

The ROI of an Intranet



A SKYVERA™ COMPANY



The Business Value of an Intranet

6 Ways an Intranet Impacts Business Growth

We are at a point in time where technology is advancing at an unprecedented rate. Businesses are getting better and smarter at developing technology that impacts the bottom line. As a result, the number one reason companies are buying software today, is because previous systems are now archaic and inflexible. In a time where every decision demands to be backed with numbers, this research paper is written for intranet champions who are seeking to improve organization-wide communication, collaboration and efficiency with a modern intranet.

For many, it is not hard to see the value in having a centralized and private portal that acts as a community-hub for organizations. A place where information can be easily disseminated by your c-suite and quickly found by employees. An organizational tool that is found to be irreplaceable by any organization who implements one.

With that being said, competing priorities and budgets may see things differently. Typically, two-thirds of technology decisions are made by a decision committee of three or more people and can take up to several months to find the best solution. Due to the fact that intranets impact every department in an organization, our experience shows that the decision committee is typically composed of four to seven department heads. Adding more hands on deck also increases the decision-making period which averages anywhere from six months to a year.

Despite the difficulty of getting involved stakeholders to buy-into an intranet, there are six key metrics that will have everyone's ears perking up. Why? These metrics have been proven time and time again, and impact productivity across the board.

Top three reasons for wanting to purchase new software:

- ✓ Previous software we were using for the same purpose was out of date
- ✓ Needed to increase worker efficiency/productivity
- ✓ Needed to reduce costs by using software to optimize operations/processes

Contents

Introduction	02
ONE Locating the Right People in Your Organization	03
• FOUR STAGES OF GROUP COHESION	04
TWO Finding Key Documents & Content	05
THREE Access & Mobility	06
FOUR Increase Employee Engagement	07
FIVE Streamlined Communication	09
SIX Maximizing your SharePoint & Office 365 Investment	10
Sources	11

1

Locating the Right People in Your Organization

Organizations that have multiple offices, spread across vast distances struggle to create a cohesive workforce. Creating company-wide cohesiveness is not an easy task but if achieved, will have a tremendous impact on how your organization innovates, creates and produces value.

By definition, cohesion is “the extent to which the members within a group are attracted to the ideas held by the group”. It is the invisible hand that drives people to remain in a group. Researchers studied a group of 371 employees and found that strong group cohesion significantly impacts organizational performance. Another study found that when a team is cohesive group members will:

- ⚙️ **Work harder**
- ⚙️ **Go beyond their assigned duties for team success**
- ⚙️ **Share information freely to ensure their team members also succeed**

So how does an organization create a singular cohesive unit? Harder for organizations with thousands of employees in multiple offices, there are proven technologies that make it easier for teams to gel. Company directories and social networking tools are the most popular systems that aid in the creation of cohesive teams. This is largely due to the ease at which colleagues can connect, communicate and locate subject matter experts in your organization. In fact, one company found that on average, knowledge workers spend 2.5 hours per week locating the right person in their organization in order find the information the need. This same organization estimates that this equates to \$7000 per year of lost productivity, per employee.

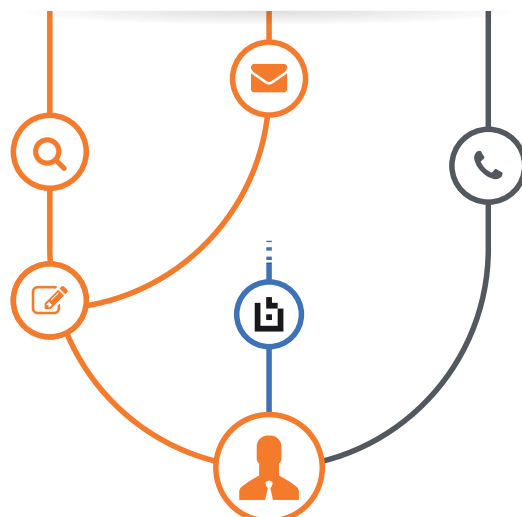
How Do Teams Become Cohesive?

