

State of the Social Intranet

Results of 2012 Social Intranet Survey

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Prescient Digital Media
January 2013



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Introduction

The *Social Intranet Study* examines social media use on corporate intranets and the magnitude, use, and popularity of social media by employees and executives. The study findings and analysis are based on survey results collected in Fall 2012 by Toby Ward, Prescient Digital Media. These results reveal rapid adoption of social media on the corporate intranet in the past year.

The Social Intranet Survey was completed by 651 participants in small, medium, and large organizations in a variety of industries across the world.

Geographical representation

The majority of organizations' head offices are located in North America and Europe:

- 32% of organizations are based in the United States.
- 24% of organizations are based in Europe.
- 15% of organizations are based in Canada.

Intranet size (employees with access)

The Social Intranet Survey sample consists of organization sizes from less than 100 intranet users to more than 50,000:

- 34% of organizations have one to 999 employees with intranet access.
- 40% of organizations have 1,000 to 9,999 employees with intranet access.
- 27% of organizations have 10,000 to 50,000+ employees with intranet access

Intranet size (organization revenue)

The survey was completed by a strong, cross-representative sample of small, medium and large organizations with revenues ranging from less than US\$1 million to more than US \$1 billion:

- 12% of organizations have revenues of less than US\$1 million.
- 59% of organizations have revenues between US\$1 million and US\$1 billion.
- 30% of organizations have revenues of more than US\$1 billion.

Intranet maturity

Most organizations have had an intranet for many years. In fact, 81% of organizations have had an intranet for five or more years:

- 5% of organizations have had an intranet for less than 1 year.
- 49% of organizations have had an intranet for more than 10 years.

Organizations by industry

The following are the 10 most represented industries included in the study:

- Consulting
- Financial Services
- Health Care/Medicine
- Insurance
- Education
- Telecommunication equipment and services
- Banking
- Utility (water/power/energy)
- Computer equipment and services
- Media

In this report, the phrase “social media” and “intranet 2.0” are synonymous labels for describing enterprise or intranet social media tools such as blogs, wikis, and social networking.

For more information on the *Social Intranet Study*, or for help identifying, planning and implementing Intranet 2.0 tools, please contact Prescient Digital Media directly via the website www.PrescientDigital.com or by phone at +1 416.926.8800.

Note: percentages may not total 100 due to rounding.

Executive Summary

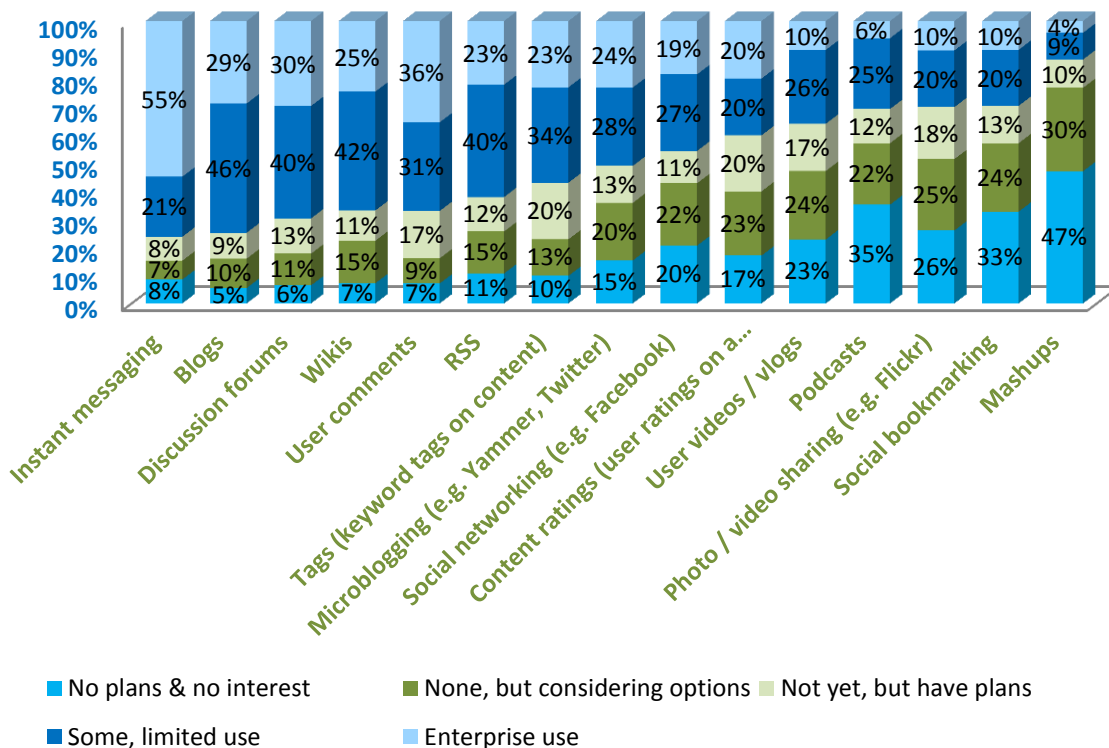
Social media tools such as blogs, wikis and other vehicles, are present on most corporate intranets: 71% have at least one social media tool available to some or all employees. The most popular social media tools are instant messaging, blogs, discussion forums, wikis, and user commenting.

Most common intranet 2.0 tools

The five most popular social media tools are instant messaging, blogs, discussion forums, wikis, and user commenting:

- 76% of organizations have instant messaging.
- 75% of organizations have blogs.
- 70% of organizations have discussion forums.
- 67% of organizations have wikis.
- 67% of organizations have user commenting.

The following chart shows the most popular Intranet 2.0 tools in order from most popular (left) to least popular (right).



Technology platforms

Portal solutions (e.g. SharePoint or WebSphere) are the most popular technology platforms. Almost one half of intranets are powered by a portal solution:

- 44% of organizations use a portal solution.
- 24% use a content management system (e.g. Interwoven or Ektron).
- 15% use a custom-built solution.
- 13% use a hybrid solution.
- 4% use a social media platform.

SharePoint and other Intranet 2.0 solutions

Microsoft continues to dominate the enterprise collaboration or intranet 2.0 market. For those organizations that have deployed at least one Intranet 2.0 tool, about half (46%) have SharePoint (in some shape or form). No other vendor is used in more than 15% of organizations (though some organizations use multiple solutions).

- 46% of organizations with Intranet 2.0 tools are using Microsoft SharePoint (MOSS).
- WordPress and Facebook (employee groups) are becoming popular Intranet 2.0 products and are currently used in 13% and 10% of organizations, respectively.

Cost of social media

Most organizations spend little or nothing on their enterprise social media tools. Many organizations that implement social media tools spend less than US\$10,000:

- 47% have spent less than US\$10,000.
- 30% have spent between US\$10,000 and US\$99,999.
- 23% have spent US\$100,000 or more.

Satisfaction

Executives and employees alike are less than thrilled with their enterprise social media. A very small percentage of organizations rate their Intranet 2.0 tools as good or very good:

- 29% of organizations rate their Intranet 2.0 tools' ease of use as good or very good.
- 28% of organizations rate their Intranet 2.0 tools' quality of content as good or very good.
- 26% of organizations rate their Intranet 2.0 tools' functionality as good or very good.
- 22% of organizations rate employee satisfaction with Intranet 2.0 tools as good or very good.
- 17% of organizations rate executive satisfaction with Intranet 2.0 tools as good or very good.
- Only 19% of organizations rate their overall satisfaction with their Intranet 2.0 tools as good or very good.

Barriers to implementation

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

The two greatest priorities continue to be lack of executive support and “other bigger priorities”:

- 22% cite lack of executive support as the primary barrier to implementation.
- 18% cite “other, bigger priorities” preventing them from implementation.
- 13% cite lack of interest as the greatest barrier to implementing social media tools.

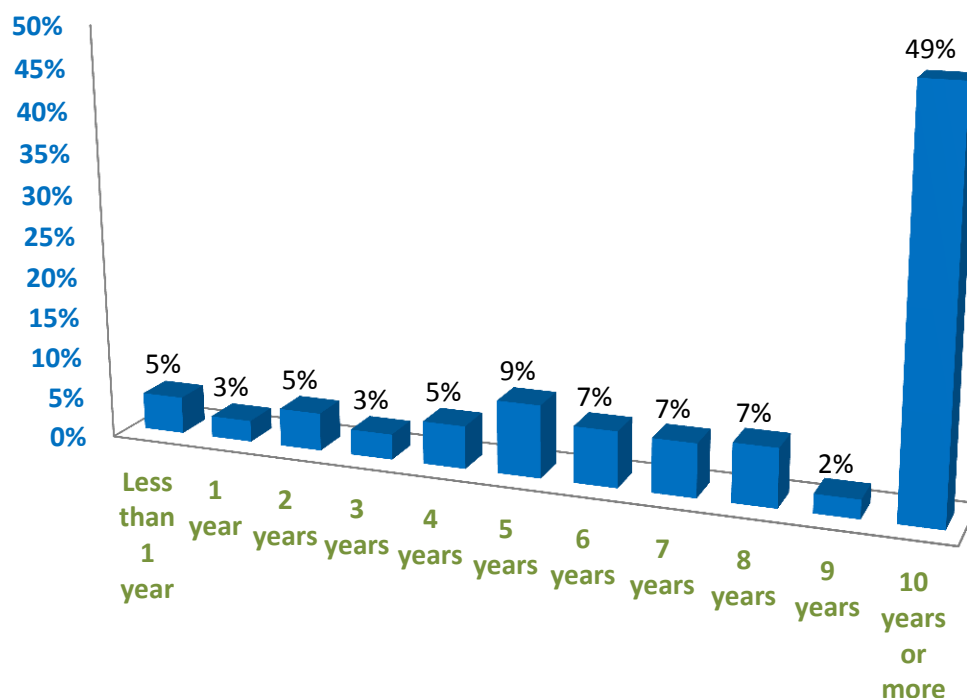
Key Findings

1. INTRANET AGE

Q: How long has your organization had an intranet website (home page)?

Most organizations have had an intranet for many years. In fact, 81% of organizations have had an intranet for five or more years:

- 5% of organizations have had an intranet for less than 1 year.
- 49% of organizations have had an intranet for more than 10 years.



ANALYSIS

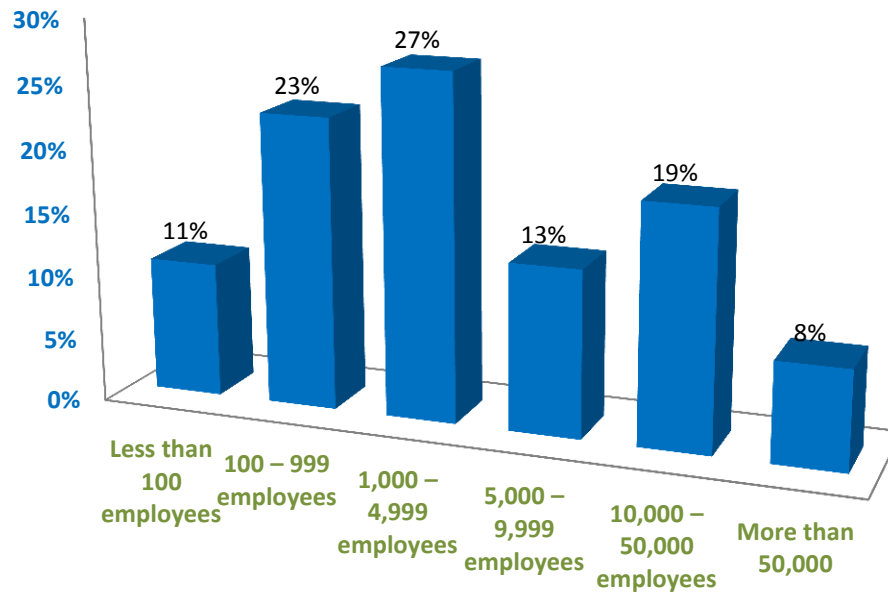
Most organizations have had an intranet for many years, and those intranet home pages have had at least one or two redesigns. The very few organizations that do not have intranets are badly lagging the rest of the business field when it comes to electronic employee communication and internal business.

