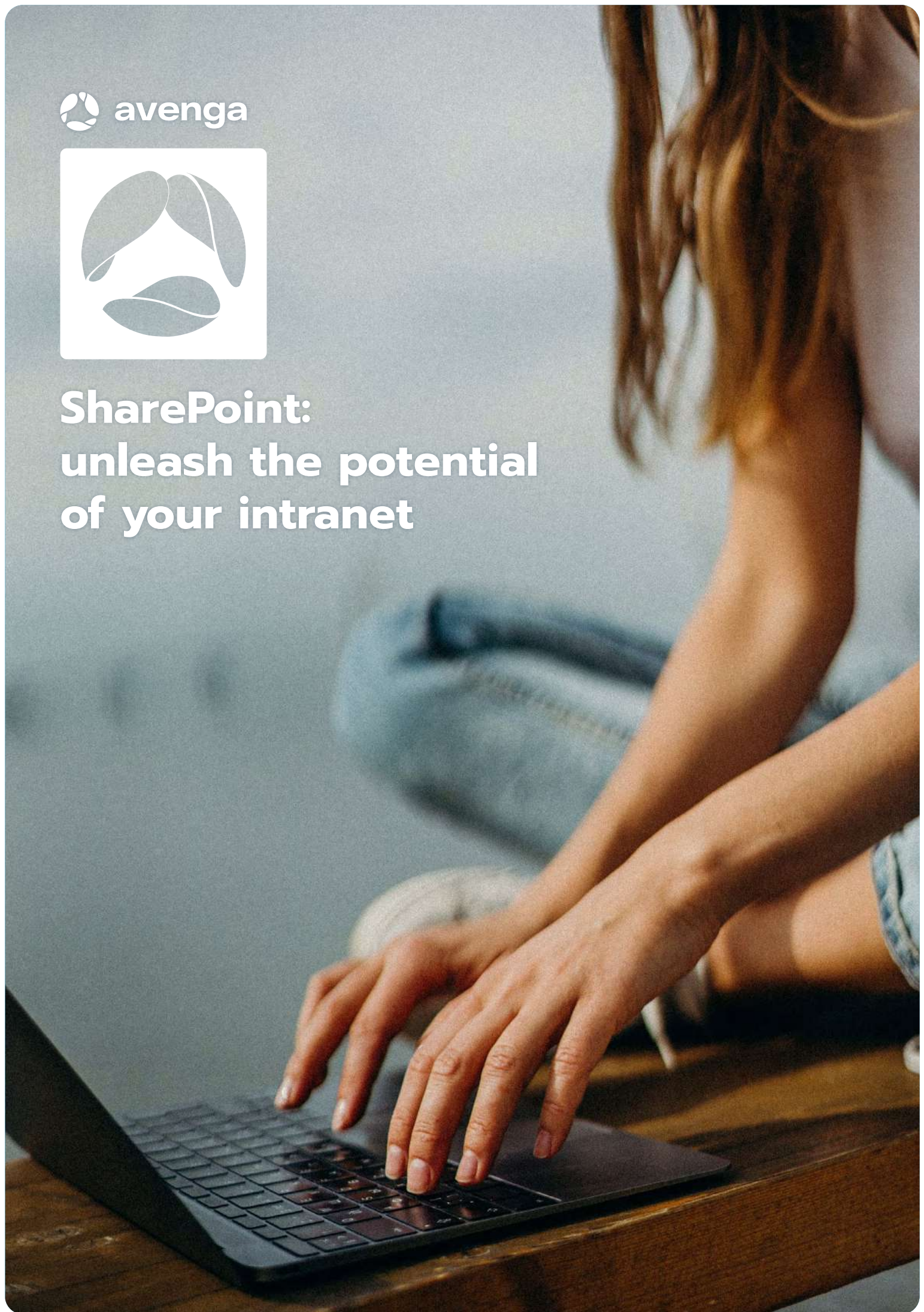




**SharePoint:
unleash the potential
of your intranet**



Contents

Before we begin	3
Why companies invest in an intelligent intranet	5
How to build a relevant intranet	6
What is SharePoint?	7
How SharePoint intranet pushes the boundaries of the digital employee experience	8
How is the SharePoint intranet unique?	10
Classic SharePoint intranet vs. Modern SharePoint intranet	12
Building a modern intelligent intranet with SharePoint	14
How to plan a global SharePoint intranet	20
Customization	22
Key SharePoint intranet integrations	23
How to set up intranet governance	24
SharePoint intranet roles and tasks at-a-glance	25
SharePoint security	26
Limitations of the SharePoint intranet	27
Our experience	28
SharePoint: on the verge of the future	29



Before we begin

According to a [study](#) by MIT Technology Review Insights and Infosys Cobalt, 49% of enterprises admit they were moderately prepared to stay relevant and competitive with the employee experience in the wake of the COVID-19 pandemic. In addition, 16% claimed they were inadequately prepared for the challenge of providing their specialists with an excellent digital employee experience. As the need for more virtual, mobile, and distributed business ecosystems has come to the leading edge, organizations continue to re-imagine their approaches to the workspace in the post-COVID era.

On the workforce forefront, companies have experienced both ups and downs as hybrid workplaces came to combine digital and real-world elements. Below is a bar chart illustrating how numerous organizations view new and already-existing initiatives for supporting digital transformation. When it comes to the employee experience, they are focused on creating new experience systems, ensuring a high level of digital trust, and leveraging [digital technologies](#) for profound engagement.

