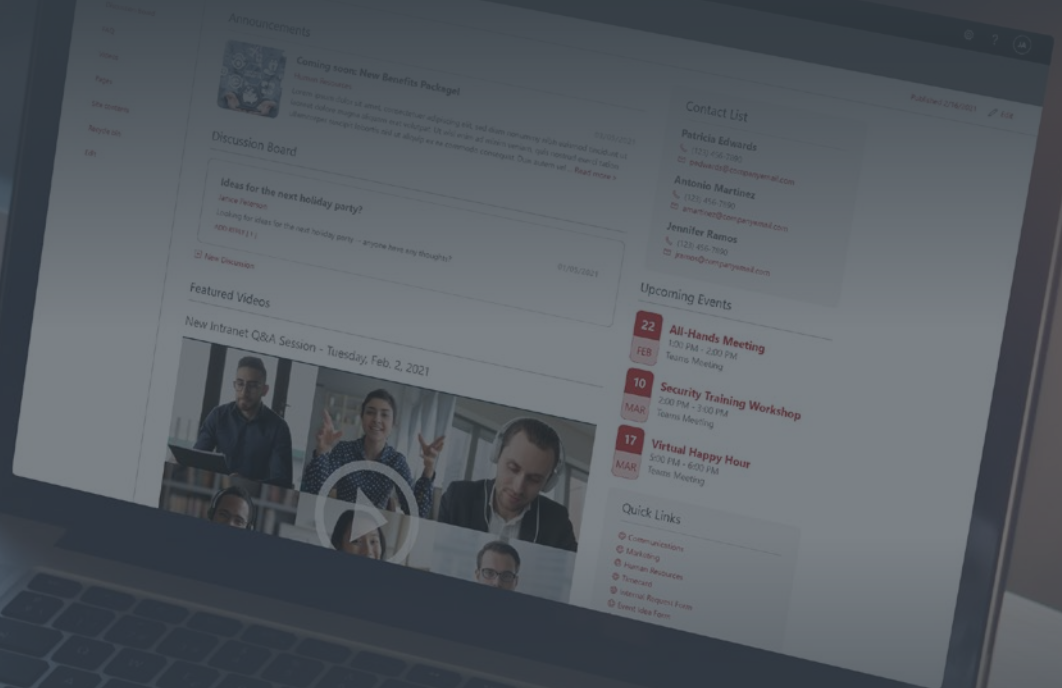


*Build a Better Connected, More Efficient
Workforce in an Increasingly Virtual World*

5

STEPS

To Launching a
Successful Intranet



Trellist[®]
MARKETING | TECHNOLOGY

A laptop displaying a video conference with multiple participants, set against a background of a potted plant and a bowl.

INTRODUCTION

Intranets came on the scene nearly 40 years ago as a way to provide employees with access to organizational content. In the years since then they've become much more than simple document repositories. Today's intranets are multipurpose digital platforms that can strengthen and unify organizations while boosting productivity and lowering costs.

A successful intranet implementation can pay dividends for your organization in the form of increased workplace efficiencies, improved employee engagement, and the creation of a strong and identifiable internal brand.

With more employees working remotely than ever before, the value of intranets as companywide communications hubs has only increased in recent years, and continues to grow as more and more businesses go virtual.



STEPS

To Launching a Successful Intranet



Before you build an intranet, it helps to frame your needs and the steps it will take to get your platform up and running.

To help, we've put together this simple **guide**. The specifics will vary for each organization, but in our experience, the following steps are universal to launching a successful intranet:

1

DEFINE THE BENEFITS

2

GET BUY-IN

3

MAP YOUR REQUIREMENTS

4

BUILD YOUR SITE

5

LAUNCH AND MAINTAIN

1

DEFINE THE BENEFITS

What does your organization stand to gain from a new intranet? What's the business case? Quantifying potential ROI is tricky, but by no means impossible.

Consider your IT Support Team. The self-service nature of an intranet can enable colleagues to file sidebar tickets and find their own training and troubleshooting resources on your digital platform. A single knowledge article about how to reset your password can save your IT support team hours each month in 1:1 interventions.

How about HR and employee retention? A fast and clearly delineated onboarding process can set the tone for the overall employee experience. Day-to-day access to company policies, benefits information, and even out-of-office calendars via an intranet can nurture continued engagement and a feeling of organizational solidarity. *Employee Benefits News* recently found that the average cost of losing a single employee amounts to a whopping 33% of their annual salary.¹ News like that should be incentive for any company to improve engagement through better internal sharing.

