

GUIDE

Build your intranet business case

[How-to guide + template]

Make the case for your new technology with a ready-made template to save you time.



 APPSPACE

 Beezy

Beezy powers the modern intranet that's part of the Appspace workplace experience platform.

Get the buy-in you need

With a modern intranet, you can empower your employees and unite your organization. You can deliver the right information to the right people, at the right time. You can improve communication, collaboration, and knowledge sharing. And you can cultivate a thriving workplace culture where everyone's got a voice.

The benefits are clear. But are they clear to the decision-makers in your organization?

A solid intranet business case will help you justify the investment to your key stakeholders. In fact, it's an essential step when it comes to outlining the estimated cost of software licenses and implementation – and how the new solution will help improve your workplace's processes and support your employee experience.

We get that senior stakeholders often have competing priorities, so we've got practical tips to make it as easy as possible for you to explain why this is a critical investment.

[Download your business case template](#)

Planning is everything

Creating a business case and plan might seem like a lot of work, but the investment you put in up front will be worth it.

Here are some tips to help you explain why change is necessary, and how a modern intranet will benefit your business and help you create a digital workplace where everyone can thrive.

Tips for preparing your business case

- ✓ **Be succinct:** Aim to make your business case as crisp and to-the-point as possible while still providing all of the necessary information. Include an executive summary (and bear in mind some stakeholders will only read this section).
- ✓ **Use language that's clear and concise:** Avoid jargon. If you must use technical terms, add detail to make sure your stakeholders understand them. The clearer your proposal, the easier it will be for everyone to agree to it.
- ✓ **Get support early on:** Keep stakeholders in the loop from the start so you've got support before you present your business case.
- ✓ **Don't sell the technology. Sell the benefits:** Stay focused on the business problems the technology will help solve, and how everyone will benefit.



The clearer your proposal is to understand, the easier it will be for key stakeholders to agree.

Section 1.

Start with your project background

In addition to an executive summary, start your business case with some background on why you're pitching this solution and why this project is relevant right now. **What are you aiming to achieve? Why is change needed? And how will your new intranet help achieve your organization's strategic goals?**

SECTION 1.1

Outline the objectives of a modern intranet

As work becomes even more flexible and remote-friendly, keeping everyone connected across spaces, time zones, and projects is crucial.

A modern intranet brings everyone together, unites documents and resources to promote knowledge sharing, and integrates seamlessly with the apps and tools you rely on. So everyone can work the way they work best.

Examples of objectives include:

- Develop a way to share and manage information effectively
- Create a personalized employee experience
- Improve communication and collaboration



Tip: Include a timeline that highlights when the new system will be chosen, implemented, and launched. Work backwards from your go-live date.

SECTION 1.2

Review your current intranet situation

Before you pitch a new intranet, it's important to evaluate your current solution. That includes your existing intranet and any other tools or technology you're using to communicate, collaborate, and manage information. **This review will help present a better business case to your key stakeholders and highlight why your current technology isn't serving your ongoing business needs.**

Now's the time to survey what's working and what's not so you can identify problem areas and make informed decisions about a new solution.

For example, your existing intranet might be tricky to navigate. People might be wasting time looking for information that's too hard to find or feel overwhelmed by disjointed apps and tools that don't integrate. Or your IT department might not have the resources to support an ever-growing number of tech tools.

Tip: If it supports your case, include the year your current intranet was implemented to help prove how outdated the technology is.

SECTION 1.3

Align your proposal with your business strategy

After you've surveyed your current situation, it's time to connect your proposal with your organization's overall goals and explain why there's alignment.

Include details of how your new intranet solution will contribute to key metrics, such as business growth targets, flexible working requirements, new product developments, and improved customer experience. Doing this will help stakeholders understand the ROI.

By aligning your intranet proposal with your business strategy, you'll give stakeholders a better idea of the impact it will make on the business. And it will show that you've been strategic in finding the ideal solution for your organization.

Also think about specific business drivers you can leverage to make your case more compelling – like a merger or acquisition, a company rebrand, changes to your IT infrastructure, or changes to your organization's design and/or location.



How will your new solution contribute to your overall business goals? Help your stakeholders understand the potential ROI.

Section 2.

