



ClearBoxCONSULTING

INTRANETS | COLLABORATION | SHAREPOINT

➤ INTRANET ANALYTICS

➤ An independent comparison
of leading tools

clearbox.co.uk

July 2016

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Intranet analytics

REPORT FOR CLEARBOX CONSULTING

Foreword by Sam Marshall



I'll be blunt: few organisations measure their intranet well. Even fewer have insight into the performance of their whole digital workplace. In part this is due to a lack of access to decent analytics data. Too often intranet managers are asked to make do with the limited reports from products such as SharePoint, or hand-me-down analytics tools bought by the web team.

We created this report is to help teams understand what options are available and make the case for better insights into their intranets. In particular, we wanted to move the focus away from reporting about platforms and onto reporting about how an intranet is being used from a business perspective: Who is engaged? What content is working well? Are people creating and collaborating rather than just consuming?

If you look through the report, you'll see that all the analytics packages we've covered are brimming with charts. Sometimes so many graphs, trends and indicators can feel overwhelming. While these screens might look impressive on the surface, are they actually useful? Rather than simply count the product features of the packages we've covered, we've built the report around eleven common analytics scenarios. We feel this gives a more realistic view on how actionable the insights will be.

Beyond the tools themselves, the real art to digital workplace analytics is knowing which questions to ask. This starts with having a clear strategy and a set of goals, rather than with the tool. ClearBox Consulting has a long track record in working with organisations to navigate this. We're always happy to have a no-obligation chat about your needs, so if you need help, please do [contact us](#).

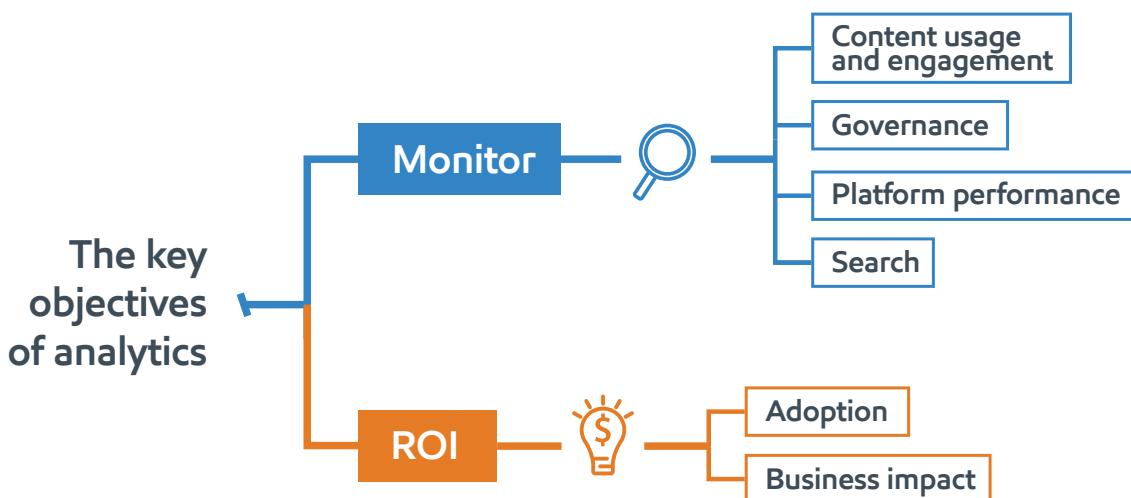
Sam Marshall
Director, ClearBox Consulting
June 2016

Introduction

Intranets and digital workplaces are never finished. There are always actions which can be taken to improve them and support the needs of users.

Analytics play a major part in providing insight into what those improvements should be by finding, interpreting and communicating patterns from data. Having some evidence of how users interact with your intranet can lead to better search results, or a more usable home page, or greater cost savings because staff knowledge in one location is shared with staff in another location.

What organisations want from analytics tools varies greatly in sophistication. The most advanced are monitoring strategic investments and iteratively improving their intranet service to employees. Other organisations use analytics more tactically, demonstrating usage levels and therefore the related value of different activities. Finally, some see analytics tools largely as a tool for monitoring activity, for example checking server response times. All these uses of analytics have value by providing a feedback mechanism via measurements which then drives a positive change.



In general, organisations are only starting to explore the possibilities of mining and analysing the data they have to deliver valuable insights. Intranets and digital workplaces can provide a rich seam of data about what employees do and think. In the same way that website analytics have driven improvements in online sales and service delivery, using analytics available from internal systems is an opportunity for CEOs and CIOs to improve organisational outcomes.

This report outlines some of the tools available. It makes it easier for you to choose an analytics tool that suits your organisation, its goals and its related digital landscape.

During our interviews with both vendors and users of intranet analytics products it became clear that intranet analytics tools are both underutilised and undervalued. Organisations are justifying purchasing analytics products with business cases from just one or two areas of the business such as communications or human resources. This is despite the fact that analytics products provide value across multiple areas the intranet delivers on.

There are also elements of analytics packages which are rarely leveraged to deliver value. For example, communications teams would purchase an analytics product so they could justify their work, but not put any effort into supporting site owners to use the tool, even though it could clearly help improve the quality of the content they provide to the organisation.

The products outlined in this report cover the gamut of functionality and flexibility. In each case the value to the organisation bears little relationship to the price or number of functions of the product. Those organisations getting most value from intranet analytics are those that have digital workplace staff in place who actively use and ultimately master the tools they have at the fingertips.

There are many opportunities around intranet and digital workplace analytics, not only to make improvements to your current channels, but to deliver insight into your workforce going forward. There are also an increasingly sophisticated set of products.

We hope that this report helps you and your organisation choose the best analytics tool to suit your needs. If you're not actively seeking a new tool, then we hope it also gives you some pointers on how you could use your current package better.

Having the right analytics in place will allow your team of passionate intranet and digital workplace professionals to deliver the improvements so your organisation gets more and more value from your intranet and digital workplace. And that has to be a good thing.



CREATE GREAT CONTENT FOR YOUR INTRANET

GREAT INTRANETS RELY ON GREAT CONTENT. THIS ONE-DAY COURSE WILL TEACH YOUR CONTENT OWNERS HOW TO WRITE CLEAR, ENGAGING INTRANET PAGES.



What You'll learn:

How to think about your audience needs first

Tactics for getting co-workers to comment on tools like Yammer

How people read online and what drives them to take action

How to structure a page with headlines and images

Simple tips and tricks to make your content easy to find.

Our training is delivered in-house and tailored to meet your needs



The Trainer:

Workshops are run by Jo Trevorton, former manager of the award-winning RSPB intranet. Jo has over 9 years of intranet and digital workplace experience, with a background in internal communications and PR. Described as “one of the most energetic and enthusiastic Intranet specialists I’ve ever come across”, she combines an approachable training style with a practical understanding of digital communications.



What participants say about ClearBox Workshops

“Best one day workshop I have ever been on!”

- Director of Change

“Really informative and relevant”

- Francesca Quinn, Marketing Assistant



“Combined a good sense of humour, experience and stories. Thoroughly enjoyed it – thanks for a great day”

-PA to Chief Exec



Find Out More

Download the
Intranet content
workshop brochure

OR

Contact us for
Booking details



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Using this report

We wrote this guide to help teams choose an analytics tool which suits their organisation and the relative maturity of their intranet or digital workplace. You can use it to:

- Evaluate products if you are seeking an analytics package
- Give you some ideas on how to use your existing package
- Shed some light on your analytics journey

In the report we've provided information on the most used analytics tools available for intranets in 2016. It is not an exhaustive list.

We felt strongly that we did not want the guide to just be a list of products and their relative features. We wanted to evaluate analytics packages based on their suitability to the real life scenarios which intranet and digital workplace teams face. To derive these scenarios, we spoke to a number of users of analytics products about their relative challenges and use of the tools. We also drew on our own experiences of working with clients and also as intranet and digital workplace managers ourselves.

From this we then interviewed vendors based on a series of scenarios which we knew were faced by intranet and digital workplace teams. The scenarios are covered in more detail below.

Evaluating scenarios means we've gone into some detail. If you're a user of an analytics package you'll recognise some approaches in there and perhaps discover some new ideas. Analytics is detailed but the segmentation into scenarios can help you find what will be of value to you.

Throughout this report we've used intranet and digital workplace interchangeably. This is because the situation within the organisations we talked to is still very fractured. Often organisations start thinking about their intranet, but then realise that analytics also relate to other digital tools their staff use. They then start discussing the wider digital workplace.

We also talk about digital workplace analytics maturity, a continuum which can span from intranet hits through to a full understanding of every digital tool that staff use to do their jobs. We believe this is a useful concept because it can help you consider the right analytics product for your needs. This is covered in more detail in the "Digital workplace analytics maturity" section below.

➤ WHO WE INCLUDED

The following vendors of analytics products were interviewed and their products evaluated:

- HarePoint
- CardioLog
- NGAGE
- Piwik

Additionally we profiled the following vendor's analytics products based on user interviews and desk research:

- Webtrends
- Adobe Analytics
- Google Analytics

Note that these vendors were approached for interviews. Two vendors did not respond. One vendor responded but was unable to find staff willing to do the interview.

➤ DIGITAL WORKPLACE ANALYTICS MATURITY

Our discussions with both vendors and users have led us to conclude that different products suit different organisations and related teams. Finding a good product match to an organisation requires an understanding of the organisations digital workplace analytics maturity. This is a mixture of the digital workplace team's experience, the organisation's culture and how both see analytics.

Use the following table to find your organisation's digital workplace analytics maturity level.

DIGITAL WORKPLACE ANALYTICS MATURITY LEVEL	STARTING OUT	DEVELOPING	MATURING	OPERATIONAL
ORGANISATIONAL NEED	The organisation is interested in the number of home page hits on their intranet	Within the organisation analytics is increasingly being valued. Site owners and senior staff are asking for ad hoc reporting	The organisation is interested not just in site level analytics but analytics by segment of the user population.	Digital workplace data and analytics is used to make operational decisions on a daily basis.
DIGITAL WORKPLACE TEAM EXPERIENCE	The team (possibly of one person) feels unsure about interpreting the numbers so just provides numbers to anyone who asks.	The team have built complex scripts, spreadsheets and other custom solutions to respond to the organisation's demands. They feel frustrated that most users of the data don't understand it. They provide some interpretation of the data.	The team has a specialist or at least one person who is more able to interpret and provide context to the analytics. They can usually relate the numbers to the tactical and strategic goals of the organisation, and provide suggestions on what to do next.	The team now love and use the data to provide tactical insights, and strategic recommendations. Day to day processes use the digital workplace data to drive processes and decision making.
SUMMARY TEAM QUOTE	"Just show me the numbers"	"Don't spend 4 hours a week creating that report. The analytics show no one has looked at any of the reports in the last 3 months."	"Our goal this year was greater collaboration between teams. These trend lines from the intranet and our enterprise social network show that the operations and back office teams lagged behind the rest of the business in collaboration. We suggest extra training."	"We've automated our use of data to focus on providing insights to the organisation."

Starting out

Our recommendation for organisations starting their digital workplace analytics journey is to implement a free analytics tool which will help your organisation develop and refine its analytics requirements. Often a free tool such as Google Analytics or Piwik will be added in addition to the out of the box analytics your intranet system provides.

The intranet teams we talked to almost all started with the out of the box analytics for their intranet system and then added an additional platform.

Key for organisations at this level is to choose one or two analytics numbers and work with them. Learn what influences them and how changes the team make to the intranet influence the numbers. Take a look at the end of this report for a place to start.

Developing

Intranet and digital workplace teams in developing organisations start to get ad hoc requests for analytics information. They tend to be beginning to deliver more than the basic intranet and digital workplace functionality to their staff. Going beyond just content and news. At this point we recommend implementing a paid analytics solution which delivers to the requirements you've discovered using the out of the box or free analytics tools.

Our hope is that this report will help organisations at this level understand what the options are and which tools might suit them.

Maturing

Organisations with a more mature digital workplace analytics approach require the ability to present analytics from multiple sources. From these analytics the team needs to be able to inform tactical activities such as identifying organisational groups not using the intranet and make appropriate interventions. Ideally these analytics systems should also make it easier for digital workplace and intranet professionals to relate the analytics to strategic directions the business or organisation is taking. The team's analysis and recommendations from the reporting tool should help organisations achieve tactical and strategic goals.

Operational

Organisations using data and analytics in an operational way are leading the pack. If your organisation is at this level it is the right time to reflect on what has been achieved and make sure that action, strategy and process are aligned. It is also the right time to go back to basics and check your foundations are right. In all honesty this report was written to help organisations get to your level, so think about working with a third party to mentor you and keep delivering value to your organisation. Consider sharing what you've learnt with another division or different organisation.

We hope this report will inspire maturing organisations by highlighting the way in which differing products support digital workplace improvements and by the way other practitioners have used analytics.

Scenario analysis

One of our stipulations for the report was that we evaluated products based on the type of scenarios which are likely to happen, not via a capability picklist. To achieve this, we defined eleven common analytics scenarios, ranging from basic reporting to sophisticated cross-channel analysis, based on our conversations with users of analytics products. We then interviewed vendors about their products and asked them to outline how their product could address each of the eleven specific scenarios.

Some of the scenarios are difficult to address because they are ambiguous. We did this because the demands placed on intranet teams are often difficult to address.

We gave a score out of four for how each product coped with each scenario.

SCORE	WHAT THIS MEANS
	Product performs this scenario very well
	Can deliver the scenario but with some improvement needed
	Delivers scenario with significant limitations
	Only capable of some elements of the scenario
	The product cannot deliver this scenario



THE SCENARIOS

Here are the eleven scenarios we identified.

1. Intranet, ESN and email

Any intranet manager will need to be able to measure different aspects of the key channels within the digital workplace. They are likely to need to be able to get basic analytics on the intranet, the enterprise social network (ESN) and email through a series of headline metrics which shows basic levels of adoption and patterns of use across these three channels. This general scenario covers the basic needs of the intranet or digital workplace manager.

Key Product: Only CardioLog did really well with all three channels, and then only with certain enterprise social networks. Digital workplace analytics still reflect the fragmentation of the digital workplace all organisations work within at present.

2. Site-based activity

An intranet manager or an individual site manager needs to be able to measure the activity on key sites. The site manager will also want to track very particular behaviour on the site, right down to the content and individual user level. For this scenario, we've chosen an intranet-based site that supports the company sales team. Typical useful metrics we looked for were:

- The number of staff who visit the site every day/week/month.
- The name and overall number of sales staff who have not completed watching a sales training video.

- The names of staff who ask the most questions in a discussion forum.
- The names of staff who contribute the most to the sales wiki.

Key Product: All the products do this reasonably well, but Webtrends leads the pack when it comes to activity analytics.

3. Content and contributions

A site manager is very likely to want to know about how staff are interacting with specific content including documents and files both in terms of downloading items, and making contributions. Again using our site to support sales staff, this scenario poses the following questions:

What are the number of times a particular sales PDF has been downloaded and by whom?

Assuming there are several teams within the sales department, which team updates Word documents about competitor activity the most each month?

Similarly, which sales team contributed the least to the site in the past month in terms of adding new documents, items and updates?

Key Product: NGAGE is the leader in this area because of its ability to slice and dice the available user data.

4. Communication

Communication is a key purpose of different channels within the digital workplace, including the intranet and the Enterprise Social Network. These may well be owned by the internal communications function. This scenario covers the general measurement of communication. The communications manager is required by the senior leadership team to deliver metrics on the reach and influence of the communications team's efforts within the organisation. The individual communications which have generated the greatest response will also need to be reported on.

Key products: No clear winner here. Piwik, NGAGE and Webtrends all deliver solutions to this scenario. The real challenge is to define what reach and influence mean for your organisation and then agree on a measure of success.

5. Collaboration

Collaboration is often a major strategic goal for organisations. This scenario asks whether the analytics tool can be used to provide a collaboration dashboard for the senior leadership team. Can the dashboard support better collaboration going forward by revealing the names of teams which are exemplars of collaboration and teams where more action is required to improve practices?

Key products: CardiolLog and NGAGE are the leaders in delivering collaboration analytics. They both allow users to be segmented according to staff properties held in other systems.

Digital workplace professionals we interviewed told us segmenting users based on information in other systems was exceptionally useful. BUT that dependence on other systems sometimes highlighted poor quality data in those other systems e.g. Active Directory or PeopleSoft. So if segmentation is important to you you may have to become involved in ensuring other systems you rely on hold better quality data.

6. Culture

Measuring culture is not straightforward. How do you define culture? And even if you have an agreed definition then the numbers associated with it are often indirect and open to interpretation. However, measuring culture change remains a common goal for analytics. In this scenario we imagine an organisation which is trying to improve their staff engagement so a yearly survey is carried out. But can your product help the HR manager see changes in staff engagement on a weekly or monthly basis?

Key products: NGAGE has the edge here because it was developed originally with a focus on engagement.

7. Search

Search is a key element of any digital workplace strategy and is an element which can be fine tuned and improved to make a real difference to findability. This scenario covers some of the key questions around search analytics:

What intranet or enterprise social network search metrics are available?

Is there a list of search terms available which have very low quality results so teams can make specific improvements?

Is it possible to discover trending search terms and the demographic segments of the workforce they come from?

Are there any other search-related metrics available?

Key product: Webtrends has the best search analytics of any of the products. Primarily because it makes it easy to consider the quality of the search results.

8. Recommendations or insights

Most platforms produce data which is then used by teams to deliver insights or recommendations for actions, both at a tactical and strategic level. We wanted to know if an analytics package could go beyond just producing the data and contribute in a more direct way to making tactical recommendations or providing insights on strategic activities.

Key product: NGAGE is the leader here. It doesn't provide strategic insights by itself but it does provide traffic light indicators against targets as well as change compared to the previous period indicators out of the box.

9. Campaign follow-up

In this scenario we wanted to look at the very specific success of a communications campaign, a common request from leadership. We imagined that a communications manager needs to measure the number of staff who see a particular message from the CEO which has been promoted through email, an intranet news item and a post on the Enterprise Social Network. Each contains the key points and a link to more information. We wanted to know:

Is the analytics package able to measure email opens, home page news item views, ESN views and visits to the full detail intranet page from links in all three channels?

Is it possible to identify which teams and even individuals have not read the message so they can be followed up?

Key product: CardioLog provides the widest range of channel options and is thus the leader for this scenario.

10. Actionable site owner dashboard

Many intranet and digital workplace teams produce analytics dashboards for central use only and then create their own reports for site owners. This approach misses a trick. This scenario investigates whether it is possible to make a simple actionable dashboard available to individual site owners. This will cover the things they really need (and the messages the central team want to convey) including content that needs review, other organisational groups that are heavy or light users of site content, and also high and low quality search results.

Key product: Webtrends is the leader in this section because it looks great, is very configurable and provides change over time indicators.

11. Upgrade analytics

Upgrading the intranet platform is an inevitable part of the intranet life-cycle. This scenario imagines the analytics tool helping the process. The intranet manager may have to upgrade the intranet platform in the next year and wants to know what metrics on content and usage are available. Is there information on content that has never been visited which can potentially be removed before the upgrade. Also is there trend information which can help future planning, for example showing how fast the number of users and type of usage is growing?

