

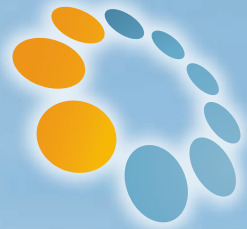
eIntranet™

Intranet Portal
and
Enterprise Collaboration





THE BIG PICTURE



eIntranet™

Built on Ektron

Executive Overview

The highest priority of all organizations is to generate revenue. Your business strives to have the best product and services in the market, meet targets, enhance performance, respond quickly, and outperform competitors. As your business' number one asset, your employees will help you accomplish all these goals. By investing in the right portal and enterprise collaboration platform, you'll foster innovation, increase collaboration within the workplace, and enhance employee productivity to achieve your business goals.

An intranet portal provides employees with the information and assets they need in a personalized environment. However, in this modern age of social media, employees expect more than just being presented with material. By bringing in social capabilities into your workplace employees can better communicate, collaborate and share ideas.

What you need is a complete information distribution, knowledge management, and social business intranet portal, bridging the worlds of your employees, customers and partners.

A PEOPLE-CENTRIC APPROACH



A Communication Platform

Your intranet will not be a useful organizational tool unless it's **PEOPLE-CENTRIC** with social capabilities, encouraging team collaboration and interactions across departments and roles. By facilitating communication between your business and your employees as well as among employees themselves, you'll make information distribution faster and employees more efficient. The end result is higher employee productivity thanks to better access to quality information, innovation through the sharing of ideas and valuable knowledge transfer amongst users.



AN INTRANET TODAY

Empower Employees

User adoption is a major challenge facing anyone in charge of a corporate intranet or employee portal. Deliver what employees want – an engaging and personalized environment that empowers them to:

- Find, manage, organize and deliver the information they use daily in their work
- Communicate and collaborate with their colleagues
- Learn from fellow colleagues' expertise and view what they're working on in real time
- Create group spaces to work on specific projects and be able to comment on their work
- Receive content relevant to their business role and see what content their colleagues recommend
- Be alerted on information or events relevant to them

COVERING THE BASICS



Communication with Employees

Your employee portal should integrate people, processes and procedures to form a corporate culture dedicated to implementing total organizational effectiveness. Include a “Message from Management,” which could be drawn directly from a senior executive’s blog or written by corporate communications; a “Corporate Calendar,” “Events” and “Announcements” sections; modules displaying external and company news; and various other sections dedicated to providing employees with the information they need for a productive and informed working environment.

Drive employee adoption by creating a destination that employees will turn to first when looking for information on your enterprise, and build continuous momentum towards viral adoption of your intranet portal.

The screenshot displays the eIntranet portal with a navigation bar at the top containing 'Departments', 'Employee Resources', 'News & Events', and 'My Intranet'. A search bar and utility links like 'Site Map', 'Welcome Guide', and 'Workarea' are also present. The main content area features a central banner for 'Ektron 8.5 Release Candidate' with the text 'NOW AVAILABLE EKTRON 8.5'. To the left, there are sections for 'Getting Started', 'Status', and 'Upcoming Events' which lists items like 'Software Engineering Staff' and 'All Hands Meeting'. To the right, an 'Activity Stream' shows recent updates from users like Jackie Doyle and Cecilia. A 'From the CEO's Blog' section is also visible, featuring a post about a corporate 5k road race.



FIND CONTENT FAST

Title	Rating
01292010 KM World Don't let your Web strategy go up in flames	Average 5 out of 5 stars
02022010 Gartner PCC Marketing Optimization, Web Content Management, Social Software.	Average 5 out of 5 stars
02052010 AMA Social Networking is transforming business relationships.	Average 5 out of 5 stars
02102010 CIO Advertorial Socialization of the Sales Cycle, Transforming business relationships with social networking	Average 5 out of 5 stars

Search Site Search Colleagues Search Groups Search Activity

Basic Search Advanced Search

MSDN Site Search

Filter by Category

Results 1 - 3 of 3 for MSDN.(0.16 seconds)

