



**Don't journey alone**

Independent expertise for intranet  
and digital workplace success

# Digital Workplace Group

## 2015 Research Programme

Of the world's  
top companies...

**20%**

are DWG members

Over

**100**

detailed case  
studies



**500**

intranet sites  
benchmarked

[www.digitalworkplacegroup.com](http://www.digitalworkplacegroup.com)

## 2015 Research Programme

DWG members have exclusive access to our extensive research library, including reports on key topics such as collaboration, strategy and governance, future trends and many more.

Our members regularly use our research for decision making, as a source of ideas and as the basis for rich interactions and knowledge sharing.

We publish at least six research papers a year, most available exclusively to members. Recently published research includes hugely popular reports on Successful Social Intranets and the Digital Channel Matrix.

- You can download more free excerpts from our research programme in the **DWG Shop**.
- For a quick, visual overview of what's in our research archive check out the Research Library covers (right).
- To take advantage of this rich knowledge all you have to do is **join DWG** today.

In 2015 we will investigate six core areas of intranet practice via our best practice research programme and also cover a wide range of other topics through online and face-to-face meetings.

## 2015 Topics

### DWG Intranet Benchmarking Insights

- DWG has been providing objective, expert feedback to major organizations for more than 10 years.
- DWG's benchmarking evaluations provide objective comparisons and extensive practical recommendations to inform practice.
- This research will examine the key trends, themes and correlations across DWG's intranet benchmarking evaluations.
- It will provide data-driven insights into intranet management practice and commentary by DWG on the state of intranets.

#### Examples of related DWG research:

- From Intranet to Digital Workplace: How to evolve your strategy.
- The Value of Joining DWG: A study across 12 organizations.

### Intranet Template Toolkit

- Members of DWG's research team have managed leading intranets for major organizations around the world.
- This research will draw on that experience – along with insights from DWG Consulting – to create a set of core templates for common practices involved in managing intranets.
- The toolkit will provide outline templates that members can adapt and re-use, such as: content strategy, governance framework and search techniques.

#### Examples of related DWG research:

- Managing Intranet Content.
- Intranet Strategy and Governance: A good practice guide.
- Measuring Intranets: A guide to intranet metrics and measurement.



### DWG RESEARCH QUICK FACTS:

- Exclusive library of around 60 reports
- 6+ new reports per year
- Member-led topics
- 10,000+ member downloads
- Basis for decision making
- Rich source of ideas and case studies

## Defining the Digital Workplace Roadmap

- Definition of the digital workplace strategy and roadmap is among the top priorities for intranet and digital workplace teams in 2015.
- Yet many organizations are still without a formal digital workplace strategy.
- Following on from previous research, this report will investigate the key components of a successful digital workplace roadmap.
- It will explore practice from digital workplace pioneers and set out guidance on how to formulate a roadmap towards an integrated employee experience across digital tools and channels.

### Examples of related DWG research:

- Digital Workplace Fundamentals: The integrated approach.
- Strategy and Governance: A good practice guide.
- Business Case for the Digital Workplace.
- The Digital Workplace Checklist.

## Approaches to Mobile for Intranets

- Around 40% of DWG members already enable staff to access the intranet via company or employee-owned devices.
- As intranet and digital workplace teams continue to mobilize the enterprise, they are faced with a range of approaches and considerations.
- This report will explore approaches such as mobilizing the intranet versus enterprise app store, as well as highlighting key considerations such as designing and writing for smaller screens.

### Examples of related DWG research:

- Success with Enterprise Mobile: How tools for frontline employees drive value.
- Enterprise Mobility: An intranet perspective.

## The New Role of Internal Communications

- As work increasingly happens in more fluid ways across both physical and digital workplaces, the role of communicators within organizations is changing and shifting.
- New consumer modes of digital communication and collaboration are increasingly driving new demands for how people consume and create content within organizations.
- This report will explore what these changes mean for communicators and how to reinvent their role and relevance in the "Digital Renaissance" age.

### Examples of related DWG research:

- Digital Channel Matrix: Creating employee-focused internal communications.
- Measuring Internal Communications: Targeted metrics that demonstrate impact.

## Governance across the Digital Workplace

- Digital workplace teams are grappling with defining and implementing governance across the complex collection of tools and devices that make up the digital workplace landscape.
- Lack of adequate governance is causing issues in areas such as content quality, branding and risk management, as well as potential benefits not being realized from digital workplace initiatives.
- This research will provide guidance and examples on how to define an appropriate governance model across the digital workplace, align multiple stakeholders and ensure ongoing governance.

### Examples of related DWG research:

- Strategy and Governance: A good practice guide.
- Setting up a Digital Workplace Programme.
- Intranet Governance in the Social Media Age.

## DWG Research Team

The DWG Research Programme is run by Elizabeth Marsh, Director of Research across the Digital Workplace Group. The DWG Research Team includes a range of industry experts and thought leaders. Regular contributors to the programme include:

- Steve Bynghall
- Julie Lakha
- Chris Tubb
- Shimrit Janes
- Cheryl Lesser
- Stella Watts
- Louise Kennedy

Find out more about the [DWG Team](#) on our website.



