



# Intranet 2.0

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Social media becomes mainstream  
on the corporate intranet

By Toby Ward

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# Introduction

This is the free summarized, version of the Intranet 2.0 Global Survey analysis report (11 pages). Participants of the survey have been sent the full version of the report for free. Non-participating individuals and organizations wanting a full copy of the 44-page report may purchase a copy for US\$79.00 at [www.PrescientDigital.com](http://www.PrescientDigital.com) or phone 416.926.8800.

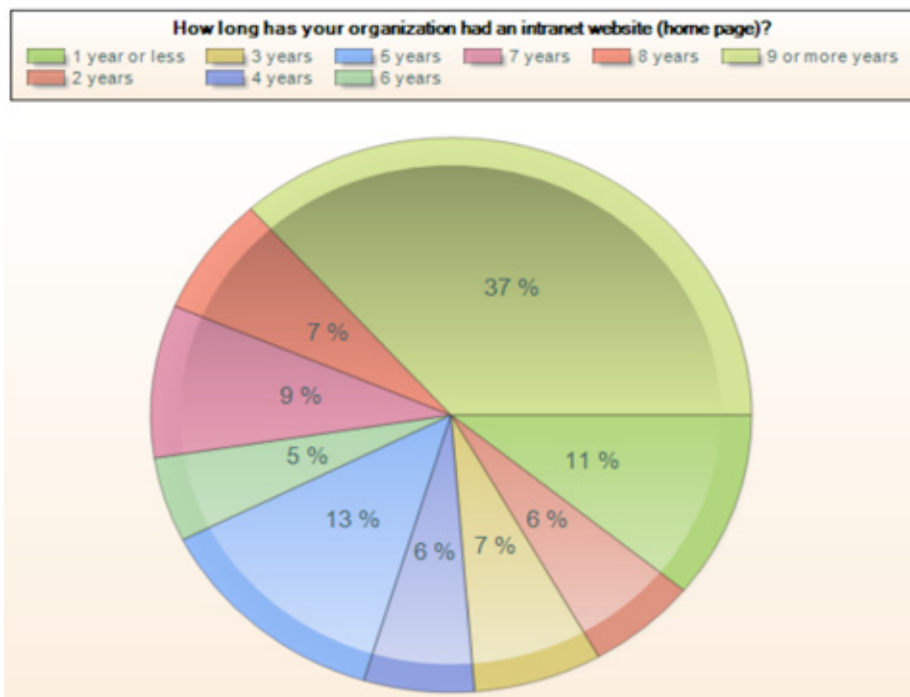
561 organizations of all sizes from across the planet participated in the Intranet 2.0 Global Survey and the results reveal rapid adoption of social media on the corporate intranet in the past year or two. The survey was led by Toby Ward, President, Prescient Digital Media, and conducted online between the fall of 2008, and Spring 2009.

## Geographical representation:

- 36% of respondents/organizations are from the U.S
- 24% from Europe
- 11% from Canada
- 11% from Australia / New Zealand
- 10% from UK
- 8% from Asia, Africa, South & Central America

## Intranet size (Employees with access):

- 61% of the organizations have more than 1,000 employees
- 32% have 6,000 or more employees
- 39% have less than 1000 employees



### **Intranet maturity:**

- 53% of organizations have had an intranet for 7 or more years
- 17% of organizations have had an intranet for 2 years or less

### **Organizations by industry:**

- 13% of the organizations are government
- 13% from technology
- 12% from financial services
- 6% from healthcare
- 5% from each media/entertainment, B2B, non-profit, & telecommunications
- 4% from energy as well as manufacturing and retail/consumer goods

### **For more information**

For more information on the Intranet 2.0 Global Survey or for help identifying, planning and implementing Intranet 2.0 tools, please contact Prescient Digital Media directly via the website ([www.PrescientDigital.com](http://www.PrescientDigital.com)) or phone 416.926.8800.

# Executive Summary

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An organization without a 2.0 strategy risks being left behind or outright failure (death may be slow).

Once a nice-to-have or a future wish, Intranet 2.0 tools such as blogs, wikis and other vehicles have become mainstream, and are present in nearly 50% of organization intranets (regardless of size) in North America, Europe, and Australia and New Zealand.