Key products: HarePoint and CardioLog have the best analytics for information useful in upgrade situations. In speaking with digital workplace professionals and intranet managers they all said they tended to use specialist tools or scripts to do this work rather than choosing an analytics package because of this feature. The one that we heard about most often was the [ShareGate](#) product.

Product summary

Product Scenario summary

SCENARIO	HarePoint	CardioLog	NGAGE	Piwik	Webtrends	Adobe Analytics	Google Analytics
1 Intranet, ESN and email	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	-	-
2 Activity	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	-	-
3 Content	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	-	-
4 Communication	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	-	-
5 Collaboration	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	-	-
6 Culture	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	-	-
7 Search	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	-	-
8 Numbers or recommendations or insights	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	-	-
9 Campaign follow-up	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ● (● ● ● ● if using SitriOn and Webtrends campaign module)	-	-
10 Actionable site owner dashboard	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	-	-
11 Upgrade analytics	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	● ● ● ●	-	-



Product detail summary

PRODUCT	HarePoint	CardioLog	NGAGE	Piwik	Webtrends	Adobe Analytics	Google Analytics
Cost	\$\$	\$\$\$	\$\$\$	Pro \$\$\$ / free version	\$\$\$	\$\$\$	Pro unknown price / free version
Ease of use	Easy	Medium	Medium	Easy	Medium	Easy but hard to learn	Easy but hard to adapt
Implementation	Easy	Medium	Medium	Medium	Easy (App deployment ref)	Unknown	Moderate
Analytics maturity match	Starting out	Developing/Maturing	Developing/Maturing	Beginning/Developing	Maturing	Mature	Beginning/developing
Options	SharePoint on premise only	SP2013 and O365	SharePoint and O365	All platforms - Not O365	All platforms	All platforms - O365 unknown	All platforms

Intranet platform compatibility

Product	CMS	SP on premise	O365
HarePoint	No	Yes	No
CardioLog	No	Yes	Yes
NGAGE	No	Yes	Yes
Piwik	Yes	Yes	No
Webtrends	Yes	Yes	Yes
Adobe Analytics	Yes	Yes	Unknown
Google Analytics	Yes	Yes	Yes

Analytics – the future

During the production of this report several vendors had or were looking to deliver their analytics data via Microsoft's Power BI suite of tools. We believe the driver for this is the ability of the Power BI suite to deliver good looking analytics visualisations on desktop and mobile devices with ease. For some vendors it also means that they can leapfrog their own legacy user interface reducing their time to market with new functionality.

The second emerging theme was not just delivering numbers, but providing tactical recommendations. One vendor has gone so far as to link their analytic numbers to workflow tools so that workflows related to a specific business process can be activated by analytics changes. For example, the archiving of intranet sites which haven't had any activity for a set period of time.

Both these emerging elements of analytics will continue to develop in the next few years. The challenge for us as intranet and digital workplace professionals is to build our own capacity. During our user interviews there was a very wide range of intranet analytics understanding and capability amongst practitioners. We all need to take the initiative to make use of the analytics we have available on our intranets right now, and use those to make evidence based decisions that improve the work lives of everyone in our organisations. At the end of this report you'll find a section on some simple steps you can take to begin this journey.

If you're looking to go further, then please contact [ClearBox Consulting](#) and we can help you develop your analytics abilities.

The inevitable caveat and disclaimer

At the time of writing (June 2016) all details were accurate. However, vendors are working hard to improve these products and it may be that details have changed by the time you read this.

In most cases screenshots used were sourced from the vendor's own website and may be subject to copyright.

The opinions and information in this report is for guidance only. Any decision around acquiring software should

be considered carefully with reference to your intranet strategy, organisational needs, risks and technology landscape. Don't be afraid to [get in touch](#), we're always happy to have a no-obligation introductory chat.

➤ OUR VENDOR NEUTRAL POLICY

As a consultancy, we think it is essential that we act with our client's interests foremost, so ClearBox has a strict vendor-neutral policy. This means that we do not enter into any agreements with vendors that would bias our recommendations to clients. We don't take payments for referrals.

We don't sell any software or licenses. We only write the reviews we want to, and we fund them ourselves (including the months of work that went into this report).

This doesn't mean that we won't talk to vendors though: we are keen to keep up to date with developments in the intranet and digital workplace field and enjoy a good relationship with many of the companies involved in this report. We thank them for their time and co-operation in putting it together.

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About the author



Dorje McKinnon founder of Vajra intranet consulting (www.vajra.co.nz) is an independent digital workplace and intranet expert. Prior to consulting he was the intranet overseer for a global financial services firm and then the Online Services Manager for Lincoln University New Zealand.

He helps organisations envision what their new intranet or digital workplace can be and the value it can unlock. He has a user centered methodology which focuses on helping organisations realise their investment and has worked with public and private sector clients.

He believes in iterative improvement, the power of sharing and mentoring. Dorje McKinnon is based in Lyttelton New Zealand.

About ClearBox Consulting

WHO WE ARE

ClearBox Consulting Ltd. is a specialist independent consultancy that believes in making the workplace a better and more productive experience. Our goal is to help organisations collaborate and communicate more effectively.

We specialise in intranets and the wider digital workplace, including internal communications, social media, knowledge management and collaboration tools. We understand technology, but we approach it from the people side first.

ClearBox is run by Sam Marshall, former Global Intranet Manager for Unilever, together with a network of associates that can be introduced as-needed. We all have hands-on experience of the realities of introducing change in organisations.

WHAT WE DO

We bring clarity to digital workplaces. Often our clients want to reinvigorate their intranets or introduce more collaborative ways of working. We help them develop and implement a strategy that supports their business goals but which also understands employee needs.

What makes us different is that all of our consultants have first-hand experience of managing intranets, so we're not just about the theory. Collectively we've worked on over 200 intranets, so we can help you plan effectively and anticipate any challenges.

We are also technology and vendor neutral: we don't implement any specific tools or get fees for recommending them. That means we help our clients make choices with their business needs in mind.

Our services include:

- ▶ **Design of intranet and digital workplace strategy to directly support organisation goals**
- ▶ **SharePoint strategy, governance and adoption**
- ▶ **Workshops on SharePoint for internal communications, intranet governance and adoption**
- ▶ **Intranet design and usability**
- ▶ **Requirements gathering, from stakeholders, employees and partners**
- ▶ **Launch of intranet, social and collaboration tools to ensure strong adoption**

WHO WE WORK WITH

We work with organisations that range from a few hundred employees to over 100,000, typically as partners to Communications, IT and HR functions. Our assignments have included projects with both profit and non-profit sectors, including AstraZeneca, AkzoNobel, Sony, Ofgem, Bupa, RSPB, Johnson Controls, OUP, Standard Life, and Unilever.

SHAREPOINT FOR INTERNAL COMMUNICATORS

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The Trainer:

Workshops are run by Sam Marshall, owner of ClearBox Consulting. He has specialised in intranets and the digital workplace for over 17 years, working with companies such as Unilever, AstraZeneca, AkzoNobel, BT, Sony, SABMiller and Rio Tinto. He is a regular columnist at CMSWire and is a regular keynote speaker at international conferences. In 2015 he was given the Intranet Now award for remarkable contribution to the intranet community.



What participants say about ClearBox Workshops

"The workshop was extremely helpful and informative. The feedback from the group has been very positive."

– Simeon Lewis, Head of IT, WSPA International



"Very well done and enjoyable"

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Products

HarePoint

HarePoint Cost	\$\$
Ease of use	Easy
Implementation	Easy
Analytics maturity match	Starting out
Options	SharePoint on premise only

HarePoint is a SharePoint only analytics product which is well suited to intranets that are moving from "starting out" to "developing" levels of analytics maturity. However, reporting relies on the intranet team having some understanding of intranet analytics. HarePoint makes use of filters to deliver numbers specific to different use cases, which is different to most other analytics products. Overall the product has an attractive design that their clients commented to us on several times.

HarePoint is produced by MAPILab Ltd, a Microsoft partner, which has been around since 1999. The company is headquartered in Vancouver, Canada.

Intranet analytics maturity level match

HarePoint is a good step for those moving from out of the box SharePoint analytics.



HarePoint "Simple installation, easy to use interface and reports ready to use."

Product in a tweet :



ClearBoxConsulting @ClearBoxTeam

HarePoint, the first step beyond out of the box or free SharePoint analytics.

40m

Ideal client

HarePoint's "sweet spot" is serving organisations with between 1,000 and 8,000 users. The digital workplace and intranet team will need some understanding of analytics.

Competition

HarePoint say its primary competitor is CardioLog.



ClearBoxCONSULTING

clearbox.co.uk

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Summary

Benefits	Challenges
<ul style="list-style-type: none"> ➤ Attractive design ➤ Easy to deploy analytics for site owners ➤ Can display analytics for Active Directory groups and departments ➤ Simple and quick installation ➤ Has built in reports ready to use 	<ul style="list-style-type: none"> ➤ Only SharePoint on premises, no O365 product ➤ No social analytics ➤ Requires some understanding of analytics ➤ Not suited to very large SharePoint farms

What can be measured?

Intranet	Enterprise social networks e.g. Yammer	Email links	Other
Yes	No	No	Yes
HarePoint has reports that tell you about content and visitors but the product does not cover other intranet functions.	This is not currently possible.	May be possible by using URL parameters.	SharePoint database size can be measured, as well as usage/ user trends.

Which intranet aspects can HarePoint measure well?

Activity	Content	Communication	Collaboration	Culture	Search
Yes	Yes	Partial	Not really	No	Yes
The visitors activity report provides sessions, views, edits, created, deleted actions for each visitor ID.	This is HarePoint's primary focus. A content popularity report gives a prioritised list of URLs by visits.	HarePoint can measure length and depth of visit but reach and influence aren't directly measured.	HarePoint may be able to provide some information on groups who collaborate but not out of the box.	HarePoint may be able to provide some information on the way staff culture changes over time but not out of the box.	HarePoint has good search reports. We liked the search destinations report as it gives the clicked URL's rank in the search results. This information shows well- used search results that aren't ranked as highly as they should be.
The visits by active directory department means training can be focused on departments not using the system.	The document libraries usage report shows views for each library along with edits, created and deleted events.				

Full list of HarePoint reports with screen shots

<https://www.harepoint.com/Products/HarePointAnalyticsForSharePoint/ReportsList.aspx>

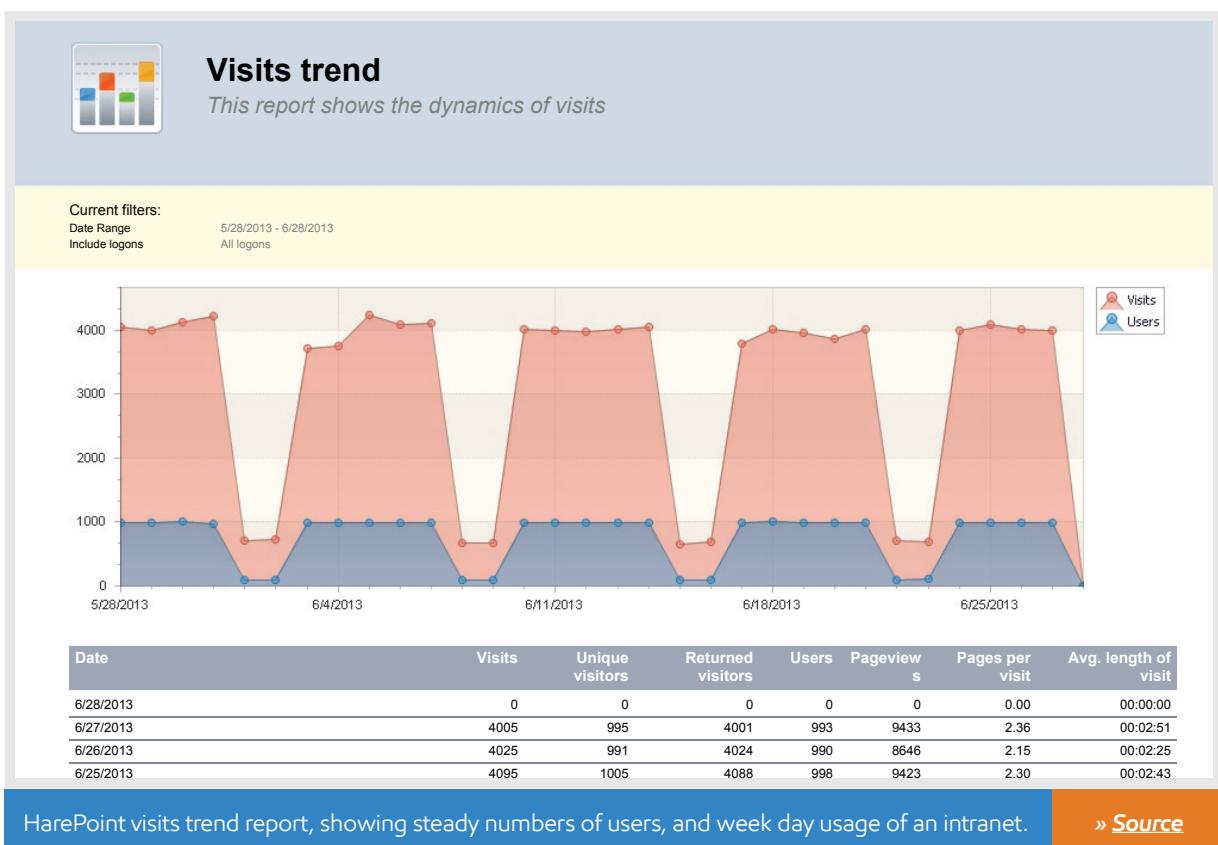
➤ SCENARIO EVALUATION

SCENARIO 1: Intranet, ESN and Email

Rating: 

HarePoint focuses on the intranet and doesn't have access to Yammer or other ESNs. Links in email could be analysed but would require hand crafting URL parameters to achieve this. During 2016 SharePoint social features (shares / likes / comments) will be available metrics.

HarePoint customers tend to use the visits trend report the most frequently, filtered by Active Directory group.



SCENARIO 2: Site-level activity

Rating:

HarePoint performs quite well in measuring site-level activity.

HarePoint's visits trend report reports on the number of visitors, and can be filtered by site. However, without bespoke JavaScript HarePoint cannot tell which users watched an entire video.

The names of staff who ask the most questions in a forum will be visible in the forum itself. The names of staff visiting and working on a wiki is available via the page views report when filtered by the specific wiki URL of interest.

SCENARIO 3: Content and contributions

Rating:

The usage area within the documents report shows who has downloaded an individual file. If the names of different team names are in the Active Directory department field, then the document usage report can be filtered to tell you which teams update a particular document the most. It is important to note that custom Active Directory fields aren't available within HarePoint, so key information about users must be stored within your organisation's Active Directory. If this contains the right information you should be able to view which group has contributed the least and most through view and edit totals for a library.

Documents by Active Directory departments

Use of documents by Active Directory departments

Current filters:
Date Range 10/2/2011 - 11/2/2011

Department	Views	Edits	Created	Deleted
Stress Testers	16233	0	0	0
SharePoint	240	1	0	0
Software Development	8	0	0	0
Total:	16481	Total: 1	Total: 0	Total: 0

HarePoint documents by Active Directory department report, showing that the Software Development department has no need to use the intranet OR that they need training in how the intranet can help them. [» Source](#)

SCENARIO 4: Communication

Rating:

HarePoint doesn't have specific reach and influence reports. These metrics could be inferred from the reporting on length of visit and depth of visit but would need to be tied back to the number of staff in the organisation and other aspects of what would constitute influence.

HarePoint can provide information on the greatest response to a communication through filtering the popularity report by the URLs of different items.

SCENARIO 5: Collaboration

Rating:

HarePoint can provide an approximation of this sort of information using the visitors activity report. This shows sessions, views, edits, creates and deletes per user but this data would need to be collated by the intranet team over time. HarePoint has no collaboration report available out of the box.

SCENARIO 6: Culture

Rating: 

HarePoint does not report on likes and comments on news items and other pages. However in 2016 HarePoint plans to add SharePoint social metrics, which would help with this use case.

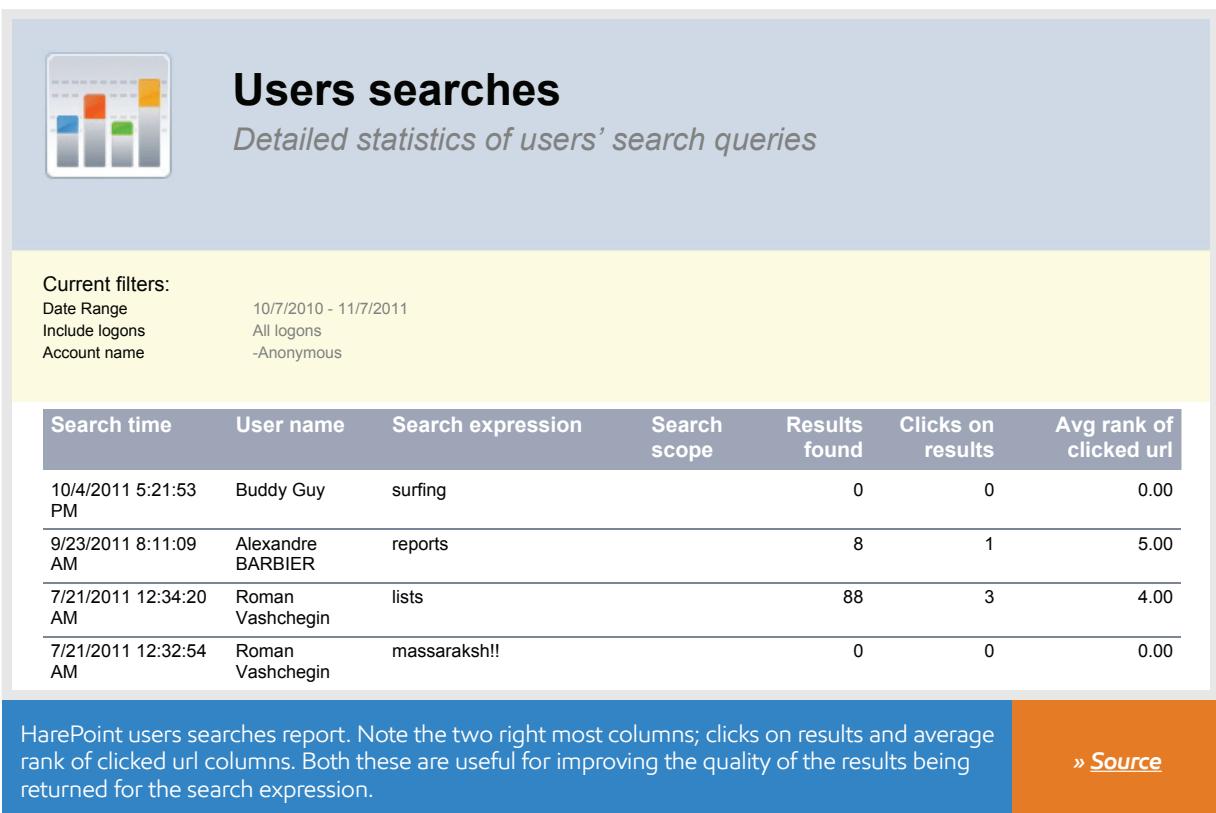
SCENARIO 7: Search

Rating: 

HarePoint provides comprehensive search analytics with a search overview, keywords, terms by user, search destinations as well as searches with no results, clicks on search results and searches per user.

