

SharePoint Intranet Festival 2026



SWOOP Analytics



Microsoft



We are SWOOP Analytics.

Established in 2014, SWOOP Analytics is a software company with a global footprint. Our platform delivers actionable insights for measuring and strengthening internal communication and collaboration.

With a worldwide customer base, annual subscription licensing is available for all cloud-based solutions. The team operates from locations across the US, Europe, and Australia.



Analytics for:



EMEA SESSION

Keeping a large global intranet clean, trusted and ready for AI



Stefan Thorman



Robert Thieme

Presenters

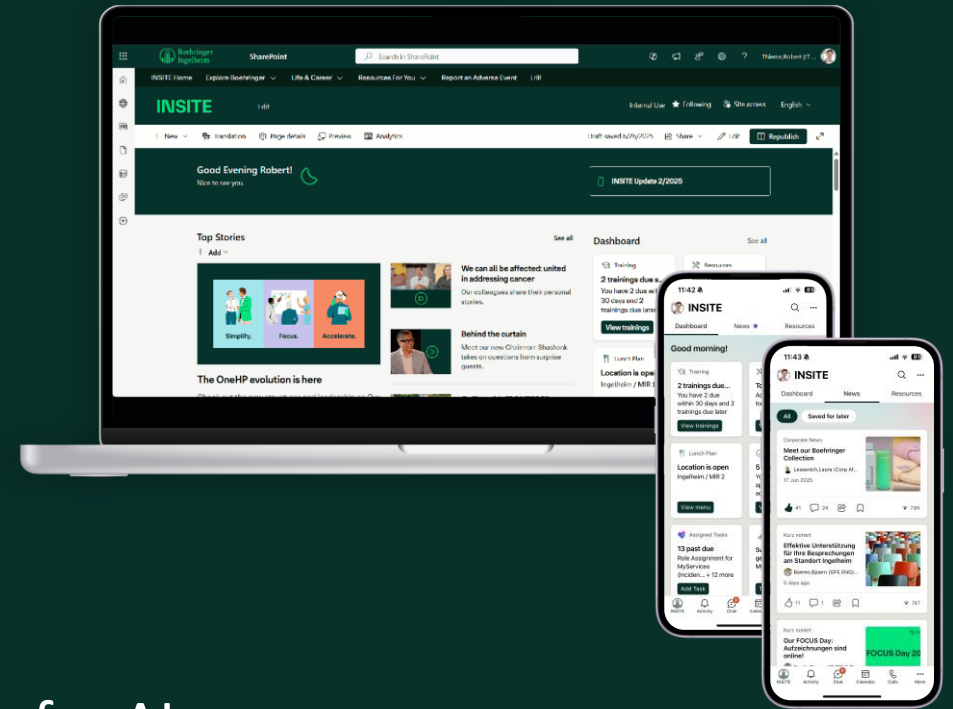


Boehringer
Ingelheim

SWOOP Analytics EMEA | SharePoint Intranet Festival 2026

Boehringer Ingelheim

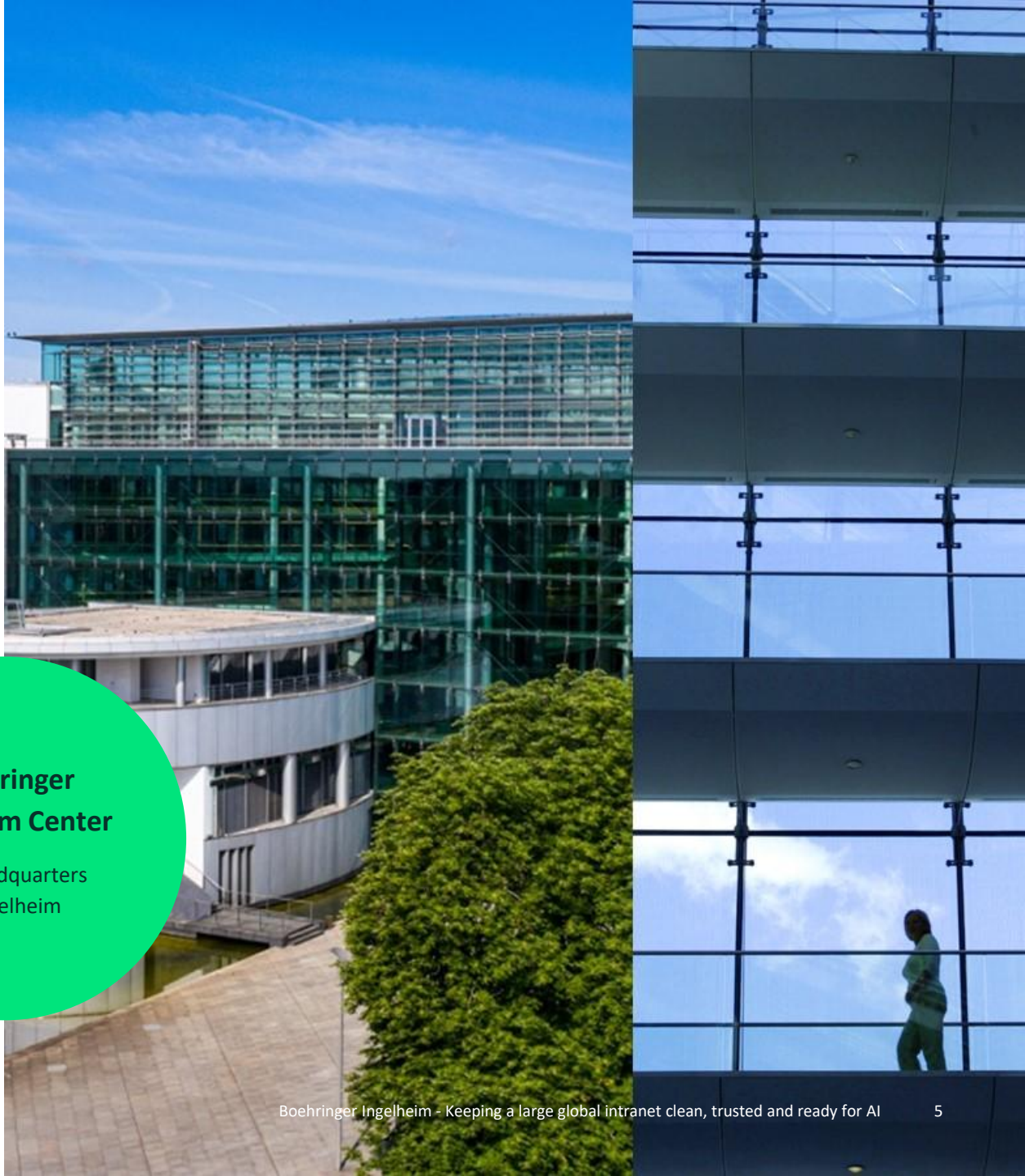
Keeping a large global intranet clean, trusted and ready for AI



Life forward

Boehringer Ingelheim in brief

- Family-owned pharmaceutical company
- Founded 1885 in Ingelheim, Germany
- Focus on Human Pharma and Animal Health
- More than 54,000 employees worldwide
- R&D expenses of around EUR 6.4 billion
- 25 R&D sites worldwide for Human Pharma and Animal Health
- Net sales of EUR 27.8 billion

A large, modern glass and steel building with a curved facade, surrounded by greenery. A person is visible in the foreground on the right, looking out from a high-rise window.

Boehringer Ingelheim Center

Our headquarters
in Ingelheim

Status: 31/12/2025

Your presenters



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Manager Corporate Brand Touchpoints

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Our Product Team

CA = Corporate Affairs
IT = Information Technology

Capability



IT Director /
Capability Lead

Product Team

hybrid/virtual



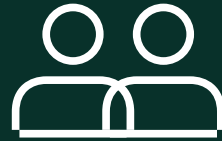
Product
Owner (CA)



Scrum
Master (IT)



2 x UX
Researcher/
Designers (IT)



2 x Business Analysts
(IT)



2 x Technical Specialists
(IT)

Our Team Members



INSITE

“...plays on the dual meaning of ‘insight’ and ‘in-site’, suggesting both knowledge and internal accessibility.”