06112010 MSDN Magazine 7/20/2010 3:21:51 PM
Learn more: Imagine...an intranet employees want to use Copyright 2010 Ektron, Inc. All rights reserved.
http://www.ektron.com 1-877-4-WEB-CMS http://www.ektron.com/intranet Why is user adoption such a large hurdle for intranets? eintranet overcomes this hurdle by transforming the user experience. Emplo...
ID=1453 Size=899 KB Last Author=Westerdale David

CampaignMasterTracker 8/2/2010 3:35:10 PM

According to Forrester Research, 45 percent of respondents in their Workforce Technology survey said they spend three hours or more per week searching for information. Providing employees with the right content when they need it is crucial to not wasting your company's time or money.

Easily **categorize** any piece of content so employees can find content the way they intuitively think about it. For example, Matt Damon may be thought of as an actor by one person and philanthropist by another. Tag any content on Damon that supports all the approaches to finding it – as Jason Bourne, H2O Africa Foundation founder, and more.

Search is the most common way we find and navigate through content in order to find the exact information we're looking for. As with internet search engines, most users will give up a search if it takes more than a few clicks to find relevant results. Your intranet portal should have the most advanced search to scale to the hundreds, thousands, or millions of pieces of information you have. Search based on the Microsoft Search Server will allow you to find what you need, including Microsoft Office documents, web content and multimedia.



Rating

★ ★ ★ ★ ★

Average 5 out of 5

Collateral

Highest Rated | Most Recent | Most Viewed

[Safety Minutes](#) 7/28/2010 1:16:04 PM

Ektron, Inc. Safety Committee, Meeting Minutes May 2008 @ 3:00pm Wildcat Mountain Conference Room
Attendees: Mike Provencher Nina Lazzaro Bob Bolt F Card Doug Dorney Averlie Ingram Karen Riddel Ashley Turner
Mission Statement: This committee will work to keep our employee population educated

Home 6/28/2010 2:35:38 AM
Home page for HumanResources department

Quickly and easily find the information you want as content is produced, linked to and rated by your co-workers. **Social navigation** helps you navigate to the most useful and most popular information quickly. It uses the input and actions from the community to “bubble up” the most useful content. The more people view, rate and comment on a piece of information, the higher it climbs in rankings.

Activity Stream

Steve Long updated content, Home. 4 days ago...

Jackie Doyle updated content, Attendee Registrations and Sponsor Submissions, on the Synergy 2010 group. 4 days ago...

Jackie Doyle updated content, Attendee Registrations and Sponsor Submissions, on the Synergy 2010 group. 4 days ago...

Andy posted a new message to the Mobile whitepaper v1 messageboard. 4 days ago...

David Westerdale: Working on the Marketing Healthcare Today Advertisement and American Marketing Association Advertisement

Activity streams allow you to explore a running timeline of your own – and your peers’ – activities to easily locate content. Timeline navigation allows you to simply scroll through your own or a colleague’s activity stream to find the file you need. Click on a file’s name right from your activity stream, open it, make edits, add new content, save the file, attend your next meeting, eat lunch and then come back and view your activity stream to find whatever document you were working on during the past few hours, days or weeks.



GO SOCIAL

Personalized, Collaborative and Context-Aware

Social has changed the way users interact. Brands are seeing high traffic on their Facebook pages, not just on their own sites. Twitter enables people to see what's happening with their friends, industry experts, and news from around the world in real-time. YouTube enables anyone to post videos from "how-tos" to music videos to company and product overviews.

In this era, companies cannot ignore that their employees are using social everyday to interact with their friends and family. Incorporate social capabilities into your intranet portal – whether that's Sales and Marketing department/group spaces, user profile pages, activity streams and micro messaging, or corporate training videos. These social tools will encourage interaction and cultivate productivity among employees.




