

## The Leading Intranets in Nielsen Norman Group Competition Shift the Priority in Knowledge Management

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NNG Announces this Year's World's 10 Best Intranets and the Top

SAN FRANCISCO--(Business Wire)--Intranets have for years played a key role in knowledge management as repositories for data, and platforms for information sharing. In announcing the winners of its eighth annual intranet design competition, user-experience research firm Nielsen Norman Group noted that today's leading intranets are going well beyond this, flipping the priority from information to people. The recognition that knowledge resides with people has led to a new design emphasis on methods of accessing people--rather than data--to obtain the needed knowledge.

"It's now a given to have basic features such as an employee directory on a company's intranet," said usability expert Jakob Nielsen, principal of Nielsen Norman Group, "What's new is the polish and sophistication that companies are giving them so that they serve even more useful purposes, which in the case of the directory means providing more than an employee's name, rank and serial number, but also his subject-matter expertise, for example."

The world's 10 best intranets named in this year's contest provide numerous examples of this and other trends in intranet design, and are each described in detail in Nielsen Norman Group's 365-page report entitled "Intranet Design Annual 2008: The Year's 10 Best Intranets," co-authored by Nielsen Norman Group director of research Kara Pernice, co-founder Jakob Nielsen, and researcher Patty Caya.

The 10 organizations with winning intranets are based in six different countries and have employee populations ranging in size from 200 to 200,000. In alphabetical order, they are: Bank of America (US); Bankinter S.A. (Spain); Barnes & Noble (US); British Airways (UK); Campbell Soup Company (US); Coldwell Banker Real Estate Corporation (US); IKEA North America Service, LLC, (US); Ministry of Transport (New Zealand); New South Wales Department of Primary Industries (Australia); SAP AG (Germany).

"This year's stellar intranets covered all the basics, but presented them better than we've ever seen before. The quality level has definitely gone up. Helping this is another important trend: Intranets are moving to having a single, well-structured information architecture with a single, consistent page design. This used to be highly contested in years past, with individual departments maintaining their independence and the 'right' to their own, usually poor design," said Kara Pernice, director of research, Nielsen Norman Group.

Additional trends noted in Nielsen Norman Group's 2008 Intranet Design Annual include:

**Company News:** The leading intranets are all allocating major homepage real estate to company and industry news, and investing significant resources in editing and maintaining their news areas.

**Productivity Focus:** Many of the most important features on the winning intranets directly support everyday work, which can be accomplished both with advanced applications and smaller tools such as providing a form to reserve a department vehicle for offsite assignments.

**Personalization:** Organizations are taking the leap to offer deeper personalization on their intranets so that information is either pushed or hidden depending on each employee's individual needs.

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