GUIDE

CHOOSING THE BEST INTRANET PLATFORM

A guide to you who is in the process of
choosing a new intranet platform for your business

20-25%

By using social technologies internally, companies can raise their productivity by 20 to 25 percent.

TABLE OF **CONTENTS**

● ● ●

1.0 **INTRODUCTION**

Various names are being used for what we in more than two decades have called an "Intranet". And speaking of timeline, one could argue that the concept of the intranet is way older.

When Tim Bernes-Lee invented the World Wide Web at CERN back in 1989, this was intentionally meant to be a closed loop network only to be used by and meet the demand of information sharing between scientists at the universities. There is no need to tell the story about how that all evolved.

In other words, intranets have been around for quite some time and are unlikely to disappear in the near future. However, the classic, or should we call it, traditional legacy intranet as we know it "from the past" has evolved quite substantially and continues to do so. Organizations and their employees are becoming more and more digital, and the need and demand of an overarching digital workplace to structure and embrace all of your information, tools, tasks, processes and work in general has never been bigger.

Bottom line, there is very little doubt that a well designed and implemented intranet or digital workplace will improve and boost you, your team and your whole company's productivity tremendously.

In the following guide we try to outline the process of choosing not only the best, but more importantly, the right intranet platform for your company or organization. This is by no means meant to be seen as an exhaustive nor final and complete list of what you need to go through in your selection process but more as an inspirational read within areas you might want to consider.

Happy reading!

1.1 WHO IS THIS GUIDE ADDRESSED TO?

● ● ●

This guide is targeted to those who are involved in the communication and IT processes for their workplace, including HR, internal communication, IT management and marketing teams.

The audience of this guide is primarily for anyone who has been put in charge of analyzing, reviewing and, in the end, down selecting an intranet vendor or software platform or anyone who is generally interested in learning more about what kind of value the right intranet platform can provide to organizations and businesses of any size and scale.

1.2 **THE INTRANET LANDSCAPE**

●●●

Both the <u>way</u> we work, <u>where</u> we work and also <u>when</u> we work is up for a massive change. With practically every aspect of the average workday becoming more and more digital in some way or the other, it is just no longer enough to rely on in-office communications and collaborations.

The concept of the physical workplace is changing, confirmed by Digital Workplace Group with the prediction that over 38% of full-time employees will be working remotely, through some kind of digital workplace in the coming years.

According to Deloitte in their study into the digital workplace, for effective knowledge sharing, active collaboration and productive business relationships, connection to this digital world of work is a must - and those who do not "buy in" on this premise are likely to be left behind. It's never been more important to go digital when it comes to how you manage your communications.

www.colibo.com

2.0 A FEW KEY INTRANET CONCEPTS

● ● ●

When thinking of intranet, many managers or decision-makers consider these systems or platforms as out of date, less functional options for communications management.

With the strides made in digital technology, this could not be further from the truth. In fact, thanks to this evolution we now have various distinct categories of intranets that we will look at in the following sections: the traditional, classic intranet, the more modern, social intranet and then what we will call chat-as-an-intranet. Each of which provides a different service.

UP NEXT...

2.1 Concept 1: The "classic" Intranet Portal

2.2 Concept 2: The "modern" Social Intranet

2.3 Concept 3: Chat-as-an-intranet

In this type of organisation, you have to be able to communicate on all levels, both formally and informally. Colibo makes this possible and we expect an intranet that will deliver endless possibilities.

Emma Wahlberg
Group Communication Officer
Clipper Group

2.1 CONCEPT 1: THE "CLASSIC" INTRANET PORTAL

A traditional intranet is what is known as the more classic type of digital communication, offering employees access to basically nothing more than a website behind a firewall.

Used since the origin of the intranet in the mid 90's, these classic styles still have use but are less flexible and communication-friendly for the modern workplace. In many situations these traditional intranets were designed to publish and manage content and not a whole lot more.

Typically equipped with not so good search capabilities, these types of intranets have become individual silos and dumps for information where the employees occasionally stop by but rarely find what they need. Not that these types of intranets are all bad, but the described is very often the experience, and frankly, if you think about it, there is a high chance that you might have experienced this yourself at some point in your career.