The biggest priorities for enterprises' digital transformation efforts for customer and employee experiences (% of respondents)

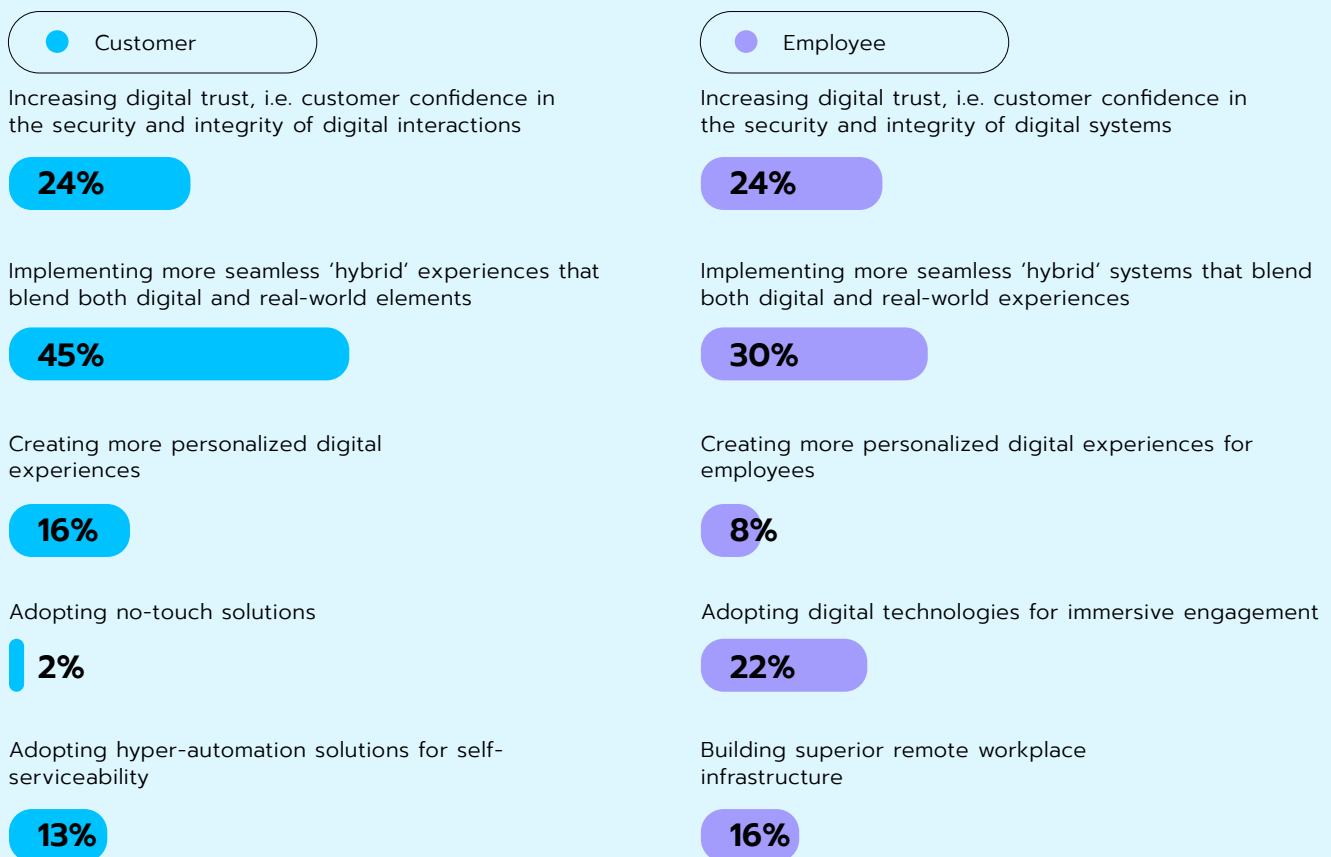


Figure 1. Priorities and initiatives spanning the digital transformation of organizations according to [MIT Technology Review Insights and Infosys Cobalt](#)



Implementing a modern intranet solution can lend a helping hand to companies that view employee engagement and digital trust as their strategic business priorities.

A well-designed and continuously maintained intranet can make a massive difference in productivity and efficiency. Yet, planning and launching a performant communication solution is a multidimensional endeavor. In this whitepaper, we will take a closer look at the SharePoint intranet experience and offer insights on how to foster a sense of trust and authenticity in your digital communication environment.

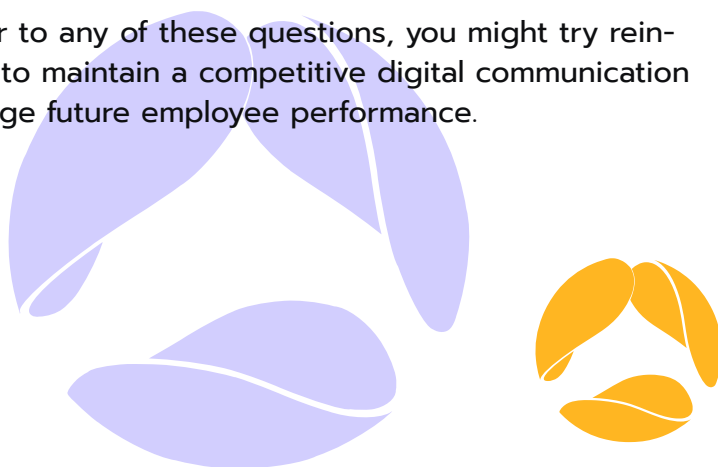


Why companies invest in an intelligent intranet

As organizations prioritize their internal communications, the need for robust solutions is as vital as never before. The [intranet](#) makes it possible to propel employee engagement, reinforce information sharing, and encourage collaboration across departments. Yet, how do you identify whether your current digital employee experience needs revamping? There are several key signs that your organization could benefit from a new approach to its communication:

- You're currently relying on shared folders on a server to store and share documents, which can make collaboration difficult and inefficient.
- You or your employees often need to work on the go, but it's hard to be productive when you cannot access critical documents or files.
- Your business is proliferating and you are struggling to keep up with the volume of documents and emails.
- Your organization has multiple offices in different locations, so sharing and managing documents centrally is challenging.
- You strive to overcome informational and functional silos, and provide your employees with the freedom to use tools with no or little oversight.

If you had a positive answer to any of these questions, you might try reinventing your intranet so as to maintain a competitive digital communication environment and supercharge future employee performance.