One really great feature of HarePoint's search reports which differentiates it from other products is the ability to report on searches which returned results where nobody clicked on any of the results. This is really useful because it tells the intranet team that results coming back are very poor for the search term used, giving them the opportunity to fix this.

HarePoint doesn't provide any ESN metrics.



Search time	User name	Search expression	Search scope	Results found	Clicks on results	Avg rank of clicked url
10/4/2011 5:21:53 PM	Buddy Guy	surfing		0	0	0.00
9/23/2011 8:11:09 AM	Alexandre BARBIER	reports		8	1	5.00
7/21/2011 12:34:20 AM	Roman Vashchegin	lists		88	3	4.00
7/21/2011 12:32:54 AM	Roman Vashchegin	massaraksh!!		0	0	0.00

HarePoint users searches report. Note the two right most columns; clicks on results and average rank of clicked url columns. Both these are useful for improving the quality of the results being returned for the search expression.

» [Source](#)

SCENARIO 8: Recommendations and insights

Rating: 

HarePoint delivers numbers only. Tactical recommendations backed up by numbers and insights on the organisation's strategic activities are left to the intranet or digital workplace team to work out.



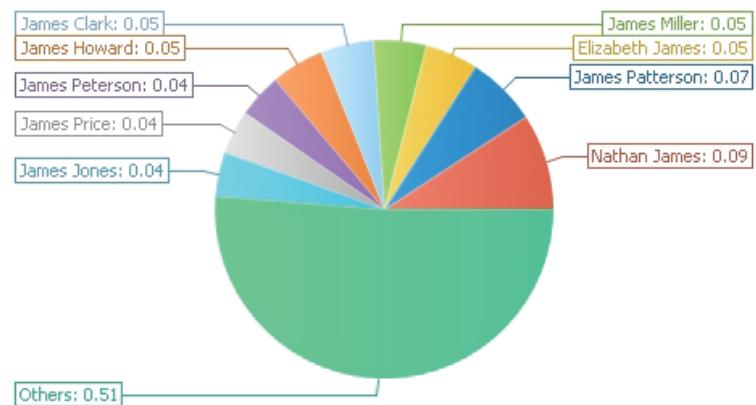
Users activity

This report shows user activity for the given period

Current filters:

Date Range: 6/27/2013 - 6/27/2013
Include logons: All logons
User name: James

Visits



User name	Visits	Page views	Pages per visit	Avg. length of visit
Nathan James	11	24	2.18	00:02:38
James Patterson	8	21	2.63	00:03:26

HarePoint users activity report. Note that the details are provide by user name, so for users with very low visits or average length of visit the intranet team can follow up to help specific users get more out of the intranet.

[» Source](#)

SCENARIO 9: Campaign follow-up

Rating: ◆ ◆ ◆ ◆ ◆

HarePoint can do some effective campaign follow-up reporting but cannot measure email opens and ESN item views. Reporting on campaign success does require some hand coding of URL parameters. If this is done, then groups and specific users who have not seen a communication on the intranet can be reported on and then followed up with.



One standout feature of HarePoint is that it can relate intranet metrics to organisational groups as it is aware of Active Directory groups and the department field associated with users. This means it is easy to identify groups using the intranet well, and target those who aren't for retraining.

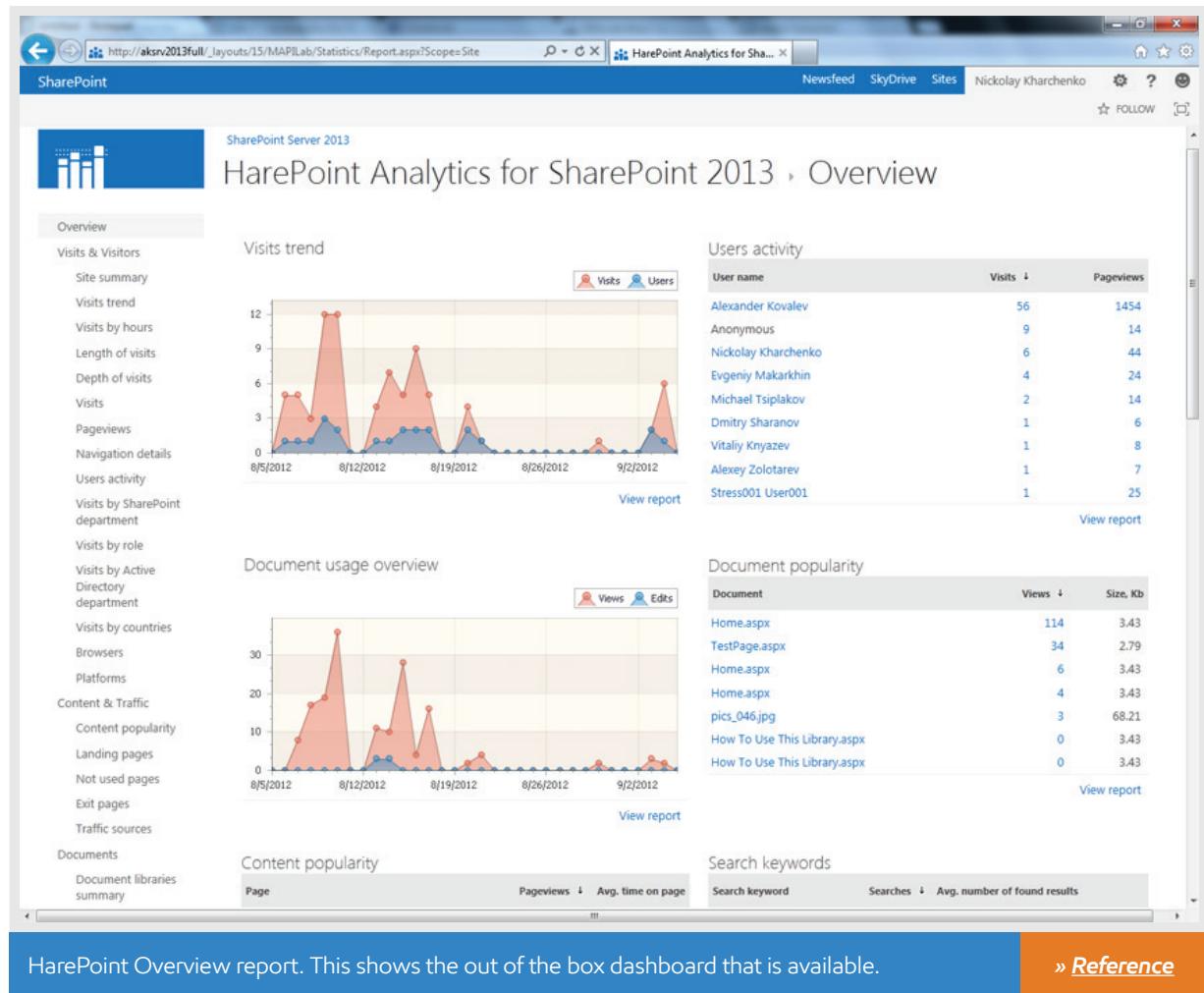


SCENARIO 10: Actionable site owner dashboard

Rating: 

Report dashboards can be delivered using a webpart that follows site security settings. For example, HarePoint can show the HR site owner analytics on the HR site but not for the whole intranet. Identifying documents needing review isn't easy but Active Directory department usage of sites can be easily provided.

Another standout feature of HarePoint is the ability to provision any element of the Administration interface into individual site owner dashboards.



Visits trend

User	Visits	Pageviews
Alexander Kovalev	56	1454
Anonymous	9	14
Nickolay Kharchenko	6	44
Evgeniy Makarkhin	4	24
Michael Tsiplakov	2	14
Dmitry Shiranov	1	6
Vitaliy Knyazev	1	8
Alexey Zolotarev	1	7
Stress001 User001	1	25

Document popularity

Document	Views	Size, Kb
Home.aspx	114	3.43
TestPage.aspx	34	2.79
Home.aspx	6	3.43
Home.aspx	4	3.43
pics_046.jpg	3	68.21
How To Use This Library.aspx	0	3.43
How To Use This Library.aspx	0	3.43

HarePoint Overview report. This shows the out of the box dashboard that is available. [» Reference](#)

COMMENT:

One intranet team we spoke to publishes their top intranet stats on the home page every week. They find it can drive usage especially when organisational group statistics are displayed, providing some competition.

SCENARIO 11: Upgrade analytics

Rating: 

HarePoint has reports on sites that haven't been visited, as well as document and database growth trend reports. Information on documents and lists that haven't been visited, and users that haven't visited the intranet, are hard to prepare without exporting to Excel and comparing it with data from other sources.

Scenario summary

SCENARIO	HarePoint	
Intranet, ESN and email	● ● ● ● ●	● ● ● ● ●
Site-level activity	● ● ● ● ●	● ● ● ● ●
Content and contributions	● ● ● ● ●	● ● ● ● ●
Communication	● ● ● ● ●	● ● ● ● ●
Collaboration	● ● ● ● ●	● ● ● ● ●

What users say

"We really liked the look of the product"

"It is also very easy to give site owners reports about their own sites."

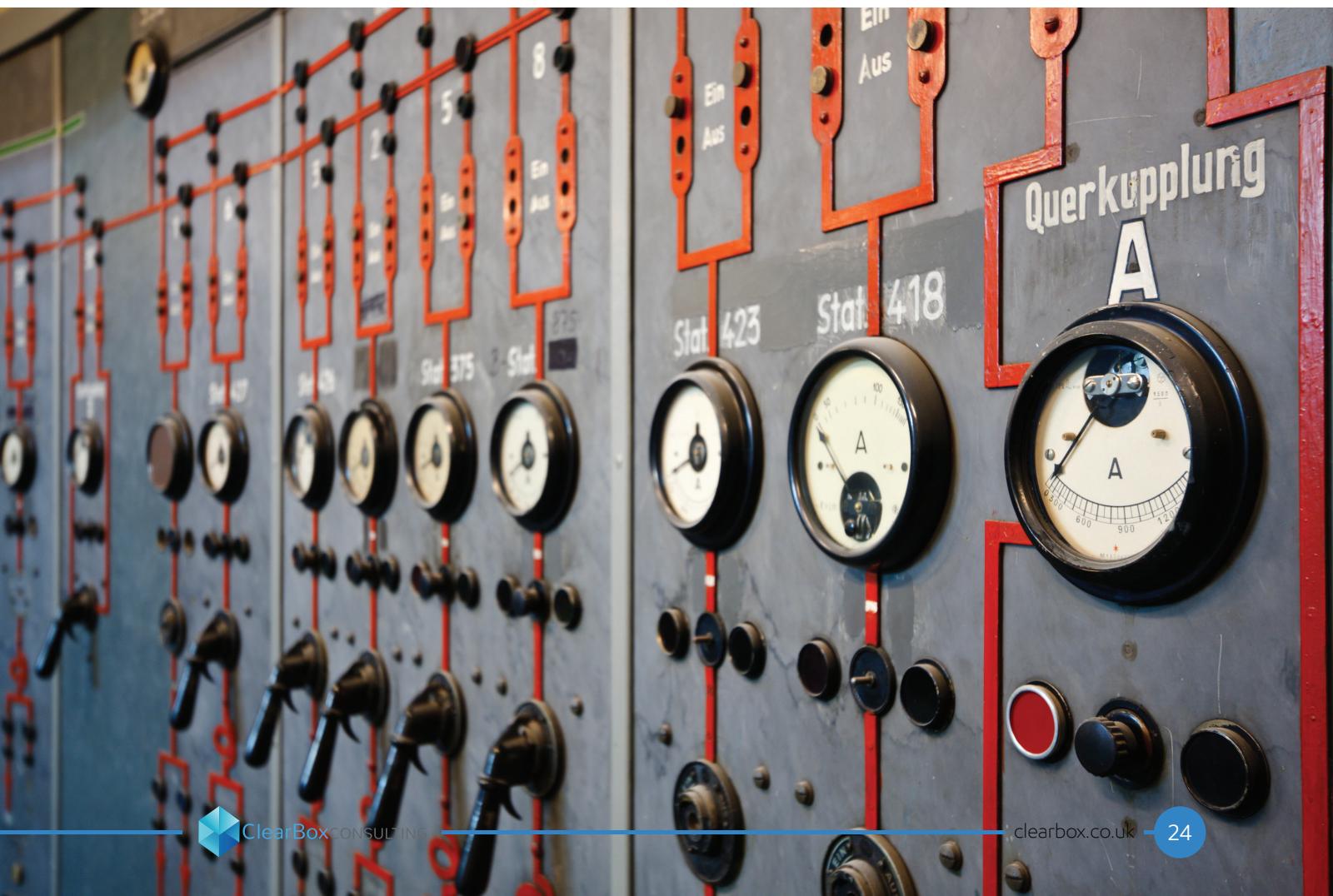
"We love how HarePoint can give us granular information. For example, the names of staff that work in an overseas office who have visited a specific page. ."

"Use of HarePoint can be a challenge when you have more than 100,000 users, but the site owners get a lot out of it."

Resources

HarePoint report examples:

<https://www.harepoint.com/Products/HarePointAnalyticsForSharepoint/ReportsList.aspx>



CardioLog

CardioLog Cost	\$\$\$
Ease of use	Medium
Implementation	Medium
Analytics maturity match	Developing/Maturing
Options	SP2013 and O365

CardioLog is a SharePoint only analytics product that suits developing and maturing intranets and digital workplaces. It is produced by Intlock, a company formed in 2005. CardioLog provides training for intranet and digital workplace teams new to analytics, an approach which can deliver value for new customers.

Intlock is a long time provider of SharePoint analytics solutions and subsequently CardioLog is a mature product with many features. These include the minify link tool, the quick survey tool, connectors to get analytics from other systems (including Yammer and O365) and the ability to read and segment analytics by custom Active Directory and SharePoint properties.

Intranet analytics maturity level match

High end of developing or maturing intranets and digital workplaces.

 **CARDIOLOG:**

Our goal is to make everything we have allow staff to take action – no one cares about the charts and meters what people want is to take action that improves SharePoint and their intranet

Product in a tweet:



ClearBoxConsulting @ClearBoxTeam

32m

CardioLog does more than any other tool we looked at. Getting the most out of it needs someone to understand it.

Ideal client

CardioLog has traditionally targeted medium to large sized organisations with between 500 and 10,000 staff. From 2016 CardioLog is looking to expand its smaller organisation customer base using its SharePoint Online O365 analytics product.

Competition

The CardioLog team say they have two main groups of competitors. The first are pure analytics tools such as Omniture, Webtrends and Google. The second are dedicated SharePoint analytics tools such as Avepoint and Metalogix.

Summary

Benefits	Challenges
<ul style="list-style-type: none"> ➤ Huge range of features ➤ Ability to get Yammer and other Enterprise social network analytics ➤ Power BI and Nintex adapters for some editions ➤ Has a free edition 	<ul style="list-style-type: none"> ➤ The default product looks dated, but the Power BI interface looks great. ➤ Huge range of features, so you need to know what you will get value out of before purchasing.

What can be measured?

Intranet	Enterprise social networks e.g. Yammer	Email links	Other
Yes	Yes	Manually	Yes
Databases, collections, sites, lists, libraries, pages, documents and many events can be measured. There is the ability to report on SharePoint Online / O365	Yammer and Sitriion as well as a generic plugin are available. A Beezy connector is expected in 2016	Campaign tracking codes can be used and analytics collected. But the codes must be manually put into the emails.	Reports are available to help with planning for growth and migrations. CardioLog has a range of features made available via their product's API (More detail)

Which intranet aspects can CardioLog measure well?

Activity	Content	Communication	Collaboration	Culture	Search
Yes	Yes	Yes	Yes	Possible	Yes

Funnel views of page / list and document visits are available.

CardioLog provides all the expected content reports, a click map overlay for web pages and users of content by Active Directory department.

CardioLog can provide user time on news pages, number of comments and number of likes. It can also report on the loyalty of visitors to a site (number of visits against number of unique visitors).

Content contributions for documents and list items is possible. Answers to Yammer questions is also a reportable metric.

Depending on the cultural trend identified, CardioLog can show answered questions, posts and reply trends. These may imply staff culture is becoming more collaborative.

CardioLog has good search reports including the number of searches compared to the number of clicks on search results.

Full list of CardioLog reports

<http://www.intlock.com/products/reports-gallery/>



SCENARIO EVALUATION

SCENARIO 1: Intranets, ESNs and email

Rating:

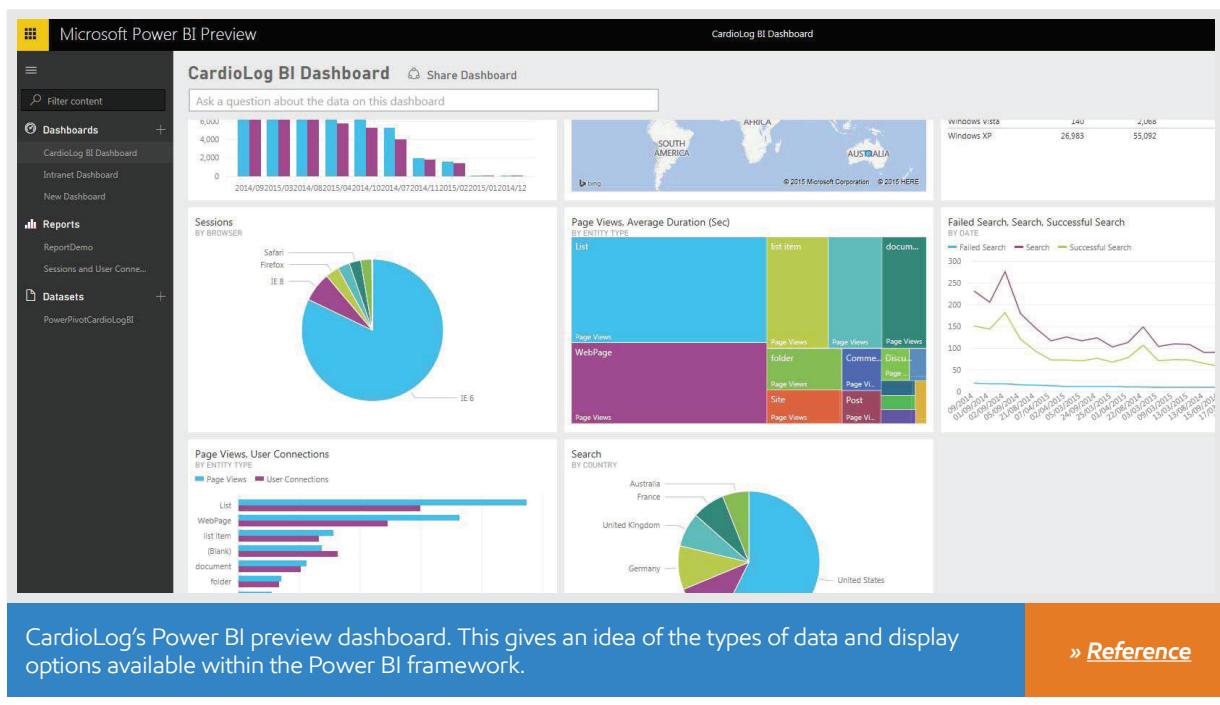
CardioLog provides intranet reporting, Enterprise Social Network metrics (Yammer, Sitriion and a generic connector for other ESNs), and links that are clicked on can be tracked using the campaigns and segments feature of the product.