CONNECT WITH OTHERS



Home : My Intranet : Users : Andrew Marsland's Profile

Andrew Marsland



Remove Colleague

- Groups
- Colleagues
- Blog
- Dashboard
- Documents

Andrew Marsland

Public Messages Private Messages **Andrew's Activity** Contact Information

Title:	Sales Engineer
Department:	Sales
Extension:	
Phone:	+61 2 9248 7222
Cell:	
Desk:	
Reports to:	
Time Zone:	AUS Eastern Standard Time
Alt:	ajmarsland
BlackBerry PIM:	
Auto-Accept Colleague Requests:	True

Activity Stream

- Adam Smith posted a new message to the TAC SAF messageboard. [Share](#) [Comment](#) 20 minutes ago
- Jackie Doyle updated content, Synergy 2011 Registrations and Sponsorships. [Share](#) [Comment](#) 8 hours ago
- Duggeddy and Nina are now colleagues. [Share](#) [Comment](#) 1 day ago
- Lisa_T and Nins are now colleagues. [Share](#) [Comment](#) 1 day ago
- DanO updated content, CampaignMasterTracker, on the Marketing group. [Share](#) [Comment](#) 1 day ago

Tom Wentworth - See how you can manage Facebook pages using PageBuilder in my new blog <http://ektron.com/manage-facebook-pages-using-cms/>

Public Messages Private Messages **Tom's Activity** Contact Information

- Tom Wentworth joined a community group, Ektron Personas. [Share](#) [Comment](#) 1 day ago
- Tom Wentworth added new content, Intranet - new to their workspace. [Share](#) [Comment](#) 1 day ago
- Tom Wentworth: See how you can manage Facebook pages using PageBuilder in my new blog <http://ektron.com/manage-facebook-pages-using-cms/> [Share](#) [Comment\(1\)](#) 1 day ago

Share Knowledge

Let people know who you are and what you do. Create a personal profile where you can manage your current projects and assets, view your message board and friends list, keep track of what's occurring in your groups, update your status, create a new blog post, upload photos and more. Even have a personalized dashboard, with access to data and applications that matter to you most. Find fellow co-workers easily, discover other members of the community who can share knowledge and expertise, and even send private messages. A company activity stream displays everyone's activity so you can see new content created, group updates, and what people are currently working on.



JOIN TEAMS AND GROUPS

Collaborate Together

Get work done faster with team and group collaboration. Teams such as Marketing, Sales, Engineering, Training, Corporate Communications, Support, Human Resources and Finance can have their own portal page where members can view activity streams, see the latest created content, access the team collateral rack, view the calendar specific to that department's meetings and events, post on a blog to keep the team informed, collaborate in wikis, have ongoing discussions in forums and post news.

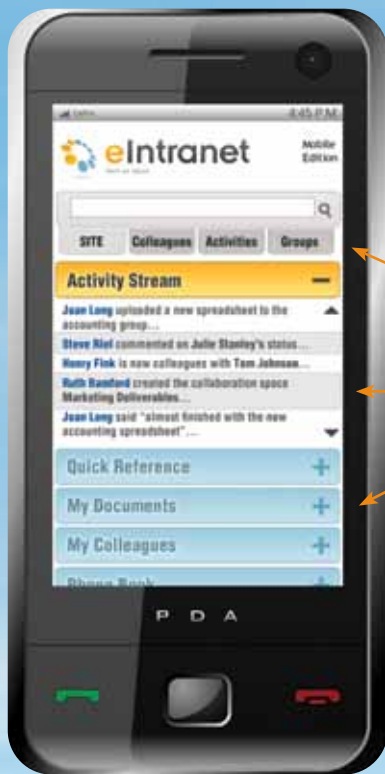
Group spaces can be public, open or private. Members can share ideas and information, track documents and projects and report on activities. The team can collectively author, edit and review materials in a workspace, making managing projects and other workflow easier by giving employees the means to control access to materials – who can view, edit, and add or delete content. Group members can track what was posted, when it was posted and who has reviewed it through activity streams, which provide a traceable record of everything that has occurred during the project life cycle.

Create. Upload. Share.

