



Building modern intranets on Microsoft 365

**When SharePoint OOTB is enough,
and when it isn't**

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Who are we?



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Agenda



1 The Role of the Modern Intranet

2 SharePoint OOTB in 2025

3 When OOTB isn't enough

4 Demos



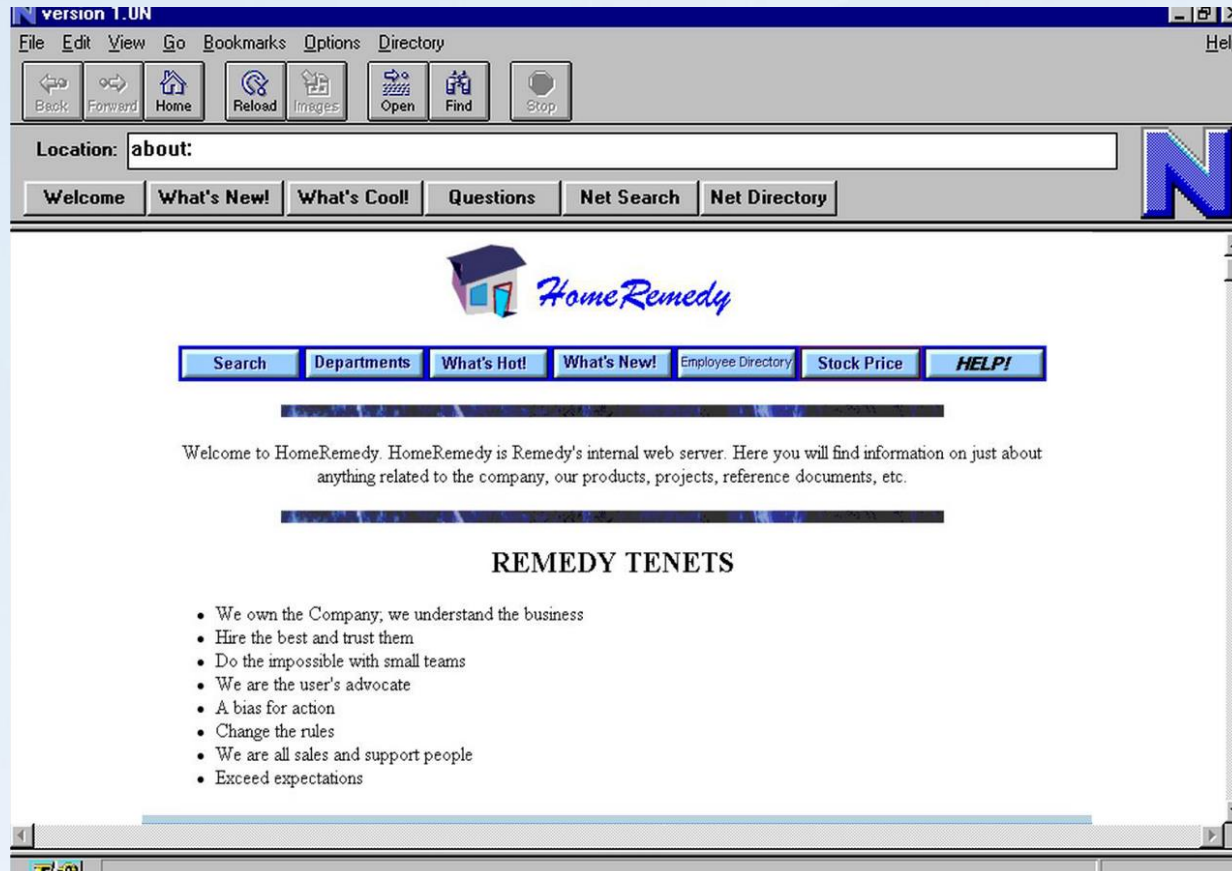
The Role of the Modern Intranet



“Like a human being, a company has to have an internal communication mechanism, a ‘nervous system’, to coordinate its actions.”

