

Introduction to Intranet Expo

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Intranet Time Travel

Social Now

Lisboa, May 16 -17 2024

5 Danish Intranet
during 20+ years

COWI



Gentofte
Kommune

nne



Vejdirektoratet



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK

Facilitated by: madsrichard.dk

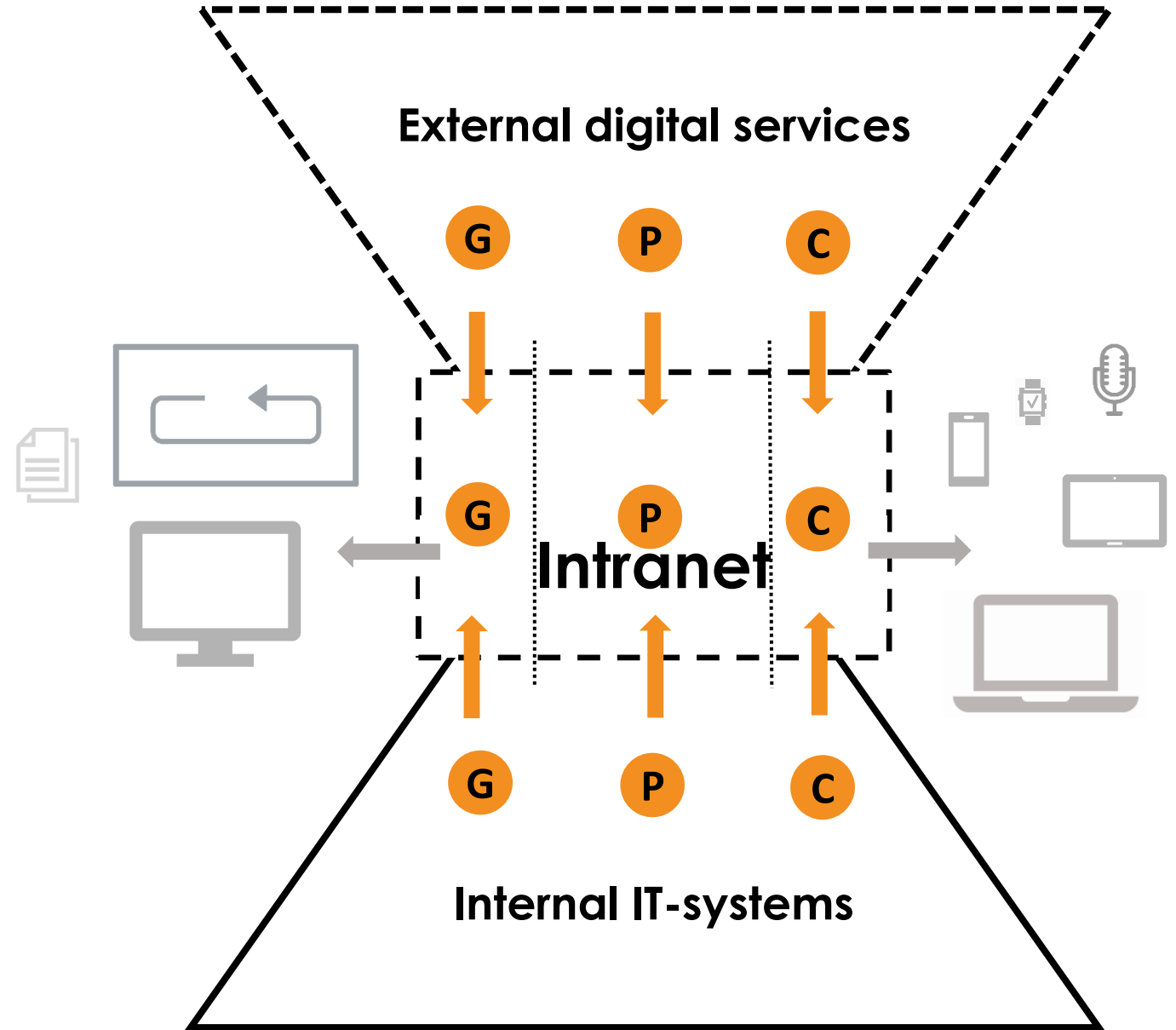
My background

- **Communication consultant since 1992**
- **Intranet consultant since 1999**
- **Intra2 Share from '00 – '23**
Online sharing service
450+ companies
7500 screenshots
- **madsrichard.dk from '23**
Consulting and facilitating

1

The intranet as front door to the digital workplace

- G** **Global**
Same for all.
- P** **Personalised**
Targeted via existing data about user:
Org. place, Location, Role, Tasks, etc.
- C** **Customised**
Targeted by the individual user, e.g. via own favourites.



