



Step Two DESIGNS

**2009 Intranet Innovation Awards
Information Pack
www.steptwo.com.au/ia**

Step Two Designs Pty Ltd

knowledge management • content management • intranets • usability • information architecture
www.steptwo.com.au

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Overview

This document is a collation of material published for the 2009 Intranet Innovation Awards.

- All information contained can also be found on our website: www.steptwo.com.au/ia
- This information pack does not contain an entry form. Please visit the website to download the entry form.
- Important: Closing date for entries is 1 May 2009

Step Two Designs opens the 2009 Intranet Innovation Awards

The 2009 Intranet Innovation Awards are now open for submissions.

These Awards are global awards that celebrate new ideas and innovative approaches to the enhancement and delivery of intranets. The goal is to find these ideas (whether large or small), and to share them with the wider community.

Uniquely, these awards recognise individual intranet improvements, and not intranets as a whole. By increasing the pace of innovation across the whole of the intranet community. Every idea, no matter how small, adds to our understanding of what it means to have a successful intranet.

Why innovate?

Intranets must innovate in order to prosper; they must constantly grow and evolve to better meet the needs of the organisations they serve. While there can be no single 'best intranet', there are innovative ideas and approaches that warrant recognition.

The Intranet Innovation Awards celebrate the great work done by intranet teams across the globe, to give them the recognition they deserve.

Intranets in 2009

This year we're hoping to see more fantastic examples from intranet teams.

Whether you're the leader of a 20-strong team or running the intranet by yourself, these awards represent a chance to showcase your work and achieve recognition among your fellow intranet peers.

Of course, 2009 is already proving a tough year globally. With almost all business sectors facing a downturn, the pressure is on to demonstrate the business value of tools such as the intranet. This means there's no better time to enter the Awards - no matter how large or small the innovation.

Important: Closing date for entries is 1 May 2009 (www.steptwo.com.au/ia)

Winning an award

Winners of the Intranet Innovation Awards will receive global recognition, including extensive coverage and listing on the Step Two Designs website, as well as being communicated via our global network of supporters.

Award winners will also:

- receive a trophy that can be proudly displayed by the team.
- receive printed certificates recognising their success (with enough copies for each of the team members).
- be showcased in the *2009 Intranet Innovation Awards* report, including screenshots and supporting descriptions.
- receive a full copy of the *2009 Intranet Innovation Awards* report.
- be showcased in articles, YouTube interviews, online presentations, and major industry journals. (Only winning entries will be shared, and we will publish only positive comments on entries.)

Award types Gold Awards are given across four different categories, each focusing on a specific aspect of intranets. Platinum Award winners are then chosen to recognise the most extraordinary entries for the year.

Information on entering We've posted a lot of information on the website, including the all-important entry form, tips for submissions, information on our judges, resources on previous winners and much more. www.steptwo.com.au/ia

Who can enter? The Awards are open to any professional or team that works directly on a company intranet site, whether a global corporation or small business. Previous winners have included brokerage firms to national non-profits, pharmaceutical subsidiaries to insurance and financial services organisations.

Their winning entries have ranged from small, web-like applications and carefully crafted persona packs, to competitor intelligence wikis, 'Team Sites in a box', workflow tools, enhanced staff directories, location tools, community forms and speaking intranet news.

Head over to the Intranet innovation Awards homepage to learn more, and if you have any questions, please do contact us: awards@steptwo.com.au

Previous winners

Since inception in 2007, Intranet Innovation Award winners have come from across the globe, in all types of industry and business sectors.

Listed below are the winning entries from both 2007 and 2008. You can read more about them below, and also in the full reports for each year, which are available via the website.

Winners in 2008

The second year of the Intranet Innovation Awards raised the bar considerably. Winners came from Australia, the UK, USA, Canada and Switzerland.

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| Fuller Landau | Fuller Landau, 2008's platinum winner, delivered a rich set of functionality to support core business processes in their accounting firm. |
| Syngenta | Syngenta created a full-featured 'location finder' to help knit together their 210 locations in more than 90 countries. |
| Swiss Post | Swiss Post delivered 'speaking intranet news' via a 0800 number to their postmen and postbus drivers. |
| Transfield Services | Transfield Services rolled out a SharePoint solution for collaboration providing extensive support for users plus an overall governance model. |
| British Airways | British Airways used their Crew Community Forums to support peer-to-peer collaboration, and to solve a myriad of operational challenges. |
| Scottrade | Scottrade used a wiki to capture and communicate key information on their competitors in the fiercely competitive financial industry. |
| Urbis | Urbis delivered a 'project finder' to help their professional services firm answer the question: 'what have we done before?'. |
| Janssen-Cilag | Janssen-Cilag took the normally behind-the-scenes task of tracking IT equipment and made it into a user-facing solution that streamlines common tasks. |
| YHA | Finally, YHA delivered a meter reading application that helps staff in hostels and supports the organisation's goal to reduce their energy usage by 10%. |

Winners in 2007

The inaugural Intranet Innovation Awards in 2007 saw winners from Italy, USA, UK, Denmark, Switzerland, Australia and New Zealand.