2. EMPLOYEE ACCESS

Q: How many of your employees have intranet access (total number of employees minus those that don't have intranet access)?

The survey sample consists of a diverse range of organization sizes (from less than 100 intranet users to more than 50,000):

- 34% of organizations have 1 to 999 employees with intranet access.
- 40% of organizations have 1,000 to 9,999 employees with intranet access.
- 27% of organizations have 10,000 to 50,000+ employees with intranet access.

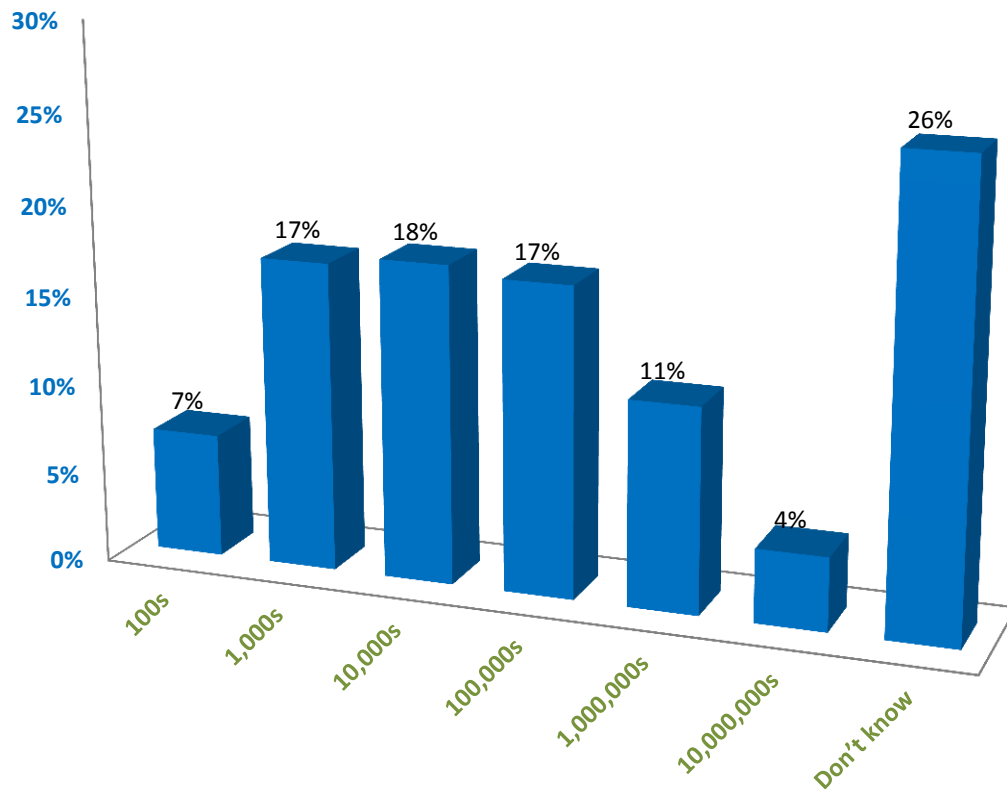


3. INTRANET USE

Q: How many page views does your main site have per month?

Many of the respondent organizations do not know how often employees are using the intranet. Of those that do measure traffic, the intranet is generally not well used:

- 26% of organizations do not know the user traffic of their intranet.
- 7% have fewer than 100 unique visitors per month.
- 50% have more than 10,000 unique visitors per month.
- 15% have more than one million unique visitors a month.

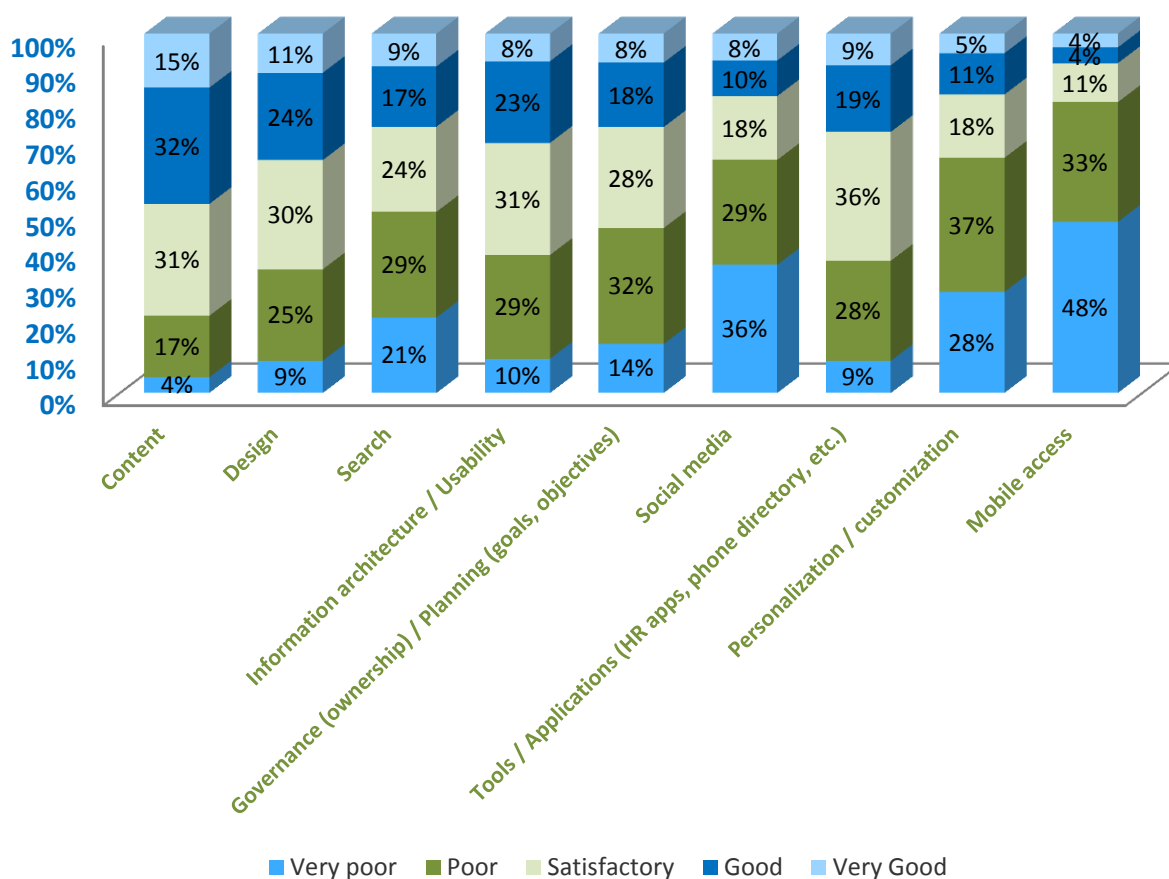


4. INTRANET FUNCTIONS

Q: How would you rate the quality / effectiveness of the following elements of your intranet?

The quality and effectiveness of most intranet functions is quite low, if not below satisfactory. While content and design barely get passing grades, most areas of an intranet receive a sub-par if not failing grade:

- Only 47% of organizations rate their intranet content as good or very good.
- 81% of organizations say mobile access to their intranet is poor or very poor.
- 65% of organizations rate their social media tools as poor or very poor.



ANALYSIS

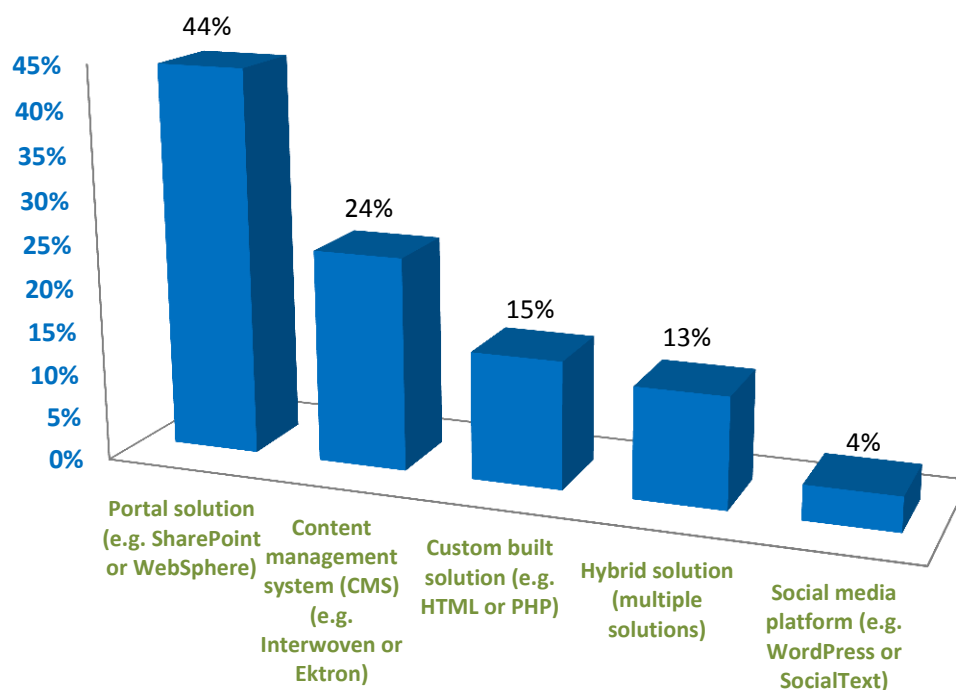
Many organizations are still rating crucial intranet functions as poor and very poor, as indicated by the sky-blue and green sections at the bottom of graph bars (see above). While content is rated as the highest intranet component, the majority are not totally satisfied with the content on their intranet, which is arguably the most important function listed here. The cumulative scores reveal an average intranet score of about 5.5 out of 10 (55%); a barely passing grade. This speaks to the general poor state of most intranets.

5. TECHNOLOGY

Q: What type of technology powers your main intranet?

Portal solutions (e.g. SharePoint or WebSphere) are the most popular technology platforms. Almost one half (44%) of intranets are powered by a portal solution; 24% of intranets are powered by content management systems (e.g. Interwoven or Ektron).

- 44% of organizations use a portal solution.
- 24% use a content management system.
- 15% use a custom-built solution.
- 13% use a hybrid solution.
- 4% use a social media platform.



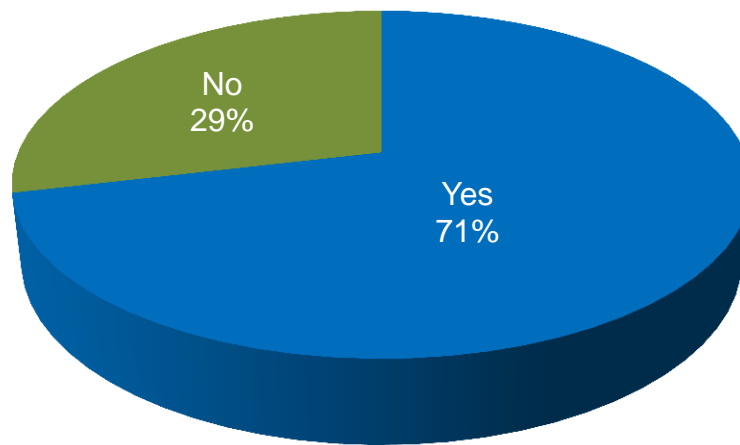
ANALYSIS

The number of organizations using a portal solution has increased over the past year: 34% (last year) to 44% (this year). This is largely due to the continued dominance of Microsoft SharePoint in the market. As shown in the cross-tabulation findings, the industry and size of the organization are two factors that play a significant role in determining which technology platform will power an organization's intranet.

6. SOCIAL MEDIA TOOLS

Q: Does your intranet have at least one social media tool (blog, wiki, instant messaging, etc.) available to at least a portion of your employee population (including pilots or tests, or tools limited only to a work group)?

- 71% of organizations have at least one social media tool on the intranet.
- 29% of organizations do not have any social media tools on the intranet (to their knowledge).