COMMENT: CardioLog has connectors for Microsoft's Power BI tools:

CardioLog also has connectors for Microsoft's Power BI tools. Based on the demos we saw and reflected in comments from larger organisations, we believe this is a very useful feature. Power BI allows one report or dashboard to be created quickly that is mobile ready and interactive.





SCENARIO 2: Site-level activity

Rating:

The “unique visitors” report can be filtered by URL to display the users by name who visit an individual site. Video tracking is also possible but requires using the CardioLog client side API (and therefore some coding ability). Forum activity is available via the content contributors report because SharePoint forums are a special type of list, and this report lists the new items added by user. The same report filtered for an individual wiki URL will provide the relevant contributor information.



CardioLog™ 2010 - Web analytics for the enterprise portal - Intlock Ltd. - Windows Internet Explorer
http://holland:8083/CardioLog/index.aspx

Licence Usage

Report Center

Unique Visitors

Unique Users

User	Views ↓	Visits	Searches	VisitDuration
Katie Hudson	160	35	28	00:05:19
Slobb n Poulter	146	30	17	00:05:40
Edith Hueffer	141	30	16	00:06:45
Ken Aarons	120	26	22	00:04:27
Edmund Stumiles	112	21	9	00:09:31
Gregory Arkwright	110	24	12	00:07:08
Pascal Armstrong	105	19	10	00:09:21
Braden Carrington	104	21	18	00:06:34
Peter Arkwright	104	21	9	00:06:50
Joanne Charlton	103	23	15	00:06:18
Andrew Ruddy	103	21	8	00:07:48

Showing top 100 rows

» Reference

SCENARIO 3: Content and contributions

Rating:

The page views per visitor report can show downloads of individual documents. These can then be segmented by user name. The active user categories report provides information on different teams. If the related team information is held within an Active Directory custom field more expensive versions of CardioLog can provide that field as a segmentation option for most reports. Because the active user categories report places the segment items side by side it is easy to see which team contributes the most and the least to a site.

SCENARIO 4: Communication

Rating:

With this scenario we hit a bit of a snag. Depth of visit and length of visit reports are on the CardioLog roadmap but not available when we carried out our interview. CardioLog does have a loyalty report, showing number of visits versus number of users. The ability for CardioLog to meet this scenario depends on how an organisation defines reach and influence.

CardioLog can provide a list of visitors to an individual news article. When compared with a complete list of all staff reach can be calculated, although this would need to be done manually.

Influence is also hard to report on. An email stating "Please update your profile" could be reported on by CardioLog if the link in the email had an associated campaign tracking code. Reporting on influence of the communications team's efforts across multiple messages over time would require a degree of sophistication in the team and product we didn't come across during interviews with users or vendors.

SCENARIO 5: Collaboration

Rating: 

User properties from Active Directory, or HR systems such as PeopleSoft, can be used to segment the CardioLog intranet analytics data by function and team. This means that the cross section and cross team analysis can be done within CardioLog. It is harder to define how analytics shows collaboration.

CardioLog's active user categories report can show unique active users by department. This tells us, if we know the number of staff in each department, which groups are frequent intranet users and which aren't. Viewing this alongside the content contributions report segmented by department will show which departments are contributing content (rather than just viewing them).

Overall out of the box CardioLog has reports which help provide information inferring collaboration, and they can then be drilled into by department and deeper still to individuals. Overall there needs to be some narrative context provided by the Intranet team about this information.

” COMMENT:

CARDIOLOG's ability to drill down to an individual or segment the data by user properties is unusual. Analytics tools built for the web and used on intranets often don't have this ability.

SCENARIO 6: Culture

Rating: 

If engaged employees can be inferred by increased use of the intranet then CardioLog's page views report is the right one. Viewing this for a year should track an increase in views. Similarly, if Sitron or Yammer are being used for the Enterprise Social Network comparisons of the active users per month meter report should also show increases over time.

SCENARIO 7: Search

Rating: 

CardioLog provides the expected search reports – onsite searches, onsite search phrases and onsite failed search phrases. Low quality search terms are illustrated by being able to filter out searches where the user didn't click on any of the search results.

Trending search terms aren't made obvious by CardioLog but there are onsite search origin pages and onsite search destination pages reports. These can be used to identify pages which aren't very clear (because they are where a search originates) and pages which are very important or contain misleading information (because many users end up on those pages).

SCENARIO 8: Recommendations and insights

Rating: 

In terms of tactical actions and strategic insights CardioLog doesn't really provide these out of the box. The team did tell us that in 2016 CardioLog Insights will be released, which should provide suggestions on what to do when metrics are in a certain state.

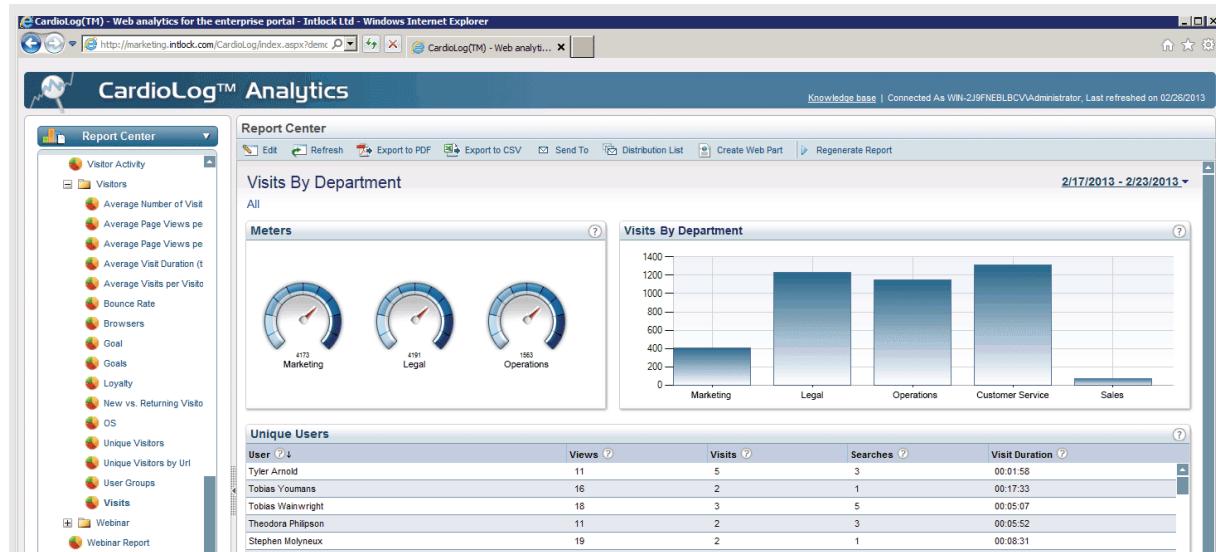
” *CardioLog do provide training which was the most comprehensive of any we discussed with vendors. It includes 10 hours of webinar time, as well as videos and drill exercises to help intranet teams understand and learn to get the most from the product.*

2016 will also see the release of a workflow plugin for CardioLog which will expose its data to SharePoint, Nintex and K2's workflow engines. This means automated alerts and business rules can then make use of analytics data. For intranets in the upper developing and maturing phases of analytics maturity we think this is a great advance because it then allows the organisation to add intranet analytics to their business processes. ([Ref](#))

SCENARIO 9: Campaign follow-up

Rating: 

CardioLog has a short URL tool which can be used to create specific URLs for email, social network and intranet links. These can then be reported on directly. Email opens can't be measured. The users who click on a URL can be reported on by department and individual so that those groups who have a low number of views can be followed up with.



CardioLog's visits by department report. Note here the ability of CardioLog to present meter, bar graph and tabular versions of the same data.

[» Reference](#)

COMMENT: CardioLog can easily relate intranet metrics to organizational groups: Active Directory users and groups are available to segment analytics with all pricing levels. Higher pricing allows for segmentation of analytics by Active Directory user and SharePoint user profile properties. Other systems with user information can also be integrated..

SCENARIO 10: Actionable site owner dashboard

Rating: 

Template dashboards can be made available to individual site owners which only reports on data from their site. These dashboards usually start out with simple metrics that then develop depending on the owner of the site and their goals. For example the evolving needs of a news and a project site will be different.

SCENARIO 11: Upgrade analytics

Rating: 

CardioLog has two sets of reports (portal growth and SEO) that are used in this situation. The portal growth reports provide information on sites, lists, list items and libraries, the number of items, their size in megabytes, and the size and type of documents. The SEO reports provide information on pages with broken links and pages which are slow to load.

CardioLog can also provide information on content which has never been visited by a user. This is different from most analytics solutions which rely on JavaScript page elements to record someone visiting the page.

The number of visitors and types of usage is also available within CardioLog from the portal growth trend report and the inactive sites report.

Scenario summary

SCENARIO	CardioLog	Culture
Intranet, ESN and email	● ● ● ●	● ● ● ●
Activity	● ● ● ●	● ● ● ●
Content	● ● ● ●	● ● ● ●
Communication	● ● ● ●	● ● ● ●
Collaboration	● ● ● ●	● ● ● ●

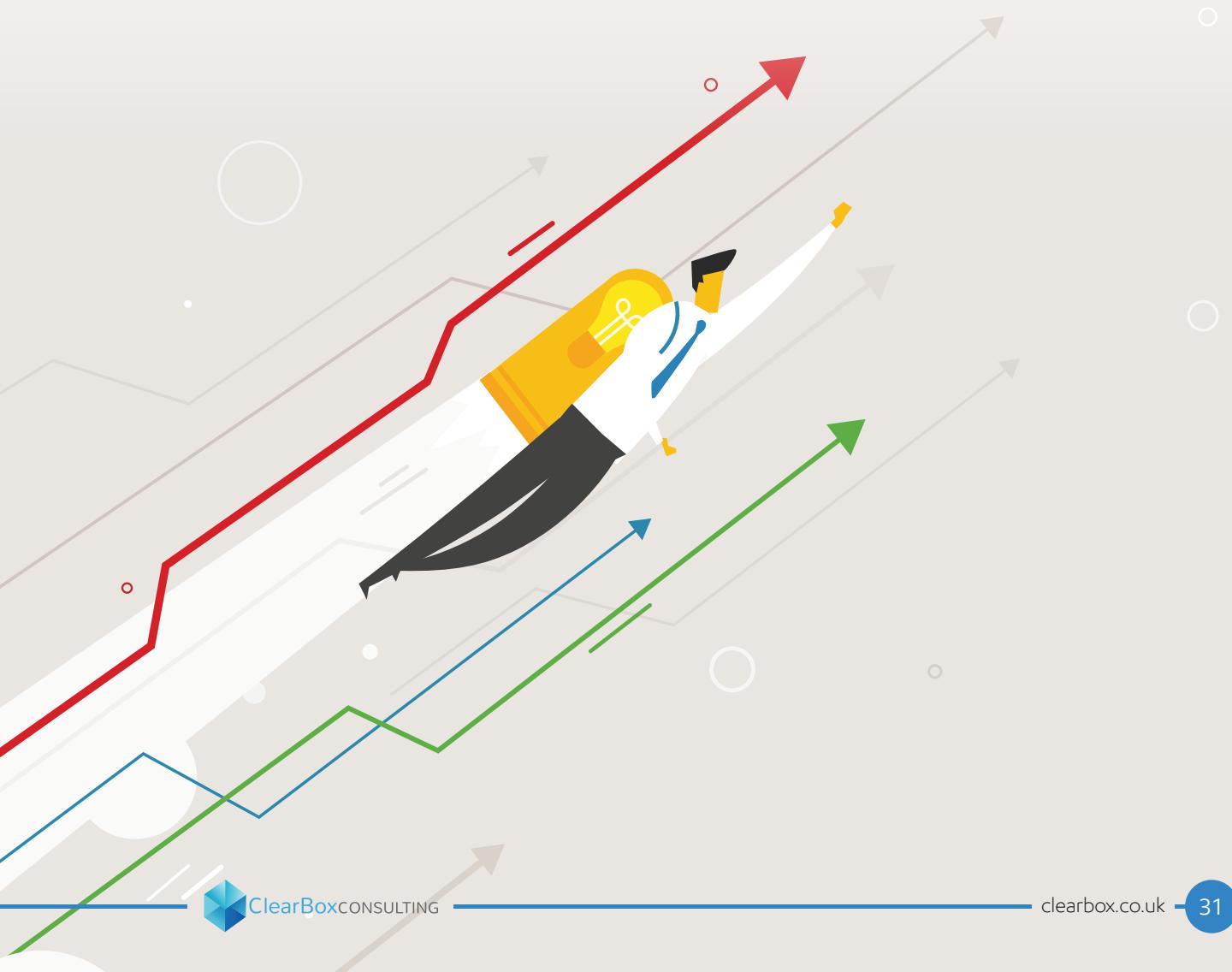
What users say

"Great tool for communications teams due to the ability to see total visits, duration on page and unique user information for key content items such as home page news articles."

"The look and feel is pretty tired but they have compelling features, particularly the ability to see unique user information per content item."

Resources

Further CardioLog screenshots <http://www.intlock.com/screen-shots/>



NGAGE

NGAGE Cost	\$\$\$
Ease of use	Medium
Implementation	Medium
Analytics maturity match	Developing/Maturing
Options	SharePoint and O365

NGAGE is an analytics product for SharePoint produced by NGAGE Intelligence, a company with offices in the US and UK.

NGAGE is built around SharePoint. This tight integration means it adheres to the SharePoint security model which is a big selling point for customers. Another strong feature mentioned to us during user interviews was NGAGE's user-centric focus. The product delivers information about users that really helps the intranet team e.g. it can highlight slow page download speeds, and the users who are impacted.

NGAGE prides itself on being able to deliver analytics to multiple different groups within an organisation including communications, infrastructure and site owners. NGAGE started out as an engagement measurement tool and as such tracks user interactions within SharePoint in three areas; contributions, connections and consumption. Loosely these translate into; content creation/collaboration, social behaviours and using/viewing content.

Intranet analytics maturity level match

Developing or maturing intranets and digital workplaces.

“ NGAGE:

The most important metric for intranets is knowing who is not being reached and who is not doing the behaviours the organisation wants everyone to do.

Product in a tweet:



ClearBoxConsulting @ClearBoxTeam

12m

NGAGE blows other tools out of the water when it comes to staff engagement analytics.

Ideal client

Organisations that are security conscious, have 5,000 to 10,000 users and several different departments in need of intranet analytics may find value in NGAGE. Other ideal clients are those that are really focused on how staff interact with SharePoint.

Competition

NGAGE told us they most often compete with Webtrends when prospective clients are considering an analytics tool. The key point of difference is that NGAGE is a SharePoint application using the SharePoint user interface and SharePoint performance point technology to display data (the same as the out of the box SharePoint reporting).

Summary

Benefits	Challenges
<ul style="list-style-type: none"> ➤ Delivers out of the box dashboards with trend indicators. ➤ Can provide analytics on hybrid O365/SharePoint on premise environments ➤ Yammer reporting is available ➤ Power BI is coming as a reporting option ➤ Integration with other tools e.g. Dynamics CRM available on request. 	<ul style="list-style-type: none"> ➤ This is a large and powerful product, but requires knowledge of analytics. Some training is provided during the install phase. ➤ SQL server expertise in house is required as all the NGAGE data is managed there. This does provide a benefit as well in that data can easily be reported on or used by other in-house systems.

What can be measured?

What can NGAGE measure

Intranet	Enterprise social networks e.g. Yammer	Email links	Other
Yes	Yes	Manually	Yes

Active Directory user properties, contributors (users who add content), connections (social behaviours) and consumption (using and viewing content).
There is the ability to report on SharePoint Online / O365 using the NGAGE Hybrid product

Yammer actions (new messages, replies and deletions) are tracked but not message views.

Manually created URLs can be tracked if they are used in emails.

NGAGE can look at the SharePoint collection level and give information on sites and libraries. This is information useful for migration and planning.

Which intranet aspects can NGAGE measure well?

Activity	Content	Communication	Collaboration	Culture	Search
Yes	Yes	Yes	Yes	Possible	Yes

Probably the best activity analytics of any tool because these actions are aggregated into contribute, connect, and consume categories.

NGAGE provides content creation and consumption information. Inactive user reports by content item give lists of email addresses to use for follow up. It is also the only tool that shows traffic light indicators for metrics in comparison to set targets.

Reach and influence can be measured indirectly with NGAGE using the intranet adoption rate by department dashboard item, and the news site viewers by department.

Discussion items, list items and document contributions are all reported. Viewing these by SharePoint site type (e.g. project site) provides a proxy for the degree of collaboration. These same sites can be reported on by number of members from different departments.

This requires the organisation to define how success with culture change looks on their intranet, whether based on ESN activity or viewing intranet content. NGAGE tracks most SharePoint activities so it can help with culture related metrics.

NGAGE has a specific search report. It is the only product that has rising search terms and top search types on this dashboard.

List of NGAGE key reports

<http://ngageintelligence.com/products/ngage-for-sharepoint-2013/>

SCENARIO EVALUATION

SCENARIO 1: Intranets, ESN and email

Rating: 

NGAGE covers pretty much every aspect of intranet analytics that any of the organisations we interviewed were looking for. For enterprise social networks NGAGE provides Yammer analytics (depending on the licensing plan you are on) and offers custom integration for client specific requirements. NGAGE does not provide email analytics.

