



Building a User-Centric Intranet using
Office 365 Communication Sites and
the SharePoint Framework

October 2018

The opinions expressed in this presentation are solely those of the presenters and should not be construed to reflect the views of their company.

INTRODUCTIONS



Shailendra Singh

- Digital Partner @ TrnDigital
- Over 18 years of Industry Experience
- Strong background in emerging technologies and leading mission critical programs



Dimitri Ayrapetov

- Digital Partner @ TrnDigital
- Co-Founder of the Boston O365 User Group
- Over 12 years Content & Collaboration Consultant

AGENDA

- Client Profile
- Old Intranet Pain Points
- New Intranet Process
- Project Communications
- Go Live

A person is holding a smartphone, with their hands visible in the foreground. The phone's screen displays a city street scene with tall buildings and traffic. The background is a blurred cityscape with lights and buildings. The text "Client Profile" is overlaid in the center of the image.

Client Profile

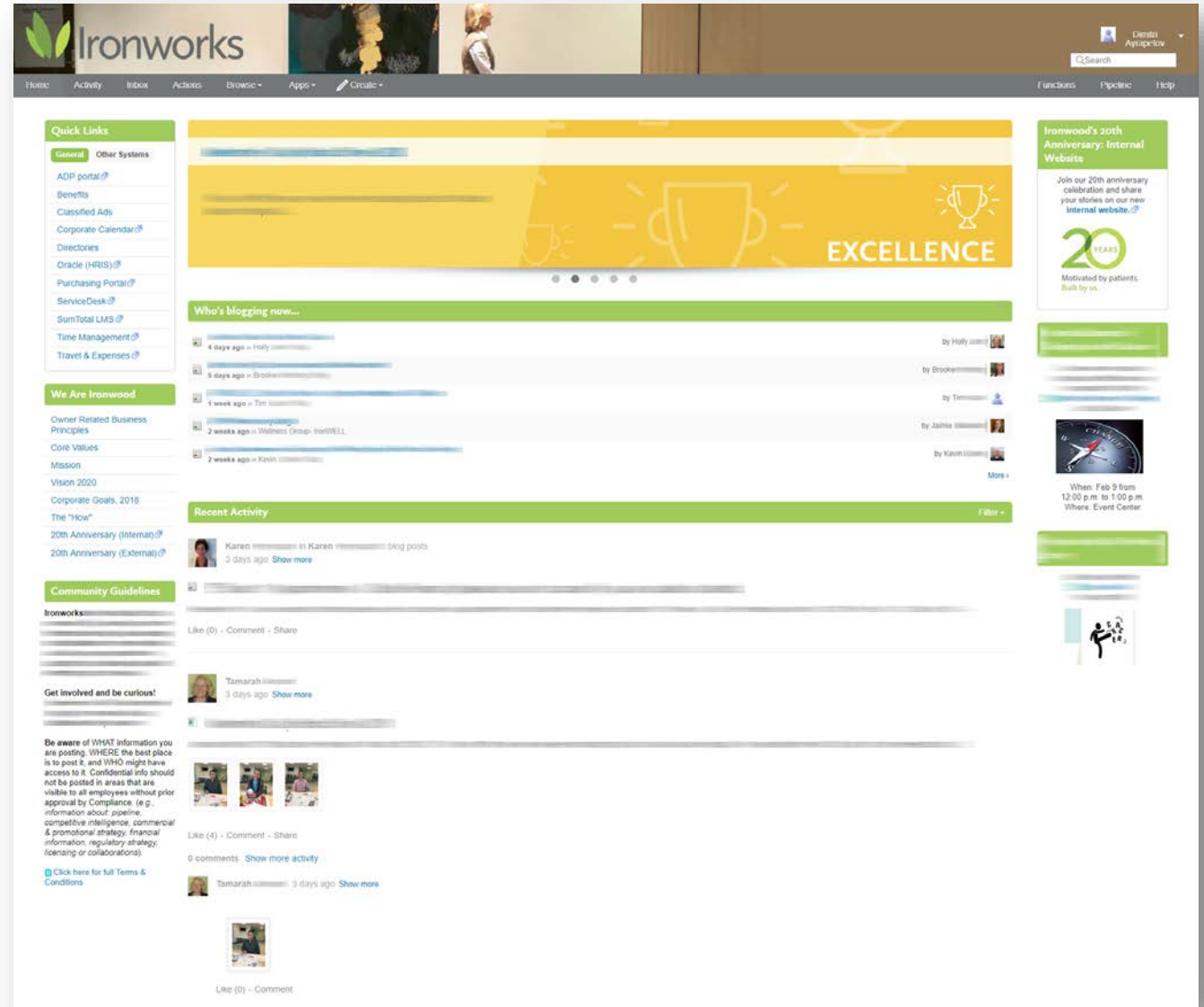
Client Profile



Ironwood Pharmaceuticals is a commercial biotech company focused on creating medicines that make a difference for patients, building value for shareholders, and empowering a passionate team. Ironwood commercializes the leading branded prescription treatment for IBS-C and CIC and is researching a rich pipeline of investigational medicines.

Previous Intranet Pain Points

- Ironworks was not a Primary Source
- Stale, out of date content, hard to find good content
- Complex to author new content
- Not cross-device capable (i.e. weak on iPad/iPhone)



