

Digital Workplace mehr als eine Cloud Plattform für Office Anwendungen



Guten Tag



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**Denken Sie
Ihr digitales Mitarbeitererlebnis
neu.**





Trends & Realität



**Technologische Entwicklungen
werden kurzfristig überschätzt,
langfristig unterschätzt.**

The Mobile Intranet: Are We There Yet?



By Jed Cawthorne | Feb 9, 2011

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CHANNEL: Enterprise CMS

The Definition and Checklist of an Enterprise Customer Data Platform [\(Read More\)](#)

The Mobile Enterprise is the editorial theme here at CMSWire this month and many of my colleagues have written interesting articles, which have prompted me to look again at what exactly is required to achieve a "mobile intranet".

Enterprise Information Mobility

In his article "[Enterprise Information Mobility: How smart is your smartphone](#)" my esteemed colleague Martin White introduces the concept of [Enterprise Information Mobility](#) (EIM, is not to be confused with Enterprise Information Management, of which, I suppose it is a direct sub-set!). Martin references many recent studies which can be summarized as "mobile is where it's at".

However as we are calling it 'Enterprise' Information Mobility, we can think in terms of our extended intranet ecosystem and can ask ourselves what content and information sources do our users really need to be able to access? Figuring that out

A Brief History of Social Intranets



By James Dellow | *Oct 29, 2012*

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CHANNEL: Social Business

Lots of commentators point a dismissive finger at [social intranets](#) and enterprise social networks (ESNs), labeling them simply as vendor-driven hype. On the other hand, there is also plenty of ignorance around about the origins of social software and how it came to be used inside business.

Clay Shirky is credited for the phrase 'social software', not just because of the [summit he organized in 2002](#) but because he was deeply involved with exploring the topic in the early part of the last decade.

Writing on the [Many-to-Many group blog](#) a little while after that first summit, [Shirky recognized early on](#) that people would be concerned that it was just hype:

people are rightly suspicious of grandiose claims of novelty. I can't speak for



Google Trends

Compare



Sign in



Mobile Intranet

Search term



Social Intranet

Search term



Add comparison

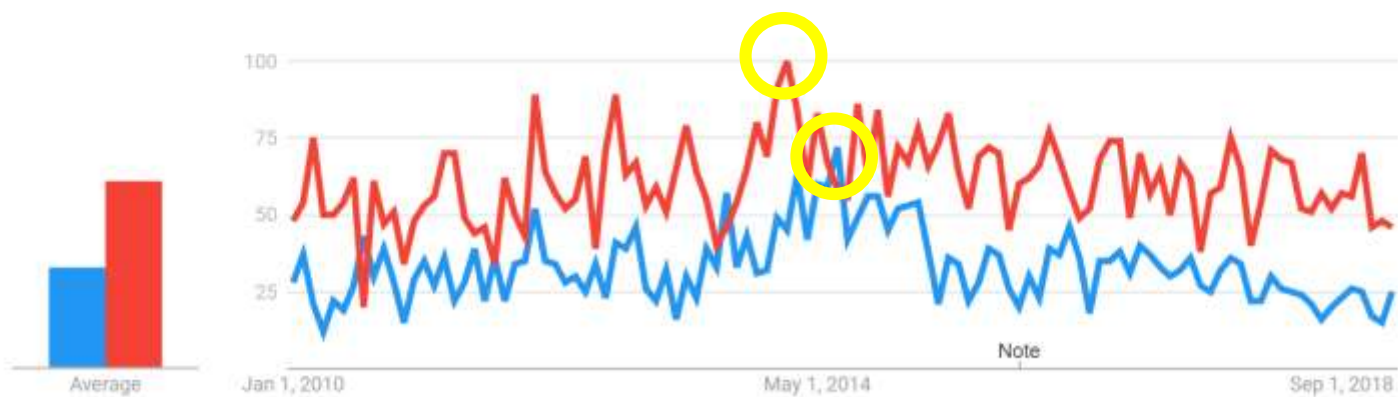
Worldwide ▾

1/1/10 - 2/1/19 ▾

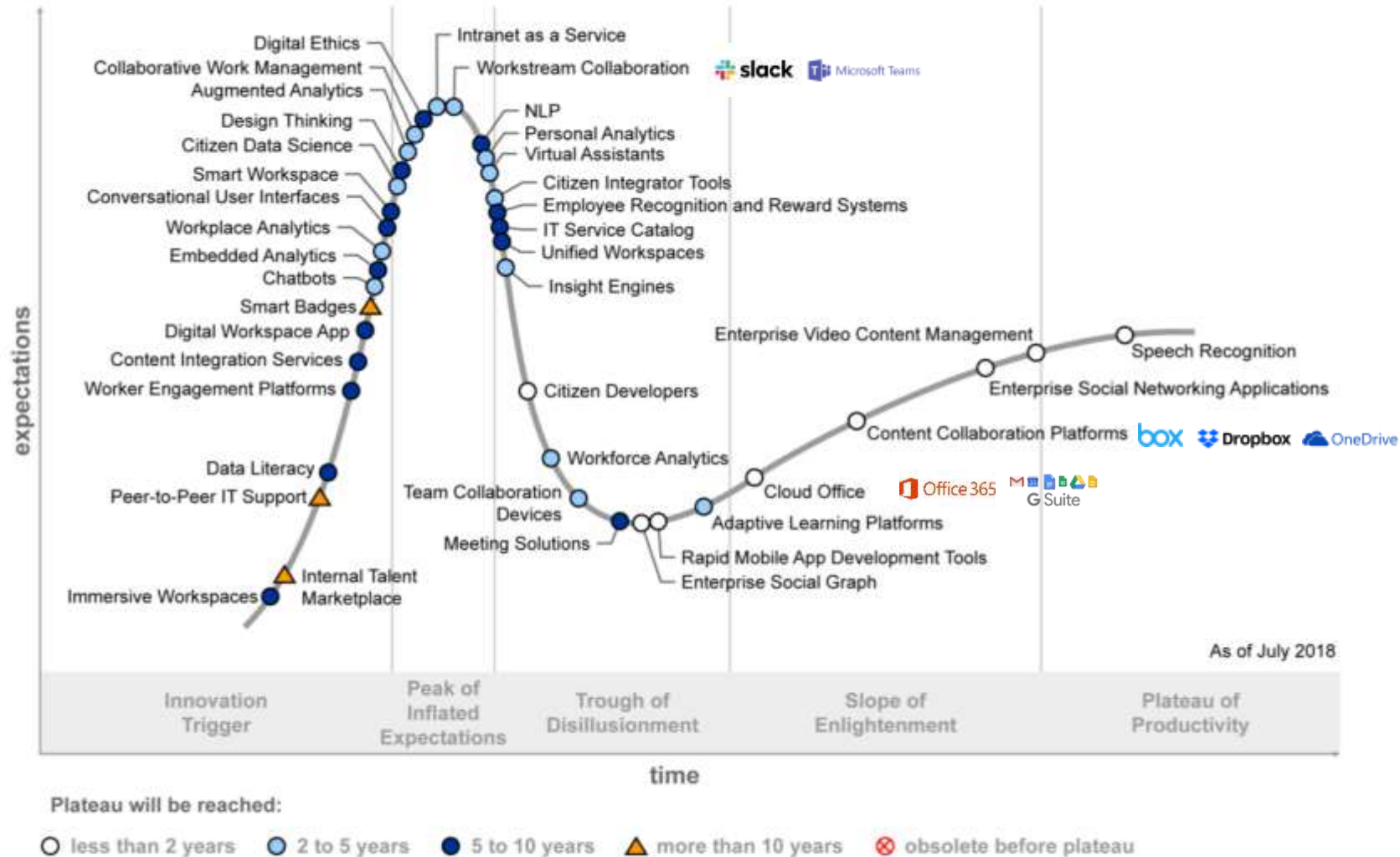
All categories ▾

Web Search ▾

Interest over time



Hype Cycle for the Digital Workplace, 2018





Google Trends

Compare



Sign in



Digital Workplace

Search term



Employee Experien...

Search term



Add comparison

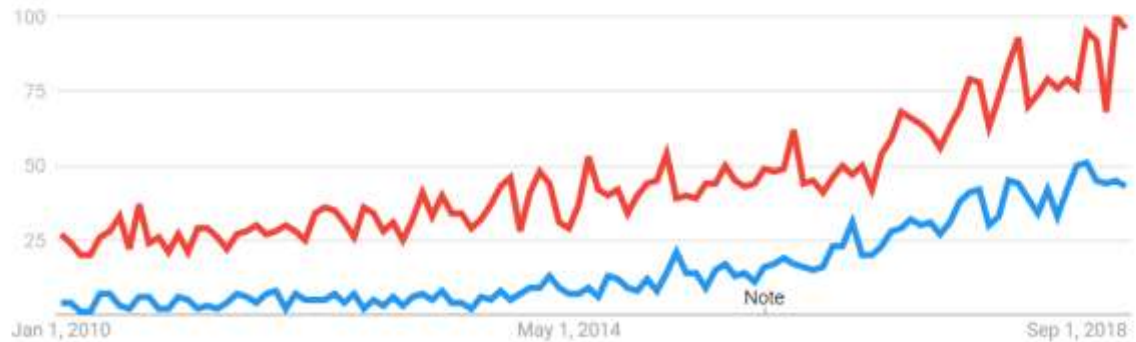
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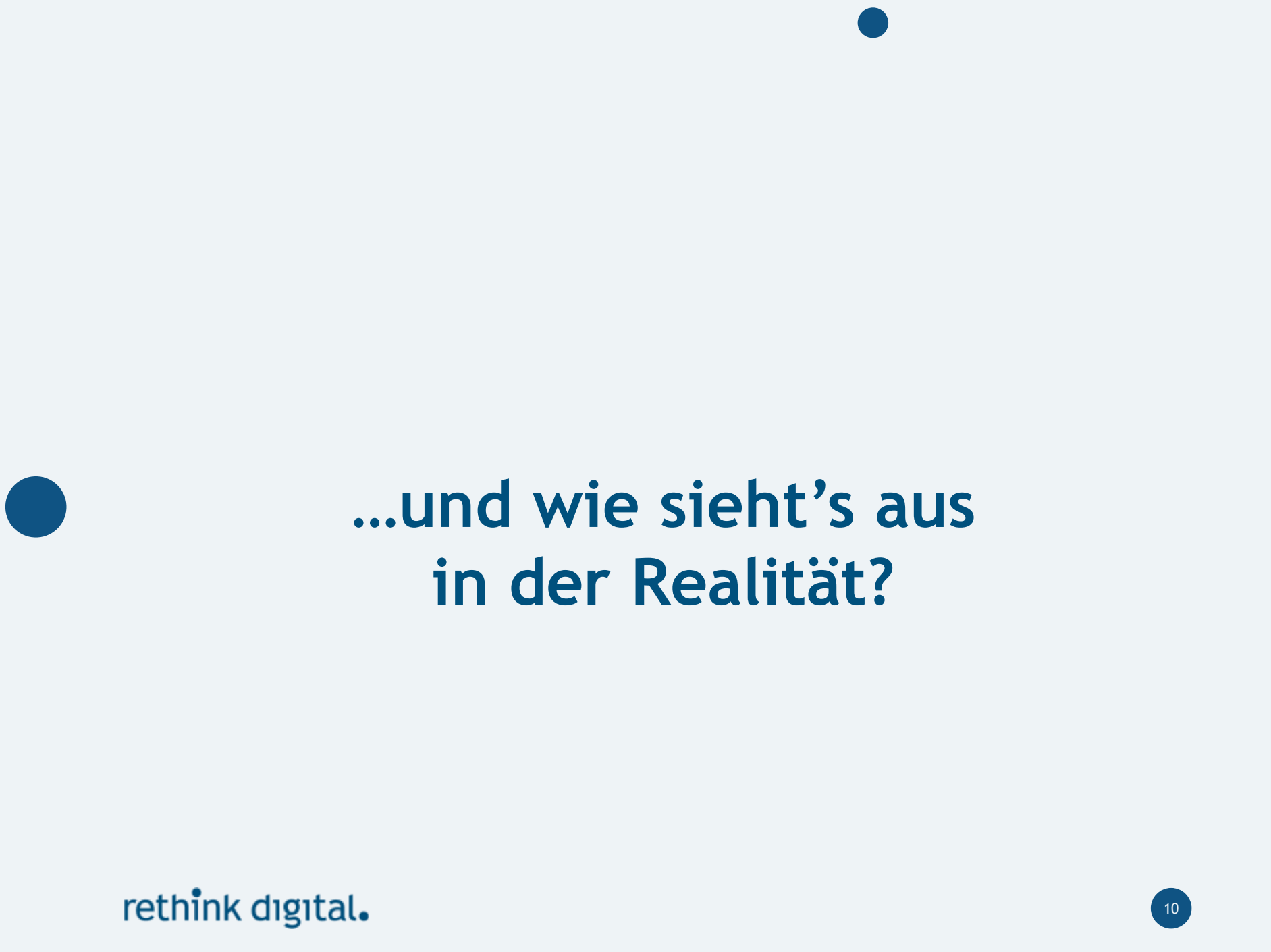
1/1/10 - 2/1/19 ▾

All categories ▾

Web Search ▾

Interest over time





**...und wie sieht's aus
in der Realität?**



**Kein Mitarbeiter bzw. End User fragt
nach einem «Digital Workplace»,
sondern beklagt sich über...**



Ich finde nichts, es gibt zu viele (veraltete) Informationen.