How to build a relevant intranet

So how do you guarantee that your business makes the most out of your internal communication solution? Below are some of the recommendations that may be useful on this journey:

- Align your intranet goals according to your key business outcomes.
- Set up KPIs that are regularly communicated from the project's onset.
- Deliver a UX that is wired for simplicity and longevity.
- Engage with users so you get feedback during all the stages of the project's implementation.
- Set up a governance plan that defines roles and responsibilities, compliance, retention strategies, and expectations for content management.
- Audit your existing content to estimate its quality and relevancy.
- Transfuse your intranet with corporate values and goals.
- Foster a sense of community that relies upon trust, engagement, and proactiveness.
- Ensure that content creators and users have access to training on maximizing the potential of the intranet solution.

Intranets should be continuously updated and improved. It is a great option to create an adaptive [maintenance](#) strategy to keep your content relevant. Otherwise, your digital employee experience may start to lose value with time. So, after the launch, in addition to celebrating the beginning of the journey, you may monitor and upgrade your intranet and its content as your organization continuously evolves.

What is SharePoint?

[Microsoft SharePoint](#) is a web-based collaborative platform that helps organizations store, share, and access information. Over the years, it has evolved from a simple document management system into a comprehensive collaboration solution that enables secure internal communication and an improved digital employee experience. As a result, over [200 million users](#) worldwide choose this multifaceted tool as their responsible assistant in everyday business operations. Organizations create and manage websites, intranets, extranets, and portal applications with the help of SharePoint. In this way, they can improve communication and collaboration among employees and provide a relevant digital employee experience. In addition, SharePoint allows organizations to develop custom applications and automate their business processes.

The SharePoint intranet is an integral component of [Microsoft](#) SharePoint that has two primary functions. Firstly, it serves as a central location or a sharing point where users access and exchange various sorts of information. Secondly, it empowers organizations to promote their values and unite employees under a common identity, thus fostering a sense of engagement and trust. Through this highly secure cloud-based platform, companies can easily build an intranet that is tailored to their unique business needs. For instance, you can opt for the SharepointPoint Online subscription plan that covers 1 TB of OneDrive storage per user, which offers plenty of space for collaboration, allowing employees to securely share documents with co-workers from different locations, all without the risk of losing [data](#).



How SharePoint intranet pushes the boundaries of the digital employee experience

Seamless communication is the primary pillar of the SharePoint intranet, and it provides access to multiple collaboration features. It allows users to leverage push notifications, configure basic workflows and manage analytics, manipulate content and site structure, delete sites, as well as enable and disable different product features. Below are some of the crucial opportunities SharePoint intranet brings to its users:

- **Easily share information and seamlessly collaborate with colleagues throughout your intranet.** Every project team, department, or division in your company can create team sites that provide users with valuable insights and relevant updates. You can share resources and news, discuss challenges and barriers, and set targets for future progress. With that SharePoint intranet, you can also customize sites to streamline the teams' work and effortlessly find the information you need inside and outside your team or organization. You can bolster communication across various channels and operating systems.
- **Accumulate and promote collective knowledge.** Informed decisions are indispensable through an understanding of the bigger picture. Leverage SharePoint to manage your company's content wisely and maximize knowledge velocity to keep your colleagues in the loop. You can centrally manage diverse content, edit document properties, control access to information, and streamline document processing. SharePoint serves as a comprehensive solution for Enterprise Content Management (ECM), where you can organize content throughout its full life cycle, from creation to archiving.



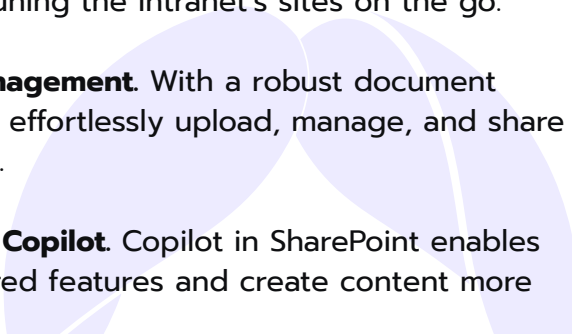
- **Transform the digital employee experience.** SharePoint allows you to create a comprehensive collaboration and [data management](#) environment. It can reinforce working processes from the organization's bottom to the top, granting access to simple functions like notifications and approvals to more complex operations workflows. You can also enrich the employee digital experience by deploying SharePoint lists and libraries, and adding a set of functions with Power Automate and Power Apps, which strengthens digital experiences with forms, workflows, and custom apps for every team member.
- **Increase engagement and foster a sense of community.** As a recent [Salesforce report](#) highlights, employees who feel their contribution are almost five times more likely to perform better. A modern SharePoint intranet can provide your experts with the necessary space to contribute to the company's growth and live up to their fullest potential and creativity. It can collect feedback from both structured (surveys, social walls) and unstructured (comments and likes) sources, and create a sense of engagement at all levels. This in turn also promotes networking through shared experiences.


SharePoint intranet is a versatile platform that helps organizations keep their digital employee experiences relevant and engagement. Providing employees with a centralized place to access information and applications also allows them to work more efficiently and effectively. Additionally, SharePoint intranet crafts personalized experiences that are tailored to the employees' specific needs and preferences. These features can drive workplace trust and commitment, and help employees feel more connected to their work.



How is the SharePoint intranet unique?

