



**SCHILLERWEIN NET CONSULTING**

# Strategie für Intranet 2.0

Stephan Schillerwein, Intranet 2.0 FORUM, 07.12.2007

# Die obligatorische Folie über das Unternehmen

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Was hat  
grösseren Einfluss  
auf das  
Medienverhalten  
in der Schweiz:

Web 2.0  
oder...

**20min und  
heute?**

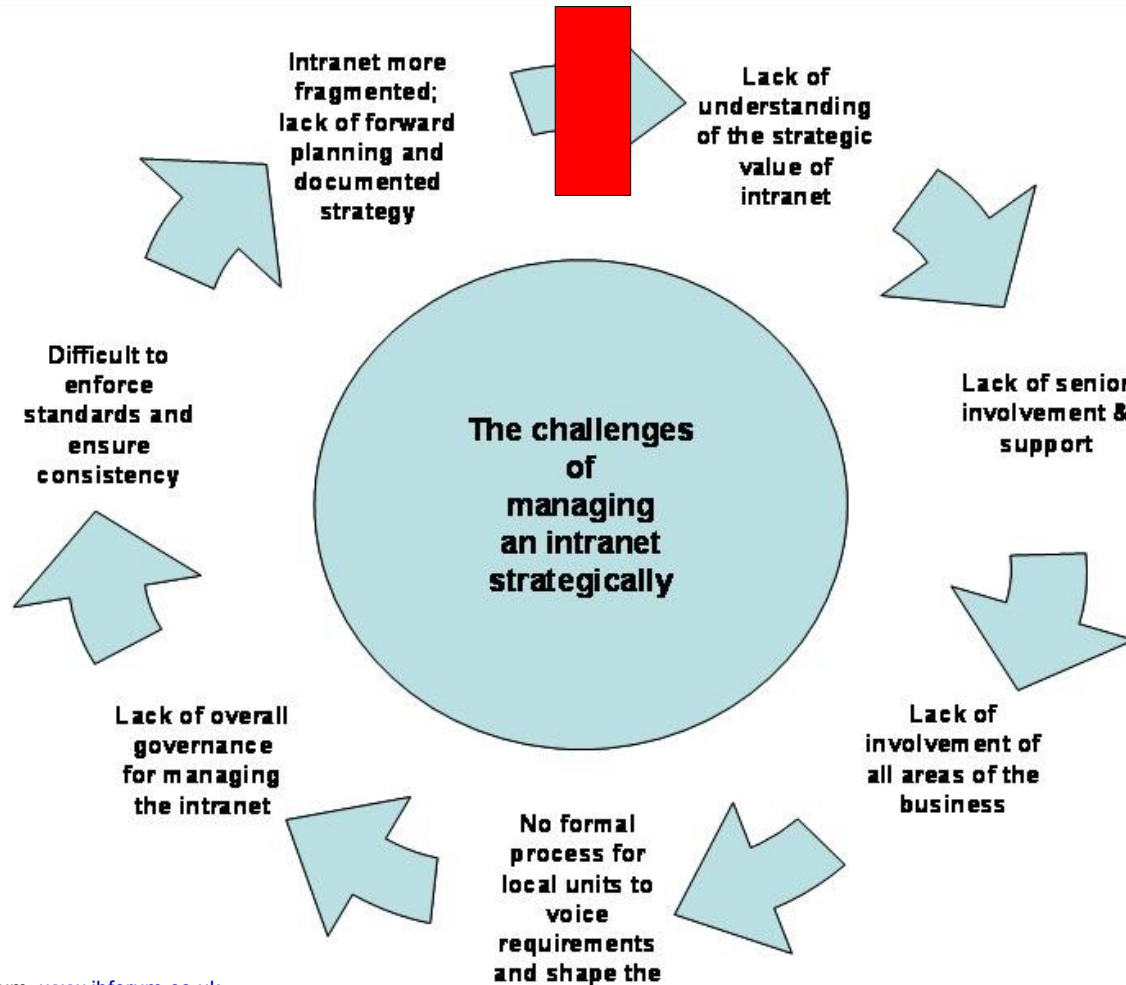


# STRATEGIE ?

„Wer vom Ziel nichts weiss  
wird den Weg nicht finden.“

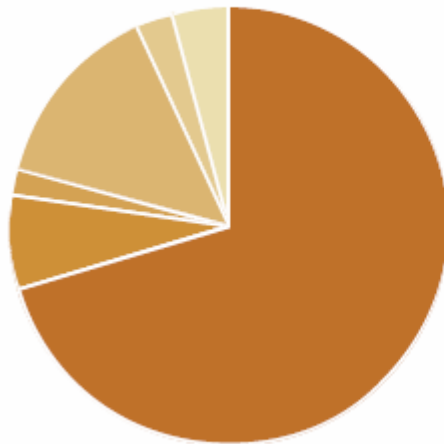
Christian Morgenstern

# Teufelskreis des (un-)strategischen Intranet Managements



# Wie Intranets heute positioniert sind

**Q47: Which of the following descriptions best describes your current company Intranet?**

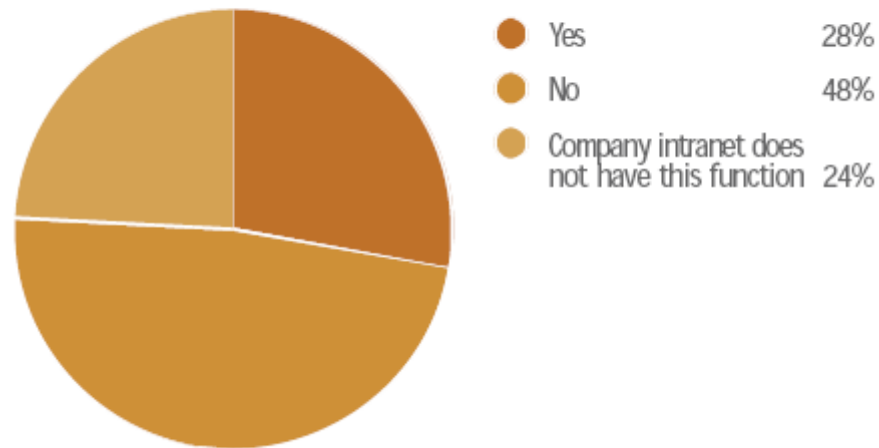


Source: ICS Intranet Ireland 2007 Report

- A communication and information resource about my organisation. 71%
- A self-service resource where I identify, access and execute key tasks. 7%
- A collaborative workspace where I actively engage with colleagues. 2%
- A portal for enterprise information with everything I need to know to do my job. 14%
- A digital dashboard of all my applications, tasks, and communications activity. 3%
- A unified environment where desk-top, intranet and network services are completely integrated. 4%

# ... und die Auswirkung auf deren Relevanz

**Q15: Do you Access daily work tasks on your company intranet site?**



Source: ICS Intranet Ireland 2007 Report

# „Bedrohungen“ für so positionierte Intranets

**Mitarbeiterportale**

**Web 2.0 Anwendungen  
(intern/extern)**

**Collaborations-  
Plattformen**

**Mobility**

# Abhilfe durch Grundsteinlegung



# \*Was\* ist Ihr Intranet?

**Communication**

1-way, top down