## DWG Membership

DWG research is available exclusively to DWG members. Find out more about [membership options](#) on our website or contact [Elizabeth Marsh](#), Director of Research at Digital Workplace Group.

## Research Library

DWG's research library is available exclusively to members via the member extranet.

### 2014 Research Programme

- Digital Channel Matrix: Creating employee-focused internal communications
- Successful Social Intranets: Creating business value through strategic alignment and adoption planning
- Change Management for the Intranet and Digital Workplace: Bringing the organization with you
- Becoming a Digital Workplace Leader: The big shift from intranet management
- Success with Enterprise Mobile: How tools for frontline employees drive value
- Intranet Search: A holistic approach to management

### 2013 Research Programme

- Intranet Employee Directories: Adopting a strategic approach
- The Art of Collaboration: Optimizing online collaboration for success
- The SharePoint 2013 Intranet
- From Intranet to Digital Workplace: How to evolve your strategy
- Developing a User-centred Intranet Information Architecture
- Measuring Internal Communications: Targeted metrics that demonstrate impact
- Digital Workplace Fundamentals: The integrated approach
- Digital Workplace User Experience: Designing for a flexible workforce
- Business Case for the Digital Workplace?
- Managing Intranet Content: A good practice guide
- Social Intranets in Action: 21 great examples of social intranets

### 2012 Research Programme

- Strategy and Governance: A good practice guide
- Measuring Intranets: A guide to intranet metrics and measurement
- Managing Enterprise Search (authored by Martin White)
- Intranet Video: Now playing on an intranet near you

### 2011 Research Programme

- Intranet Platforms: A guide to understanding the landscape (authored by Martin White)
- Intranet Love Affairs: Be passionate about your intranet
- Enterprise Mobility: An intranet perspective (authored by Martin White)

- Good Practice for HR Intranets
- Managing Risk in the Digital Workplace
- Good Practice in Intranet Findability
- Using the Intranet to Achieve Operational Excellence

### 2010 Research Programme

- One Company Intranet: Moving from many intranets to one
- The SharePoint 2010 Intranet: An evaluation of SharePoint 2010 as a platform for enterprise intranets (authored by Martin White)
- New Directions in Usability
- The Structure and Management of Intranet Teams
- Good Practice in Implementing an A-Z on the Intranet
- Delivering Intranet Value

### 2009 Research Programme

- Social Media Guide: Best practice in implementing Intranet 2.0
- The SharePoint 2007 Intranet: An evaluation of Microsoft Office SharePoint Server 2007 as a platform for enterprise intranets (authored by Martin White)
- The Art of Tagging: Social bookmarking behind the firewall
- Managing News on the Intranet
- The Green Intranet: 10 ways to use your intranet to build sustainability
- Intranet Governance in the Social Media Age
- The Recession-Strength Intranet

### 2008 Research Programme

- The Inclusive Intranet: Meeting the needs of hard-to-reach staff
- Employee Directories – Wave three: Transforming the employee directory into a more powerful tool at the heart of collaboration and knowledge sharing
- Intranets 2015 Part 1: The context and the major trends
- Intranets 2015 Part 2: Global information commons and global integration
- Intranets 2015 Part 3: The rise of the semantic intranet
- Intranets 2015 Part 4: More global, more local, more mobile
- Intranets 2015 Part 5: What it means for the intranet professional
- Delivering Intranet Value
- Realising the Potential of Personalisation
- 12 Ways to Use Your Intranet to Cut Costs

## Members

**20% of the world's leading companies are or have been DWG members**

DWG's members include some of the world's leading companies and public organizations from a wide spectrum of sectors. A full list of our current members, many of whom have been part of DWG since its 2002 launch, can be found on the secure member extranet.

Among our global members are:

**Adobe**

San Jose, United States

**ADP**

New Jersey, United States

**AT&T**

Texas, United States

**AXA UK**

London, United Kingdom

**Balfour Beatty**

London, United Kingdom

**Con Edison**

New York, United States

**Citi**

New York, United States

**CVS Caremark**

Rhode Island, United States

**EY**

Massachusetts, United States

**ExxonMobil**

Texas, United States

**IKEA Services AB**

Helsingborg, Sweden

**ING Bank**

Amsterdam, Netherlands

**Johnson & Johnson**

Pennsylvania, United States

**Liberty Mutual**

Boston, United States

**Lloyds Banking Group**

London, United Kingdom

**McKesson Corporation**

California, United States

**MetLife**

New York, United States

**PNC Financial Services**

Pennsylvania, United States

**Royal Bank of Scotland**

Edinburgh, United Kingdom

**Schroders**

London, United Kingdom

**The Coca Cola Company**

Atlanta, United States

**Thrivent Financial Services**

Minneapolis, United States

**Transport for London**

London, United Kingdom

**Vattenfall**

Stockholm, Sweden

**Verizon**

New York, United States

### How to contact DWG



**Elizabeth Marsh**

Director of Research

Email: [elizabeth.marsh@digitalworkplacegroup.com](mailto:elizabeth.marsh@digitalworkplacegroup.com)

Call: +44 7815 107231

Main offices:

**London**

30 City Road  
London EC1Y 2AB  
Tel: +44 20 7722 8726

**New York**

230 West 41st Street  
15th Floor  
New York, NY 10036  
Tel: +1 (866) 903 0232