

Intranet Strategy Trends for 2023



Frank Wolf
Co-Founder Staffbase

Buyer's guide to intranet and employee experience platforms

The best intranets reviewed — for free

Our new report, **completely revised** for 2023, reviews every category of intranet — including stand-alone intranet software, 'in-a-box' products for SharePoint, employee communication platforms, and the new breed of employee experience platforms that offer desktop and mobile apps.

Download the full report now to see our robust reviews of 21 leading intranet systems, along with 9 product overviews to help kickstart your shortlist.

DOWNLOAD

The **770-page** report is a completely free download, and we'll automatically send you any updates.



V2.0 – all-new reviews for 2023

<https://www.clearbox.co.uk/best-intranet-platforms-reviewed-2023/>

Staffbase is the market leader for intranets in 2023

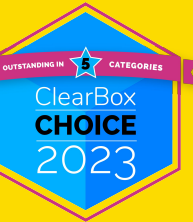
The most comprehensive market report ranks Staffbase outstanding in 5 out of 8 categories

- 1- UX and Appeal
- 2- Mobile and Frontline Support
- 3- Internal Communication
- 4- Admin Experience & Governance
- 5- Analytics

Haillo
SharePoint/Viva
Workvivo
LumApps
Happeo
LiveTiles
Powell
0
categories

Interact
Unily
1
category

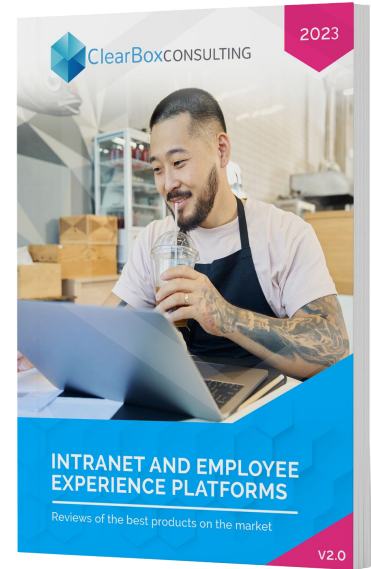
Omnia
Akumina
Firstup
2
categories



Staffbase

5

categories



"Staffbase can be your comms platform, intranet, employee app solution, or all of these things, with its excellent fully featured and contemporary approach."

01 Do we still need intranets?

02 What is a good intranet in 2023?

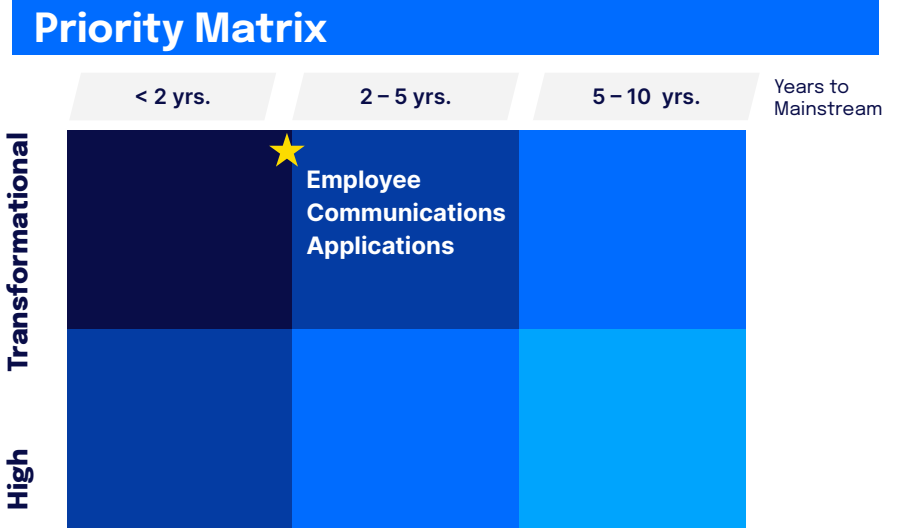
03 Discussion

AGENDA

Intranet market observations



“The intranet has a central role in improving employee experience, supporting and engaging employees through the pandemic and facilitating a more flexible future of work.”