ANALYSIS

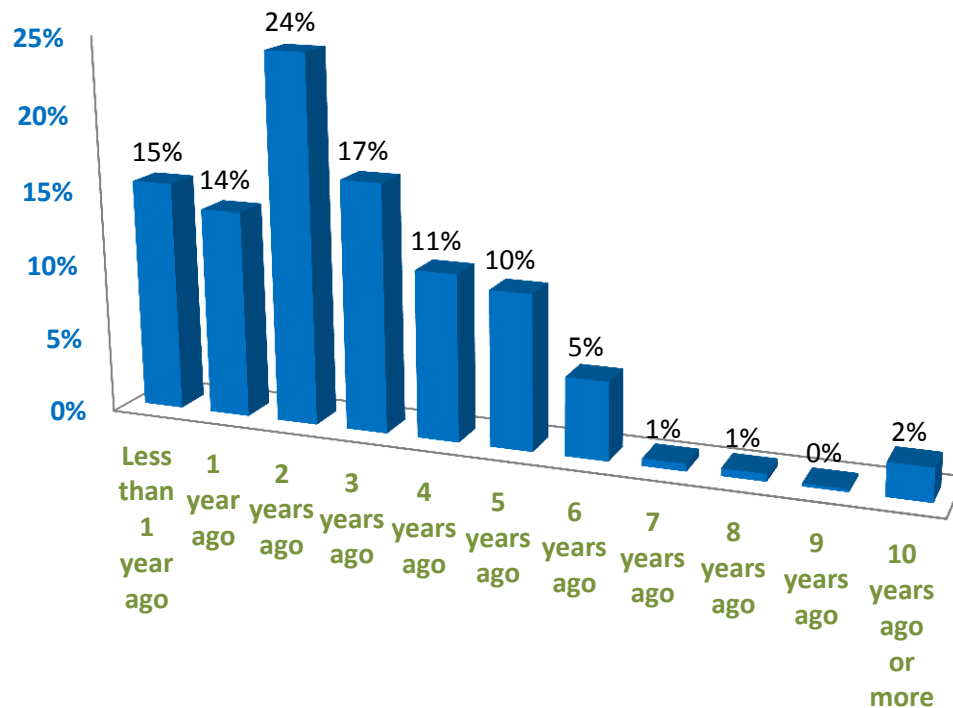
71% of organizations that participated in the survey have at least one social media tool on their intranet, a slight increase from last year's survey. Organizations that haven't adopted such tools are now in the minority and are flirting with obsolescence in the face of a "global talent crunch" — the fight for young, talented individuals to replace the rapidly aging and retiring baby boomers.

7. TIMING

Q: When did your organization introduce its first social media tool?

Intranet 2.0 tools are still very new:

- 51% of organizations have had Intranet 2.0 tools for less than 2 years.
- Only 19% of organizations have had their Intranet 2.0 tools for more than 5 years.



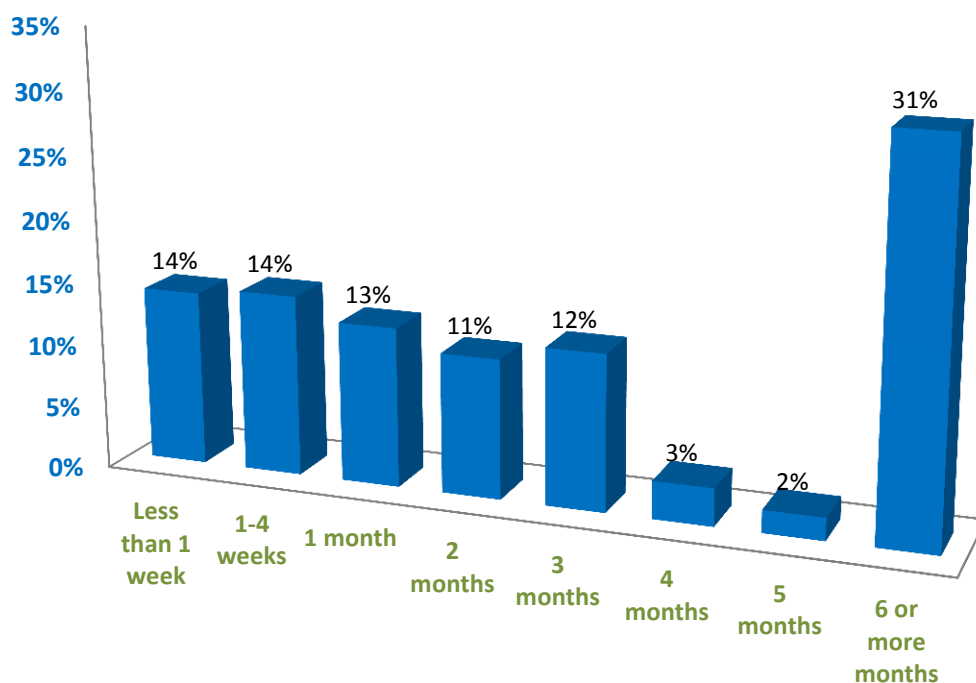
ANALYSIS

While “first-mover advantage” is gone for most organizations considering Intranet 2.0 tools, very few organizations have had 2.0 tools long enough to perfect their use, or to achieve a critical-mass of acceptance/use by employees. Only 49% of organizations have had social media tools on their intranet for more than two years.

8. EVALUATION TIME

Q: How much time did you take to evaluate different social media tools?

- 14% of organizations took less than 1 week to evaluate their social media tools.
- 27% of organizations took 1-4 weeks to evaluate their social media tools.
- 23% of organizations took 2-3 months to evaluate their social media tools.
- 31% of organizations took 6 months or more to evaluate their social media tools.



ANALYSIS

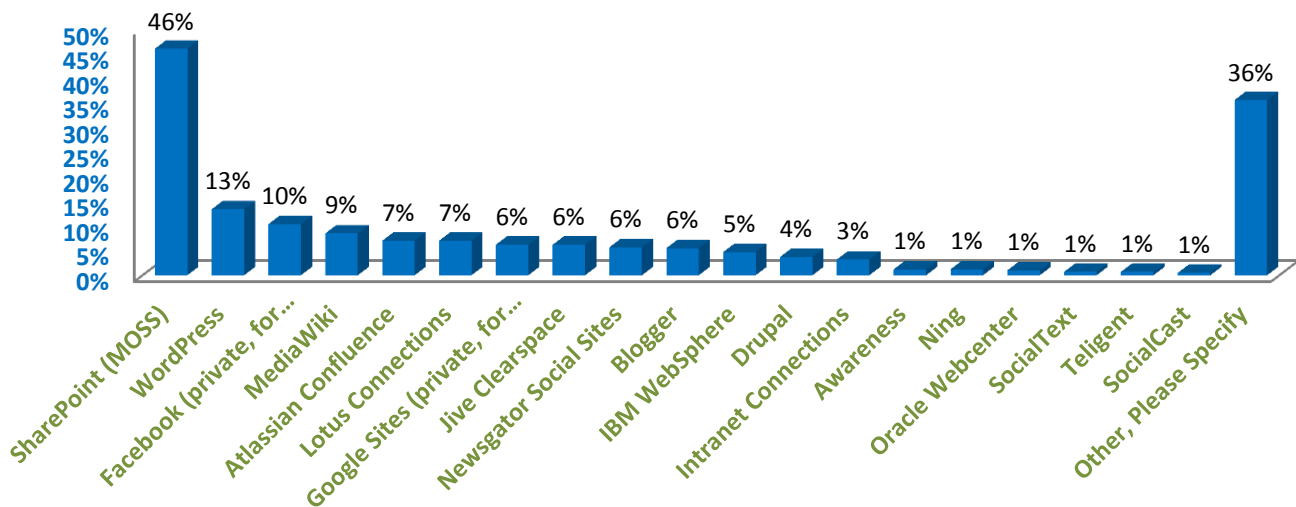
Most organizations do not properly *evaluate* and select technology, but rather, are *sold* technology. It is important for any organization to avoid being sold technology, and to choose technological tools based on the business and functional requirements of the organization itself. An evaluation period of two to four months per technology solution—this includes the time needed to gather information on the organizations requirements, and to establish evaluation criteria—is considered best practice. Many organizations (approximately 41%) spend less than this time period evaluating their tools.

9. PRODUCTS

Q: What social media solution(s) do you use? Check all that apply.

One product stands above all other vendor solutions used to power enterprise social media tools: SharePoint.

- 46% of organizations with Intranet 2.0 tools are using Microsoft SharePoint.
- WordPress and Facebook (employee groups) are becoming popular employee social media tools and are currently used in 13% and 10% of organizations, respectively.



ANALYSIS

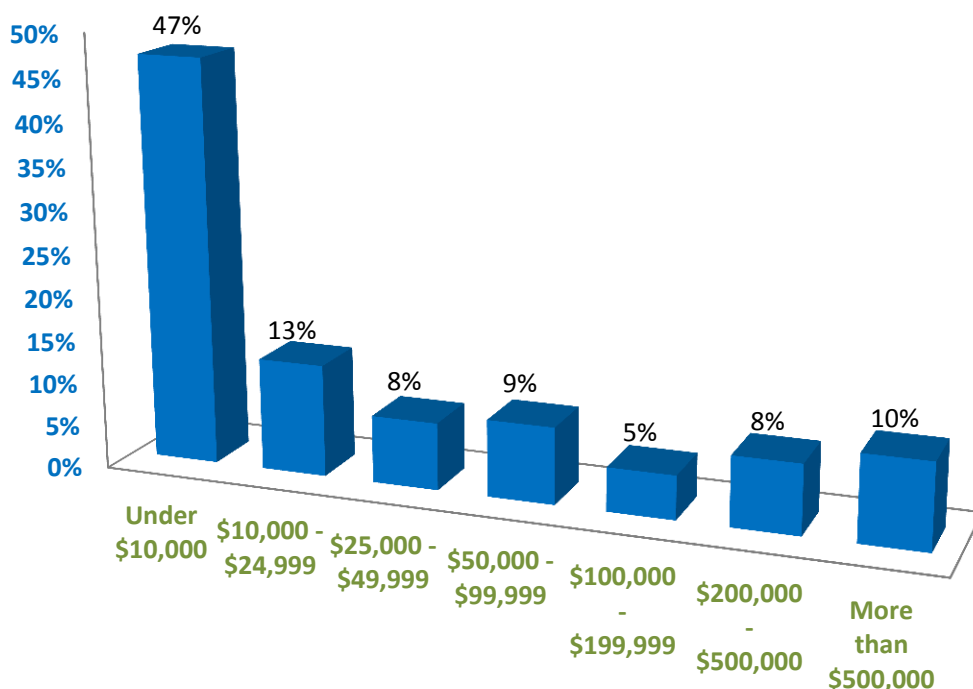
SharePoint clearly continues to dominate all other technologies. About half of all companies have deployed SharePoint in some shape or form, and many are using it as the de facto platform for wikis, blogs, or integrating third-party plug-ins that work in connection with SharePoint 2007, 2010 or another version. Free and open-source services such as Facebook, WordPress and MediaWiki are the next most prevalent tools, but no other commercial vendor has double-digit market penetration, and the second most popular commercial vendors (Atlassian and Lotus, now IBM) are down at 7% market share.

10. BUDGET

Q: What was the total budget (US\$) for your social media tools (license and installation)?

The cost of entry for most intranet social media tools is very minimal, if not free:

- 47% have spent less than US\$10,000.
- 30% have spent between US\$10,000 and US\$99,999.
- 23% have spent US\$100,000 or more.



