



**Don't journey alone**

Independent expertise for intranet and digital workplace success

# Digital Workplace Group

## Peer learning fact sheet

Of the world's top companies...

**20%**

are DWG members

**Over**

**200**

live intranet tours

**1,600+**

intranet sites benchmarked

[www.digitalworkplacegroup.com](http://www.digitalworkplacegroup.com)

## Confidential sharing with major companies

### A unique group of peers

Imagine having access to a support network of 800 intranet professionals. All year round, our community of intranet specialists from member organizations is sharing experiences, insights and opinions in a confidential setting, either in person or online.

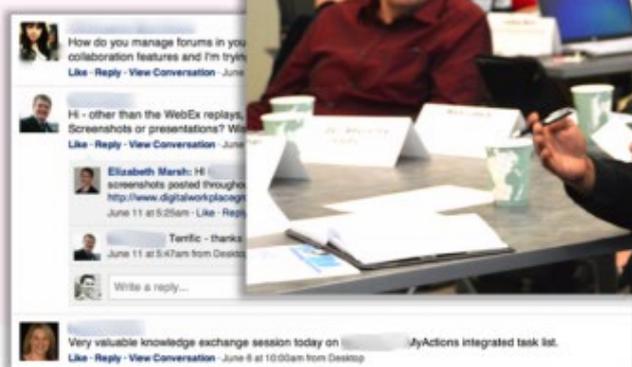
Whatever challenges you face, there'll be someone in the DWG fold who's been there and can steer you in the right direction.

### A foundation of confidentiality

At DWG we know how important risk and intellectual property issues are for large organizations. That's why every participant in every member peer learning event signs a non-disclosure agreement (NDA).

Every DWG member signs an umbrella NDA that applies to every employee of the organization that partakes of DWG services. Any specially invited guests at DWG events sign individual NDAs with the same terms.

This foundation of pervasive confidentiality supports an environment of honest and open sharing. This confidentiality, combined with DWG's many channels for peer learning, creates the richest possible environment for intranet and digital workplace sharing. You simply can't get all of this anywhere else.



# 6 channels for DWG peer learning

## Member meetings

- Face-to-face networking and member site visits
- Held 5+ times a year in Europe or North America
- Hosted by members who are major global organizations
- Unique agendas designed around members' needs

Recent meeting hosts include:

- Aon plc
- Charles Schwab
- Herman Miller
- Lloyds Bank
- The Coca-Cola Company



## Member extranet

- Our unrivalled collection of intranet and digital workplace resources, available 24/7
- Browse our complete research library and download what you need
- Consult the latest league tables on benchmarking performance
- Identify current best practice in our benchmarking "knowledge base"

Popular research reports include:

- Evidence-based intranet success: best practices revealed by benchmarking data analysis
- Understanding the relationship between organizational culture and the digital workplace
- Intranet Search: A holistic approach to management
- Change management for the intranet and digital workplace: bringing the organization with you

## Member Yammer network

- Post a query, make connections or simply join the conversation with other members
- Tap the expertise of over 800 intranet and digital workplace professionals
- Get rapid responses to questions that have stumped your team
- Identify other members who are facing the same challenges

Recent discussion topics include:

- Guidelines for handling comments on the intranet
- Managing the scope of enterprise search
- Sentiment analysis tools for SharePoint
- Terms of use for web analytics monitoring of the intranet and digital workplace

## Knowledge Exchanges online

- Delve deep into specific intranet issues in our one-hour facilitated online gatherings
- Get up to speed quickly on topics of practical relevance – from SharePoint to search
- Hear about the latest industry developments from specially-invited experts
- All episodes are recorded and stored on our member extranet

Recent topics include:

- Aon plc's digital workspace roadmap
- 5 approaches to managing enterprise social
- Designing a content strategy with Wells Fargo
- Managing collaboration with Northwestern Mutual

## Digital Workplace Labs online

- A unique mix of digital workplace presentations and discussions, exclusive to our members
- The only forum to look strategically at the future world of work
- Focus is on how new digital ecosystems are impacting both users and employers
- Essential for everyone with an interest in user-centred work environments

Recent topics include:

- Mobile workforce strategy in a global financial institution
- Agile working in a global retail products company
- BYOD (bring your own device) in a global technology company
- Digital workplace strategy and roadmap in a global shipping/transport company

## Digital Workplace Live monthly web broadcasts\*

- A monthly online broadcast, featuring live interviews and tours of some of the world's best intranets and digital workplaces
- One hour of topical, focused conversation led by DWG and guest presenters
- See an intranet or digital workplace in action, followed by feedback and discussions
- Tune in live or catch up with previous episodes on our member extranet

Recent live tours include:

- Philips
- Comcast
- Arup
- McKesson



\*Digital Workplace Live is a semi-public show with slightly different confidentiality terms than other peer learning channels.

### 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 and digital workplaces, DWG can measure your intranet against those of other DWG members in four key areas: Usability, Communication & Collaboration, Strategy & Governance and Metrics & Performance. DWG also has a maturity benchmark for an enterprise view of your digital workplace's 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 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](http://www.digitalworkplacegroup.com).

### How to contact DWG



**Nancy M. Goebel**  
Managing Director

Email: [nancy.goebel@digitalworkplacegroup.com](mailto: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