

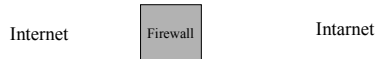
Introduction to intranets

So what's an intranet

- Multiple definitions exist...
 - "Using Internet-based technologies **within an organization** to facilitate communication and access to information."
 - An integrating mechanism for people, processes and information within the enterprise.
 - The corporate "information network".
- No single definition dominates but basic agreement on the use of web based delivery mechanisms within a private environment

Basic intranet structure

- Internet technologies used behind the corporate firewall or in private environment
 - Including, but not limited to:
 - Internet standard mail, web servers, providing access to information, databases, scheduling, etc.
 - threaded discussion groups
 - Multimedia using mime type



- Virtual private network" over public Internet

Internet and Intranet

- An intranet has common IP protocol suite with the the internet but offers significant differences
- Packets are private rather than public
- More focused Enterprise based mgmt
- Stronger policies and a controlling organisation
- Cost borne by single organisation
- Stronger enforcement of policies
- More control of the network

Why are intranets popular

- Inexpensive to implement
- Easy to use, just point and click
- Saves time and money, better information faster
- Based on open standards
- Scaleable and flexible
- Connects across disparate platforms
- Puts users in control of their data

Benefits of intranets

- **Integrate** data from diverse sources
 - Legacy is removed by a common http protocol and web based presentation
- Provide **Access** to data by all stakeholders in the company's value chain
 - Shared data allows presentation to different parts of the organisation including customers
- **Different formats used to Present information** for each stakeholders
 - Use of web design and XML allows range of different presentations to be exploited
- **Guarantee** Performance, Availability, Serviceability, and Security
 - A product of the network being closed.

Organisational benefits

- Improved decision making
- Empowered users
- Builds a culture of sharing and collaboration
- Facilitates organizational learning
- Breaks down bureaucracy
- Improved quality of life at work
- Improved productivity

Using Intranets

- Wide spectrum of uses with different levels of sophistication of use
- **You can see use in terms of growing level of organisational commitment.**
 - >documents
 - >publishing
 - >collaboration
 - >transactions

Documents on-line

- Simplest use of intranets documents put on line and accessible through web browsers
- Simple example of this is the departments documentation pages for the course
- Information made available across the organisation with the majority of intranet users reading the information made available
- Range of search engines used to find and index the information
 - <http://www.searchtools.com/> provides an overview of all the search tools available.

Document publication

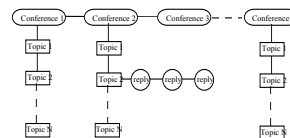
- Organisation members can make documents available
- Need to provide a shared repository for placing information on the internet
- Exploits a range of publication management tools
 - Frontpage
 - Dreamweaver
- Management of the publication process is critical with need to ensure organisational policies are followed

Collaboration support

- Range of different facilities to support cooperation across and between groups within the organisation
- Two main approaches
 - Message and conferencing systems
 - Shared storage systems
- The majority of systems to support collaboration tend to be called groupware.

Message and conferencing systems

- Users cooperate by exchanging messages
- The messages are structured into conference
- Each conference consist of a set of threaded messages



- See for example www.google.com group tag

www.google.com



Share document systems

- Users can access a shared document repository
 - Place documents within a common repository via a web browser
 - Search for and find documents of interest
 - Download range of documents
 - Use mime encoding to represent a wide range of media
- Example systems include
 - Domino (www.domino.com)
 - BSCW (bscw.gmd.de)
 - Docushare (docushare.xerox.com)

BSCW (bscw.gmd.de)



Docushare (docushare.xerox.com)



Transaction Support

- More direct support for business one to one support
 - Model of transaction based systems where each interaction represents a new business transaction
 - Supporting business transaction engine ensures all information collected in correct order
 - Normally presented as a series of forms
- Try buying something on the web to see a transaction system in use.

Different forms of intranet

- Intranets have been used by organisations to provide support for different parts of an organisation
 - Personnel support
 - Sales and Marketing
 - Information Systems
 - Executive Support
 - Finance
- Each sort of intranet provides different support for the core business activities.

Personnel Intranet

- Personnel departments have been some of the most enthusiastic developers of intranet applications
- Relieves large amounts of paper-based processes that can be transitioned to the Web.
 - Employee handbook
 - Telephone/E-mail directory
 - Recruiting/job listings
 - Organizational charts
 - Newsletters
 - New employee training

Sales and Marketing Intranet

- Fast access to accurate information can be crucial for the sales and marketing staff.
- Intranet provides an environment where product descriptions, sales scripts, marketing analysis and reasearch are all a click away.
 - Product demos and scripts
 - Pricing charts
 - Sales forecasts and reports
 - Sales contact management
 - Sales lead management
 - Market research/search engines
 - Sales feedback
 - Press releases
 - Sales team collaboration
 - Calendars

Information Systems Intranet

- Many applications are being used to support information system processes.
 - Software and applications development and delivery
 - User documentation
 - Technical support and help desk
 - Network management
 - Information and knowledge repositories
 - Internet resources
 - Resource scheduling
 - Technical/security polices and procedures
 - Multimedia-based training
 - Intranet FAQs, publishing guides
 - Web paging or communications systems

Executive or Corporate Intranet

- When building an information system for an executive, it is first necessary to define the nature of the executive's tasks. We can divide the roles of the manager into three categories.
 - 1. *Interpersonal Roles*. Figurehead, leader, liaison
 - 2. *Informational Roles*. Monitor, disseminator, spokesperson
 - 3. *Decisional Roles*. Entrepreneur, disturbance handler, resource allocator, negotiator
- Intranets support all these roles
 - Internal departmental information
 - External partnering information
 - Meeting minutes
 - Internal departmental information
 - Stock Market analysis/ Stock market tracking
 - Business investigation and analysis
 - Tax and legal research
 - Business metrics
 - On line calendars to track personal daily activities
 - Groupware applications that a company uses with its outside consultants and/or strategic partners to collaborate on a particular project or product
 - Private newsgroups that strategic partners use to share ideas and discuss plans

Customer Service Intranet

- An intranet can find itself peering over the company firewall to directly interact with customers.
- An intranet allows a customer to help themselves or allow support personnel to find an answer faster.
 - Customer information entry and update
 - Order entry and tracking
 - Online information (databases on customers, inventory, supplies)
 - Problem entry and tracking
 - Customer FAQ's
- A good example of how intranets are being leveraged for customer support is the extension of internal package-tracking databases of UPS and FedEx over the Internet.
 - www.ups.com
 - www.fedex.com

Finance Intranet

- An accounting intranet creates a centralized, open-standards platform for publishing that information and new interactive method for processing transactions with either internal departments, employees or external partners.
 - Accounts payable/receivable support
 - Payroll
 - Intranet commerce, requisitioning system
 - Financial reports
 - Policies and procedures
 - Budgeting
 - Asset management
 - Expense reports
 - Unit reporting and forecasting

Other Resources

- Most major Intranet resources on-line
 - <http://www.intrack.com/intranet/>
 - <http://www.cio.com/research/intranet/>
 - <http://www.intranetroadmap.com/>
- Many others on-line