SharePoint intranet represents a new generation of modern communication solutions that are based on agility and flexibility. It is an engaging and informative platform that caters personalized information and can be integrated with multiple portals and sites in the system, not to mention Microsoft 365 apps like Microsoft Teams and Yammer. Additionally, it offers governance models that delegate responsibilities to site owners, so there is no need for manual governance from the IT department. Hallmarks of a SharePoint intelligent intranet are:

- **Rapid implementation.** Out-of-the-box pages and web parts deliver top-notch, user-oriented experiences that empower companies to distribute content swiftly.
 - **UX-centricity.** Easily accessible design principles allow users to securely leverage the intranet's potential on any device.
 - **Personalized experience.** A broad set of features, including audience targeting, news, as well as [Highlighted Content](#) and the [My Feed](#) web sections, generate content aligned with the user's needs.
 - **Continuing improvement.** Automatic software updates and numerous options are available for fine-tuning the intranet's sites on the go.
 - **Comprehensive document management.** With a robust document management strategy, you can effortlessly upload, manage, and share information within the platform.
 - **Integration with Microsoft 365 Copilot.** Copilot in SharePoint enables users to benefit from AI-powered features and create content more easily.
- 

- 
- **Robust search functionality** allows you to empower users with advanced search functionality, making it easy to find necessary information.
 - **Customizable interface** makes it possible to deploy a customizable interface which tailors the platform according to organizational branding and business priorities.
 - **Rigid security practices** help leverage the potential of superior security features, ensuring that information is safe.
 - **Great scalability** creates opportunities to expand SharePoint capacities to accommodate a growing number of users and deploy your services on-premises, in the cloud, or a hybrid environment.

An intelligent approach to the SharePoint intranet amplifies the integration of innovative tools and enables your organization to move faster. SharePoint allows for easy centralized management of security procedures, permissions, sharing policies, and other governance components so that you can focus on accumulating relevant and easy-to-navigate information. Likewise, content can be quickly and easily updated to reflect the ever-changing needs of your business, so your intranet can grow with your company.





Classic SharePoint intranet vs. modern SharePoint intranet

SharePoint intranet entered the market of information management a long time ago. In fact, its modern version appeared in 2016. Although the intranet's capacities have significantly evolved over the years, the core building blocks remain the same. To put it simply, your teams can organize content and collaborate through sites, libraries, lists, and pages. With deeply embedded flexibility in the system, your company can target audiences across different continents and time zones. Here are some of the SharePoint intranet's elements that make it a distinguished solution.

The modern SharePoint setup is much more amenable and adaptive to an organization's changing needs in comparison with its classic version. The traditional SharePoint architecture uses a hierarchical structure of site collections and subsites with inherited navigation, permission settings, and site designs, which are often hard to keep up with. In the modern SharePoint experience, each site is a site collection that can be connected to a 'hub.' A hub is a collection of sites with shared navigation, branding, and other features.

SharePoint sites help visitors quickly find what they need. These site and page navigation principles apply to both classic and modern SharePoint architectures. The core difference relates to how you can implement navigation (it is bound to rely upon the specific framework). For example, you can't use the 'inherited' navigation feature on modern SharePoint sites, but hubs provide a way to achieve similar cross-site navigation features that were available in the classic SharePoint.

When it comes to branding, the classic SharePoint intranet experience encompasses a set of default themes and site designs that can be bolstered with additional customization. They usually do not have sufficient responsiveness, which negatively impacts the user experience on different devices. Modern SharePoint intranet does not have this problem, because of a revamped set of default site themes and site designs that was added. Users can easily customize the site's logo and colors that correspond to their vision. There is also an option to align the mobile SharePoint logo with the company's brand. No need to worry that something may go wrong when SharePoint is updated, as every detail will be saved.

Classic SharePoint publishing sites deploy a feature called 'variations' to create multiple language-specific sites. When this feature is enabled, a separate subsite is created for each language you have selected, allowing you to provide content tailored to the language of users. Yet, modern communication sites use a multilingual experience that does not require the creation of separate sites. Instead, user interface elements such as the site navigation, title, and description can be shown in the user's chosen language. Additionally, pages and news items can be provided on communication sites that are translated and displayed in the user's preferred language, but they all exist in a language-specific folder within the Site Pages library within one master site.



Building a modern intelligent intranet with SharePoint

Finding enterprise social technologies that will steer corporate communication in the right direction requires special attention to planning. Your business may start crafting the intelligent intranet while considering these steps:

- 1. Strategize your goals beforehand.** The art of creating and maintaining an intelligent intranet heavily relies upon the company's ability to identify organizational silos and estimate relevant communication challenges. What business outcomes do you have in mind? What purposes will your intranet pursue?

Your intranet can be a reflection of your company's strategic goals, while ensuring effective collaboration and eliminating communication barriers. By clearly identifying these goals, you can also envision intranet initiatives that would benefit employees.

Taking proper care of the intranet hinges on understanding the bigger picture, so your transfer to SharePoint may require you to answer several fundamental questions about the present and future of your digital communication environment.

- How would you balance the information and functionality of your intranet?
- What are the resources necessary to implement transformations in your current communications approach?
- How long will it take to accomplish these changes?
- What are the options for delivering a personalized and consistent gateway to the information?
- How will you deploy analytics tools to estimate the performance of your intranet?
- What level of support is necessary for the intranet's users?

- 2. Get to know your audience.** By critically assessing the needs of your audience, you can maximize the potential of the SharePoint intranet. For example, you may start looking into your current inefficiencies and pain points that seem to be hindering productive interactions between employees. It is a great option to include everyone, from executives and administrative staff to engineers and customer service workers, so as to craft a clear picture of how to arrange and design layouts and content. Experimenting with customization tools can help provide an additional layer of personalization so that you can ensure that the intranet functions as a communication hub rather than an information wasteland. You might explore ways to revamp collaborative and reporting capabilities by making use of existing platform applications such as chatbots and task management systems.

- 3. Set up a governance plan.** An articulate governance plan will increase the efficiency of your digital employee experience. By defining performance standards, roles and responsibilities, content management guidelines, and security protocols, you can prevent content sprawl and guarantee that all roles and responsibilities within the intranet are properly distributed and clearly articulated. When you align content with chosen strategies for branding and governance, you can prioritize your intranet projects and build a plan for achieving the necessary performance and scalability. At this point, technology experts and admins take responsibility for platform integration, content migration, performance, scalability, and user training. Meanwhile, business owners create a structure of site permissions, content audits, and content migration. Last but not least, this stage implies that content authors start work on content creation, site permissions, and content audit.