Intranet blogs, wikis and discussion forums are quite pervasive, while podcasts and mashups remain an after-thought at most organizations:

- 47% have intranet wikis (17% enterprise deployment); 10% have no plans or interest
- 46% have intranet discussion forums (19% enterprise use); 9% have no plans or interest
- 46% have intranet instant messaging (29% enterprise use); 21% have no plans or interest
- 45% have intranet blogs (13% enterprise deployment); 11% have no plans or interest
- 37% have intranet RSS (13% enterprise use); 12% have no plans or interest
- 23% have intranet podcasts (6% enterprise deployment); 30% have no plans or interest
- 21% have intranet content tagging (9% enterprise use); 24% have no plans or interest
- 19% have intranet social networking (6% enterprise use); 20% have no plans or interest
- 8% have intranet mashups (3% enterprise use); 45% have no plans or interest

## Technology platforms

Less than two-third's of organizations use a CMS for their intranet (63%):

- 25% use a custom built CMS (home grown CMS)
- 25% use an off-the-shelf solution CMS
- 11% use a portal solution
- 20% use a hybrid/combination
- 10% use open source

While a CMS is the most popular technology platform to power an intranet, there is no dominant CMS solution – no one vendor has more than 20% market share:

- Microsoft SharePoint is used by 20% of those that use a CMS
- Interwoven, Documentum and Vignette each have 4% market share
- No other solution was cited by more than 8 organizations (2.5% share)



## SharePoint & other Intranet 2.0 solutions

Microsoft is leading the 2.0 charge and dominating all the competition. For those organizations that have deployed 2.0 tools inside the firewall, about half of all organizations have SharePoint (in some shape or form). No other vendor is used in more than 20% of organizations (some organizations use multiple solutions):

- 48% of organizations use SharePoint
- 20% of organizations use Facebook
- 17% of organizations use MediaWiki
- 16% of organizations use WordPress
- 13% of organizations use Confluence

Despite all the hype and regular attention and press they receive, SocialText and Lotus Connections (Quickr) are only present in 3% and 4% of organizations respectively.

## Cost of Intranet 2.0

Intranet 2.0 is cheap. Of those organizations that have implemented 2.0 tools, almost half have spent \$10,000 or less on these tools:

- 46% have spent \$10,000 or less
- 35% have spent between \$10,000 and \$100,000
- 19% have spent \$100,000 or more

## Satisfaction

Satisfaction levels with Intranet 2.0 tools remain satisfactory or poor:

- Only 29% of organizations rate the tool functionality as good or very good; 24% rate them as poor or very poor
- Satisfaction rates with executives is dangerously low: only 23% of executives rate the 2.0 tools as good or very good; 38% rate them as poor or very poor

## Barriers to implementation

Without a proper plan and business case, many organizations will fail to properly implement Intranet 2.0 technologies. Those organizations that don't have 2.0 tools are not getting executive approval to proceed as they don't have a proper plan or business case that convinces senior management of the need.

Of those organizations that have not implemented Intranet 2.0 tools, lack of a business case, executive support, and IT support are the top barriers:

- 33% of respondents cite lack of executive support as the greatest challenge
- 31% of respondents say lack of IT support is the greatest barrier to implementation
- 30% of respondents cite lack of a business case as the greatest challenge

