IBf Intranet Benchmarking Forum

Intranet **Platforms**
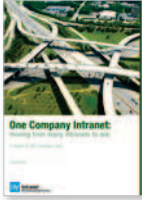## A guide to understanding the landscape

Other recent IBF research

Reports

The One Company Intranet

This research investigates the concept of moving a company's disparate intranets into one. It provides advice on getting started and looks at key challenges organisations meet along the way. It also takes an in-depth look at the 'one company intranet' projects of three notable organisations: Johnson and Johnson, Houses of Parliament and Océ.

The SharePoint 2010 intranet

A research report providing invaluable guidance to intranet managers needing to understand what's changed in SharePoint 2010, how to approach the upgrade decision, the importance of governance, critical success factors for implementation and more. This report features over 30 pages of carefully research information, advice and resources.

Social media guide

A comprehensive look at the latest generation of employee directories. Shows how pioneering organisations are turning the directory into a powerful tool that transforms the way employees work together and exchange knowledge. Examines good practices in Standard Life, Schroders, and IBM, and puts forward recommendations for developing a wave three directory. Includes a comprehensive run-down of functionality that can be included. Illustrated with a large number of screen shots.

Briefing paper

Good practice for HR intranets

This paper identifies key good practices in trying to construct a great HR intranet. It explores areas such as definition, ownership, defining navigation, linking to other systems, and content presentation. It includes examples from Citi and British American Tobacco.

Managing risk in the digital workplace

A briefing paper looking at some of the risks presented by the digital workplace and what organisations need to consider in addressing them. It includes an expert view from one of the founding partners of Information Law Group, David Navetta, as well as a case study from BT.

Good practice in intranet findability

This paper explores the challenges for findability, the importance of a findability strategy, as well as the principles and good practice. The paper includes examples from Thomson Reuters and BG Group.

Our research reports and briefing papers are available on the IBF secure extranet.

Contents

1. Executive summary

Most intranets are built on a patchwork of individual applications such as a content management system (CMS), search, social media and digital asset management. There may be several versions of the CMS or even multiple CMS applications. The problems of managing a set of applications from different vendors are not visible to the intranet user, but they certainly are to intranet managers, IT managers and content contributors.

Many large organisations already use enterprise suites to manage intranets, notably IBM Websphere, Oracle WebCenter and Alfresco Enterprise Content Management (ECM). The arrival of Microsoft SharePoint 2007, and in particular SharePoint 2010, provided another option for organisations of all sizes to replace a disparate set of applications with an integrated suite. In many cases, the licence for these suites is purchased enterprise wide, and only later is it suggested to the intranet manager that migrating the intranet to the suite would be in the best interests of the organisation.

This latter point could well be true, but in reality the complexities of migrating content into an intranet suite are not well understood by the IT department or the intranet manager. In addition, the power of these suites comes from the integration, and individual elements of that suite will invariably not have the functionality of a stand-alone product. Moreover, the update cycle of a large suite is inevitably on a longer schedule than for a stand-alone product.

The suite options are increasing all the time. This report lists more than 50 providers in five categories:

1. ECM
2. Specialised content management
3. Portal applications
4. Intranet suites
5. Search-based applications

This report does not make specific recommendations, but provides the basis for IT departments and intranet managers to appreciate the benefits and challenges of implementing an intranet suite based on four typical scenarios. The issues are complex, and even with excellent internal IT resources it could well take at least two years to see the full benefits of the adoption of an intranet suite. During this time, content contributors may have to use two applications and be closely involved in the difficult and time-consuming process of content migration.

4