

Intranet at the Center of Social Business

of Social Business

Toby Ward, CEO, Prescient Digital



About Us

“We assess, plan, design, and deliver world-class intranets.”

World Leading Intranet Experts

- 13 years of profitable history
- Dozens of Fortune 500 Clients
- World-Renowned Thought Leaders
- 200+ intranet projects
- Highly specialized

First to study & formally define “social intranet”

Select Clients



TOSHIBA



RALPH LAUREN

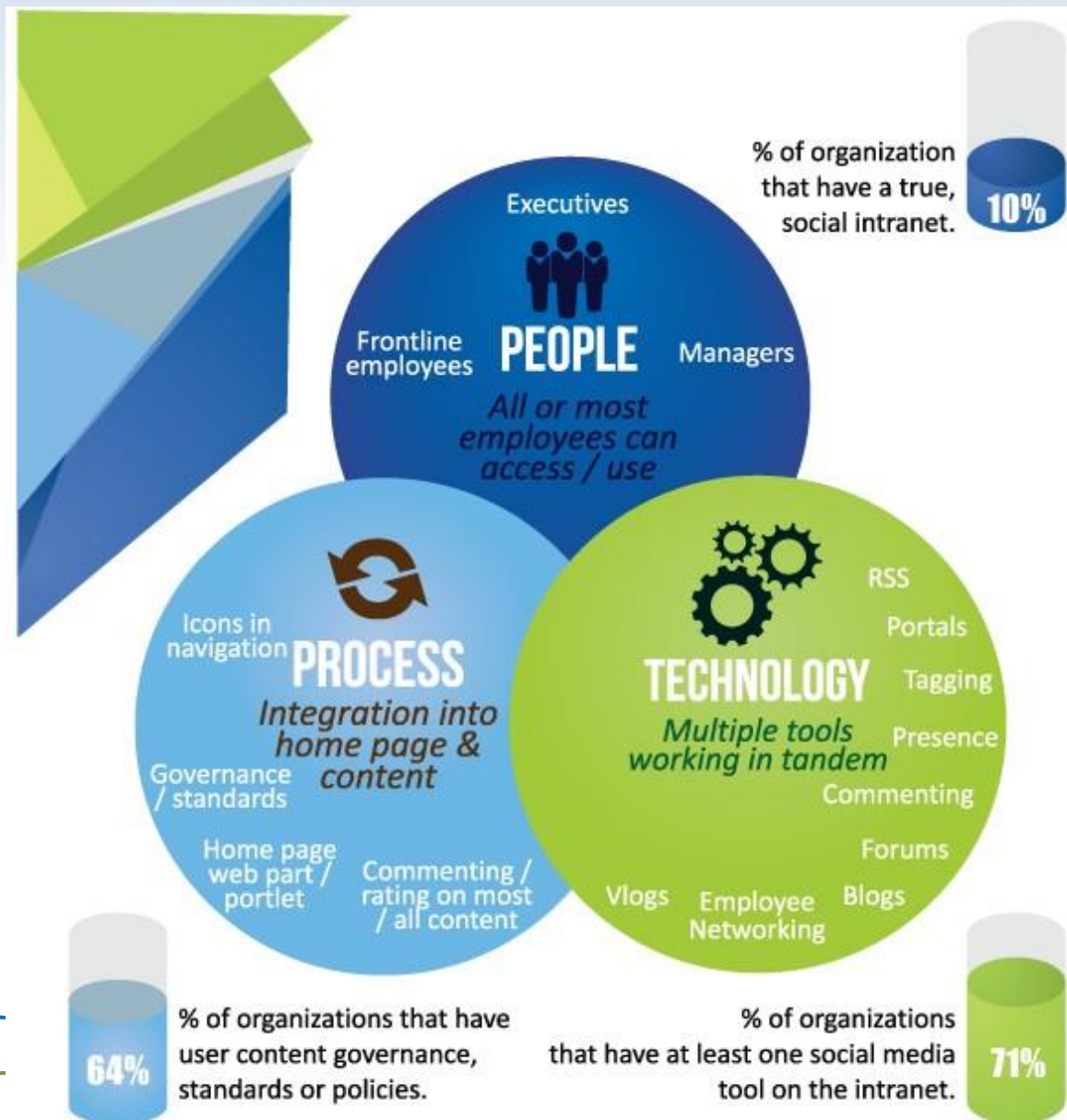


MARS



Social Business

- Enhancing business performance by adopting and incorporating social media and practices into most aspects of internal and external communications and collaboration.