Outline the business benefits

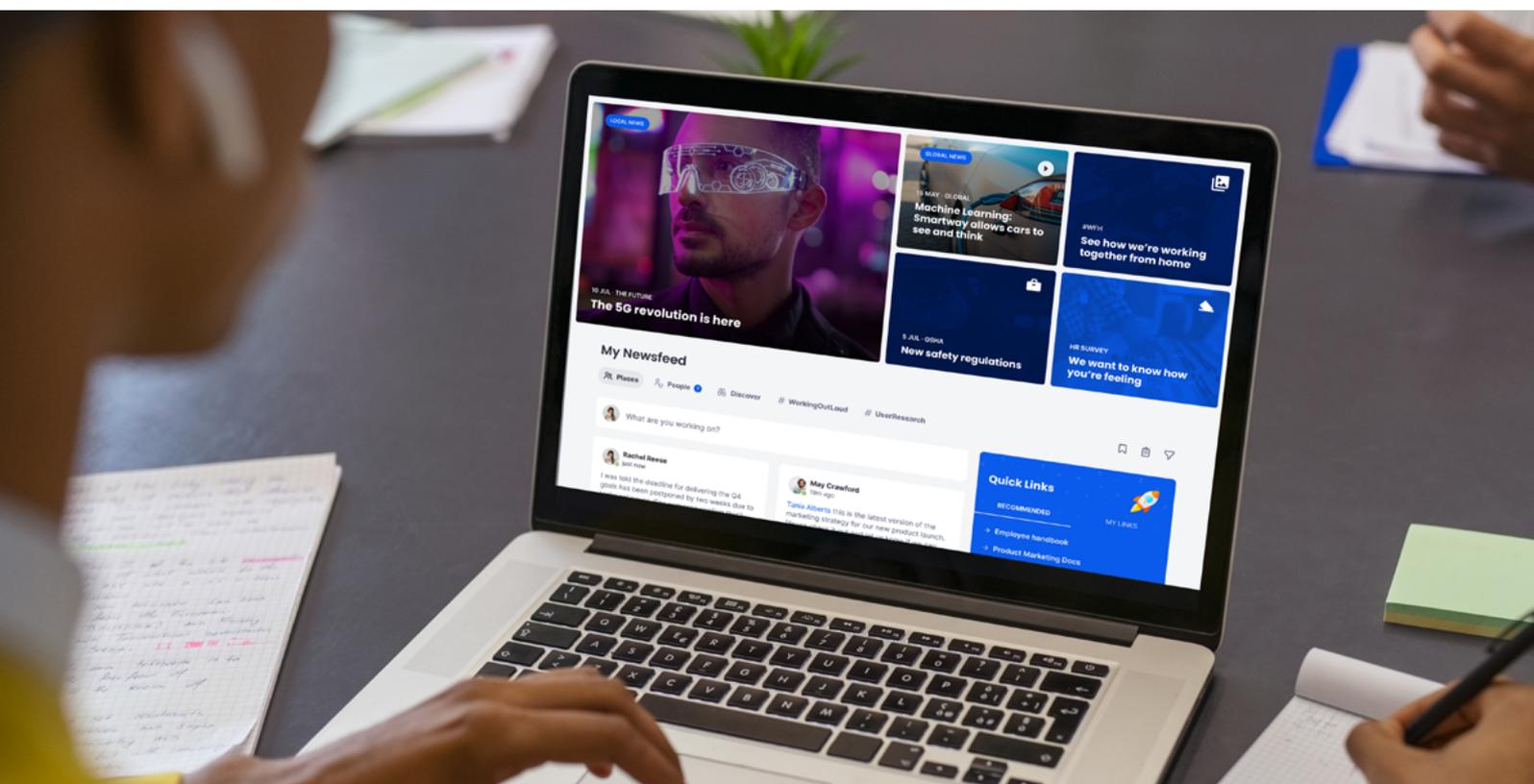
This section will likely be the most important because it's where you'll outline the business benefits – in other words, the tangible outcomes. It can be helpful to consider both short and long-term benefits here.