Es gibt keine vernünftige Lösung für die digitale Zusammenarbeit, und Externe haben keinen Zugriff (...deshalb nutze ich halt Shadow IT).

Für meine tägliche Arbeit muss ich immer mehr verschiedene, nicht integrierte Tools nutzen.

Der Zugriff von unterwegs oder mit meinem eigenen Gerät ist kompliziert, funktioniert nicht, ist zu langsam.

Ich kann Inhalte nicht selber und einfach erstellen.



**Unternehmen sind (noch) stark
beschäftigt mit DWP Grundsatzfragen
und Rahmenbedingungen wie...**

Wir haben keine verlässlichen Mitarbeiterstammdaten von allen Mitarbeitenden, und auch keine durchgängigen HR Prozesse für Joiner/Mover/Leaver.

Viele Mitarbeitenden haben kein Account/Login und auch kein Firmengerät.

Wir haben keine zeitgemäße Identity & Access Management Lösung.

Wir denken wir sind kulturell noch nicht bereit, und wissen auch nicht ob/wie wir dies ändern sollen.



Wir wissen nicht wem manche Informationen gehören, ob/wie sie genutzt werden, und haben auch keine durchgängige Klassifizierung von Informationen.

Wir haben kein internes Know-How für Analytics und Search und die eingesetzten Technologien sind veraltet.

Wir sind uns nicht einig wie der DWP finanziert wird.

Wir haben (noch) keine Cloud Strategie.

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Zwischenfazit



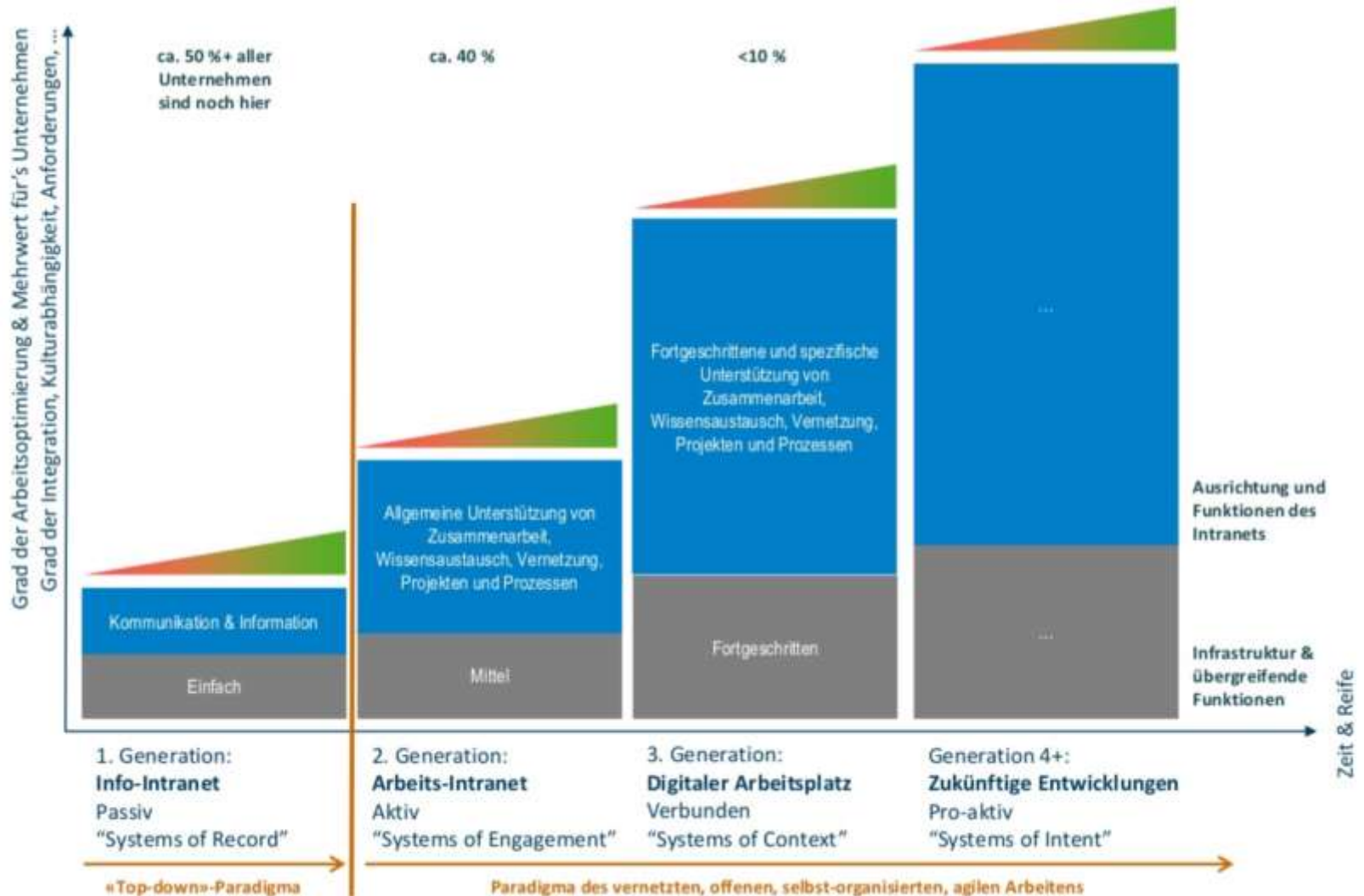
Viele altbekannte Pain Points der End User sind ungelöst.



Status Quo bei Unternehmen ist sehr fragmentiert.

Manche Unternehmen modernisieren, transformieren ihren Digital Workplace bereits seit mehreren Jahren, andere wiederum starten jetzt.

Intranet/DWP Reifegrad Modell



Zwischenfazit



- Cloud
- Office 365/Microsoft 365
- Digitalisierung von Blue Collar Worker
- New Ways of Working/Collaboration

sind aktuell häufig anzutreffende
DWP Themen bei Unternehmen.



Auch eher traditionelle Unternehmen
gehen nun neue Wege und nutzen
erste Cloud Lösungen.



Good Food, Good Life

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Careers Investors Media

Home > Media > Press releases > Nestlé launches Workplace by Facebook

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Nestlé launches Workplace by Facebook

[Back to Press releases](#)

Vevey, Switzerland, Jan 3, 2019

Nestlé has adopted Workplace by Facebook to connect its workforce and better serve its customers.

The announcement comes as the company is part of a process that began only a few years ago when worldwide use the platform to connect.

Nestlé has pledged to move quickly in response to changing consumer demand. With Workplace by Facebook, the company is already making a difference faster. People are experimenting with new ideas.



