



## INTRANET STRATEGY DEVELOPED TO DRIVE EMPLOYEE ENGAGEMENT

### CHALLENGE

NCR Employees (including sales) could not find content easily on the intranet. There were challenges to upgrade existing content management system (CMS) because it was not scalable without significant investment. There was no responsive design for the site so many people in the field who did not have a PC could not engage with the company easily via their mobile device. Measuring usage was not easy due to a custom built analytics tool that provided very limited reporting. The partner portal on the intranet did not provide a positive experience for channel partners for partner enablement (training/material). Social collaboration functionality was nonexistent. Many organizations were reducing their dependency on the intranet and moving content to specific SaaS applications. This meant that the intranet was becoming more of a “link farm” than an actual content repository. IT had a desire to leverage Microsoft SharePoint investment and use this technology for the next iteration of the intranet even though the existing CMS was an open source tool. There was uncertainty regarding whether or not site requirements could be met with SharePoint or if additional integration software needed to be purchased to deliver the same functionality.

### ACTIONS

- Upgraded Google search appliance as a short term option for improving search.
- Developed a presentation for IT regarding intranet challenges and persuaded them to partner with marketing.
- Persuaded Marketing and HR leadership that a new iteration of the intranet was necessary to drive employee engagement since many in the field were underserved and disconnected.
- Convinced management that the migration to a new intranet needed to follow closely behind the launch of a new Sales Asset Management system that would migrate 60% of documents off the Intranet and into a new sales targeted tool that integrated with Salesforce.com.
- Secured funding for new Intranet from IT as a priority one project based on the lack of scalability for the existing platform.
- Developed requirements documentation for new Intranet as well as an RFP and worked with IT and procurement to release RFP to a short list of vendors.
- Vetted all proposals with procurement and IT via collaborative team meetings and developed ranking and ratings of vendors.
- Selected agency to deliver on project that could act as an agnostic vendor in regards to CMS.

### RESULTS

- Successfully migrated 10,000 pieces of sales targeted content to new Sales Asset Management platform thus reducing the dependency on the intranet as a sales enablement tool.
- Put the company in a position to increase employee engagement at a time when they were looking to drive significant business transformation.
- Persuaded the company to look at the intranet as a “product” that required ongoing capital investment and a small dedicated team of developers rather than providing ad hoc support to “keep the business running”.