

It is always exciting and nerve-wracking to launch a brand new set of awards, and the **Intranet Innovation Awards** are certainly new. While there have been several excellent intranet-related awards in place for a number of years now, these awards focus not on the 'best intranets' but on the 'most innovative'.

The inaugural awards were opened for submissions in April 2007, with entries received from across the globe.

The awards celebrate new ideas and innovative approaches to the enhancement and delivery of intranets.

Uniquely, these awards recognise individual intranet improvements, and not intranets as a whole. The awards are about improving all intranets, by sharing great ideas and increasing the pace of innovation across the whole of the intranet community.

Every idea, no matter how small, adds to our understanding of what it means to have a successful intranet.

**Gold Awards** were given across four different categories, each focusing on a specific aspect of intranets:

- core functionality
- communication and collaboration
- frontline delivery
- business solutions

A **Platinum Award** winner was then chosen to recognise the most extraordinary entry for the year.

This article shares the results of the awards, including a screenshot and summary for each of the winners.



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### Award winners for 2007

#### Platinum award winner

- "Avanti e Veloci web portal"  
Fiat Group Automobiles (Italy)

#### Gold awards winners

- "Staff Locator"  
City of Casey (Australia)
- "Persona pack"  
Environment Agency (UK)
- "Practice Area Communities"  
Perkins Eastman (USA)
- "Product collaboration"  
Nycomed (Switzerland / Denmark)
- "Away Today"  
SunGard AvantGard (USA / NZ)
- "Investigator Wizard"  
QBE (Australia)

#### Commended entries

- "Onomi: enterprise social bookmarking"  
The Mitre Corporation (USA)
- "eHabitat: learning and collaboration"  
DSTA (Singapore)
- "Intranet news via Blackberry"  
Perkins Eastman (USA)
- "Phone book privacy settings"  
Caloundra City Council (Australia)
- "Real-time status of staff"  
Northland Regional Council (NZ)
- "Live Search on intranet"  
Lotterywest (Australia)
- "Dashboard reports on home page"  
Lotterywest (Australia)

We congratulate all the winners, and celebrate the diversity of the ideas and approaches. An overview has been provided for each entry in the following pages.

Full details on all the winning entries can be found in the 115-page *Intranet Innovations 2007* report, which can be obtained from the Step Two Designs website:

[www.steptwo.com.au/products/iia2007](http://www.steptwo.com.au/products/iia2007)

# Avanti e Veloci web portal

Platinum award winner: Fiat Group Automobiles (Italy)

The screenshot shows the Avanti e Veloci web portal interface. At the top, there is a navigation bar with the "Io leader" logo and the Leadership University logo with the tagline "leadership as personal responsibility". The main content area is divided into several sections:

- Left Navigation Menu:** Includes "The resources" (with sub-items: checkup, library, diary of experiences, themed events, forum, leadership corner, training), "Guide to the Programme" (with sub-items: what is "Io Leader"?, the guiding principles, the resources, how it works: accreditation of credits, how it works: the Leadership University, how it works: the academic two-month period, how it works: the two-monthly campaigns).
- Challenging the status quo / Acting with integrity:** A section with a "40 points" badge and a graphic of a person's face.
- Checkup:** A section with a "40 points" badge, asking users to choose answers that best represent their typical conduct.
- Forum:** A section asking users to take a step in the discussions available in the Avanti e Veloci Forum.
- Library:** A section with "Volumes" and a "100 points" badge, listing books like "Squirrel Inc.: A Fable of Leadership through Storytelling" and "Creative Destruction".
- My HRDriver:** A section with contact information: "mailto:hr@fiat.com" and "Tel: 88071".
- Principles campaigns:** A section with a "7° Campaign" and a "6° Campaign" (March-April '07).
- Summary Boxes (Right Side):**
  - 1090 credits acquired over the two-month period:** A box showing a total of 1090 credits, broken down by activity: Checkup (40), Feedback forms (650), Diary of experiences (0), Training (400), Suggestions (0). Total credits: 2240.
  - 1365 highest score of the two-month period:** A box showing a total of 1365 points, with a sub-total of 166240 credits acquired over the two-month period by all, and a total of 525690 credits for all.