A person's hands are shown holding a smartphone. The screen of the phone displays a busy city street scene with many cars and tall buildings in the background. The image is slightly blurred, giving it a candid feel. Overlaid on the center of the image is the text "New Intranet Definition" in a clean, white, sans-serif font. The background of the entire image is a dark, moody cityscape at night or dusk, with some lights visible in the distance.

New Intranet Definition

Mission Statement

The goal of Ironworks is to establish a centralized communications and productivity platform for Ironwood employees and contractors that is a useful tool for the team as we strive to achieve our mission of making a difference for patients while living our core values such as collaboration, innovation, and ownership.

Team Structure

Ironwood Core Team

- Associate Director, Corporate Communications
- Associate, Corporate Communications
- Director, IT - ECM
- Manager, IT - ECM
- Manager, Finance
- Manager, Finance
- Associate Director, HR
- Sr. Analyst, HR
- Librarian, R&D
- Director, R&D
- Associate, Sales
- Sr. Clinical Specialist, Sales

Ironwood Steering Committee

- SVP, R&D Strategy
- SVP, Compliance
- VP, Corporate Communications
- Sr. Director, HR
- Sr. Director, IT
- Director, IT
- Director, Sales

Process



Requirements Gathering



Heat Map & Prioritization



Core Team Refinement

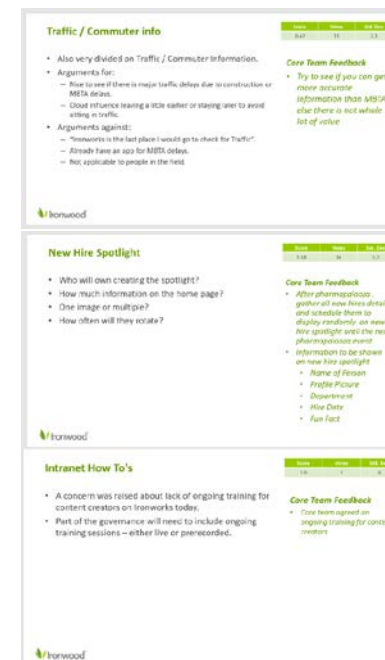


Wireframes & Visual Designs

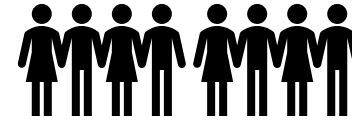


Function (Most Interest)	Score	Votes	Std Dev.
Quick Links	3.00	38	0.0
Mega Menu (Site Navigation)	3.00	17	0.0
Upcoming Events - Targeted	2.94	35	0.3
Alerts	2.92	26	0.4
News Rotator	2.63	16	1.5
New Hire Spotlight	2.18	34	1.3
Employee Spotlight	2.13	16	1.6
Ads	2.00	10	1.9
Industry News	1.55	33	1.3
Photo of the Week	1.47	34	1.2
Basic Polling	1.40	30	2.0
Social Media Updates	0.64	33	1.7
Stock Information	-0.06	36	2.5
Weather	-0.29	34	2.2
Traffic / Commuter Info	-0.42	31	2.3
Activity Feed	-1.33	6	2.7