SCENARIO 2: Site-based activity

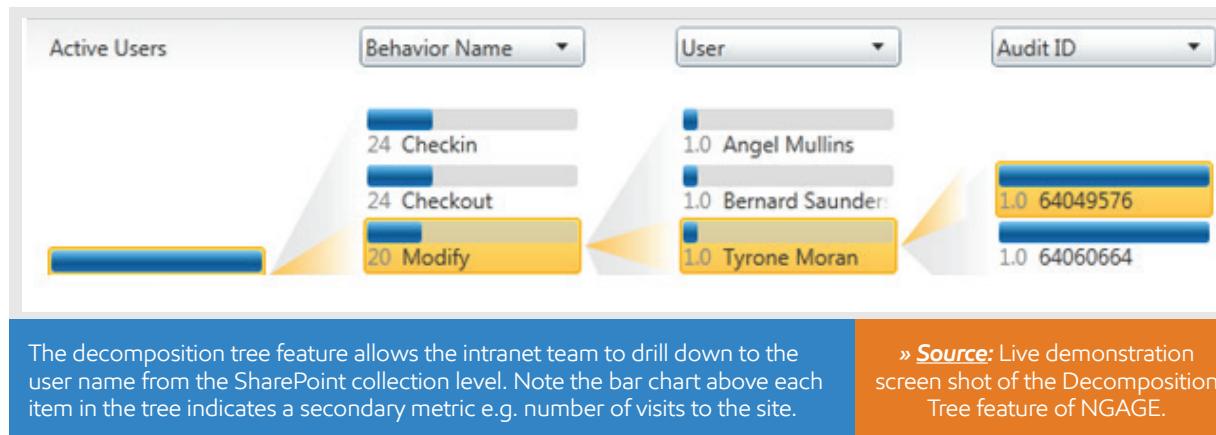
Rating: 

NGAGE provides out of the box dashboards that can be security trimmed and made available to site owners. Out of the box the behaviour dashboard for an individual site provides the number of staff visiting the site, their name, their contact information and their manager. Without custom coding the number of staff who complete watching a video cannot be measured unless the end of the video instructs them to fill in a survey or visit a specific page within the site.

SCENARIO 3: Content and contributions

Rating: 

Content analytics is bread and butter to NGAGE. The tool provides the ability to drill down to a very granular level. From the site a document can be selected, and then the users who have downloaded it can be listed. If each individual reports to a different person, the manager field can be used to display contributors to a document library by manager. This will show the group that contributed the most and the least across a wider department.



SCENARIO 4: Communication

Rating: 

The deep adoption insights dashboard can display much of the information required for this scenario. Using the consume KPI for active users and setting the target to the total number of staff in your organisation means an indicator turns green when a 100% reach has been achieved. The adoption rate item gives an indication of how reach is trending over time.

If the communications team measure influence by the number of staff contributing to a discussion, then the related bar graph should increase initially and then reach a stable level.

To gauge those communications which have elicited the greatest response, the site summary dashboard for the news site can be used and pages with the most supportive contributions can be listed.

SharePoint BROWSE PAGE EDIT LINKS Site Contents

nGage Site Owner Reporting Suite > Site Summary

Site Summary | Search Analysis | User Experience | Item Analysis Date Q3 Site nGage Intelligence Inc. User by Department All User by Manager All

Site KPIs - Consume

	Actual	Change %	Target
Active Users	98	-4.9%	103
Adoption Rate	8.8%	-5.0%	9.3%
Page Views	7,306	96.5%	3,718
Avg Time on Page (sec)	3	-27.0%	5
Avg Session Duration (min)	0.1	-40.8%	0.2
Document Downloads	3	0.0%	3
Searches	22		

Users By Behavior Type

Active Users Trend

Site KPIs - Contribute

	Actual	Change %	Target
Contributors	1	-98.2%	56
Proactive Contributions	6	-92.4%	79
Supportive Contributions	12	50.0%	8
Adoption Rate	0.1%	-98.2%	5.1%

Contributions By Nature

Behavior Trend

Site KPIs - User Experience

	Actual	Change %	Target
Avg Page Loading Time (sec)	2.2	67.2%	1.3
Avg Document Download Time (sec)	0.3	-19.0%	0.4
Page Error Rate	0.0%	-100.0%	0.1%
Document Download Error Rate	0.0%	0.0%	0.0%
Failed Search Rate	36.4%	0.0%	
Avg Search Elapsed Time (ms)	104.8		

Top Pages

Item Item Page	Page View Count	T	Visitors	Avg Time On Page (sec)	Avg Page Load Time (sec)	Page View Error Count	Mb Transferred / Me	WorkSite Details	Yammer Group
/Lists/Specs/1000ams/AllItems.aspx	1,742	81	0	1.19	0	178.46	175.02		
/Lists/Specs/1000ams/Home.aspx	1,235	97	1	6.75	0	127.00	127.00		
/Lists/Specs/1000ams/AllItems.aspx	1,144	60	0	1.19	0	124.40	124.40		
/Lists/Specs/1000ams/DispForm.aspx	1,140	79	0	1.24	0	124.40	124.40		
/Lists/Specs/1000ams/AllItems.aspx	581	88	0	1.87	0	71.65	358		
/sharepoint/1000ams/AllItems.aspx	581	89	0	1.24	0	77.48	286		
/Lists/Specs/1000ams/DispForm.aspx	580	79	0	1.24	0	62.72	273		
/layout/1000amseachresults.aspx	75	3	179	0.43	0	0.27	14		
/layout/1000amseachresults.aspx	39	2	28	0.65	0	1.04	8		
/lists/webs/1000ams/	22	2	110	1.09	0	0.69	11		

Hire Date

- Year
- Month
- by Department
- Organization
- Department
- User
- by Manager
- Level 02
- Level 03
- Level 04
- Level 05
- Level 06
- Server Response
- Site
- Source Item
- Source Site
- Time
- Time End
- User
- WorkSite Details
- Yammer Group

85%

NGAGE site summary report. Note the contributions by nature bar graph in the middle, listing proactive and supportive. This can be right clicked and drilled down into. Note also the target column, in the tables on the left. Set by the intranet team they help provide feedback to the intranet team on work they're doing and how positive or negative it is.

» Reference

Analysis | Yammer | HP WorkSite | Data Resource

User by Department All User by Manager All

On Premise On Premise

Contribute

Connect

Behavior Trend

Active Users Trend

This is a small part of the NGAGE Behavioural dashboard. Note it shows contributions to different types of SharePoint content.

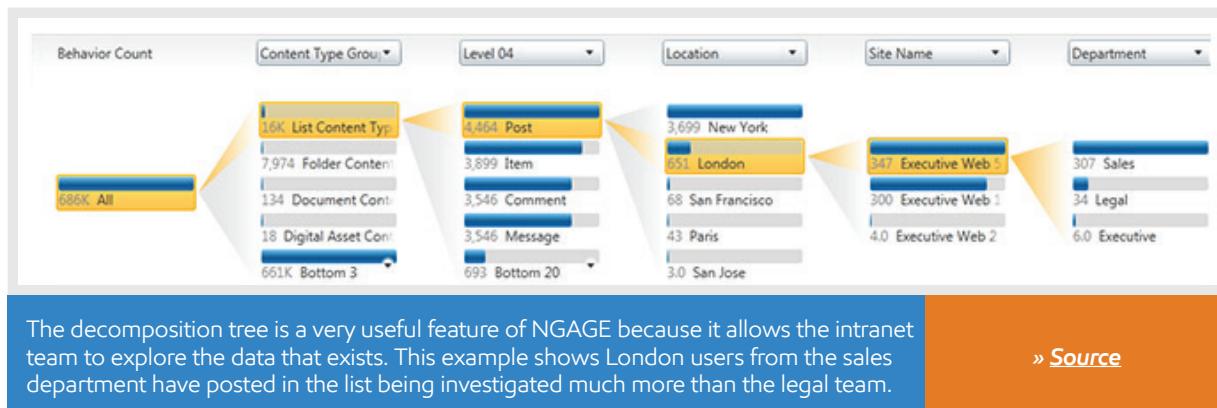
» Source

SCENARIO 5: Collaboration

Rating: 

The active users trend graph shows the active users and their behaviour within a particular site type e.g. team site or project site. The page users detail screen provides the information about which teams in which geographic regions are using which sites.

NGAGE makes information about users available from Active Directory (and with connectors other data sources like Oracle). The behavioural dashboard can then show the contribute actions for each department by type of action e.g. blog posts, discussion items, list items, wiki pages.



COMMENT:

Because NGAGE was built for SharePoint it allows you to drill down to the user level and group analytics by user properties e.g. manager or department.

SCENARIO 6: Culture

Rating: 

Engagement analytics require the HR team to define what staff need to do on the intranet to be considered engaged. NGAGE has an architecture that records a huge amount of information, so that if over time your requirements change often the data is available without having to reconfigure anything.

As a starting point the KPIs on the behavioural dashboard do provide markers indicating staff engagement. Key indicators are active users in the consume, connect and contribute groups. These together with the ability to break each down to active users by department give the HR manager an indication of specific areas of the organisation to focus work to improve engagement.

SCENARIO 7: Search

Rating: 

The search analysis dashboard covers intranet analytics. It wasn't clear during the vendor interview if there were any search analytics available for Yammer. Low quality search results for particular search terms isn't provided by NGAGE. However unlike other products it has information on trending search terms.

nGage Master Reporting Suite > Search Analysis

Behavioral Dashboard | User Experience | Search Analysis | Item Analysis | Yammer | HP Worksite | Data Resource

Date: August | Site: All | User by Department: All | User by Manager: All

KPIs - Search

	Actual	Change %	Target
Searches	17,686	859.1%	1,844 ●
On Site Searches	20	-77.3%	88 ◆
People Searches	3,922	921.4%	384 ●
Enterprise Searches	13,744	901.7%	1,372 ●
Failed Searches	5,902	935.4%	570 ◆
Users Who Search	172	142.3%	71 ●
Search Adoption Rate	15.5%	142.3%	6.4% ●
Avg Search Execution Time (ms)	61.6	0.6%	61.2 ▲
Avg Search Elapsed Time (ms)	87.6	-3.3%	90.5 ▲

Top Search Terms

Search Details Text	Total Search Count	Users Who Search	Avg Search Results
which video is this	5,874	170	2
help	3,918	171	4
another help	3,916	170	1
pen	1,960	171	3
#SharePoint	1,958	170	7

Rising Search Terms

Search Details Text	Total Search Count	Search Count Change %	Users Who Search	Users Who Search Change %
which video is the	5,874	102.2%	170	142.86%
help	3,918	93.51%	171	140.85%
another help	3,916	100.0%	170	140.85%
pen	1,960	900.0%	171	140.85%
#SharePoint	1,958	103.37%	170	140.85%

Failed Search Terms

Search Details Text	Total Failed Searches	Users Who Search
help	5,874	170
help me search for an item	4	1
bret jame	2	1
disp	2	1
james luna	2	1

Top Search Types

Search Details Scope	Total Search Count	Search Count Change %	Users Who Search
Enterprise	13,744	901.7%	171
People	3,922	921.4%	172
On Site	20	-77.27%	1

Search Trend

Legend: Total Search Count (blue), On Site Searches (red), People Searches (green), Enterprise Searches (yellow), Failed Searches (orange)

Search Speed Trend

Legend: Avg Search Elapsed Time ms (blue), Avg Search Execution Time ms (red)

NGAGE's search analysis dashboard is very useful. Note top right hand table, rising search terms. The third column has a percentage change in the count for that search term.

» Source

SCENARIO 8: Recommendations and insights

Rating: ◆ ◆ ◆ ◆ ◆

KPIs - Consume

	Actual	Change %	Target
Active Users	306	-26.8%	418 ◆
Adoption Rate	27.6%	-26.9%	37.7% ◆
Page Views	83,301	38.4%	60,173 ●
Document Downloads	3	-57.1%	7 ◆
Searches	28,804		◆

Note the target column and the icon. This sort of feedback mechanism is unusual to see in digital workplace analytics tools.

NGAGE stood out in this area because it goes beyond just providing numbers. For each KPI area on most of the dashboards, percentage change (against the previous period) and current value compared to set target traffic lights are displayed.

This feature helps intranet teams begin to think tactically and strategically about how analytics are used. The idea of change over time and setting targets forces intranet teams to think about what future state they desire for their intranet. It also gives them a way to track the intranet's move toward that future state. This is a very unusual feature and shows a level of maturity in the product that we didn't see with other vendor offerings.

The other useful feature of NGAGE is the ability to show most metrics plotted by department or by manager name. This gives intranet teams the ability to prioritise their efforts and focus on those groups of staff who will benefit most from intervention.

SCENARIO 9: Campaign follow-up

Rating: ◆ ◆ ◆ ◆

NGAGE isn't able to measure email opens, but if hand crafted URLs are used then click throughs from email and the Enterprise Social Network can be tracked.

NGAGE can track visitors to a particular communication by department and team manager. This can indicate where follow-up action might be needed to make a campaign successful.

SCENARIO 10: Actionable site owner dashboard

Rating: 

NGAGE personas mirror those in SharePoint. The SiteOwner persona can be used to provision a specific dashboard for the site owners group of a specific site.

During our interview NGAGE reported that site owners particularly tend to focus on site visit information first. Site owners then tend to mature into being interested in how users are using the site. This is when the consume, contribute and connect KPIs become important to site owners.

NGAGE doesn't have a low quality search results dashboard or screen. The content consumers group of activities make it very easy to segment this type of usage by department to find heavy and light users of the content within an individual site.

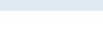
SCENARIO 11: Upgrade analytics

Rating: 

NGAGE has a specific section of dashboards and reports for governance and administration. At the collection level these provide information on the number of behaviours (i.e. actions by users) in certain content databases, the size of those databases and the number of items in them. At the site level you can view a list of poorly used sites. It also shows active users and contributors for each site, giving a good indication of how well used and maintained the site is.

The one limitation around content we discovered is that NGAGE can only report on content items that has been visited by a user. So it is possible that imported content has never been visited, and thus doesn't show up. There are solutions to this problem (such as using PowerShell) but they require some technical skill to implement.

Scenario summary

SCENARIO	NGAGE	Culture
Intranet, ESN and email		
Site-based activity		
Content and contributions		
Communication		
Collaboration		
Search		
Recommendations or insights		
Campaign follow-up		
Actionable site owner dashboard		
Upgrade analytics		

What users say

"NGAGE is really user centric"

"we use NGAGE to find sites created outside of the normal process"

"NGAGE support is fantastic!"

"We use NGAGE to diagnose users experiencing slow pages or errors. It really helps deliver better user experience."

References**NGAGE SharePoint 2010 brochure**

<http://ngageintelligence.com/wp-content/uploads/2015/04/NGAGE-for-SharePoint-Server-2010-brochure.pdf>

NGAGE SharePoint 2013 brochure

<http://ngageintelligence.com/wp-content/uploads/2015/04/NGAGE-for-SharePoint-Server-2013-brochure.pdf>

NGAGE SharePoint 2013 dashboards

<http://ngageintelligence.com/products/ngage-for-sharepoint-2013/>

Piwik

Piwik Cost	Pro \$\$\$ / free version
Ease of use	Easy
Implementation	Medium
Analytics maturity match	Beginning/Developing
Options	All platforms

Piwik is the only open source analytics solution available for intranets. It was first launched in 2007.

Piwik comes in several versions including a free version called Piwik Community, and also a professional version called Piwik PRO which is covered in this report. The functionality is almost the same between the different versions. However, Piwik PRO has a SharePoint option and a higher level of support, as well as consultancy services available.

The tool can be hosted on both Piwik's US or German servers if organisations wish to avoid using their own infrastructure. Unlike most other analytics tools originally developed for the web Piwik PRO for the intranet can provide details about the behavior of individual users. This can be turned off in jurisdictions such as Germany where privacy laws don't allow the tracking of staff intranet usage.

A really nice feature of Piwik PRO is a reporting API which allows data and reports to be pulled into other reporting solutions or business applications.

Piwik really stands out as a good solution if you need to comply with complex privacy requirements, and if you need real time reporting for current users of your intranet.

Intranet analytics maturity level match

Beginning/developing



*PIWIK:
PIWIK is popular with organisations that want analytics on their own servers. It can be integrated with many intranet solutions.*

Product in a tweet :



ClearBoxConsulting @ClearBoxTeam

7m

Piwik is a great solution when you have complex privacy requirements and it has the most unique user interface of all the analytics tools we looked at.

Ideal client

Ideal clients for Piwik PRO are larger government and corporate customers. Piwik especially appeals to organisations that value security and privacy, and need to know they are the only people who can access their analytics data.



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Competition

Piwik told us their prospective clients also consider Google Premium (now Google 360) as well as Webtrends and CardioLog.

Summary

Benefits	Challenges
<ul style="list-style-type: none"> ➤ No other organisation has access to your analytics data when you use Piwik. ➤ An analytics solution that is accepted by CNIL (France's data privacy body Ref), the UDL (Germany's Independent center for privacy protection Ref) and complies with EU privacy requirements. ➤ Is able to be used for internet and intranet applications across many different content management tools including SharePoint. ➤ Has great UI elements including contextual help in reports for less advanced users 	<ul style="list-style-type: none"> ➤ Piwik was originally a web analytics tool, thus it is better suited to organisations that are at the developing analytics maturity level. ➤ For primarily Microsoft-centric organisations Piwik could be a challenge because it needs to run on an open source technology stack.

What can be measured?

Intranet	Enterprise social networks e.g. Yammer	Email links	Other
Yes	No	Manually	Yes
Content and user tracking are available with reports out of the box. There is no Piwik option for O365 at present.	A custom development would be required for Piwik to provide analytics about any enterprise social network tool.	Piwik can track campaigns in the same way that Google analytics does, with URL parameters. The links have to be manually created and used in the email for Piwik to display information about the users who click on them.	Piwik provides data in three contexts; collection or site, time period and segments (user properties for example). Piwik does provide SharePoint search reporting.

Which intranet aspects can Piwik measure well?

Activity	Content	Communication	Collaboration	Culture	Search
Yes	Yes	Yes	Partial	Possible	Yes
Piwik can track time on page with its heartbeat feature.	Piwik has analytics for document views and can segment views by user account properties.	Piwik can monitor views and viewers of communications messages.	Piwik will release a Confluence plugin in early 2016.	Culture analytics would require some custom development work based on which culture metrics were to be measured.	Piwik provides search metrics. Unusually it also shows the number of search results pages.