Create new content, upload it to your portal in seconds, and share it with your fellow colleagues. You choose who can view what and who has editing capabilities. Allow co-workers to rate the content, and provide feedback. See what they have to say and make changes instantly. In a team collateral rack, you can then organize Word documents, PDFs, PowerPoints and other types of content by title, highest rated, most viewed and most recent.



MULTICHANNEL



Stay Engaged on Your Mobile Device

When keeping close track of projects or group activities is important, use your mobile device to stay informed – whatever the time, wherever you are. Subscribe to blog posts, group work areas, even collaborative documents through your intranet portal. Receive email notifications and portal documents as email attachments. Use your email to reply to posts in message boards, community groups and activity streams and see your email become a new post in the relevant area.

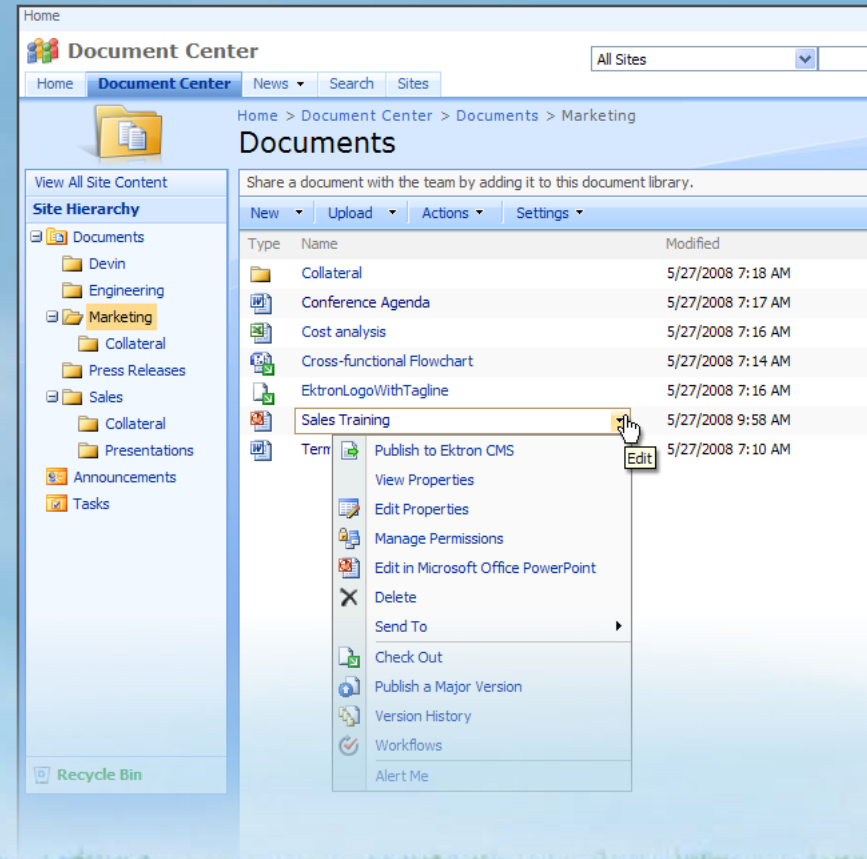


BRIDGE TO SHAREPOINT

At Work with SharePoint

If you're already using Microsoft Office SharePoint for document management in your organization, you can easily integrate SharePoint content into your environment to create a powerful unified solution for managing and presenting content.

For example, a project team might already be managing documents concerning an event in a SharePoint environment and wants to present selected information, such as agenda, speakers, registration and event dates to the intranet community at large. Using a SharePoint Connector enables your team to easily access and work with documents stored inside SharePoint and publish that content directly to the intranet.



