



Don't journey alone

Independent expertise for intranet
and digital workplace success

Digital Workplace Group

2018 Research
Programme

Of the world's
top companies...

20%

are **dwg** members

Over

150

**detailed case
studies**

11.700+

**intranet sites
benchmarked**

www.digitalworkplacegroup.com

2018 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 “Digital workplace content strategy”, “The Inside-Out Digital Leader” and “Measuring the digital workplace”.

- You can download free reports and executive summaries in the **Resources** area of our website.
- To take advantage of this rich knowledge, **contact us** to join DWG today.

In 2018 we will investigate seven 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.

2018 Topics

Collaborating in the digital workplace: How to have and to measure impact

In previous reports, we have explored best-practice approaches to defining and implementing collaboration in the digital workplace. In this new research project we will go a step further, focusing in on how digital workplace teams can ensure that these efforts have impact – and how to measure and communicate that impact. The report will illustrate the guidance with some powerful examples of how organizations are already doing this successfully.

Related research:

- The art of collaboration: Optimizing online collaboration for success
- Successful social intranets: Creating business value through strategic alignment and adoption planning

Taking a strategic approach to the digital workplace: Teams, structures, methods

DWG's digital workplace management reports – covering topics such as roadmaps, governance, UX and more – combine to form a playbook for digital workplace and intranet teams wanting to fast-track the programme. This year we'll be adding to this robust collection with new insight into how to take a strategic approach across the various elements of the programme, including the make-up of the team, the wider structures involved, and methods for developing and implementing the strategy.

Related research:

- Digital workplace integration: Key approaches to drive benefits
- How mature is your digital workplace? What leading organizations discover from the DWG Digital Workplace Maturity Benchmark
- Digital workplace roadmaps: From strategy to implementation



DWG RESEARCH QUICK FACTS:

- Exclusive library of 70+ reports
- Around 6 new reports per year
- Member-led topics
- Basis for decision making
- Rich source of ideas and case studies

Office 365: A detailed look at the wider suite

Following on from our popular report “Office 365: What digital workplace teams need to know”, we'll be taking a deeper dive into Office 365 to help digital workplace teams gain greater understanding of the wider suite. Through detailed examples from organizations utilizing the suite extensively, the report will explore opportunities, approaches and potential pitfalls of tools such as Planner, OneNote, Flow, Dynamics, Powerapps, PowerBI, Delve and Graph.

Related research:

- Office 365: What digital workplace teams need to know
- The SharePoint 2013 intranet: An evaluation of SharePoint 2013 as a platform for enterprise intranets

Digital literacy in the workplace: How to raise the organization's digital IQ

The digital skills of the workforce are a key contributor to the success – or otherwise – of digital workplace programmes and initiatives. In this report we will explore why digital literacy matters, as well as the range of key digital capabilities employees need, from basic technical skills through to using tools to collaborate and innovate, plus adopting new mindsets towards workplace technology. It will also highlight key approaches to improving the organization's digital IQ.

Related research:

- Is your organization ready for the digital workplace?
- The Inside-Out Digital Leader: Digitally transforming your organization from within

Successful intranet migrations: Strategies, approaches, tactics

This highly practical report will help guide teams through the common challenge of executing a successful migration to a new platform. It will explore best practices relating to, for example, defining scope, preparing for migration, ownership and accountability, communication, governance, roadmap/planning, forming the team, etc.

Related research:

- Setting up a user experience programme: The path to a user-centred digital workplace
- Intranet platforms: A guide to understanding the landscape



The intelligent DW assistant: What teams need to know now about artificial intelligence

With a surge of interest in this area, DWG will be following its research into the future of the digital workplace (coming very soon!) with a dedicated report exploring the notion of the intelligent digital workplace assistant. Our research team will take a bold, yet practical, look at what's next for artificial intelligence, highlighting tools and techniques that digital workplace practitioners need to be aware of and act on.

Related research:

- Digital Workplace 2030: Preparing now for the digital worlds of work

Digital workplace trends, themes and statistics: Insights from DWG research and benchmarking

Drawing together data and insights from across DWG's research surveys and benchmarking data, this publicly available report will highlight current trends and themes in the digital workplace industry. Through robust analysis and interpretation, it will provide practitioners with well-grounded insights to help inform their thinking, engage stakeholders, and help guide plans.

Related research:

- Evidence-based intranet success: Best practices revealed by benchmarking data analysis

DWG Membership

DWG research is available exclusively to DWG members.

Find out more about **membership options** on our website or contact **Nancy Goebel**, Managing Director, Membership and Strategic Partnerships: nancy.goebel@digitalworkplacegroup.com

DWG Research Team

The DWG Research Programme is run by Elizabeth Marsh, Director of Research across Digital Workplace Group. The DWG Research Team includes a range of industry experts and thought leaders.

Regular contributors to the programme include:

- Steve Bynghall
- Louise Kennedy
- Ed Taylor
- Beth Gleba
- Andrea Lewis
- Chris Tubb
- Shimrit Janes
- Kevin Olp
- Stella Watts

Find out more about the **DWG Team** on our website.

Research Library

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

2017 Research Programme

- Digital Workplace 2030: Preparing now for the digital worlds of work to come
- Knowledge Management lessons for digital workplace practitioners: Avoiding reinventing the wheel
- Digital workplace integration: Key approaches to drive benefits
- Digital workplace content strategy: What practitioners need to know
- The Inside-Out Digital Leader: Digitally transforming your organization from within
- Evolving the employee mobile experience: Six key approaches for success
- Adoption strategies

2016 Research Programme

- Is your organization ready for the digital workplace?
- How mature is your digital workplace? What leading organizations discover from the DWG Digital Workplace Maturity Benchmark
- The personalized intranet: Using personalization and customization to optimize user experience
- Measuring the digital workplace: The power of metrics in the connected workplace
- Setting up a user experience programme: The path to a user-centred digital workplace

2015 Research Programme

- Evidence-based intranet success: Best practices revealed by benchmarking analysis
- Understanding the relationship between organizational culture and the digital workplace
- Digital workplace roadmaps: From strategy to implementation
- Digital workplace governance: Key components for getting it right
- The new role of Internal Communications
- Documenting intranet management practices: A guide to the key elements

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
- 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
- Digital workplace user experience: Designing for a flexible workforce
- Digital workplace business case: What is the financial value of investing in digital working?

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

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 DWG's members are:

3M

St. Paul, United States

Adobe

San Jose, United States

Amway

Michigan, United States

AT&T

Texas, United States

BT

London, United Kingdom

Con Edison

New York, United States

CVS Health

Rhode Island, United States

Estée Lauder Companies

New York, United States

European Commission

Brussels, Belgium

EY

Massachusetts, United States

ExxonMobil

Texas, United States

HAVI

Illinois, United States

IKEA Services AB

Leiden, Netherlands

ING Bank

Amsterdam, Netherlands

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

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