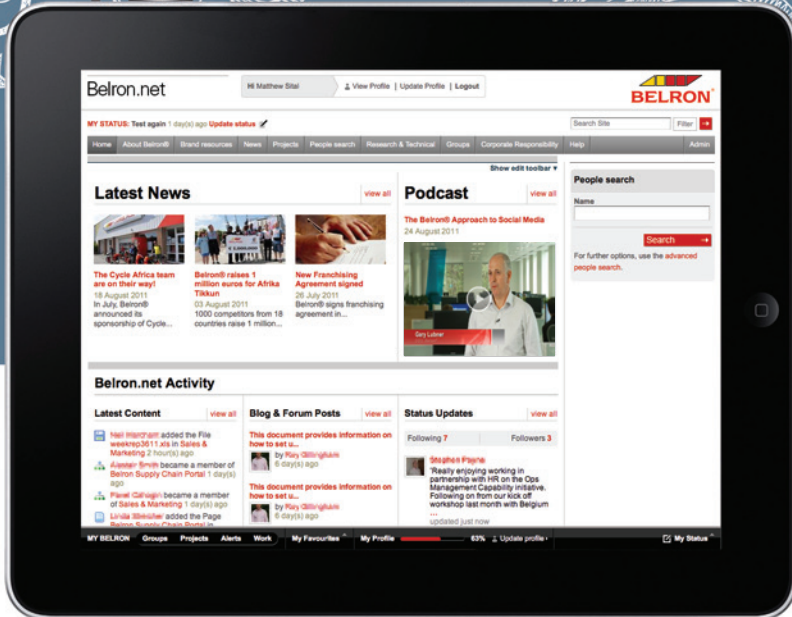


netsight presents

BUILDING AN INTRANET YOUR PEOPLE WILL LOVE

{ 10 LESSONS LEARNED FROM BUILDING SUCCESSFUL CORPORATE PORTALS }



THE DATE
21 March 2012

THE PRICE
It's Free!

THE VENUE
The SS Great Britain
Great Western Dockyard,
Bristol BS1 6TY, UK



REGISTRATION DETAILS OVERLEAF

STRATEGY over TECHNOLOGY

Great technology is essential, but it's not as hard to find as it once was. What really matters is choosing and implementing that technology to produce maximum strategic value. Our 10 lessons can help you create a strategy with a cohesive overall vision.

FLEXIBILITY over FEATURES

It is often better to have a few features that you really need, rather than many that you don't. You also need a system which can adapt to changing requirements, and many of those requirements are not fully known at the specification stage. The flexibility of Open Source software can help you here.

THE TEAM over THE PRODUCT

There are many products to choose from, and most of them are pretty good. But choosing the right product, developing and integrating it into your organisation, and then effectively supporting it is something which requires the right team.

WHO ARE WE?

Netsight creates online communications and information management systems. We are based in Bristol and have delivered more than 200 projects for clients ranging from start-ups to multinational corporations, public sector bodies and NGOs.



“Most users need more technology like a drowning person needs a glass of water”



MORE DETAILS

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THE 10 LESSONS

1. GOVERNANCE IS ESSENTIAL

An Intranet is an asset that will deliver real business value, as long as it contains high-quality and timely content. The only way to ensure that is with an effective governance structure. Successful Intranet teams tend to be organised around 5 key roles (or 'layers' of governance).

2. OFTEN, PEOPLE JUST WANT TO FIND SOMETHING

Usability is essential, and so is a simple-yet-powerful search function. A well planned content structure helps too. But...

3. AN INTRANET IS NO LONGER JUST A LIBRARY, IT'S A BOOK CLUB AS WELL

People are social by nature, and have a range of expectations for how the new generation of web-based systems will enable more personal communication.

4. A NEW INTRANET LAUNCH SHOULD BE MORE "TRY THIS" THAN "TA-DA!"

It's usually best to launch in phases, with incremental development (incorporating real user feedback) and measurable goals. Big, set-in-stone Go Live dates often don't deliver what the users actually want and have other side-effects too.

5. DON'T CUT CORNERS ON TRAINING

People generally only get involved when they feel comfortable with what they are doing. Skill levels can vary widely, so you will need tailored training for each 'layer' of your governance structure.

6. AN INTRANET IS EVERGREEN

Don't fall into the deploy-and-forget model – which is easy to do when you plan a 'Big Bang' launch. Create a strategy for regular reviews and incremental growth.

7. 'PERSONALISATION' AND 'CUSTOMISATION' ARE QUITE DIFFERENT

Smart personalisation can transform a user's experience of the portal, showing them useful and relevant materials. Customisation can be useful in some cases, but can cause a range of complications.

8. PEOPLE LOVE MOBILE ACCESS, BUT BE REALISTIC

An Intranet is too complex to be fully usable on a mobile device; so stick to core functions which will work.

9. A GOOD HOSTING ENVIRONMENT IS LIKE AIR

People only notice when it's not there. A slow (or dead) system is not a useful system. An Intranet doesn't necessarily need a large and complex hosting environment, but it does need to be carefully planned to accommodate all the likely business requirements.

10. CELEBRATE SUCCESS

The project may not necessarily be an overnight success, but with hard work it really can transform people's working day. Celebrating success is one of the easiest ways to promote ownership and increase adoption rates.

WHO SHOULD ATTEND?

Anyone involved in the implementation or management of a corporate intranet or portal.

THE AGENDA

Wednesday 21 March 2012



- 10.45am Arrival, tea & coffee
- 11.00am Welcome
- 11.05am 10 lessons learned from building successful corporate portals
- 11.45am Case study: Belron International
- 12.15pm Tea & coffee
- 12.30pm Why Open Source?
What about SharePoint?
- 13.00pm Case study: Reed Elsevier
- 13.30pm Lunch & open discussion

You are welcome to tour the SS Great Britain either before or after the session programme. If you've not visited before we highly recommend wandering around this fascinating venue.

HOW TO REGISTER



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