Document your ideas and share them with colleagues to get a bigger picture of what will come next during the intranet implementation phase. Gather ideas on the intranet's branding and information architecture, and decide how to deliver a comprehensive user experience. At this stage, your technology consultants or IT department may organize a team that will support the implementation of the intranet while business owners and site owners share the view of key organizational opportunities and priorities. Additionally, you can explore and envision your future project with a SharePoint lookbook.



- 4. Plan future tasks.** After finishing your research on the potential of the SharePoint intranet and your choice to use it in your organization, you can start prioritizing future projects and sites to create. This will help you quickly adjust to the users' needs and build engagement as fast as possible. Some of the relevant questions about your future initiatives may include: are they aimed at real problems? Are they going to bring value to users? What is the time frame for each project?

Consulting intranet stakeholders and the IT department about the project priority can lend a helping hand when you decide what should be accomplished first. How can you measure the success of the SharePoint intranet implementation? System success metrics and business success metrics are useful tools that help you understand whether the new initiatives are making a positive impact on your employees. For example, tracking the information on news post views and training video views allows you to grasp the system success metric for the site that educates employees about the company's benefits. Meanwhile, answering the question of how the number of help requests has changed provides you with an opportunity to estimate the business success metrics.

There should be a direct connection between the initiative, system success metric, and business success metric. That's why it is a great idea to focus primarily on a business success metric that clearly evaluates the specific effects that the initiative has. For instance, the delivery of weekly news posts by a senior leader can require streaming events and formal training. In this way, the system success metric can be estimated in the quality of training content produced for all aspects of coding excellence and monthly streaming events. Meanwhile, the business success metric can refer to the number of engineering experts who have successfully completed the training. As a result, this approach allows for a clear understanding of how intranet initiatives impact the organization.



- 5. Turn ideas into reality.** At this stage, you can start building the home site, hubs, sites, and pages, which will constitute the framework of your intranet. What areas will your new intranet sites cover? You may create scenarios describing different questions regarding the site’s purpose and vision. For example, “Employees need to understand their benefits so that they can use them properly. This site is successful when the help requests are reduced.” In this sentence, you define four key variables: the identity of a person (an employee), their need, the related purpose of the site, and the metrics to identify whether the site accomplishes its goal.

You may also use the model that is based on the key user journey components, as well as identifying the scenario, users, value, metrics, and stretch goals. If you are planning to swiftly create prototypes of high-priority projects, it may require answering the following questions:

- Who are your visitors?
- What kind of information do they need to access?
- What tools or technology should they employ to complete their tasks?
- How will you measure the effectiveness of the site?

For example, your scenario can be structured in a similar way:

User journey component	Description
Scenario	Leadership site: discover organization’s values, learn about the latest announcements and industry trends, and get in touch with the company leaders.
Users	All employees.
Value	Boost awareness about the company’s strategy and future growth plans.
User journey	<ul style="list-style-type: none"> • Watch live events • Announce a leadership Q&A meeting • Share the recording link among employees
Metrics	<ul style="list-style-type: none"> • Live event views • Event recording views
Stretch goals	Improve employee engagement

After creating a scenario for the initiative, it is crucial to choose the components and decide whether you need communication sites, home sites, hub sites, SharePoint news, Yammer, forms, or streams. Creating a reliable framework also implies setting up a prototype and granting access to key stakeholders.

At this stage, there is a great opportunity to experiment and test new tools and approaches to understand whether they live up to the needs of the target audiences:


- Receive feedback from stakeholders and users
- Test site architecture
- Bolster the intranet's capabilities with apps like [Yammer](#) and [Stream](#)
- Draft launch communications

When your prototype is ready for launch, you can present it to a pilot group or the whole company. In this way, a critical assessment of user adoption will greatly increase your chances of success. If you strive to boost site usage, it is also a great option to deploy both a top-down and bottom-up strategy. Your pilot strategy can also encompass these options:

- Provide formal training
- Hold launch events and communications campaigns
- Organize office meetings that include QA sessions

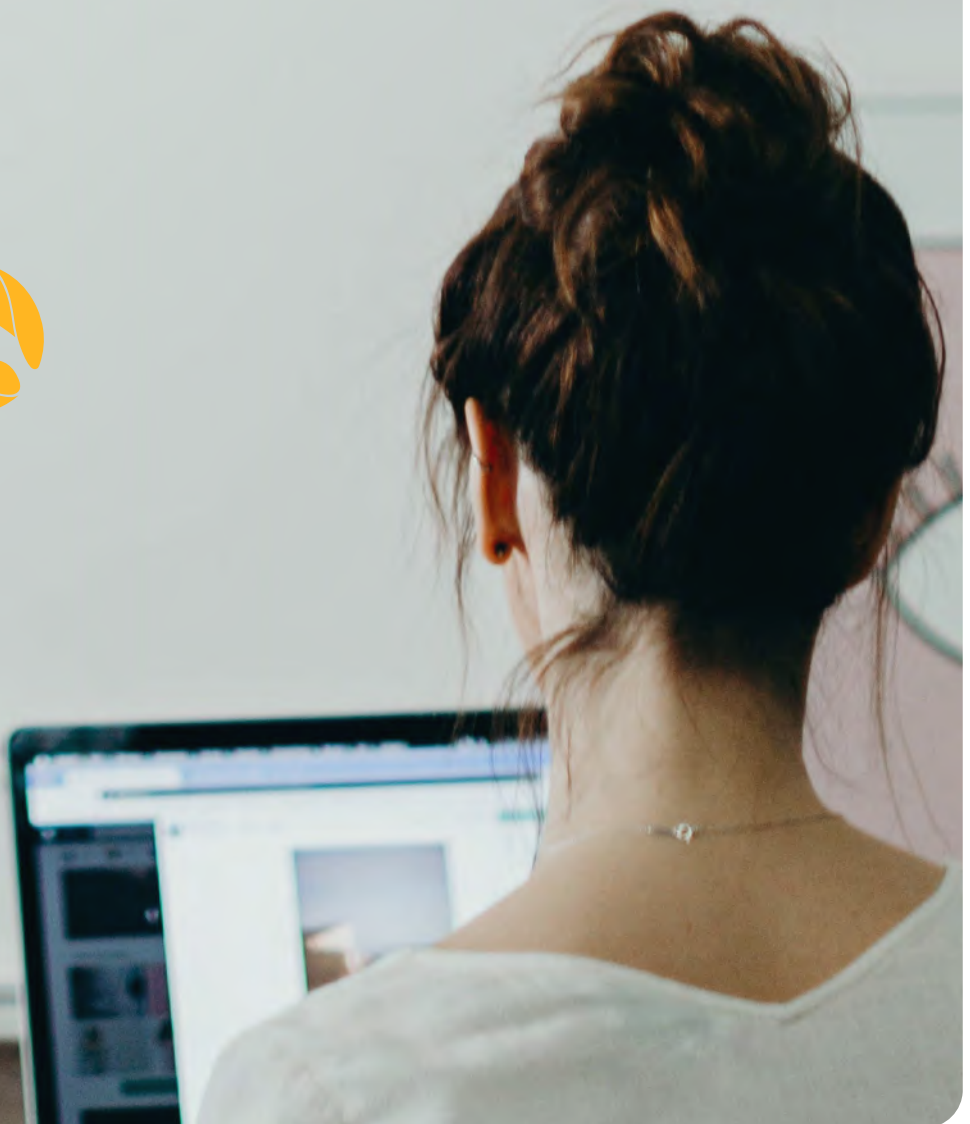
As the number of users increases, evaluate your success metrics and continuously adjust your content strategy to guarantee user satisfaction and engagement. As the site progresses, take a closer look at the lessons learned and focus on projects that will further the intranet's capacities.