Employees

- Social business begins with employees – there are no products, sales and customer service without employees

Reasons/ Drivers

Social Business Study, 2013, Preliminary Data

65%

Employee Collaboration

56% Knowledge
Management

45% Customer
Communications

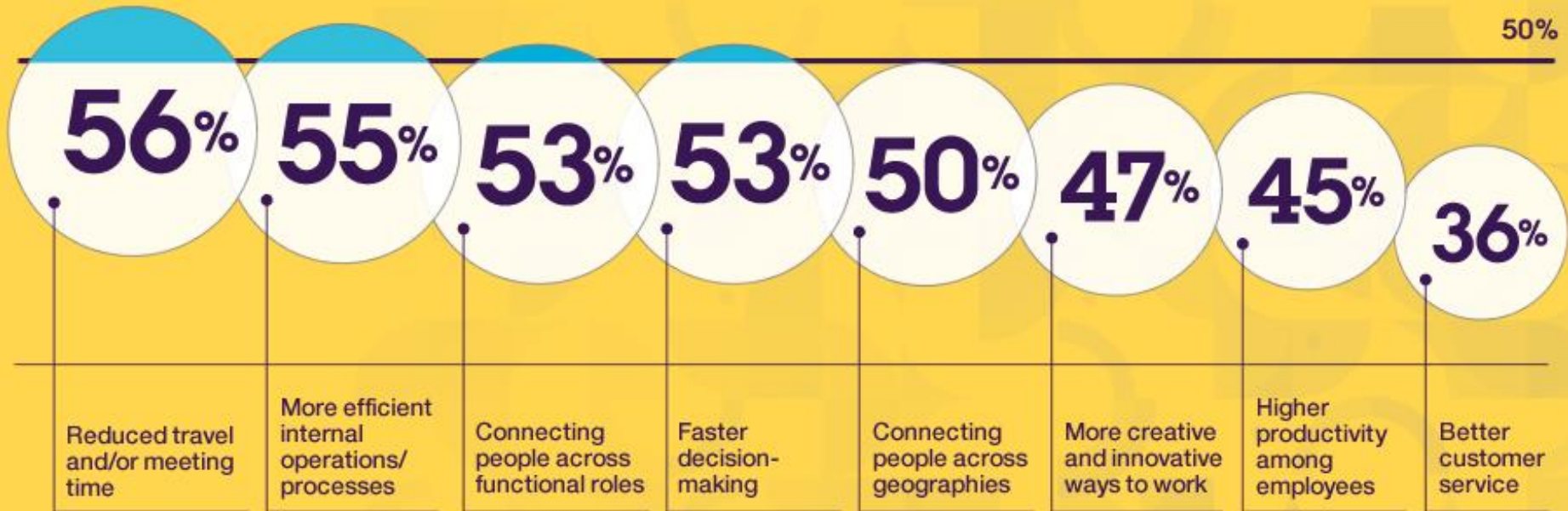
37% Because
everyone is doing
it

What are the greatest benefits of deploying social communication and collaboration tools?

Source:
ESG Social Enterprise
Adoption Trends,
June 2012

Percent of respondents reporting benefits:

N=282, multiple responses accepted



Internal social media

Social Business Study, 2013, Preliminary Data

70%

Most popular:

- Blogs
- Wikis
- Instant Messaging

External social media

Social Business Study, 2013, Preliminary Data

86%

Most popular:

- Facebook (82%)
- LinkedIn (79%)
- Twitter (79%)

Blogs

Social Business Study, 2013, Preliminary Data

50%

Have blogs on their intranet

5% enterprise
deployment

45% limited
deployment

13% have no
plans

Wide Open

Read and react to the thoughts of Mike Morris, AEP's chairman and CEO.

Friday, June 11 2010 at 10:11 a.m. ET | Author: [Mike Morris](#) | Category: [Personal life](#)

First job and heroes

Hi, this is Mike with a very tardy blog post, but I thought today would be a great day to do something unique and different.

