

# Digital Workplace Group

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7 ways to use intranet and digital  
workplace benchmarking



**Don't journey alone**

# Benchmark your way to success.

"I don't believe there are other organizations that do what DWG does at the level of rigour that they do it, especially when it comes to data-driven decisions, benchmarks and insights."



**Pete Fields**  
Head of Digital Experience  
Wells Fargo

Facts and data drive decision-making in most organizations. You either have the data or you don't. If you want to drive change or need to build a business case for investment, then impartial, evidence-based analysis of the current state of your digital workplace environment is invaluable.

DWG Benchmarking is a proprietary, structured methodology for comparing the effectiveness of your intranet or wider digital workplace against that of respected peers. Benchmarking your digital workplace will provide you with impartial measurement and evaluation, along with detailed recommendations for improvement.

## Benchmarking areas

DWG's new set of benchmarks can help your digital workplace or intranet grow, wherever you are on your journey.

### Intranet

- Modern Intranet Management
- Digital Communication Channels
- Intranet Usability

### Digital Workplace

- Digital Workplace Maturity
- Digital Workplace Management
- Digital Collaboration
- Digital Workplace Experience

For detailed information about a specific benchmark, [please get in touch](#).

# Benchmark your way to success.

## Contact us



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An evaluation typically consists of an expert review based on stakeholder interviews, document analysis and observations of tools and services. In most cases, two DWG specialists will score you independently, using the 30+ data points in each model, before agreeing a final set of scores and recommendations.

The resulting report will detail the high and low points of the assessment – with specific illustrations – and suggest practical measures for improvement. Comparative scores and league tables will show where you rank against other organizations, both overall and for individual metrics.

To help you address the issues raised, we will also point you to relevant resources from our extensive research library, or to good practice examples from the DWG Knowledge Base, a repository of case material curated by our research and benchmark teams.

## Why benchmark?

Our clients undergo benchmarking for a variety of reasons. Some seek objective data to inform strategic decision-making and improvement programmes. Others require a baseline measure to gauge the later impact of a planned development (and will often perform a repeat evaluation after implementing the change).

## Who has been benchmarked?

We have conducted more than 700 benchmark evaluations and the range of organizations recently benchmarked includes:



Facts and data drive decision-making in most organizations – DWG Benchmarking provides an accessible way to quickly obtain meaningful, verifiable data that will secure the ongoing success of your digital workplace.

**The digital workplace is the essential workplace. Don't journey alone.**

# 7 ways to use benchmarking evaluations

1

## Input for strategy and roadmap

**Identify critical areas of strength and weakness and the best route forward.**

DWG members use the detailed recommendations from benchmarking evaluations to make decisions about where to go and what to do with their intranets and wider digital workplaces. DWG's unrivalled experience of evaluating Fortune 500 companies' intranets and digital workplaces means you get the most expert, impartial recommendations available anywhere.

2

## Set baseline for a redesign, then compare

**Provide a clear picture of where you are now, to gauge future progress.**

A DWG benchmarking evaluation provides the most honest and objective feedback available. If you have your intranet or your digital workplace benchmarked once before a major change and then again afterwards, you will have a crystal clear measure of improvement. This kind of repeated benchmarking provides consistency you can rely on.

3

## Cut through internal politics with neutral data

**Obtain impartial performance data to support business cases and influence senior management.**

The elephant in the room for any digital workplace programme is usually the complex web of internal politics that obscures purpose and decision-making. DWG's benchmarking evaluations offer impartial, vendor-neutral data based on the most extensive collection of digital workplace and intranet experience in the world. Who can argue with that?

4

## Objective comparison with other intranets and digital workplaces

**Answer the critical question: how well are we doing compared with our peers?**

By using a consistent framework for every single benchmarking evaluation DWG ensures it can offer you true apples-to-apples comparisons with other companies. Our comparative scoring method and constantly updated league tables show exactly how you measure up to other members, all of which are comparable large companies.

# 7 ways to use benchmarking evaluations

5

## Proof to justify budget

**Supply concrete evidence to the board that your intranet or digital workplace is underresourced and lagging behind.**

Sometimes you need bad news. DWG's evaluation framework is platform-neutral and completely impartial. Every evaluation is reviewed by a second expert benchmarker to ensure consistent scoring. The result is that you get unmatched honesty. Sometimes this truth hurts, but often it can justify needed investments.

