



The Good to Great Matrix

Key factors for Intranet Success

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Good to Great Intranet Matrix

What is the difference between a good intranet and a great intranet? What are the key factors you need to be aware of to transform your intranet?

The following is a success factor comparison matrix on good and great intranets based on real experience with intranets of organizations with an average of 5000 employees. The table below represents a summary matrix of the evaluation methodology used by Prescient Digital Media.

Success Factors	Good intranets	Great intranets
Design	<ul style="list-style-type: none"> - Design reinforces corporate brand - Site has limited employee presence - Utilizes simple colors and images 	<ul style="list-style-type: none"> - Bold and progressive design, but without too much color - Site incorporates employee presence, including real employee photos - Design employs shading behind priority content
Layout	<ul style="list-style-type: none"> - Two to four columns - Large banner - An over emphasis on images and design - Global navigation is largely contained to banner - Search engine may be in banner or on home page column 	<ul style="list-style-type: none"> - Three columns - Minimal banner - Emphasis on information retrieval - Text to white space ratio of 70/30 - Global navigation is strictly in banner - Search engine is always in banner and is always an input box rather than a link
Content	<ul style="list-style-type: none"> - Centralized content supported by some standards - Content is sometimes formatted for the web - Mostly up to date - Ownership is not always known and there is significant quantities of 'abandoned content' 	<ul style="list-style-type: none"> - Distributed authorship - Well-defined standards - Has a central content management platform and standardized templates - Content created by web-trained writers - Content is always stamped with the owners name and email
Usability	<ul style="list-style-type: none"> - A working search engine - Some use of meta tagging - Has working links and global navigation 	<ul style="list-style-type: none"> - Taxonomy-supported meta tagging - Has multiple information paths (e.g., dynamic site map, site index, how to's, etc.) - Search supports meta tagging - Breadcrumb navigation

Success Factors	Good intranets	Great intranets
Information Architecture	<ul style="list-style-type: none"> - Organizational structure with some catch-all sections for forms, policies, etc. - Can resemble company organization chart but has some function-specific categories not tied to a specific department/group 	<ul style="list-style-type: none"> - Business intuitive architecture with 6 to 8 parent categories that reflect business needs, and not the organizational chart - Many redundant links that cross-promote content
Plan	<ul style="list-style-type: none"> - Plan exists with some defined goals, log analysis, user research - Performance measures are minimal and often lack a baseline for comparison 	<ul style="list-style-type: none"> - Plan is understood by key stakeholders and supported with tracking of critical success factors and measures (key performance indicators), including return on investment and formal, detailed directives that align with enterprise's key objectives - Performance measures are actively monitored and tracked versus the baseline
Governance	<ul style="list-style-type: none"> - Shared ownership between communications and IT - Some standards (largely ambiguous) - Informal engagement of other stakeholder groups including HR and other departments 	<ul style="list-style-type: none"> - Formally defined committee structure driven by one or two executive champions - Well-defined and enforced standards, including those for intranet standardization and editorial (content)
Publishing	<ul style="list-style-type: none"> - Simple, easy-to-use publishing using one or several tools (often Lotus Notes or Dreamweaver) - Limited or no templates - Limited database capabilities 	<ul style="list-style-type: none"> - Centralized database-driven content management as the single publishing tool - Entrenched templates and standards - Advanced content management system (CMS) functionality and user management
Tools	<ul style="list-style-type: none"> - Advanced search - Some online tools - Some multimedia features 	<ul style="list-style-type: none"> - Advanced employee self service - Portal personalization - Web 2.0 functionality - Next generation search that is also supported by 'hard-coded' results to popular searches
Executive Support	<ul style="list-style-type: none"> - Passive supporters 	<ul style="list-style-type: none"> - Involved champions

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Employee Engagement	<ul style="list-style-type: none"> - Occasional user research - Use of quick polls on the home page 	<ul style="list-style-type: none"> - Regular employee surveys, focus groups, and usability testing - Use of advisory panels - Active use of feedback
Staffing	<ul style="list-style-type: none"> - The equivalent of one and a half full time employees (e.g., one full-time and several part-time employees) - Some occasional contributors 	<ul style="list-style-type: none"> - Two to three full-time employees with an informal or formal committee of up to a couple of dozen stakeholders - Dozens of part-time content contributors
Resources	<ul style="list-style-type: none"> - Funding as needed 	<ul style="list-style-type: none"> - Detailed budget based on cost-benefit analysis - Measurable return on investment

To learn more about the complete Prescient Digital Media intranet evaluation methodology of over 350 intranet variables, please contact us at mmarchionda@prescientdigital.com, 416-926-8800 (www.prescientdigital.com).

About Us

Prescient is a full-service consulting firm with senior Internet and intranet business consultants in Toronto and Vancouver with associates across the United States, Canada and Europe.

Prescient plans and builds highly effective websites and intranets that

- Are demonstrably better than the competition
- Secure stakeholder engagement and support management objectives
- Deliver measurable value by increasing business results and employee productivity

Prescient's web and intranet experience is wide-ranging and includes, for example:

- Planning, launching and managing all aspects of a consumer portal with more than 55 million hits per year
- Transforming an existing intranet (SMB) into a high-powered business system with a two-year ROI of 700% (\$1.5 million)
- Transforming an enterprise's intranet and website into highly functional, user-friendly portals that prior to a redesign scored benchmarked ratings of 4 out of 10, and now score better than 8 out of 10, with many accolades from management and customers alike

Prescient's focus includes the assessment, planning, technology selection, content and launch of intranets, websites, and web-based tools for:

- Health and life sciences
- Financial services
- Energy
- Government

Prescient services for intranet, Internet and e-Health include:

- Analysis (evaluation, business requirements, user research, benchmarking)
- Planning (strategic planning, functional specifications, information architecture)
- Technology (platform and application evaluation, selection, and implementation)
- Implementation (design, integration, content, tools)
- Marketing (communications, content management, operation, marketing, SEO)

Our clients include:



Why Prescient?

- Prescient boasts a full roster of satisfied, world class, Fortune 500 clients
- We are the only known technology consulting firm on the planet that promises to build success measures (critical success indicators) into each and every project
- Prescient owns no software or hardware; we are technology neutral. We find the best technology for our clients based on their business requirements (we do not sell or re-sell any cookie-cutter or off-the-shelf solution)
- 80% of our business comes from existing or past customers or referrals who continually score us with high service grades
- Prescient has the largest roster of expert speaking engagements of any firm in its class with dozens of conference, seminar and webinar events across the globe every year
- Prescient has the most published team of experts of any firm in its class with hundreds of published articles to date
- We have won more than a dozen awards including a prestigious Webby Award

For more information regarding our services:

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