ANALYSIS

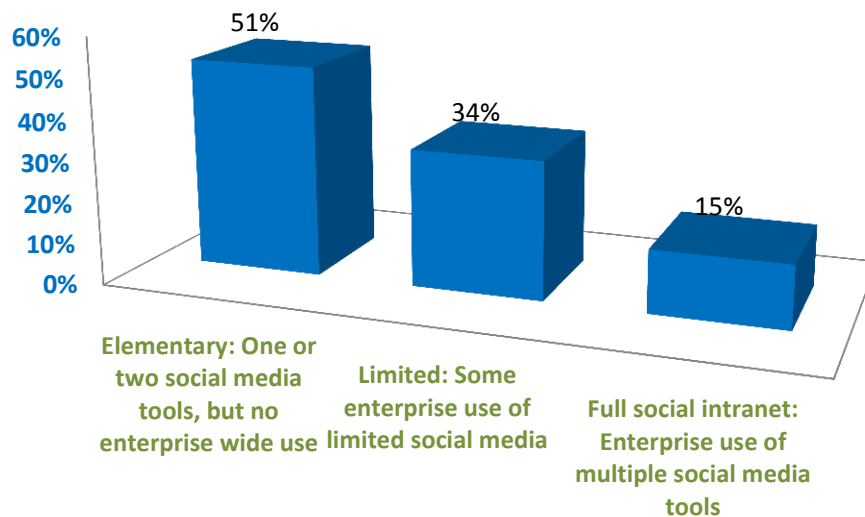
Intranet 2.0 tools are still cheap. Wikis and blogs are comparatively inexpensive to implement, and many organizations use open-source solutions like WordPress and MediaWiki, the tools that come bundled in SharePoint, their respective CMS, or portal solution. Solutions for content tagging, social networking, and mash-ups tend to be more expensive and complex, and are less common in organizations (despite the significant growth of the latter two in the past year). Many organizations start with open-source or bundled components as pilots before making a decision to invest in more robust solutions.

11. DEGREE OF SOCIALITY

Q: What stage or degree of “social” is your intranet – how “social” is your intranet?

Many social intranets are still in their infancy and feature only one or two social media tools:

- 51% of organizations have one or two Intranet 2.0 tools, but no enterprise wide use.
- 34% have some enterprise use of limited social media tools.
- 15% have a full social intranet with enterprise use of many social media tools.



ANALYSIS

True social intranets are rare – about 10% of intranets are truly social (15% of intranets have at least one social media tool). Many organizations are still in the early stages of developing a social intranet. Essential steps to turning an elementary social intranet into a full social intranet include:

1. Develop an overarching plan (purpose, objectives, goals, KPIs, cost-benefit analysis).
2. Develop an intranet governance model (without an explicit, documented governance model for the overall intranet, your intranet will be severely hindered).
3. Create a social media policy (who can do what, when, how, and the rules for doing so).
4. Secure executive sponsorship (ensure you have a senior executive in your corner to help promote your new tools).
5. Select the right technology (ensure the technology solutions are based on the aforementioned plans and business requirements, not knee-jerk intuition or guesswork).
6. Develop a communication (change management) plan (promote these tools by email, newsletter, the intranet home page, and buzz marketing activities).
7. Create active conversations (lead and promote the conversation with topical posts—e.g., new blog posts or wikis— that are well targeted and promoted to potential subject matter experts).

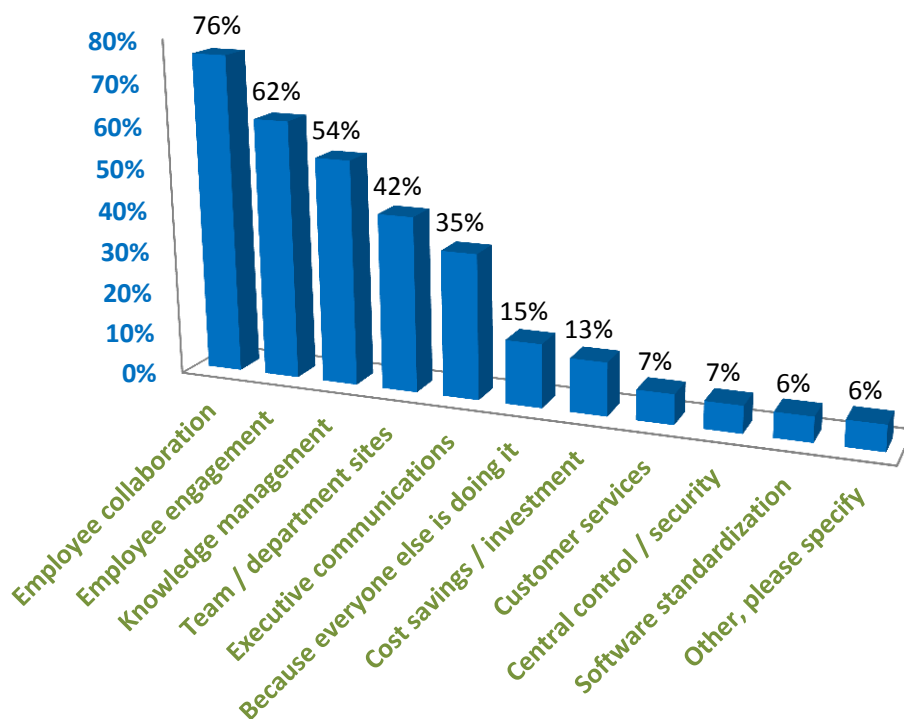
Most organizations jump right to step five or simply settle for the out-of-the-box, base solutions that come with SharePoint, and ignore the requisite planning and absolutely critical change management. Thorough planning is absolutely paramount to ensuring success.

12. REASONS

Q: For what reasons did your organization implement social media tools? Check all that apply.

The leading need or reason behind Intranet social media implementations is employee collaboration, followed by employee engagement:

- 76% of organizations cite “employee collaboration” as a key reason.
- 62% of organizations cite “employee engagement” as a key reason.
- 54% of organizations cite “knowledge management” as a key reason.
- 42% of organizations cite “team/department sites” as a key reason.



ANALYSIS

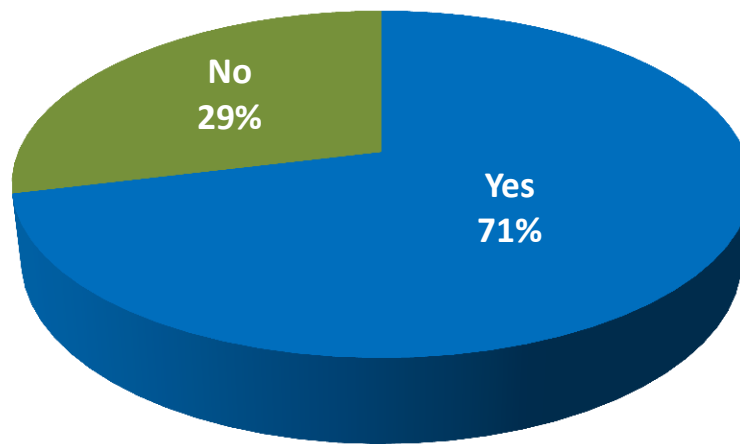
Not surprisingly, most organizations have deployed intranet 2.0 tools as a means of improving employee collaboration and engagement. Knowledge management is also a priority, but closely related to the above employee priorities (if not one in the same). It is worth noting that cost savings or generating revenue from social media are not a priority for most organizations. Rather than being driven from the top down, the executive role is often an afterthought with employees being the priority for most deployments.

13. ACCESS

Q: Can any employee use or contribute content via social media?

Of those that have intranet social media tools, a majority allow employees to contribute content:

- 71% allow any employee to use or contribute to Intranet 2.0 tools.
- 29% do not allow any (every) employee to use or contribute to Intranet 2.0 tools.



ANALYSIS

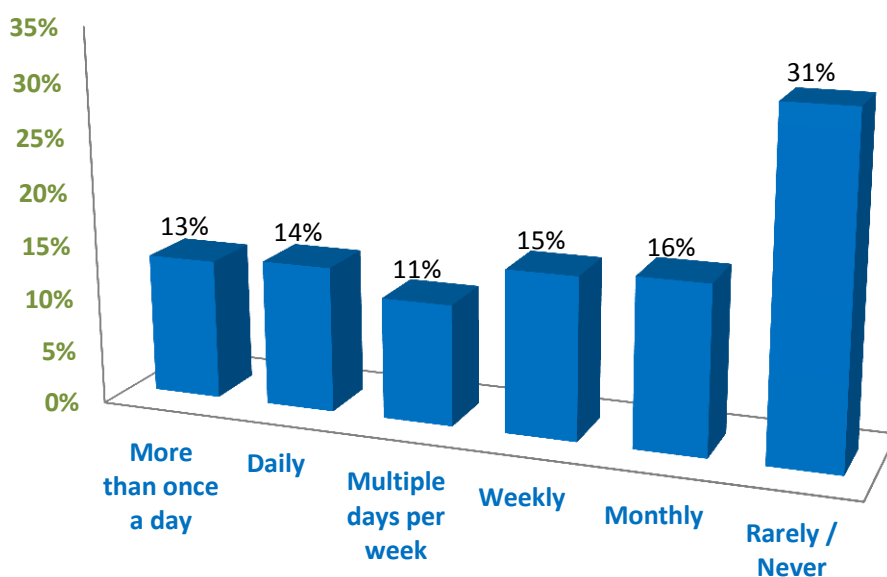
Many organizations allow employees to contribute content to Intranet 2.0 tools, but with stipulations and rules (e.g. only on team sites, after being approved by an editor, etc.).

14. EMPLOYEE CONTRIBUTION

Q: How often do employees contribute content in their own words (or by their own hand) to a blog, wiki, or other social media tool?

Employees contribute more frequently to Intranet 2.0 tools than executives:

- 53% of employees contribute to Intranet 2.0 tools on a weekly basis or more frequently.
- 31% of employees rarely or never contribute to Intranet 2.0 tools.



ANALYSIS

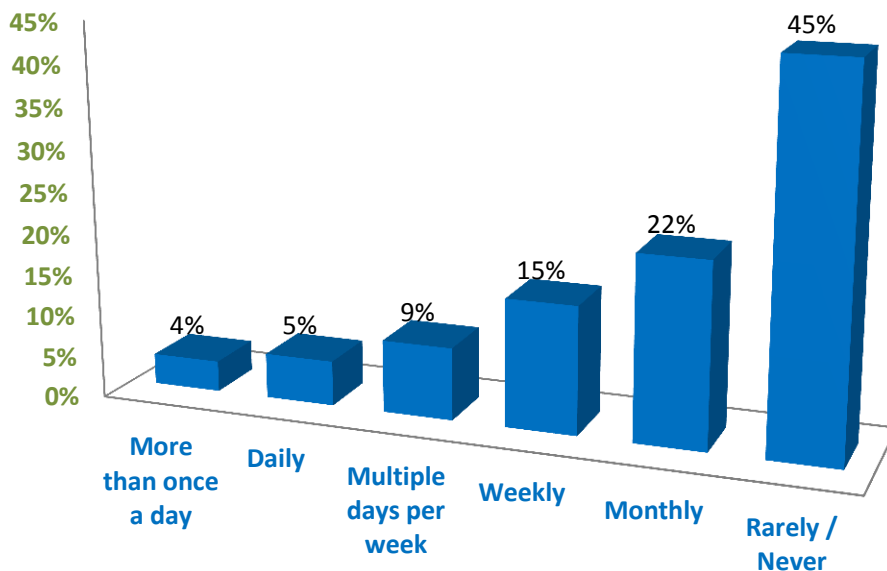
Not unlike the Web 2.0 trailblazers, most contributions to Intranet 2.0 tools are from the ground up, by end users (employees). More employees (albeit a small number) are contributing content to social media tools on a daily basis or multiple times per day. Employee contributions to Intranet 2.0 tools will continue to grow as end users become more accustomed to using these tools for business. Those organizations that encourage use through change management programs will see the highest levels of adoption.

15. EXECUTIVE CONTRIBUTION

Q: How often do executives contribute content in their own words (or by their own hand) to a blog, wiki, or other social media tool?

For those organizations that have internal social media, about half (55%) have active executive contributors (writers).

- Only 37% of executives contribute to Intranet 2.0 tools on a weekly basis or more frequently.
- 55% of organizations with social media have executives that contribute at least once per month.