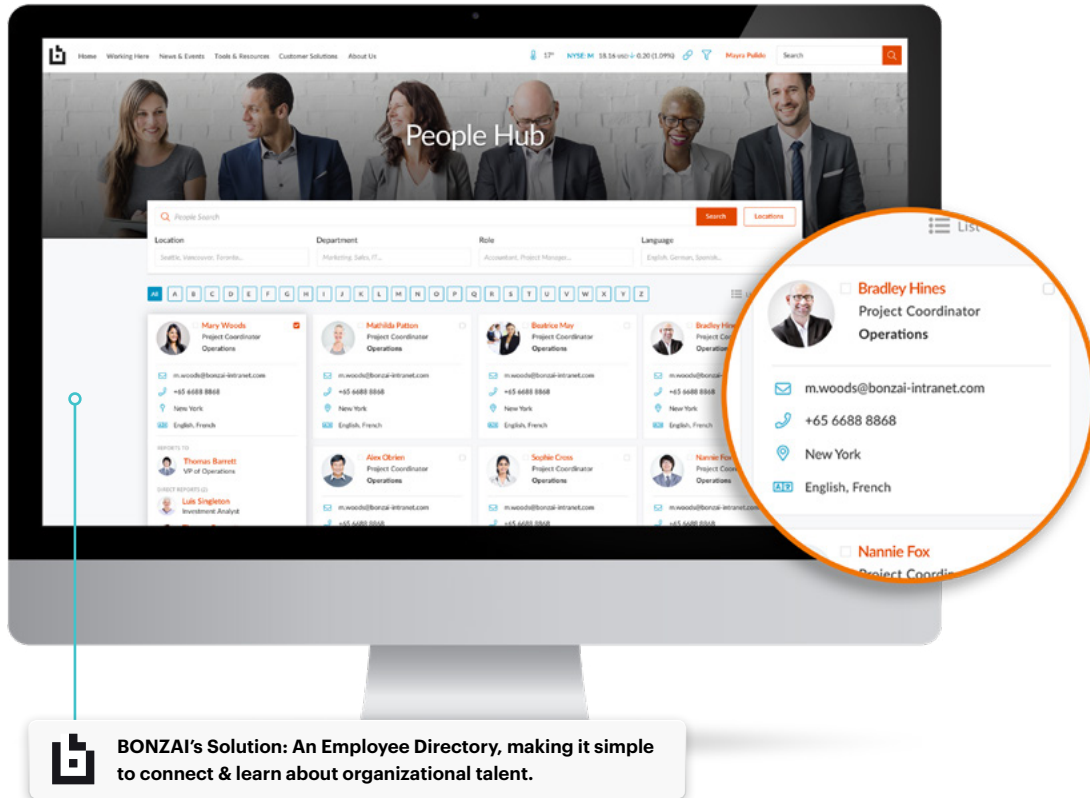
The most commonly used framework was developed by Bruce W. Tuckman, psychology professor at Ohio State University. While teams do no always form in a perfectly linear pattern, the following four stages can be used as markers to understand changes in team behavior. ➤



Using BONZAI has made a significant difference to my workday. Feeling connected and learning about other employees and events is a huge part of engagement”

-Douglas College Surveyed Employee





Stage 1: Forming

Forming is when team members first meet each other. For multinational teams, this meeting may not be in person but over the phone or via video conferencing. During this time a mixture of anxiety and excitement runs high as team members begin to buy-in to the potential of what the team will create. Team members will also begin to size each other up to understand where their skill set fits into the team.

A company directory, especially for geographically dispersed teams, is key for helping your people learn more about who they are working with and what they bring to the table. Acting as a corporate social network, team members can look up their teammates to find contact information, the department they work within, position and who they report to, products they contribute to, skill-set and specialties, documents they're working on, and intranet content they have posted.

Stage 2: Storming

Getting into the thick of team flow, the storming stage is typically when conflicts emerge and hopefully, quickly resolved. Typical reasons conflict emerges is due to personality conflicts and disagreement on how the team will achieve objectives. Clear and open communication is key for working through conflict. Team leaders will also want to ensure that non-violent and aggressive communication style is quickly suppressed so that conflict can be manageably resolved.