List of Piwik Professional key features

<https://piwik.pro/product/>

Piwik community (free) demo with live internet data

<http://demo.piwik.org/>



SCENARIO EVALUATION

SCENARIO 1: Intranets, ESN and email

Rating:

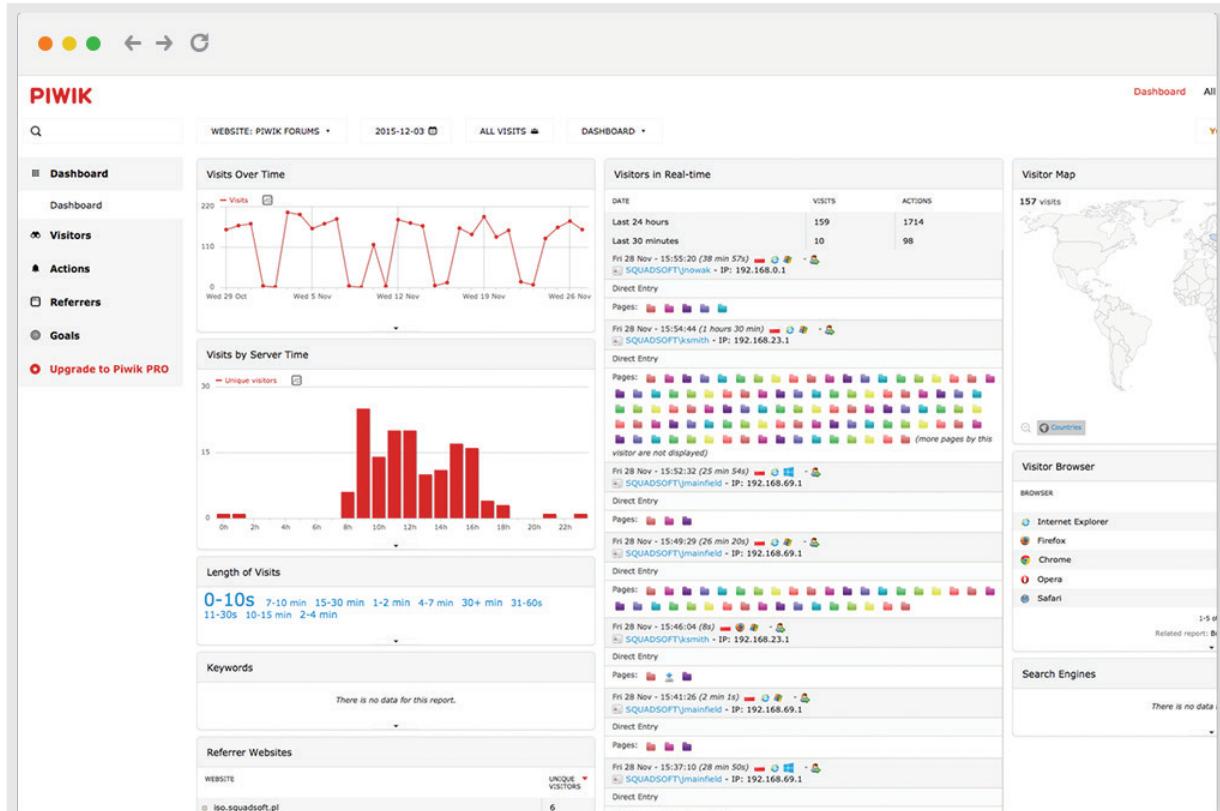


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At the time Piwik was interviewed only intranet analytics were available. In 2016 a Confluence plugin is planned for release and other plugins for enterprise social networks could be developed at an individual customer's expense.



This is a view of the standard Piwik dashboard. Note the visitors and actions menu items on the left.

[» Source](#)



COMMENT: Despite originating as a web analytics tool Piwik Pro is able to report on each visit a user makes to the intranet.

Piwik PRO can report on the visit each user makes to intranet including the length of visit, the pages or documents they visited and, where goals are set, if the goals were achieved during the visit.

SCENARIO 2: Site-based activity

Rating:

Piwik has dashboards and reports which can monitor actions like downloads and page views. In this scenario information on the staff visiting an individual site can be derived from the actions / pages report filtered by the individual site.

Information about watching a video could be measured but would require some customisation to the JavaScript event code depending on the type of video play used.

Actions such as creating a forum item or wiki page are tracked by Piwik. Custom segments for departments and teams will mean these actions can be reported on and staff names found by drilling down into the reports.

Visitor Log

DATE	VISITORS	REFERRER URL	ACTIONS
Thu 27 Nov - 23:24:48 IP: 79.110.197.158	 SQUADSOFT\jnowak Provider: Virgin	Direct Entry	6 Actions - 8 min 29s 1. January 2014 sales meeting minutes http://portal.squidsoft.pl/Jan2014/SalesMeetings 2. HR social media policy http://portal.squidsoft.pl/SocialMediaPolicy 3. Customer satisfaction survey results http://portal.squidsoft.pl/Surveys/ 4. Marketing training materials http://portal.squidsoft.pl/Marketing/Materials 6. Yearly company integration plan http://portal.squidsoft.pl/IntegrationPlan
Thu 27 Nov - 20:27:57 IP: 193.104.45.15	 SQUADSOFT\ksmith Provider: Virgin	Direct Entry	23 Actions - 57 min 7s 1. 2012 sales report http://portal.squidsoft.pl/Marketing/SalesReports 2. Cost reduction strategy http://portal.squidsoft.pl/Marketing/CostReductionStrategy 3. HOD contact forms http://portal.squidsoft.pl/ContactForms 5. Team contact information http://portal.squidsoft.pl/ContactInformation 6. Internal forum http://portal.squidsoft.pl/Forums 7. Order new office equipment http://portal.squidsoft.pl/Orders/OfficeEquipment

The Piwik visitor log page shows the detail available within Piwik that can be drilled down into.

[» Source](#)

COMMENT: Piwik pro makes it easy for reports to be emailed or sent via SMS text message on a scheduled basis.

SCENARIO 3: Content and contributions

Rating: 

Piwik PRO can show download information for a specific URL that can then be segmented by user properties such as department. Custom segments for each of the teams will allow actions in different word documents, to be compared for the most and least contributions.

COMMENT: Piwik is arranged differently to other analytics tools – so expect your intranet team to spend some time learning the tool.

SCENARIO 4: Communication

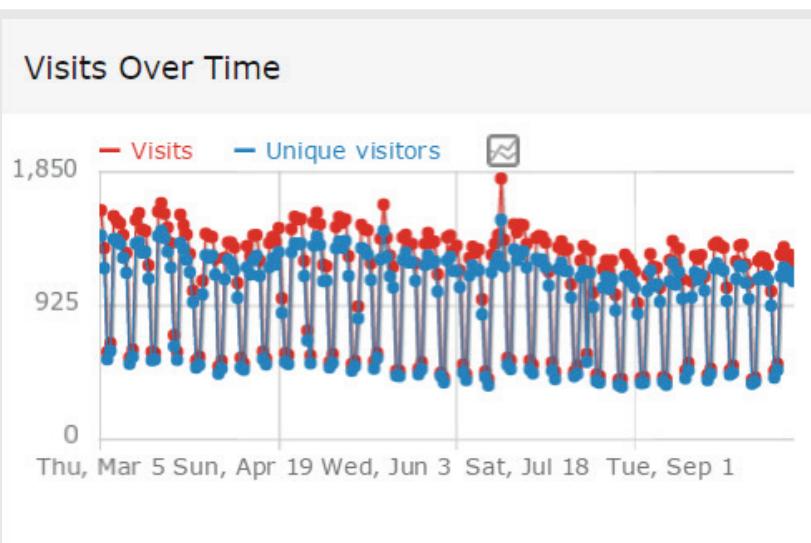
Rating: 

Reach can be inferred from the change in the number of unique visitors to the home page over time. This is visible using the visits over time widget and adding in the unique visitors metric.

Communications which have generated greatest response can be seen using the actions / pages report and sorting by most page views. Then clicking on the transitions report for each of the highly viewed items will give information about what visitors did next; clicked, like or added a comment.

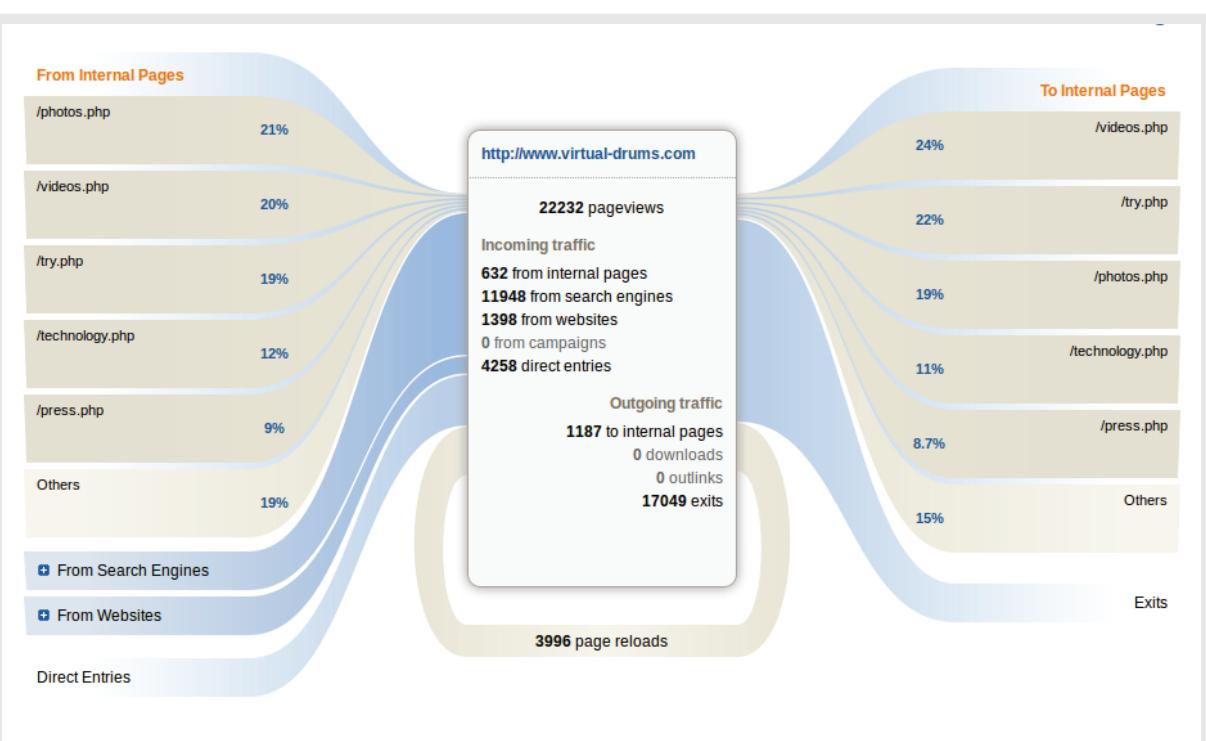
Using Piwik's actions / pages / transitions view for the home page will, if viewed for different months, illustrate changes in the number of visitors going from the home page to the news section of the intranet. This gives some idea of influence, in that the news items are compelling enough to click through to from the home page.





Note in this Piwik visits over time widget the unique visitors are trending down. This may indicate a decrease in the intranet's reach and as such something that needs to be addressed by the intranet team.

[» Source](#)



This is Piwik's transitions view. By viewing this for the home page and noting the news page flow percentages a sense of how compelling the home page news can be understood.

[» Source](#)

SCENARIO 5: Collaboration

Rating: 

We were not able to see a solution for this particular scenario during discussions with Piwik. Piwik does provide the option to create custom dashboards with any of the report widgets on them. The actions / events reports are the ones which will provide the most opportunity to deliver collaboration analytics. But in Piwik PRO SharePoint, SharePoint's social features (likes and comments) won't be available in the product until some time in 2016.

COMMENT: During our interview with PIWIK they pointed out that they respond to their client's needs and at present SharePoint is a growing proportion of their client base.

SCENARIO 6: Culture

Rating: 

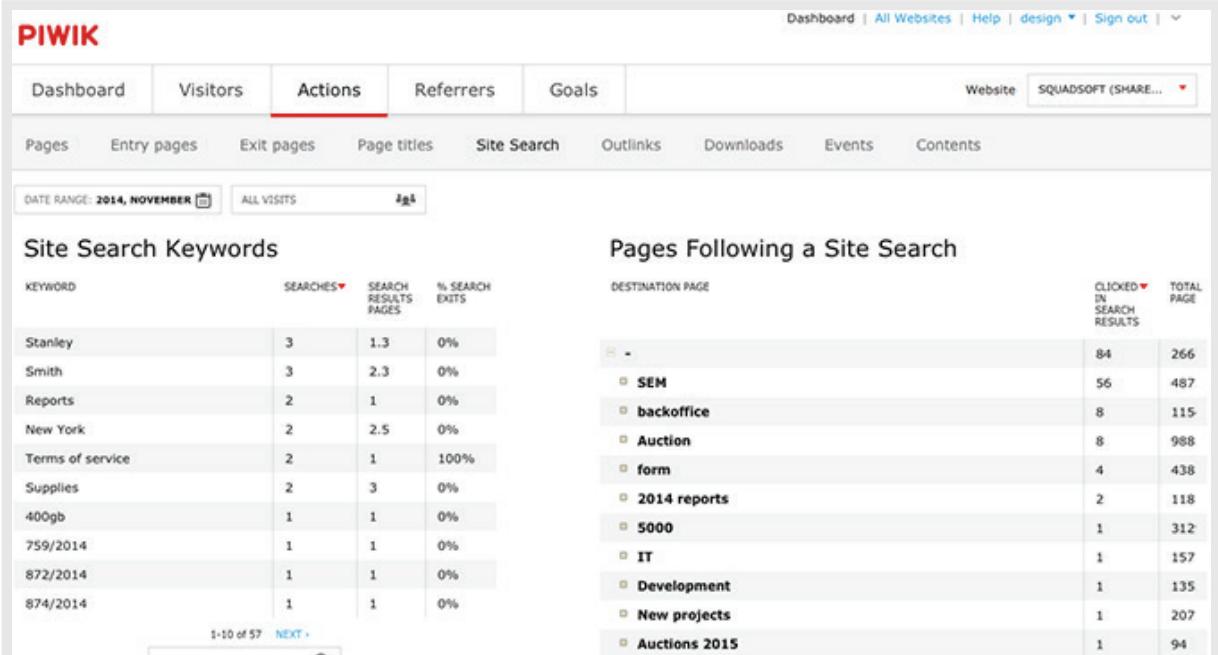
The engagement report within the visitors menu provides a good proxy for monitoring staff engagement across the organisation using the intranet. As engagement increases the number of actions (things staff do on the intranet) should increase to a steady state level. The bounce rate should similarly decrease until it too reaches a steady state.

SCENARIO 7: Search

Rating: 

Piwik comes with a site search report under the actions menu heading. We like that it contains information about how useful the search results are. This is in the form of the number of search result pages viewed by users who searched for a particular term, and the percentage of those users who then left the site to search elsewhere.

The other great part of the site search report is the listing of the pages a user ended up on after doing a site search. This makes it possible to identify key pages which staff are being directed to, therefore allowing the intranet team to make improvements.



KEYWORD	SEARCHES	SEARCH RESULTS PAGES	% SEARCH EXITS	DESTINATION PAGE	CLICKED IN SEARCH RESULTS	TOTAL PAGE
Stanley	3	1.3	0%	-	84	266
Smith	3	2.3	0%	SEM	56	487
Reports	2	1	0%	backoffice	8	115
New York	2	2.5	0%	Auction	8	988
Terms of service	2	1	100%	form	4	438
Supplies	2	3	0%	2014 reports	2	118
400gb	1	1	0%	5000	1	312
759/2014	1	1	0%	IT	1	157
872/2014	1	1	0%	Development	1	135
874/2014	1	1	0%	New projects	1	207
				Auctions 2015	1	94

The Piwik actions / site search page provides the interesting "pages following a site search" table. This can give a good idea of content pages that are delivering a lot of value to search users. [» Source](#)

“ COMMENT:

Piwik puts valuable contextual help into every report and page of its intranet analytics tools so even staff who only periodically look at an analytics dashboard can check they understand the numbers they're looking at

SCENARIO 8: Recommendations and insightsRating: 

The current version of Piwik PRO delivers numbers and graphs of numbers where appropriate. Piwik makes good use of spark lines to summarise graphical information but stops short of offering tactical recommendations or strategic insights.

SCENARIO 9: CommunicationsRating: 

Piwik has campaign functionality, under the referrers menu. This works in much the same way as the Google campaign tool. Piwik PRO allows for 5 campaign tracking dimensions; the campaign name, campaign key word(s), source, campaign ID and medium.

Using these URL parameters different links to a news item can be created for the email, the enterprise social network and an intranet home page news summary, all of which can be tracked by Piwik PRO. Custom segments can then be used to show the number of viewers within for specific departments. User level information is available from the visitor log report.



Campaign Names

NAME	VISITS
ecommerce_campaign	2
campaignnamedimension - no other dimension for this visit	1
campaign_hashed	1
campaign_with_two_goals_conversions	1
default_offer	1
lengthy "name"...lengthy "name"...lengthy "name"...lengthy "n...	1
november_offer	1
october_offer	1

1-8 of 8

Campaign Keywords

KEYWORD	VISITS
ecommerce_keyword	2
mot_clé_pépère	2
keyword from #hash tag parameter	1
lengthy "keyword"...lengthy "keyword"...lengthy "keyword"...l...	1
not_an_advanced_campaign_at_first	1

1-5 of 5

Campaign Sources

SOURCE	VISITS
ecommerce_source	2
lengthy "source"...lengthy "source"...lengthy "source"...	1
newsletter_6	1
newsletter_?	1

1-4 of 4

Campaign Contents

CONTENT	VISITS
ecommerce_content	2
contains personalized campaigns for client	1
none	1

1-3 of 3

Campaign Mediums

MEDIUM	VISITS
ecommerce_medium	2
email	2

1-2 of 2

Campaign Source - Medium

SOURCE + MEDIUM	VISITS
ecommerce_source - ecommerce_medium	2
lengthy "source"...lengthy "source"...lengthy "source"...	1
newsletter_6 - email	1
newsletter_7 - email	1

1-4 of 4

The advanced campaign reporting plugin from Piwik Pro is very useful when you need to monitor visits to the site from different communication channels. [» Source](#)

SCENARIO 10: Site owner actionable dashboard

Rating:

Piwik has the facility to create custom dashboards. Currently there isn't the ability to surface content that needs review. Departmental usage of the intranet can be displayed by setting up custom variables for each department, then viewing the visitors / custom variables report. The departments can then be ranked by the number of actions by members of the department or by the number of visits.

Search result quality can also be reported on using the actions site search report. Where the percentage of search exits are high for site search keywords it indicates searches that aren't giving the user useful results. Search keywords with no results is also a good place to start improving search results.

SCENARIO 11: Upgrade analytics

Rating:

Although Piwik can't show metrics for documents or pages that haven't been visited it can show, in the visitors overview report, the number of unique users. By looking at this report for several months the growth trend in users is visible. Piwik is unable to show changes in the type of usage without custom development. The same is true for content volume metrics that are important in sizing intranet upgrades and migrations.

Scenario summary

SCENARIO	Piwik	Culture
Intranet, ESN and email	● ● ● ●	● ● ● ●
Activity	● ● ● ●	● ● ● ●
Content	● ● ● ●	● ● ● ●
Communication	● ● ● ●	● ● ● ●
Collaboration	● ● ● ●	● ● ● ●

What users say

"I love the look of the interface."

"It does what we need out of the box unlike analytics built into SharePoint 2013."

"Administration does take some technical skills."