ANALYSIS

Executives are not contributing to Intranet social media tools as frequently as employees, but they are engaged and involved in leading organizations. While more and more executives are approving Intranet 2.0 tools, they themselves are infrequent contributors. Almost half of executives rarely or never contribute to internal social media tools. However, it is very encouraging to note that 18% of organizations report that their executives contribute to social media tools at least once per week.

16. SATISFACTION

Q: Please rate your satisfaction with your organization's social media tools with respect to the following:

A small percentage of organizations rate their internal social media tools as good or very good:

- 29% of organizations rate their Intranet 2.0 tools' ease of use as good or very good.
- 28% of organizations rate their Intranet 2.0 tools' quality of content as good or very good.
- 26% of organizations rate their Intranet 2.0 tools' functionality as good or very good.
- 22% of organizations rate employees' satisfaction with Intranet 2.0 tools as good or very good.
- 17% of organizations rate executives' satisfaction with Intranet 2.0 tools as good or very good.
- 19% of organizations rate their overall satisfaction with their Intranet 2.0 tools as good very good.



ANALYSIS

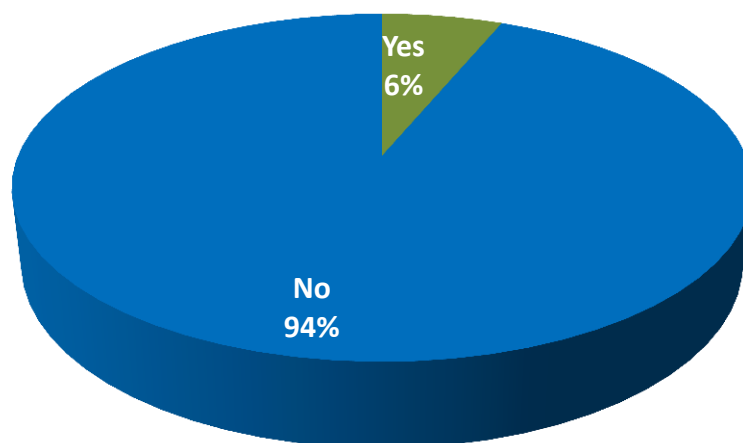
Satisfaction levels with internal social media are quite poor. In fact, the executive response to these Intranet 2.0 tools is dangerously low; ratings are so low that it could be safely said that many organizations' internal social media efforts are viewed as a failure all together. If your executives aren't happy, and your users aren't happy, your social media efforts are failing.

17. RETURN ON INVESTMENT

Q: Have you measured the return on investment (ROI) of any of your social media tools?

The vast majority of organizations do not measure the ROI of their Intranet 2.0 tools:

- 94% of organizations do not measure ROI for Intranet 2.0 tools.
- Only 6% of organizations measure the ROI of their Intranet 2.0 tools.



ANALYSIS

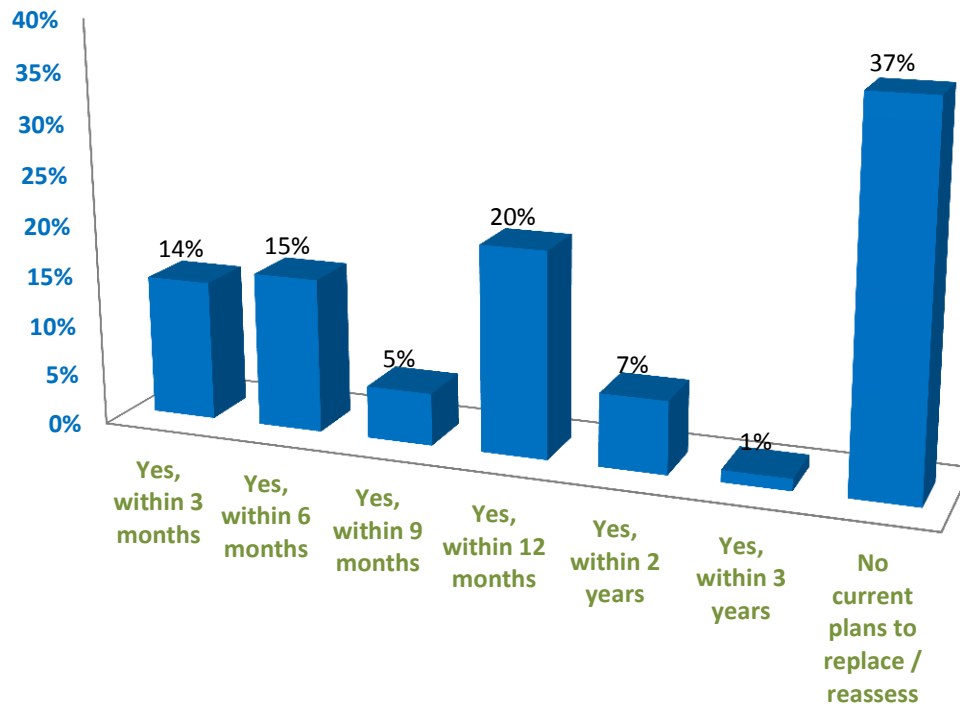
This comes as no shock as the majority of organizations (less than 10% according to [Prescient Digital Media's Intranet ROI Study](#), originally published in 2005) do not measure the ROI of an intranet, let alone Intranet 2.0 tools. Regardless, there are numerous case study examples (see case studies for Placemaking, Sabre, and others on www.IntranetBlog.com) that demonstrate measurable ROI. However, most organizations do not know how to measure ROI or where to begin. Recommended reading includes Finding ROI: Measuring the Value of Intranet Investments.

18. UPGRADING TOOLS

Q: Do you plan on replacing/reassessing your social media tools in the near future?

About half (54%) of participating organizations are looking to replace or reassess their Intranet 2.0 tools in the next year; only 37% have no plans to replace the tools:

- 29% plan to replace these tools within 6 months.
- 25% plan to replace them in 6 months to a year.
- 7% plan to replace them in 1-2 years.
- 1% plan to replace them in 2-3 years.
- 37% have no plans to replace or reassess their Intranet 2.0 tools.



ANALYSIS

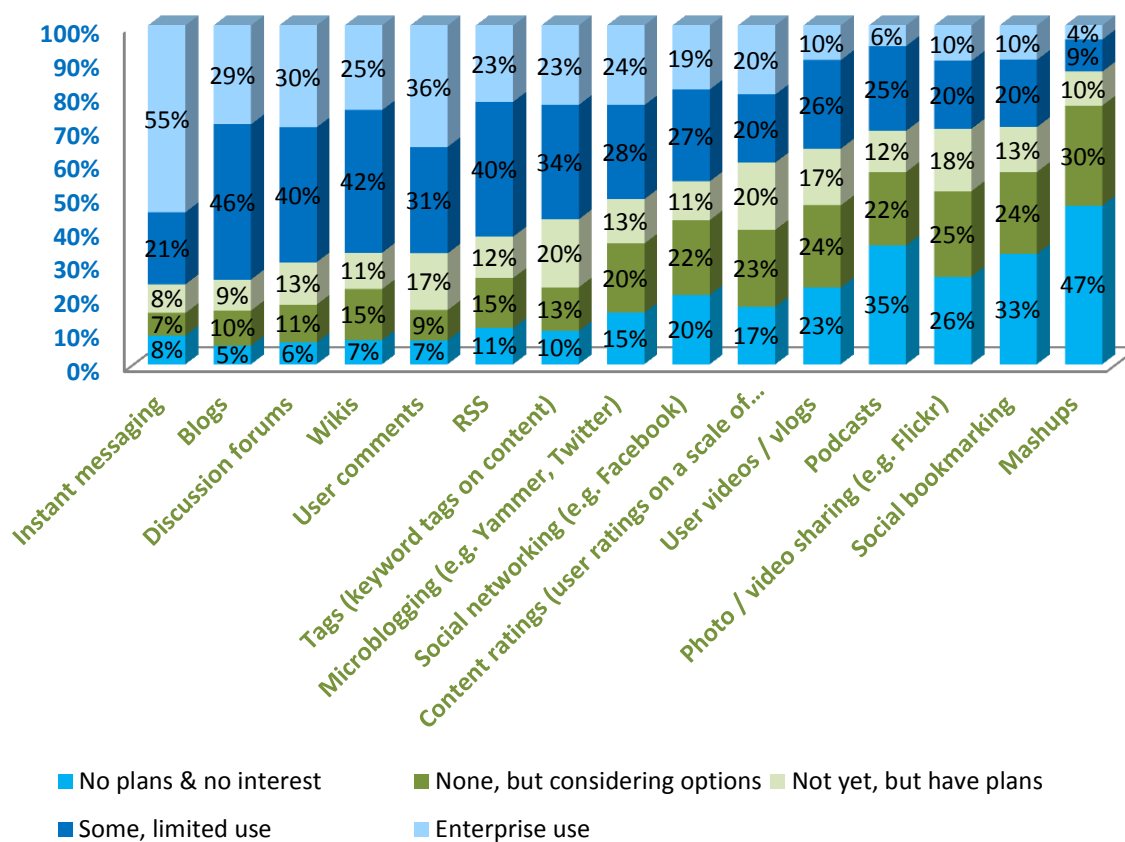
If they follow through with their plans, 54% of organizations will have new Intranet 2.0 tools within the next year. Many organizations that use the tools still use the overly-simplistic tools bundled in SharePoint, their CMS, or open-source solutions that are not very robust, and look and respond like first-generation software solutions.

19. SOCIAL MEDIA TOOLS

Q: Which of the following social media tools are being used at your organization?

The five most popular social media tools are instant messaging, blogs, discussion forums, wikis, and user commenting:

- 76% of organizations have instant messaging.
- 75% of organizations have blogs.
- 70% of organizations have discussion forums.
- 67% of organizations have wikis.
- 67% of organizations have user commenting.



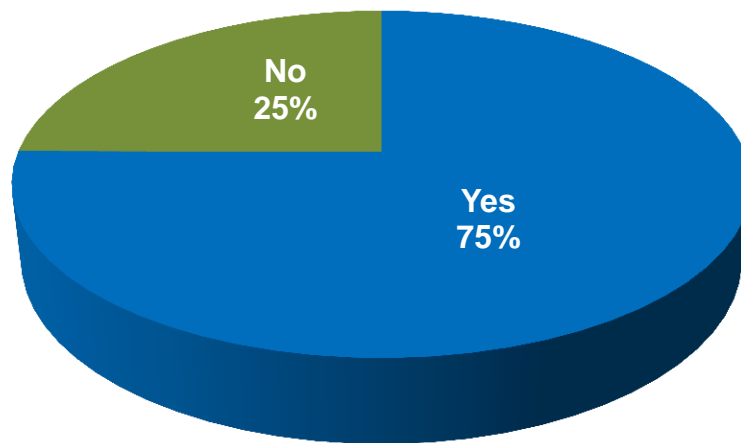
ANALYSIS

The data clearly shows that instant messaging, blogs, forums, and wikis are now commonplace tools in the workplace. Social networking (employee networking) is increasingly popular and on the rise, and is present in 46% of organizations that have at least one social media tool. As the technology that powers intranets continues to improve, intranet vlogs and video-sharing will become more popular.

20. INTRANET 2.0 PLANNING

Q: If you have no social media tools on your intranet, are you currently considering or planning to introduce social media?

- 75% of organizations without Intranet 2.0 tools are currently planning for social media.
- 25% of organizations without Intranet 2.0 have no plans for social media.



