



# 6 Key Features of an Interactive Intranet

Interactive intranets are the latest evolutionary leap for intranets. They blend the capabilities of traditional intranets, enterprise social networks (ESNs), and collaboration tools – in one hub that connects people, knowledge, and processes across the enterprise. The impact on employee productivity, alignment, and engagement can be transformative.

Here are six key capabilities that no interactive intranet should be without:

1

## Personalization

One size doesn't fit all. Every employee's work style and information needs are different. Intranets need to adapt accordingly, providing news, content and experiences matched to each user's requirements and preferences.

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## Data-Driven Intelligence

Advanced intranets are self-optimizing. They apply machine learning to analyze user behavior and drive more accurate search results, deliver highly personalized experiences, and intelligently recommend people and content of interest.

2

## Integrated Hub

Your intranet should integrate with your other key communication and collaboration apps, turning a patchwork of disconnected resources into a single interoperating whole. Employees can work in whichever system they prefer, while staying fully connected and in sync.

5

## Knowledge Retention and Discovery

With the right capabilities, your intranet can serve as your corporate memory, capturing know-how from across your organization and preserving it for future use. Intranets should assist with knowledge *discovery* as well, proactively connecting employees with specific colleagues and information vital to their jobs.

3

## Smart Enterprise Search

A well-connected intranet with a powerful search engine is like Google for the enterprise, helping employees rapidly find people, information and content across multiple systems, saving tons of time.

6

## Engaging Communications

Tired of employees ignoring your company email blasts and announcements? Interactive intranets deliver personalized news streams to desktop and mobile devices – in beautiful, eye-catching formats that people eagerly consume. Whether they're at their desk or on the go, everybody's informed and engaged.

**And that's just the beginning.** There's a lot more to an interactive intranet than we could squeeze into one document!

Want to learn more and find out how to make your intranet interactive?

Download the free e-book >