A scenario like this causes the intranet to stagnate and fade like a flower at the end of its life. The result? A whole lot of

time wasted, low productivity and frustrated and unhappy employees that cannot find the information needed to finish their tasks. Maybe there is something about the old saying, that if you want to get rid of or hide some information, just put it out on the company's old intranet.

2.2 CONCEPT 2: THE "MODERN" SOCIAL INTRANET

Created to destruct the silo syndrome, the so called modern intranet is here to boost productivity, knowledge sharing and engagement.

Combining the practicalities of a workplace-focused location with the communication style known from the commonly used social media platforms, this, what we tend to call a "social intranet" is focused on the development of active communication lines and collaboration with other employees individually or in teams.

Different from the traditional, legacy intranet the social intranet is much more than a bulletin board with static information that is being published or pushed out to the employee. It is meant to serve as an easy to use communication and collaboration tool with engaging capabilities in terms of sharing information with others.

This is Colibo exactly. A market leading social intranet and collaboration platform that enables complex businesses to collaborate and communicate efficiently together across the entire organization. Here you will be able to manage your projects and tasks in digital workgroups, securely share files, and get relevant updates from your personal newsfeed. You can easily and seamlessly integrate with your current business systems and the security of our trusted and straightforward intranet platform is top of the line, making it the center-hub of your digital workplace.

We want to help define the future of a digital workplace by solving the unique knowledge sharing challenges that companies face and supporting the elimination of data silos.

WE ARE YOUR SOCIAL INTRANET
WE ARE YOUR COLLABORATORS
WE ARE YOUR COLIBO

2.3 CONCEPT 3: CHAT-AS-AN-INTRANET

● ● ●

Real-time chat and instant messaging has almost been around since the birth of the internet and has completely changed the way we communicate.

More or less every app, online forum, group or network that has this familiar social-media-like concept and feeling to it, would offer some kind of chat or messaging feature. Some more real-time and instant than others. And it is not just for personal use just like many people think.

The way we have adapted the concept of chatting together, digitally, via text messages, has become a totally natural part of how we communicate with one another whether we are at work or at home. And being a business owner or the one responsible for the internal communication, you have to pay attention and accept the fact that your employees demand the ability to quickly and easily communicate together digitally.

Not to be confused with "chat as an intranet", the Colibo platform has been developed from a perspective of "chat as an interface", meaning that we have tried to adapt to the way that

people are chatting together digitally since this has become close to a natural communicative habit.

But does this mean that the stand-alone chat applications like Skype, Slack, Microsoft Teams, WeChat and WhatsApp, are intranets and "enough" to improve your company's internal communication AND engage and satisfy your employees? For some companies YES, but for a great deal of others, NO. If you are a very small company with very few employees, then it might be totally overkill with an intranet platform that offers workgroups, project rooms, intelligent search engine, document management, people directory etc. Here you might be more than satisfied with "just" a chat or maybe nothing at all.

However, as soon as your company situates within a mid to enterprise size of business, quite quickly you will discover the need for a social intranet where chat is either an integrated part of your digital workplace or alive on the side.

100.000+

Did you know that more than 100.000 people are using Colibo every day to communicate and collaborate in more than 15 countries?

3.0 DEFINE YOUR BUSINESS CASE

● ● ●

For many businesses, the most crucial phase of deciding on the best intranet platform for their workplace is the pre-phase, which is first of all defining IF a new intranet platform is needed and if so, WHAT they need out of a new platform, and HOW it can and will benefit and create value.

In the following we have gone through a few important areas that you need to get your mind around in the definition of your business case and should you want to dig deeper into the details, you are most welcome to download our Intranet Business Case Template here: https://www.colibo.com/download-intranet-business-case-template

UP NEXT...

3.1 Purpose and business goals

3.2 Evaluate your existing system landscape

3.3 Gather and specify requirements

3.4 Know your budget

3.5 References and referrals

3.6 Try, compare and educate yourself

3.7 Approval and buy-in from management

3.1 PURPOSE AND BUSINESS GOALS

● ● ●

As mentioned previously, before you can go ahead and plan what type of intranet platform is needed for your business, it is vital to know your purpose and goal. And though it might seem hard to determine, you would ideally start out with some kind of cost-benefit analysis trying to measure the ROI of implementing a new, Social Intranet.