What is INSITE?



A **unified intranet** with a simplified and enhanced user experience



A **living product** that evolves based on user research and continuous improvement



A **personalized digital workspace** tailored to each user's role, location, and interests

Some Facts

36k

daily unique users

2k

editors

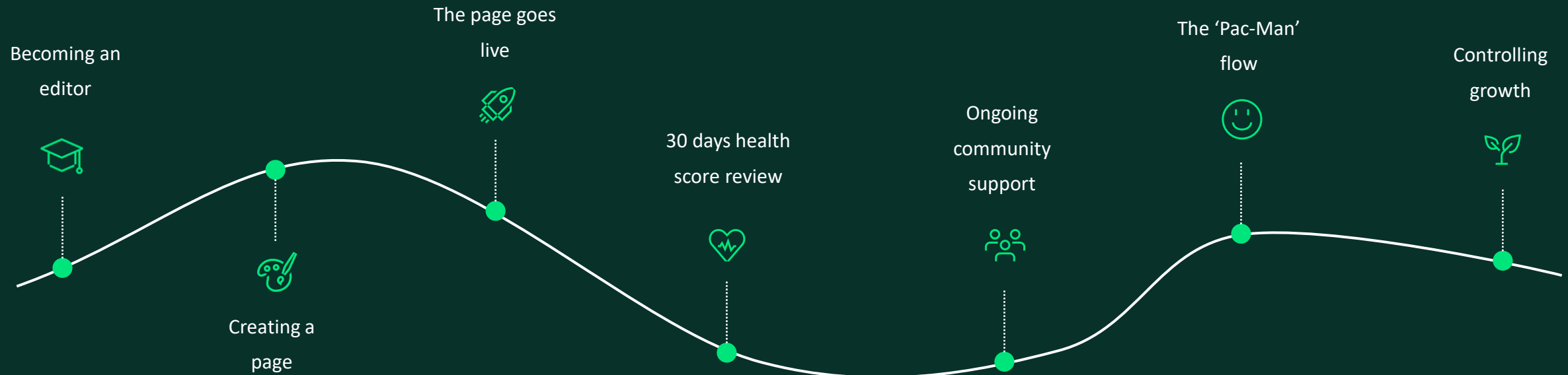
34k

pages

Let's take a closer look into **INSITE**



How it looks – Our Editor Experience



Live Demo



Editor Experience

- Intro @Rob
- Training + Page Design @Stefan
- Teams Community @Stefan
- Creation + Checklist @Stefan
- Health Score @Stefan
- Broken Links @Stefan
- Expiration „PacMan“ → Power BI @Rob
- Controlling Growth / Governance @Rob
- How does it help AI? @Rob

Editor Training

Who should be an editor?

If you are creating content regularly in INSITE, then the editor role is for you. You receive permissions to add or edit content in a part of the intranet and you help other users to publish relevant information.

If you only want to edit a page once or make small changes to the navigation, please consider asking an experienced editor to make the changes for you.

How do I become an editor?

The requirements for becoming an editor are:

- aligning with a Content Manager that a new editor is needed for that country/region/department and that you should fulfill that role
- completing the mandatory INSITE trainings in LOS

How do I get permissions after completing the training?

After completing the training in LOS, your Content Manager will receive the information from the INSITE Team.

Your Content Manager will then give you the necessary permissions.

Alternatively, you can generate a certificate (PDF) for each module. Please send the certificates to the Content Manager to receive the editing permissions in INSITE.

Mandatory training



SharePoint Basics



Page Design



Page Management



User Experience

Optional training

Editor Community

Our direct link to our editors

- Regular Updates
- FAQ Channel
- Community Calls



Page Publication Checklist

Pre-Publication Checklist

Use this checklist before you publish your page to ensure everything is optimized for all users.

00 Is It Necessary to Create a Page?

Before publishing, consider whether this page is truly needed. The intranet is for everyone—ensure the content is relevant, adds value, and does not duplicate existing information. If similar content exists, consider updating or linking to it instead.

01 Content Quality

Stay on brand: Ensure the entire page follows our [brand guidelines](#), including images, icons, and tone of voice. Content should align with our organizational identity and maintain consistency across all pages.

Purpose Clarity & Originality: Ensure the page is understandable by all and doesn't duplicate existing content on INSITE.

Language: Verify that the language is clear and jargon-free. Check for correct spelling, grammar, and punctuation.

02 Accessibility

Accessibility is a fundamental requirement to ensure inclusivity and reach everyone in the organization.

Page Structure: Confirm that the formatting enables easy reading and follows a logical order. Use clear headings and structured formatting to guide readers effectively.

Font & Images: Ensure font and images adhere to accessibility guidelines for readability.

Web Parts: Ensure there are no more than 20 web parts per page.

Accessibility Assistance: Use the accessibility checker to ensure compliance with guidelines on page structure, alt-text, links, tables, and color contrast. [Find out more about our accessibility guidelines >](#)

Health Score & Broken Links

What is the Health Score?

Each page or news item is evaluated across three key dimensions:

- Quality
- Experience
- Engagement

These components are averaged to produce a total health score out of 100%.

Note: Only pages with text webparts are scored. Pages with only summary webparts show a dash ("–").



SWOOP rates / labels the scores as depicted

Recommended Targets for INSITE

Based on benchmarking from Swoop Analytics, we suggest the following performance goals:

Metric	Average	Goal
Health Score	55	58 or higher
Quality Score	71	78 or higher
Experience Score	72	74 or higher
Engagement Score	15	24 or higher

Broken Links

Skip to the [Broken Links list](#) below to get started.

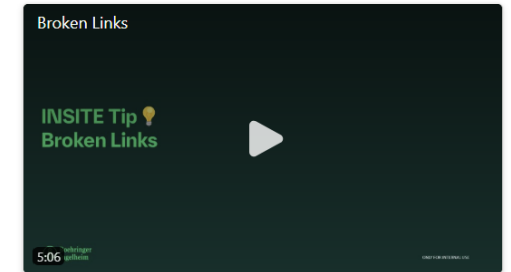
You received a notice that Broken links in your content has been detected. Here's what to do next.

How to fix a broken link?

1. Find the list of Broken links below
2. Open and edit the page with the broken link, see column **Page**.
3. Find the broken link mentioned in column **Link Name**.
4. Edit the link and update its destination OR
5. Remove the link
6. Re-Publish the page

Why do I have broken links?

A broken link can result when a page or document was moved or deleted. Users who click on such a link will be led to an error page.



What is a broken anchor?

An anchor opens a page on a specific position. If the anchor is broken, the page gets still opened but not on the specific position.

Quick Tips

You can switch to the view **All Items** to see all items in the Broken links list.

Push the switch in column "Task Status" to **DONE** to mark that item as done. It will then disappear from the list.

Push the switch in column "False Positive" to **Not Broken** to report a false positive issue. This will help us improve the quality of the Link Checker.

[Learn how to edit links and anchors in the Text web part.](#)





To keep INSITE content accurate, timely, functional, and easy to understand for all colleagues, robust content governance is essential.

Well-maintained content forms the foundation of a positive user experience, helping employees save time when searching for information.

Robust content governance for 30,000+ pages

INSITE's content **expiration workflow** alerts editors quarterly about pages that haven't been updated in 2 years, giving them the opportunity to either refresh the content or have the page deleted.

Content expiration workflow Q1 2025

Deleted pages

5,894

Revised pages

897

INSITE's **broken link workflow** scans the intranet for any broken links and notifies editors to update or repair their content.