The crucial intranet homepage

Can be:

- The first page visited – by all employees

Is sometimes:

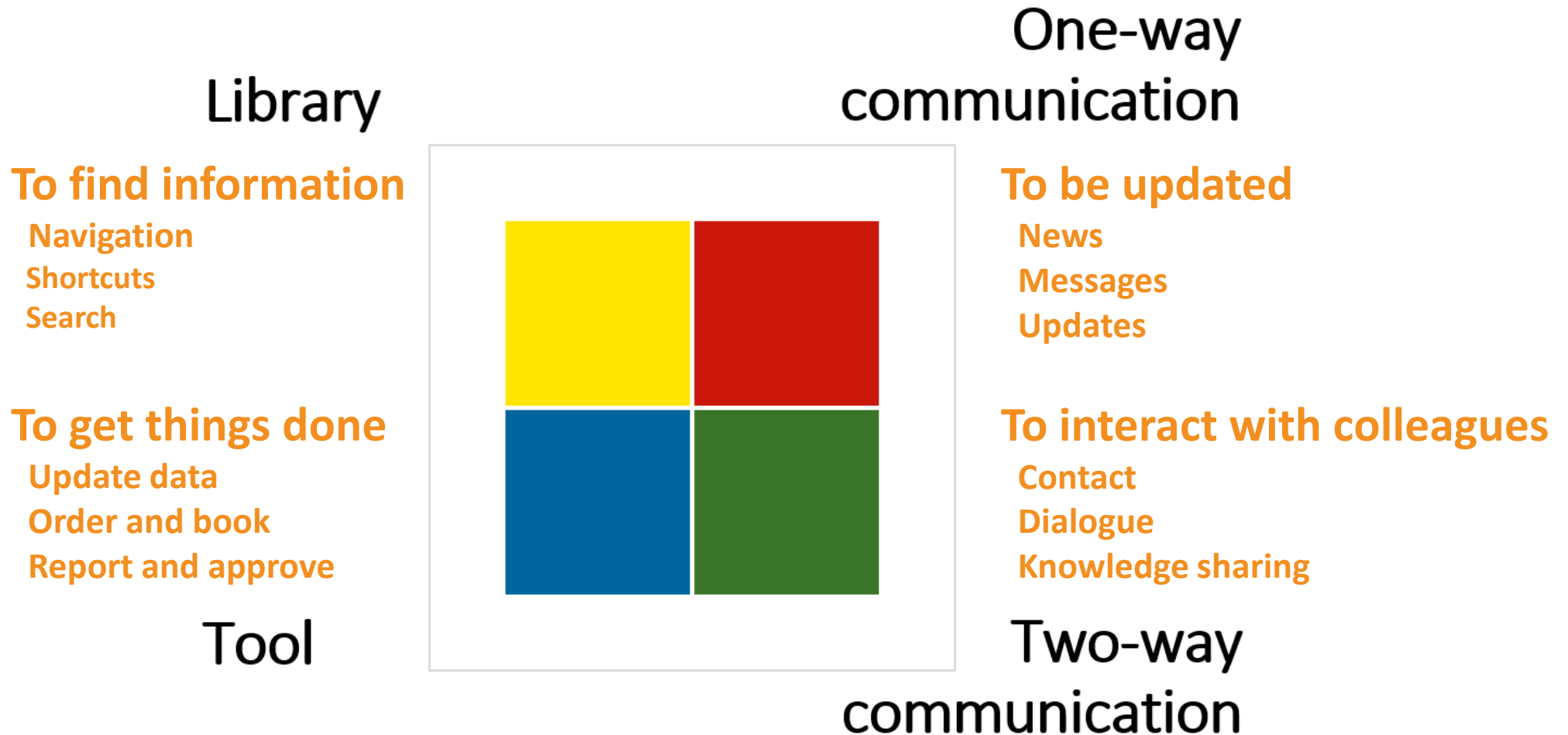
- The only page visited

NB:

- Upper part vs lower part

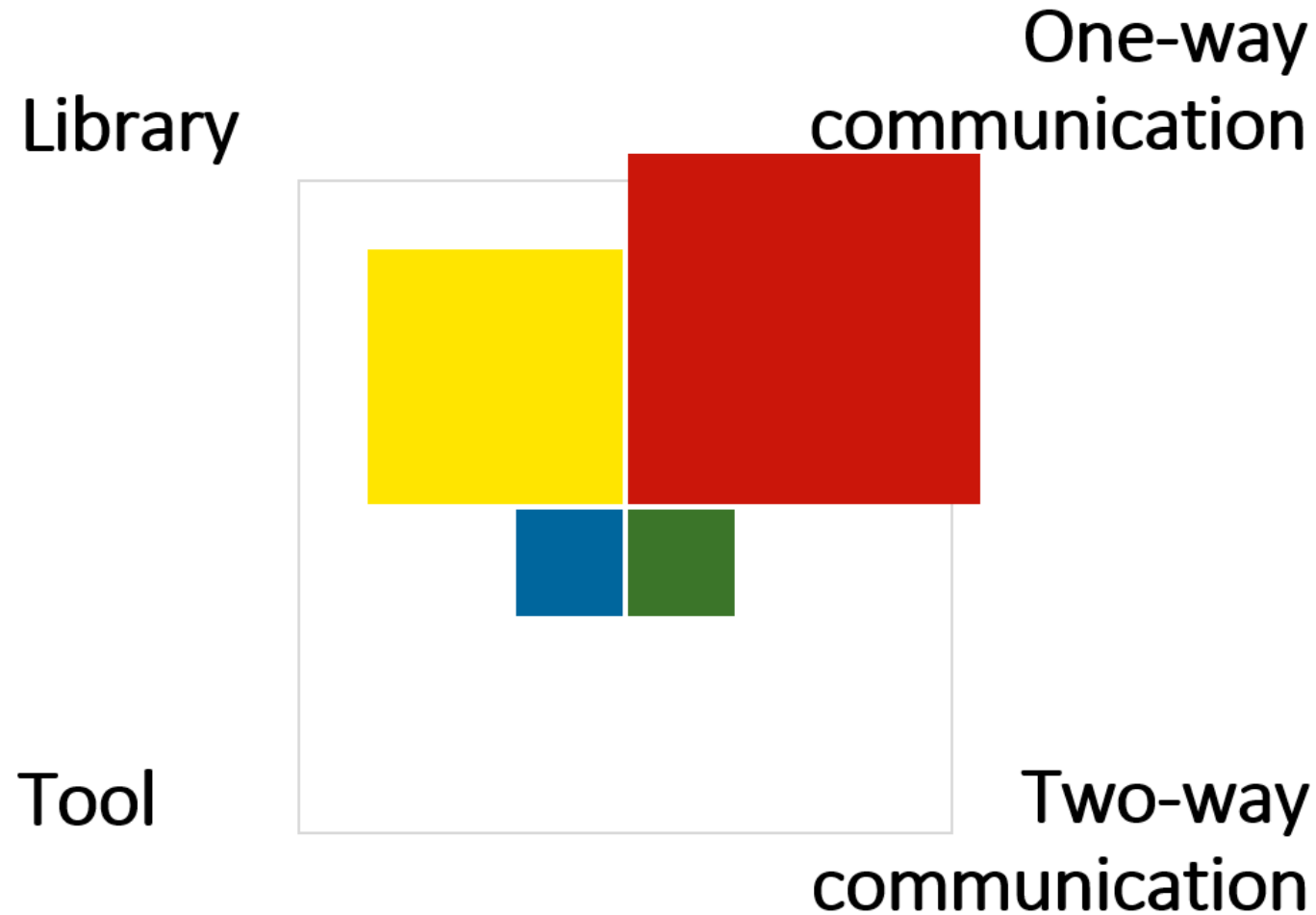
2

Four digital cornerstones

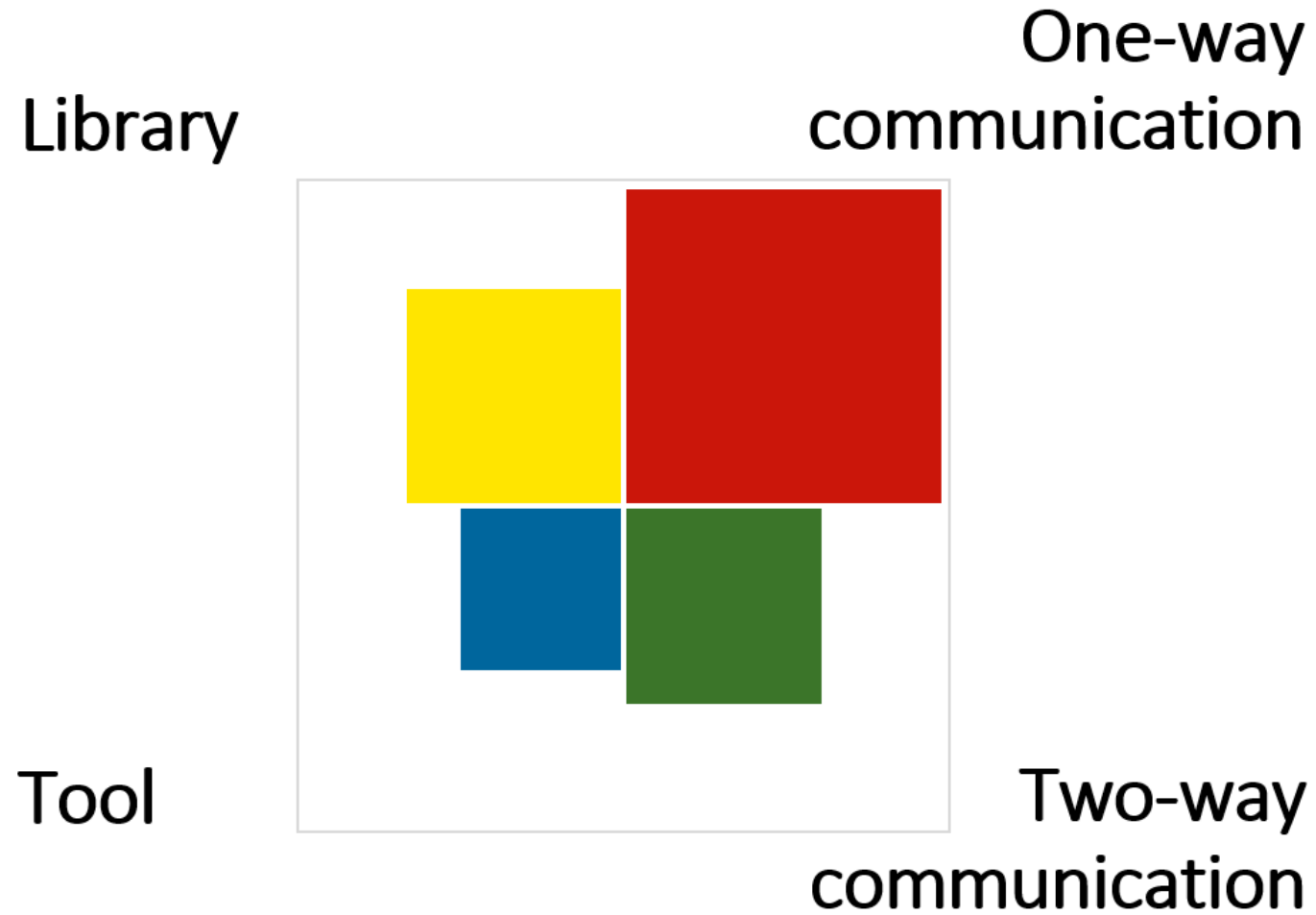