6. Engage with users and manage the intranet. Make sure to review site and hub metrics so as to get a gauge of the intranet's effectiveness. It is also essential that site owners and content authors have the proper training to create, build, and maintain sites. You can also opt for continuous formal training sessions and events that encourage employees to engage with the intranet and ask questions. When a particular site shows its effectiveness, recognize the success and look into its high user adoption in order to drive further improvements across the intranet.

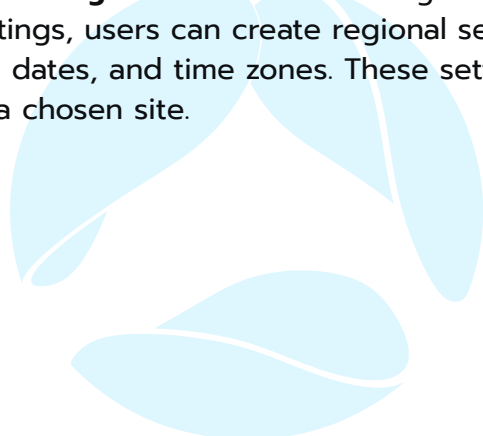
The effective implementation of a SharePoint intranet requires a keen understanding of how an organization is structured. As a result, when ultimately launched, the intranet becomes a reflection of the organization. Not only does it store valuable information, but it also bridges the communication gap between employees and serves as a platform for an immersive digital employee experience.



How to plan a global SharePoint intranet

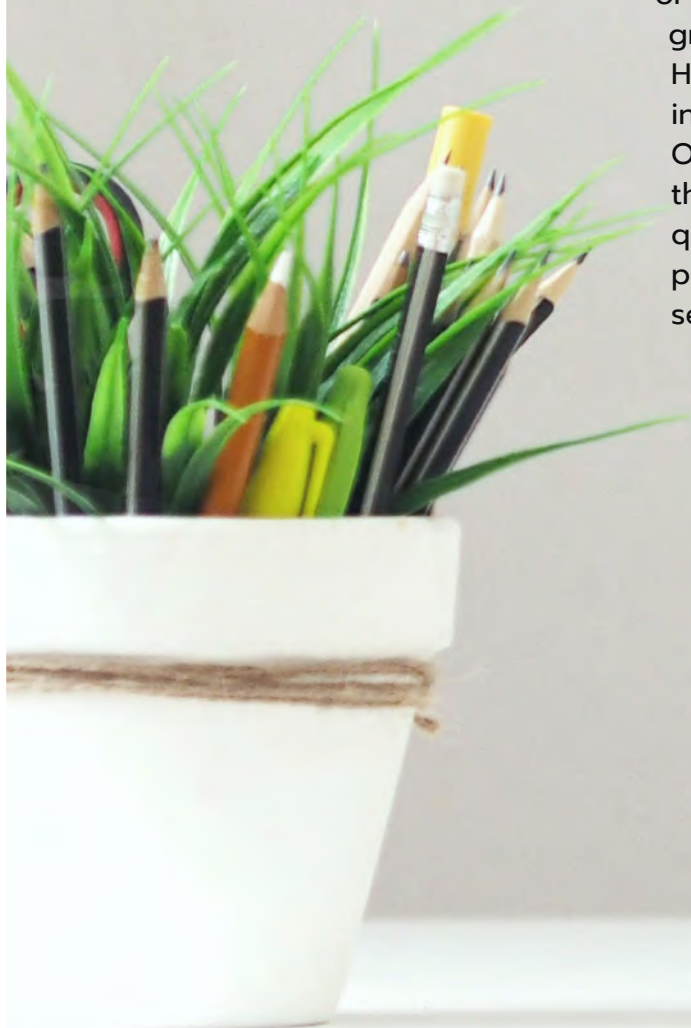
If your company operates in various countries, SharePoint intranet offers numerous options for employees with different cultural backgrounds and language preferences. Using this function, you might choose branding according to particular regions and target distinct audiences. Multilingual sites are also a valuable option if you strive to deliver targeted content to individuals based on their working language. Another option for delivering a tailored employee experience lies in the specific data residency requirements that may be different for certain countries. Below are several key levels for planning a global intranet:

- **Hub sites** have one primary benefit that makes them so relevant for the global communication system. They have a particularly user-friendly architecture that allows for flexible navigation of multiple sites across different regions or subsidiaries. You can also change the branding and navigation according to your standards.
- **Multilingual sites and pages** enable you to set up sites and pages according to the needs and expectations of your employees. This way, your global intranet can offer site navigation, site title, and site description in various languages, which eliminates communication barriers and sets you up for cultural sensitivity in the workplace. There is also an option for translating pages and news posts on communication sites. You can create a default language for the intranet with the opportunity to use another language of an employee's choice.
- **Regional settings.** In addition to having the opportunity to opt for personal settings, users can create regional settings for sites that identify numbers, dates, and time zones. These settings can be identical for all users of a chosen site.