Fiat was facing an uncertain future, the result of an economic and image crisis which had deepened over past years. The challenge was to revitalize its brand and to re-establish a leadership position in Italy and Europe

A major cultural change program was launched to establish a new leadership culture within the organisation, and to revitalise business practices.

The global program was named 'Fast and Forward' ('Avanti e Veloci'). The new task for the managers was to diffuse this cultural and functional change of business objectives as quickly as possible.

The diffusion of the new Leadership model was primarily delivered through a dedicated sub-portal of the company intranet, available to all the 1,000 key managers of the organization (in Italy and abroad).

The Avanti e Veloci web portal played a key role in supporting the program, helping to deliver tremendous organisational benefits to the group.

Benefits including helping to turn around a loss of 2 million euros a day to an operating profit level of 5 million euros per day. These numbers speak for themselves.

# Staff Locator

Gold award winner – core functionality: City of Casey (Australia)



No matter what page of Boris you may be browsing, the cursor is always focused in the staff search form. Users do not have to click on the Staff Search form – they can just start typing a name.

Boris uses AJAX to bring back staff names as they type in the 'Quick Staff Search' window that instantly pops up. Within a flash, typing 'M-I-C' would bring back a list of all the Michelles, Michaels and so on. Continuing to type 'M-I-C-H-A' will refresh the list to only show Michaels.

The Quick Staff Search window shows a small photo, name, phone extension and email link as the search results. If any staff are on leave, their return to work date is listed. The leave dates will soon be automatically picked up from their soon to be launched HR web based kiosk. Presently, staff can click in their own leave dates through Boris.

Staff who have left the organisation can be listed by clicking the 'include previous staff' link in this window.

Clicking 'Find my location' shows a floorplan of their work building with a star denoting the location of their desk. If you were searching for someone who works on the same floor and building as you do, then the floorplan shows their location and your location, so you can determine where someone sits relative to you.

"This innovation is more about intangibles. It's about saving a few moments finding where someone sits. It's looking someone up in a few seconds. It's also about putting faces to names and making the organisation a friendlier place.

The best innovations are the ones you don't notice. This is one of those."


*Michael Cleland, Website Coordinator*

# Persona pack

Gold award winner – communication & collaboration: Environment Agency (UK)



Not all our customers are external.  
We need to get it right for our own staff...



40 Environment Agency Get to know our customers Environment Agency Get to know our customers 41

The intranet at the Environment Agency had grown organically, and like many such sites, lacked focus and coherence. In preparation for a major intranet redesign, a persona pack was developed to articulate the key audiences for the site. These personas were then used to communicate the purpose and direction of the intranet to authors and other key stakeholders.