The average cost of losing a single employee amounts to



For a fuller picture of an intranet's potential value, here are a few of the expected benefits by department:



ADMIN: Streamlined communication to a distributed workforce, reduced email traffic



HR: Easier onboarding, improved employee engagement

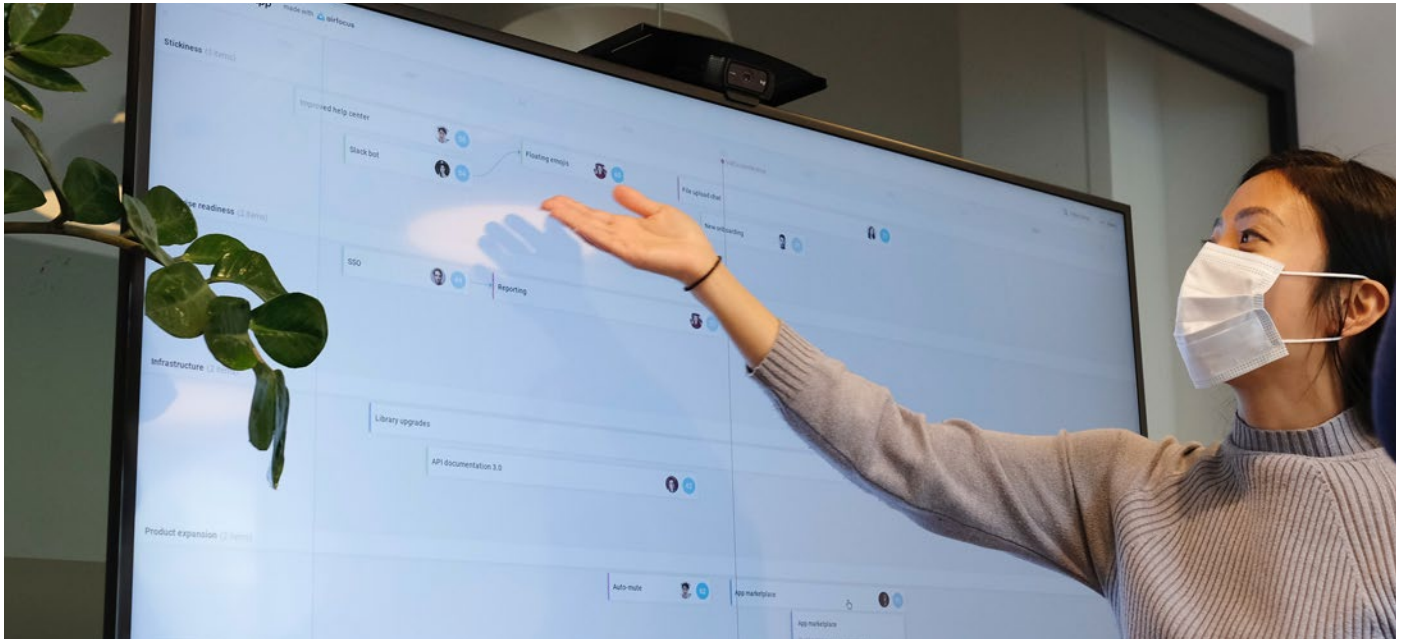


OPERATIONS: Improved compliance, automation of otherwise resource-intensive functions



IT: Reduced helpdesk volume and expenses thanks to self-guided knowledge access

¹<https://www.benefitnews.com/news/avoidable-turnover-costing-employers-big>



2 GET BUY-IN

Your next step is convincing your executive team of the need for an intranet. If you've done the legwork above, you're nearly there. **Your company leaders will want to know the business case, the projected cost to build and maintain, and the clear benefits to the organization.** Pitch the idea to them with a detailed, well-reasoned proposal that lays out the existing problems the intranet will solve, the expected costs and benefits, the resources required, and a timeline for getting it built—and pushing it live.



IDEA



RESEARCH



GOAL

3

MAP YOUR REQUIREMENTS

What departments do you want your intranet to serve, and how will it serve them? Each internal function, from HR to IT, has its own, distinct needs. The structure, capabilities, features, and functionality you build into your intranet should be guided by these individual considerations. Equally important, it's crucial to identify who will manage your intranet once it's operational. Who is responsible for curating and refreshing content? Who will support user inquiries? Who will handle software updates and security measures?