To line up some examples of correlations between intranet and revenue, you might want to ask yourself:

1. **Will my employees in general become more productive and efficient?**

2. **Will the communication in the company be improved?**

3. **Will it be easier to share knowledge?**

4. **Will it be faster and easier to access and find the right information?**

5. **Will it be faster for employees to complete tasks and projects?**

6. **Will on-boarding and training of new employees be improved?**

7. **Will employee satisfaction be improved?**

8. **Will a new social intranet reduce the number of separate and individual software tools or platforms?**

9. **Will quality of data/company information get better?**

10. **Will decision making be faster?**

And so on. There are numerous questions you might want to ask and think about, but the fact is: When done right, when implemented right and when used right, you will see a huge impact on you business by implementing a social intranet and it is everything from improving employee satisfaction, through customer success and to increased sales – all of which have a massive impact on the revenue in the company.

3.2 EVALUATE YOUR EXISTING SYSTEM LANDSCAPE

Unless your business is a brand-new startup, where you might or might not need an intranet platform from the very beginning, it is likely that other systems, tools or mechanisms will already be functional and required as part of your unique workplace landscape.

Whether a new intranet platform will be replacing some of this functionality or will need to be integrated, your existing systems and tools should be considered as part of the decision-making process to achieve a more harmonious end-result.

It is critical that, before you go out finding a handful of potential intranet platforms to choose from, you start out by mapping your existing landscape of systems and tools that is a part of your digital workplace today. What are they being used for, which value do they create and how are they related to this new intranet that we are implementing?

No intranet platform will be able to replace all your existing tools and systems and it definitely shouldn't.

A "one intranet platform fits all" does not exist and you can start out by making one thing clear for yourself: your digital workplace will always consists of a multitude of systems and tools.

3.3 **GATHER AND SPECIFY REQUIREMENTS**

In the process of choosing and implementing a new piece of software in your company, it should always be a business value, and not a features-and-functions game that drives the decision.

However, anticipating that you are now at the state in your decision-making process where you already have defined your goals, where you have done your business case, where you have worked with KPI's, ROI calculation and so on, it is a it is a good time to look at and specify what kind of individual wishes for features are required from not only yourself but also from the executive management team and the entire workforce.

Knowing what you need is key to bringing in effective systems, and often the person deciding on implementing new services such as intranet is not the primary user. Having a base understanding of what is needed, and how it is intended to be used broadly, is obviously highly recommendable, but the key message here is that you need to get out on the floor in your organization asking and interviewing the key stakeholders and users.

Whether or not you are able to do that on your own or you need help through or, for example, external consultancy is different from company to company and for you to determine.

To give you some inspiration and to give you a head start we have under section 4 gone through some of the key requirements – also features and functions wise – that we recommend you take into consideration.

3.4 KNOW YOUR BUDGET

● ● ●

No business is expected to know the ins and outs of every possible expense in the planning stage, but an understanding of allocated budget and what money is available in your pot for a new platform or service, can pay off further down the line when it comes to negotiations and decision-making.

Once again this is an area where companies act differently. In some companies the upper management would like to see the business case before even indicating a budget where others have mores or less fixed budgets for you to stay within.

Either way, it is advisable that you at least have a ballpark idea of your budget, and to use a well-known analogy, there is no need for you to walk in the door of Rolls Royce when you know you can only afford a Volkswagen. And speaking of which, do you even NEED the Rolls Royce?

In other words; do not ask for a highly and individually customized solution if you do not have the budget and need.

www.colibo.com

WE LOVE YOUR EXISTING TOOLBOX!

At Colibo we know and respect the fact that your digital workplace consists of multiple tools which is why we integrate with the most common ones.

OneDrive

Skype

slack

Microsoft Azure

Office 365
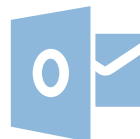
3.5 **REFERENCES AND REFERRALS**

Very few businesses would hire an employee with no references to do a high-performing role. This is the same when it comes to systems and services.

An unproven platform can hold a lot of risk to a business, as you only have the word of the company that it will function as you need it to. Online reviews, word-of-mouth and simple referrals from trusted business colleagues or experts can be invaluable in picking a system that works well for you.

Ask the platform vendor for key references that you can contact for an interview, and if they have customers within the same field or vertical as you, that would be highly recommended.