Function (Small Interest)	Score	Votes	Std Dev.
New Hire Resources	3.00	1	0.0
Corporate Contacts	3.00	1	0.0
Leadership Blogs	3.00	1	0.0
Results pulled from Salesforce	1.67	3	1.2
Ironwood TV Commercials	1.00	1	0.0
Search Google from home page	1.00	1	0.0
Dashboards into timesheets, LMS, etc.	1.00	1	0.0



Process

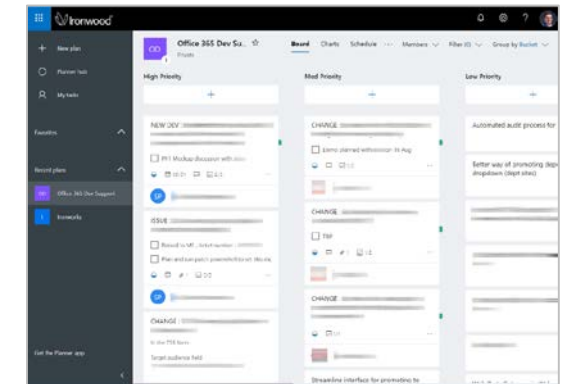
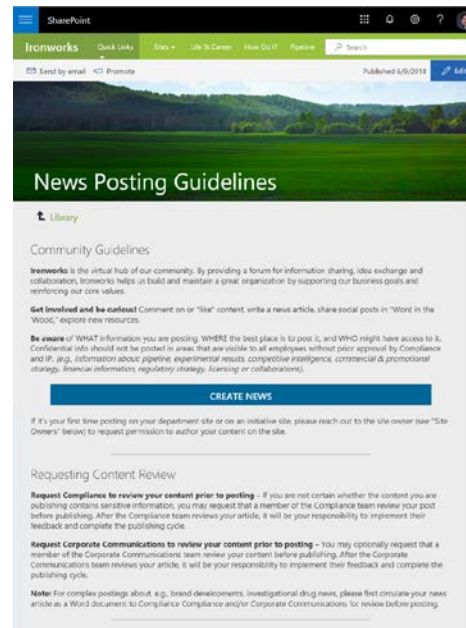
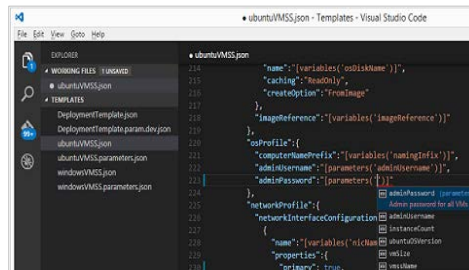