Over the last couple of weeks, I've been asked by outside organizations to talk about my first job, and to lay out the things I learned in my first job that stick with me today.

And in there were some questions about who are my heroes, so let's start with those two things.

This will be kind of fun, I would hope, as we go down toward the end of the summer and look forward to a three-day weekend the week after next. So, here we go.

My first job was delivering the Toledo Blade to customers on Glenwood Avenue in Toledo, Ohio. I did that as a young kid, probably 10-11 years old, and did it for about four and a half years. I would do my route, and my brother would do his about two streets over on Scottwood, then go back to the station, pick up 50 more papers, and stand on the corner of Central Ave. and Detroit Ave. and sell papers for 7 cents a copy.

I'm sure your first job was interesting. I learned a lot about people and a lot about responsibility, and I'm sure



Favorite



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Print



The Agora Home

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Categories

[Appreciation](#)

What's Your Best Pick-Up Line?

Retail OnLine asked your managers,
What's Your Best Pick-Up Line?

Mitch: I have to admit I always thought I used, "Here I am! What are your other two wishes?" to pick up my wife way back in the day. However, she reminded me she's the one that asked me out. I wonder what my other two wishes will be?



this is not what we mean
by "pick up line."

Steve: I like, "You must be a parking ticket because you got FINE written all over you!" to get their attention. This works especially well with girls who have parked illegally.

Mark: I always liked the tried and true, "Do you believe in love at first sight, or should I walk by again?" They almost always said, "keep walking, pal." That's how you know it's working.

Latest Blogs

What's Your Best Pick-Up Line?

Help Ted Decide Where They Will Salsa! -- Updated July 9, 2007

Mitch and Mark Salsa to Their Own Beat!

Who Will Salsa Dance?

Blog Guidelines

» [VIEW ALL](#)

There's a reason he's the big guy.

What sales pitches do you rely on to build trust and look out for your customers? Ted and the boys would like you to share them using the comments box below.

And don't forget to **Help Ted Decide Where They Will Salsa!** to vote for where Mark and Mitch will salsa for you.

Wikis

Social Business Study, 2013, Preliminary Data

50%

21% enterprise
deployment

29% limited
deployment

14% have no
plans

Home > Shout Outs

Shout Outs

Page owner: [Valerie Arocha](#) Updated just now

Recent posts

[Instructions on how to post a Shout Out](#)

[Shout Out for FBB Managers!](#)

[Thanks Noel!](#)

[Thanks JJ!](#)

[Gina - Big Thanks!](#)

[Shout Out for Incredible Pizza Night!!!](#)

Filter by:

▼ Date

2011

Jul Aug Sep

▼ Tag

No tags available



Want to give a quick [Shout Out](#) to a fellow employee?

[Instructions on how to post a Shout Out](#) Edit

Add tags Started by [Richard Hamlin](#) - Last active 2 hours ago

[Shout Out for FBB Managers!](#)

Add tags Started by [Valerie Arocha](#) - Last active 3 hours ago 2 comments

[Thanks Noel!](#)

Add tags Started by [Alexis Gonzalez](#) - Last active 2 days ago 1 comment

[Thanks JJ!](#)

Add tags Started by [Lauren Zaragoza](#) - Last active 4 days ago 3 comments

[Shout Out for Incredible Pizza Night!!!](#)

Add tags Started by [Kathy Stechschulte](#) - Last active 8 days ago 5 comments

[Gina - Big Thanks!](#)

Add tags Started by [Alexis Gonzalez](#) - Last active 11 days ago 1 comment

[Stephanie Danner , Awesome job](#)

Add tags Started by [Nicholas Nanez](#) - Last active 11 days ago 3 comments

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[Add post](#) [Add link](#)

[Change location](#)

[Email page](#)

[Security settings](#)

[Add to Richard's favorites](#)

Rate page: ★ ★ ★ ★ ★

Average: ★ ★ ★ ★ ★

Tags

[out](#) [recognition](#) [shout](#)
[shout out](#) [thank](#)

[Edit tags](#)

Recent activity

Shout Outs & subpages

Today

[Richard H.](#) edited the page [Shout Outs](#) (just now)