Stage 3: Norming

If conflicts resolve, your team will enter into a phase of greater awareness on team member abilities and there will be more openness towards differing opinions. There is an overall acceptance of colleagues and greater effort is put towards meaningful communication. Social features that allow your team to 'comment', 'like' and 'share' documents or content created will help to facilitate this. This will be especially true for teams who do not benefit from working in the same physical space.

Stage 4: Performing

In the performing stage of team cohesion, groups will reach unexpected levels achievement. During this time, roles and responsibilities are clearly understood, and individual contributors are well-equipped to make sound decisions without supervision. Aligned with high-performing times, is a clear understanding of document governance and version control. We discuss this in greater detail in Section 2: Finding Key Documents & Content.



Bruce W. Tuckman's theory for 4 Stages of group cohesion

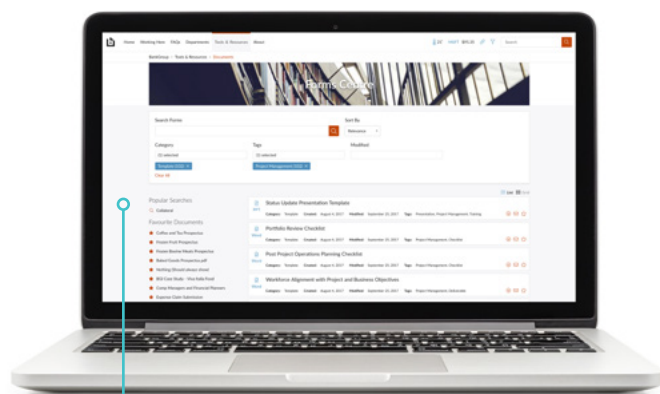
2 Finding Key Documents & Content

When knowledge workers can quickly locate documents and information, a few things occur that can help productivity skyrocket. First, time that was once used searching for documentation, can now be reallocated to the task at hand. Second, duplication of work significantly decreases. Organizations lose countless hours to lost productivity everyday simply because knowledge workers cannot find the information they need to move forward.

In fact, a survey conducted by Deloitte found that 72% of employees say they cannot find information they need within company information systems. Of the 2,500 business and HR leaders that were surveyed, 65% of executives rated this issue as urgent and 44% said they do not have a solution. An Intranet has helped many organizations help overcome this bottleneck. Here's how.

An Intranet Helps You Locate Information Fast

A report from the McKinsey Global Institute found that well-planned Intranets will reduce the time knowledge workers spend searching for information by 35% freeing up 6% of their workweek for other tasks. How exactly?



BONZAI's Solution: An extremely easy to use Document Portal, so you can access the most recent version anytime, anywhere.



64%

Reduction in time when finding standard company documents through the forms portal using BONZAI Intranet



Document Organization

An Intranet helps organizations quickly locate frequently used documents such as forms, policies and procedures. When these documents are intuitive to find, your staff will use them more and be better informed. An example of this would be to provide all forms need for new hires onto the HR page.



Document Portal & Version Control

A document portal within your Intranet provides organization of large pools of documents where access and version control can be managed. Stored in the cloud, documents can be accessed from anywhere at anytime, and are instantaneously updated so that knowledge workers are always accessing the most recent version. This will also minimize work duplication as your talent will be able to find the documents they need, when they need them.

Research shows that on average, knowledge workers spend 2.5 hours a week duplicating or recreating work. This time costs companies on average \$5000 per year, per employee. Your Intranet's document portal will reduce these work duplication costs



Document Search & Machine Learning

Your Intranet's document search engine is an additional feature that will help employees find the information they need fast. BONZAI Intranet surpasses competitors due to machine learning technology. Not only do advanced search tools allow you to quickly locate documents you're looking for, machine learning algorithms feed up documents that impact your work. This will happen through both trending documents—documents that are most viewed. And targeted documents—documents that have been selected for you based on your past interactions.