Search



Home



My Network



Jobs



Messaging



Notifications



Me

Die Microsoft Cloud Schweiz – eine sichere Innovationsplattform für Schweizer Grosskonzerne und KMUs

Published on December 11, 2018



Primo Amrein + Follow

Cloud Lead at Microsoft Switzerland

1 article

135

8

39

(English translation follows below)

Die UBS hat sich entschieden, die langjährige Partnerschaft mit Microsoft zu vertiefen. Um die rechtlichen und regulatorischen Anforderungen einzuhalten, wird die UBS die zwei Schweizer Datacenter von Microsoft nutzen, welche 2019 in den Regionen Zürich und Genf in Betrieb genommen werden.

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Digital Workplace

Es ist kompliziert.

Es ist paradox.
Eigentlich gibt es den DWP schon lange
und eigentlich gibt es ihn nicht.



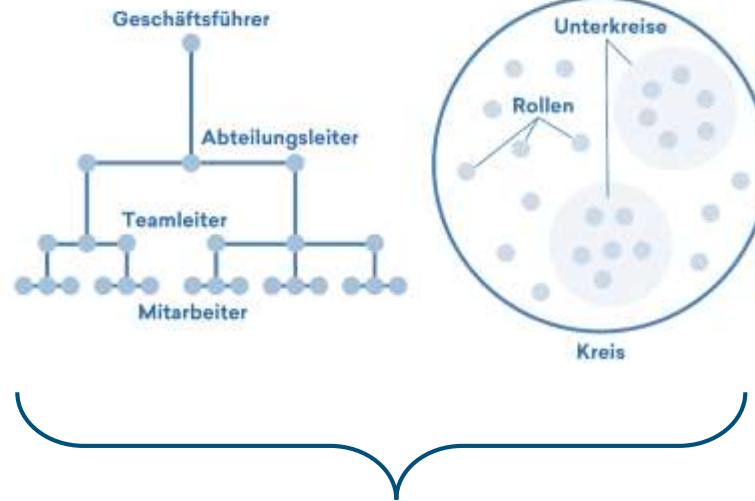


● Wer sind den eigentlich die End User?

Hierarchie

versus

Holokratie



Manager



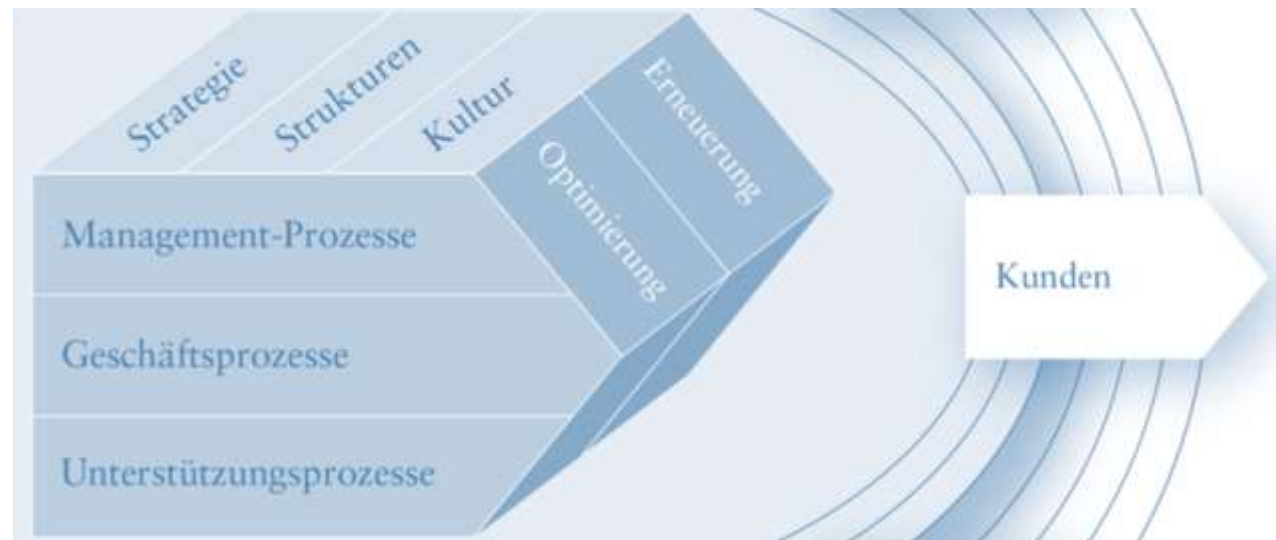
Information
Worker



Blue Collar/
Touchpoint Worker



Subject Matter Experts



St. Galler Management Modell (vereinfacht)



● Und was machen diese End User
im Arbeitsalltag?

Manager



Information Worker



Subject Matter Experts



Blue Collar/ Touchpoint Worker



06:00

E-Mail

News

Meeting

E-Mail

Meeting

Meeting

HR

Business Application

E-Mail

12:00

E-Mail

News

Search & Ask

Collaborate

Search & Ask

Meeting

Employee Self Service

Collaborate

E-Mail

E-Mail

News

Business Application A

Search & Ask

Business Application B

Employee Self Service

Meeting

Business Application

Search & Ask

Blue Collar Work

News

Blue Collar Work

Employee Self Service

18:00

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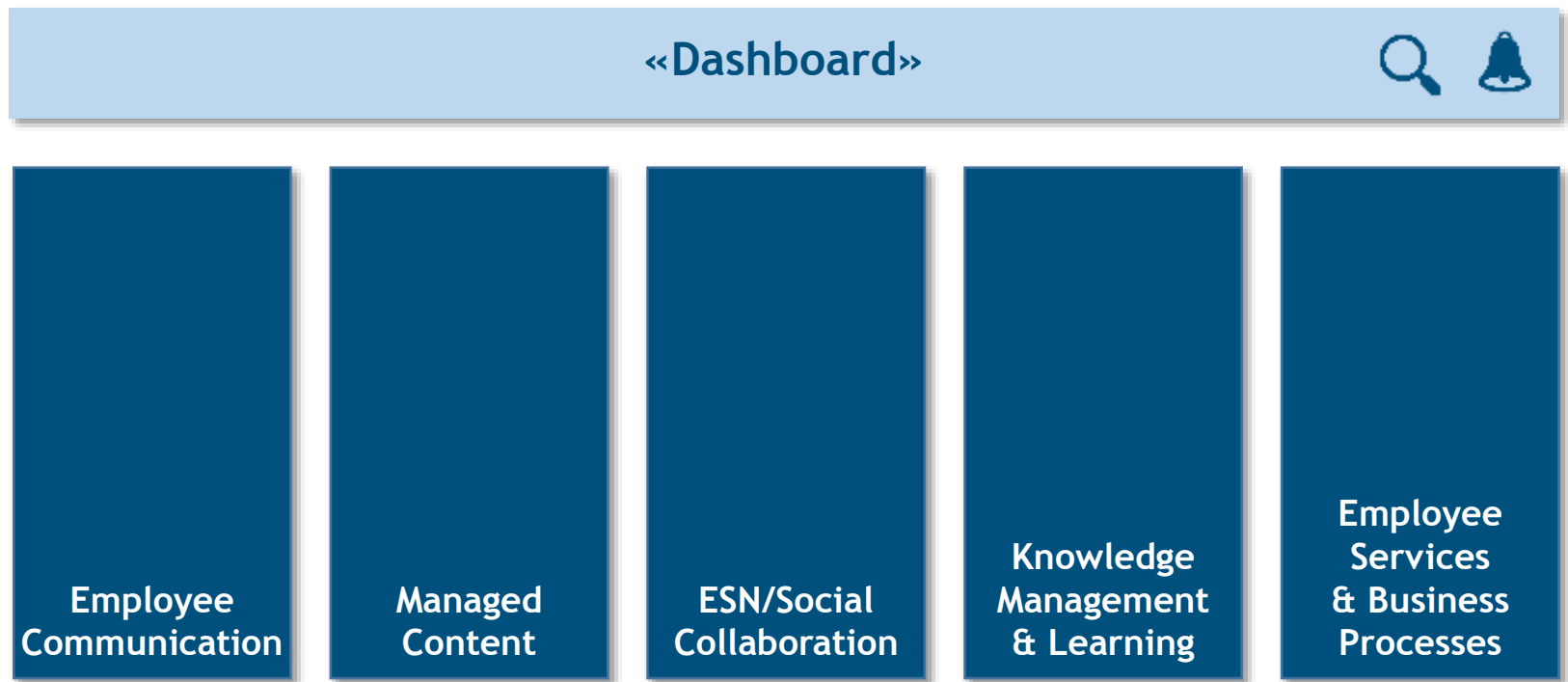