[Richard H.](#) edited the page [Shout Outs](#) (7 minutes ago)

[Richard H.](#) edited the page [Shout Outs](#) (18 minutes ago)

[Richard H.](#) updated the link [Instructions on how to post a Shout Out](#) (1 hour ago)

[Misty G.](#) edited the page [Shout Outs](#) (2 hours ago)

[Misty G.](#) edited the page [Shout Outs](#) (2 hours ago)

[View more](#)

This page viewed 1,101 times

Previous versions of this page ▼

카페를 | 카페스토리 | 카페랭킹 | 대표카페 | 카페인기데그 | 브랜드카페 | 카페지원센터

보안2단계 IP보안

아이디
비밀번호

☐ 아이디저장

아이디/비밀번호 찾기
회원가입



공지사항

- [개선] 댓글 기능 개선
- [예고] 브랜드 카페 코너 종료
- 만화/애니메이션 저작권 주의
- 카페지원센터 4월 1주 발표
- 상품등록계시판 베타모집!
- 해피빈 후원공을 드려요
- 미니저위임 기능 적용 안내
- 3월의 대표카페 발표
- 음원 필터링 시스템 확대 적용
- 운영자 사형제일 주의 안내

저작물에 CCL을 표시해요

창작과 나눔이 있는 열린 문화
저작물에 CCL을 표시하세요

- 카페지원센터
- 대표카페 알려드려요!
- 모바일 카페란?

· 디렉토리 인기데그

· 카페 나들이(연동)

- 지역 (180096)
- 동창/동문 (205530)
- 친목/모임 (579824)
- 편카페 (378295)
- 게임 (899098)
- 만화/애니 (296218)
- 영화/비디오 (91180)
- 음악 (214881)



Photo By 무봉리순대국

CAFE STORY

장롱에서 꺼내면 좋은 사진으로 보답

Canon SLR AE-1

- Canon AE-1
- 결혼 & 답변
- 아무 해기나 끄적
- 모임 후기

01 02 03

카페랭킹

검색

연기 코스프레, 사진, 러니지, 강아지, 원더걸스...

네이버 카페에서 찾는데



'꽃꽃이'에 관한 모든 것

- 꽃마당
- 지니 플라워 디자인

- 내 작업은 플로리스트
- 꽃집사람들



키워드도 찾아라, 키워드로 물쳐라

내가 더 멋진 카페를 만들고 싶다면? · 카페만들기

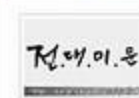
최근 급상승 카페

· 카페랭킹 더보기

1 ★프로샵자랑&...	↑ 64048	22 해피N라이프	↑ 59440
2 ★코스프레 ★...	↑ 57423	23 신비 by Wond...	↑ 53779
3 스마트폰[T올나존...	↑ 53412	24 임산부모여러 임신...	↑ 51301
4 장씨의 건장지침이	↑ 50410	25 아가미(aga.me...	↑ 47874
5 함께 하는 사회(L...	↑ 46751	26 sm여성그룹...	↑ 45306

네이버 대표카페를 만나보세요!

· 더보기



만화/애니 카테고리

- 불친절한 전.대.미.... - 훈훈한 특촬이야기!
- 만화가 박상용 편카페 - 만화가 박상용 편카페
- *그림정이들만의 작은... - 그림정이들의 작은 공간!



인문/과학 카테고리

- 기구설계 및 기계설계... - 유비쿼터스 설계
- 고고학 - 옛 문물을 찾아서
- 과학탐사(과학을 배우... - 과학이 잘 쓰여요

CAFE HOT TAGS

· 인기태그보기

- 박찬호 | 통영국제음악제
- 벚꽃 | 악성코드 | 일제고사
- 금융위기 | 로스쿨 | 학점리 | 박지성
- 수목원 | 그림책리노 | 개성공단
- 발달장애 | 제2롯데월드 | 싸구려커피
- 뉴욕증시

장학금 500만원

1등 100만원(1명)
2등 50만원(2명)
3등 30만원(10명)