The efficiency has increased significantly since we launched our new intranet. We have gained a comprehensive information portal that is dynamic, easily accessible and saves employees a significant amount of unnecessary work.

Lillian Christensen
Manager, Corporate Communications
Kosan Crisplant

3.6 TRY, COMPARE AND EDUCATE

Closely related to the previous section about getting referrals and references, with any service you are looking to buy into, being able to experience how that technology works for you and your primary users is a crucial factor in picking something that matches your requirements and needs.

A vendor should be able to provide you with a purchase-quality trial or even specifically customized demo to allow you to make the most informed choice possible.

Some software vendors even take the step and service a bit further offering a dedicated sandbox or playground for you to experiment with, where you might be able to build your own little proof of concept for internal presentation and further evaluation.

WANT TO SEE COLIBO IN ACTION?

COLIBO®

Get a tour of Colibo's Social Intranet Software

Book your personal online demo
Get exclusive insights into of all the opportunities that comes with a digital workspace.

Watch an online demonstration of how Colibo encourages dialogue, knowledge-sharing and collaboration. A goal-oriented intranet software that adds value to your entire organisation.

Fill out the form to get your free personal online demonstration.

Book free online demo

First Name*

Last Name*

Email*

Phone Number*

Company Name*

Number of Employees*

What would you like to talk about?

BOOK ONLINE DEMO

www.colibo.com

## 3.7 APPROVAL AND BUY-IN FROM MANAGEMENT

●●●

If you are not the person in final charge of purchasing new services, but you have a substantial investment in providing the proper tools to do business, this is the point at which your business case is complete.

This allows you to give a robust, well-informed and accurate evaluation of why this service is essential - one that your managers are sure to agree with.

Any top management approval on a vital service or strategic purchase is a must. Not only does it ensure your intranet project is firmly anchored at top management or executive level, but it also gives your company a better chance of knowing the importance and significance of upgrading a service, and every benefit that it can provide.

Research shows that lack of management support is the # 1 reason quality improvement initiatives fail.

Source: Juran Institute

24%
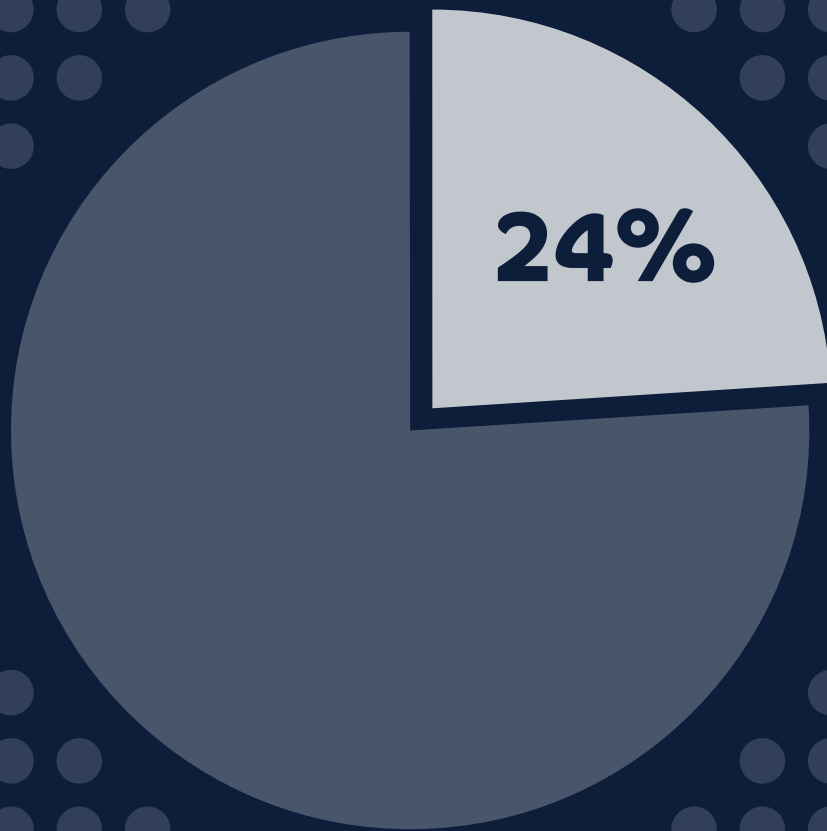
A research by Gallup shows that 24% of the global workforce is actively demotivated.