ANALYSIS

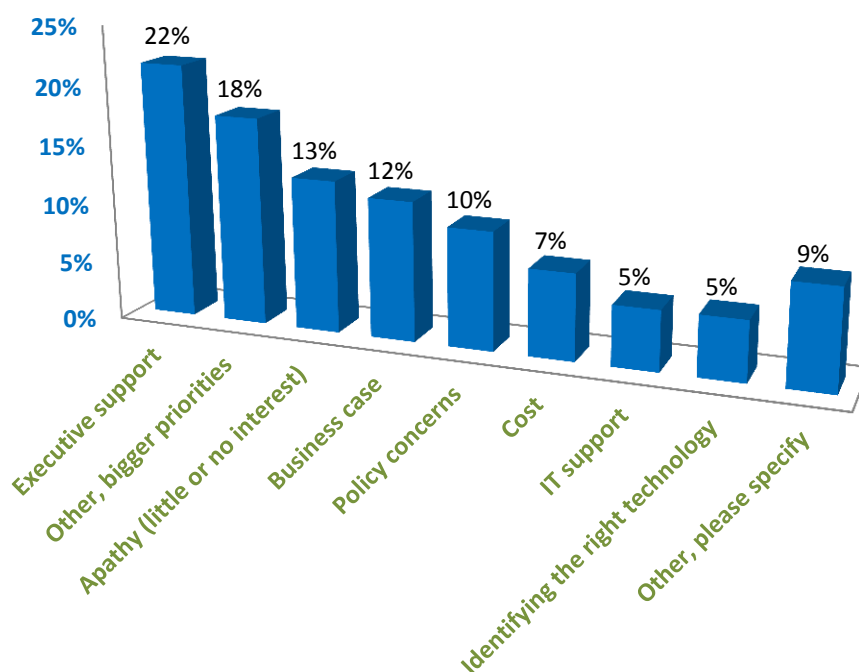
While 29% of organizations do not have a single Intranet 2.0 tool, three-quarters of those are currently planning to introduce social media tools on the intranet.

21. BARRIERS

Q: What do you feel is the greatest challenge or barrier to implementing social media tools?

The two greatest priorities continue to be lack of executive support and “other, bigger priorities”:

- 22% cite lack of executive support as the primary barrier to implementation.
- 18% cite “other, bigger priorities” preventing them from implementation.
- 13% cite lack of interest as the greatest barrier to implementing social media tools.



ANALYSIS

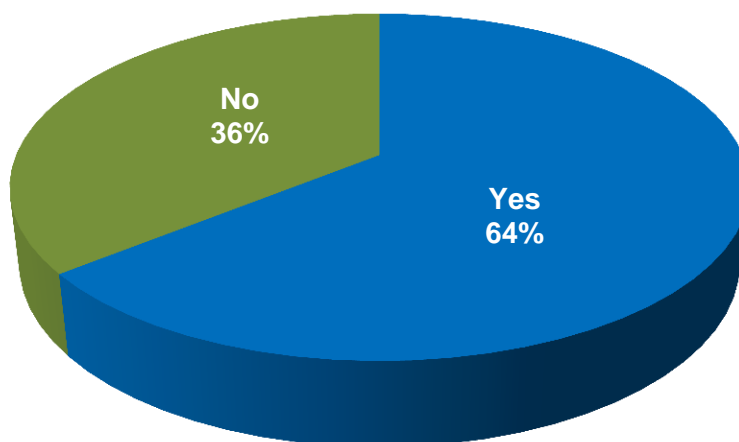
Organizations are hitting several roadblocks when it comes to implementing intranet social media tools, most barriers begin and end in the executive-suite. Without a proper plan and business case, many organizations will fail to properly acquire and implement Intranet 2.0 technologies. Those organizations that do not have social media tools will have immense challenges garnering executive approval to proceed, as they don't have a proper plan or business case that convinces senior management of the need. Business cases need not always have hard ROI and other dollar-driven targets, but a clear need must be established. Each business case should cite employee needs (research) and external benchmarks and comparators (competitive and industry benchmarks are preferred).

22. GOVERNANCE

Q: Does your organization have user content governance, standards or policies?

Most organizations have user content governance, standards, or policies:

- 64% of organizations have user content governance, standards, or policies.
- 36% of organizations do not have user content governance, standards, or policies.



ANALYSIS

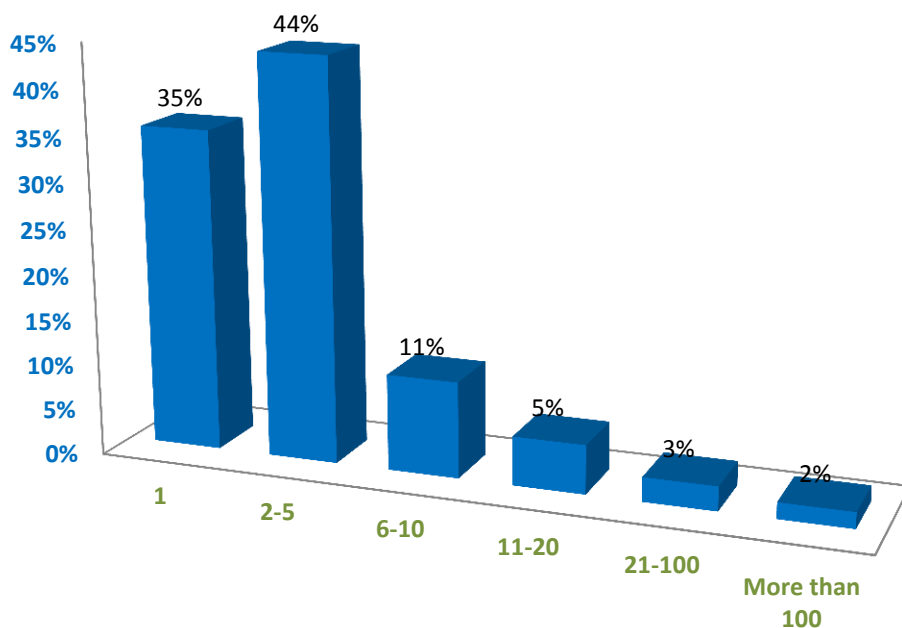
Many organizations still do not have governance namely, well documented ownership and use policies for social media on the corporate intranet. Those that do report a range of issues concerning their content governance, standards, and policies. Thorough governance requires an explicit ownership model and explicit terms of use.

23. DEDICATED STAFF

Q: How many full-time, dedicated staff members manage your intranet and associated tools?

The vast majority of organizations have only a small dedicated staff to manage the intranet and associated tools (including Intranet 2.0 tools):

- 35% of organizations have only a single person dedicated to managing the intranet.
- 44% of organizations have a small group of 2-5 staff dedicated to managing the intranet.
- 21% of organizations have more than 6 employees managing the intranet.



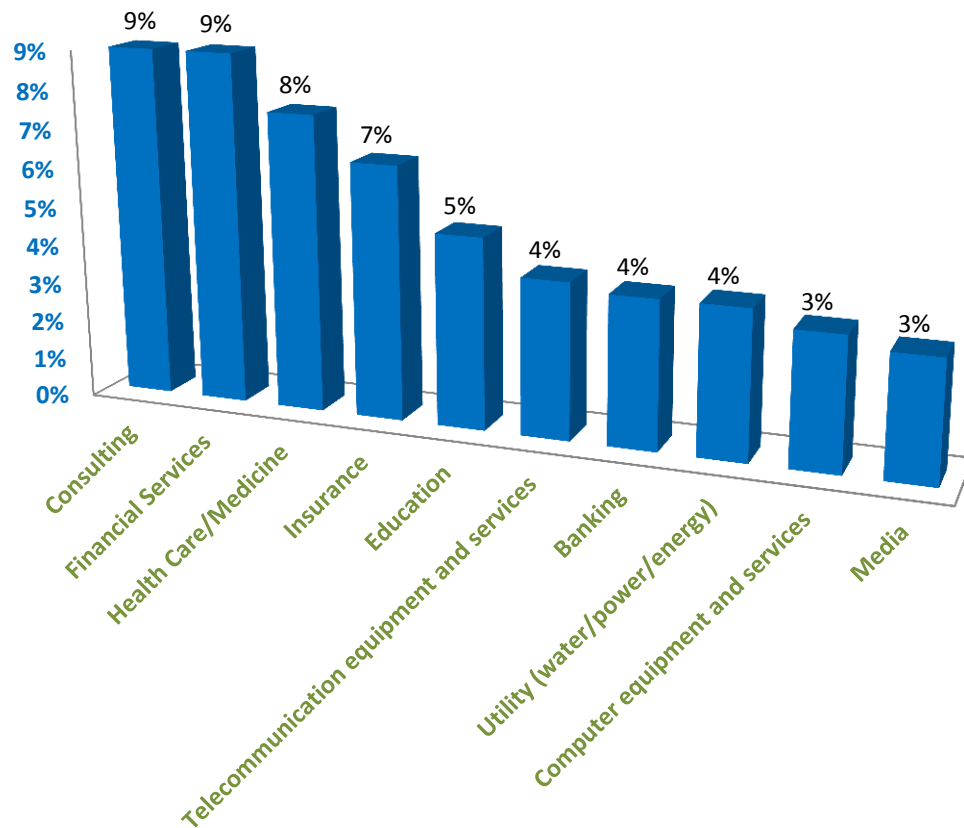
ANALYSIS

Some organizations, such as IBM or Cisco, have expanded intranet teams that number in the hundreds of individuals. This is an exception to the rule as most live with one or two dedicated intranet managers. Intranet 2.0 tools usually are owned by the intranet manager/owner, which is almost always in the corporate communications (sometimes under the HR umbrella) or IT/systems groups.

24. INDUSTRY

The survey sample is a thorough, cross-representative sample of industry in the Western world, with no industry accounting for more than 10% of the sample size.

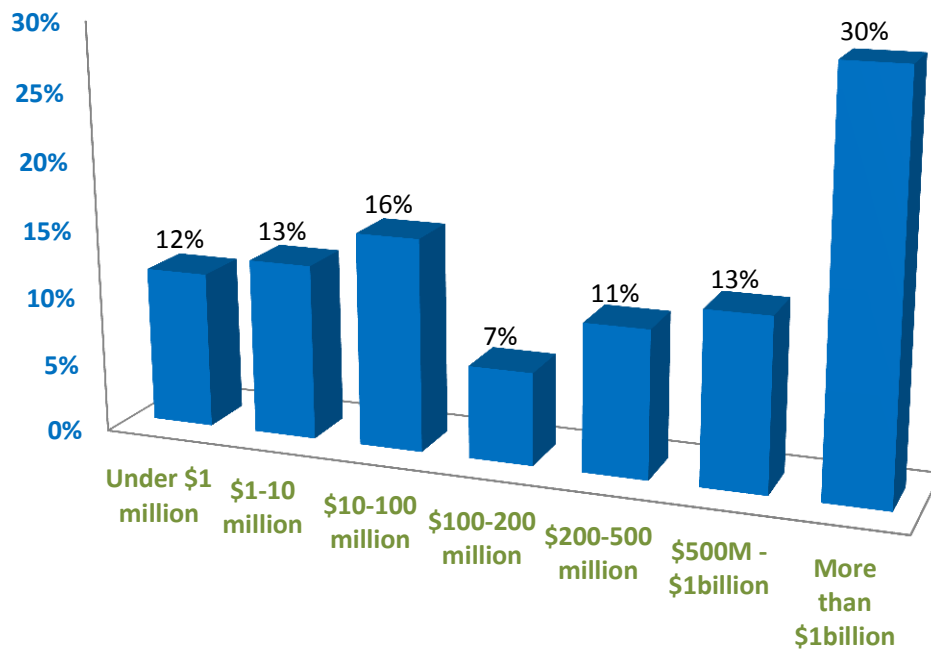
- 9% of organizations are financial services organizations.
- 9% of organizations are other consulting firms.
- 8% of organizations are healthcare/medicine.
- 7% of organizations are in the insurance industry.
- 5% of organizations are educational institutions.



25. REVENUE

The survey was completed by an accurate, cross-representative sample of small, medium, and large organizations with revenues ranging from less than US\$1 million to more than US \$1 billion:

- 12% of organizations have revenues of less than US\$1 million.
- 59% of organizations have revenues between US\$1 million and US\$1 billion.
- 30% of organizations have revenues of more than US\$1 billion.