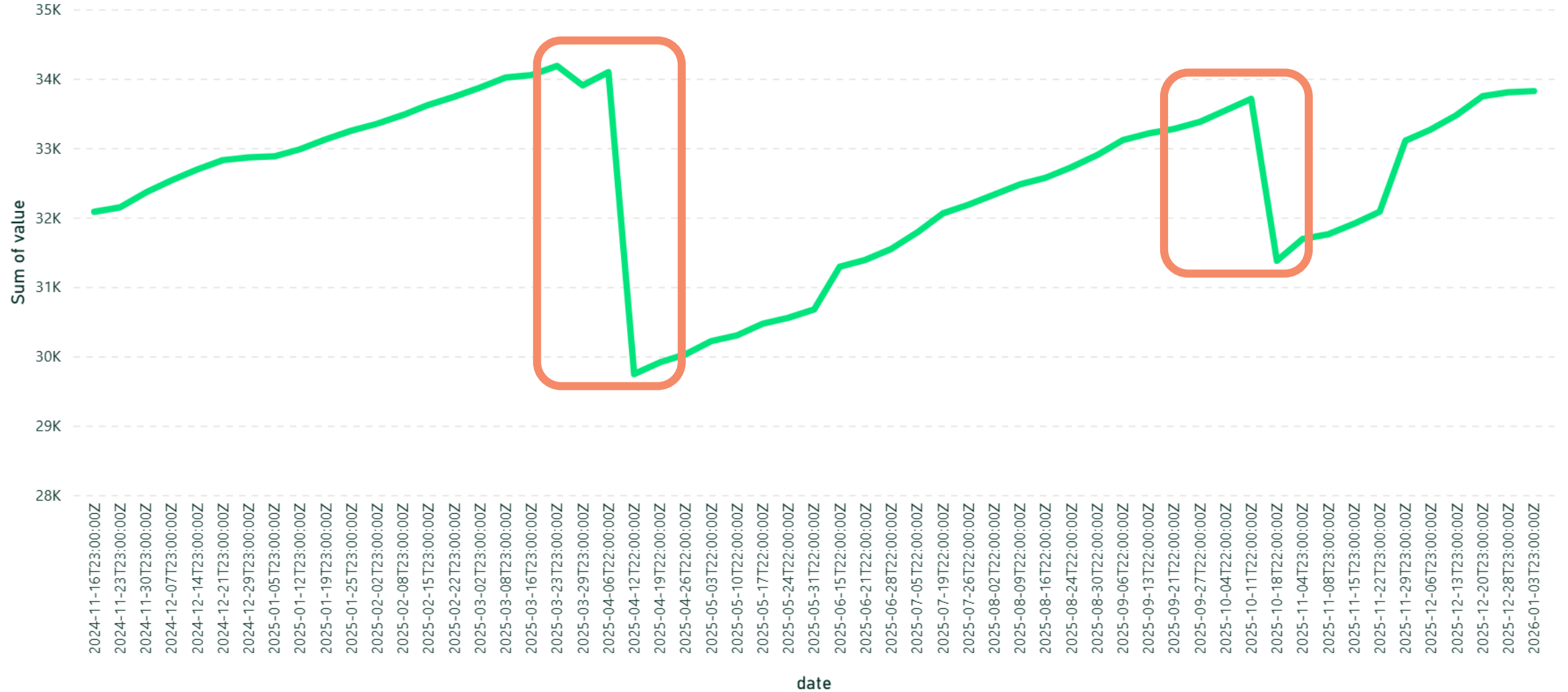
Number of fixed broken links in INSITE 2025

Fixed links

5,090

Number of pages

Sum of value by date



How does it drive **AI readiness**
and better outcomes?



How does it help AI?



Clean data by
design



High signal &
low Noise



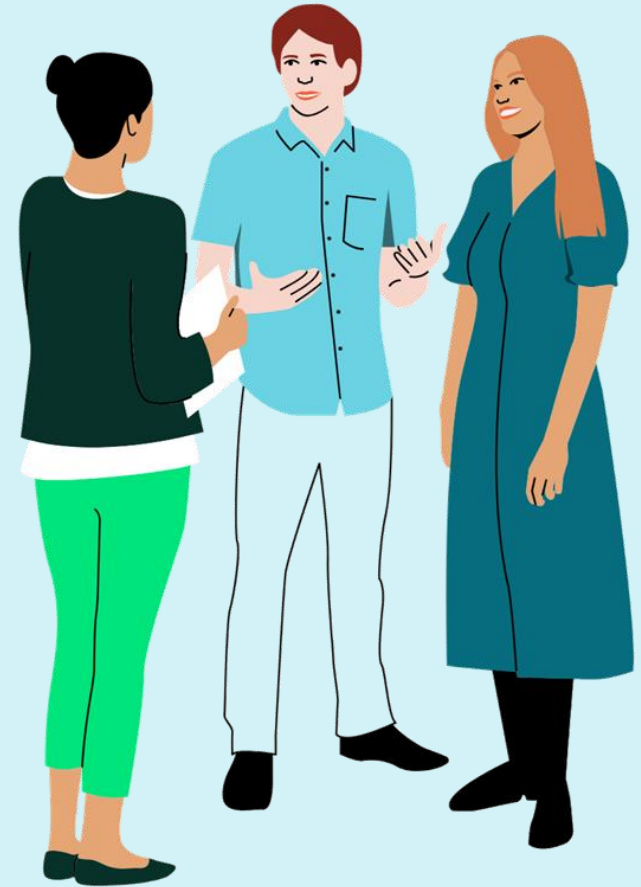
Structured & reliable
knowledge



Continuous AI
readiness

Thank you for discovering **INSITE**

We hope you enjoyed the journey.



EMEA SESSION

How to successfully manage an intranet



Cai Kjaer
CEO
& Founder



**Dr Laurie
Lock Lee**
Chief Scientist
& Founder



**Sharon
Dawson**
Director External
Relations &
Communications

Presenters

Key findings from SWOOP Analytics'
2026 SharePoint Intranet Benchmarking Report



How to successfully manage an intranet

Key insights from SWOOP Analytics'
2026 SharePoint Intranet Benchmarking Report



We analysed data for:

- 253K intranet pages
- Real-life behaviours of 410K intranet visitors
- Across 41 organisations





Intranet access is now almost universal

- **95%** of employees now access the intranet (up from 93% in 2025).
- Some patterns are emerging:
 - Almost everyone read Content pages.
 - 2/3 read News pages.

Metric	2026	2025	2024
Audience			
Employees accessing the intranet	95%	93%	86%
Employees accessing News pages	65.13%	62%	60%
Employees accessing Content pages	93.47%	91%	87%

INSIGHT

The intranet as a digital comms platform is undisputed

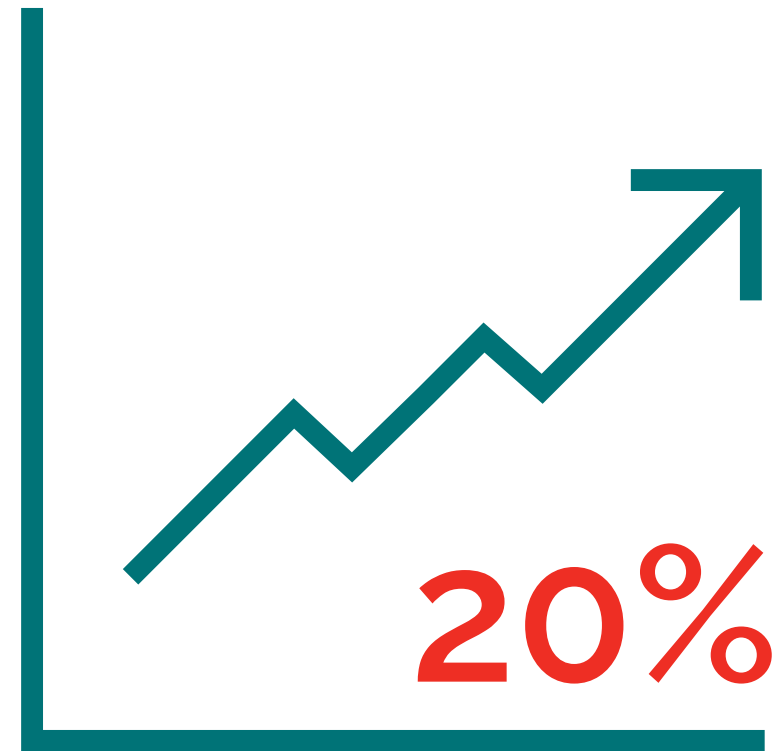
ACTIONS

- Maintain pole-position: Invest in governance, user research and information architecture, archiving and analytics
- If under-utilised, make it a primary channel, eg. all-company emails can be teasers with links to the intranet.