- **Audience targeting** allows users to receive relevant information. With this tool, you can fine-tune the process of [content distribution](#) to meet the needs of different audiences and seamlessly share information across page libraries and navigational links. Audience targeting can also imply that the information is exchanged across multiple regions or subsidiaries.
- **Microsoft 365 Multi-Geo for data residency requirements** enables you to comply with the laws regarding the user data storage in different countries. It makes it possible to store data in different countries on different continents, which greatly simplifies the residency requirements and contributes to the quality of internal cooperation.

The SharePoint intranet structure enables global companies to cater to various users in terms of language preferences, cultural backgrounds, and data residency requirements. However, there are many intricacies involved in setting up a global SharePoint intranet. One of the most crucial aspects is ensuring that the SharePoint infrastructure is adequately deployed and configured. It is also pivotal to properly configure the SharePoint server farm and web applications.



Customization

SharePoint's customization tools allow organizations to tailor the platform to their specific needs and processes. Common customization tasks include:

- Creating custom site templates
- Configuring site navigation
- Setting up custom web parts
- Establishing security practices security
- Integrating with other enterprise systems

Here are step-by-step instructions on how to align your company's goals with SharePoint's functionality in terms of branding, navigation, and workflows:

- Modern SharePoint sites will allow your company to fine-tune their site logo and colors with their unique branding elements. Likewise, they can transfuse themes with their custom configuration, thus delivering a consistent look and feel of the design.
- You can embed additional navigational elements into your SharePoint sites and make customizations to the layouts for web pages. This approach helps users find the information they need more easily.
- The use of web parts and custom controls allows further customization of SharePoint pages. Web parts can display information from other data sources, while custom controls can develop new functionality specifically for the intranet.
- Enterprises can also create custom workflows to [automate your business processes](#). This approach can improve efficiency and accuracy by ensuring that tasks are completed in the correct order and by the right people.

In closing, the deployment of SharePoint's customization options can result in improved efficiency and productivity of the intranet. Additionally, it empowers a company to seamlessly integrate SharePoint into its overall ecosystem.

Key SharePoint intranet integrations



SharePoint is a multifaceted tool that can be integrated with various systems that transfuse the intranet with additional features and capabilities. Some of the most popular integrations include Customer Relationship Management (CRM) systems, Human Resources Management Systems (HRMS), and a [Business Intelligence](#) (BI) platform.

- **CRM integration** allows organizations to track and manage [customer](#) interactions and data from within SharePoint. This integration serves as a valuable tool for sales and marketing teams, as it provides a central location for all customer information. SharePoint intranet empowers teams to create and edit customer-related documents in a CRM system. In addition, it enables users to customize the layout of customer information with reporting and data visualization tools. User credentials can be also synced between the two systems for enhanced security and a seamless user experience.
- **HRMS integration** streamlines the way an organization handles tasks associated with human resources. This integration is especially helpful for tracking employee performance and compliance with company policies. With the integration of HRMS and SharePoint, organizations can access employee information, such as payroll and attendance records, and quickly update employee profiles.
- **BI integration** opens up room for better decision-making that comes with valuable data insights. It allows users to easily access and manipulate data, create custom reports, and mine and visualize big data sets. This greatly contributes to the understanding of resource management and operational performance. Last but not least, SharePoint's integration with BI offers users powerful tools for trend predictions.

By integrating the SharePoint intranet with other systems and solutions, your company can create a centralized hub for all employee information and data, and explore new areas of effectiveness. This can help reduce silos and duplication of effort. In addition, the integration will improve decision-making, as data from different systems can be consolidated into a single source, and its quality and accuracy will be much higher.

How to set up intranet governance

A governance plan may be one of the first things you work on when implementing the SharePoint intranet. Crafting a governance strategy that is aligned with your tasks and goals in [Microsoft 365](#) can enable your organization to build consistent business processes. In addition, it is crucial to make sure that all stakeholders have a shared vision of the project's current and future goals.

At this point, building a comprehensive governance plan may become a daunting task as it implies a high level of complexity. It may be challenging to promote adherence and adoption in a single document. One way to streamline your governance plan is to set up a resource site that outlines training and governance principles. This way, intranet users can visit one destination so as to grasp both the reasoning behind the design and governance of the intranet (the 'why'), as well as how to use it (the 'how'). At its core, an effective governance plan should also propel productive decision-making, meaning that regular reviews and revisions are pivotal to keeping it a critical asset for the organization.

There is no unified model for the intranet that can provide relevant solutions to all companies, as different governance plans set up different regulations for content management. For instance, a company may apply more rigid policies over sites with an organization-wide significance while reducing the control over topic-specific microsites and regional portals or hubs. You may focus on your Microsoft 365 goals, as well as your target audiences and corporate culture, in pursuit of a balanced approach to governance. In addition to vision, policies, guidelines, and content management, your overall strategy can encompass these elements: intranet architecture and branding, security and information management, training and support, and data analytics standards.



SharePoint intranet roles and tasks at-a-glance

When creating and updating your organization's intranet, you will need input from several actors. Usually, flexible and resilient intranet solutions rely on contributions from relatively small teams that include those who can make decisions that serve the entire organization. That's why roles and tasks serve as building blocks of the intelligent intranet. Here is a closer look at the structure that comprises the core of the internal communication environment.