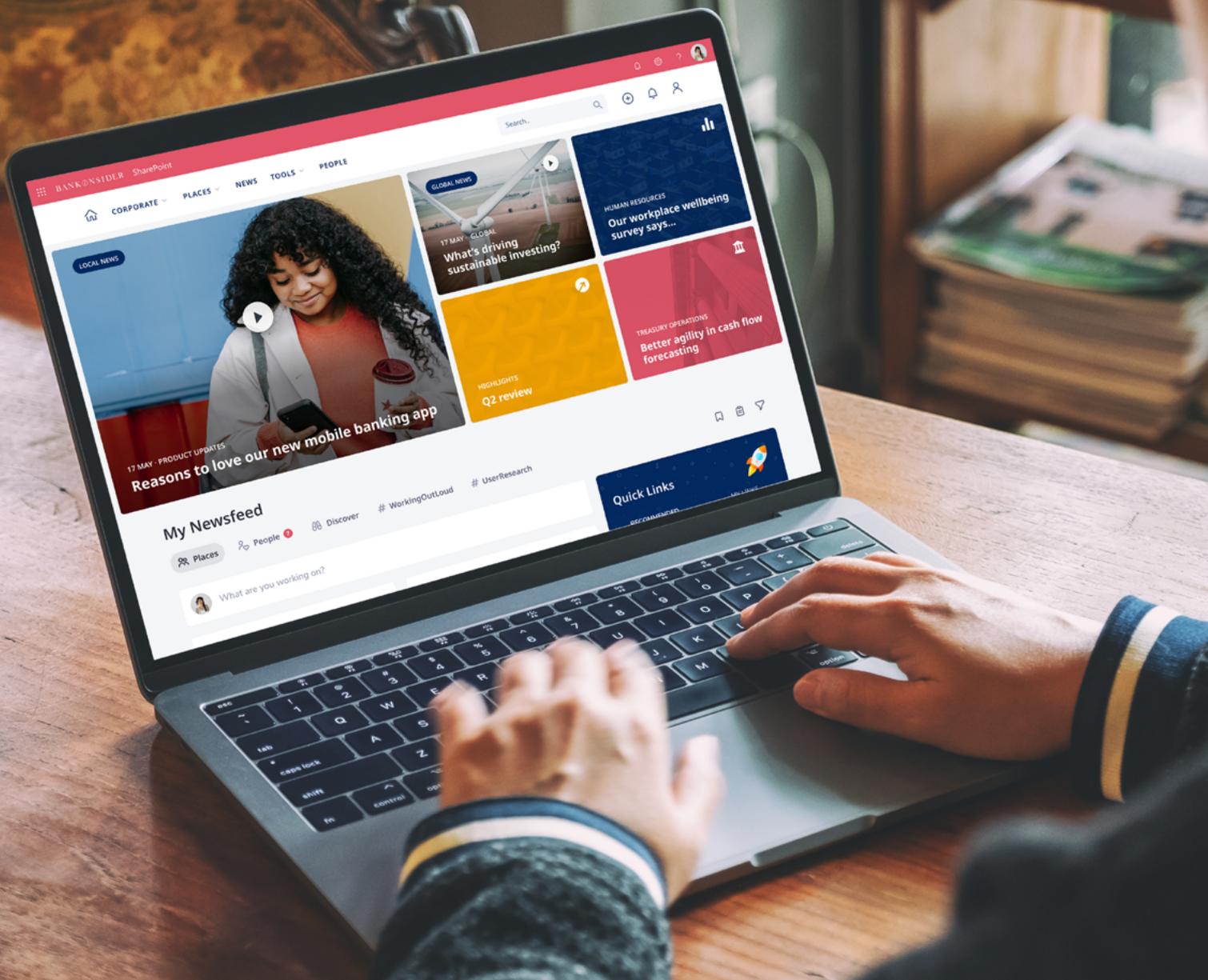
The way your organization communicates, collaborates, and listens is critical to success. Involving employees in conversations about strategic priorities creates buy-in, improves the customer experience, and helps drive profitable business growth.

A modern intranet will help you accelerate all of these things.

The biggest benefits are likely to include:

- Enabling employees to quickly and easily find and access the information they need to do their jobs
- Helping leaders communicate the company's strategy to make sure everyone's aligned
- Improving the employee experience by creating advocacy and engagement
- Creating an employee destination that reflects your brand and culture
- Improving workflows and processes by integrating with key systems and tools, like your HRIS and CRM





What potential benefits should you highlight?

- ✔ **Make sure you capture both financial and non-financial benefits.** A financial benefit from your intranet could be, for example, a quantifiable decrease in employee travel costs. Or additional tools you can retire because your new intranet offers that functionality. An example of a non-financial benefit could be improved employee engagement.
- ✔ **Don't sell the technology. Sell the benefits the technology will offer your business.** Describe how your proposed solution will solve operational challenges and provide unique opportunities for a competitive edge.
- ✔ **Highlight specific selling points that relate to key stakeholders' different interests, values, and concerns.** For example, your HR stakeholders will be interested in ways your new intranet will impact the employee experience, while IT will want to know about issues including security and self-service capabilities.

Section 3.