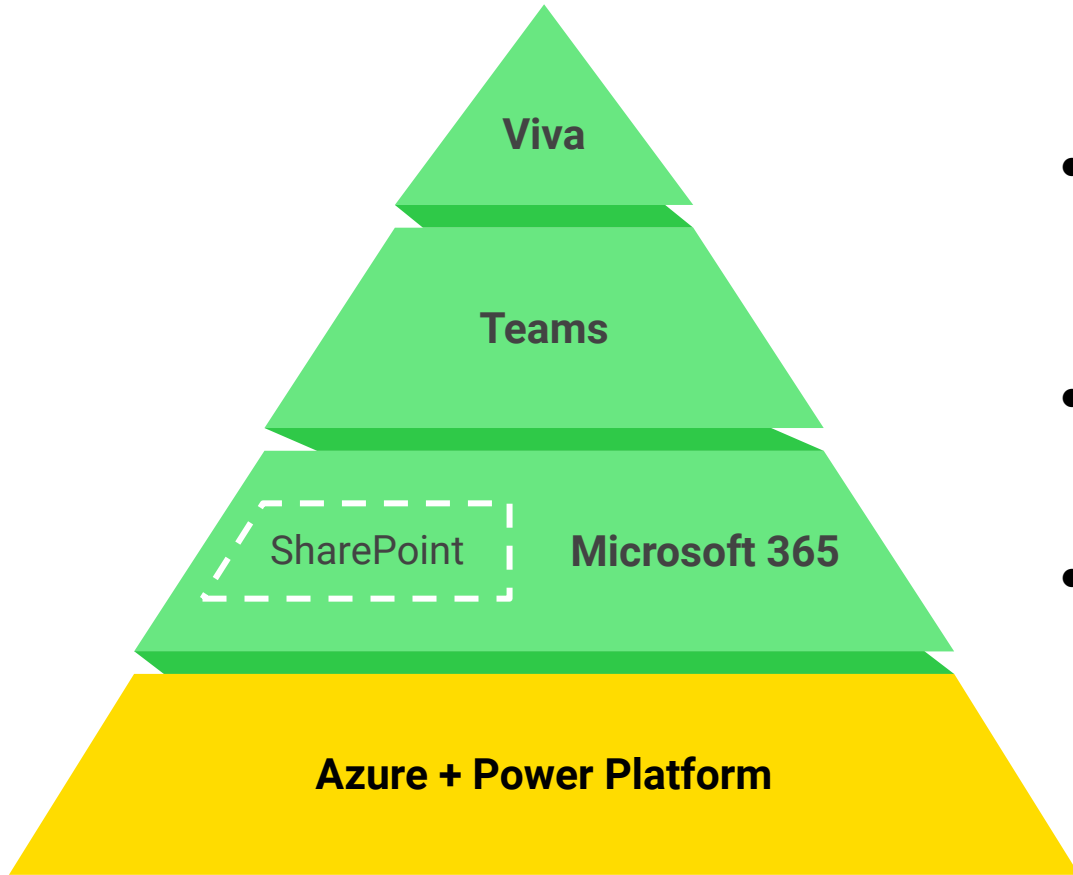


Some enterprises think all they need is a new work hub to deliver a modern intranet...they end up force fitting tools and delivering a suboptimal employee experience.”

Gartner®

Hype Cycle for Digital Workplace Applications, August 2022

Microsoft 365 product strategy observations



- From open platform (SharePoint) to standardized and ready to use tools (Teams + Viva).
- Focus on personal productivity with Teams as the browser into everything.
- Limited opportunity for ISVs to enhance Viva or develop powerful apps inside of Teams.

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What **challenges** are you facing with your current intranet?

USABILITY

- Does not reach all employees
- **Outdated** look and feel
- **Too messy**
- Not optimized for **mobile devices**

RELEVANCE

- Hard to **target & personalize**
- **Low engagement** and interaction
- **Monolingual content** for multilingual teams
- Only works for **top-down** news

EFFICIENCY

- **Disconnected** from other channels
- **Hard to measure** success
- **Doesn't integrate** well with other tools
- **Heavy reliance on IT**

What does an intranet do?

Front Door



Communication
Community
Service Information

Library



Documentation
Knowledge Library

Collaboration



Team Communication
Documents
Meetings

Traditional “big” intranet portal

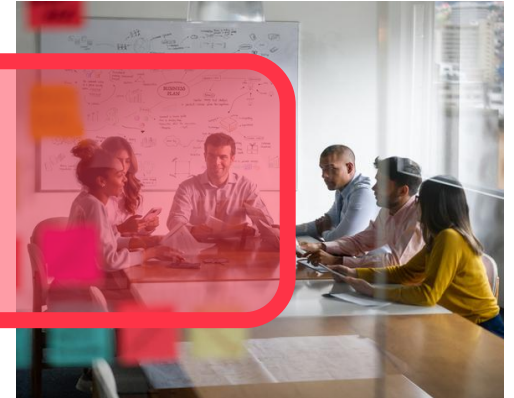
Front Door



Library



Collaboration



Trending towards specialization

Interconnected BUT not one system

Front Door



Library



Collaboration



“A modern intranet must offer a primary front door and many side doors for entry.”

