



FOR MAKING
YOUR INTRANET
**MOBILE,
SOCIAL &
USABLE.**

These are
oxymorons.

SOFT ROCK

SILENT SCREAM

JUMBO SHRIMP

APATHETIC INTEREST

ZERO DEFICIT

ADULT MALE

MORE PERFECT

GOOD GRIEF

And unfortunately, most people think
“EXCITING INTRANET” is, too.

The tragedy is we are all saddled with
intranets that people don't use...

that sucks.



A blue background featuring a network diagram with nodes and connecting lines. Several nodes are labeled 'EMPLOYEE' in a light blue, sans-serif font. The nodes are distributed across the frame, with some appearing as single dots and others as small clusters. Lines of varying thickness connect the nodes, creating a web-like structure. The overall aesthetic is clean and modern, with a focus on connectivity.

After all, INTRANETS

are really valuable for connecting

employees.

And connected employees
are really valuable
for customer success.

70% more likely to meet
customer needs.



But why is it so

HARD

to build a social intranet
that matters?

For one, most
intranets are built on
LEGACY PLATFORMS.



And they're
not scial.

Unless they're
bltered n.

And no integrated apps.





Worse still,
while everyone
focused on better
file management
systems...

the world went social.

And social means focusing on

People
People
People
People
People
People

&

Feeds
Feeds
Feeds
Feeds
Feeds
Feeds



Then the world
went mobile.
SERIOUSLY MOBILE.

And today, you can get any
piece of information you
want with mobile.



Except your critical
corporate information.





Not surprisingly, your
users have abandoned
your intranet.



So, how do you fix it?

We could spend time
showing how Salesforce
Platform helps you build
a mobile social intranet
with our...



APPLICATION PLATFORM



POWERFUL SOCIAL TOOLS



MOBILE SDK

Salesforce lets Burberry connect employees beautifully.



An abstract network diagram is overlaid on the blue background. It consists of numerous small blue dots (nodes) connected by thin, light blue lines (edges). The nodes are more densely clustered on the left side of the image and become more sparse towards the right. The lines form a complex web of connections across the entire frame.

But we'd rather talk about
how a successful

MOBILE SOCIAL INTRANET

requires
more than just a modern cloud platform.

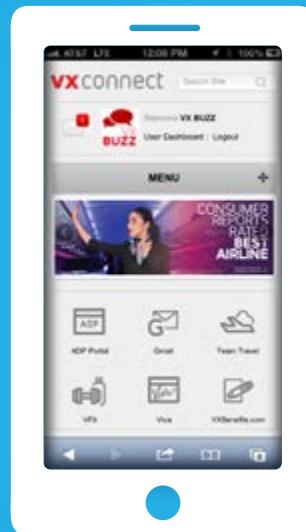


So here are

for making a mobile social intranet
People really want to use.



G



🔗 Salesforce helps the Virgin America team soar with mobile intranet.

WHERE YOUR USERS ARE.

Yes, we really mean go mobile first.



Invest in making it
EASY and **SIMPLE.**

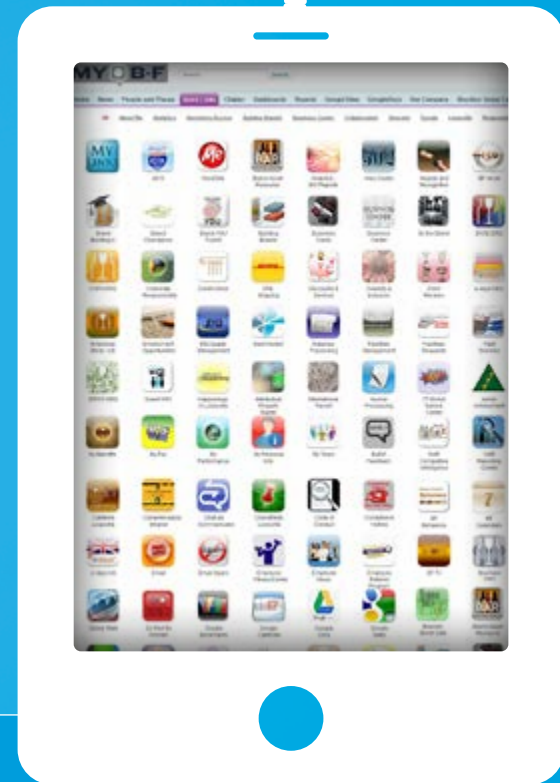
Your intranet isn't a dumping ground for every single piece of content.



Give them a hook

One hook is to put key business apps IN your intranet.