Define your digital workplace requirements

Gathering input and requirements from employees, weighing the available options, and thinking about the future of your organization are critical steps in creating a viable proposition.

You'll also want to think about what systems and tools your new intranet will need to integrate with in order to support effective collaboration between employees, as well as processes and workflows. In your proposal, categorize your required integrations based on the use cases you're supporting.

SECTION 3.1

Ask employees for feedback

Employee research is crucial in determining the best intranet platform for your business needs. After all, they're the ones who will be using it every day.

Start this research by gathering requirements from a range of stakeholders. This work typically includes focus groups, one-on-one discussions, and online surveys. The goal is to understand what employees need from a new intranet platform in order to improve the way they work.

In this section, you may want to outline the research with a summary of the key themes you've heard from all the feedback.

Typically, feedback from employee research includes themes like:

- Achieve better customer outcomes through improved collaboration and access to information
- Be part of one global community with shared values
- Work towards a common strategy, goals, and KPIs
- Give employees a voice so they can contribute more meaningfully to business challenges and opportunities
- Provide a tool with intuitive functionality that will engage employees and help them work more efficiently from wherever they are



Making sure there's a connection between your employees' feedback, your business strategy, and your new solution will strengthen your case.

Tips for doing employee research

- ✓ **Talk to a cross-section of your workforce.** Survey employees across locations and roles, and at different levels of seniority to make sure you've got all angles and perspectives covered.
- ✓ **Be clear about the desired outcomes of your research.** Understand the current pain points people are experiencing and how these can be solved so everyone's more engaged and productive.
- ✓ **Determine how the research will be conducted.** Small group meetings or 1:1 conversations can often generate richer perspectives than online surveys, for example, but you'll need to make sure you've got the time and resources.



SECTION 3.2

Do your intranet research

Once you've surveyed your current landscape and gathered requirements from stakeholders and employees, it's time to look at the range of intranet solutions out there that can help you achieve your goals.

One of the best ways to get decision-makers on board is to show them the different options, along with a recommended course of action.

This way, you'll assure them you're putting forward a balanced perspective.

Start by taking a look at, and outlining, the pros and cons of each solution you're considering. And analyze market trends to ensure you're making the best choice for your organization.

Best practice is to share a summary of the types of solutions available and **explain how your recommendation will align with your organization's business strategy and help achieve your goals.**

SECTION 3.3

Consider changing trends

Your business case should recognize the need to keep pace with evolving technology trends and business goals.

Include ways your proposal will future-proof working practices within your organization – like how your new intranet will support flexible and remote working and help meet changing customer needs moving forward.



Analyze market trends to ensure you're making the best choice for your organization.



Section 4.

Summarize your investment and resource requirements

Whenever you propose a new technology, tool, or solution, you need to be able to answer the all-important question: **What's it going to cost?**

When it comes to budget and investment, the executive team will need to see a realistic estimate before they're comfortable with your recommendation.

It's important to note that solutions are priced differently, **so make sure you've done your research to determine what makes the most sense for your company.**

In addition to cost, you'll also need to allocate adequate resources to complete the project.