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| Fiat Automobiles | Fiat Automobiles, the platinum winner, used their 'Avanti e Veloci' web portal to help turn around the fortunes of their whole business. |
| The Environment Agency | The Environment Agency developed a rich set of personas to support the delivery of better intranet content and functionality. |
| City of Casey and SunGard AvantGard | City of Casey and SunGard AvantGard innovated the traditional directory. |
| Perkins Eastman | Perkins Eastman created active collaborative communities while Nycomed brought product information together in a single location, no small challenge for a global pharmaceuticals business. |

Key themes from 2008

Building on its inaugural year, in 2008 many key themes emerged in the Intranet Innovation Awards. A summary of those themes, which can be found in full in the 2008 report, are included below.

Intranets are moving beyond the desk-bound

While intranets are increasingly being positioned as the core corporate communication and information platform, the reality is that not all staff are sitting in front of a PC during their working day.

Engineering staff in production areas, nurses in wards, sales staff in the field, cabin crew on planes and customer service staff behind the front counter. All of these staff have limited or no access to a desktop environment.

In the past, these staff tended to be overlooked, whether by intent or as a result of other higher-priority projects. The result was the same either way: these staff had limited access to the corporate-wide resources the rest of the organisation took for granted.

These staff, however, do most of the 'real' work in the organisation, and are the most visible face of the organisation to customers and members of the public.

Innovative intranets are now recognising the importance of their staff, and are finding ways of better meeting these needs. They are also going beyond a few 'traditional' ways of delivering to frontline staff.

In practice, there are many ways of reaching staff who are not desk-bound, including:

- intranet kiosks in key locations
- remote access to the intranet
- delivery to mobile devices
- tailored intranet portals for remote staff
- 'speaking' intranets accessed via phone
- access to intranet information via SMS

As intranets strengthen ways of reaching these staff, they are also aligning themselves to the daily work of staff, and moving beyond being just a 'corporate resource'.

True collaboration is being fostered

Collaboration became a hot topic in 2008, fuelled by the viral spread of wikis and SharePoint. Too many of these tools, however, are rolled out with little idea of where they may be valuable. The result is a patchwork of successful and failed collaboration spaces.

Intranets, and intranet teams, are now moving beyond these formative steps and are starting to support true collaboration within organisations.

These efforts recognise that there are two key success factors: a clear purpose and a common community. Staff must have a good idea of why they are collaborating, and the benefits it can deliver to them and the wider organisation.

Collaboration is also a human activity, which happens as a result of direct interactions between people. Collaboration tools therefore work best when they support an existing community, typically created in the real world.

When the right group of people come together with a common goal, remarkable things happen.

This year's winners provide outstanding examples of true collaboration, targeted with a laser focus at the most important areas of the organisation.

This is not just collaboration for collaboration's sake, nor is it 'let's deploy collaboration tools and see what happens'. These are examples of strategic solutions that deliver clear benefits while further fostering ties between staff.

Intranets as business tools

There are four fundamental purposes for an intranet:

- content
- communication
- collaboration
- activity

Historically, intranets have focused on the first two, providing a 'corporate repository' for key documents and policies, and a news channel for corporate communications teams.

While these are important activities, they are not in themselves valuable enough for intranets to prosper. With the focus primarily on corporate content, intranets are not tied into the daily activities of staff.

We have argued for some time that intranets need to evolve into 'business tools', directly supporting organisational and staff goals.

This is now happening. Collaboration, long a gap in intranet functionality, is now being addressed in a mature way.

Activity (the intranet as a 'place for doing things' rather than just a 'place for reading things') is now also coming to the forefront.

Intranet teams are discovering an endless list of opportunities for the intranet to provide online applications and functionality to streamline common processes.

These capabilities provide direct productivity benefits, shaving days (or weeks) off turnaround times, and eliminating paper forms. Intranets are also being used to standardise activities across dispersed organisations, as well as enabling tasks that were difficult or impossible to do before.

Business and user needs are coming together

2007's awards showed that 'user-centred methodologies' are becoming commonplace. Using a range of usability and information architecture techniques, these ensure that delivered solutions can be quickly and easily used by their intended audience.

In 2008 it became clear that the focus on the user has now become 'best practice', and few intranet teams would consider restructuring the intranet without making use of some of these techniques.

The recent emphasis has been on 'findability'. That is, the ability for staff to easily find the required information and tools on the intranet. This is a worthy goal, but quite a passive one.

An increasing number of intranet teams are now going beyond this, in search of solutions that directly benefit the organisation.

These teams are recognising that meeting the needs of individuals is not at odds with corporate goals. In fact, streamlining and simplifying user tasks delivers substantial back-office benefits for the organisation.

Many of 2008's winners are equally confident talking about business process re-engineering and user needs. Their projects are not exclusively about usability or just about delivering online functionality.

What is innovation?

The fundamental principle underpinning the Intranet Innovation Awards is this:

innovation = originality + impact

There are many opportunities for innovative intranet projects to benefit from the intersection between new tools and the advantages they can deliver to staff.

Above all, this shows the growing maturity of intranet management, and is an encouraging indication for the future.

Step Two Designs contact information

Step Two Designs was established in early 1996, and has grown to become Australia's leading vendor-neutral consultancy specialising in intranets and content management.

We recognise that a holistic approach is necessary to solve real-world organisational challenges, and for that reason we have focused our efforts on a number of tightly-related fields: intranets, content management, knowledge management, and usability and information architecture.

We take our independent status very seriously, and while we have a strong knowledge of the marketplace, we have no affiliation or connection with any products or vendors. For more information visit: www.steptwo.com.au.

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