4.0 REQUIREMENTS

Intranet platforms are built with active use in mind, and as such the features already included are designed to positively invoke and improve key areas like communication and collaboration in the organization.

Although stated before, that an intranet platform primarily should be chosen from a business value perspective and not purely from the number of features and functions included, this section is all about platform requirements. Some of which are clear features and functions, but also some of which are more overall and general requirements for the platform.

To give an example, "ease-of-use" would be an overall and general requirement, whereas "the intranet platform should have a search engine" would be a requirement of a specific feature.

UP NEXT...

4.1 Usability and ease-of-use

4.2 Design: UI and UX

4.3 Help, training and support

4.4 Implementation and time-to-market

4.5 Scalability and performance

4.6 Extensibility

4.7 Functionality and key features

4.8 Integration and platform openness

4.9 GDPR compliance

4.10 Hosting, maintenance and security

4.1 **USABILITY AND EASE-OF-USE**

It may sound obvious and irrelevant to mention since all kinds of software should have a high level of usability and be easy to use. But the reality is a whole lot different, which is what makes it important to mention and critical for you to pay attention to – and especially since we are dealing with an intranet platform, that every single employee in the company is intended to use and gain value from on a daily basis.

As mentioned previously, the traditional intranets were lacking due to the fact that right after launch day, people started not using them. Not necessarily because they were super difficult to figure out, but due to the fact that they were static, uninspiring, topped with weird features that no one really needed or, in other words, didn't have that natural feeling of ease-of-use to it like we see in the social intranets today.

Bottom line, in your evaluation and try-out of the platforms you are looking at, make sure that you get this feeling of ease-of-use and simplicity right away. This will also support adoption and an easy learning curve for your employees and result in minimal disruption to the overall workplace.

4.2 **DESIGN: UI AND UX**

Researches shows that, in terms of the rejection or selection of a website, 94% is design related. And one could argue that this also applies when we talk about adoption of an intranet platform in your company.

In the previous section we concluded the importance of "ease-of-use" and when talking about "ease-of-use" and "design" in the world of software, websites, etc., you cannot avoid stumbling onto the concepts User Interface Design and User Experience Design and though closely related, they are not the same.

Trying not to dig too deep into the explanation of the differences, a User Interface (UI) is the series of screens, pages, and visual elements - like buttons and icons - that you use to interact with your software whereas User Experience (UX) is the experience and feeling that a person gets as they interact with every aspect of the software. Or, picture this from your living room in your house or apartment: the tables, chairs, sofa, your TV, etc., form the UI - contributing to the experience - whereas the relaxation and happiness you may get are the feelings that

make up the user experience.

The reality is, the importance of user interface and user experience design is very often underestimated and the message here is that it is something you cannot neglect in your selection process.

It is also vital, that not only is the general design of the platform top notch, but to give it that extra feeling and ease of adoption, there have to be areas in the platform where you can configure and change the design according to your company's own brand to make it look like "your own".

4.3 HELP, TRAINING AND SUPPORT

A critical need for the addition of any new piece of software, opting to work with a company that has the resources, training and time in place to ensure you are getting the most out of the tools they are giving you is a must.

In your evaluation, it goes without saying that the customer support and service provided is a key aspect. Your intranet platform will most likely become a tool for every employee in your company, and odds are that at some point in time, you will experience some kind of downtime or experience areas not functioning as they should. If and when this happens, having someone to call at any time to help you get things up and running again or fixed is a huge factor when you are looking at intranet platform vendors.

Take a look at each platform vendors' customer service and support. Are they available 24/7? How are you able to reach them? How many levels of support are offered, and if not included in licensing model, what does it cost?

And support is just one area of service being provided when things go wrong. But what kind of service is provided when it comes to training and on-boarding, both in the implementation phase but also afterwards as a part of the long-term relationship? Think about these questions and make sure you ask them before you decide on your platform or vendor.

www.colibo.com

4.4 IMPLEMENTATION AND TIME-TO-MARKET

Knowing what type of intranet solution or platform you are seeking to implement is the basis for how quickly you can provide it to your workforce and get your money's worth. Based on your analysis of needs and available budget, you should have an idea about whether you are looking at an intranet platform where you have to develop more or less everything from scratch, or if you are looking more in the direction of a pre-configured, out-of-the-box solution where you can expand through modules and widgets.