- Bill Gates

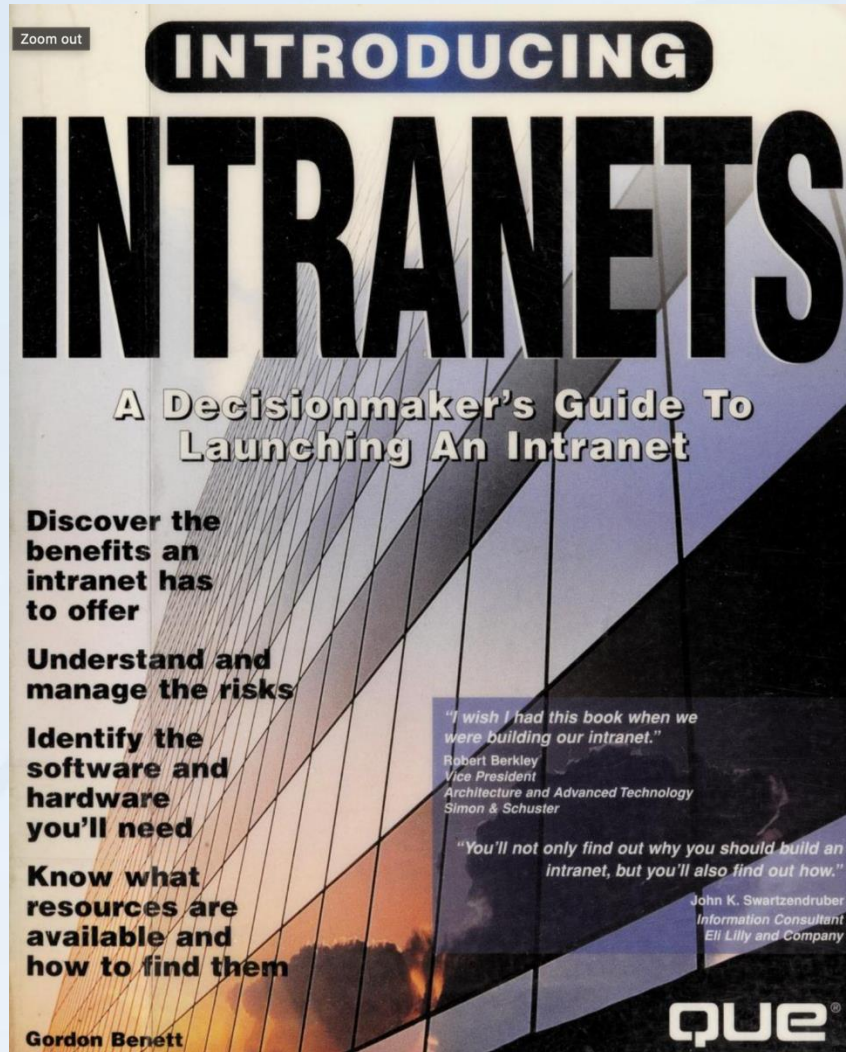
The Role of the Modern Intranet





The Role of the Modern Intranet - History

1996



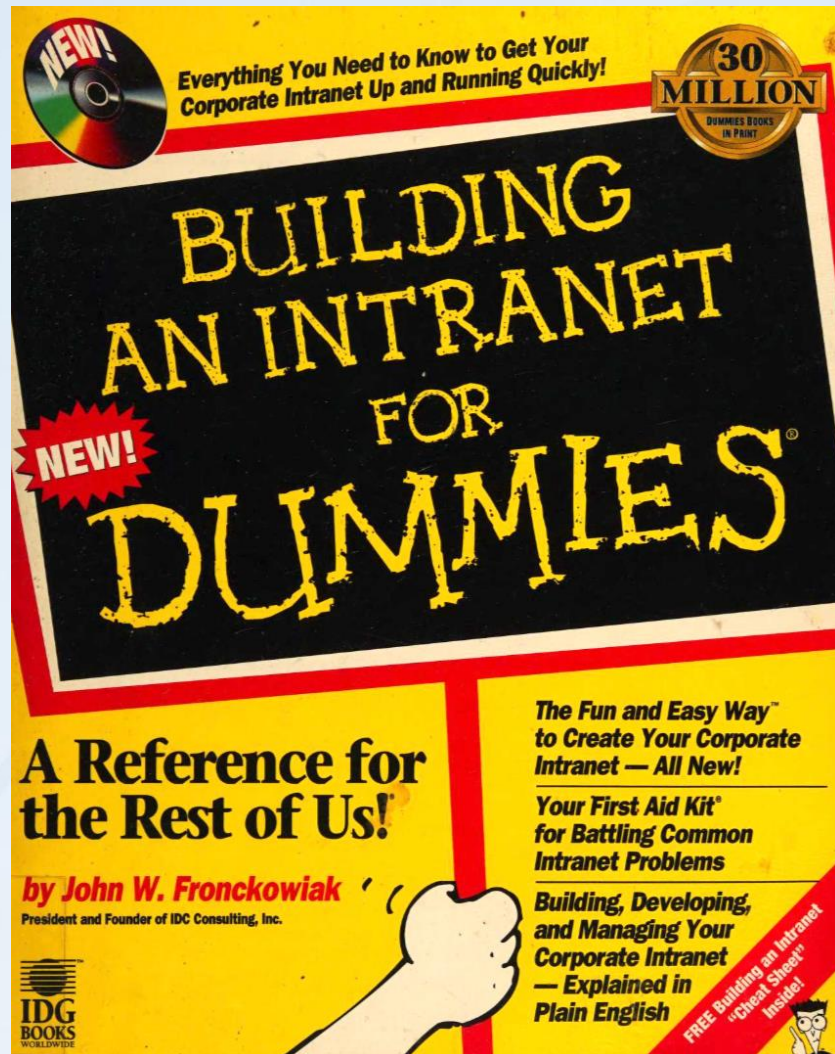
The term “intranet” began to be used in mid-1995 by vendors of networking products to refer to the use *inside* private organizations of technologies designed for computer communications *between* organizations. In other words, an intranet is a private computer network based on the data communication standards of the public Internet.





The Role of the Modern Intranet - History

1997



Honey, I shrunk the Internet!

A useful old computer axiom that also applies to intranets says that *smaller means faster*. Generally, **because they're smaller and private, intranets are much faster than the Internet**, meaning that you can do everything you can do on the Internet as well as many of the things that may take too long, or are inappropriate to do on the Internet, like:

- ✓ **Publish corporate information** — for example, the latest product information, human resource handbooks, reports, marketing information, and even corporate telephone directories.
- ✓ **Provide access to electronic mail** — electronic mail provides a fast and easy way to distribute short messages and documents throughout your organization.
- ✓ **Conduct virtual meetings** — run advanced video conferencing applications on your intranet.
- ✓ **Provide an easy way to access centralized databases** — including asking questions of the database and displaying the answers in nicely formatted web pages.
- ✓ **Broadcast the latest corporate news and information to all computers at the same time.**

Remember that an intranet is more than any one of these applications — it's the sum of these applications working together to help your organization communicate more effectively and efficiently. **You need to share information quickly within your organization, and a corporate intranet provides a cost-effective way to do that** using technologies and applications that are already proven to work on the Internet.



The Role of the Modern Intranet - History

1998 - Scott, Judy E. "Organizational knowledge and the intranet"

Despite the fact that many organizations have adopted the Intranet with great enthusiasm, and there has been an avalanche of web and journalistic articles on the Intranet since the end of 1995, theoretical research has been lacking. Evidence of the business value of the Intranet has been convincing but largely anecdotal.

In addition, negative reports have surfaced on hidden costs, performance limitations, and organizational resistance.

The Role of the Modern Intranet - Today



Facts & Figures



20 – 25%

Potential productivity gain by improving communication and collaboration

-McKinsey



73%

Of employees don't feel engaged

-Slite



3,2 hours

Lost every week per employee just looking for information

-Gallup



87%

Agree that intranets facilitate strong communication

-Simpplr

The Role of the Modern Intranet - Today





The Role of the Modern Intranet - Today

An intranet is the foundation of an organization's digital workplace, bringing together communication, collaboration, and culture to enhance employee experience and productivity.