"With an office in Germany, Piwik was our only real choice due to the privacy laws we have to comply with"

References

Piwik pro website <https://piwik.pro/sharepoint-analytics/>



Webtrends

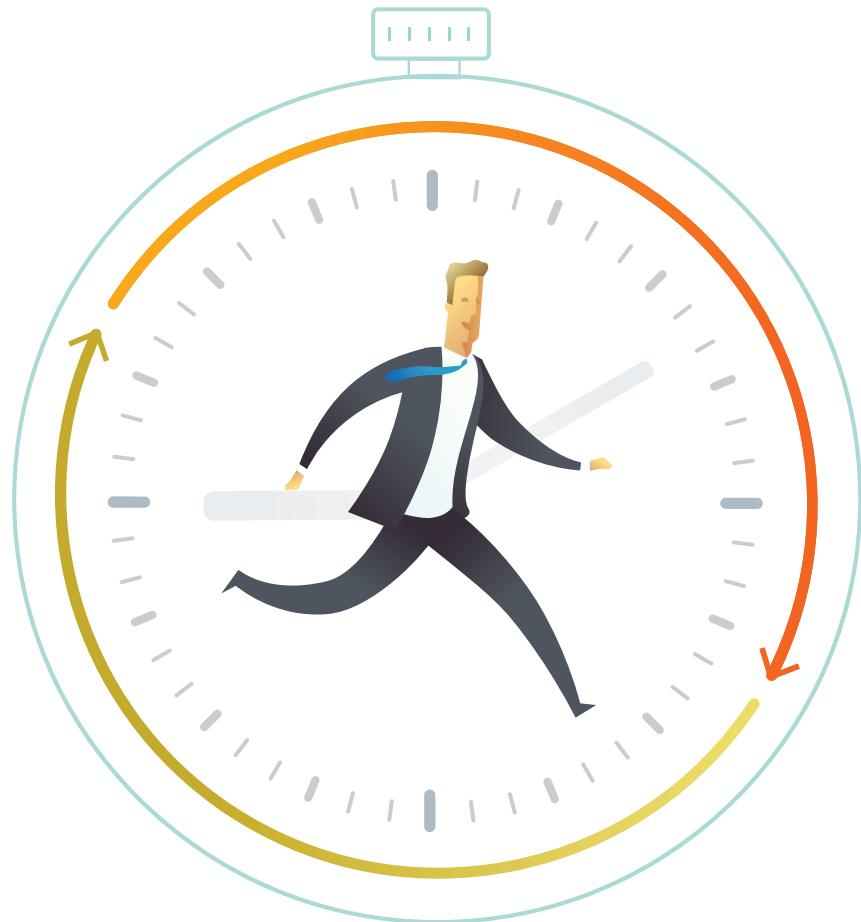
Webtrends Cost	Unknown
Ease of use	Medium
Implementation	Easy (App deployment ref)
Analytics maturity match	Maturing/Operational
Options	All platforms

Webtrends was unavailable for a vendor interview. However we have compiled this overview through desk research and user interviews.

Our review is based on what we could discover about the SharePoint 2013 (SP2013) SharePoint Online release of Webtrends.

Webtrends is a mature product. The US-based vendor is also well-established having been founded in 1993.

Webtrends for SharePoint states its key benefits are focusing on "business improvements" and "measuring engagement". Webtrends also claims it is the only Microsoft-preferred analytics vendor for all current versions



of SharePoint, including 2010, 2013 and Office365.

Webtrends was originally a public website analytics tool. This reflects in there being more functionality related to clicks and content than users. People reports do exist and the user drill down report covers individual page, document, list and social interactions but not elements like shares or follows. ([Ref](#))

One great feature of the Webtrends for SharePoint 2013 and SharePoint online is that analytics from both SP2013 and SPOonline environments can be combined. This is one of the few products which makes it easy to get a holistic view of a digital workplace which relies on those platforms.

Users of Webtrends also told us during interviews that they get great advice and support from Webtrends, especially in helping them find ways of making the product work for their individual business needs.

Intranet analytics maturity level match

Webtrends is best suited to developing and maturing digital workplace analytics situations.



User QUOTE:

Webtrends is a great product because it will help us link Human Resources case load to intranet content reports, making it easier to fill gaps where content is missing.

Product in a tweet :



ClearBoxConsulting @ClearBoxTeam

45m

Webtrends has a good looking user interface, change over time metrics and support clients like.

Ideal client

Webtrends were unavailable for interview. But comments from users and other vendors suggest Webtrends is often considered by medium to large enterprise organisations wanting to evolve intranet analytics from developing to a maturing level.

Competition

Other vendors and Webtrends users told us that they saw Webtrends considered at the same time as Piwik PRO, Google Premium and CardioLog.

Summary

Benefits	Challenges
<ul style="list-style-type: none"> ▶ Attractive user interface ▶ Webtrends claim it is very easy to deploy to SP2013 and SPOonline. (ref) ▶ Campaign tracking functionality is available in the SP2010 version, and likely in the SP2013 version too ▶ Heatmap functionality in SP2013 version ▶ Below the data graph display Webtrends has an annotation field, much like Google analytics. 	<ul style="list-style-type: none"> ▶ Unknown because no vendor interview was carried out.

[Webtrends product help for SP2013](#)

What can be measured?

Intranet	Enterprise social networks e.g. Yammer	Email links	Other
Yes	Yes but	Yes	Yes

There are reports for, intranet traffic, technology used to view the intranet, intranet content, people, engagement and events.

We could only find mention of Webtrends working with Sitriion, not with Yammer.

Webtrends has a campaign tracking tool in its SP2010 version. We were unable to confirm if this is also part of their SP2013 offering.

Webtrends has a very nice feature showing search phrases as a tag cloud of those found and not found.

Which intranet aspects can Webtrends measure well?

Activity	Content	Communication	Collaboration	Culture	Search
Yes	Yes	Yes	Partial	Possible	Yes

Webtrends has the ability to track user interaction with SharePoint lists. This is useful for workflow related activities. ([ref](#))

Interaction with content is able to be segmented by user manager, user department, user title and user.

Newsfeed social interactions are tracked (like, post, reply). Average view time for sites and site pages as well as average session duration for sites are also provided. We believe these could give a good indication of news site reach and effectiveness.

Specific engagement reports also exist.

Webtrends does not specifically provide collaboration reports but it does report on document interactions by departments and departments social interactions. Combining information from these reports will likely provide an indication of the degree of collaboration across most organisations.

There are no culture reports specified in Webtrends SP2013, but the package does have a number of engagement themed reports.

Webtrends provides on-site search phrase information and click through details. Both can help improve search results if there is a search improvement process in place.

Webtrends SharePoint 2013 comparison

<http://cdn.webtrends.com/files/resources/Overview-SharePointComparison-Webtrends-2016.pdf>

Webtrends SP2013 datasheet

<https://cdn.webtrends.com/files/resources/Datasheet-SharePoint2013-Webtrends.pdf>

SCENARIO EVALUATION

SCENARIO 1: Intranet, ESNs and email

Rating: 

Webtrends SharePoint 2013 and SharePoint Online are great at measuring the intranet, but are not so strong for email and ESNs. Webtrends on Demand (a separate product) is required to do complete email campaign tracking. There is a solution available for the Sitriion enterprise social network ([ref](#)) but not for Yammer or other social networking tools.

SCENARIO 2: Site-level activity

Rating: 

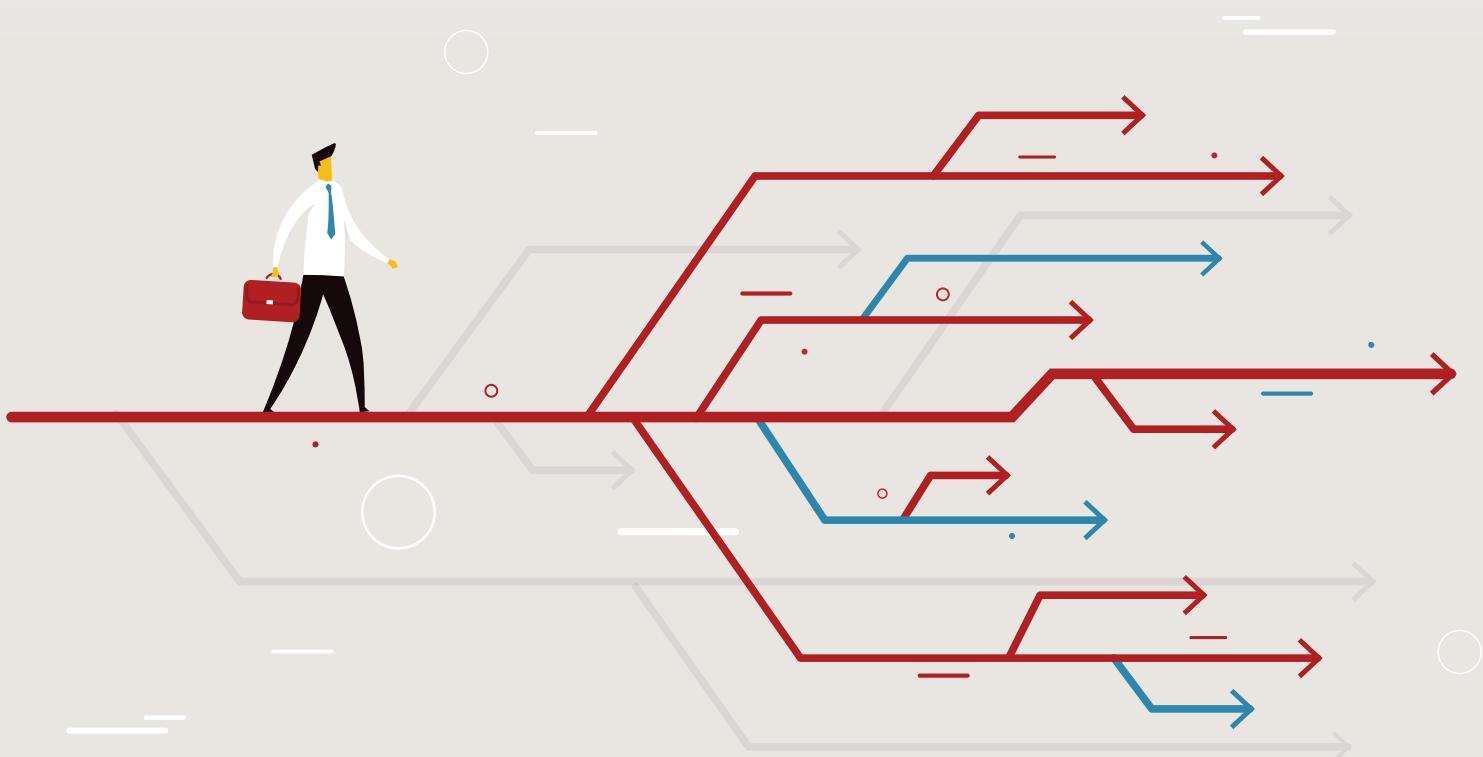
Webtrends is quite comprehensive in measuring site-level activity. The "breadcrumbs: users" report provides information on specific site visitors. The Webtrends documentation indicates that there is likely to be the ability to drill down to the user level, their department and possibly their team. Getting to team level information may require the organisation's Active Directory and the Webtrends implementation to be altered from the standard install, although we can't confirm if this is possible.

A Plug-in captures data on videos watched on YouTube including the percentage of the video watched, although we are unsure if this available on the SharePoint2013 / SharePoint Online Webtrends version. ([Ref](#)). Forum questions and wiki contributions are likely to be tracked, but we have not been able to confirm this.

SCENARIO 3: Content and contributionsRating: 

The "documents: interactions by user login" report should indicate which staff are downloading a particular document, and how many times they are doing this. The "documents: interactions by job departments" may show which teams within a department are updating documents, although team names may need to be the terms used in the user Active Directory team or department property field.

Webtrends has interaction reports. The site collection interaction report contains document interactions which may provide detail on who contributed the most. The most active users by site report may also be able to answer which members of a team contributed the least to a site in the past month.



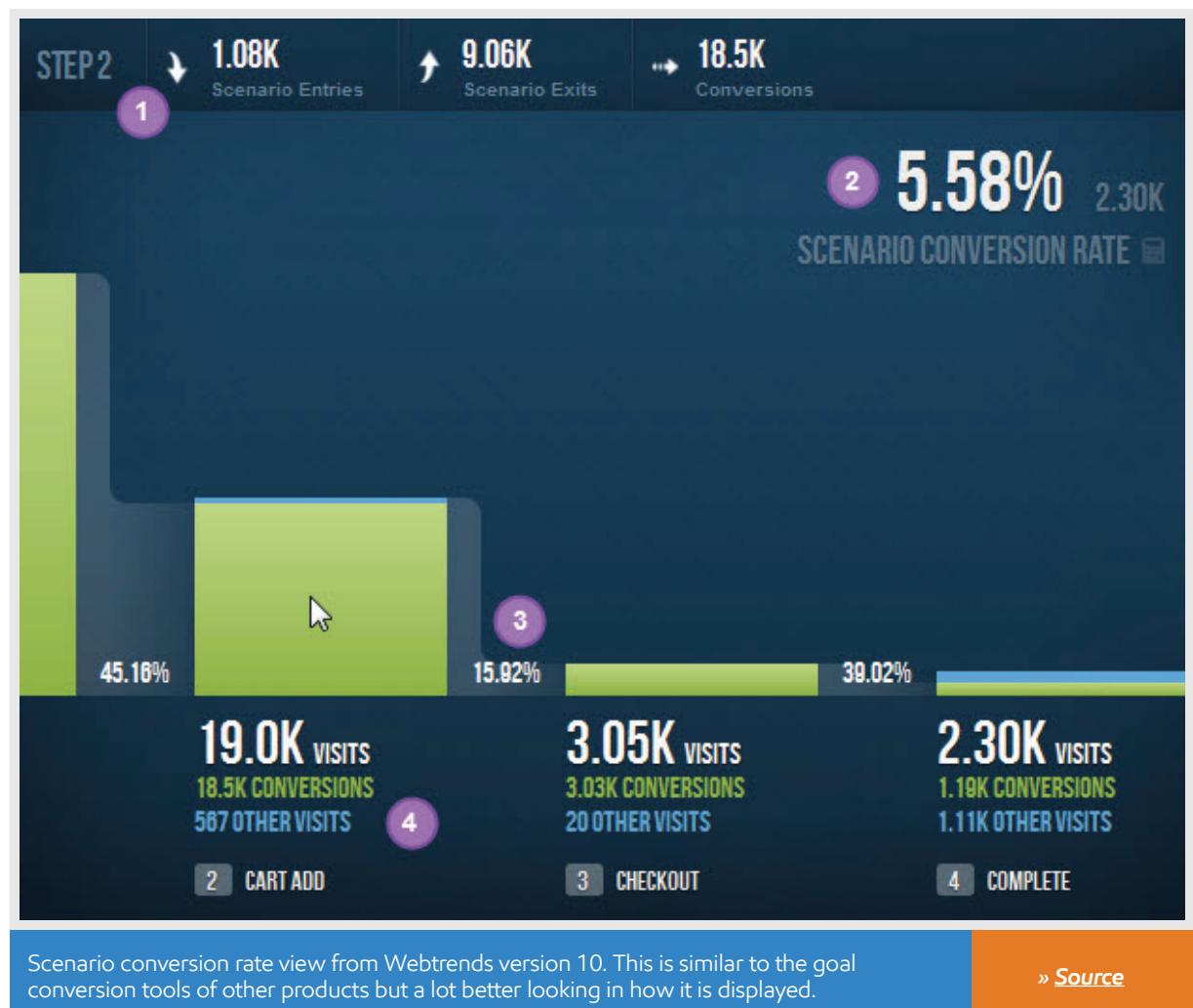
The Webtrends SharePoint interface Version10

» Source

SCENARIO 4: CommunicationRating: 

Influence and reach aren't specified as reports within Webtrends, partly because they have differing meanings to each and every organisation. Reach is generally thought of as being the number of people who got the message and influence is the ability of that message to result in a specific action.

Webtrends can measure reach if it is defined as the number of staff who visit the home page and news items. Arguably it can also measure influence. Webtrends has a tool in its V10 product (which may exist in the SP2013 product) called scenario analysis. This could be used to show the movement from home page to news item to a final page. Staff who go through to the final page could then be said to have been influenced, because the news item resulted in a successful click through.



Response is also something that Webtrends SP2013 and SPOnline can deliver via the site collections: newsfeed interactions report. However we believe this relies on the use of the NewsFeed element of SharePoint. If that isn't what your SharePoint news system relies upon then you may have to look to use the site pages: user login report which displays social interactions.

SCENARIO 5: CollaborationRating: 

Webtrends provides a "document libraries: interactions by user login" report and describes it as a good way to understand users who are actively contributing. The various document file paths reports and documents reports provide information on which departments are contributing documents and which departments and users are most active.

There are no collaboration reports as such within the Webtrends SP2013 product and the integration with social network platforms seems poor. Webtrends does have the ability to deliver custom dashboards, so if the organisation can define metrics that Webtrends has available to indicate collaboration (such as the document-related numbers indicated) this scenario can be delivered on.

Webtrends does have a compare feature. This would be useful for the comparison of data from one time period with another, potentially showing the evolution of collaboration.

SCENARIO 6: Culture

Rating: 

Webtrends SP2013 has engagement reports covering city, country, department, job title, region, site collection, states and user login.

The engagement: user login and engagement: departments reports both provide social interactions and list interactions data. Webtrends documentation does not give more detail about what these elements mean, but because user data is available we believe it is likely that you would be able to segment numbers into likes, posts, follows, and shares. The list interactions are likely to be able to be broken down into views, edits, follows, alerts and attachments.

SCENARIO 7: Search

Rating: 

Webtrends for SP2013 and SPOnline have really good search reporting. There are four on-site search phrases reports. The click through report is especially unusual because it closes the information gap which usually exists with search which is "were the results any good". Clicking on a search result attributes the visit to the end point page or a document to a search result for the term that was originally searched for.

(Note that the Webtrends documentation doesn't make it clear if search term trends are highlighted in these reports or not.)

Webtrends is a leader in this area because the mechanism exists to relate searches to good quality results (where there is a click through) and poor quality results (where there is no or little click through). Other intranet analytics vendors are less advanced. Well done, Webtrends.