Der Arbeitsalltag der End User bzw. Mitarbeitenden ist sehr verschieden.



Ergo muss es eigentlich auch der DWP bzw. die Digital Employee Experience sein.

Typische funktionale Building Blocks eines Modern Intranet/Mitarbeiterportals/DWPs





Digital Workplace Technologie

ziemlich unübersichtlich
und sehr dynamisch

Aktuell verbreitete Technologien für Modern Intranets/Mitarbeiterportale/DWPs

«add-ons»



«add-ons»



«add-ons»



Plattformen



etc.

Mitarbeiter Apps



etc.



ESN / (Social) Collaboration Lösungen



etc.

(Social) Intranet Lösungen



Adobe Experience Manager



sitecore



WORDPRESS



etc.

Web Content Management Systeme

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Intranet Design Annual

The Year's 10 Best Intranets



INTRANETS AT A GLANCE 2017

Company	Intranet Platform	Language(s)	Mobile Approach	Agile Development
Bank of America	Open Text Portal Platform	English	Responsive web design	No
Encana	SharePoint 2013	English	N/A	Yes
Goldcorp	SharePoint 2013	English, Spanish, French	Responsive web design	Yes
Goodwill	SharePoint 2010	English	Planned for next release/upgrade to SharePoint 2016	Yes
IBM	Custom solution	English	Responsive web design	Yes
JetBlue	Custom PHP application	English	Responsive web design	No
Kerry Group	SharePoint 2013	English	Responsive web design	Yes
Latvian Railway	Drupal	Latvian	Responsive web design	Yes
Santander Group	Liferay 6.2 + SharePoint 2013	Spanish and several other languages	Responsive web design	At certain points in the project
Tourism New Zealand	Office 365 (SharePoint online)	English	Responsive web design	No

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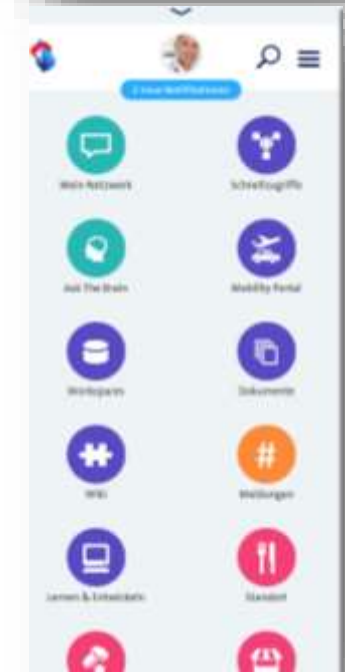
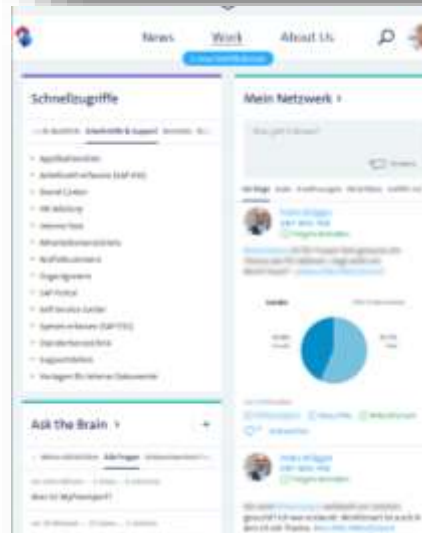
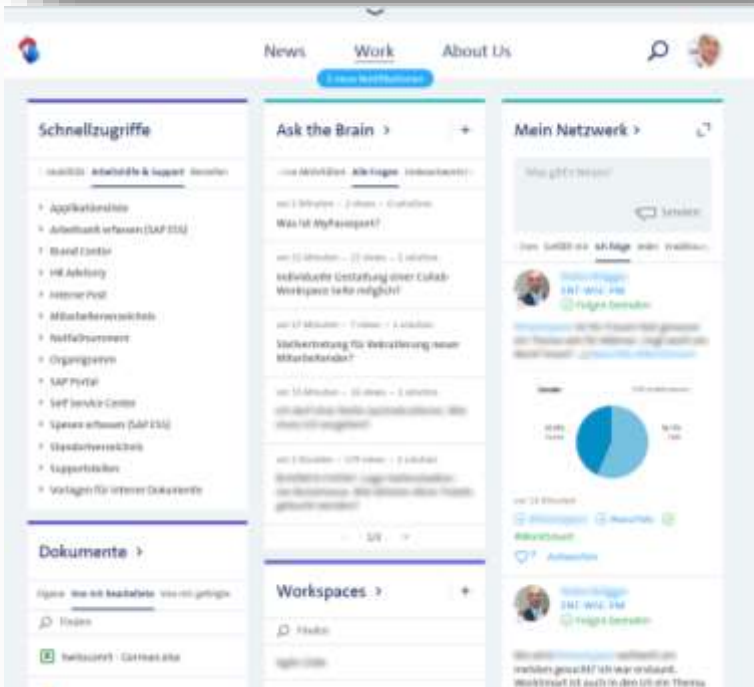
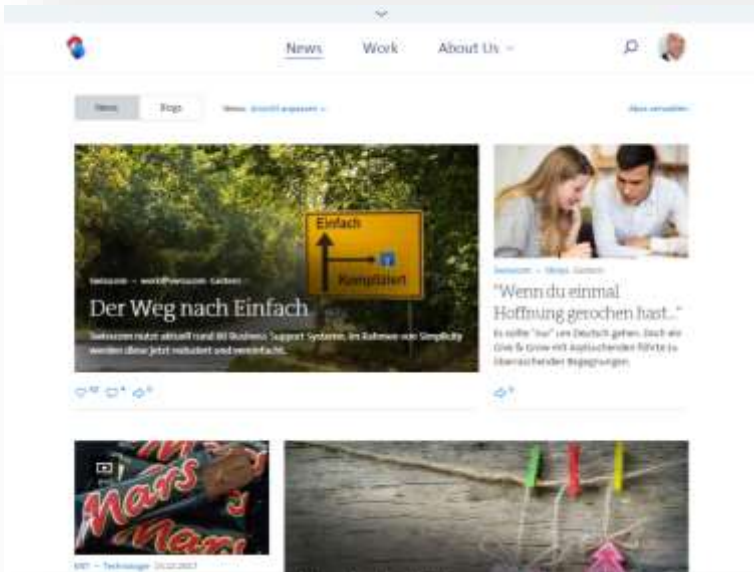
INTRANETS AT A GLANCE 2019