A well-known intranet platform like Microsoft SharePoint is an example of a platform where you have to either develop a lot of your needs from scratch or buy various kinds of feature layers on top. This may well be the right solution for you and your company, but in many situations, projects like these tend to have quite a long time-to-market and are most often associated with a high cost / TCO (Total Cost of Ownership).

Being a standard yet highly customizable intranet platform, Colibo situates within a different intranet platform category compared to, for example, Microsoft SharePoint.

Colibo can be easily used without additional extensions. But with tailor-made apps and widgets, you can customize Colibo for your business needs, so that the intranet helps the individual employee in their everyday life. Apps and widgets are the intranet's comprehensive concept of process optimization and work-related tools. For example, an app for a workflow when creating a new employee on the intranet or booking a vacation home. Widgets look a lot like web parts in SharePoint and work the same way.

For more information specifically about Microsoft SharePoint and/or Colibo and Microsoft SharePoint in conjunction, please refer to chapter 5 where this scenario is outlined in more detail.

www.colibo.com

4.5 **SCALABILITY AND PERFORMANCE**

●●●

While functionality and design has been stated to be highly important to get, let's call it, "intranet success", areas like application performance and speed have stated to be highly valued amongst users. Research shows that users are not willing to wait more than 2-3 seconds for a web page to load before they are long gone. And the "patience" is not going up.

It is really a no-brainer and we have all faced the irritating challenges of working with a slow application, operating system, computer or waiting decades for a web page to load. We might accept ii once or twice, but if it is an ongoing tendency, we will simply stop using this application or service completely.

If this new intranet platform does not perform and run at a maximum speed from day one, your users will quickly become skeptical and fade off. An intranet that doesn't perform to your standards or even slows down your communication is not one worth using. It is a must for you to pick a system that can keep up with your needs and exceed your expectations when it comes to speed and performance and that can also scale along with the growth of your business.

THE COLIBO® PLATFORM DNA

To achieve the ultimate and compelling intranet user experience, THE COLIBO® PLATFORM DNA is centralized around "Productivity", "Knowledge sharing" and "Engagement".

☺

COMPELLING INTRANET USER EXPERIENCE

1
PRODUCTIVITY

2
KNOWLEDGE SHARING

3
ENGAGEMENT

4.6 **EXTENSIBILITY**

● ● ●

Looking it up on Wikipedia, the term "extensibility" is a software engineering and systems design principle where the implementation takes future growth into consideration. The term extensibility can also be seen as a systemic measure of the ability to extend a system and the level of effort required to implement the extension. Extensions can be through the addition of new functionality or through modification of existing functionality. The central theme is to provide for change - typically enhancements - while minimizing impact to existing system functions.

We briefly touched upon this previously and it is a fact of business, that what you need one year may change the next. Make sure that you have thoroughly thought through how you are going to extend and future develop your company's intranet platform along with change and, hopefully, the growth of your business.

Some, but argumentatively quite few companies will be able to live with a completely closed out-of-the-box solution, where nothing can be changed or customized to individual needs. It

is recommended that the platform you end up choosing has a certain degree of openness and that preferably has a library of feature widgets or modules for you to choose from for easier extensibility.

Please also refer to section 4.8 about integration and platform openness.

4.7 **FUNCTIONALITY AND KEY FEATURES**

Once again and once and for all: it should be a business value perspective that drives your decision of an intranet platform and not the number of features and functions. BUT, looking individually at features and functionality is obviously a super important aspect also. When a decision-maker is deciding on a choice of software platform or any service really, one of the most important things to do, to preserve that clarity, is to weigh up what you need.

And though wish lists tend to get extremely long, your business case and evaluation presentation need to include a list of must-haves and nice to have functionality and features. Don't complicate things; a simple checklist will provide a fine template for your requirements for an intranet platform and ensure you can sum up and make a decision in the end.

Whatever is a non-negotiable for your business should be included within this list, from responsible mobile features to advanced search, integration with existing software to offline synchronization. And as mentioned, whatever is a "must", must be on your list.

