



Launching A New Intranet During Covid: Crisis Communications & Lessons Learned

The goal of ConocoPhillips' employee portal, The Mark, is to make it easier to find content, information and work tools by focusing on what employees need and use most often.

Design phase guiding principles

- Drive personal efficiency by connecting users with content and tools
- Focus on user needs and deliver user value
- Concentrate on findability
- Streamline the publishing process to enhance content delivery



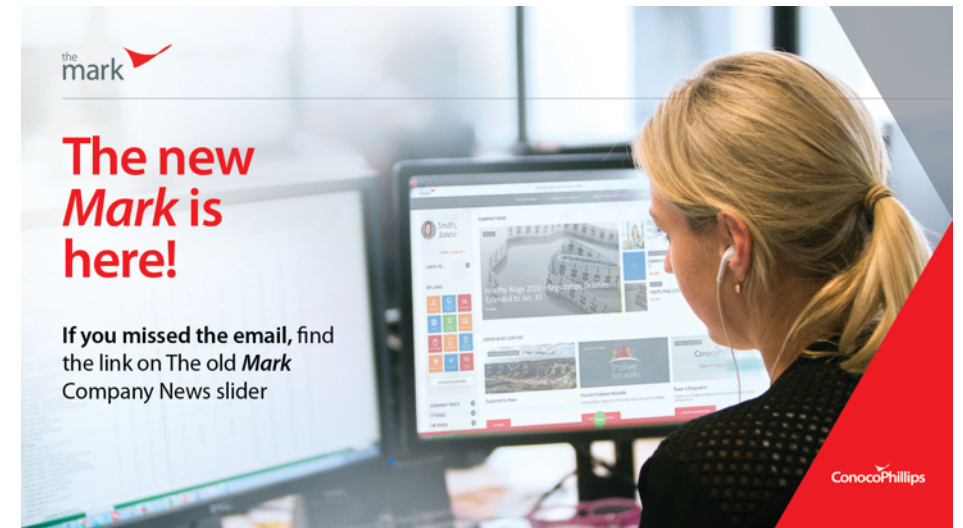
What makes our new intranet stand out?

- Flexible design based on latest Internet standards and practices.
- Timely and relevant content customized to each location.
- Ability to add events to your calendar with one click.
- Company video library makes it easy to find one to view.
- Ability to create custom links even to third-party sites.
- Added functionality and more intuitive design.
- In the cloud on Office 365 can be accessed on any device.
- Location selection to personalize your page.
- Personalized productivity toolbar with 12 Quick Links.



