Psyma Intranet-Benchmarking

Digital Business Breakfast 01.07.2020

"The Future Digital Workplace"

23 participants from 16 companies

4 speakers presenting their Intranet solution



Deutsche Bank AG The new Intranet: Informative, interactive and mobile



MAN Truck & Bus SE MyMAN Intranet & Employee-App: Desktop vs. non-desktop worker



Infineon Technologies AG New Intranet: Fast, easy, and on the go

Siemens AG

Hello: Introduction into the 'ecosystem' of internal communications



Users drown in overwhelming content (volume & structure)

How to increase number of readers & active participants

Keeping users engaged, develop respective content & formats.

The right philosophy: Pull (follow tags) instead of push (forcing content on users)

Align brands & stakeholders and fight for budget

How to bundle all channels / content in one platform

Manage constant change (external, internal, technology...)



What drives a successful Intranet platform



Enable passive personalization & active individualization



Offer landing pages bundling topical content

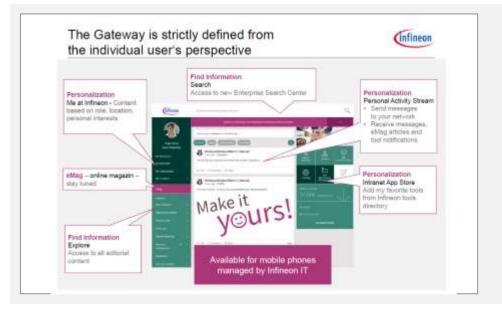


Entertain: Turn content lead into information gold

Keep content modular to encourage information "snacking" – especially on mobile

Clear rules for successful collaboration & sharing

Don't be afraid of deleting content – won't be missed in most cases



Activity stream as main element where everything comes together

- Tagging-based platform, full personalization
- Launch due in July 2020



dbnetwork extends its functions, as the main news and service portal ...

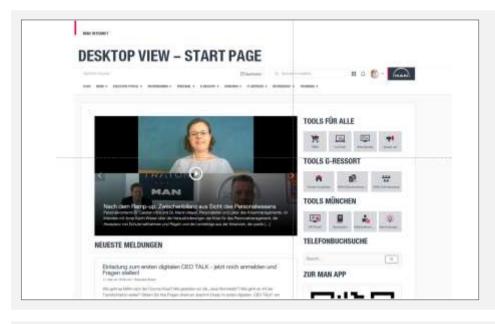
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- Successful relaunch with platform tailored to user needs
- Fully customizable by adding widgets to start page
- Personalized news stream including Deutsche

Bank social channels







- Radical relaunch from static information platform to interactive content hub
- Front door intranet bundling all content
- Mobile essential to integrate blue collar workers
- (Passive) personalized start page



- Cutting edge with search as dominating element
- User preferences shared across all platforms to serve more relevant & focused content
- Roll-out this summer replacing a fragmented

landscape of channels



PSyma Passionate People.

Creative Solutions.

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