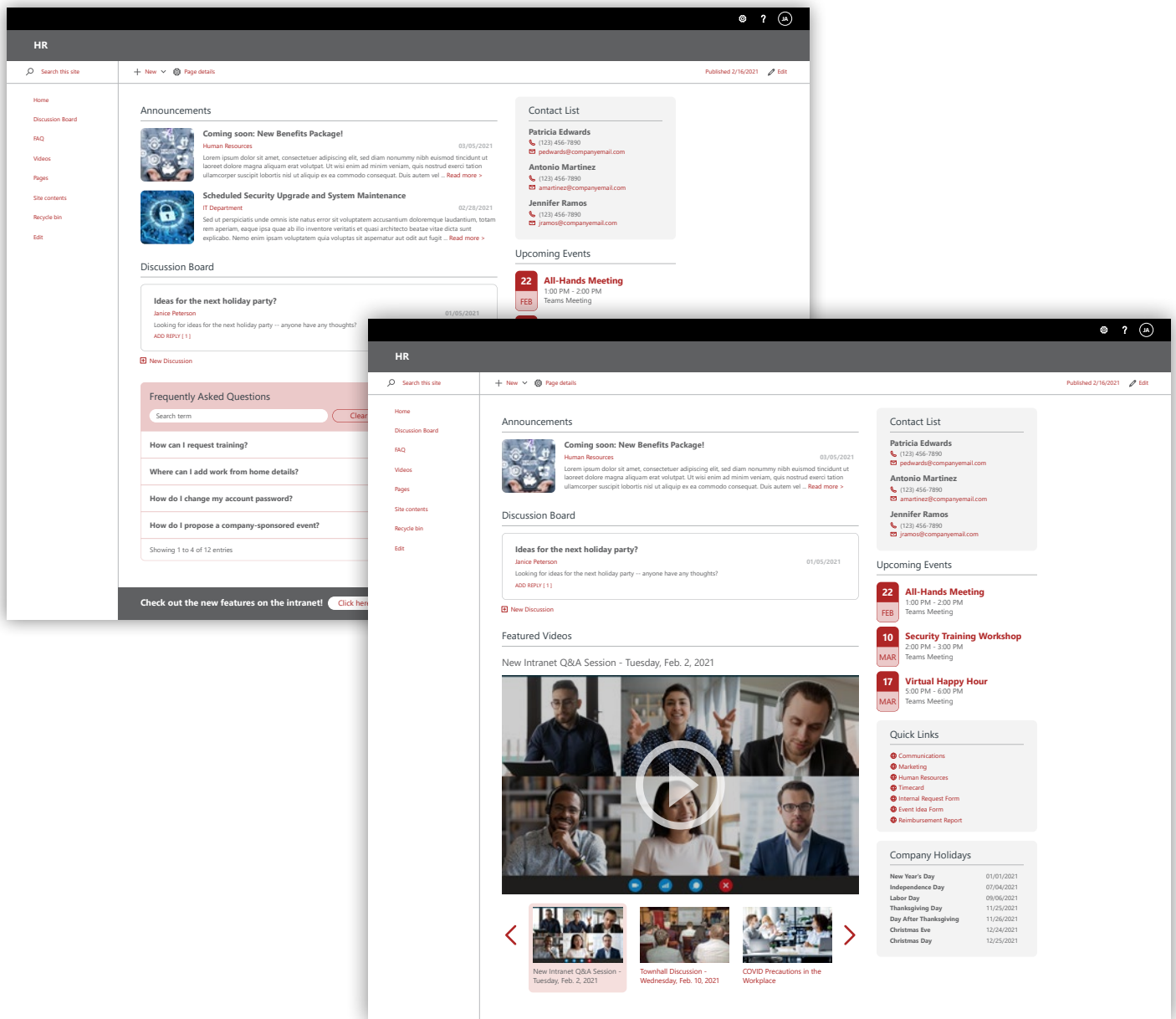
INTRANET USES

- > Company news
- > Operational announcements
- > Company directory
- > Employee recognition
- > Social networking
- > Document sharing
- > Knowledge sharing
- > Learning portal
- > Employee surveys
- > Expenses & reimbursement
- > Calendars
- > PTO requests
- > Forums
- > FAQ
- > Employee onboarding
- > Video sharing
- > Compensation & benefits
- > Corporate structure
- > Personnel accountabilities
- > IT support

4

BUILD YOUR SITE

Building a fully customized intranet is one option, but it can be an expensive and resource-intensive undertaking. Fortunately, there are newer, out-of-the-box intranet options based on the SharePoint platform that can give you a robust, branded intranet solution for much less. **Outsourcing the build is usually your best choice, given the speed and expertise an external team can bring to the job.** Make sure your outsourcing partner provides sufficient resources to your internal team so that it can self-sufficiently manage your intranet into the future.



5

LAUNCH AND MAINTAIN

Congratulations, you're almost done! Before you flip the switch on your new intranet, though, you need to populate it with the right content.

Selecting and migrating relevant files is a big job, but it's another place where third-party expertise can be very helpful.

Prior to launch, consider adding analytics capabilities to your intranet, which can help you gauge usage and point to areas for improvement. Also make sure your content and support teams are well-versed in the site and ready to keep it running smoothly.



Things to look for in an intranet services provider:

- > Experience
- > Innovation
- > Product training
- > Stability
- > Reputation
- > Ongoing support

TRELLIST CAN HELP

Trellist helps clients realize the full potential that intranets built on the SharePoint platform can provide their organizations. Leveraging our years of SharePoint expertise and our ongoing partnership with Microsoft, we'll create an easy-to-navigate, cost-effective, and cohesive intranet experience for your employees.



We can assist you at all stages of your intranet development process. We also offer a SharePoint Intranet Solution packaged service that enables organizations to enhance an existing intranet at a fraction of the cost of a custom platform.

To explore our services, please contact us at sharepoint@trellist.com.