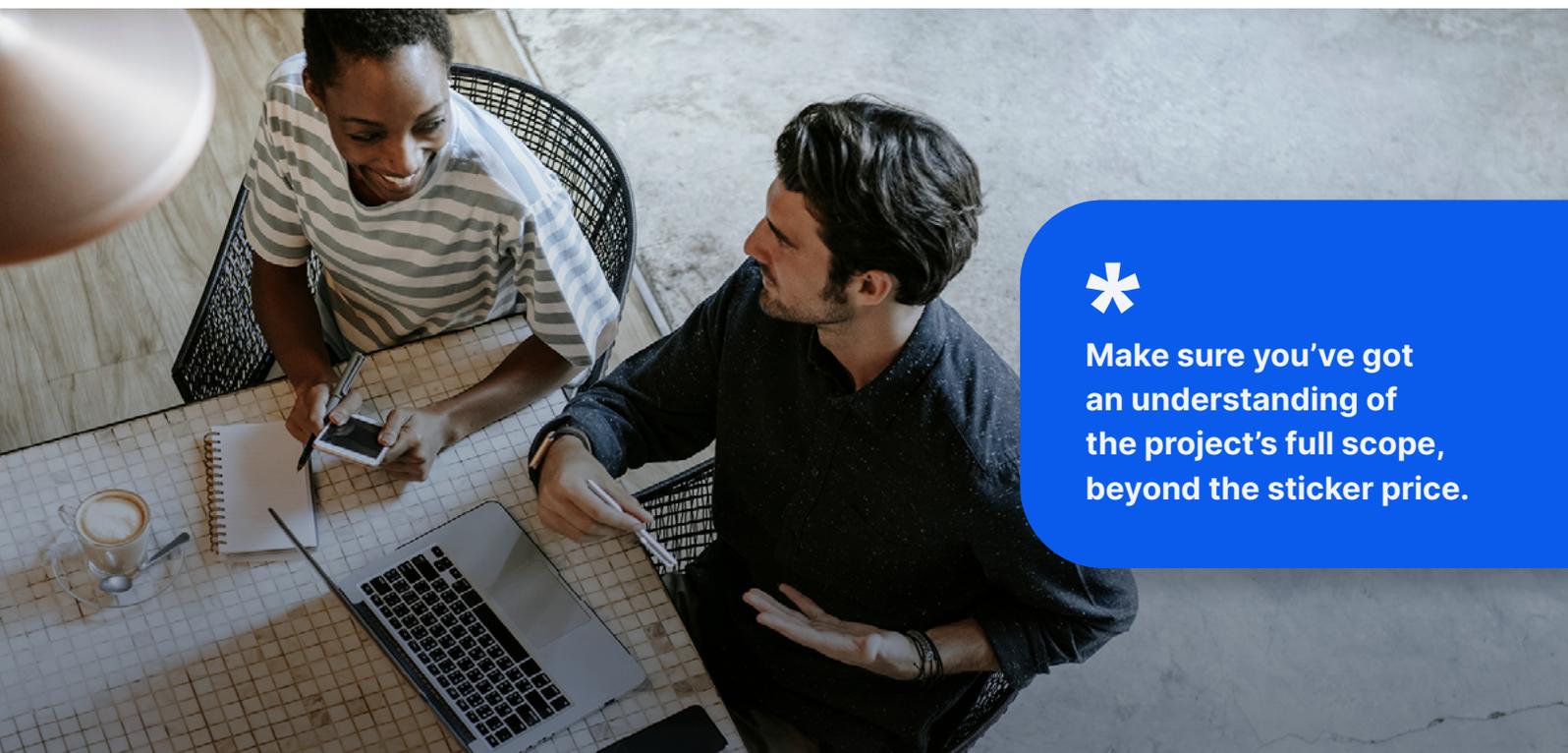
For example, you may also need:

50% of a project manager's time during the implementation phase.

75% of an internal communications specialist's time during the implementation phase.

50% of an IT manager's time during the implementation phase, followed by approximately 1 - 2 days per month post-launch to continue to develop the platform.