Content growth

- Intranets continue to grow rapidly, and only small minority saw their intranets reduce in size.
- Intranets growing by 20% per year = 2x in 4 years!



INSIGHT

Intranets are sprawling

ACTIONS

- Check how many pages you have compared to last year.
- Put in place rules for archiving/deleting content.
Start with news.
- Help editors manage their content (training and tools)

"We didn't decide to have 2000 editors," Robert explained.

"We inherited that model from the past. Everyone could publish, but with very lightweight training."

"The result was exponential growth."

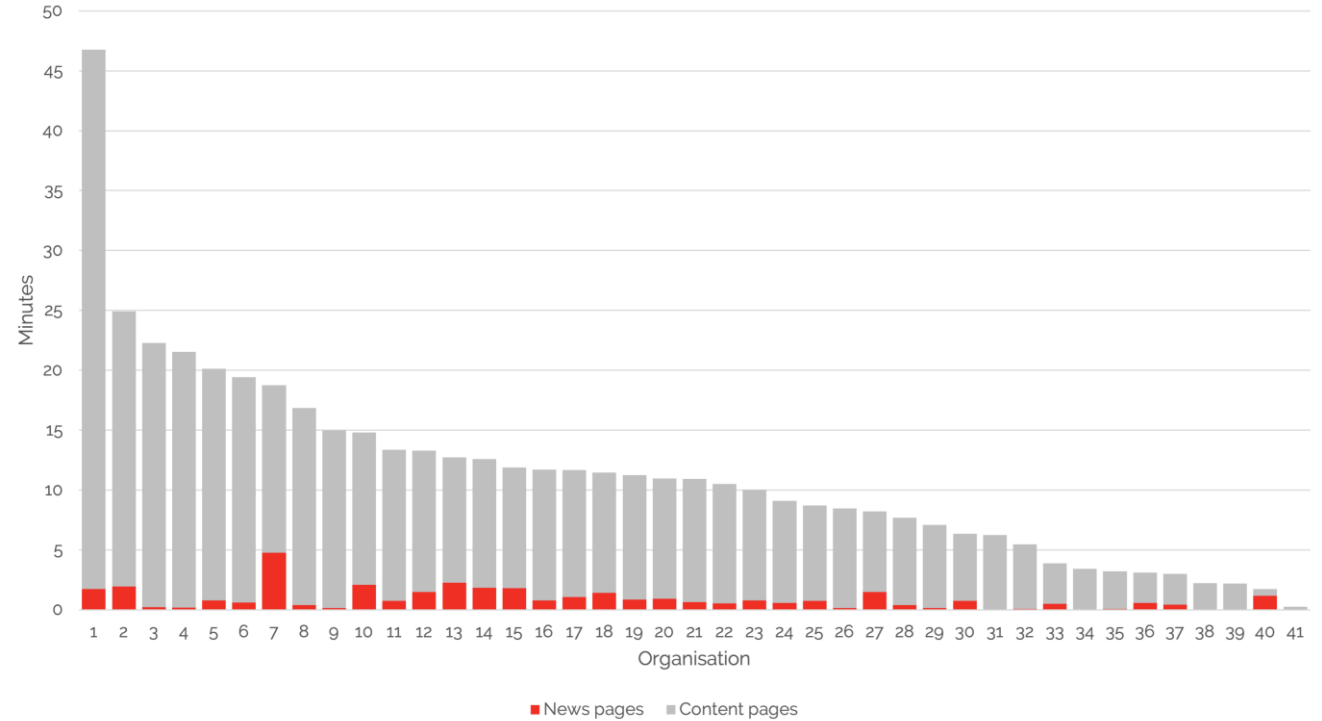
Robert Thieme, Intranet Product Owner,
Boehringer-Ingelheim



Employees' time and attention are limited

- **11.3 minutes** - time on intranet per person each day
 - 10.4 minutes a day on Content pages
 - 0.9 minutes a day on News pages

Average minutes per workday on the intranet



Poll

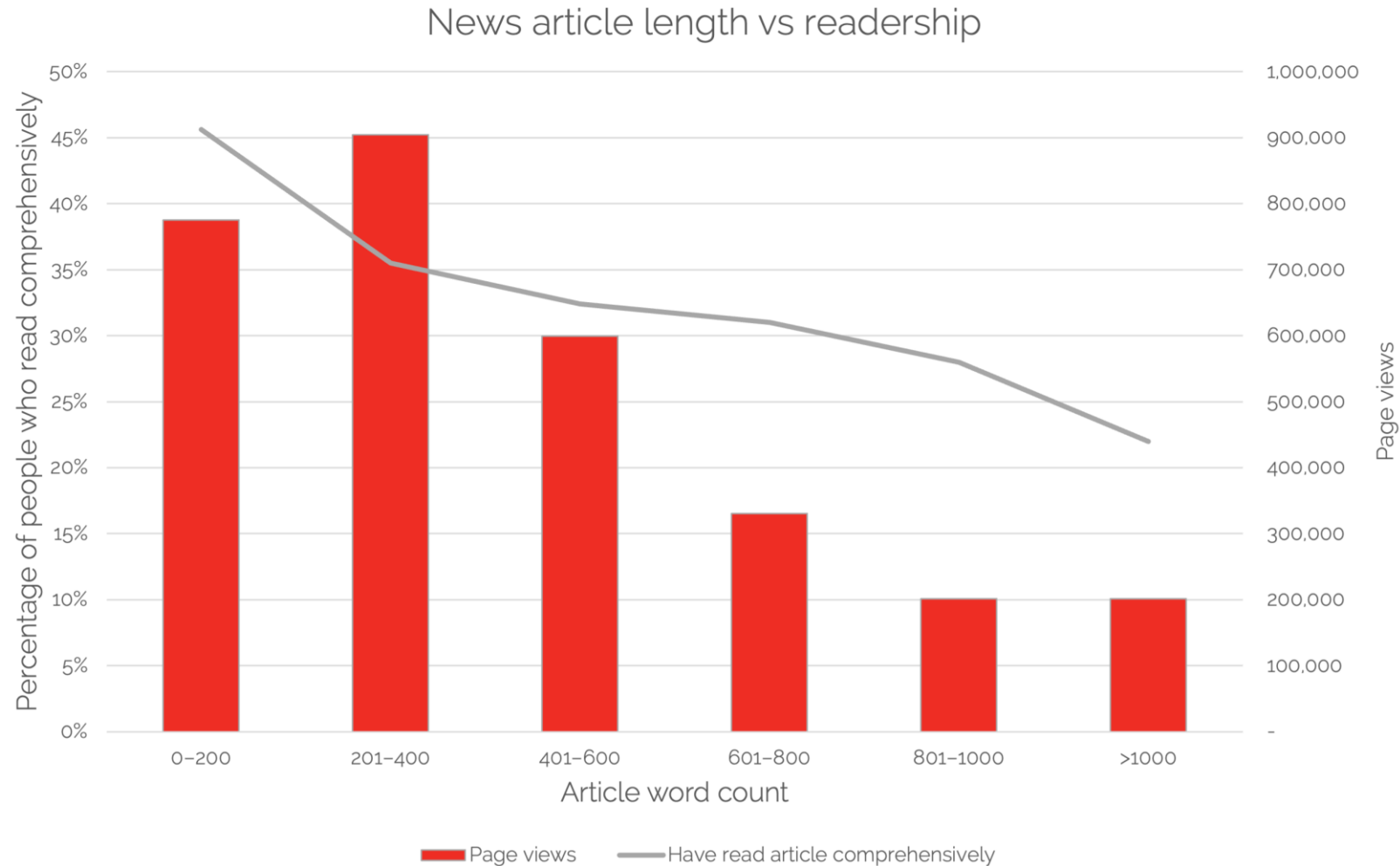


Do your employees suffer from information overload?