# Key Findings

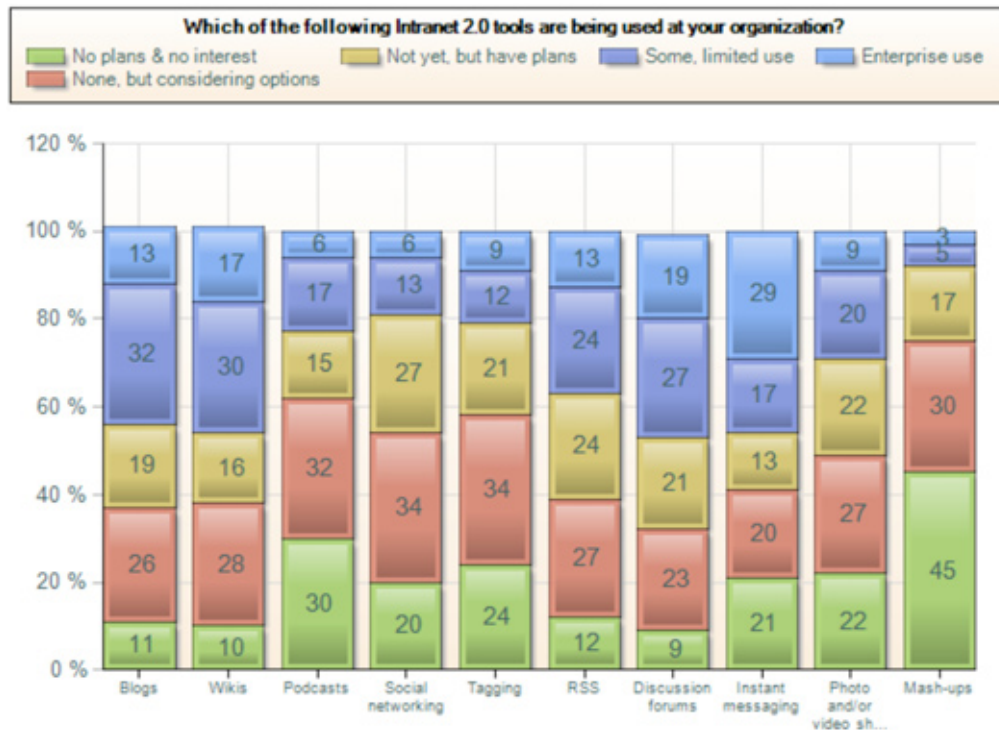
## Question 7: Intranet 2.0 Tools

Which of the following Intranet 2.0 tools are being used at your organization?

### Findings:

Intranet 2.0 tools such as blogs and wikis have become mainstream, and are present in nearly 50% of organization intranets (regardless of size) in North America, Europe, Australia & New Zealand:

- 47% have intranet wikis (17% enterprise deployment); 10% have no plans or interest
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- 19% have intranet social networking (6% enterprise use); 20% have no plans or interest



## **Analysis:**

An organization without Intranet 2.0 tools, or plans to use them, risks being out-manoeuvred by the competition. While podcasts and photo & video sharing are not well used, and have questionable value when compared to other alternatives, wikis in particular are becoming mission-critical tools. Blogs, social networking, tagging, RSS, discussion forums & mash-ups can also contribute legitimate business value and will continue to increase in popularity. An organization without a 2.0 strategy risks being left behind, or outright failure (death may be slow).

## About Prescient Digital Media

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Prescient Digital Media is a group of senior intranet and Internet consultants that provide strategic Internet and intranet consulting, planning and communications services to organizations of all sizes.

Prescient plans and builds highly effective websites and intranets that...

- are demonstrably better than the competition;
- make CEOs and users happy; and
- deliver measurable value by increasing sales and employee productivity.

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
- Technology

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

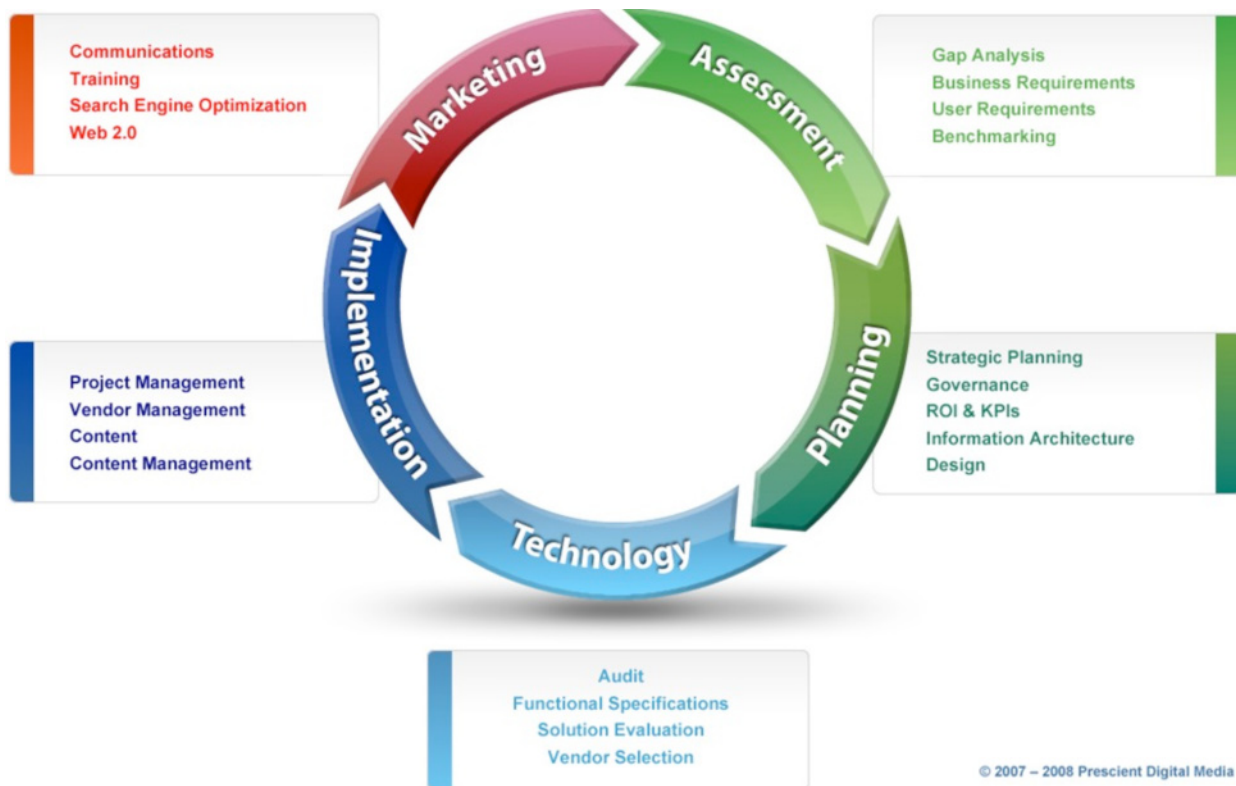
- Analysis (evaluation, business requirements, user research, benchmarking)
- Planning (strategic planning, functional specifications, information architecture)
- Technology (platform and application evaluation, selection, and implementation)
- Implementation (design, integration, content, tools)
- Marketing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