Here is a list of typical features that you should take into consideration and that we believe your chosen intranet platform should be able to provide:

1. **Workgroups and project rooms**
2. **Employee directory**
3. **Intelligent search engine**
4. **Personal newsfeed**
5. **Document Management**
6. **Online/offline synchronization**
7. **File Sharing**
8. **Info screen functionality**
9. **Calendar**
10. **Open API and integration friendliness**
11. **Standard Office365 integration**
12. **Mobile readiness, access or app**
13. **Task Management**
14. **Content Tagging**
15. **Widgets**
16. **Notifications**

4.8 **INTEGRATION AND PLATFORM OPENNESS**

In many situations, the implementation and introduction of a new intranet platform is a part over an overall digital journey of consolidating, improving and perfecting your entire digital workplace.

As mentioned previously, no intranet platform should be seen as a system that can replace all of your existing tools. However, to obtain the right success with your intranet platform, you must choose a platform that has a selection of standard integrations in place according to the majority of your existing most important tools.

And if standard integrations are not in place for all of them, make sure that the platform is open enough for you to get these individual integrations done. Standard integrations to the commonly used Microsoft Active Directory and Microsoft Exchange Server are examples that every intranet platform should be able to provide.

COLIBO IS...

Colibo is based on the intelligent Microsoft .NET technology, which means that you can integrate your organization's internal systems. Whether it is Business Intelligence, Exchange Servers, or CRM systems, Colibo's intranet gathers all of the systems in one place and creates an optimized workflow. This way, you structure and adapt Colibo to become your own tailor-made intranet, with access to all of the systems and data that fit the needs of your organization.

COLIBO WORKS GREAT WITH: Office 365   Skype   Microsoft Azure

4.9 GDPR COMPLIANCE

Whether we like it or not, EU's new General Data Protection Regulation, GDPR, is here and has been effective since May 25th 2018. The law is a replacement for the 1995 Data Protection Directive, which has until now set the minimum standards for processing data in the EU.

Since your intranet platform may or may not handle or process personal information, you have to make sure that the software platform you choose has done their part to make sure you become or stay GDPR compliant.

Since the introduction of GDPR, Colibo has been highly focused on numerous GDPR compliance efforts. We have evaluated new requirements and restrictions imposed by the GDPR and will take any action necessary to ensure that we handle our customer data in compliance with the GDPR.

When said, GDPR is a massive topic in itself, and for you who would like to dig into more details, we can recommend reading our blog post here: https://www.colibo.com/blog/gdpr-implications-for-intranet-software

4.10 HOSTING, MAINTENANCE AND SECURITY

These days when introducing new software platforms in a business, one question quickly arises: "Cloud" or "On-premise". Meaning, should the platform be hosted externally or internally on the company's own servers? In other words, when talking about the key difference between intranet in the cloud or intranet on-premise it is simply about where the server is located and who is managing it. In many situations there are existing company IT-policies about how software applications and platforms should be hosted in general, meaning that it is a given in advance.

When it comes to the cloud, your intranet and data will be stored on large distributed cloud servers, typically at data centers owned and managed by the key industry players like Google, Amazon, IBM or Microsoft. Going down the on-premise route, your intranet and data will be stored and managed internally on your company's own servers giving you full control.

Choosing Colibo as your intranet platform, you have the freedom to choose either cloud or on-premise, but which model is the most appropriate for your company is a matter of many factors – not least what kind of IT resources and competencies are available.

Speaking of which is more secure is a bit like talking about religion. It is a question there are many opinions about. Some would argue that it will always be more secure to have data and applications inhouse where you have full control over firewall, backups, etc., where others would argue that no internal IT-department would ever be able to make things more secure than, for example, a team of 10.000 Microsoft Azure server experts not doing anything else but maintaining and protecting their customers' data.

Bottom line: be capable of presenting pros and cons in your business case and do your math in terms of the differences in total cost of ownership for having your intranet in the cloud or on-premise.

202%

A study by Oxford Economics shows that engaged employees outperform those who are not with 202%.

5.0 WHAT ABOUT SHARE-POINT AND OFFICE365?

Microsoft SharePoint is a massive multifaceted solution designed to help businesses work and communicate better. Most intranet managers and IT administrators have heard of Share-Point, and many organizations choose SharePoint because it is included in Office 365, and its standard cloud-solution.

SharePoint is a good product, serving millions of customers. It has been developed over many years and provides an enormous amount of functions. Despite many organizations using SharePoint, several look for alternatives because it requires time and effort to configure a SharePoint intranet.