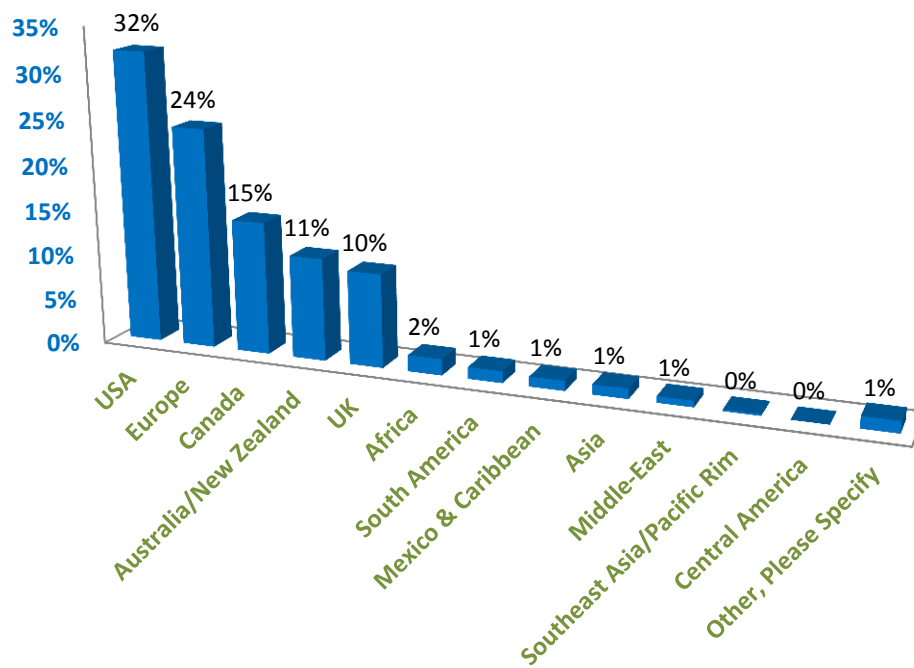


26. GEOGRAPHY

Q: What is the geographic location of your organization's head office?

The majority of organizations' head offices are located in North America and Europe:

- 32% of organizations are based in the United States.
- 24% of organizations are based in Europe.
- 15% of organizations are based in Canada.



Cross-Tabulation Results by Industry and Size

Cross-tabulation results reveal the distribution of two or more variables (e.g. results by organization size or industry). Cross-tabulated results are presented for a number of variables, but for the sake of brevity, only a few variables have been analyzed in this section. More in-depth cross-tab results by geography, revenue, and other variables are available by request (contact Prescient Digital Media at 416.926.8800 or via the website at www.PrescientDigital.com).

The 10 most represented industries in the survey are:

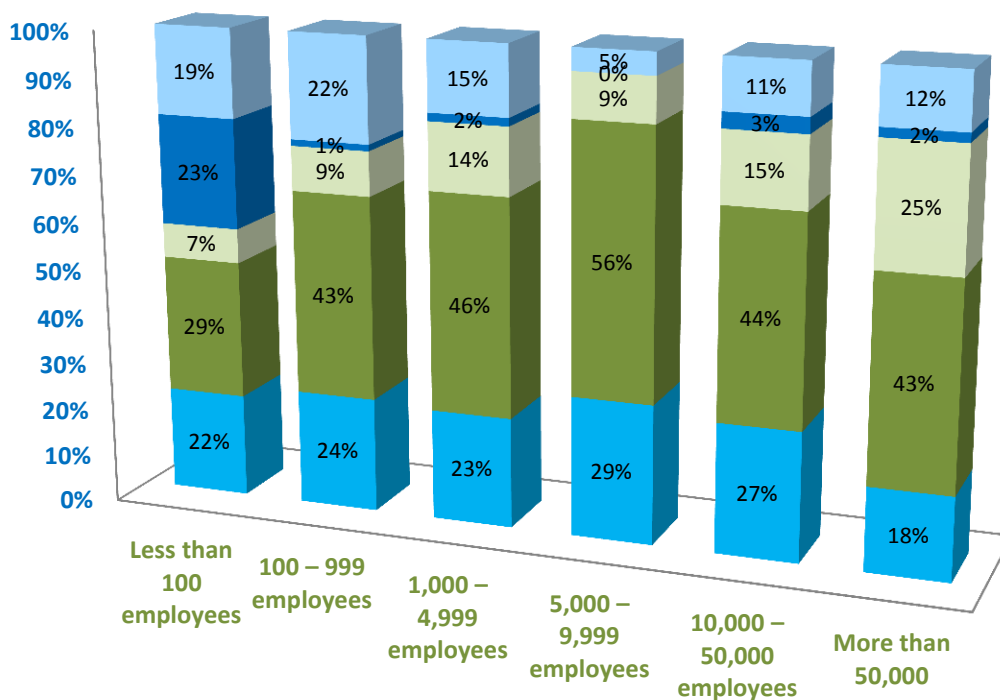
- Consulting
- Financial Services
- Health Care/Medicine
- Insurance
- Education
- Telecommunication equipment and services
- Banking
- Utility (water/power/energy)
- Computer equipment and services
- Media

27. TECHNOLOGY PLATFORM VS. COMPANY SIZE

The following chart shows the most commonly used intranet technology platforms in small, medium, and large organizations.

The results show that:

- Portal solutions (dark green) are very popular in organizations of all sizes, but are most popular among medium-sized organizations (5,000 to 9,999 employees).
- Social media platforms (dark blue) are popular in small organizations (less than 100 employees).

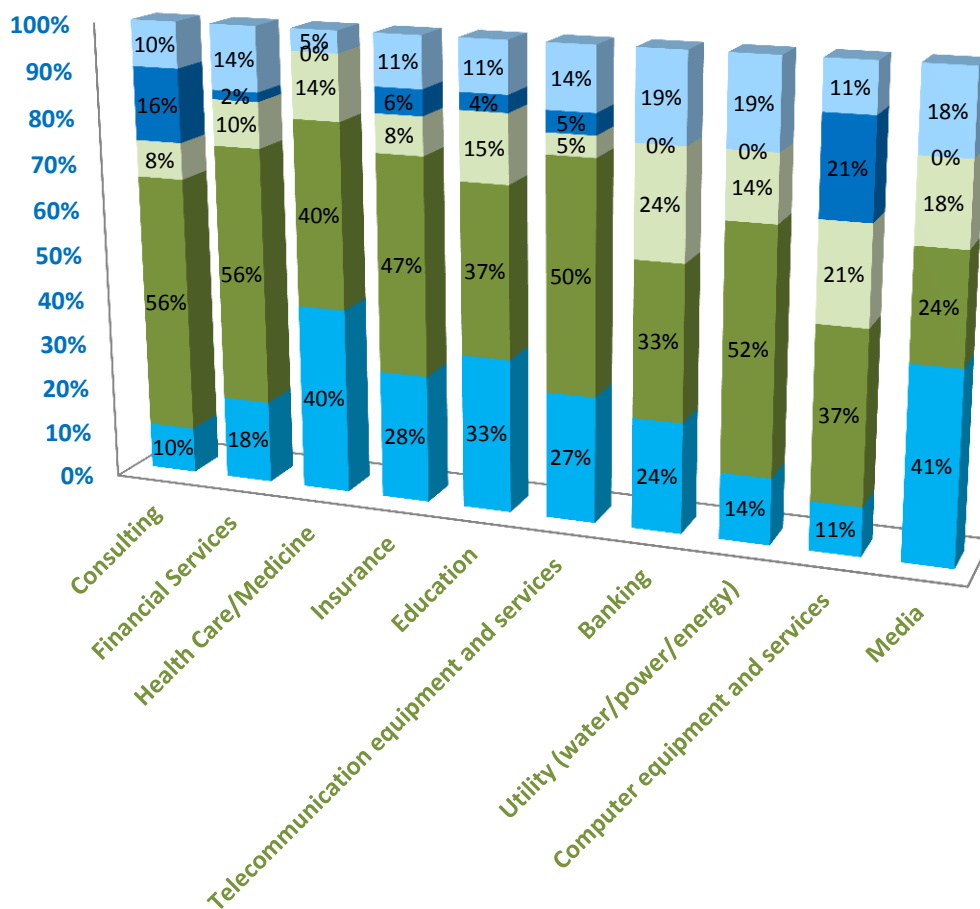


- Custom built solution (e.g. HTML or PHP)
- Social media platform (e.g. WordPress or SocialText)
- Hybrid solution (multiple solutions)
- Portal solution (e.g. SharePoint or WebSphere)
- Content management system (CMS) (e.g. Interwoven or Ektron)

28. TECHNOLOGY PLATFORM VS. INDUSTRY

The following chart shows the most commonly used intranet technology platforms in ten industries.

- Portal solutions (dark green) are very popular across all industries, but are most popular in the consulting and financial services industries.

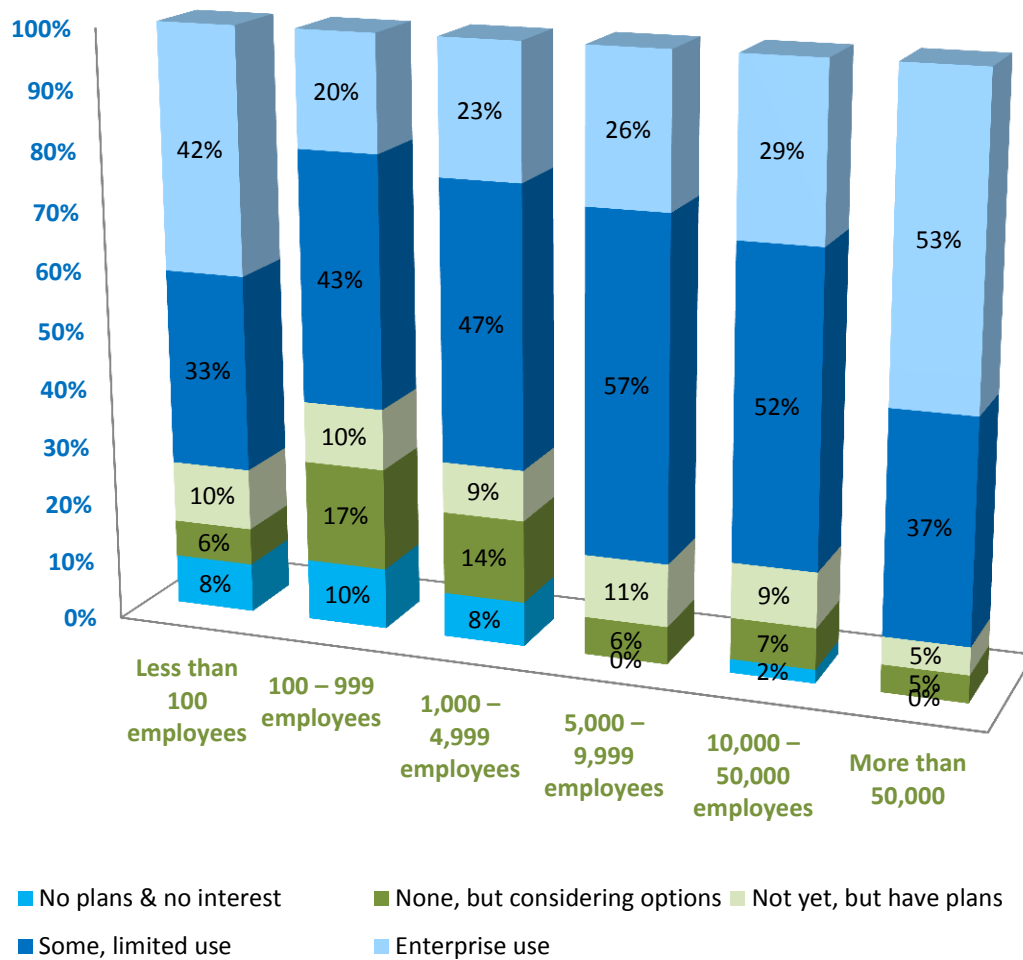


- Custom built solution (e.g. HTML or PHP)
- Social media platform (e.g. WordPress or SocialText)
- Hybrid solution (multiple solutions)
- Portal solution (e.g. SharePoint or WebSphere)
- Content management system (CMS) (e.g. Interwoven or Ektron)

29. BLOGS VS. COMPANY SIZE

The following chart shows the degree of intranet blog deployment in small, medium, and large organizations.

