



Don't journey alone

Independent expertise for intranet
and digital workplace success

Digital Workplace Group

2016 Research Programme

Of the world's
top companies...

20%

are DWG members

Over

120

detailed case
studies

600+

intranet sites
benchmarked

www.digitalworkplacegroup.com

2016 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 around six research papers a year, most available exclusively to members. Recently published research includes hugely popular reports like 'Evidence-based Intranet Success' and 'Understanding the relationship between organizational culture and the digital workplace'.

- You can download free reports and executive summaries in the **Resources** area of our website.
- For a quick, visual overview the 60+ reports in our research archive check out the Research Library covers (right).
- To take advantage of this rich knowledge, **contact us** to join DWG today.

In 2016 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.

2016 Topics

Measuring the digital workplace

Intranets have traditionally suffered from a lack of measurement due to unavailability of appropriate tools and/or inconsistent approaches to gathering and analysing data. DWG addressed this challenge in what has proved to be a very popular report that set out an approach for successfully tackling measurement.

In the digital workplace the measurement challenge is even more complex. In this research we will examine how progress and performance of digital workplace initiatives can be measured meaningfully, providing insight to stakeholders and helping to drive the strategy.

Related research:

- Measuring Intranets: A guide to intranet metrics and measurement (2012)
- Digital Workplace Business Case (2012)
- The Digital Renaissance of Work: Delivering digital workplaces fit for the future (Chapter 14)

Setting up a user experience programme

Focusing on UX is clearly associated with successful digital workplace initiatives, and yet many practitioners still face resistance to investment in a user-centred approach, with UX often viewed as a "nice to have".

Yet research has shown that investing in usability can result in bottom-line benefits through factors such as improved user satisfaction, faster finding of information and expertise, and increased productivity.

This research will explore ways to introduce a more user-centred approach to the intranet in your organization.

Related research:

- Developing a User-centred Information Architecture (2013)
- Digital Workplace User Experience: Designing for a flexible workforce (2013)



DWG RESEARCH QUICK FACTS:

- Exclusive library of around 60+ reports
- Around 6 new reports per year
- Member-led topics
- 12,000+ member downloads
- Basis for decision making
- Rich source of ideas and case studies

The Office 365 intranet

Office 365 is Microsoft's fastest growing commercial product ever. Recent research found that 48% of organizations are already using it and an additional 15% planned to in the next year. A high proportion of DWG members are using, or planning to introduce, Office 365¹.

Following on from our popular SharePoint reports, this research will take a deep dive into the benefits of Office 365, the challenges and opportunities it presents, critical success factors – plus look at leading examples of practice in large organizations.

Related research:

- DWG SharePoint reports: 2007, 2010 and 2013
- Intranet Platforms: A guide to understanding the landscape (2011)

Getting intranet personalization/customization right

Most new intranet implementations deliver targeted content based on user profiles, and many allow users to further customize their experience. Targeting content in this way helps to increase relevance/usefulness and filter out “noise”. Targeted content can include news, events, links, collaboration sites, tasks, search and navigation.

This research will explore the factors needed for successful personalization and customization, as well as the benefits organizations are realizing from targeting content.

Related research:

- Managing Content: A good practice guide (2013)
- Digital Channel Matrix: Creating employee-focused internal communications (2014)

Knowledge management in the digital workplace

Originally established as a discipline in the early 90s, knowledge management practices have evolved and matured in the intervening years, despite claims that “KM is dead”. Sharing, capturing and managing knowledge is often a key driver for digital workplace initiatives, with collaboration at the heart of many programmes.

This research will explore the role of KM within the digital workplace, as well as new opportunities it offers to manage and leverage intellectual assets.

Related research:

- The Art of Collaboration: Optimizing online collaboration for success (2013)
- Successful Social Intranets: Creating business value through strategic alignment and adoption planning (2014)

Understanding digital workplace maturity

In 2016, DWG celebrates five years of the digital workplace industry pioneered by DWG CEO Paul Miller. As part of its thought leadership on this topic, DWG developed and implemented a model to assess both the “what” and the “how” of digital workplace maturity.

In this research we examine early findings from DWG digital workplace maturity assessments and how to apply the insights extracted to your own digital workplace journey.

Related research:

- From Intranet to Digital Workplace: How to evolve your strategy (2013)
- Digital Workplace Fundamentals: The integrated approach (2013)

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:

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|------------------|------------------|-----------------|
| • Steve Bynghall | • Shimrit Janes | • Cheryl Lesser |
| • Kay Golan | • Louise Kennedy | • Chris Tubb |
| • Beth Gleba | • Julie Lakha | • Stella Watts |

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.

¹ <http://www.cio.com/article/2873952/microsoft-office/microsoft-office-365-adoption-takes-off-war-with-google-apps-rages-on.html>
<https://www.itunity.com/press-release/cryptzone-office365-sharepoint-online-survey-1854#sthash.nbShgLCd.dpuf>

Research Library

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

2015 Research Programme

- Evidence-based intranet success: best practices revealed by benchmarking analysis
- Understanding the relationship between organizational culture and the digital workplace
- The Digital workplace roadmap: from strategy to implementation
- Digital workplace governance: the balancing act
- The new role of internal communications
- Intranet management templates

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

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

Amway

Michigan, United States

AT&T

Texas, United States

Balfour Beatty

London, United Kingdom

BT

London, United Kingdom

Con Edison

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

The Coca Cola Company

Atlanta, United States

Thrivent Financial Services

Minneapolis, United States

Transport for London

London, United Kingdom

Travelport

Georgia, United States

Vattenfall

Stockholm, Sweden

Verizon

New York, United States

Visa

California, United States

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