

Table of Content

Introduction	2
User Central.....	3
Success factors.....	4
The power of Seneca's social Intranet	5
Highlighted: Homepage.....	6
Contact.....	7

Introduction

Internal communication is a challenge for many organizations. How do you increase the involvement of employees? And how do you bring departments back together?

With a traditional (corporate) Intranet you provide employees with up-to-date information (Push). In the modern society of today Social Media can no longer be ignored. Employees provide each other with current information. But how do you get an important communication to everybody with all the the social reports and messages of hundreds of employees?

Employees are able to find each other, help each other and stay informed about all the corporate and social news.

>> The Social intranet of Seneca combines the best of both worlds.



User Central

In Social Intranet of Seneca, the user is the focal point. He starts with a dashboard where he can view and change his profile. On the dashboard he immediately sees the newly placed social *and* corporate messages. Also, the user has a clear overview of his interest groups. Because employees speak about and respond to your corporate content, important things are being brought to the attention of themselves. The corporate information is only one click away from the dashboard.

Corporate meets Social

In addition to corporate content posted from the Intranet editors, the Social Intranet contains content posted by users. Users create and evaluate content and co-create the Intranet.

Content that is created by many users (user Generated Content) is bulky and often volatile. Therefore, we make a distinction between the user Generated Content and the corporate content. The Social Intranet is therefore composed of two integrated environments that are closely connected, complement and amplify each other. Both environments invite you to view information on the intranet, create content and respond to content.

Focus your employees and start sharing knowledge, skills and experience.

Success factors

Key Users

The success of a Social Intranet is determined by its users. Therefore, it is important to involve end-users at an early stage of the implementation. We do this by working with different target groups during the implementation in the organization and create a clear view of the information needed.

From each target group there are Key-Users involved on the social Intranet. They will create the basis for a broad support area within the organization. You also need to involve highly visible persons in the organisation, such as management, at an early stage so they can act as early adaptors.

Learn from social precursors

There are several Social initiatives for organizations that should ensure social interaction, such as Yammer. These solutions have two major drawbacks in practice:

- ✓ Lack of overview, management and ownership of corporate information;
- ✓ Separate platform for push information such as corporate news.

The power of Seneca's social Intranet

Seneca strongly believes in combining these two communication channels and has put this thought at the heart of the development of the social Intranet.

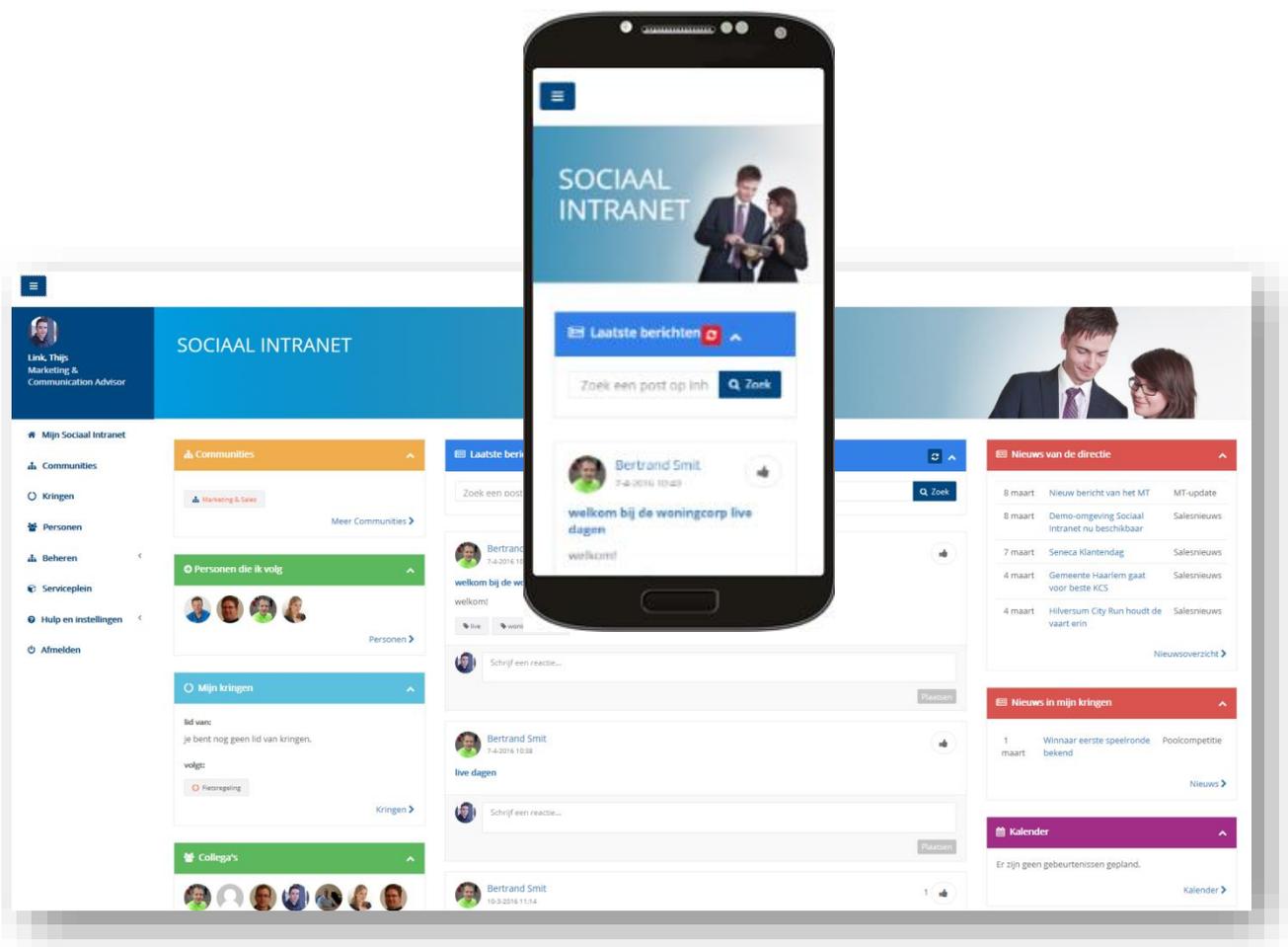
- ✓ Suitable for implementation on-Premise and in SaaS;
- ✓ Data remains in your own control;
- ✓ Seamless combination of transmitting (classic intranet) and social interaction;
- ✓ Self-directed account management by linking to AD, ADFS, or customization;
- ✓ Shielded from its own employees;
- ✓ Approachable from the within organization but also from home so you also employees without daily computer time can be reached and involved;
- ✓ Accessible on desktop, tablets and mobile;
- ✓ Easily accessible by simple design;
- ✓ Design adaptable to the corporate identity of your organization.



Highlighted: Homepage

The Homepage provides the user with an up-to-date overview of the latest messages. What is posted in followed teams/departments? What is the latest corporate news? The home screen is the ideal starting point to find colleagues, to view or update your own profile. Of course, the social Intranet is webbased and Responsive. This way you start the social Intranet just as easily from the desktop as from the tablet or the Smartphone.

>> The Social Intranet is introduced quickly to you with the *Virtual Tour*.



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Want to see the Social Intranet in action?

Please do not hesitate to contact us for the possibilities and a free demonstration:

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