Company	Intranet Platform	Language(s)	Mobile Approach	Agile Development
3M	SharePoint Online	15 primary languages, with more options available for content owners to use any languages that O365 supports	Responsive web design	Yes (for second half of build and ongoing run-state)
Anthem, Inc.	Oracle WebCenter Suite 12c	English	Responsive web design	Yes
BHP	SharePoint Online	English and Spanish	Responsive web design and a mobile app (in development)	Yes
Duke Energy	SharePoint Online (O365)	English	Responsive web design	Yes
European Bank for Reconstruction (EBRD)	Oracle WebCenter Sites	English	Responsive web design	Yes
Flight Centre Travel Group	Unify	Auto translation and 1:1 translation	Responsive web design and dedicated iOS and Android app	Yes
IBM	Bluemix	English and Japanese (for some reports and tools)	Responsive web design	Yes
Lamprell Energy Limited	IIS, ASP.Net	English	Responsive web design	Yes
Messer Construction Co.	SharePoint Online (O365)	English	Responsive web design	Yes
Norwegian Government Security and Service Organization (DSS)	A custom implementation of EPiServer CMS 11, along with SharePoint 2013 for search and collaboration	Norwegian, English	Responsive web design	Yes (monthly releases of new functions)

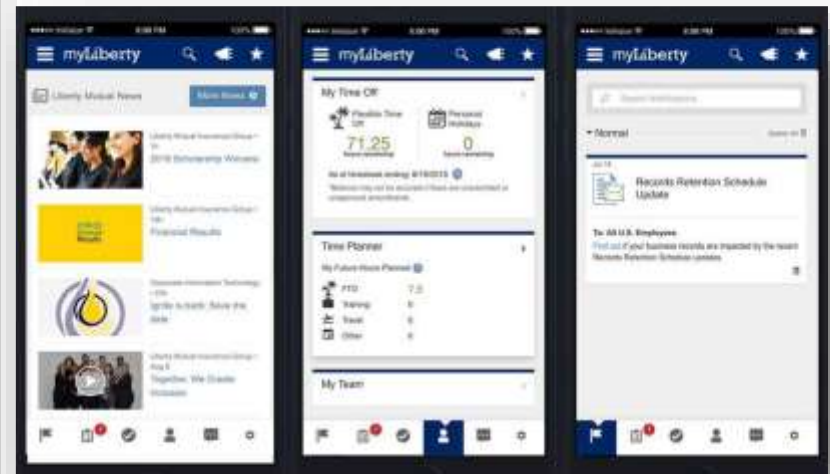
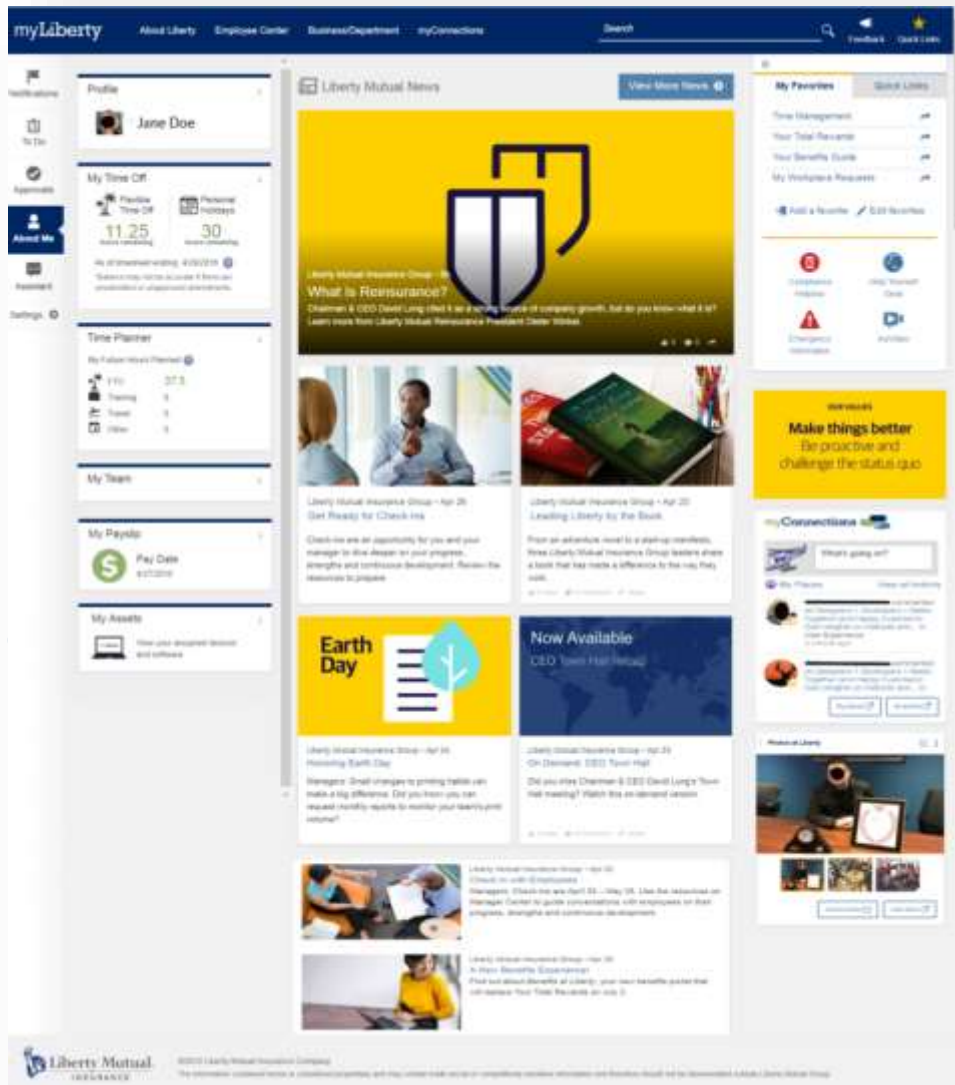