### Some of our clients include:



# Intranet Project Methodology

The Intranet Project Methodology © 2001 - 2009 is the all encompassing intranet project methodology for guiding the process of building or redesigning an intranet or enterprise portal. This methodology was initially developed by Toby Ward in 2001, and has been refined two times since the initial iteration (based on market changes in organizational culture, technology, and common project methodologies).



Using our unique intranet methodology, Prescient intranet consultants construct a complete intranet plan that encompasses all the details and functions of an intranet, including information architecture, governance, design and technology.

Prescient encourages all organizations, whether a client or not, to adopt the methodology for their own and to use in steering the development of their intranet, portal, extranet or website.

## Additional Reading

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Intranet articles & case studies – [www.IntanetBlog.com](http://www.IntanetBlog.com)

Follow us on Twitter – [www.Twitter.com/Intanet2](http://www.Twitter.com/Intanet2)

Join the Intranet Global Forum on Facebook – [www.Facebook.com/group.php?gid=2723005032](http://www.Facebook.com/group.php?gid=2723005032)

View our presentations on intranets on our SlideShare channel – [www.slideshare.net/prescient](http://www.slideshare.net/prescient)

Watch Toby discussing the future of intranets – [www.YouTube.com/watch?v=kaTMOTpRVQk](http://www.YouTube.com/watch?v=kaTMOTpRVQk)

Watch the slidecast presentation on the preliminary study findings – [www.YouTube.com/watch?v=SgFwltExWG4](http://www.YouTube.com/watch?v=SgFwltExWG4)

### **Intranet 2.0 BluePrint:**

Based on our early adopter knowledge of Intranet 2.0, a technology-neutral approach to defining business requirements and a proven methodology for aligning online collaboration needs with organizational goals, Prescient uses a customizable Intranet 2.0 Blueprint for our clients.

While the specific scope of the project will vary based on the client's unique requirements and budget, common deliverables in Prescient's Intranet 2.0 Blueprint include:

- Business requirements analysis – we will interview, gather and analyze feedback from key leaders, communications stakeholders, and end-user employees to understand the current needs and opportunities for improvement as well as exactly how Intranet 2.0 tools can be used to improve your business.
- Intranet 2.0 plan – Prescient will develop a detailed plan that documents the organization's need, the intended benefits, the specific strategic directives, suggested technology, and the types of tools (blogs, wikis, RSS, etc.) and functionality required.
- Blogs and wiki policies – we will define the roles and responsibilities of managers and end-users, the dos and don'ts, and recommendations and tips for both Intranet 2.0 users and managers.
- Intranet 2.0 implementation – Prescient will work with your internal IT department to implement two to three social media tools (e.g. 1 blog and 2 wikis with several options, features and content focuses) depending on the requirements analysis and subsequent plan, & the RSS technology used to drive posted content to end users.

**For more information or to contact the author:**

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