



Don't journey alone

Independent expertise for intranet and digital workplace success

Digital Workplace Group

7 ways DWG members use intranet and digital workplace benchmarking

Of the world's top companies...

20%

are DWG members

Over

200

live intranet tours

1,600+

intranet sites benchmarked

www.digitalworkplacegroup.com

Benchmarking evaluations: Objective comparison, expert recommendations

What is benchmarking?

Benchmarking is the act of comparing something with an impartial fixed measurement or with industry standards. DWG benchmarking uses the world's most sophisticated evaluation frameworks to 1) create apples-to-apples comparisons of large companies' intranets and digital workplaces and 2) provide detailed expert recommendations for improvement.

How does DWG benchmarking work?

DWG benchmarking is a rigorous analysis based on our sophisticated framework.

DWG's professional benchmarkers, all former intranet managers from large companies, conduct in-depth, hands-on evaluations that include:

- Stakeholder interviews
- Documentation reviews
- Observed task testing
- Heuristic usability evaluations.

Your resulting 80-page reports provide objective comparisons and extensive practical recommendations to inform your strategy, plans and stakeholder discussions. Each benchmarker's analysis is reviewed by a second benchmarker to ensure consistent scoring against our highly detailed metrics.

Benchmarking areas

DWG conducts intranet benchmarking in four core areas:

- Usability
- Communication & Collaboration
- Strategy & Governance
- Metrics & Performance.

We also offer the option to evaluate your wider digital workplace:

- Advanced assessment: digital workplace benchmarking



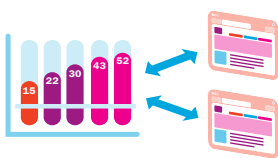
7 ways to use benchmarking evaluations



1: Input for intranet 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 means you get the most expert, impartial recommendations available anywhere.



2: Set baseline for a redesign, then compare

Provide a clear picture of where the intranet is now, to gauge future progress.

A DWG benchmarking evaluation provides the most honest and objective feedback available. If you have your intranet 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 intranet 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 intranet experience in the world. Who can argue with that?



4: Objective comparison with other intranets

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 whom are comparable large companies.



5: Proof of a bad intranet to justify budget

Supply concrete evidence to the board that the intranet is under-resourced 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 of a good intranet, to validate efforts

Demonstrate the intranet's value and its potential to do even more for the organization.

10 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 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 intranet 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 the intranet's strengths and weaknesses and exactly how it compares with industry standards.

What is DWG?

The **Digital Workplace Group (DWG)** provides independent expertise to intranet and digital workplace teams at large organizations. We do this through consulting and through our confidential, members-only intranet and digital workplace benchmarking group. Since 2002, first as the Intranet Benchmarking Forum (IBF) and from February, 2014 as DWG, we have carried out more than 600+ intranet and digital workplace evaluation and benchmarking exercises in major organizations, giving us unrivalled insight into current best practice.

We also bring our members together to share and discuss intranet-related issues in a confidential setting, backed by a vast archive of specially-commissioned intranet research. From strategy and governance to managing search and social intranets, we cover a lot of ground, as do our 80+ members when they meet up online or in person.

Our current members include globally-recognized companies such as Adobe, Aon, ExxonMobil, Fidelity Investments, IKEA, ING Bank, Johnson & Johnson and The Coca-Cola Company.

Impartial measurement and evaluation

DWG benchmarking offers what one member described as “data and metrics in a world of opinion”. Run by experts with many years’ experience of managing major intranets, it measures your site against those of other DWG members in four key areas: Usability, Communication & Collaboration, Strategy & Governance and Metrics & Performance. The fact that we are independent of any technology vendor means that our findings and recommendations carry particular weight with senior management.

Eight hundred minds are better than one

As part of the DWG community, you will have easy access to more than 800 intranet leaders and practitioners and their wealth of experience. Members regularly interact with each other through DWG-facilitated events such as face-to-face meetings, site visits, online Knowledge Exchanges or our acclaimed monthly broadcast, Digital Workplace Live. They also participate in an exclusive Yammer group to air current issues and get their questions answered quickly by expert peers or the DWG team.

A goldmine of intranet research

All DWG members have free access to a secure extranet housing our impressive archive of intranet research and resources. Through our industry-leading research programme, we publish three full-length reports and three briefing papers each year. You can also watch visual tours of some of the world’s best intranets or find examples of good practice in our online Knowledge Base.

Membership options

We recognize that existing and potential members are at different stages of their intranet and digital workplace journeys. Geographical locations and markets can also be a factor when it comes to benchmarking. We therefore offer different levels of membership to suit individual requirements.

Full details of our membership options and fees are available on our website, www.digitalworkplacegroup.com.

How to contact DWG



Nancy M. Goebel
Managing Director

Email: nancy.goebel@digitalworkplacegroup.com

Twitter: [@nancyatdwg](https://twitter.com/nancyatdwg)

Call: +1 (973) 978 1072

Main offices:

London

30 City Road
London EC1Y 2AB
Tel: +44 (20) 7374 8061

New York

230 West 41st Street
15th Floor
New York, NY 10036
Tel: +1 (866) 903 0232