The Social Intranet Study

Business Turns Social (Preliminary Data Analysis)
Full Survey Results Presented at The Intranet Global Forum (Nov 9 – 10 in NYC)

By: Toby Ward
From: Prescient Digital Media
Date: June 2011

Introduction

This is a summary analysis of the preliminary findings of The Social Intranet Study, conducted in late May and early June 2011, with 1,400 participants from organizations of all types and sizes from across the planet. The Study was led by Toby Ward, President, Prescient Digital Media.

Social media tools such as blogs and wikis have become mainstream communications channels on the corporate intranet:

- Nearly two-thirds (61%) of organization intranets have at least one social media tool on their intranet; 64% of U.S. organizations, and 73% of European-based organizations, have at least one social media tool on their intranet.
- Fewer than 10% of organizations have no interest and no plans for implementing at least one social media tool on their intranet.

Intranet blogs, wikis, discussion forums and instant messaging are quite pervasive. Of those organizations that use social media:

- 75% have intranet blogs; 26% have deployed blogs enterprise wide; a mere 4% have no plans or interest in deploying blogs
- 65% have intranet discussion forums; 26% enterprise use; 7% have no plans or interest
- 61% have intranet wikis; 19% enterprise deployment; 12% have no plans or interest
- 63% have intranet instant messaging; 44% enterprise use; 16% have no plans or interest
- 43% have intranet social networking; 19% enterprise use; 22% have no plans or interest

Technology platforms

More than one-third (34%) of organizations are now using a portal or web development platform for their intranet:

- 34% use a portal solution (e.g. SharePoint)
- 27% use an off-the-shelf solution CMS (e.g. OpenText)
- 20% use a custom built solution (HTML or home grown CMS)
- 14% use a hybrid/combination
- 4% use a social media platform (no change)

Portal solutions are the most popular solution, a category dominated by Microsoft SharePoint. In fact, SharePoint dominates the intranet technology landscape: 55% of organizations that have social media use SharePoint to power their intranet 2.0 tools.

- 55% of those that have social media use SharePoint
- 23% use WordPress
- 22% use Facebook
- 20% use Google Sites
- 9% use Lotus Connections

Cost of Intranet 2.0

A social intranet is not as expensive as believed. Of those organizations that have implemented 2.0 tools, almost half (38%) have spent $10,000 or less on these tools:

➢ 38% have spent $10,000 or less
➢ 34% have spent between $10,000 and $100,000
➢ 26% have spent $100,000 or more

Satisfaction

Satisfaction levels are still underwhelming and need improvement particularly amongst executives, but have risen somewhat over the past year:

➢ A mere 33% of organizations rate the tool functionality as good or very good; 26% rate them as poor or very poor
➢ Satisfaction rates with executives are still dangerously low: only 28% of executives rate their social media tools as good or very good; 35% rate them as poor or very poor

Barriers to implementation

Without a proper plan and business case, many organizations will fail to properly implement intranet 2.0 technologies or a social intranet. Those organizations that don't have 2.0 tools are not getting executive approval to proceed as they don't have a proper plan or business case that convinces senior management of the need.

Organizations that have not implemented intranet 2.0 tools say other, bigger priorities, lack of executive support and lack of IT support are the top barriers:

➢ 18% of respondents cite "other bigger priorities" as the greatest challenge
➢ 18% cite lack of executive support
➢ 12% say lack of IT support is the greatest barrier to implementation
➢ 9% cite lack of a business case

Note: Percentages may not total 100 due to rounding.

Full Results

Full results and the complete data set are available separately via Prescient Digital Media (416.926.8800 or prescient@prescientdigital.com).

The full results will be presented and analyzed with case study examples at the Intranet Global Forum 2011 on November 9, in New York City. Please see http://www.IntranetGlobalForum.com/ for full details.

About Prescient Digital Media

Prescient Digital Media is a veteran web and intranet consulting firm with 10 years of rich history. We provide strategic Internet and intranet consulting, planning and communications services to many Fortune 500 and big brand clients, as well small and medium-size leaders. We treat each client as unique; we listen to their needs, goals and challenges; understand a client's requirements and potential; and deliver highly effective and innovative website and intranet plans, designs and solutions.

Prescient was founded in 2001 by Toby Ward with the premise that the corporate website and intranet have business value, and should be planned and executed accordingly. Internet and intranet business consulting was and remains our focus today. First and foremost, we are business management consultants that have a superb knowledge of the technology, but we are technology neutral.

Prescient plans and builds highly effective websites and intranets that…
- Are demonstrably better than the competition.
- Secure stakeholder engagement and support management objectives.
- Deliver measurable value by increasing business results and employee productivity.

Prescient's web and intranet experience is wide-ranging and includes, for example:
- Planning, launching and managing all aspects of a consumer portal with more than 55 million hits per year;
- Transforming an existing intranet (SMB) into a high-powered business system with a two-year ROI of 700% ($1.5 million); and
- Transforming an enterprise's intranet and website into highly functional, user-friendly portals that prior to a redesign scored benchmarked ratings of 4 out of 10, and now score better than 8 out of 10, with many accolades from management and customers alike.

Prescient's focus includes the assessment, planning, technology selection, content and launch of intranets, websites, and web-based tools for:
- Health and life sciences
- Financial services
- Energy
- Government

Prescient services for intranet, Internet and e-Health include:
- Analysis (evaluation, business requirements, user research, benchmarking)
- Planning (strategic planning, functional specifications, information architecture)
- Technology (platform and application evaluation, selection, and implementation)
- Implementation (design, integration, content, tools)
- Marketing (communications, content management, operation, marketing, SEO)

PRESCIENT
DIGITAL MEDIA

Our clients include:

For more information or to contact the author:

Toby Ward
416.986.2226
toby@prescientdigital.com
www.PrescientDigital.com
www.Twitter.com