (as needed)

What tools are
needed for
strategic
initiatives?



How do your employees engage work?

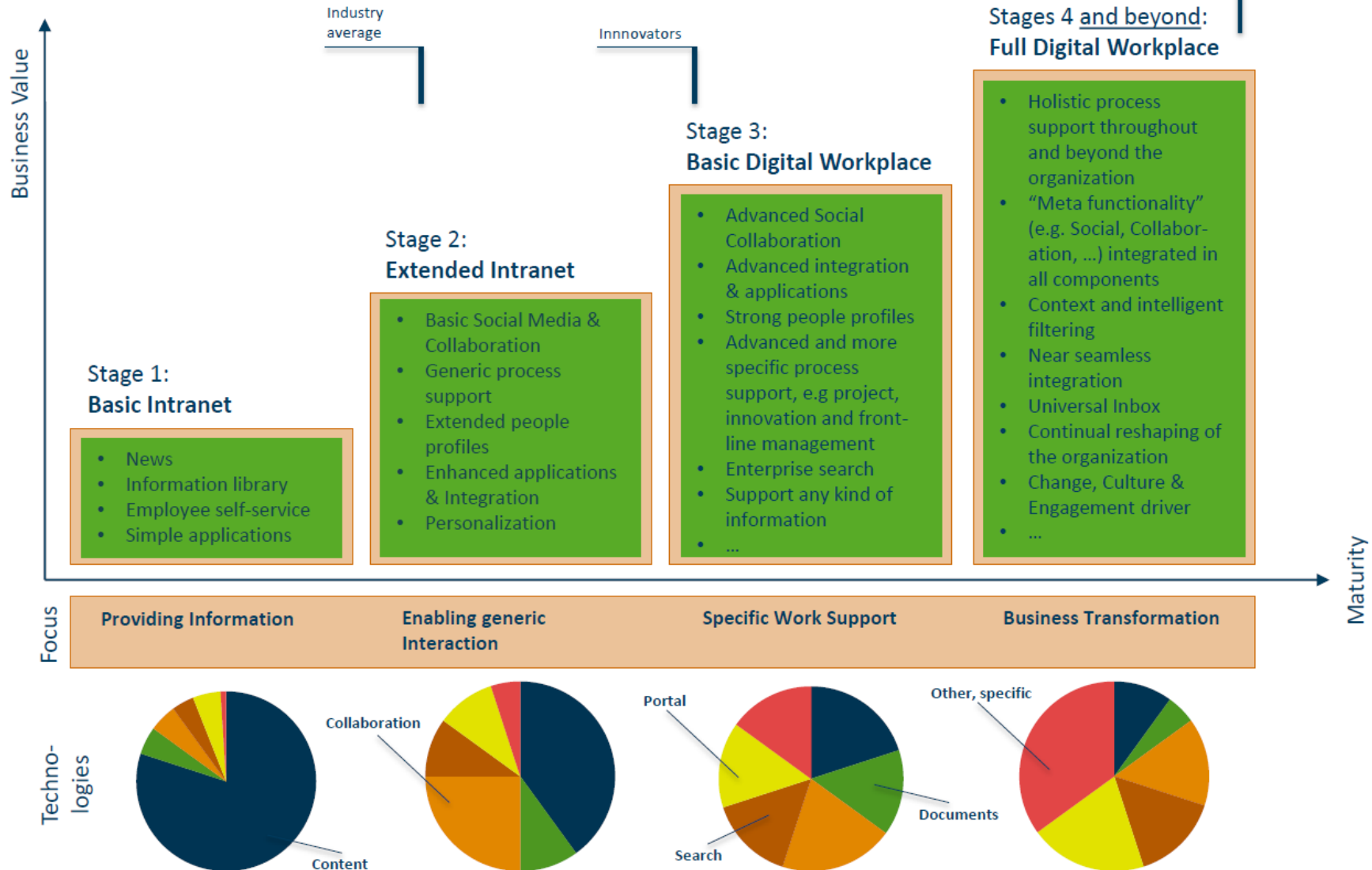


From basic Intranets to the Digital Workplace

An Intranet & Digital Workplace Maturity Modell

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Mid-/long-term Vision



How much Social is right for us?

Avoid being a buzzword casualty

Dear Management...

... we have a 25+%
productivity issue in
information work ...

... that affects 60+% of
our employees – and
100% of management ...

... especially in the tasks
most that are relevant
for our (future) success
...

... and also affects
employee engagement,
creativity, innovation,
attractiveness for new
hires ...

... plus our ability to
execute business
strategy!

Oh, and the competition
hasn't realized that they
have the same problem
as well, yet ...

Another viewpoint on the topic of social

Important goals for a new intranet

Employee Engagement

Knowledge Sharing and Retention

Business Process Enablement

Social

How do people interactive effectively with business process?

Business Process

How do the tools enable the business?

Tools

Communication | Workflow | Task tracking | Training
Document management | Compliance | Search

Questions?