Home page prioritization

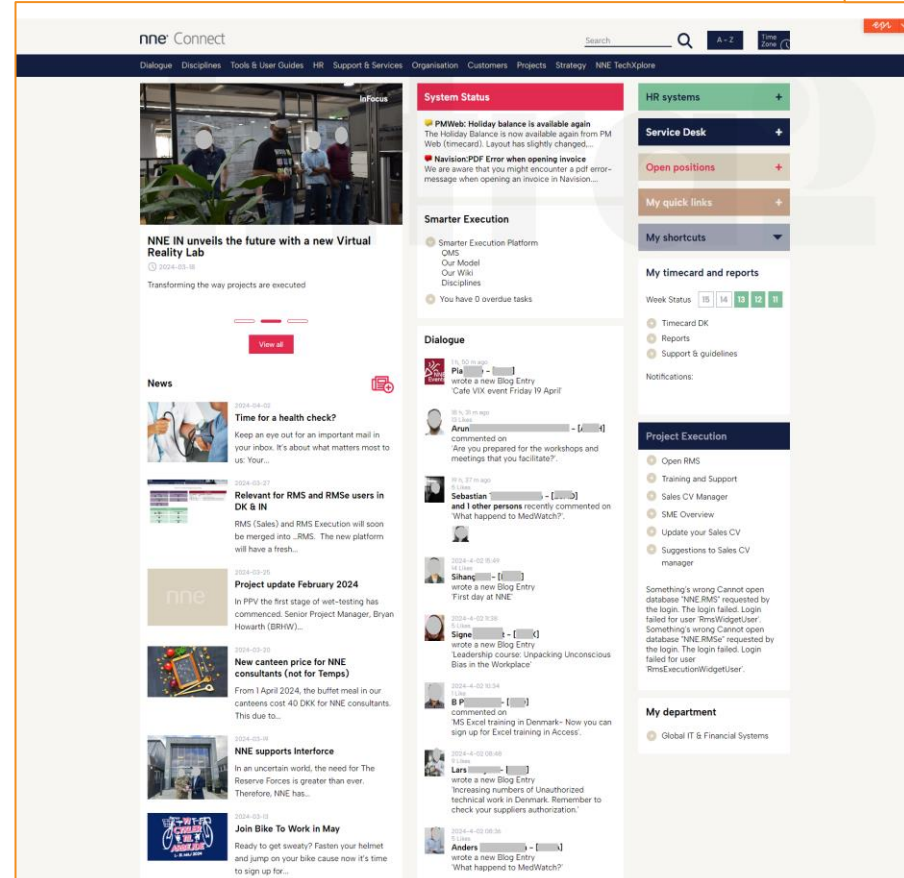
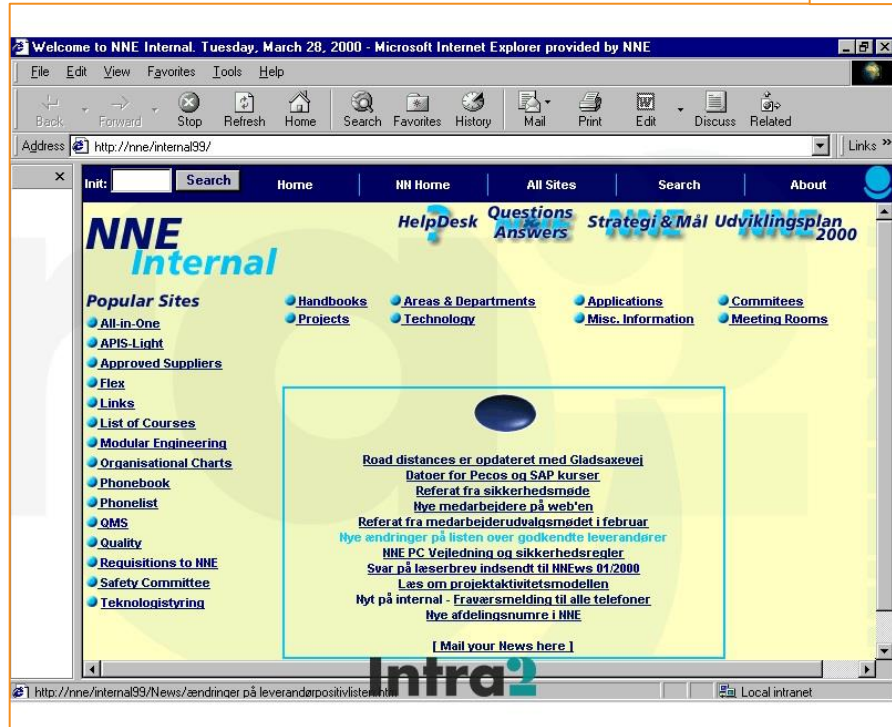
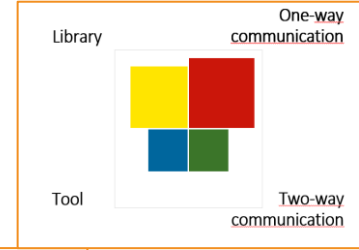
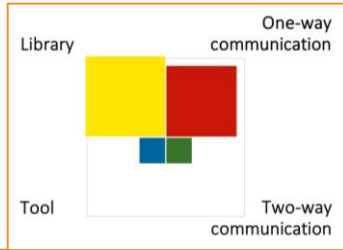
Beginning of 2000



Home page prioritization 2024



Home page prioritization NNE 1999 - 2024



Go explore

See, discuss,
steal