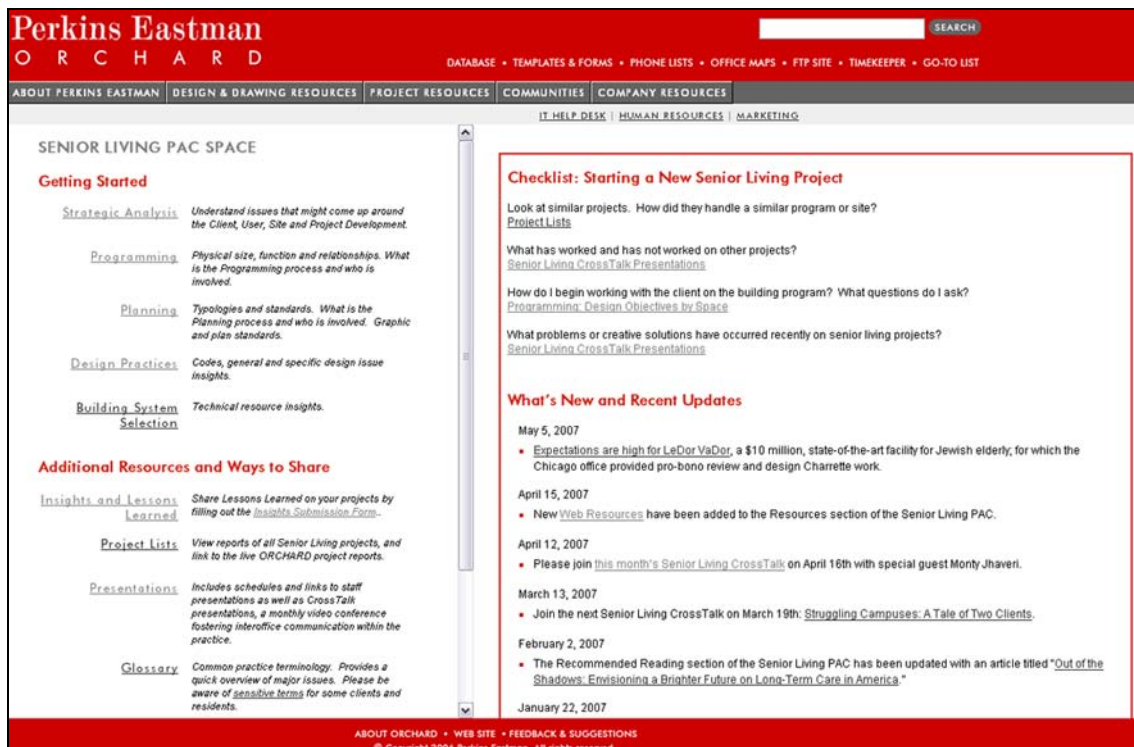
Three intranet personas were created: Nikki – New Starter; Marcia – Manager and Owen – Enforcement Officer.

A short booklet was developed that presented tasks and goals from the persona perspective. The ‘put yourself in your customers seat’ tag was used throughout. This was backed up with strong visuals that showed the personas’ work desks and described their key tasks and goals.

A set of summary cards was also produced, along with a mouse mat showing all personas.

# Practice Area Communities

Gold award winner – communication & collaboration: Perkins Eastman (USA)



Perkins Eastman is a major architectural firm with a clear need to share knowledge between staff located in widely dispersed offices.

Practice Area Communities (PAC) were set-up on the intranet to share staff expertise, and exchange both explicit and tacit knowledge. This in turn helps drive innovation across the organisation as a whole.

The purpose of each Practice Area Community (PAC) is to enable knowledge sharing between individuals; across project teams, studios, offices, and practice areas; and the entire international organization. The knowledge that is transferred at each of these levels enables Perkins Eastman to evolve into an industry leader.

The PACs are recognized by staff as a key source for information and knowledge. Each PAC is structured to serve as an ongoing educational and learning resource for all staff. The resources provided in each PAC are the sum of the collective wisdom of all staff that contribute and participate – strengthening the firm's knowledge systems.

Each PAC area is maintained by up to three "Gatekeepers" who have been recognized by the firm as industry and practice area experts with extensive experience and knowledge.

Each Gatekeeper is encouraged to share their knowledge, and to facilitate the sharing of knowledge by other staff. A Knowledge Resource Team (KRT) member serves as a liaison to the Gatekeeper group, and together they ensure each PAC section of ORCHARD (the intranet) undergoes continuous improvement.

The PACs provide a wealth of knowledge, both explicit knowledge that has been codified as well as tacit knowledge exchange in real-time. Providing staff with multiple formats for knowledge sharing and continuous learning, they are provided additional means to innovate and consistently deliver award-winning projects.

# Product collaboration

Gold award winner – frontline delivery: Nycomed (Switzerland / Denmark)

The screenshot displays the Nycomed Business Intelligence Portal. At the top, there is a navigation bar with the Nycomed logo, a search bar for the phonebook, and links for My Site, Site Settings, Help, Eventlist, Sitemap, and Organisation. Below this is a secondary navigation bar with icons for Home, People, Products, Markets, Our Company, Projects, and Tools & Services. A search bar for 'This topic' is also present. The main content area is titled 'Overview of Nycomed's international strategic products' and contains a table with the following data:

#	Product	Product Contact	Medical Contact	Therapeutic areas
	Actovegin	Kalle Känd	Lusine Movsesyan	
	Angiox® bivalrudin	V. Wadsworth	K. Allkmetz	Cardiology
	Beriplast® The World's Best Blood	L. Tinnig	J.P. Marstein	Tissue Management
	Calcium D3 Sole Calcium D3 Solution	P. H. Møller	H. Greisen	Osteoporosis
	Curosurf®	J. Pletbjer		
	INSTANYL	U. Jonson	L. Popper	Pain management
	matrifen	M. Tvedskov	J. Mangersnes	Pain management

On the right side of the portal, there are several promotional banners: 'Knowledge Sharing on the Nycomed Business Intelligence Portal What's in it for you?', 'R&D Product Development Medical Sciences', 'Portal Area owner' (Dick Söderberg, Senior Vice President, +45 46 77 10 79), and 'Portal Area manager' (Carsten Lysholt, Web Marketer, +45 46 77 10 35). A sidebar on the left contains 'Current Location' (Home, Products, Denmark, Finland, Netherland, Norway, Sweden, Therapeutic areas) and 'Actions' (Create Subarea, Change Settings, Manage Security, Manage Content, Manage Portal Site, Add to My Links, Alert Me, Edit Page).

Products are clearly the core of any pharmaceutical company. When the business is global in scale, however, it can be almost impossible to bring together all the relevant product details in a single location, and to present them in a coordinated way.

The team from Nycomed did exactly that. Working closely with teams in research development and marketing, the intranet team was able to assemble a single, cohesive set of product documentation. While plain in design, this nonetheless represents a valuable innovation for organisations of this nature.

On the former intranet (Nycomedia), employees worked in department silos. Each part of the organisation worked on and with their own documents. This often results in duplication of content and no full overview of all available information. This generated considerable chaos across functions and from market to market, leading to no unified communication.

As the development of core documentation is pivotal for Nycomed's business, a new solution had to be found for the new intranet Nycomed Portal.

People are working in different countries and functions have to contribute data, text, feedback, comments and approvals. Often these documents are developed under time constraint and are very business sensitive (e.g. evaluations and marketing plans).

The goal for Product Collaboration was therefore to make sure that employees were working on the correct and most updated documents.

The existing work done on the intranet was reused, but a simple and common entry page was created. This provided a more useful and professional face to 'Products', and a united channel for frontline delivery.

# Away Today

## Gold award winner: SunGard AvantGard (USA / New Zealand)

**SUNGARD AVANTGARD CHRISTCHURCH** Quick Links

Intranet V4.4 Search

**My intranet links**  
HowTo add links

**Most Used**  
Employee Office  
Intranet Search  
Forums  
News Items  
Out of office form  
Leave Request  
Quantum Licensing  
Office Times  
Martin Boyd talk  
eTreasury Releases  
Quantum 44 Release  
Risk  
Quantum Support  
AvantGard Knowledge Base

**Christchurch most used**  
VB DotNet Questions  
HelpDesk Infomine  
Human Resources  
QTG  
KiwiSaver  
QCR 4.5BOTM

**Daylight Savings your action**  
Dorje McKinnon, 10 Sep  
If the PC you look after runs Windows VISTA or Windows 2000 - please call Jeremy in IT extension 830.  
Everyone else please run the following tool ONLY ONCE  
`\\amigo\software\microsoft\TimeZoneUpdate2007\installtzmove.cmd`  
Check that the meetings over the next three weeks are at the right times, within your Outlook calendar

**Faulty Nokia Batteries**  
David Boughton, 17 Aug  
If you have bought a Nokia phone with a BL-5C battery in the last couple of years you might want to check if the Battery is prone to overheating by visting the following web page:  
<http://www.nokia.com/batteryreplaceme> are replacing faulty batteries worldwide FOC.

**Weekly SunGard press coverage**  
Brian Robins, 14 Aug  
Highlights: SunGard Higher Education announced that it has opened offices in Melbourne and Sydney to provide local support for higher education institutions in the Asia Pacific region. SunGard Higher Education's solutions, strategic consulting, and technology management services help institu...