- Constantly - employees are overwhelmed
- Frequently - it's an ongoing challenge
- Sometimes - spikes at certain times
- Rarely - we manage it well
- Never - not a concern for us



How long should a News article be?



INSIGHT

200-400 words strikes the best balance for intranet News articles

ACTIONS

- Keep news concise. Most news content should be short, focused, and easy to consume.
- Be selective about long articles. If content needs to be longer form, it might be better to split into separate parts.
- Design for attention, not completeness. Readers decide quickly whether something is worth their time. Long news articles work against that behaviour.



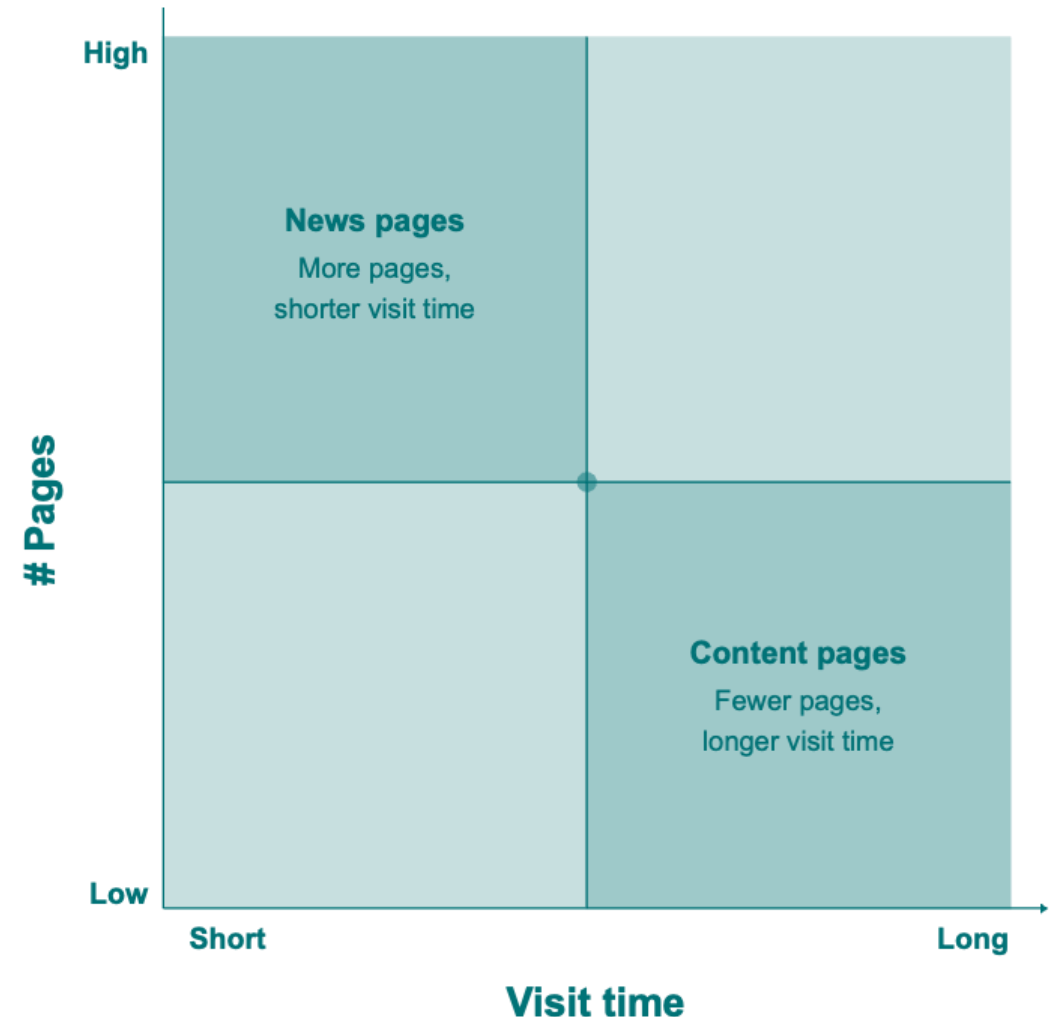
Content pages are the heart of the intranet

Content pages:

- Drive the majority of time spent on the intranet
- Are heavily read, even when they are older and deeply embedded in daily work

News pages:

- Show skimming behaviour
- Decline rapidly in engagement as they age
- Perform best when concise



INSIGHT

People love content, tolerate news

ACTIONS

- **Focus on improving Content pages.** This delivers far greater value than increasing the volume of News publishing.
- **Invest in ongoing governance** around readability, structure and hygiene.
- **Bring news to content pages** - “If the mountain won't come to Mohammed, Mohammed must go to the mountain”



People come to the intranet three times a day and look at two pages each

- People visit the intranet **three times each working day**, on average, and view a little more than **two pages each visit**.
- Employees access a broad range of content, with an average of **39.6 unique pages per user** over the three-month period analysed.
- Implication - Employees are not “checking in” on the intranet repeatedly. Instead, they are making more purposeful visits aligned to specific needs.

TAKEAWAY

Intranet success should therefore be measured by how effectively each visit supports task completion, rather than visit frequency alone.

INSIGHT

Employees visit the intranet 3+ times a day, viewing ~2 pages per visit

ACTIONS

- Optimise key landing pages with high-utility links (leave policies, pay, system access).
- Feature “most viewed” or “frequently accessed” content prominently on the home page.
- Test navigation paths using real user journeys to remove friction.



Intranet health factors that matter most

- Engagement is driven far more by **content quality and structure** than by publishing volume.
- Pages with poor structure, long sentences, and accessibility failures show dramatically lower engagement.

What matters most:

Content pages:

- Readability
- Spelling mistakes
- Broken links
- Ageing content (older “evergreen” pages are often among the most used)

News pages:

- Paragraph-to-heading ratio
- Heading length
- Accessibility issues

TAKEAWAY

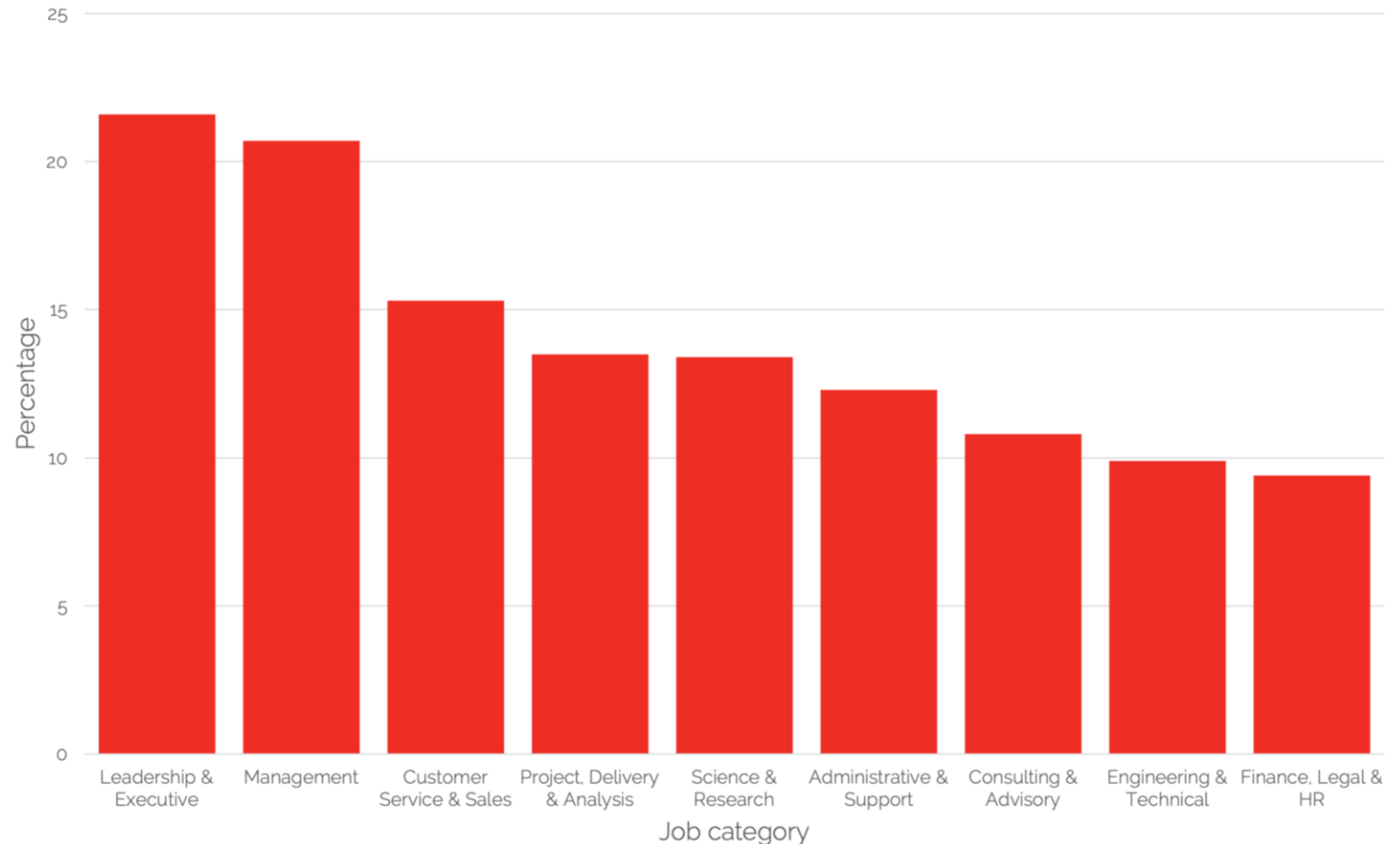
Content hygiene and clean structure are the strongest predictors of engagement.



Who is the key audience for the intranet?

- Leadership & Executive closely followed by Management are the top users of the intranet (relative to their proportion)

Job categories in the top 20% of most frequent intranet users

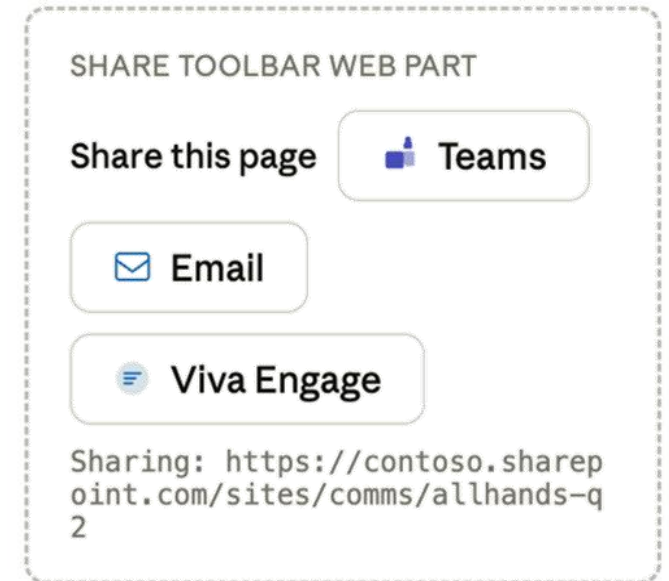


INSIGHT

Leaders are information disseminators

ACTIONS

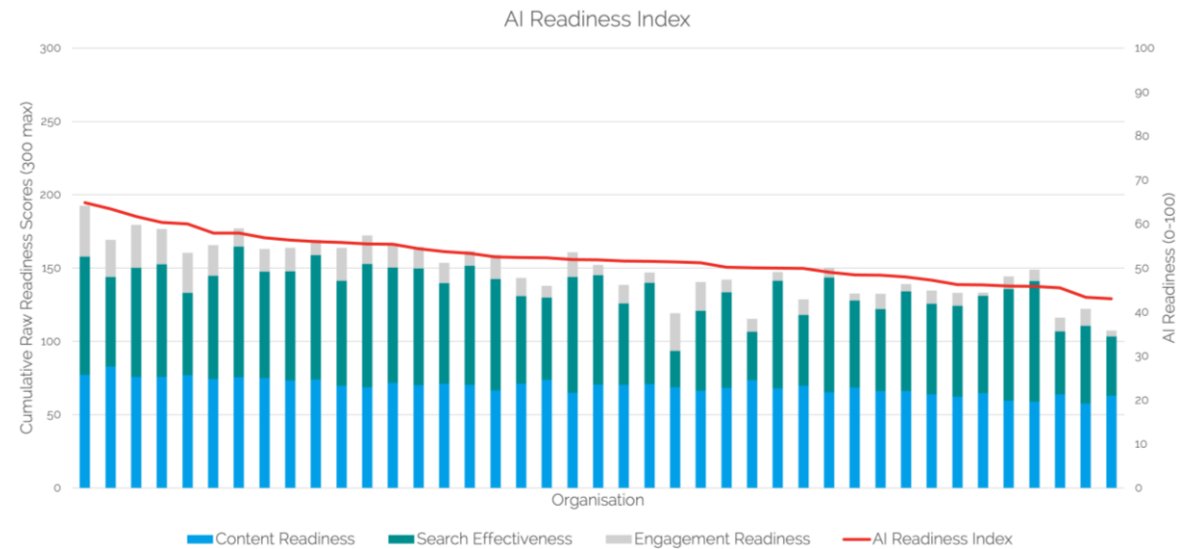
- Help leaders determine how the information is relevant to their people – **make it 'dissemination-ready'**
- Highlight **decision-support information** relevant for leaders
- Tech tip: Create a **'Share with your team'** webpart





AI readiness: Poor content is holding intranets back

- Content readiness slightly declined
- Engagement readiness dropped slightly, driven by growth in unvisited pages
- Search effectiveness improved dramatically (but is weighted the lowest)



AI Readiness area	2026	2025
Content readiness (60%)	69.42	71.65
Engagement readiness (30%)	13.68	15.75
Search effectiveness (10%)	66.3	34.16
Overall AI Readiness	52.38	51.13

INSIGHT

AI's biggest risk is not hallucination, it's low content quality.