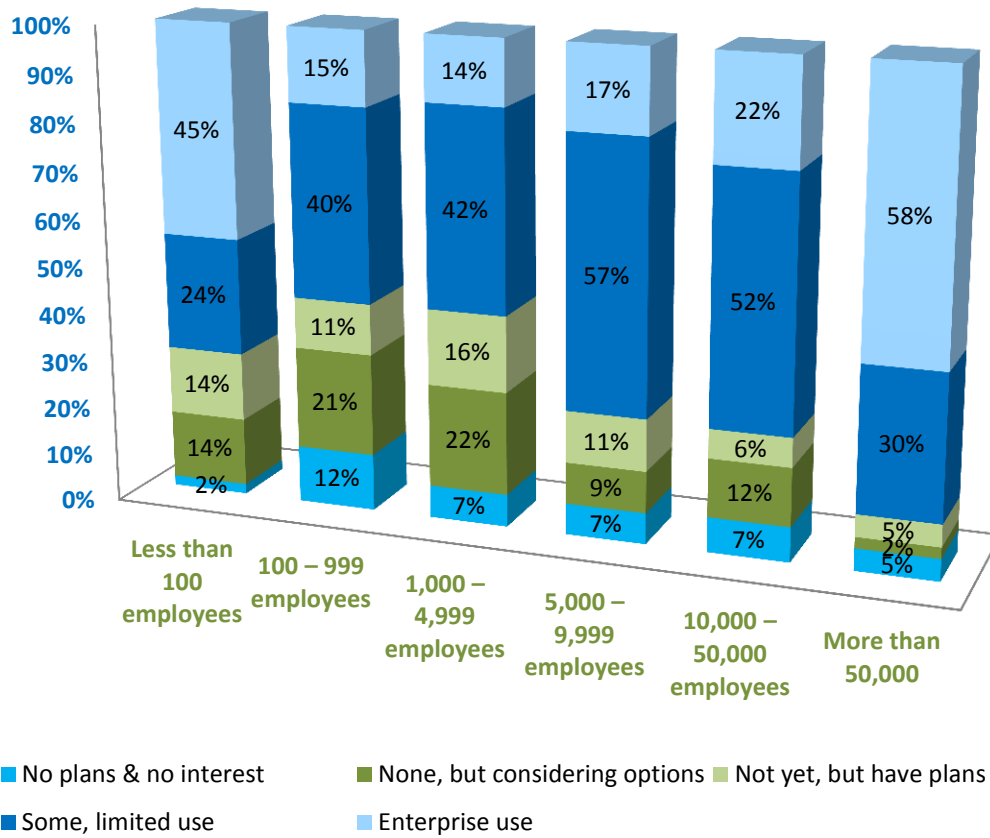
- Blogs exist in organizations of all sizes, but are more common in larger organizations.



30. WIKIS VS. COMPANY SIZE

The following chart shows the degree of intranet wiki deployment in small, medium, and large organizations.

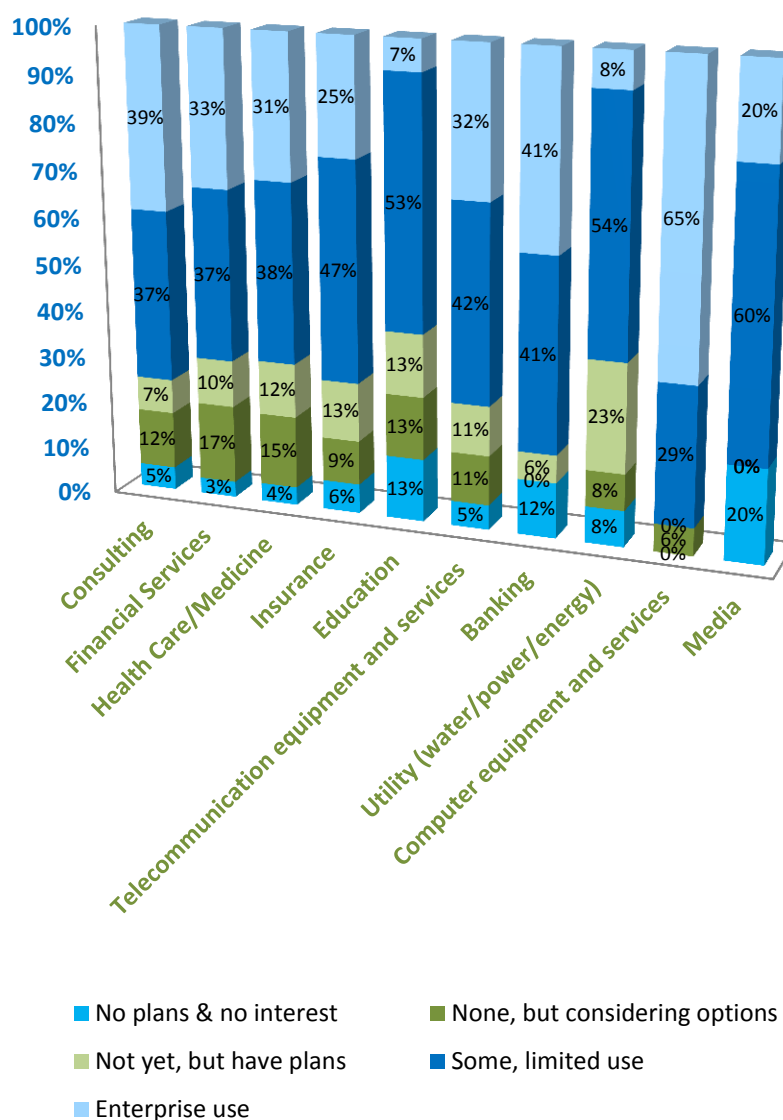
- Wikis exist in organizations of all sizes, but are more common in larger organizations.



31. BLOGS VS. INDUSTRY

The following chart shows intranet blog deployment across the 10 most represented industries:

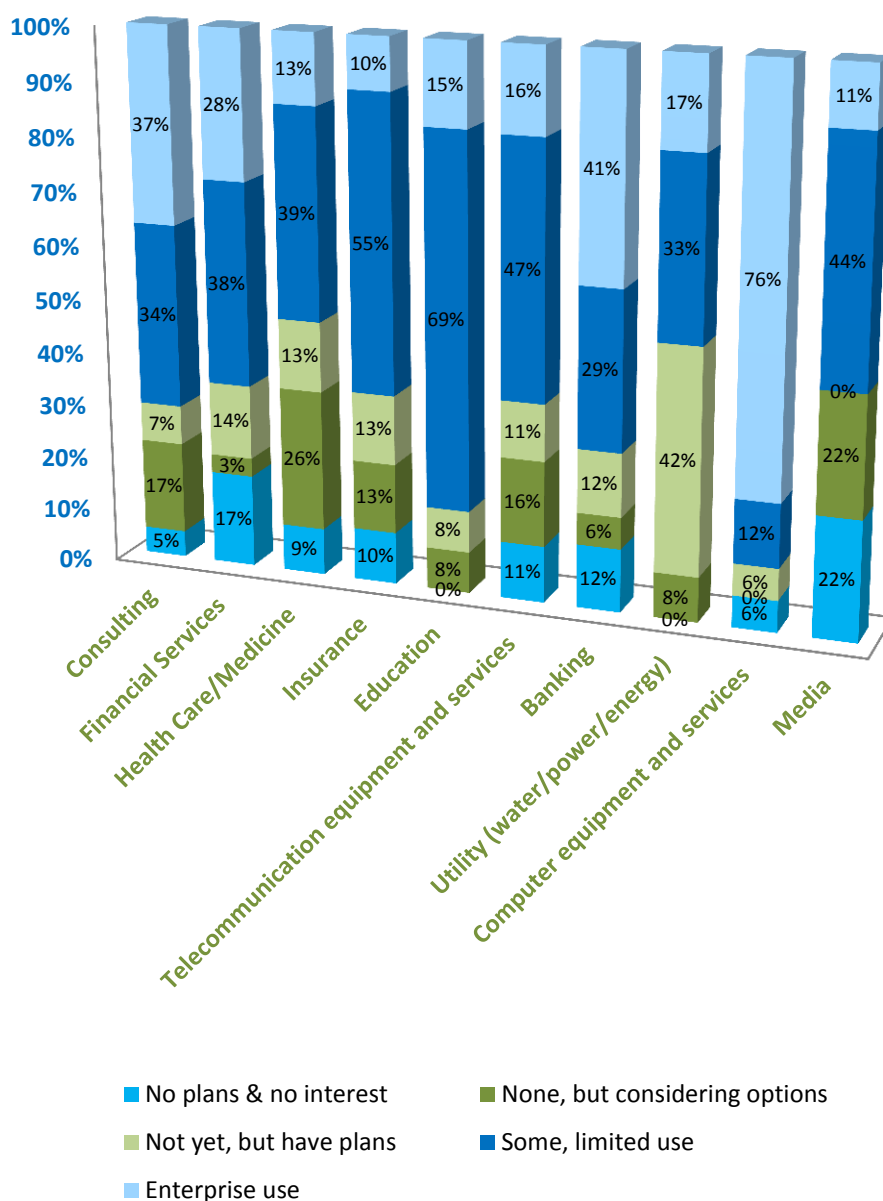
- Organizations in the computer equipment and services industry have the highest rate of enterprise-wide blog deployment (65%).
- Educational organizations have the lowest rate of enterprise-wide blog deployment (7%).
- The industry with the least interest in blog deployment is Media.



32. WIKIS VS. INDUSTRY

The following chart shows intranet wiki deployment in the 10 most represented industries:

- Organizations in the computer equipment and services industry have the highest rate of enterprise-wide wiki deployment (76%).
- 84% of educational organizations have intranet wikis.
- Insurance companies have the lowest rate of enterprise-wide wiki deployment (10%).
- The industry with the least interest in blog deployment is Media.



Recommendations

Successful deployment and use of Intranet 2.0 tools begins with proper planning, engaged and supportive executives, and participatory employees:

- **Leadership:** Senior management must set the tone; executives must lead the dialogue, control the message, and actively promote social media.
- **Plan:** Planning is essential for success; develop a plan that is based on a thorough assessment and contains key performance indicators (KPIs).
- **Benchmark:** Understand the ingredients of a good blog, wiki or podcast; watch and cherry-pick from the leaders.
- **Engage:** Gather input and feedback from employees early in the planning process; act quickly on necessary changes.
- **Governance:** Every tool needs an owner and supporting policies (terms of use) to govern use and writing.
- **Technology:** Don't be sold a solution, evaluate and select a social media solution based on business requirements and needs (evaluate several solutions via an RFP process).
- **Refresh:** Keep your content and tools relevant and fresh, and ensure they cross-promote your latest products, services, and key communications and HR messages.
- **Monitor:** Ensure you are aware of which external 2.0 websites are popular, how they work, and what users like/dislike about the features.
- **Measure:** Document the link between social media and the business, and develop a set of performance metrics with baselines that are regularly measured.

Final note

Consider an Intranet 2.0 undertaking as an evolution not a revolution. There's no need to solve everything on your first attempt; test and pilot solutions and enhance as necessary before trying to conquer the world.

About Prescient Digital Media

Prescient Digital Media is a veteran web and intranet consulting firm with 10 years of rich history. We provide strategic Internet and intranet consulting, planning, and communications services to many Fortune 500 and big brand clients, as well small and medium-size leaders. We treat each client as unique; we listen to their needs, goals and challenges; understand a client's requirements and potential; and deliver highly effective and innovative website and intranet plans, designs and solutions. In short, we are an intranet consulting firm for hire.

Prescient was founded in 2001 by Toby Ward with the premise that corporate websites and intranets have business value, and should be planned and executed accordingly. Internet and intranet business consulting was and remains our focus today. First and foremost, we are business management consultants that have a superb knowledge of the technology, but we are technology neutral.

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); and
- 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:

- Financial services
- Health and life sciences
- Energy
- Government
- Manufacturing and High-Tech

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:

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