**Car Rally family day out**  
Dorje McKinnon, 14 Aug  
Yes finally your chance to LET THE WESTIE IN YOU GO  
FREE!!!A car rally around the

**Fancy your team to win the Rugby World Cup?**  
Jackie Keys, 25 Jul  
Join the SunGard Rugby World

**From Christchurch**  
  
**Jane Doe**  
Software Engineer  
Reports to Bob Brown

**Employee Directory**  
 Find

**Away Today (this month)**  
Dave Smith  
Jane Small  
Darren Heal  
John Baker  
Sarah Right →  
Neil Brown PM

**AWAY11SEP**  
Dave Smith (11)  
Jane Small (2)  
Darren Heal (6)  
John Baker (7)  
Sarah Right → (22)  
Joan Broad (2)

SunGard AvantGard is a financial services software vendor, with staff located in offices globally.

The home page of the intranet is enhanced through the delivery of 'Away Today' and 'Away Tomorrow' functionality, showing staff who are not at their desks today or tomorrow. The reason for their absence is also listed, along with an indication of how long they will be away for.

Staff sitting 30ft or 1000km apart email questions to each other. If they get no response they email again. Then they try the phone and if they don't get hold of the person they will, if possible, walk to their desk to ask those around the area where the person is.

This is a significant consideration for a widely dispersed organisation such as SunGard AvantGard, and it impacts on the ability to communicate and coordinate.

This innovation also resolves problems for the managers of operational staff who are constantly on the road.

The Away Today and Away Tomorrow functionality makes use of existing intranet based systems which record leave and out of office dates and details.

This system is innovative in that it makes use of existing data and presents it in a way which makes it useful to staff every day.

# Investigator Wizard

Gold award winner – business solutions: QBE (Australia)

The screenshot shows the 'Investigator Wizard' web application interface. It features a top navigation bar with tabs for 'Incident', 'Injury', 'Worker or contractor?', 'Claimant's work capacity', 'Expenses claimed', 'Recovery potential', and 'Surveillance'. The 'Injury' tab is currently selected. Below the tabs, there are two main sections: 'Select triggers' and 'Select evidence needed'. The 'Select triggers' section contains a list of checkboxes for various incident types, such as 'Occurred outside working hours', 'Occurred on weekend', 'Occurred off site', 'Occurred on journey to or from work', 'Caused by motor vehicle', 'Caused by an assault', 'Police investigation', 'Regulator investigation', and 'Caused by equipment failure'. The 'Select evidence needed' section contains a list of checkboxes for various types of evidence, such as 'Copy of the employment contract', 'Taxation records from claimant and/or employer', 'Original claim form (claimant and/or employer)', 'Copy of equipment records', 'Copy of the employer's notification form', 'Copy of correspondence between claimant and employer', 'Check the authenticity of anonymous information', 'Relevant public record information', and 'Any report about the incident and/or injury'. On the right side of the interface, there is a 'Help' section with a list of instructions for using the wizard. At the bottom right, there is a red button labeled 'Generate a referral...'

As part of the redevelopment of the Statutory Claims intranet site at QBE (a major insurer operating in Australia and globally), the “Investigator Wizard” was developed.

This helps claim managers to recognise fraudulent claims and to refer them for investigation. A simple online interface allows key ‘triggers’ to be identified, along with a list of evidence needed.

Online forms then capture details for an automatically generated referral letter, streamlining processes and increasing consistency.

The intranet was an ideal platform: already an excellent resource on fraud and investigation materials, not dependent on any other application (i.e. not buried in online help or a workflow application), and easily accessible any time to a case manager in any QBE branch across Australia.

The Investigator Wizard has raised the standard of referral letters to investigator firms markedly.

“Since the introduction of the Investigator Wizard the quality of instructions to investigators has significantly improved. Case managers are now correctly identifying claims that may benefit from an investigation. And, their referral letters now clearly specify issues. The Investigator Wizard lets a case manager focus on managing a claim rather than managing an investigation. And, feedback from investigators has been equally positive. Many agree that the improved quality of instructions gives them a better understanding of what is expected from them.”

*Geoff Bown, QBE Statutory Classes  
Fraud Advisor*