Development

Site Content Build Out

Go Live

Continuous Improvement

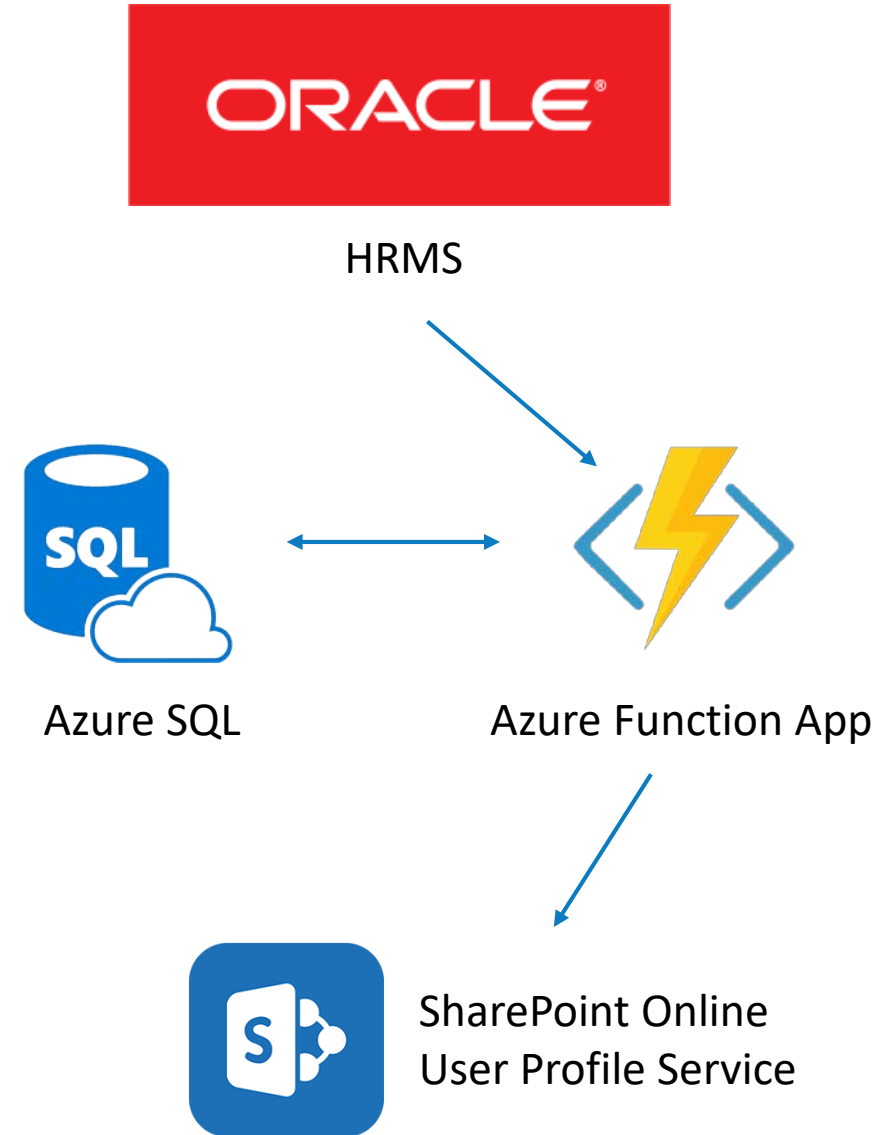


New Intranet Development

- SharePoint Classic vs. Modern Decision
- The new SharePoint Framework (SPFx) and React were the fundamental building blocks to bringing this to life
- Office 365 Patterns & Practices wrappers simplified the code base and examples helped the team get started on some of the components
- Azure Function Apps and Azure SQL were leveraged for improved performance with enhanced caching and content aggregation
- Team learned a lot about Communication Sites, SPFx, and the Graph APIs during this project