Digital Workplace UX

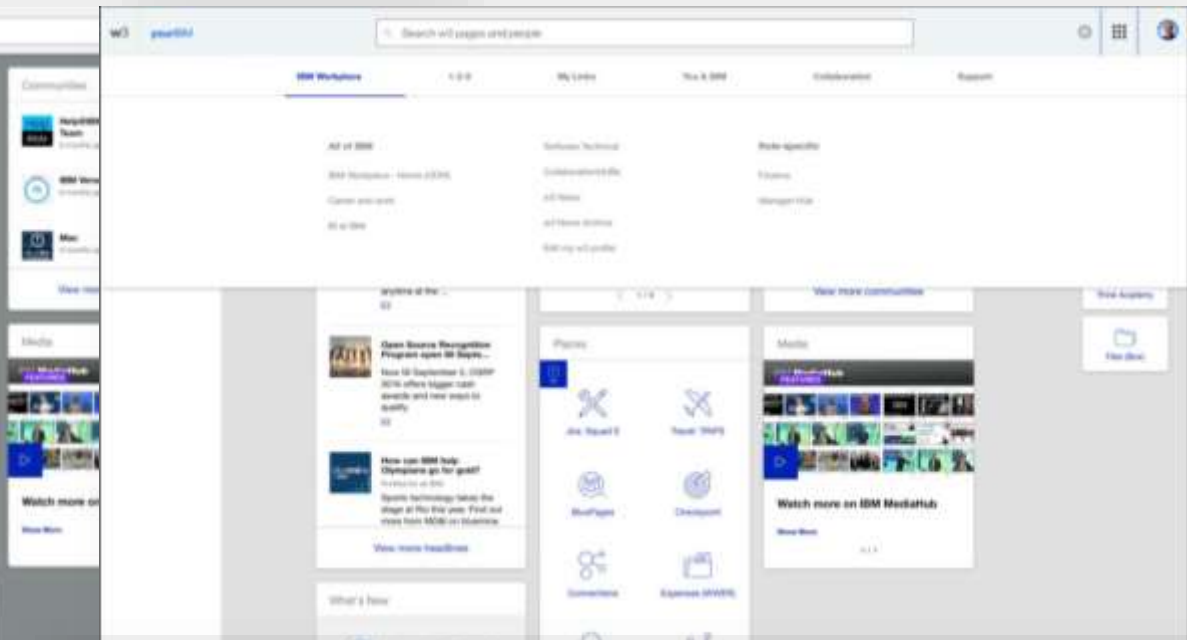
Trial and Error



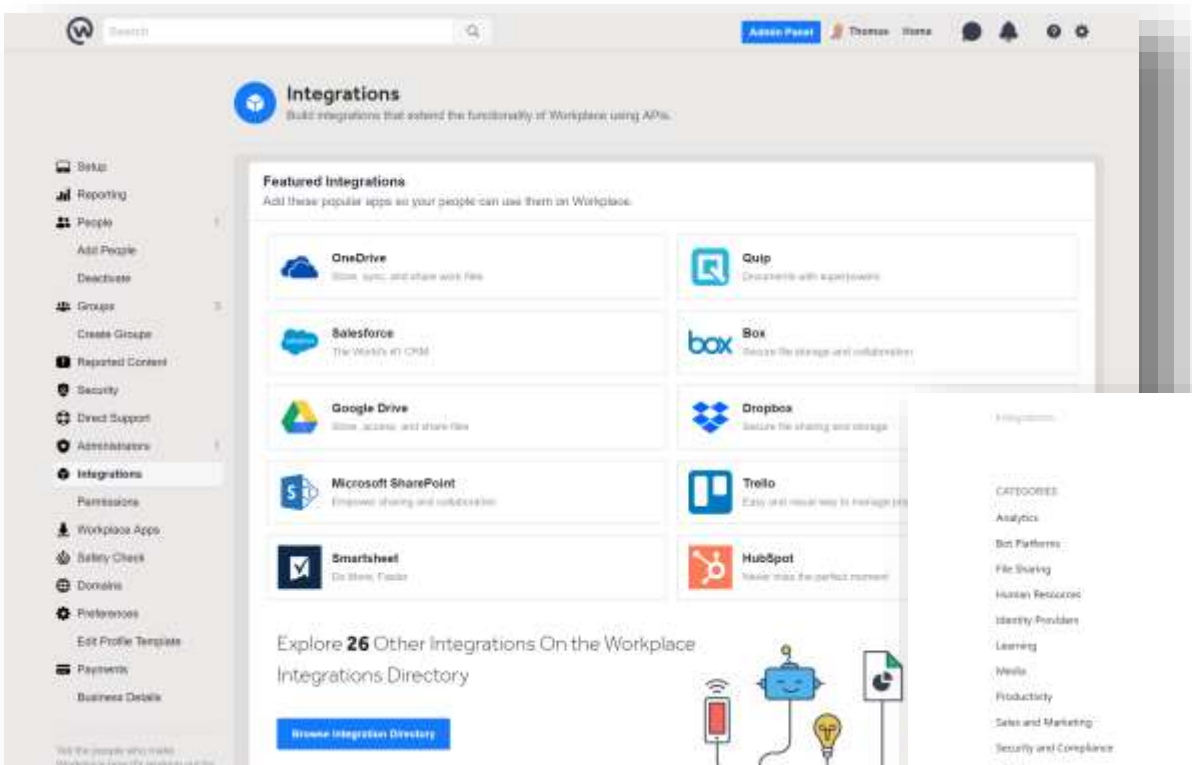
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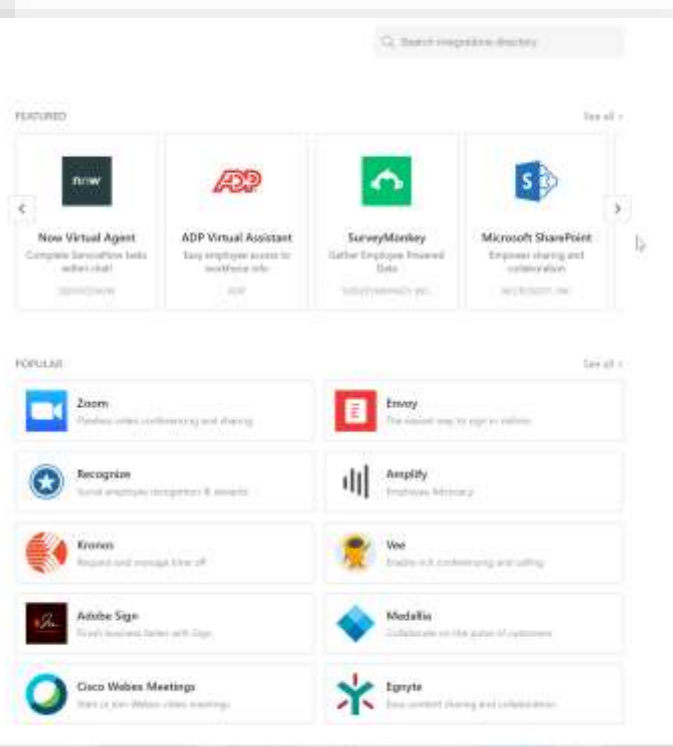
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Workplace by Facebook