3 Access & Mobility

More and more organizations are implementing flex-schedules to make their companies more attractive to talent. Comparing over 4000 studies, reports and articles about remote working, Global Workplace Analytics found that 'telecommuting' or 'work-from-home' options positively impact productivity and profitably.

Proof in the pudding, Best Buy, British Telecom and Dow Chemical implemented work-from-home options and subsequently found that teleworkers are 35-45% more productive than their counterparts. Recognizing the impact of providing knowledge workers with better options to manage work life balance, telecommuting has grown by 103% since 2005. Today, 3.7 million employees (2.8% of the workforce) work from home at least half of the time.

Studies repeatedly show that workers are only at their desk 50-60% of the time. They are either away at business meetings, travelling, or at home making use of their flex-time. Recognizing this, Fortune 1000 companies around the world are revamping both their physical and digital workplaces to accommodate this growing trend. As such, organizations are striving to develop digital workplaces that support the mobile needs of their talent.

Intranets Provide Mobile Access for Anytime, Anywhere Working

According to Mediative, 80% of Internet users own a smartphone and 72% of people expect mobile-friendly online experiences. A well-integrated Intranet will provide a seamless experience all the way from desktop computers, to laptops, to tablets or mobile devices. Benefiting both remote workers, and employees who are travelling, advanced mobile experiences ensure that your talent can work on the fly. What exactly does this look like?

The Remote Knowledge Worker

Working from home, remote workers need immediate access to business systems, co-workers and documents. Having a well-organized Intranet will ensure that your telecommuters can login into one central portal to find everything they need without bottlenecks or hold ups. Built-in social features will also provide them with instantaneous communication to anyone in your organization. A mobile optimized and accessible Intranet should make it feel as if your talent never left the office.

The Business Traveler

How many times have you sat on a plane or in transit during business hours, wishing you could use the time to be productive? A mobile-friendly Intranet supported with smartphone applications, will allow you to access and download documents when you are connected to the Internet. When you leave wifi, these same documents can be worked on offline, and will be synced up as soon as you connect to the Internet again.



BONZAI's Solution: a seamless mobile experience, to access your Intranet, your people and documents on the go.



of Internet users own a smartphone.

4 Increase Employee Engagement

In rapidly changing business environments, corporate culture is the glue that holds organizations together. Top executives believe that corporate culture is a key force that drives value creation and the success or failure of an organization.

To corroborate this, here are a few quick stats from a research study that interviewed 933 CEOs and CFOs across North America:

- 78% of CEO's believe corporate culture is in the top 5 value drivers of their company
- 91% believe improving corporate culture will increase the firm's value
- 84% believe poor corporate culture will increase chances of illegal or unethical behavior

While an intranet is not the sole component of great company culture, it is proven tool to that aids in the permeation of it. Idealistically, your digital workspace is a reflection of the existing culture or a representation of what your culture could become.

An Intranet Reinforces Your Corporate Culture

To build great corporate culture, an Intranet efficiently aids in the four mechanisms of culture creation which include leadership to employee communication, trust and relationship building, engagement and learning, and innovation. Here's how an intranet impacts each one of these culture creation mechanisms.

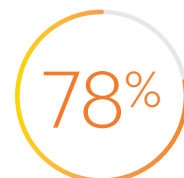
Xerox's newly implimented intranet resulted in:



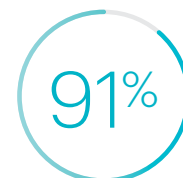
350K
Technical Support requests processed



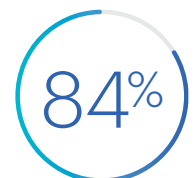
\$15M
Annually saved



of CEO's believe corporate culture is in the top 5 value drivers of their company



believe improving corporate culture will increase the firm's value



believe poor culture will increase chances of illegal or unethical behavior

Leadership that Exemplifies Your Corporate Culture

When influential leaders instill and make decisions that are aligned with a common belief system, it will ripple through your entire organization. Leadership must deliver cultural messages and back them up with actions that are reflective in every inch of your organization. An Intranet allows your leadership to do this with ease via homepage news banners, or through social features for real-time engagement. Your CEO can post stories that promote your culture as his or her leisure, and socially engage with staff located all over the world via comments, replies and likes.