GO

눈에 띄는 카페

· 더보기



정보

육아 정보 ♥민서맘의 이
유식제상

이유식에 관심있으신 분

전용

V10를 위해 도전하는 기타타이거즈

데미 사랑스러워 예쁜그림공식카페★

인기검색카페

- 1 단전현파이터 공식카페 -연파
- 2 수능날만점시험지들취리자...
- 3 카페 파우더룸 네이버 NO...
- 4 CM 폐인들의 모임
- 5 [유랑]유럽여행의든든한동반자
- 6 삼국지 천문
- 7 자전거로 출퇴근하는 사람들



PRESCIENT
DIGITAL MEDIA

Employee Networking

Social Business Study, 2013, Preliminary Data

28%

4% enterprise
deployment

11% limited
deployment

56% have no
plans



GE

410,128 followers

✓ Following

Home

Careers

Products

Insights



Recent Updates

GE Faster insights and better feedback. Click to see how we're using #BigData to listen to our machines: <http://invent.ge/146WDYh>



G.E. Makes the Machine, and Then Uses Sensors to Listen to It

bits.blogs.nytimes.com • General Electric is deploying sensors with the locomotives, wind turbines and other products it makes, to improve how they work in the field.

Like (100) • Comment (4) • Share • Featured update • 10 days ago

WAQAR AHMAD, Sophie Ladousse, and 98 others

Show 2 more comments



arshiya naaz good technology
9 days ago



Amit Bhargav Its really big achievement to improved our technology. GE always Egg dreams.
7 days ago

How You're Connected



1 first-degree connection

1,007 second-degree connections

160,846 Employees on LinkedIn

[See all ▶](#)

Products



GE Power & Water

With a full array of power generation and energy delivery technologies, GE...

[See all ▶](#)

What Matters: Activity

I need some help presenting how we support [ISO8802](#) requirements for a big deal I'm working on. Does anyone on the [marketing](#) team have some good materials I can use?

Post



Followed Activity

All Activity

All Followed

Matters Most

Status Updates Only

Hidden

Volume purchasing?

Hide preview Share Hide



Andi Padilla asked Less than a minute ago

One of my big customers just asked this on the customer community.
[Finance](#) can you help here?



View Original Content on the Customer Community.

About bridged content



Joe Modavo

August 23, 2011 4:58 PM

What sort of pricing do you provide for large orders?

We've been incredibly happy with our initial purchase and are looking to increase volume significantly. How do you handle volume purchasing?

Hide preview Reply Like (5)

in Channel Sales Group - 11 replies New

How is the new manufacturing process going?

Preview Share Hide



Gina Vincent replied (in response to Roger Wilson)

Expand

Hey Roger, things are going well! We're three weeks into the process and so far are seeing yields that are well above our baseline. I'm bullish that we're going to surpass our goals ...

1 minute ago Preview Reply Like (1)

Recommended For You



Time for a victory lap.


Posted 10 minutes ago by
Curtis Frandsen in Sales

The past three months were pivotal for the company. We introduced two huge new product lines, brought online new manufacturing capacity, and had sales targets well above our past record. It was no small feat.

Remove Not Interested

Why?

Popular Interesting to the community right now.

People People in your network are involved.

Topics Contains keywords you frequently use.

Trending Content

Acquisition Briefing Playback

2 likes 23 comments

Idea from Executive Advisory Board

12 likes 18 comments

C-Level Contacts in the Telco Industry?

22 likes 27 comments

Poll: Location for 2012 Sales Club

1 like 49 comments



Dennis Agusi

Internal Communications Manager; Group Management & Services, Communications

A young and creative communicator that loves to create innovative and impactful communications. Up to date with the latest digital trends and technologies. Eager to learn and to win!

[Edit Profile](#)

1260 Followers

347 Following

Activity

Thanks

Files

Groups

All Activity ▾



[Dennis Agusi](#) - [Philips](#)

...that is why I am so excited to be part of the Philips team...



...that is why I am so excited to be part of the Philips team...

...that is why I am so excited to be part of the Philips team...



...that is why I am so excited to be part of the Philips team...



...that is why I am so excited to be part of the Philips team...



...that is why I am so excited to be part of the Philips team...

