

The Ektron Intranet

Harnessing the power of social networking on the corporate intranet

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At most companies, the intranet is not the “go-to” source for important business documents. In fact, for many companies the intranet has no real role in how employees and managers interact day-to-day or in the overall success of the business. This cannot continue. The corporate intranet needs to be a tool that increases your workforce’s productivity, morale and confidence while also improving your business’s bottom line.

At a minimum, you need an intranet that can: be a portal for finding information (phone numbers, etc.); educate employees (both new and old) on company policies; connect all your offices together, regardless of their geographic location; and build your organization’s brand internally while defining and articulating your distinct corporate culture.

The above are the basics, but for your intranet to become a viable part of your employees day-to-day lives you need it to do more. And, thanks to the Ektron Intranet’s use of social networking and Web 2.0, it can.

The last place most managers are going to think to look for ideas on how to increase workforce productivity would be on internet sites like MySpace or Facebook. However, as deployed on the Ektron Intranet, the same tools that make employees want to spend their personal time on social networking sites will get them interacting on your intranet in a way that they are comfortable with and has real business value.

With these tools, an intranet can be more than just a one way street for displaying and finding information. On the Ektron Intranet, “social” networks become “business focused” networks, “friends” become colleagues and “groups” become collaborative workspaces.

Create, Manage, Collaborate and Deploy

An Ektron Intranet group provides you with a collaborative workspace for

creating assets, in whatever applications make sense (e.g. PowerPoint, Photoshop, Excel). Only those employees with a direct role in creating a document are allowed to be a member of the group and therefore view drafts early in the asset’s lifecycle.

Once the group determines that the asset is mature, the Ektron Intranet makes deployment throughout the intranet as easy as a click of the mouse. And, as soon as the collaborative group deploys the document for use in the field, the Ektron Intranet instantly notifies the employees who need the document—via a Web alert—that it is available.

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Feedback

As employees begin to use a document in the field they will inevitably have suggestions on how it can be improved. Thanks to the Ektron Intranet’s use of Web 2.0 functionality like content ratings and discussion boards, the employees using an asset can easily provide feedback.

Comments can be brought back into the collaborative group that created the original document and considered for inclusion in a newer version. The group, also making use of a discussion board, can privately discuss what to do with the feedback coming in from the field. If changes are warranted, the group can implement them and deploy a second version, instantly replacing the original.

Personalization and Standardization

On the Ektron Intranet, employees use their “social bookmarking” favorites to personalize how they interact with documents. Because these favorites can be organized into personalized

information architectures on individual profile pages, your employees can organize their business documents however it makes sense to them so they can find assets easily—whenever they need them.

Importantly, because employees are using their favorites to get documents each time they use them from the intranet, rather than off their own hard drive, management can be assured that the message is standardized and the latest version of any asset is always in use.

Social Networking also lets employees find documents not yet in their favorites the way that their mind already works. When someone needs a document that they know an individual worked on, they may walk up to that person and ask where it is on the file system. With the Ektron Intranet all they have to do is browse to that person’s profile and look through the appropriate workspace to find a direct link to that document. This has measurable business value, because employees do not have to track each other down to accomplish tasks, working around meetings and vacation days, and delaying productivity.

Finally, with its clean look and feel and features like forums, photo of the day, weather, world clocks, industry news feeds and stock tickers, the Ektron Intranet has everything you need to make your intranet the business enabler it should be.

EKTRON Since its founding in 1998 Ektron has been committed to providing affordable web content management and authoring solutions. Ektron CMS400.NET empowers non-technical business users by providing an intuitive user interface for managing their Web site’s content and messaging. Ektron has a complete set of social networking tools and fully supports all Web 2.0 functionality. For more information on Ektron, visit: <http://www.ektron.com>.