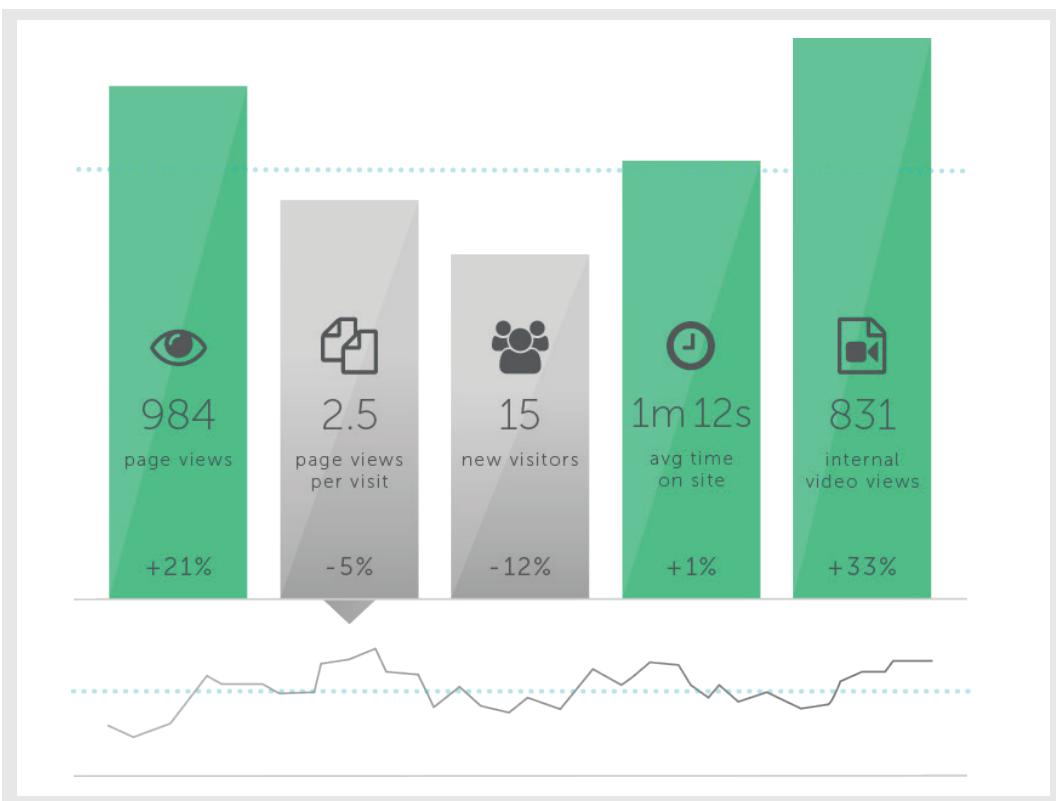
“ COMMENT: larger intranet analytics products are making their data available to Microsoft's Power BI tool. [Webtrends too has a Power BI connector](#). It seems that a big driver for this is to leapfrog their own user interface, Making it mobile friendly and modern looking.

SCENARIO 8: Recommendations and insights

Rating: 

Webtrends goes a little further than most other products in that it provides a "compared to previous period" indicator for key metrics such as page views and new visitors.

This effectively provides the user with a trend over time indication, and could be thought of as a tactical element although a specific recommendation isn't made.



Most Webtrends dashboards are headed up by key metrics and a spark line graph for the metric that is currently selected (the one with the triangle below it). Note the color of the bars, green for an increase against the previous period and grey if there has been a decrease.

[» Source](#)

“ COMMENT:

Hopefully Webtrends will continue its tactical approach to delivering key indicators which show changes over time and build these into a range of reports that actively recommend action. A very useful report would list SharePoint sites which are disused and should be considered for archiving and closure.

SCENARIO 9: Campaign follow-up

Rating: Rating: (if using Sitrion)

The Webtrends version prior to SP2013 contained a campaign feature which allowed for a campaign tracking code to be added to a URL, enabling reporting on the segmentation of traffic to that URL.

It is not clear if this functionality is available with the Webtrends SP2013 and SPOnline versions. If it is, then campaign monitoring is possible, but only if the social network used is Sitrion and all the URLs point to a page on the intranet being monitored by Webtrends.

Given that the SP2013 version of Webtrends makes many of the Active Directory user properties available to report on it is likely that it would be possible to build a report that showed the groups that had not engaged with a particular campaign.

SCENARIO 10: Actionable site owner dashboard

Rating:

Webtrends offers unlimited custom dashboards. The related online documentation doesn't make it clear if security can be trimmed to the members of a specific SharePoint site owners group.

The dashboard itself could be configured to include all the required information to address this scenario as each dashboard allows for key metrics, graphs over time and then your own arrangement of widgets below the graph.



The Webtrends SharePoint site dashboard.

[» Source](#)

SCENARIO 11: Upgrade analytics

Rating: ◆ ◆ ◆ ◆ ◆

Webtrends has extensive content reports but a large proportion of the metrics are collected using JavaScript code. It isn't clear if there is any integration of log file data, or SharePoint auditing via other methods. We

believe it is unlikely that Webtrends could report on content that has never been visited by a person or browser spider because of this architecture.

Webtrends reports the number of users and type of usage growth over time quite well. The default SharePoint dashboard shows the number of new users. From this the intranet team can plot their own graph of the percentage of staff who have used the intranet forever, for the current period and in the last number of months.

Collecting information on the type of usage would require the intranet team to collate information from several Webtrends reports but we believe it would be possible, if rather impractical.

Scenario summary

SCENARIO	Webtrends	Culture	
Intranet, ESN and email	● ● ● ●	● ● ● ●	
Site-level activity	● ● ● ●	● ● ● ●	
Content and contributions	● ● ● ●	● ● ● ●	
Communication	● ● ● ●	● ● ● ●	(● ● ● ● ● if using Sitron and Webtrends campaign module)
Collaboration	● ● ● ●	● ● ● ●	

What users say

"The latest version of Webtrends provides much more functionality than it did even a couple of years ago."

"We like Webtrends. It is a great product which will help us link HR caseloads to intranet content reports - so that missing content can be added"

"The Webtrends advice and support was great, they really helped us find ways of making the tool work for our business"

References

Webtrends website www.webtrends.com



Adobe marketing cloud analytics

Adobe Analytics Cost	Unknown, but likely to be premium
Ease of use	Easy, hard to learn
Implementation	Unknown
Analytics maturity match	Mature
Options	All platforms - O365 unknown

Adobe did not make themselves available for a vendor interview.

Adobe are a large and well established technology company. Adobe delivers its analytics solution under the Marketing Cloud brand. The product was previously known as Omniture Sitecatalyst.

How the Adobe Analytics product can be applied to intranet applications is not clear from the marketing material the Adobe website provides. There are several intranet case studies but these relate to the Adobe Experience Manager product and don't provide detail on intranet analytics (See the Adobe intranet [blog post](#) and [case study](#) and a UBS intranet [case study](#)).

Adobe Analytics is a big product and is often referred to as being complex ([ref](#)), which makes it better suited to organisations that are maturing or mature when it comes to analytics.

Developed as a web analytics tool, Adobe Analytics can provide intranet insights but it will take time and effort to get the most out of it. More often than not this product will be chosen for intranets because the organisation already uses it for their web analytics. The users we talked to, and Adobe's forums, indicated this is possible to use it with multiple content management systems including SharePoint.

Intranet analytics maturity level match

Adobe Analytics is best suited to maturing organisations.



User QUOTE:

Adobe Analytics isn't focused on internal communications, but it can still do a hell of a lot. it was able to give us analytics on news items added to the page dynamically as a user scrolled down the home page.



Product in a tweet:



ClearBoxConsulting @ClearBoxTeam

Adobe Analytics for intranets is big, complex and very adaptable.

4m

Ideal client

Given the perception in the market place and the users of the systems we found, Adobe Analytics is likely to be found in a large organisation.

Competition

Webtrends and Google Premium were the two products mentioned most often when researching as Adobe's competitors.



ClearBoxCONSULTING

clearbox.co.uk

58

Google analytics

Google Analytics Cost	Pro \$\$\$ / free version
Ease of use	Easy, hard to adapt
Implementation	Moderate
Analytics maturity match	Beginning/developing
Options	All platforms

We were not able to get an interview with Google to talk about intranet use of their free Google Analytics or paid-for Google Analytics 360 products.

However, we did speak with a number of organisations using the free version of Google Analytics for their intranet.

These organisations tended to be at the beginning or developing stages of their analytics journey. They are finding the free version provides a good return on the investment made in time and effort.

Visits is the metric most users mentioned as being useful at the highest level. The content drill down report was also found useful when site owners needed more detail on their own space.

Another useful feature users of the free Google Analytics product talked about is automated report mailing which means specific reports can be emailed directly to different teams each month.

One missing element of the free Google Analytics product is the ability to deliver information at the user level. Our research turned up a solution to this issue (Google's custom dimension userID) but it does require some understanding of JavaScript and Google Analytics (ref [1](#), [2](#)).

Google Analytics requires some internal data to be sent to Google's servers. Although Google Analytics is widely used for intranets, some companies question the security implications of this. We know that in some organisations the tool is not used because of the jurisdiction the server holding the intranet data is located in.

Intranet analytics maturity level match

The free version of Google Analytics is best suited to beginning and developing organisations.



User QUOTE:

We're able to leverage in house knowledge of Google analytics we've got from our external website.



User QUOTE:

We were surprised to discover how much our team sites were being used after implementing google analytics..



Product in a tweet:



ClearBoxConsulting @ClearBoxTeam

17m

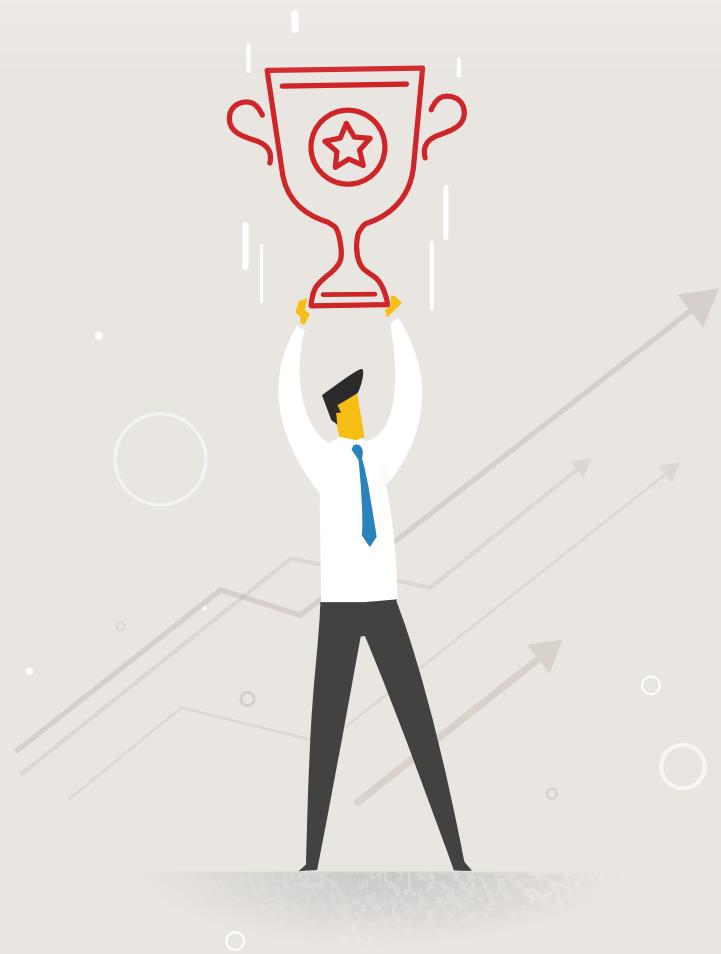
Free Google Analytics helps many organisations move from their intranet system's out of the box analytics.

Ideal client

Overall existing skills in the free Google Analytics product and easy implementation are the reasons digital workplace professionals told us they moved from their intranet's out of the box analytics to this tool.

Competition

The only competition users of the free Google Analytics tool mentioned were other analytics tools already in use by their organisation. Usually the price of implementing those for the intranet prevented them being rolled out, resulting in the free Google Analytics being used.



Insights and discoveries

During our discussions with vendors and users of intranet analytics tools we discovered some really interesting ways in which organisations are using analytics. Here are some of the ones we think you may find useful or inspirational.

Identifying inactive sites

Once this large global manufacturer got analytics working the team discovered that of 7,000 team sites in operation only 1,500 were being actively used. The analytics resulted in an immediate win, recovering virtual server disk space by archiving the unused sites, leading to a reduction in infrastructure costs.

Matching intranet and real world analytics

One intranet team worked with their HR function to show the relationship between content on the HR intranet which was missing or difficult to use and the types of questions submitted to the HR call centre. The intranet team also demonstrated how making one area of the HR intranet better resulted in intranet usage going up while corresponding call centre contact on that subject went down.

Vendor partnering to overcome challenges

One organisation had a modern design for its intranet home page with more items loading as users scrolled down. The problem with this was that the organisation's analytics tool wasn't built for this type of experience and so couldn't report which items had been seen by which staff. By collaborating with the vendor, the intranet team was able to solve this problem and add value to the vendor's product. During our interviews we came across other examples of good client vendor collaboration.

Adding value with context and narrative

Just reproducing data from your analytics tool adds little or no value. Intranet and digital workplace professionals can add value by interpreting and contextualising graphs or numbers. The more advanced organisations we spoke to added narrative and descriptions as well as recommending next steps implied by the metrics. Using analytics for decision making is where the real value lies after you've implemented an analytics tool.

Helping the communications team

One intranet team looked at intranet visitors over the week and during a month. From this information they then provide the communications team with a list of the best times and days each month for news items to be posted.

Monitoring and acting on search

One organisation we spoke to monitors search on a daily basis. On one occasion they found that many staff were searching for other staff phone numbers. In response the following week a campaign was run showing staff how they could update their own profile to include phone numbers. Uptake was huge and the campaign was regarded as very successful.

Different levels of service

One organisation we interviewed has tiered support levels for their intranet clients depending on the number of visitors to the intranet area. More visitors to your area of the intranet means you get more support from the intranet team.

Enabling workflow notifications

A health care provider we talked with copies usage statistics for sites, libraries and lists from their analytics tool into a SharePoint list. They have workflows setup to look at that list and the number in it. The workflow runs every month and notifies the owners of the sites, libraries and lists. Those with high usage get congratulated and are offered extra support from the intranet team. Those with low usage rates get offered the chance to archive their material before it is deleted.

Interestingly one analytics vendor is actively working on making this an automated process by exposing their

analytics data to workflow engines (SharePoint, Nintex and K2).

Aggregating data across the digital workplace

Both organisations and vendors talked about the challenges of having multiple tools within the digital workplace and the related reporting challenges.

Some organisations are now using tools like Tableau to try and aggregate analytics across different channels and applications, for example the intranet, the video streaming service, the human resources system and the corporate email provider. Other vendors are planning to use Microsoft's Power BI suite which is also able to aggregate data from different sources and display it. We think organisations that do this hard work will reap big rewards because they will see correlations that just aren't possible with a single analytics product.

Providing tiered analytics toolkits

One financial services company we talked to provides analytics toolkits to site owners reflecting different levels of need and expertise. The first level toolkit outlines the simple things site owners always ask for, but also indicates that more information and training on analytics is available. Site owners can then request the level two kit.

This solution means the intranet team provide help to those who want it at an appropriate level, spreading their workload. According to the team "we don't have to eat the whale at one sitting!"

Focusing on growth and migration metrics

Many SharePoint users mentioned the ShareGate product to us when we asked about how they manage migrations and content audits. One user commented "it is a migration tool that also gives actionable analytics". We've worked with clients using this tool and in our view ShareGate is definitely a very useful product for SharePoint intranet owners.

Using analytics for governance

One large global organisation we talked with uses analytics to ensure that governance guidelines are being followed and where they are not, provides guidance to the site or collection owner. Specifically, the intranet team report on sites created without a request and on poor practice within document libraries, for example creating folders rather than using metadata.

User questionnaires

We found intranet user questionnaires are being used by many organisations. While not traditional analytics, most digital workplace teams in the developing and maturing analytics stages told us this is a valuable metric for building senior staff support.

Identifying non-collaboration

As a way to make its collaboration governance actionable, one organisation chose to measure the number of collaboration sites which have unique permissions and which are therefore closed. The organisation's policy for collaboration sites is that they are open by default and restricted permissions need to be requested. This list of sites that should have unique permissions is then compared with those that actually have unique permissions. The owners of sites which don't match are then questioned on why they have deviated from the intranet 'default open' policy.

Measuring page load times

Several global organisations we talked to told us about challenges relating to intranet page load times. Sometimes it is very difficult to measure load times in different locations. In one case a successful solution was a tool called WebTuna, which also provides information about the performance of the intranet infrastructure. Another organisation found they were able to get this information from the NGAGE analytics tool.

Using the right tools

Beyond the analytics platform, we found teams were using a range of related tools, including:

- The use of some scripting language to get more detail than the intranet system provided out of the

box. For SharePoint this was PowerShell, for other systems this was Python.

- The use of a spreadsheet or local relational database when intranet and digital workplace teams need to aggregate analytics data from different systems. Usually this was a manual copy and paste but we did see some automation using scripting tools.
- A visualisation tool, to help make the analytic data easier to interpret. Often this was Tableau, but in larger more Microsoft focused organisations this was Power BI.

Further reading

Avinash Kaushik – Digital dashboards; Strategy & Tactical: Best practices tips, examples

<http://www.kaushik.net/avinash/digital-dashboards-strategic-tactical-best-practices-tips-examples/>

Avinash Kaushik is the guru for internet analytics. In this excellent article he provides a simple way to categorise the audiences that analytics systems should deliver to and defines three types of dashboard:

- Customised data pukes (CDPs) for “our Directors, Marketing Owners, Campaign Budget Holders”
- Tactical dashboards for “our VPs”
- Strategic dashboards for “CMO, CFO, CEO”

Dorje McKinnon – articles on intranet analytics

<http://www.vajra.co.nz/?s=analytics>

Various practical articles on intranet analytics (written by the author of this report)

Martin White – Intranet metrics: Discovery, Satisfaction and Impact

<http://www.intranetfocus.com/resources/downloads>

Excellent free research note from Martin White on intranet metrics. (The other research notes are all extremely useful too!)

Wedge Black – Intranet metrics & KPIs: only measure what you mean to act upon

<http://www.intranetizen.com/2014/05/15/intranet-metrics-kpis/>

Useful overview of what to measure with good advice thrown in. And a great conference organiser.

Marlee Long – Seven analytics reports to drive social collaboration

<http://www.clearbox.co.uk/seven-analytics-reports-to-drive-social-collaboration>

Article on the types of reports found in analytics platforms.

Jeff Cooke – Using digital analytics to drive intranet adoption

http://blog.celerity.com/using_digital_analytics_to_drive_intranet_adoption

Good overview of the steps you can take to use analytics to drive adoption – goals, metrics and strategy.

Ephraim Freed – Intranet analytics: 5 truly helpful social intranet measures

<https://www.thoughtfarmer.com/blog/intranet-analytics-5-social-intranet-measurements/>

Good article on measuring social intranets with an emphasis on measuring what you can change.

You've read the report... Now do this!

- 1** If you're starting your digital workplace analytics journey, open your diary.
 - 2** Make an appointment for one hour every Tuesday from 10am, give it the title Analytics. This means two percent of your working week is now set aside for you to get value from analytics.
 - 3** Week 1, find out what numbers you can get from your existing intranet system.
 - 4** Week 2, get a piece of paper, draw two columns, label the one on the left "intranet goals" and the one on the right "success measures". Fill in both columns. Prioritise the items in the list.
 - 5** Week 3, use your goals and measures paper from last week to create a spreadsheet. For the first intranet goal in your list find a metric that your system can give you right now which may indicate success. Write down the number for this month and every month as far back as you can. With one paragraph of text explaining your numbers. What have you found out?
 - 6** Week 4, now change something on your intranet or make a communication to site managers that you think will improve your most important goal. And watch the numbers get better.
You've just made a tactical decision using analytics, great work.
 - 7** Week 5. Now you're seeing intranet analytics in action, think about the bigger picture. What's your metrics strategy? What about analytics for your wider digital workplace? How can you report these?
-

And finally thanks for getting to the end of this report. From one digital workplace or intranet professional to another, thank you for taking the time to make things better for your users. DM