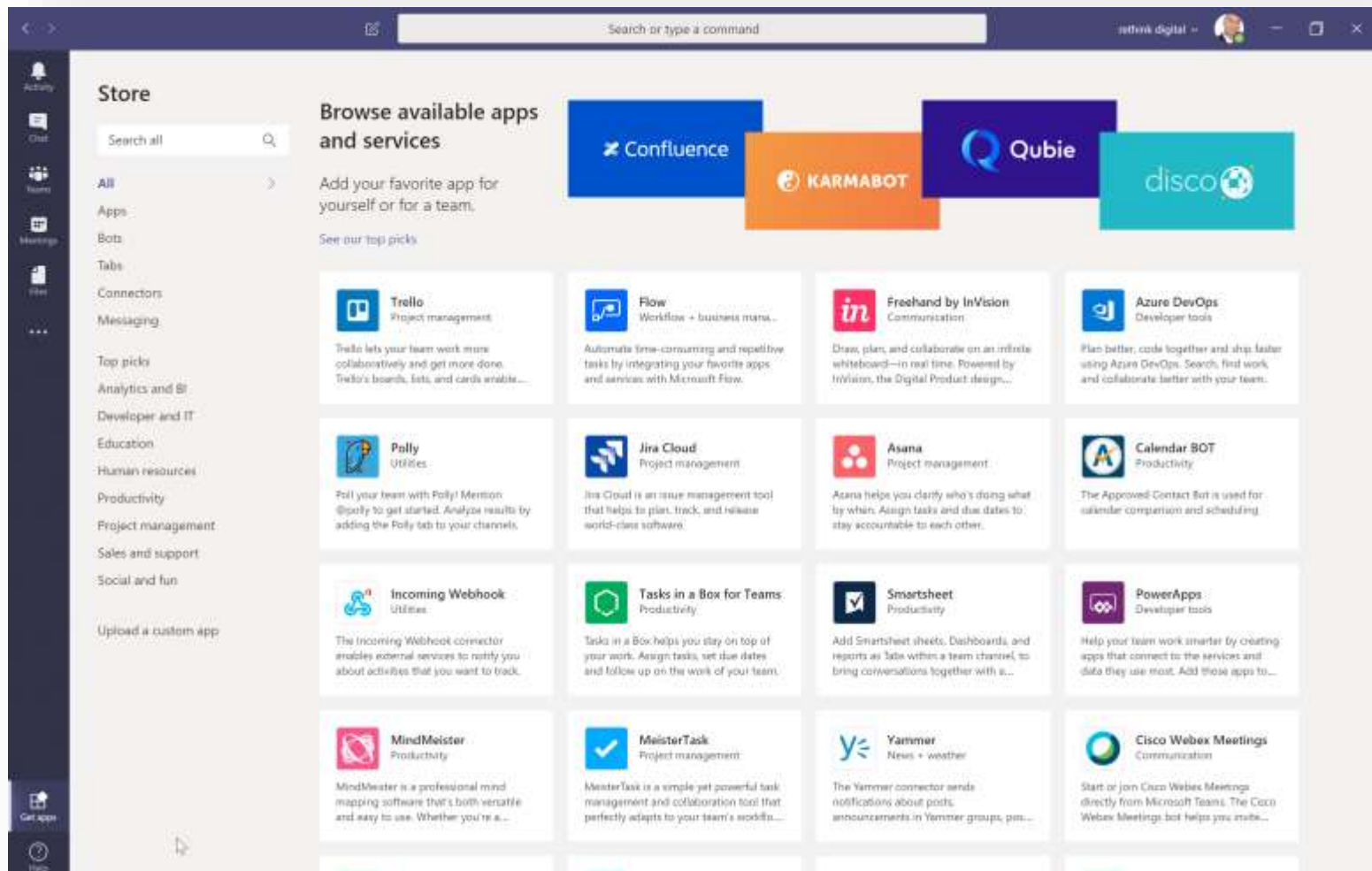
The screenshot shows the Workplace by Facebook Integrations page. On the left is a sidebar with navigation options: Setup, Reporting, People, Add People, Deactivate, Groups, Create Groups, Reported Content, Security, Direct Support, Administrators, Integrations (highlighted), Permissions, Workplace Apps, Safety Check, Domains, Preferences, Edit Profile Template, Payments, and Business Details. The main content area is titled 'Integrations' with the subtitle 'Build integrations that extend the functionality of Workplace using APIs.' Below this is a 'Featured Integrations' section with a grid of app cards: OneDrive, Salesforce, Google Drive, Microsoft SharePoint, Smartsheet, Quip, Box, Dropbox, Trello, and HubSpot. At the bottom of the featured section is a link to 'Explore 26 Other Integrations On the Workplace Integrations Directory' and a 'Browse Integration Directory' button. To the right of the main content is a 'Search integrations directory' input field and a list of categories: Analytics, Bot Platforms, File Sharing, Human Resources, Identity Providers, Learning, Media, Productivity, Sales and Marketing, Security and Compliance, Social, Survey and Feedback, Task Management, Voice & Video, Developers, Custom Integrations, Partners, and Request an Integration.



The screenshot shows the Workplace by Facebook Integrations Directory. It features a 'Search integrations directory' input field at the top. Below is a 'FEATURED' section with a grid of app cards: New Virtual Agent, ADP Virtual Assistant, SurveyMonkey, and Microsoft SharePoint. Below the featured section is a 'POPULAR' section with a grid of app cards: Zoom, Emory, Recogniix, Amplify, Kronos, Veeva, Adobe Sign, Medallia, and Cisco Webex Meetings. Each card displays the app's logo, name, and a brief description of its functionality.

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Microsoft Teams

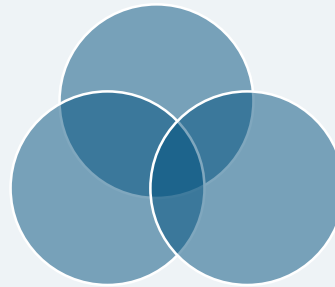




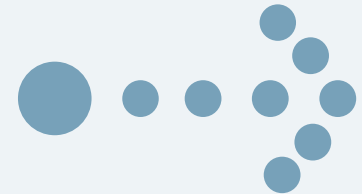
Wrap-up



understand



rethink



evolve



● Denken Sie Ihr digitales Mitarbeitererlebnis neu.