

**ibf** Intranet  
Benchmarking  
Forum

# Intranet Benchmarking Forum

IBF transforms  
intranets and  
the teams  
behind them

**2013 Research  
Programme**

Of the world's  
top companies...

**20%**

are IBF members

**Over**

**200**

live intranet tours

**1,500**

intranet sites  
benchmarked

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

## 2013 Research Programme

IBF 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 our hugely popular reports on Measuring Intranets and Intranet Platforms, which members tell us they reference extensively in developing their intranets.

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

In 2013 we will investigate six core areas of intranet practice via our best practice research programme, covering a wide range of other topics through online and face-to-face meetings.

## 2013 Topics

### Social intranets

In 2013 we continue our social intranets insights series with a new paper investigating three critical (and sometimes elusive) areas of social intranet practice: value and ROI; alignment with business processes; and user adoption. This follows our 2012 investigations into areas such as integration, leadership support and content management – plus an inspired collection of examples in our 'Social Intranets in Action' paper.

#### Examples of related IBF research:

- Social Intranets in Action (2012)
- Managing Risk in the Digital Workplace (2011)
- Social Media Guide (2009)

### SharePoint 2013 for intranets

Our SharePoint research series – including papers on the 2007 and 2010 versions – investigates SharePoint from the intranet manager's perspective. Get insights on the governance issues, collaboration capabilities, upgrade decisions, critical success factors and much more. In this latest paper we investigate what SharePoint 2013 means for intranets and how intranet managers can get the best out of the technology.

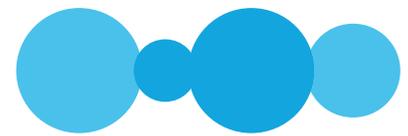
#### Examples of related IBF research:

- Intranet Platforms (2011)
- SharePoint 2010 for Intranets (2010)
- One Company Intranet (2010)



### IBF RESEARCH QUICK FACTS:

- Exclusive library of c.40 reports
- 6+ new reports per year
- Member led topics
- 9000+ member downloads
- Basis for decision making
- Rich source of ideas and case studies



## Developing user-centred information architecture

In 2012 we focused in on so-called “guerrilla” UX techniques to help intranet teams achieve more user-friendly intranets. This 2013 paper will continue this theme by investigating best practice for information architecture and methods for user-centred design for intranets.

### Examples of related IBF research:

- Good Practice in Findability (2011)
- Good practice in implementing A-Z directories (2010)
- New Directions in Usability (2010)

## The Art of Collaboration

The art of collaboration is all about putting people at the heart of the intranet strategy. In this research we focus in not on the tools but on the human aspect of collaboration, looking at what it takes to facilitate good collaboration via the intranet.

### Examples of related IBF research:

- Now Playing on an Intranet Near You (2012)
- Enterprise Mobility: An Intranet Perspective (2011)
- The Art of Tagging (2009)

## Measuring communication

“Many teams are driving cars with fogged windscreens, no speedometers and no petrol gauges” – such was the comment of our 2012 Measuring Intranets research on the lack of intranet measurement. Following on from that thorough look at how to measure intranets we’re now focusing in specifically on how to measure the effectiveness of intranet communication.

### Examples of related IBF research:

- Measuring intranets (2012)
- Managing content (2012)
- Managing news on the intranet (2009)

## State of the art: Employee Directories

Following on from our previous research on best practice for employee directories, we’ll be investigating the latest trends and state of the art for this intranet “killer application”.

### Examples of related IBF research:

- Good Practice for HR intranets (2011)
- Good practice in intranet findability (2011)
- Employee Directories Wave Three (2008)

## Research Team

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

- Steve Bynghall
- Louise Hewitt
- Louise Kennedy
- Andrew Marr
- Sam Marshall
- Mark Morrell
- Chris Tubb
- Martin White

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

## Membership

IBF research is available exclusively to IBF members. Find out more about **membership options** on our website or contact **Elizabeth Marsh**, Director of Research at Digital Workplace Group.



# Research Library

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

## 2012 Research Programme

- Managing content
- Intranet strategy and governance: a good practice guide
- Measuring intranets: a guide to intranet metrics and measurement
- Managing enterprise search (authored by Martin White)
- Now playing on an intranet near you (video on the intranet)
- Social intranets in action

## 2011 Research Programme

- Intranet platforms – a guide to understanding the landscape (authored by Martin White)
- Intranet love affairs: be passionate about your intranet (advice for intranet managers)
- 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

## 2010 Research Programme

- One company intranet: moving from many intranets to one
- SharePoint 2010: an evaluation of SharePoint 2010 as a platform for enterprise intranets (authored by Martin White)
- New directions in usability
- Digital Workplace Maturity Model
- Using the intranet to achieve operational excellence
- The structure and management of intranet teams
- Good practice in implementing A-Z directories

## 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

## 2008 Research Programme

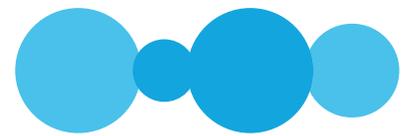
- The inclusive intranet: reaching the needs of hard-to-find staff
- Employee directories – wave three: transforming the employee directory into a more powerful tool at the heart of collaboration and knowledge sharing
- Intranets 2015 part 1: the context and the major trends
- Intranets 2015 part 2: 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
- The recession strength intranet
- Intranet governance in the social media age
- 12 ways to use your intranet to cut costs

## 2007 Research Programme

- Realising the potential of personalisation
- Improving search
- Usability of third party intranet applications
- How usable is SharePoint 2007 for intranets?
- Video-in-demand: the growth of video on corporate intranets
- Intranet strategy and governance: the state of the art

## 2006 Research Programme

- Writing for intranets: how readable is your content?
- The role of intranets in influencing corporate culture
- Social computing and web 2.0 behind the firewall



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## Members

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

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

Among our global members include:

### **Amgen, Inc.**

California, United States

### **AT&T**

Texas, United States

### **Aviva Plc**

London, United Kingdom

### **BC Hydro**

Vancouver, Canada

### **BP**

Sunbury on Thames, United Kingdom

### **Citi**

New York, United States

### **Cummins**

London, United Kingdom

### **CVS Caremark**

Rhode Island, United States

### **Department for Education**

London, United Kingdom

### **Ernst & Young**

Massachusetts, United States

### **ExxonMobil**

Houston, TX, United States

### **Ikea Services AB**

Helsingborg, Sweden

### **ING Bank**

Amsterdam, Netherlands

### **IPC The Hospitalist Company**

California, United States

### **Johnson & Johnson**

Pennsylvania, United States

### **Liberty Mutual**

Boston, Massachusetts, United States

### **Lloyds Banking Group**

London, United Kingdom

### **Logica**

London, United Kingdom

### **Oxford University Press**

Oxford, United Kingdom

### **Rabobank**

Utrecht, Netherlands

### **Sanofi**

Paris, France

### **Standard Chartered Bank**

London, United Kingdom

### **Transport for London**

London, United Kingdom

### **TOTAL**

Paris, France

### **How to contact IBF**



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