Trust and Relationship Building

83% of executives believe that trust between employees is an integral factor for great and effective company culture. Following this, 73% of CEOs and CFOs believe that coordination among employees is key to positive corporate culture.

A social intranet empowers employees to bring valuable content and thought to on-going discussions surrounding the business. Your social intranets will empower employees to contribute on a core level – for example by contributing to online discussion about improving business processes or influencing product development based on what they're hearing from customers. These active contributions help elevate the corporate culture to a whole new, very collaborative level.

When Xerox implemented Eureka, an intranet for sharing Xerox' engineers' knowledge worldwide, they were able to process over 350,000 technical support requests in a single year. Efficient data-exchange in Xerox's new system resulted in over \$15,000,000 savings through accurate and timely decision-making. It also built a community of trust as customers knew they could rely on a support team that solved issues quickly and professionally.

Engagement

Gallup surveyed 193 companies and found that those who ranked in the top quartile of positive employee engagement operate better and enjoy 22% higher profits. These companies also experienced a decline in employee turnover by 65%, had 48% fewer safety incidents and recorded 37% less sick days. For an organization of 500 employees, this averages an increase of \$3.3 million profitability over three years.

An intranet plays a key role in positive employee engagement as it provides opportunities for employees to do just that—engage. Whether that is engaging with other employees via your company directory, sharing stories on exciting project successes, registering for company events and learning opportunities, or reviewing mission critical process changes; an intranet helps employees engage with ease.

Learning and Innovation

How organizations perceive failure is integral to corporate culture around learning and innovation. 55% of executives identified “the emergence of new ideas organically in a firm, as a key factor in making their cultures effective”. Companies that promote risk-taking on new ideas regardless of their success or failure have more innovative cultures.

There are a few ways an intranet can help to create cultures of innovation. The first would be to begin sharing corporate-wide news stories that congratulate your talent on risks they have taken. In the story it is important to share the lessons learned from the project to highlight that value can be gained despite perceived failures.

The second way an intranet helps create cultures of innovation is by providing your talent with tools to connect with colleagues who have the skills and expertise that will turn their ideas into reality. Social profiles accompanied with [searchable directories](#) within your private Intranet is a proven way to achieve this.

Leading companies in positive employee engagement experience:

↑ 22% Better profits

↓ 65% Decrease in turnover

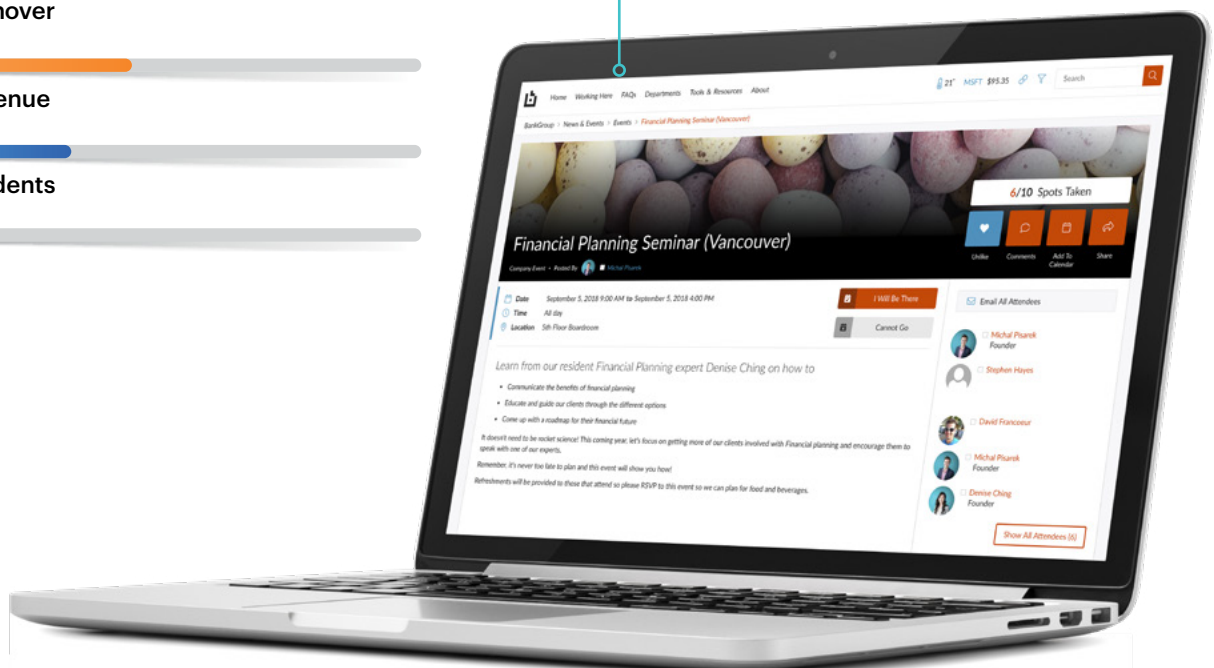
↑ 3.3m Increase in revenue

↓ 48% Less safety incidents

↓ 37% Less sick days



BONZAI's Solution: Event registration management and attendance tracking to monitor engagement.



5 Streamlined Communication

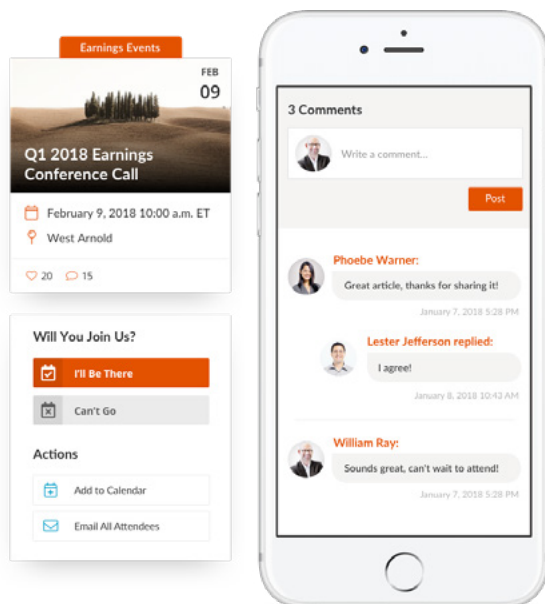
Not too long ago email was heralded for being the instantaneous communication tool that sped up the pace we do business. Today, our inboxes have become an anxiety evoking reminder of whether we are on top of things or not. In fact, many knowledge workers are so consumed by their overflowing inboxes that 37% of their time is spent reading, sorting and reply to emails.

Not only does email consume our time, it also takes us away from the deep concentration that is necessary to produce quality work. That “ping” notifying you of an incoming email causes 70% of us to react. Either scanning, filing or reading the subject of the email, on average it takes 64 seconds to refocus on the task at hand. The indirect costs of managing inboxes equate to indirect costs of \$8,000 per employee, per year.

Knowing that email has become at times, counter-productive, how are organizations minimizing use? Many have turned to a modern Intranet that provides alternative avenues for communication. Here’s how...

Communication Targeting

An Intranet allows you to target news and announcements to people in your organization en-masse. Whether you want to target certain groups, departments or geographic locations, advanced targeting allows you to disseminate information to the people who care to read it. In addition, an Intranet decreases the time spent searching for documents or the people in your organization who own. Centrally organized department pages that include key documentation will remove the need for employees to send out emails in search of them.



Document Management

When working on a document with multiple members in your organization, how many times has it been sent back and forth via email? And how many versions have been saved? Your Intranet’s document portal will make it so you never have to email documents back and forth again.

Detailed tracking and version control features allow you to see who made what changes with access to the most current and audited version. Located in the cloud, these documents can be accessed anywhere at anytime, and from any device. Your talent will be equipped with intuitive access to the most frequently used documents and advanced search capabilities so that they can find what they need within seconds, not days.

Socially Mobile

Remember those employees that you targeted communication to en-masse? Prior to the Intranet, mass communications were sent via email. Depending on the size of the organization, discussion around the announcement would have spiraled into a never ending chain of reply-all’s. A modern intranet completely circumvents this and even brings to light information that may not have arisen without commentary.