Communication



Alignment



Knowledge



Culture



Self-service



The Role of the Modern Intranet

What employers want from the intranet

The intranet is how leaders speak to everyone and how everyone stays connected to the organization.



Communicate with clarity



Align employees with strategy



Strengthen and measure engagement and culture



Boost productivity



Enhance governance and compliance



The Role of the Modern Intranet

What employees want from the intranet

Employees want ease, relevance and connection, not just another communication platform.



One place to find everything



Personalized experience



Access anywhere, on any device



Visibility into company life and recognition



Self-service empowerment

SharePoint OOTB in 2025



Core intranet: news, events, pages, ...



Power Platform for custom needs



Flexible sections



Editorial card web part



SharePoint Knowledge Agent



When OOTB isn't enough

In what areas can third-party tools help?

1

Personalisation

2

Ease of use for content authors

3

Missing features

- Automatic translation
- Targeted notifications & alerts
- Branded & configurable app
- ...

What employers want from the intranet



Strengthen and measure engagement and culture



Boost productivity

What employees want from the intranet



Personalized experience



Self-service empowerment



When OOTB isn't enough

Some of the options

- SharePoint based
- Office or partner located in Belgium/Netherlands



- | | |
|-------------------------|----------------------|
| • Pricing & Licensing | • Feature Highlights |
| • Philosophy & Approach | • Analytics |
| • Integration | • Security |

When OOTB isn't enough -



Pricing & Licensing

- | | | |
|--------------|--------|---|
| 1 000 users | \$\$\$ | • Subscription based on
(selected package and # users) |
| 5 000 users | \$\$\$ | |
| 20 000 users | \$\$\$ | |
- One off payment and ongoing maintenance fee



Feature Highlights

- Dedicated mobile app
- Guided tour
- 'My Personal Page'



Philosophy & Approach

Layer on top of SharePoint that allows you to combine SharePoint webparts with Involv webparts.



Analytics

- Track performance & user engagement
- Excel export functionality for further analysis



Integration

- Good within Microsoft ecosystem
- Limited 3rd party



Security

- Not ISO 27001 certified
- Data residency not disclosed

When OOTB isn't enough - **omnia**



Pricing & Licensing

1 000 users	\$\$\$	• Subscription (# users)
5 000 users	\$\$\$	• One off payment
20 000 users	\$\$\$	and ongoing maintenance fee



Feature Highlights

- Dedicated mobile app
- Outstanding UX for employees & admins
- Extensive navigation options



Philosophy & Approach

Content and data stored in SharePoint, but uses its own interface. This should improve speed and UX.



Analytics

- Ability to filter by employee profile
- User journey tracker and heatmap



Integration

- Good within Microsoft ecosystem
- Connectors for popular cloud services (one way notifications)



Security

- ISO 27001 certified
- Data residency – global – Client preference



When OOTB isn't enough - Powell



Pricing & Licensing

1 000 users	\$\$\$	• Subscription (# users)
5 000 users	\$\$\$	
20 000 users	\$\$\$	



Feature Highlights

- Dedicated mobile app
- Very extensive branding features
- Strong focus on engagement



Philosophy & Approach

Layer on top of SharePoint. This allows you to combine SharePoint webparts with Powell webparts.



Analytics

- Broad range of reports
- Mobile app analytics



Integration

- Good within Microsoft ecosystem
- Powell Universal Connector



Security

- ISO 27001 certified
- Data residency – global – Client preference

When OOTB isn't enough -



Pricing & Licensing

1 000 users	\$\$\$	• Subscription (# users)
5 000 users	\$\$\$	
20 000 users	\$\$\$	



Feature Highlights

- Very extensive branding features
- AI-powered search
- Very extensive content creation features



Philosophy & Approach

Layer on top of SharePoint. This allows you to combine SharePoint webparts with Fresh webparts.



Analytics

- Extensive capabilities with 3rd party tools
- Basic search analytics



Integration

- Good within Microsoft ecosystem
- Limited 3rd party



Security

- ISO 27001 certified
- Data residency based on M365 tenant location

Demo's



1

Advanced analytics

2

Show users content based on a search query

3

Content creation via templates



Thank you!

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