About

Manager: [Philips](#)

Mobile Phone: +31 611 353297

Office Phone: +31 611 353297

Location: Amsterdam

Email: Dennis.agusi@philips.com

Microsoft Lync:
dennis.agusi@philips.com

Twitter: [@dennisagusi](#)

Start Date: May 1, 2010

Passions:
Social media, communications,
marketing, brand management,
reputation management, psychology,
soccer, taekwondo

Country:
Netherlands

Office:
Philips Center Amsterdam - Amsterdam



Technology + Price

Technology + Price

Technology platform

Social Business Study, 2013, Preliminary Data

42%

Portal solutions (e.g. SharePoint)

25% CMS

14% Hybrid
solution

8% Custom
built solution

19% Social media
platform

Vendors

Social Business Study, 2013, Preliminary Data

64%

Microsoft SharePoint

18% Yammer

15% Confluence

10% Wordpress

21% Other

My PB

Life & Career

Inside PB | My PB

People



HOME COMPANY POLICIES RESOURCES MANAGERS

SITE ACTIONS ▾

[-] Feedback

One PB worldwide
Our leaders are traveling the globe, meeting with colleagues and clients, reaffirming that we are one PB worldwide....

Banco Brasil & MAPFRE Group win...
The winning marketing program that secured the win created a customer engagement...

Christoph Stehmann named president...
We are combining and working together across the most significant new business...

Cause for Celebration in Canada
More Leadership - CEO

Employee Engagement Survey
Be a part of the future

[View all news >](#)

Executive insights



Innovation at PB

Roger Pilc blog. He leads worldwide engineering, strategic technology and innovation, enterprise growth initiatives and technology alliances.

Add your comments!

[Read more >](#)

Measuring progress



Stock analysis ▾



News

- Action required: Employee Engagement Survey - Oct 16
- North America HR generalists realignment - Oct 11
- PB to sell Norway based furniture business to... - Oct 10
- Marc Dunand appointed European sales director, DMT... - Oct 11
- PB Software sales structure reorganized - Oct 11
- Engineers' Day in Central Europe - Oct 07
- WHQ move update - Oct 07

[View all news >](#)

Events

- Oct Flu vaccines (Danbury)

All Conversations

What are you working on?



Darren Weinstock

I know this is not so much work related as it is charity related. One of my friend's husband is in need of a kidney transplant. I'm wondering if PB has anything around organ donation. That being a volunteer sign up or organization that PB works with. I know she already is linked up with some organizations in Maryland, but hey who knows if you don't ask! Thanks!

October 4 at 11:10am from Desktop · Reply · Like · More



Elysa Jacobs, R.D.: Sending positive thoughts to your friend's husband. I don't know of anything specific. @Pat Sweet @Mary Sullivan, do you know of anything organized around organ donation?

9 minutes ago



Mary Sullivan: Hi Darren, We don't sponsor any organ donation drives at PB but have been in contact with the National Kidney Foundation about having screenings for kidney disease through our clinics. Haven't set a date yet for them. The NKF would be the best resource for finding out about kidney donation. Hope this helps. Mary

2 minutes ago

Write a reply...



Elysa Jacobs, R.D.

October is Domestic Violence Awareness Month. Domestic Violence is far too common with 1 in 4 women being impacted in their lifetime. Men are affected too. Learn more, get help and resources at <https://www.pbprojectliving.com/en/home/>...



Time

Enter or modify
Approve



Life & career

My Portfolio
Health & wellness
Discounts
Workplace agility
Career opportunities



Travel & expenses

Book travel
Submit expenses (Certify)



Procurement

Buy goods & services



Support



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Price

Social Business Study, 2013, Preliminary Data

55%

\$0 - \$25k

10% \$25 – 50k

4% \$500k – Millions

The Social Intranet

- An intranet that features multiple social media tools for most or all employees
- Multiple social media tools with at least some or limited exposure (optional) from the main intranet or portal home page
- Woven into most aspects of content consumption



BenefitsBook:

Login to access your online benefits book.

Colleague Number

Password

[Forgotten your login details?](#)

Find an Asda store or depot

Select a store...