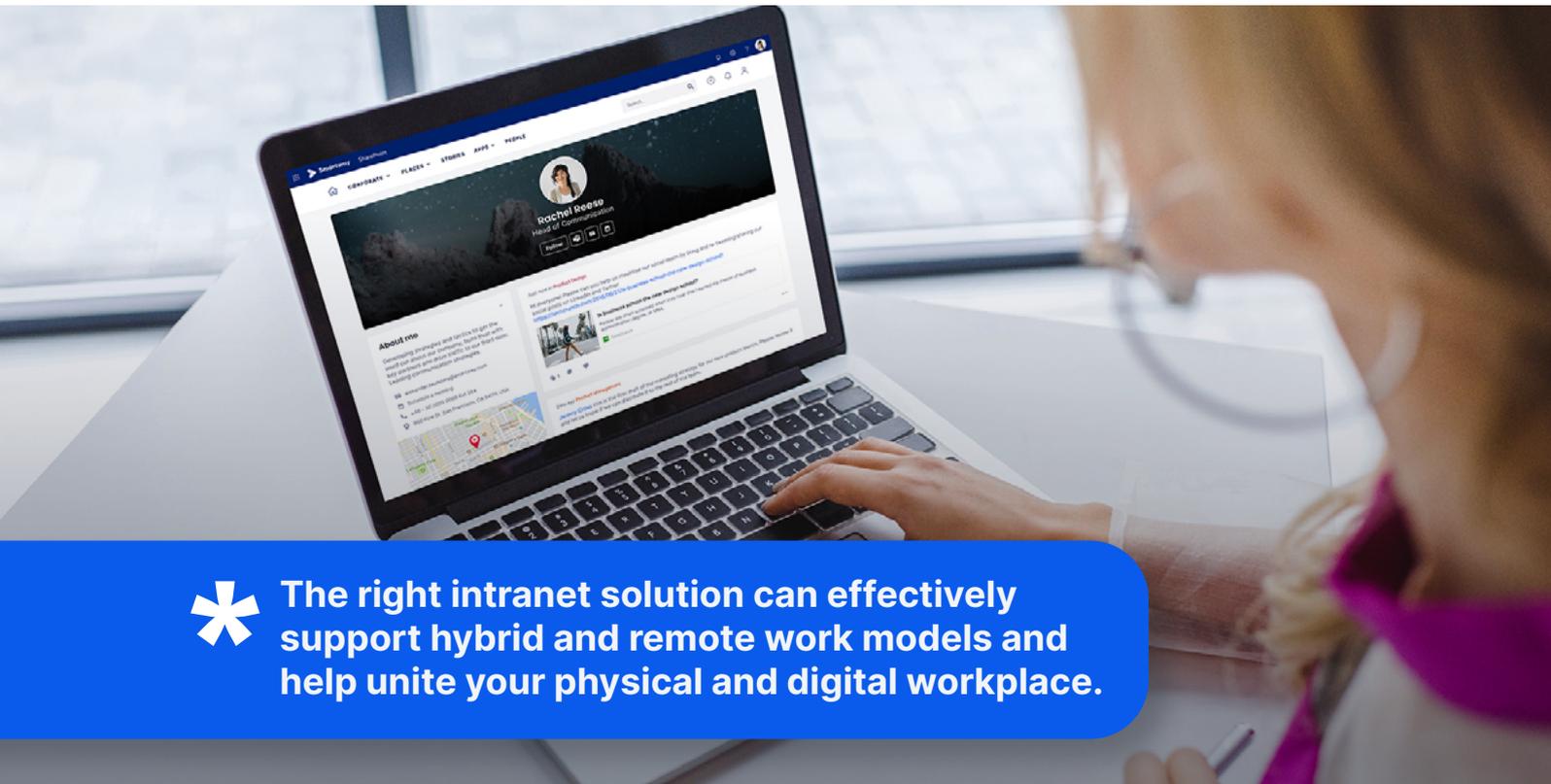
Ongoing content managers, drawn from across the organization who will have local, regional, and/or departmental oversight to ensure that content continues to be fresh and relevant.



Make sure you've got an understanding of the project's full scope, beyond the sticker price.

Projects run better when there's visibility and accountability for the players involved. **Clearly defining roles will minimize misunderstanding and help stakeholders identify the right team member to approach with specific questions or concerns.**

Keep in mind you should have additional resources available to engage if you need to. **For example, many organizations appoint 'change champions' when rolling out a new intranet, proposing the role as a development opportunity (in addition to existing responsibilities).** Change champions can help make sure local colleagues feel confident and enjoy using their new intranet platform. And it's a good way to provide support for the project – at no extra cost to your organization.



*** The right intranet solution can effectively support hybrid and remote work models and help unite your physical and digital workplace.**

Realize bigger savings

Include details about how possible savings can help mitigate the cost of your new technology.

For example, the right intranet solution can help support both hybrid and remote work models and bring together your physical and digital workplace. **So there's less need to have desk or office space for everyone.**

Calculate these annual cost savings to demonstrate the tangible business benefits.

If your new solution is cloud-based, you can realize cost savings there too. **Using the cloud can reduce running and maintenance costs, opening up new ways to invest your resources.**