Organization intranet owners

Organization intranet owners are responsible for the strategy and governance of the intranet. They develop and maintain the intranet policies and procedures. They also oversee the intranet content and have the final say on what goes on the intranet, so that they are able to guide the branding strategies and manage continuous corporate change.

IT pros and admins

The IT pros and admins install, configure, and maintain the intranet servers and software. They troubleshoot intranet issues, provide user support, and integrate the platform with other [Microsoft 365](#) features, as well as scale up the platform as the company grows. Additionally, IT pros and admins are those who conduct user training sessions.

Business owners and site owners

Business owners develop and maintain goals and strategies for the company's progress, whereas site owners showcase the shared vision of the intranet. Their key tasks include site management and scheduled content audits which allow them to identify future improvements in the communication strategy of the organization.

Content authors

The content authors are responsible for creating and distributing content on the intranet. They usually build pages on specific topics and act as subject matter experts who know design fundamentals and build a sense of community. Content authors can optimize the intranet for better performance by monitoring user engagement and working with data analytics.

There are a few key considerations to keep in mind when setting up roles and tasks in the SharePoint intranet. It is vital to clearly articulate the permissions and access levels for each role and individual. This strategy will ensure that only the appropriate users have access to the information and tools they need. Besides, a clear and concise task list for each role will allow contributors to stick to their responsibilities and collaborate with other stakeholders.

SharePoint security

Two-factor authentication is one of the most crucial tools that allows you to hold onto the reins of your data and ensure that there is no unauthorized access to any corporate information. By creating an additional layer of security, it eliminates the risk of passwords being compromised. Three options are available for the second factor: your SharePoint intranet identities can make it through an app, a phone call, or a text message. The launch of two-factor authentication may start with Global Administrators. Users can also be assigned different levels of access to the SharePoint Intranet, depending on their roles and responsibilities. Additionally, you can supercharge your data security by following these steps:

1. Block or prohibit access to unmanaged devices with Azure Active Directory conditional access.
2. Set up policies to terminate Microsoft 365 web sessions if users are inactive for a chosen period of time.
3. Consider IP-based sessions that have similar functions to that of the service's on-premises deployment.
4. Encourage conscientious knowledge-sharing that is primarily safety-oriented by using links with an expiration date or creating granular permissions for external information exchange.
5. Implement Data Loss Prevention (DLP) policies that help list and identify documents with sensitive information and continuously fine-tune them based upon the results of the implementation.
6. Deploy disaster recovery through backup and restore features, and ensure that data on your intranet is safe in the event of a technical failure.

SharePoint intranet protects data at all levels, regardless of whether it is in transit or at rest. Top-notch encryption allows for high security when data circulates between users and data centers. BitLocker encryption protects data at the disk level, while the system uses keys to protect data at the file level. At the same time, physical and network protection guarantee an additional layer of security as it ensures that only authorized users can access the intranet and that they can only see the information that they are supposed to see. This mechanism relies upon multiple factors of authentication and constant monitoring of intrusion alerts. Furthermore, the security development lifecycle sets rigid rules for the development of products' features, which greatly contributes to the quality of the digital employee experience with SharePoint intranet.

Limitations of the SharePoint intranet

As with every enterprise communication software, SharePoint intranet is not a silver bullet solution. While companies with different operational capacities can reap the benefits of collaboration in this environment, there are two primary considerations to focus on while implementing and maintaining the SharePoint intranet:

- **Complexity of deployment.** Effective fine-tuning of the SharePoint intranet requires in-depth expertise in multiple technical aspects, including server configuration, security standards, governance principles, and integration of third-party components. For organizations that need relevant technological resources or knowledge to properly configure the platform, outsourcing may be a valuable option.
- **Intricacies of employee training.** Inadequate training can result in disorganized content and higher support requests, along with employees finding it difficult to leverage the full potential of SharePoint. When confronted with this challenge, companies often opt for additional training sessions for both SharePoint administrators and users.

As you launch a SharePoint intranet, there is the strong need to ensure that the system is properly deployed and configured. You may consider the deployment's complexity and various customization tools in order to ensure it meets your organization's specific needs. Keeping your stakeholders engaged in the process and guaranteeing that they are aware of available features can maximize the success of your SharePoint intranet in building a highly engaging collaborative environment.



Our experience

Recently, Avenga assisted the largest producer and retailer of tobacco, smoke-free, and related products in their digital transformation journey. [The primary challenge](#) was related to the company's unstable intranet environment. Its poor performance stalled the delivery of services and jeopardized communication among the different branches and departments spanning 180 countries. Avenga stabilized and optimized the SharePoint setup, which was the primary goal of the partnership.

Within two weeks, our experts delivered a high-level audit of the current company's solution and created a comprehensive action plan. After the tech consultation, we agreed upon the further transition to Microsoft 365 and the migration of their data into the new infrastructure. Our specialists also redesigned their intranet environment, which resulted in effective resource allocation and greater workflow productivity. Through it all, Avenga tackled challenges related to the speed and quality of internal communication and created a highly configurable system for supporting the company's ongoing digital transformation.

SharePoint: on the verge of the future

A modern intelligent intranet brings a much-needed change to the disjointed workforce experience of the past. Serving as a cross-functional well-orchestrated set of tools, it enables companies to reinvigorate their interactions with employees and reshape effectiveness in both the front and the back office. As such, improvement in the internal digital experience often implies a greater enterprise service delivery as it propels engagement and empowers change agents within the employee community. SharePoint intranet exemplifies a new generation of nimble communication and collaboration instruments that eliminate functional silos, and make it easy to navigate the complexity of a company's structures, processes, and systems. It can ultimately become an invaluable asset for organizations striving to amplify their digital transformation journey in the years to come.

[Avenga](#) has witnessed technological disruptions in all major industries, from [pharmaceuticals](#) to [finance](#). Over the years, we have been continuously improving our approaches to crafting intuitive and accessible solutions that solve complex business challenges. [Join](#) our quest for human-centric digital transformation and discover new opportunities amidst uncertainty.

 avenga



**your
competitive
advantage**