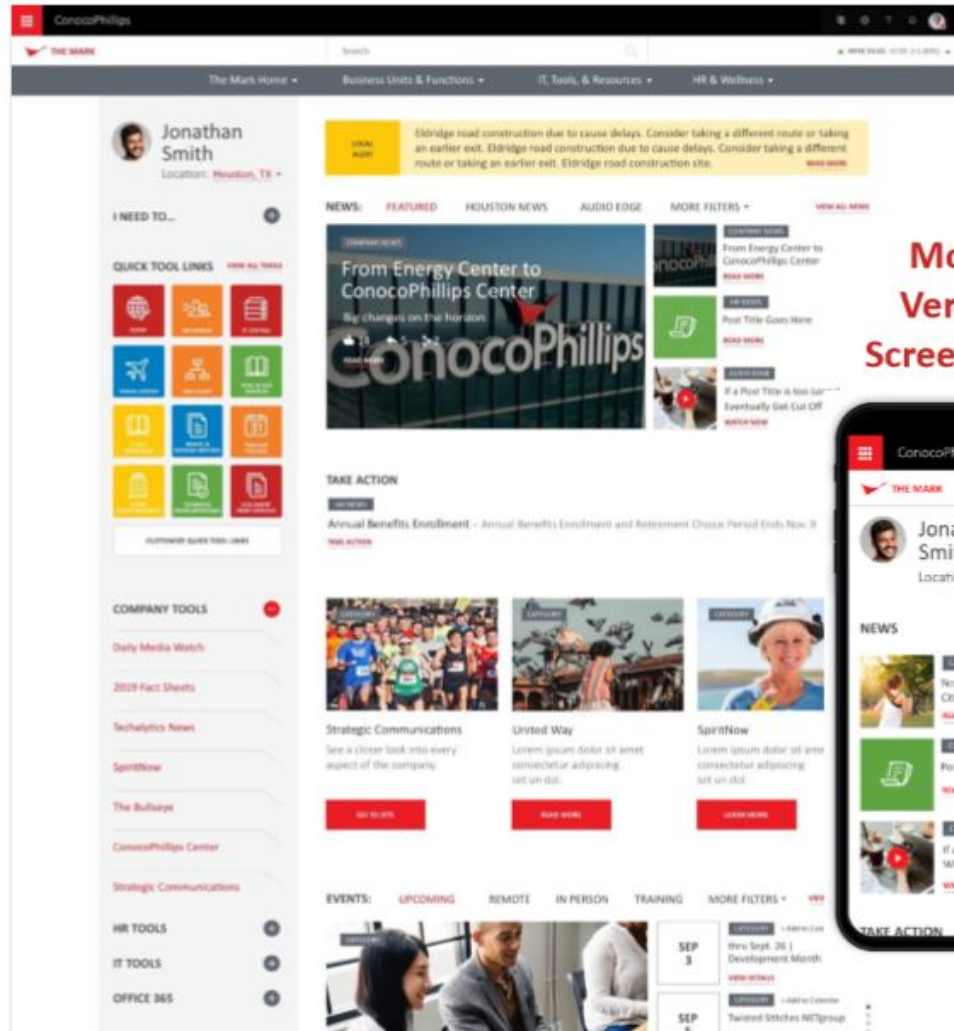
What makes our new intranet stand out?

- Alert feature
- Take Action feature
- Improved analytics enhance findability.
- Content labeling defines topic and location.
- Filter content by category, location and time.
- Speed of publishing and correcting errors.
- Governance of 15 corporate locations around the world.

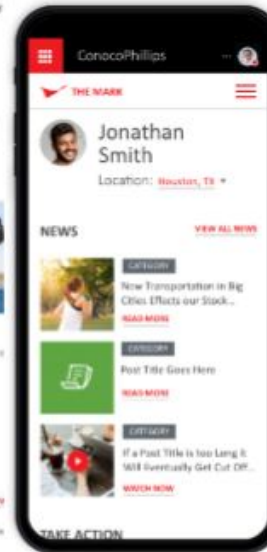


The live tour

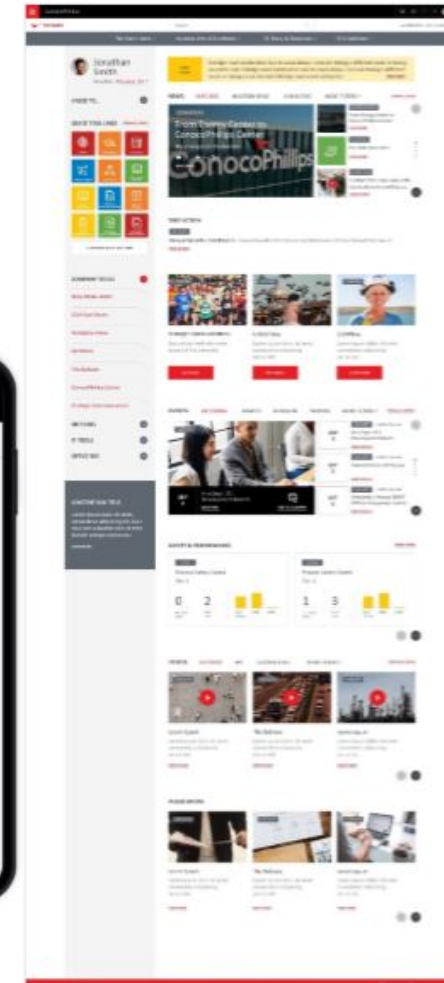
Desktop Version: Screen View



Mobile Version: Screen View



Desktop Version: Full Scroll Down Layout



Questions?