Embedded in your news stories is space for comments, feedback, likes and sharing. The comment section is where employees can interact with each other and the author around the story’s subject matter. Similarly, the feedback section is where readers can provide private information to the author or the authoring department. The like and share buttons will indicate to your audience how noteworthy the article actually is.

Maximizing Your SharePoint & Office 365 Investment

6

According to research from AIIM, only 28% of organizations use SharePoint across their entire workforce. The same study found that the reason for lack of adoption was due to a skills gap wherein employees do not possess the expertise necessary to maximize SharePoint's full capabilities. While SharePoint is a powerful tool that has enabled organizations all over the world to collaborate and communicate more efficiently, many are still lagging. Many of the successful organizations invested in custom developed Intranets that use SharePoint functionality as the backbone. Sometimes taking years to implement and millions of dollars, in the past two years, a more affordable solution has come to the surface to replace custom-built intranets on SharePoint.

Known as Turn-key, ready-to-go, or out-of-the-box Intranets, products like BONZAI have made it much more affordable to maximize your SharePoint and Office 365 Investment. A product like Bonzai Intranet makes use of SharePoint and Office 365 applications, and wraps the tools in a branded Intranet or "internal website" for your organization. Your turn-key Intranet should not only wrap the outside, or external facing intranet pages, but it should also package the back end. This means back end applications that allow you to publish content, create sites and upload documents. A turn-key Intranet will maximize SharePoint and Office 365 adoption by making the application accessible for use to all, regardless of your technical proficiency.



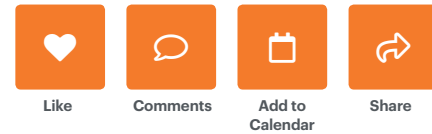
The Net-Net

A modern Internet that is user-friendly, social, and mobile-optimized will have a tremendous impact on the way your people work. The concept is quite simple, when your talent can easily find the information they need, the systems to access, and the right people to collaborate with—productivity and innovation soars. Coupled with this, an Intranet will enable your organization to effectively promote and practice your company values so that your culture is self-propagating.

Keeping in mind the six ways an Intranet will impact business growth the following are metrics you will want to track pre-Intranet implementation and post.

- ❑ Time it takes your talent to locate the right people in your organization
- ❑ Time it takes to locate key documents, information and systems
- ❑ Time your talent is able to work in transit via mobile devices
- ❑ Engagement in Intranet content: number of times documents accessed, stories liked/shared/commented, number of stories published
- ❑ Number of searches for employees
- ❑ Engagement in executive published stories
- ❑ Number of event registrations
- ❑ Number of times and hours spent on your Intranet via mobile devices
- ❑ Time spent in SharePoint applications

From our experience, your organization will notice significant increases in each of the metrics above proceeding the launch of a turn-key solution like BONZAI Intranet. We understand how busy life can get so we've created a survey for you here. This resource will allow you to track the success of your Intranet.



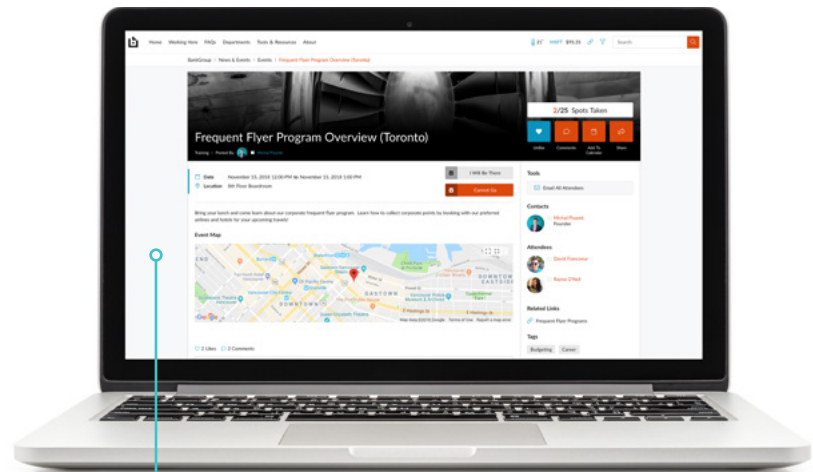
Rayna O'Neil

I love earning points! Thank you for hosting this event :)



David Francoeur

Can't wait to learn about this!