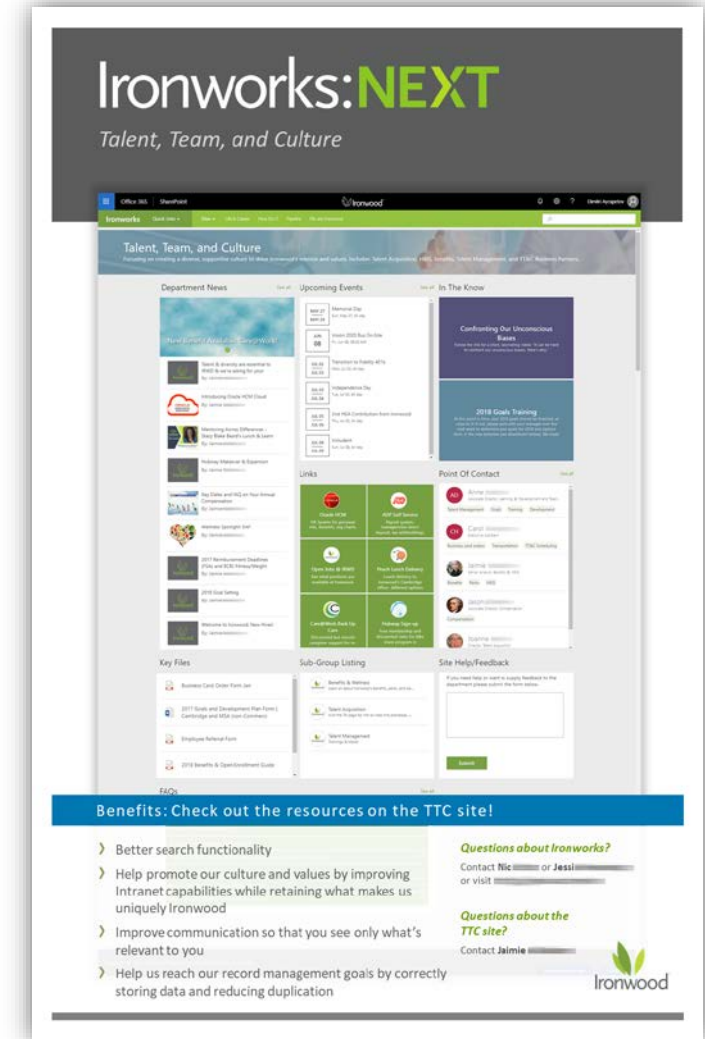
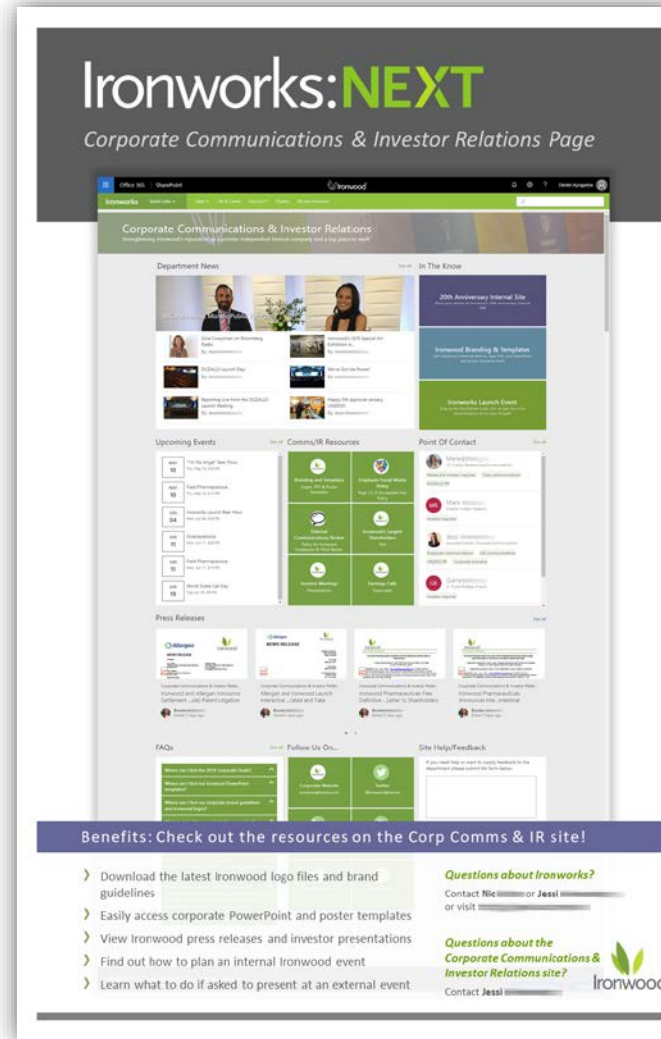
Personalization

- Personalization was a key requirement that came from employee feedback
- An import engine was developed to pull user demographics from Oracle HRMS and display relevant content in:
 - Departmental Quick Links
 - Home Page News Promotion
 - Home Page Ads
 - Home Page Alerts
 - Home Page Targeted News
 - Home Page Targeted Events



Project Communications

- Communications Site & Blog Posts
- Emails
- Surveys
- Posters
- Social Events
- Digital Signage