MAXIMIZE ROI



The screenshot shows a web application interface with a top navigation bar containing 'My Dashboard' and 'Social CRM'. Below the navigation bar is an 'Action Stream' section. The first item in the stream is a status update: 'My Current Status: Demo on the upcoming feature in the CMS looks great'. Below this is a text input field and an 'Update Status' button. The second item is a tweet from user 'EktDoePa2937' with the text 'A discussion has been created regarding your tweet: http://bit.ly/av2tb'. Below the tweet are options to 'Reply with Tweet', 'Retweet', 'Create Discussion', and 'Create Salesforce Task'. The third item is a notification: 'Jane Member has submitted the form entitled, 'Ask a Question''. It lists submitted information: First name: Jane, Last name: Member, Company: Mondosoft, Location: NH, Email: jane.member@mondosoft.com, Phone number: 603-594-0298, and Question: 'Could you send me your enterprise license info?'. Below this are options to 'Create Discussion', 'Send Message', and 'Create Salesforce Task'. The fourth item is a sales opportunity: 'Opportunity Won: Giant Promotions', with details: Account: Giant Promotions Inc., Owner: Frank Thompson, Amount: \$320,000. It is dated '12 hours ago' and attributed to 'Salesforce'.

Leverage Your Existing IT Investment

Maximize ROI by ensuring your portal seamlessly integrates into your IT environment and leverages the power of current applications.

Your intranet portal can be used as an interface to submit and retrieve sales leads from the world's most popular customer relationship management tool, Salesforce. Or hook into Salesforce Chatter through your intranet and provide your sales team with the critical information they need to close more business. By tying into mission-critical applications, your intranet portal can provide you with a competitive advantage that aligns your business and IT strategies more closely than ever before.



PROJECT MANAGEMENT

Increase Agility

Increase your project management agility by providing an environment that streamlines business processes and allows project teams to respond quickly to an organization's changing needs. Easily:

- Distribute stakeholder communications
- Provide an ongoing record of status/progress reports
- Identify and track project milestones
- Conduct ongoing discussions among the project team and internal clients
- Create a central repository for all project-related content, accessible to all team members at any time, from any location.

Application Engineering

What are you working on? Share

Activity Messages To Do List

Add To do All

Title	Assigned To	Status	Priority	Start Date	Due Date	Comments
Build template mock-ups	Andrew Smith	Completed	High	08/03/2010	08/09/2010	Comment
Build template designs	Jason Murphy	InProgress	High	08/09/2010	08/13/2010	2 Comments
Andrew 08/03/2010: Talk to John about standards compliance.						
John 08/03/2010: I'm going to be on vacation until Thursday.						
John, can you touch base with Andrew before leaving tonight?						
Post						
emonstration template	Andrew Smith, John Doe	NotStarted	Medium	08/13/2010	08/20/2010	Comment

Edit Todo-Item

Title: Build template mock-ups

Description: The template mock-ups for the new website need to be checked in for Jason.

Priority: High

Status: Completed

Assigned To: Andrew Smith

Start Date: 08/03/2010

Due Date: 08/09/2010

Cancel Modify

Status Dropdown: All, Incomplete, Not Started, In Progress, Completed



CONCLUSION

Transform Your Business

Today you can have a complete, functional intranet site ready for your customization and deployment. Add your corporate branding, content and “look-and-feel” and deploy an intranet ready for your use and simple to customize.

Transform the way you do business, increase operational efficiency and empower employees to build collaborative networks across the enterprise. Connect your employees with each other and align them to the overall corporate direction.

For more information on Ektron’s eIntranet – the intranet your employees will want to use – please visit <http://www.ektron.com/eintranet/> or contact your Ektron representative today.



CONNECT CONTENT TO REVENUE™



ABOUT EKTRON

About Ektron

Ektron simplifies the creation, management and delivery of digital experiences for global organizations that are looking to drive revenue growth and improve customer satisfaction. Ektron helps companies deliver customer experiences to their audiences through digital channels by using content to engage consumers and drive business outcomes. Headquartered in Nashua, N.H., with offices in Australia, Canada and the U.K., Ektron has thousands of customers including: Fairmont Raffles Hotels International, Las Vegas Sands, Microsoft, NASDAQ and National Health Services UK. For more information: www.ektron.com.

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