BONZAI's Solution: Social engagement opportunities including liking, sharing and commenting.

Sources:

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Deployed **Your Way**

BONZAI is easy to install whether you want it installed on-premise or in the cloud. BONZAI Intranet is available in three deployment models:

On-Premise for SharePoint 2013

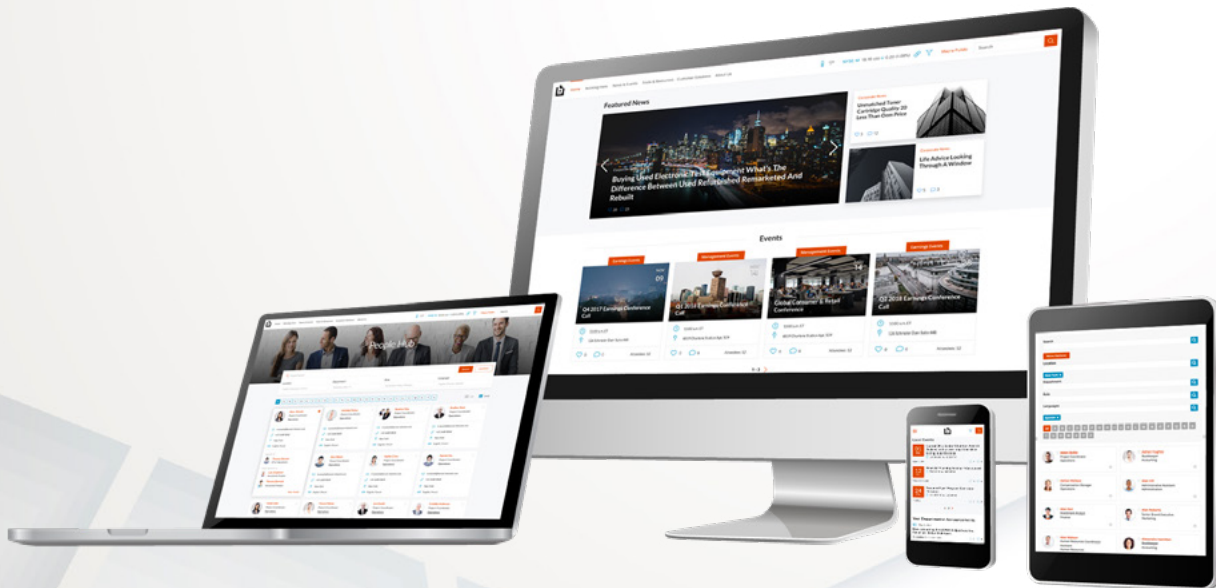
Installed within your existing
On-Premise SharePoint 2013 Standard
or Enterprise environment

On-Premise for SharePoint 2016

Installed within your existing
On-Premise SharePoint 2016 Standard
or Enterprise environment

Online for Office 365

Installed on your existing
SharePoint Online environment for
Office 365



About BONZAI

BONZAI, a SkyVera company, is an award-winning intranet company that provides ready-to-roll intranets for SharePoint and Office 365. As a Microsoft Certified Gold Partner, BONZAI intranet software and services deliver a better means of communicating, collaborating and engaging with employees for Fortune 500 Enterprise Organizations as well as SMBs.

At BONZAI, believe that intranets should better connect and engage employees, but not at the expense of a long, drawn-out and often failed custom deployment. With our proven delivery methodologies and seasoned intranet consultants with deep expertise into both Microsoft SharePoint and Office 365, Bonzai gets users through objective setting, design, ownership, launch/roll out and support in as little as eight weeks.

See Your Stress-Free Intranet in Action Now!

Book a **demo** to see the rich features, functionality and flexibility of the BONZAI intranet platform for yourself today!