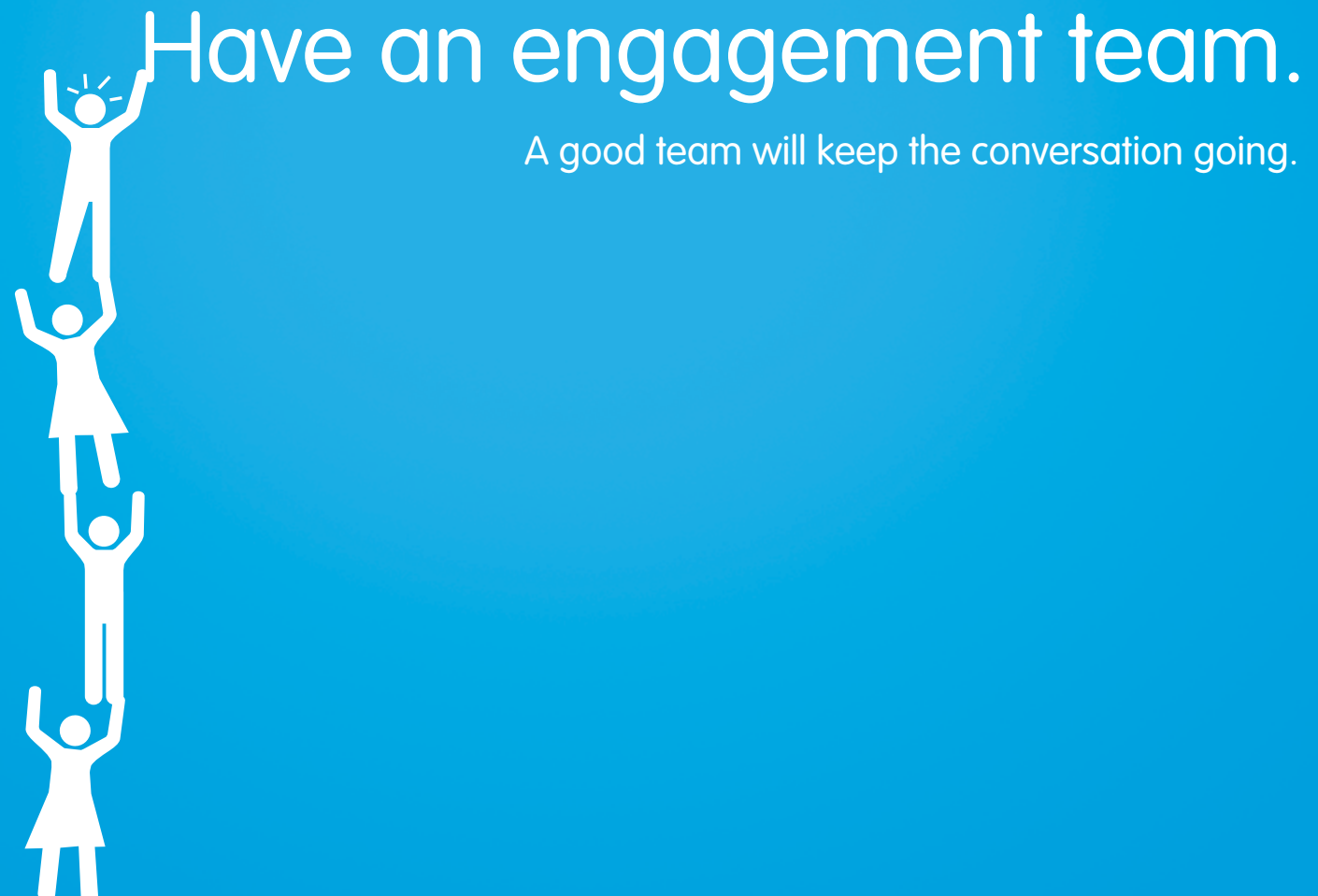
Brown-Forman employees work better together with Salesforce Platform. ➔





Get
executives
involved.

They get a platform to share their message.
Employees get visibility to key leaders.



Have an engagement team.

A good team will keep the conversation going.



Invest in design.

Make it useable and desirable.



MAKE IT FUN

We're talking contests, trivia, give-aways and throw-back posts.

There are more things to do like...

- **MEASURE**

Engagement, postings, internal Net Promoter Score and more.

- **TRAIN YOUR USERS**



📌 Salesforce puts dashboards and analytics at employee's fingertips.

The background is a solid blue color. Scattered across the slide are numerous circles of various colors, including cyan, orange, olive green, yellow, purple, red, and light blue. Some circles are solid, while others are semi-transparent, creating a layered effect. The circles are of different sizes and are distributed across the entire slide, with a higher concentration on the left side.

But with these 7 tips
you can get something out there and iterate.
And kill your boring old intranet with
something **exciting**.



BUILD A SOCIAL, MOBILE INTRANET WITH THE WORLD'S #1 CLOUD PLATFORM

Trusted by over 100,000 customers worldwide, Salesforce is the leader in CRM apps, helping businesses increase employee productivity with a Company Community to drive real business results. See how Salesforce Platform can help you quickly build a mobile social intranet with a powerful application platform, social tools and mobile SDKs.

[View Demo](#)[Contact Me](#)



SELL. SERVICE. MARKET. SUCCEED.

Follow salesforce.com and stay up-to-date with the latest business thought leadership:

 Blog

 Facebook

 Twitter

 LinkedIn