Feedback

**Content**

Publication

Generation

**Collaboration**

Send & Store

Workspaces

**Culture**

Reflect Status-quo

Enable Change

**Cross Functions**

Linked Silos

Ent.-Search, SSO

**People**

Phone Directory

My Site

**Processes**

Self Service

Value Creation

Omni-directional  
Conversation and  
Collaboration;  
Contents not  
finalised and  
collectively owned

Driver for Change

Cross-Everything

Fully networked

Agile Processes

„The web as a platform,  
not an application.“

Tim O'Reilly

# Intranet Strategie mal kurz nebenbei?

„Getting approval for doing the (strategic) roadmap was a project in itself.“

Christine Carron, Biogen Idec

2.0 ?

Just another  
revolution, a real  
paradigm shift...

**... or simply  
the next  
logical step  
in  
evolution?**

# Grundstein für Web 2.0 in der Schweiz

# 1874

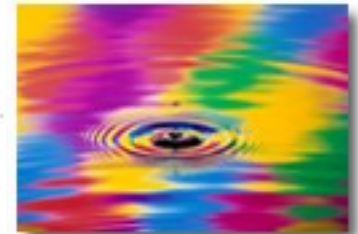
„Der obligatorische und unentgeltliche Primarschulunterricht wird in der Schweizerischen Bundesverfassung verankert. Damit fällt auch der letzte **konservative Widerstand** gegen die allgemeine Schulpflicht.“

„The work performed in the **mechanistic organisation** can be described as knowledge-routinised in the sense that it has **well-established recurrent activities** characterised by **repetitive tasks** and **known problems**. The level of **uncertainty is low** and the ambition is to optimise performance and eliminate redundancy. In the **rare occasions** when rules do not apply, **problems are escalated** through layers of bureaucracy and decisions are made by management who is separated from the actual work.“

(Dick Stenmark, Göteborg University: „...ORGANISATIONAL CULTURE'S EFFECT ON TECHNOLOGY“)

