Overview of services

Managing an **intranet, collaboration platform** or **digital workplace programme** for a large organization can be a lonely, thankless task and it’s growing more complex every year. **Get DWG on your side**

1. Industry best practice for large organizations
2. Objective data for making critical decisions
3. Independent expertise to guide strategy and plans

**Samples of members and clients**

- Adobe
- IKEA
- Transport for London
- Citi
- ExxonMobil
- McKesson
- Prudential
- CVS Caremark
- AT&T
- EY

**Full Member list**

**Strengths of the Digital Workplace Group**

- **Real-world practitioners:** Our benchmarkers and consultants have previously managed intranets and digital workplaces at major organizations. Our expertise is rooted in experience.
- **Large company experience:** For over a decade we have worked with Fortune 1000/FT 500 and similar organizations. Our expertise and insights focus on the challenges and needs of that group.
- **Measurement and research focus:** Our consulting and evaluations are underpinned by measurement and our rich research programme. Our mantra is “data and metrics in a world of opinion”.
- **Independence:** All our work is vendor neutral and our evaluation framework is technology agnostic.

**An expert partner to drive change and success**

We provide independent expertise to large organizations to help them advance their intranets and broader digital workplaces through two distinct services:

1. A confidential member benchmarking forum
2. Bespoke consulting projects
Two lines of service

Member Forum

Confidential learning, ongoing improvement
The DWG Member Forum is a confidential, members-only benchmarking group. Since 2002, we have carried out more than 500 evaluations in major organizations, giving us a rich background of knowledge and unrivalled insight into current best practice. Membership combines extensive evaluations with peer learning and expert research.

Three elements of membership:
- **Benchmarking evaluations:** In-depth analysis of your sites/environment and comparison with other members
- **Peer learning:** Rich interaction and sharing with teams from other major organizations
- **Expert research:** New members-only reports every year and an enormous archive of papers and videos

Areas of focus
- Benchmarking evaluations
- Content management
- Collaboration platforms and social business
- Digital workplace roadmaps
- Enterprise mobile
- External insights and research
- Facilitated workshops and innovation labs
- HRIS and other self-service applications
- Metrics and measurement
- Search and findability
- Strategy and governance
- Stakeholder engagement
- Usability, navigation and design
- User research

Consulting Services

Strategic interventions, bespoke projects
DWG Consulting Services provides vendor-neutral, unbiased and high-quality advice, and practical hands-on support for digital workplace and intranet programmes. This work is rooted in our decade of providing measurement and research-driven membership services and our team’s experience of working within large organizations.

Sample consulting projects:
- **What does “good” look like?** – External insight of industry best practice to inform strategies and plans
- **Define vision, strategy & roadmap** – Methodology and expertise to set your forward path
- **Facilitated workshops** – Engage stakeholders across a global organization or within a function

“**The most valuable thing about DWG is being able to meet your peers. If you work in intranets, it’s normally a closed community... But in this forum, you know you’re going to get honest answers and honest opinions.**”

Laura Pierce Director, Corporate Intranet ADP

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**“We needed a resource. We felt lost. DWG provides resources in one place. It became clear to us that DWG is the one-stop-shop for everything we need.”**
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Mark Mazza Senior Manager, Digital Projects Lloyds Banking Group

How to contact DWG

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