Office 365SharePoint

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Search

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Company News

See all

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Your News

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Industry News

See all

Upcoming Events

See all

Ironwood On Social

See all

Employee Spotlight

Featured Photo

Employee Referral Program

Nic

Director, Enterprise Content Management

hire date

21-Dec-2015

Full Time

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Links

Point Of Contact

See all

Key Files

Sub-Group Listing

Site Help/Feedback

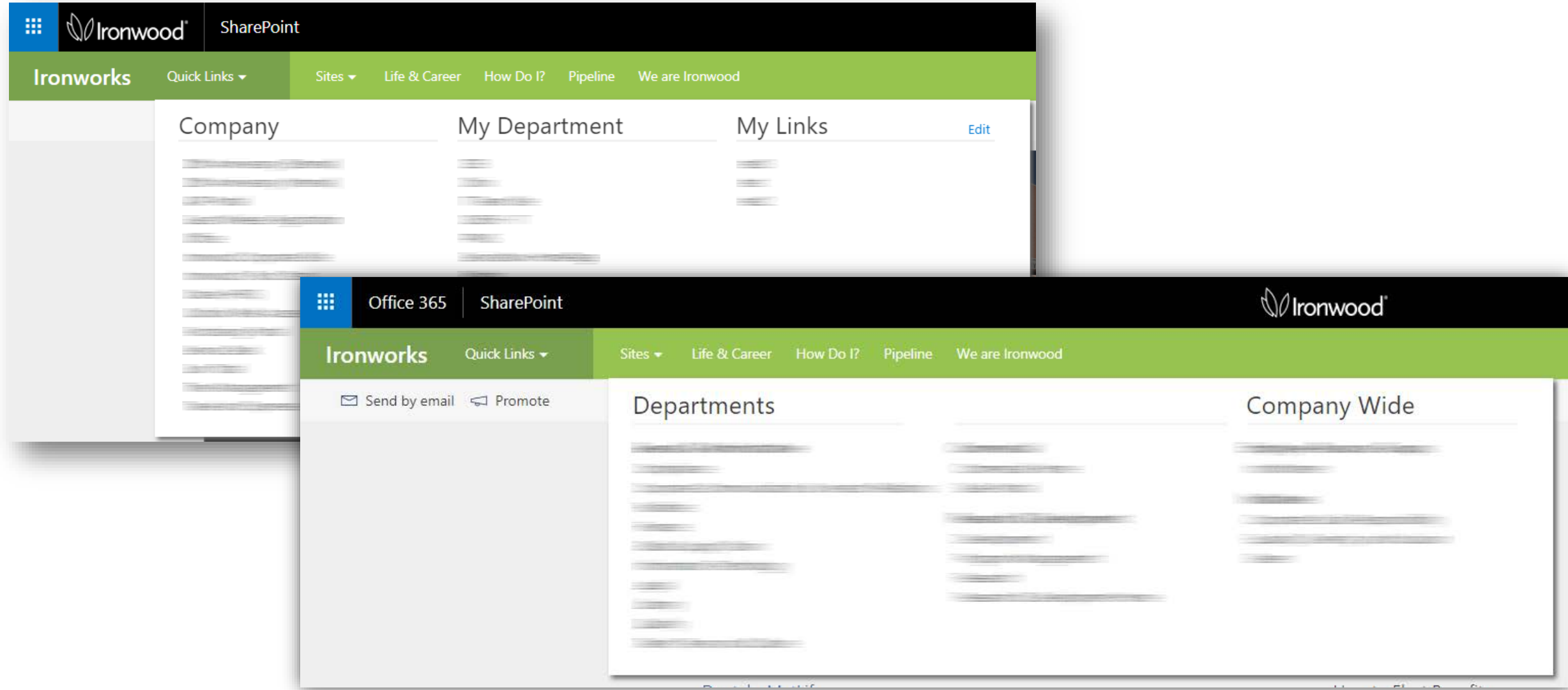
FAQs

See all

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Navigation



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Finance

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Corporate Communications & Investor Relations

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Article Page (edit mode)

SharePoint

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Search

Save and close

Publish

Name your page

On behalf of

Nic Betts ▾

Core Values

Collaboration, Excellence ▾

Target

All Cambridge Employees, All Cambridge Contractors ▾

Publish Date

Tue Aug 21 2018

Expiration Date

Wed Aug 21 2019

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Feedback

Article Page (read mode)

Office 365 | SharePoint

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Ironworks

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Sites ▾

Life & Career

How Do I?

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Apple iPhone/iPad iOS 11.2.5 Upgrade

Information Technology

By Nic Betts · Published On Mon Feb 05 2018

Collaboration Excellence

<https://www.apple.com/ios/ios-11/>



iOS 11 - Apple
www.apple.com

With iOS 11, new features and capabilities bring iPad to life like never before. And make iPhone more essential than ever to your everyday life.

Comments

A person is holding a smartphone horizontally, capturing a photograph of a busy city street at night. The street is filled with cars and illuminated by streetlights, with tall buildings visible in the background. The scene is slightly blurred, emphasizing the act of taking a photo. Overlaid on the center of the image is the text "Thank you!" in a white, sans-serif font.

Thank you!



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