6

## Proof to validate efforts

**Demonstrate the value of your intranet or digital workplace and its potential to do even more for the organization.**

17 years of experience with benchmarking has led to a slow and steady evolution of our methodology, which keeps it current and improves its accuracy. If your intranet or digital workplace is truly good, this will show in your benchmarking scores. Not even the best-recognized industry awards offer the same level of impartial assessment.

7

## Help new people get up to speed

**This is where we are. This is where we need to be.**

In many large companies teams shift and change almost constantly. A DWG benchmarking report offers a consistent measure that shows your new team members an objective assessment. This clarity will let them know your strengths and weaknesses and exactly how it compares with industry standards.

# Overview of DWG services.

Digital workplaces (now) = Essential workplaces

## Why journey alone?

When the unprecedented and largely unpredicted global pandemic struck, the digital workplace became the *essential* workplace for thousands of organizations around the world, as teams implemented advanced remote working from home, reformatting ways of working at incredible speed.

Digital Workplace Group (DWG) is a strategic partner, covering all aspects of the evolving digital workplace industry through membership, benchmarking and consulting services.

**“We’ve found Digital Workplace Group to be invaluable partners in our journey toward a more effective digital workplace.**

Whether we need insights, benchmarks, or just a quick sanity-check, the DWG team is there for us. It’s almost as if they’re ‘riding shotgun’ for us as we move the stagecoach along the digital trail.”



**Pete Fields**  
Head of Digital Experience  
Wells Fargo

**Membership**  
A confidential member forum for improvement and networking

**Benchmarking**  
Objective data to inform critical decisions

**Consulting**  
Independent expertise to guide strategy and plans

## An expert partner to transform your company’s workplace

DWG provides independent guidance to more than 80 Fortune 1000 and equivalent companies, as well as public-sector organizations, to advance their digital workplaces through peer learning, impartial evaluations, research and practitioner expertise.

DWG has been recognized by the Financial Times as one of the UK’s leading management consultancies in digital transformation for 2021.



## Sample members and clients



# Overview of DWG services.

## How do DWG's three services advance your workplace?

### Contact us



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## Membership

### Confidential learning, ongoing improvement

The DWG Member Forum is a confidential, members-only group. Membership combines online and in-person peer learning with expert research and practical insights into how others have solved challenges, based on more than 700 evaluations of major organizations.

### Peer learning

Rich interaction and sharing with teams from other major organizations.

### Expert research

Six new member-only reports every year and a vast archive of papers and videos.

### Members-only events

Live online Q&As with experts, research-driven webinars, member meetings.

## Benchmarking

### Strategic evaluations, baseline performance measurement

DWG Benchmarking provides in-depth analysis of your sites and/or digital workplace environment, and comparison with other similar organizations. We have a range of benchmarks to choose from:

### Intranet

- Modern Intranet Management
- Digital Communications Channels
- Intranet Usability

### Digital Workplace

- Digital Workplace Management
- Digital Collaboration
- Digital Workplace Experience
- Digital Workplace Maturity

## Consulting

### Strategic interventions, discrete projects

DWG Consulting provides vendor-neutral, unbiased, high-quality advice and practical hands-on support for digital workplace and intranet programmes, such as:

#### What does 'good' look like?

External insight into industry best practices – to inform strategies and plans.

### Vision, strategy & roadmap

Methodology and expertise to establish the road ahead.

### Facilitated workshops

Engage stakeholders across a global organization or within a function – so the whole team starts on the same page.

## Why do so many leading companies choose Digital Workplace Group?

**Large company expertise:** We've worked with Fortune 1000 / FT 500 (and comparable) organizations for more than 18 years. Our expertise and insights focus on the successes, challenges and needs of such major organizations.

**Measurement and research focus:** Our consulting and evaluations rely on measurement derived from more than 700 benchmarks and our robust research programme, to provide a unique reservoir of statistics and case studies.

We provide 'data and metrics in a world of opinion'.

**Real-world practitioners:** Our benchmarkers and consultants have previously managed intranets and digital workplaces at major organizations. Our expertise is rooted in experience.

**Independence:** All our work is vendor neutral and our consulting and evaluation framework is proudly technology agnostic.

## About Digital Workplace Group

Digital Workplace Group (DWG) is a strategic partner, covering all aspects of the evolving digital workplace industry through membership, benchmarking and consultancy services.

DWG provides expert advice, peer connections, research and insights to guide and support organizations globally on their journey towards digital workplace success.

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