Colibo can be your number one alternative but also live perfectly alongside and together with Microsoft SharePoint.

You don't have to worry about what happens to your workflows and your custom-built tools from SharePoint if you transition to Colibo. We integrate with SharePoint, too.

Colibo can coexist with SharePoint. Some of our customers have chosen to keep SharePoint because of SharePoint's options for working with workflows. Colibo is built so that it can co-exist with workflows and custom-built tools, such as Share-Point, Nintex, BPM online and others.

Colibo and SharePoint. Together or not? This is a whole chapter in itself which is why we have written a whole dedicated white paper especially for this topic. Go ahead and download it here: **https://www.colibo.com/download-whitepaper-share-point-alternative**

6.0 ON-BOARDING

The best piece of software, most excellent service in the world or ideal intranet platform is only as good as the way it is being used, adopted and successfully governed. The importance of on-boarding, organizational implementation and anchoring in the company is critical for the success of your intranet.

It is a common behavior that many users are both naturally curious but also blocked by fear when it comes to introducing new software to their toolbox. Their state of mind will be more in the direction of "What do I have to do and how do I use this?" instead of "What can I do and how will this help me?"

You need to be aware that the roll-out of an intranet platform typically affects every employee in the company and cannot be compared to the introduction of, for example, a new creative design tool for a few dedicated specialists in one smaller department. Choosing an intranet platform with strong social and collaborative capabilities and with a high focus on ease-of-use will help you tremendously, but you have face the fact,

that you need to have a plan for roll-out, on-boarding and training of your users. Here are a few ideas to get you started:

1. **Investigate if your intranet platform vendor has a customer success or on-boarding program to help you along.**

2. **Be able to demonstrate "What's in it for me?"**

3. **Appoint an Intranet or Community Manager if possible.**

4. **Get early commitment and contribution from higher management.**

5. **Make your intranet the primary hub for company information.**

6. **Spot your intranet champions and fans and get them to help.**

7. **Work with gamification if possible.**

8. **Advertise both big and small successes.**

9. **Personalize when and where you can.**

10. **Try making it FUN!**

7.0 CONCLUSION

To summarize, when it comes to deciding on the best intranet platform for your business, there are many factors to consider. From whether you're going social or thinking functional if you need full customization or simple design changes, every company and every requirement are different.

With Colibo, you have the tools you need to create a social, active and productive working environment within your place of work, by embracing the digital workplace.

Colibo makes your work life easier. When you choose Colibo, you don't need to worry about high costs, lack of user-engagement, extremely difficult configuration and never-ending maintenance.

We hope that this comprehensive guide and walk-through has helped you in the process of choosing your future intranet platform, and we would love to show you how Colibo can contribute to your selection process.

LET'S TALK!

8.0 ABOUT COLIBO

Colibo is a market leading social intranet platform that enables complex organizations to communicate and collaborate efficiently. We want to help define the future of the digital workplace by solving the unique communication and knowledge sharing challenges that companies face.

Our name originates from the word "collaboration", which is exactly what our social intranet solution promotes. The same goes for our employees. We believe that a digital solution is incomplete without people behind it. Co-work, co-creation, and co-productivity. These are the values that we, as your collaborators, encourage and live by.

The intuitive interface and team collaboration tools allow for easy knowledge sharing and set the stage for dialogue and collaboration between employees. A complete intranet solution can contribute to the ease of work processes, elevate efficiency while encouraging value creation through digital collaboration.

A social intranet is a real strategic asset that helps companies achieve their day to day and long-term business goals.

Customized for your company, Colibo is easy to deploy, and we guide you through the phases of your implementation process every step of the way. We are both your social intranet and your collaborators.

Located in the heart of Aarhus, Denmark, Colibo has more than 100.000 users across 14 countries. Our customers are a mix of municipalities, public organizations and private companies. You can see the references at: www.colibo.com/cases

If you want to learn more about Colibo and the value of collaboration, visit our website at www.colibo.com.

WE ARE YOUR SOCIAL INTRANET
WE ARE YOUR COLLABORATORS
WE ARE YOUR COLIBO

WANT TO SEE COLIBO IN ACTION?

CLICK HERE TO BOOK A DEMO!