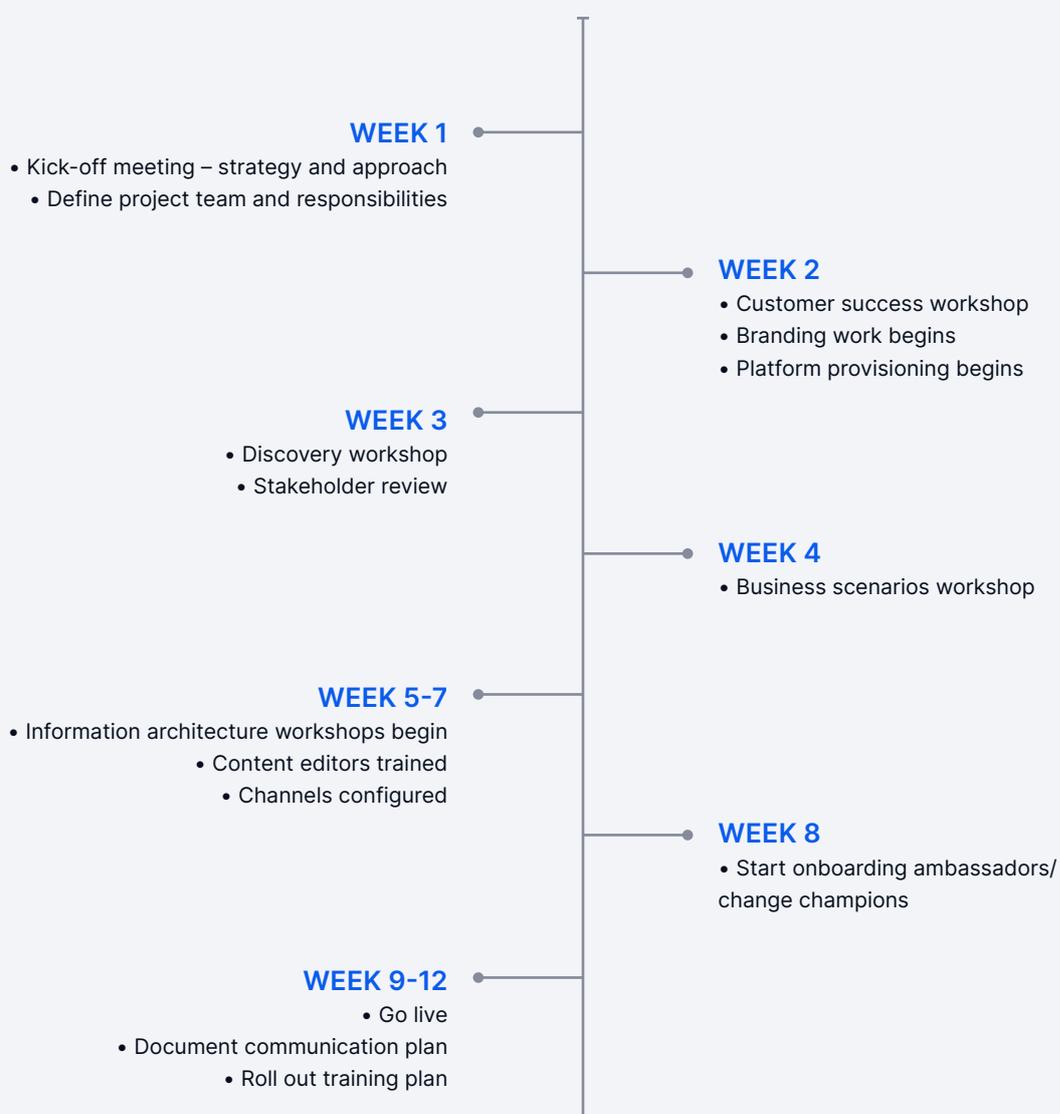
Section 5.

Create a timeline and project plan

When it comes to implementing your new software, your executive team and stakeholders will be interested in a smooth process. This section is where you can show you've got a well-considered project plan. **Keep in mind that implementation times vary, so it's important to get a reasonable idea of how long it will take, what resources you'll need, and how to mitigate risks.**

Note that a typical implementation takes 2 – 4 months. Have a look at the sample timeline below.

Of course, actual timings and activity will depend on your organization's needs, as well as any customizations and resources available.



Section 6.

Measure results

Measuring the impact of your intranet as it relates to your business results will keep stakeholders on board and will help you continue to improve the way your organization works.

Best practice is to combine quantitative and qualitative measurements to determine the impact of your intranet and, ultimately, your ROI.

Metrics to track include total views, comments per topic, unique visitors, views per location, and views per department. **Measuring how many employees are engaging with your content will help you to track how many employees are using your digital workplace, and how often, as well as the topics people are interested in.**

When you first launch, you'll want to have a baseline to work from. You can get this information easily using common data analytics tools such as Power BI and Google Analytics.

In addition to these metrics, there are a range of methods you can use to measure the results of your intranet solution. Here are some tips based on the most common methods:

- **Use regular pulse surveys** to establish a baseline and follow up on any knowledge gaps around current organizational topics and key priorities.
- **Measure communication campaigns** by including specific questions to test the effectiveness of your internal comms – and its impact on employees.
- **Hold focus groups** to understand what's working and what's not in terms of meeting key business priorities in different departments or office locations.
- **Use employee engagement surveys.** Implement these annually or quarterly. It's a good practice to include 1 or 2 questions to specifically test the impact of your intranet platform on the agreed business pain points you're looking to tackle.



Section 7.