ACTIONS

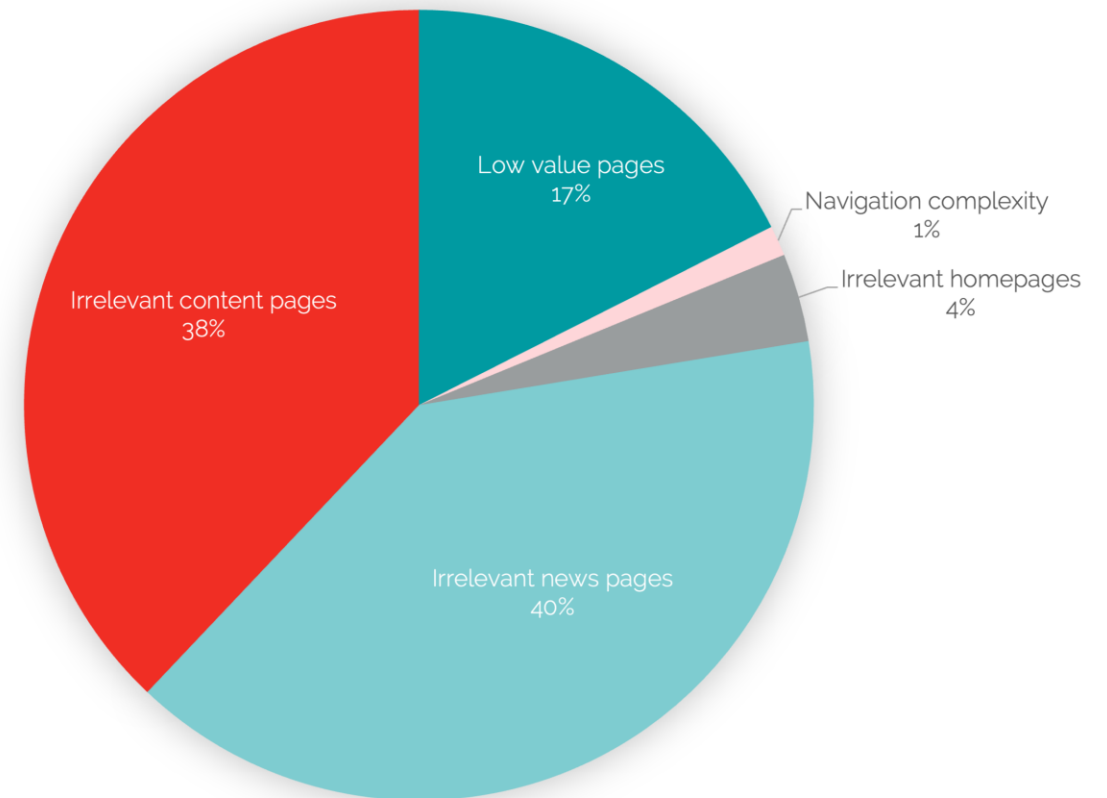
- **Option 1:** Clean up! Archive old news. Large volumes of rarely accessed or out of date pages are limiting AI's ability to deliver meaningful value.
- **Option 2:** Extract the bits you need and great tightly controlled repository built for AI grounding of intranet content.



Clutter is increasing and News is often unread

- The Clutter Index increased slightly to 0.33.
- Unread News content and homepage-only visits continue to rise.
- **INSIGHT:** Overpublishing is overwhelming employees. Less News, better targeted, performs better.

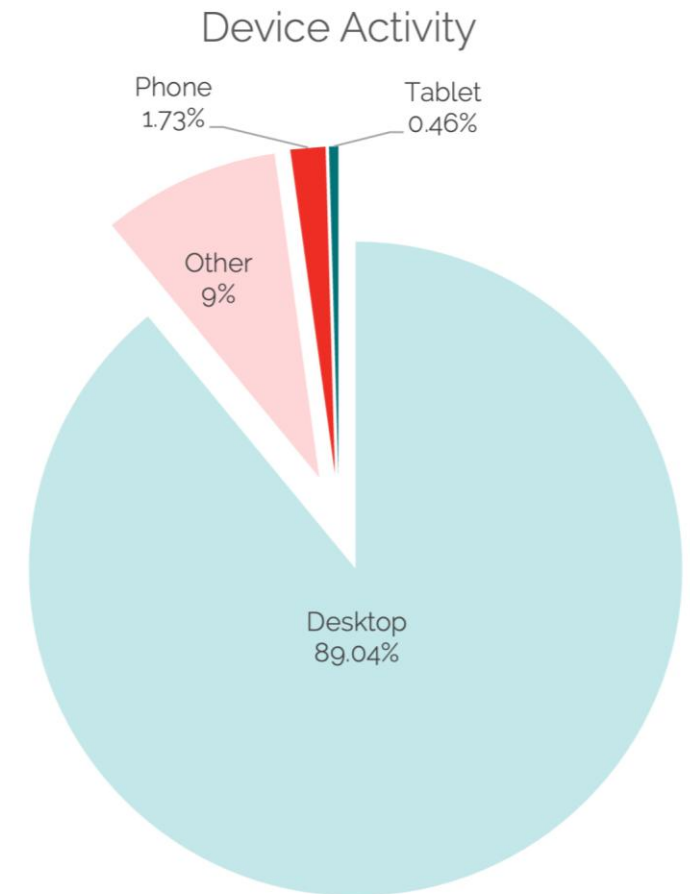
Sources of Clutter





Mobile usage has collapsed

- Phone access has fallen sharply, from **8.3% to 1.7%** of the total population benchmarked.
- Anecdotal exception: Energy infrastructure providers has +50% of employees accessing the intranet via mobile devices. All field-workers are issued a managed mobile device. Company apps are pre-loaded, and the intranet is an integral access point for core documentation.





Intranet Goals (top 20% have achieved it)

Area	Goal
How many employees should be accessing the intranet?	100% of employees accessing content pages, and +83% of employees accessing intranet news.
How often should people be accessing the intranet?	An average of four intranet visits per employee per workday.
How much time should be people be spending on the intranet each day?	An average of 17 minutes per employee per workday, across multiple sessions.
Should people be moving beyond the intranet home page ?	The majority of intranet sessions should progress beyond the home page.
How long should an intranet News article be?	200-400 words per news article.
How many pages per editor should we have?	Up to five News pages per News editor. Up to three Content pages per Content editor.
What overall Health Score should I aim for?	Aim for a Health Score of 52 or higher for News pages and 60 or higher for Content pages.
- What Quality score should I aim for?	Aim for a Quality score of 71 or higher for News pages and 76 or higher for Content pages.
- What Experience score should I aim for	Aim for an Experience score of 77 or higher for News pages and Content pages.
- What Engagement score should I aim for?	Aim for an Engagement score of 14 or higher for News pages and 30 or higher for Content pages.



Download our **2026** SharePoint intranet Benchmarking report

- It's free to receive the report and is available to download now.
- If you're involved in managing, or writing for, an intranet but have little idea about what "good" looks like – we've got you covered!
- Our benchmarking data will give you real-life insights into when people are reading the intranet, what they're reading on the intranet, how they're accessing the intranet and how you can best shape your content to get maximum engagement.