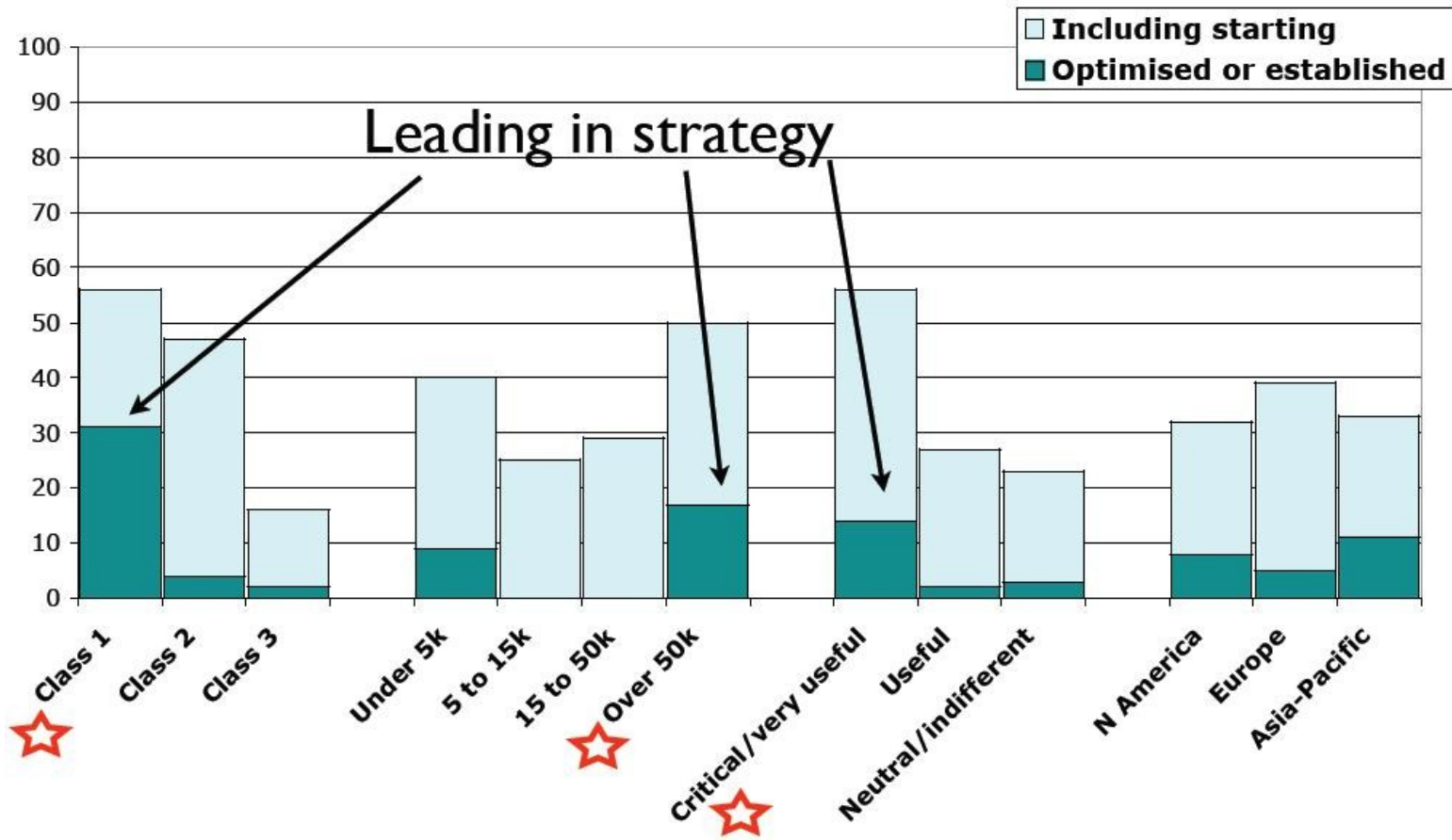
# Intranet 2.0 braucht Enterprise 2.0

- Repetition
- Standardised Processes
- Control
- Order
- Perfection
- Power
- Hierarchy
- Compulsory Presence
- Knowledge is Power
- Mechanical
- Material Assets
- Top-down
- Corp-Speak
- Email-centric
- ...



# Intranet 2.0 Maturity: Survey Results

Existence of a 2.0 strategy



# Intranet 2.0 Maturity: Survey Results

## Organisational culture, the primary barrier

Why no plans for web 2.0 tools?



n = 51 - multiple answers possible

Q66 ©2007 NetStrategy/JMC

# Intranet 2.0 Maturity: Survey Results

"The biggest problem I have encountered with the Wikis currently used is the **large volume** of unstructured data being collected and **how to handle it** into the future."

Participant from the Global Intranets Study

# Intranet 2.0 Maturity: Survey Results

"The wiki is very functional; however, we find our employees are **turned off** by the **limited presentation & display** of content (i.e. people don't like the look of it)."

Participant from the Global Intranets Study

# Intranet 2.0 Maturity: Survey Results

"The blog is an efficient tool for sharing information amongst a **small** community. Requires animation/moderation/support: it **does NOT work by itself...!**"."

Participant from the Global Intranets Study

Die Lehre aus  
> 1/2 Jahrhundert  
Waschmittel-  
Werbung?

**„Das weisseste  
Weiss aller  
Zeiten“  
muss jährlich  
revidiert  
werden**

# ~~Strategie für Intranet 2.0~~

# Zukunfts- Strategie

# Das Intranet 2.0-Portfolio richtig managen

## Übergewichten

Kultur & Veränderung

Partizipation

Compliance

Mitarbeiter

Beta-Lösungen

Agile Vorgehensweisen

## Reduzieren

Silos

Informationsflut

Organisatorische Mängel

Fehleraversion

Hype-Getriebenheit

Technologie-Zentrierung

# Nobody wears shoes here...

I'm  
catching  
the next  
boat  
home!



Please  
send re-  
inforce-  
ments!



# Q & A

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