Gartner®

Staffbase follows the **Front Door Intranet** approach

Front Door

Communication
Community
Service Information



Library

Documentation
Knowledge Library



Collaboration

Team Communication
Documents
Meetings



Microsoft offers a basic Front Door approach

Front Door

Communication
Community
Service Information

 +  Viva

 Amplify

 Connections

 Engage

Library

Documentation
Knowledge Library

 S

Collaboration

Team Communication
Documents
Meetings

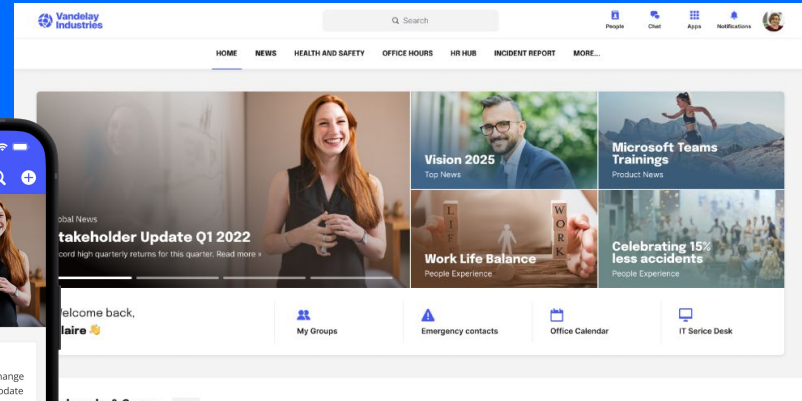
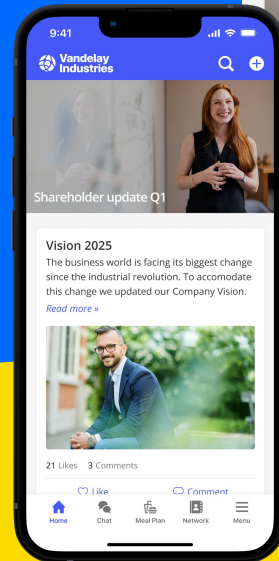
 +  Viva

3 key priorities for modern front door intranets

1. Communication
2. Employee services
3. Application and resource access

“Doesn't reach all employees”
is the #1 cited challenge of
intranets today

Source: Survey of 140 intranet managers

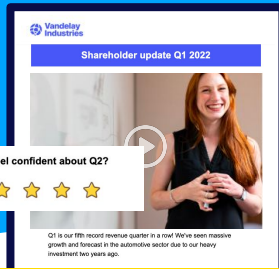


“
Established intranets often suffer from an overabundance
of purposes. You must define the purpose, and do some from
the employee's point of view.”

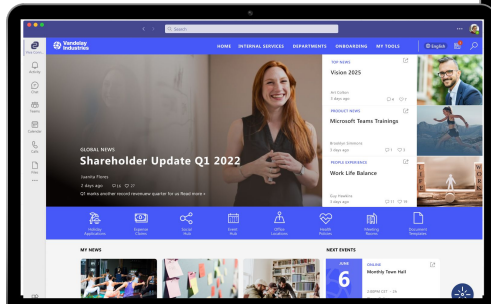
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Intranet: from single destination to omnichannel

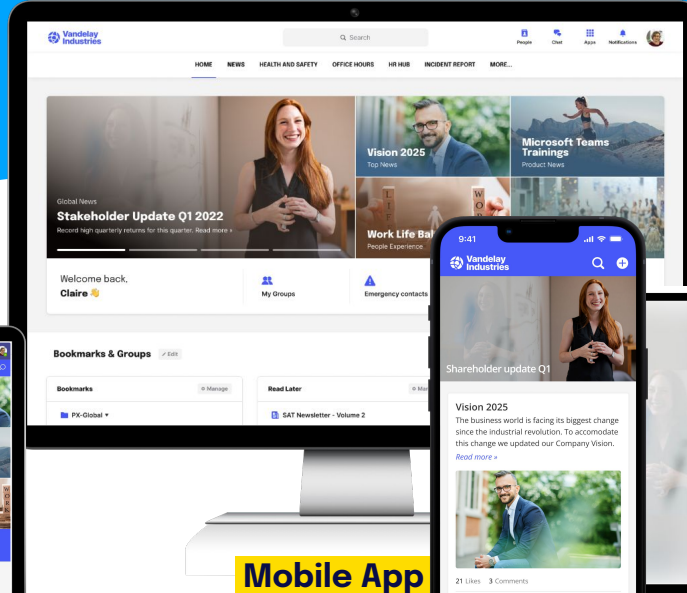
E-Mail



SharePoint & Teams



Front-Door-Intranet



Mobile App



Notifications & Social Media



Digital Signage

Minutes with Martin

Announcing changes to our Senior Leadership Team

Learn about organizational changes coming soon in this special announcement



Click for video viewing guide

Please take the time to watch this week's Minutes with Martin for a special announcement.

(We know, it's a longer video, but it's important!)

Post Statistics

86 Reactions 8 Comments

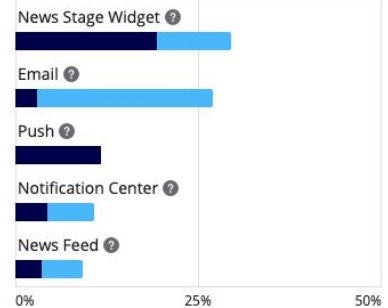
27% Acknowledgements 236
[Download CSV file](#)

60% Visitors 531
Potential Reach 885

Video Views Directly From Newsfeed 105
Total Video Views 440

Total Visits: 1048
Mobile: 44% Desktop: 56%

Top 5 traffic sources (ranked by visits)



All Traffic Sources

[Learn more in the Traffic Sources Glossary](#)



Staffbase helps make historic change possible at GE

“At GE, we seek to humanize the change for employees so they understand their purpose and influence.”

Deirdre Latour, VP and Chief Communications Officer at GE



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