Colleague photos



Join in: Upload a photo >

[Having trouble uploading?](#)

Community Life blog



Hi my name is Jo Scott and I'm the Community Life Champion at Asda Pwllheli. I'm going to be blogging here on the Green Room about my role in the community. [Read more here](#)

Congratulations to all our Asda Games 2013 winners

Nearly 400 colleagues took part in a fantastic weekend of sport at the Asda Games finals held in Leeds on 17th and 18th August. Scroll through the gallery below to take a look at some of the photos from the weekend:



Day one saw 20 mens football teams from all across the country compete for semi final places. As usual the standard of play was very high and good sportsmanship was on display. At the end of an intense day of play Kilmarnock, Falkirk CDC, Gorseinon and Clayton Green were delighted to be going through to the semi finals on day two.

Netball started off day two at Leeds Metropolitan University with 7 teams competing to be champions. The games were highly competitive and showed once again what netballing talent we have in Asda. Shaw ran close but this year's trophy went to Asda House with an impressive goal difference of 108. [Read more here](#)

Posted in [Green Room News](#) on 19 August 2013

[Tweet](#) 0

[Like](#) 1

[+1](#) 0

[Comments](#) 0 - [Leave a comment](#)



Share the love for your favourite Asda products with [#chosenbyme](#)



New video!

We've added a new video to help you learn more about commenting on colleagues pages, blogs and sharing documents.

More video tutorials...

We store all the instructional videos here – tell Sherlock what you think of them.

Still need GHAnet?

[Click here...](#)



Find a Colleague



Streetfinder



All About Me

What's Your Contribution?



[Click here to start Your Contribution](#)

Blogs



It matters for Glasgow and for our communities
Andy Ashcroft
1 hour(s) ago



Plays by sense of smell
Terry Trundley
6 days(s) ago



It's alive! (My Contribution, that is)
Gillian Raeside
5 days(s) ago



YourPlace in your hand
Susan Thomson
10 September 2012

News



Linkwood's beautiful laundrette
20 September 2012



I ♥ Yorkhill
20 September 2012



James's cha cha for charity
19 September 2012



End of Global Corporate Challenge
18 September 2012



Monopoly makes a mint for Yorkhill
17 September 2012

All About Holmes



Ask Sherlock a question. He'll answer it and post your Q&A's on the All About Holmes page.

Video Tutorials



[Video tutorials here](#)

Staff Search

Search

Members are supported to interact



How Social?

Social Business Study, 2013, Preliminary Data

4%

Full Social Intranet (that have social media)

36% Limited
some enterprise
social tools

60% Entry level
social intranet
(1 or 2 social
tools)

Engagement

Engagement

Employee Satisfaction

Social Business Study, 2013, Preliminary Data

13%

15% Satisfactory

46% Poor

27% Very Poor

Very Good (0%) or Good (13%)

Executive Satisfaction

Social Intranet Study, 2012, Preliminary Data

9%

33% Satisfactory

35% Poor

24% Very Poor

Very Good (0%) or Good (10%)

**1/3 of IT projects exceed budgets and
schedules by almost 100% in
small to mid-size companies
(Gartner)**

Marketing
Communication
Training
Search
Change Management
Adoption & Participation

Gap Analysis
Business Requirements
User Requirements
Benchmarking
Social Media Readiness

Development
Integration
Project Management
Vendor Management
Content Development
Content Migration

Strategic Planning
Governance
Functional Planning
Business Case
Information Architecture
User Experience (Design)

PROJECT METHODOLOGY

Adoption

Assessment

Planning

Technology

Implementation

Technology Audit
Functional Specifications
Solution Evaluation
Vendor Selection
Implementation Roadmap



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Key lessons

- Executive champions = success
- Planning
- Change management, change management
- Sometimes you get what you pay for

[Home](#)[About Us](#)[Blog](#)[Contact Us](#)

35

[Tweet](#)

5

[+1](#)

2

[submit](#)[reddit](#)

4

[Share](#)

5

6

3

[Pin it](#)

8

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Thursday, 24 October 2013 18:55

Intranet Insight > PrescientDigital.com



Listen. Understand. Deliver.

Volume 6 Issue 10

In This Issue

New Whitepaper:
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SharePoint has become a dominant force in the world of intranet technology and is changing the way organizations think about governing and managing an intranet.

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[Webinar: Intranet and SharePoint Governance](#)

Join Prescient for a webinar on April 24, 2012 for a discussion of various intranet governance models and the roles and responsibilities of all involved - from champions, to editors, to content contributors.



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