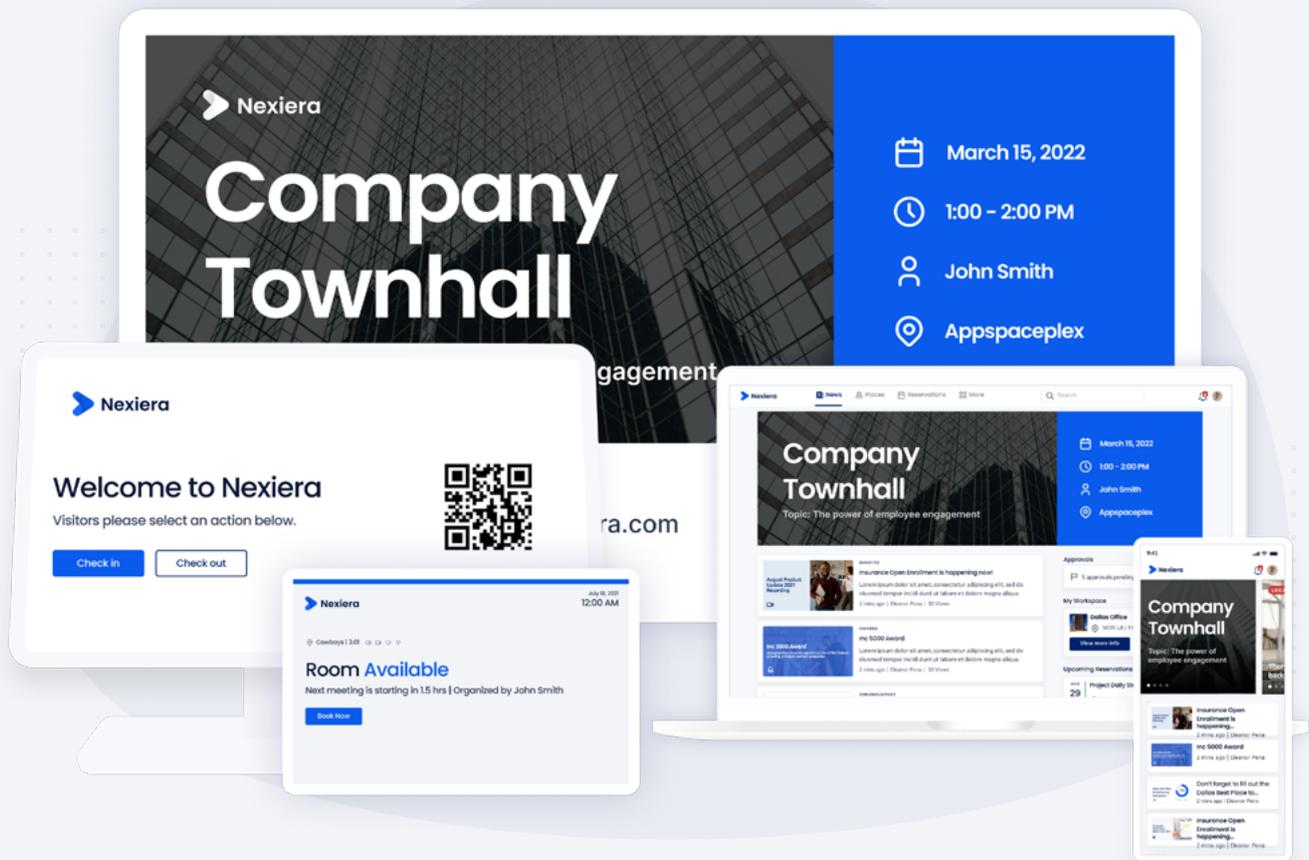
Hit it home

With the right digital workplace, you can bring everyone together. You can unite your documents and resources and make it easier to share knowledge, with a single source that provides everything you need for work. **Finalize your business plan by reiterating the key business challenges your new solution will solve, and the opportunities it will help unlock.**

Summarize your vision and include any actions and next steps for decision-makers to get your project off the ground.

Ready? [Download the template](#) and get started.





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ABOUT US

Appspace is the workplace experience platform for communications and workplace management. It's the first to combine a modern intranet (powered by Beezy), space reservation, digital signage, and more – all in a single, easy-to-use platform. Now organizations can replace siloed products that are costly to integrate and unite their physical and digital workplace. More than 150 Fortune 500 companies, and 10 million on-site, remote, and frontline employees, are using Appspace to make work a more connected and engaging experience.

Learn more at appspace.com