<https://www.swoopanalytics.com/sharepoint-bm-26>

EMEA SESSION

Keep, kill, combine: Fixing intranet sprawl before AI makes it worse



Jarrod Williams

Presenter



Keep, Kill, Combine: Fixing Intranet Sprawl Before AI Makes It Worse

Jarrold Williams · Head of Digital Channels, St. James's Place


St
James's
Place

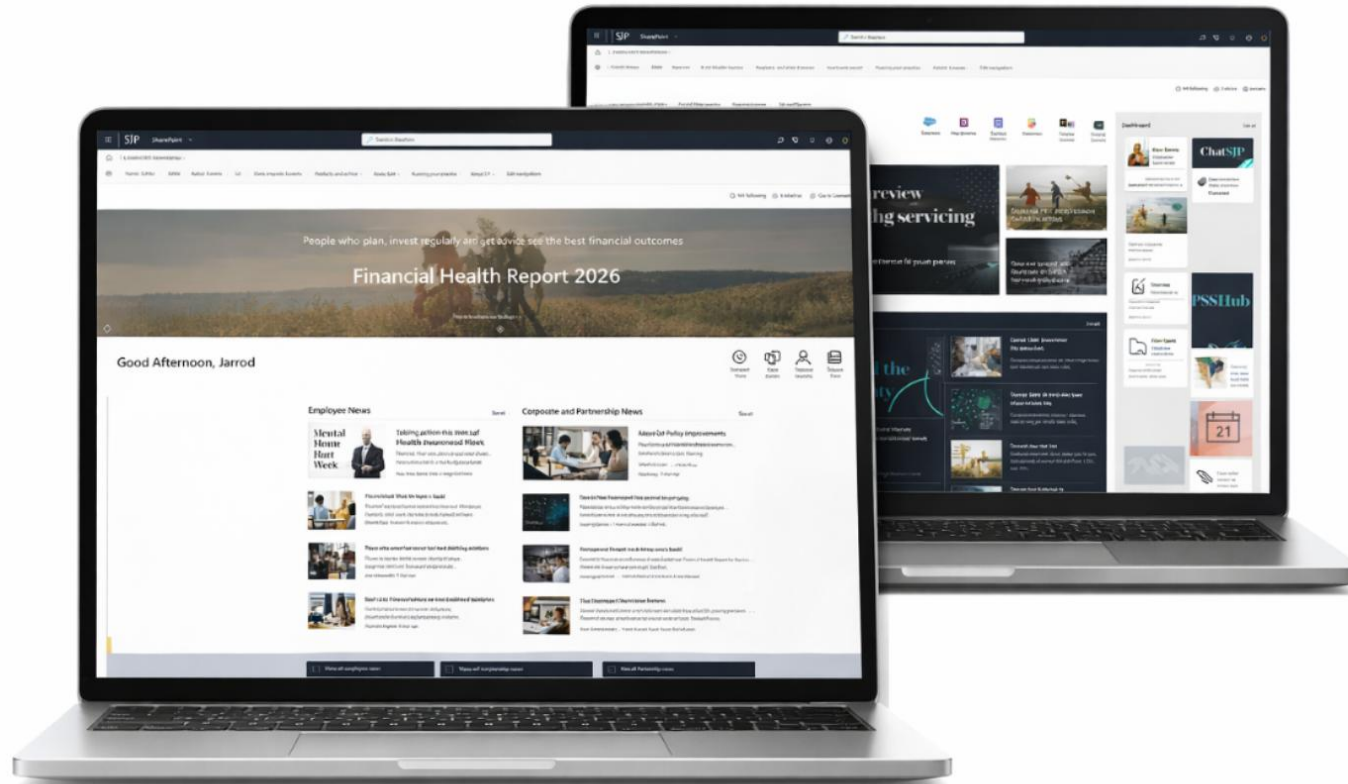
About SJP & Our Intranet Audience

Who We Are

St. James's Place is a **FTSE 100 wealth management and investment firm** — one of the UK's largest.

Our intranet serves two very distinct audiences.

 Partners rely on the intranet for regulated guidance. Trust and accuracy are non-negotiable.



~2,500 Employees

Corporate staff across UK, Asia and Middle East

15000+ Partnership

2800 Financial Advice Practices

Caveat

This is a live case study.

We are only just getting into the weeds, so take this as a warts-and-all view for now. A look behind the SJP curtain.

Ask me again in a year to see how it turned out...

Our SharePoint Intranet in Numbers

45K+

Pages & Documents

A large content estate built in under three years

1.3M

Monthly Views

High usage – this is a heavily used platform

500+

Content Editors

Roughly 1 in 4–5 employees contributes content

23

Minutes per Session

Productive engagement – or time spent hunting?

Top Sites

Giving Advice, **Advice Framework**, and **Investments** drive the most traffic – critical adviser resources.

Top Searches

"Fund centre" and *"Income sustainability calculator"* reveal what users need most.



ROOT CAUSES

Why Intranet Sprawl Happens

"Just migrate it"

Legacy content moved *as-is* under timeline pressure – we knew we were carrying content debt.

Federated model, light governance

Local ownership created agility but without central standards, duplication and inconsistency followed.

Unclear ownership

As roles changed, content was left without caretakers – unreviewed and stale.

No lifecycle process

Nothing was routinely removed. Once published, content stayed indefinitely.

Symptoms of Sprawl – When Governance Fails

Duplication Everywhere

Five or six versions of the same document, each team believing theirs is authoritative.

Outdated Content Still Live

Years-old pages still accessible – sometimes still being edited.

Search & Navigation Fail

Search surfaces outdated duplicates; navigation is overloaded and confusing.

Trust Erodes, Workarounds Multiply

Users save local copies or email colleagues – creating new silos.

Regulatory Risk Creeps In

Outdated policy documents can lead to incorrect guidance or non-compliance.

OUR APPROACH

Three Pillars to Fix Intranet Sprawl

Our Intranet Clean-Up Project tackles sprawl from three angles, delivered through a phased roadmap: **Stabilise** → **Redesign** → **Future-Proof**.



Content Audit

Clean up and restructure content – decide what to **Keep, Kill, or Combine**.



Governance

Embed clear ownership, review cycles, and lifecycle controls so we don't slide back.



Technical

Fix search, improve information architecture, and deploy tools that support ongoing maintenance.

Content Audit & "Keep / Kill / Combine"

KILL

OBSOLETE OR UNUSED (1 YEAR+) PAGES, DUPLICATES, OR LACKS AND OWNER. ACTION: DELETE OR ARCHIVE



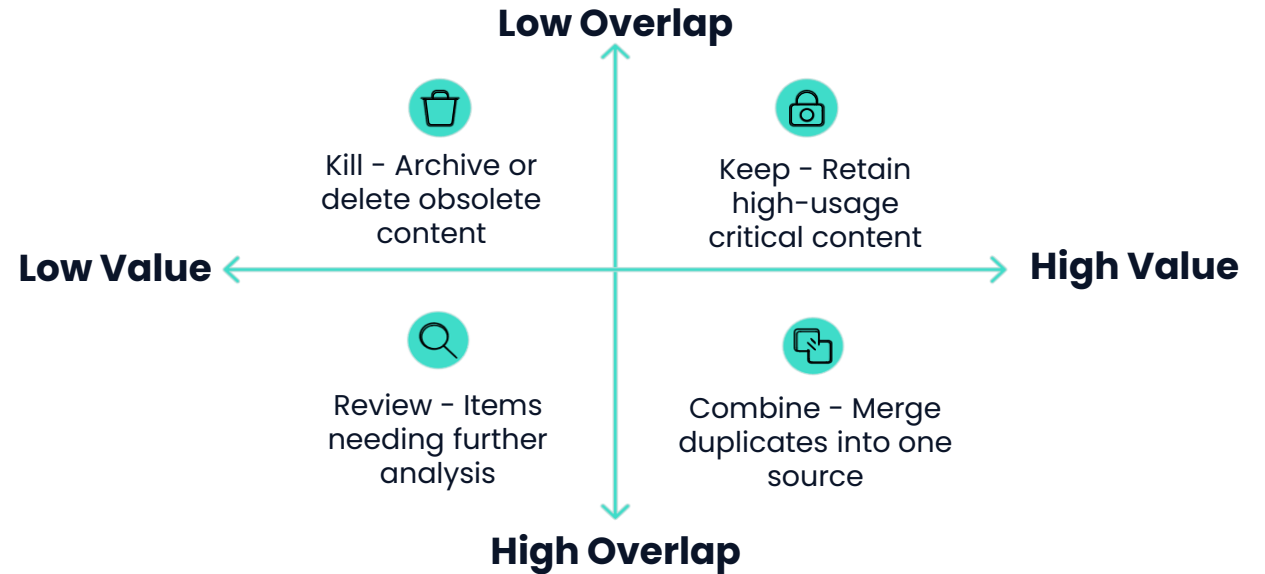
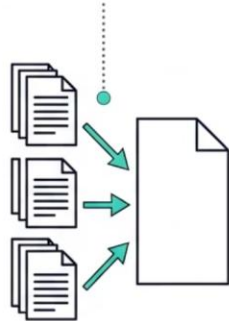
KEEP

CURRENT, HIGH USAGE, AND ABUSINESS-CRITICAL PAGES WITH CONFIRMED OWNERSHIP. ACTION: RETAIN AND IMPROVE



COMBINE

OVERLAPPING OR DUPLICATE PCONTENT ON SIMILAR TOPIC. ACTION: MERGE CONTENT TOGETHER THE REST.



How It Works

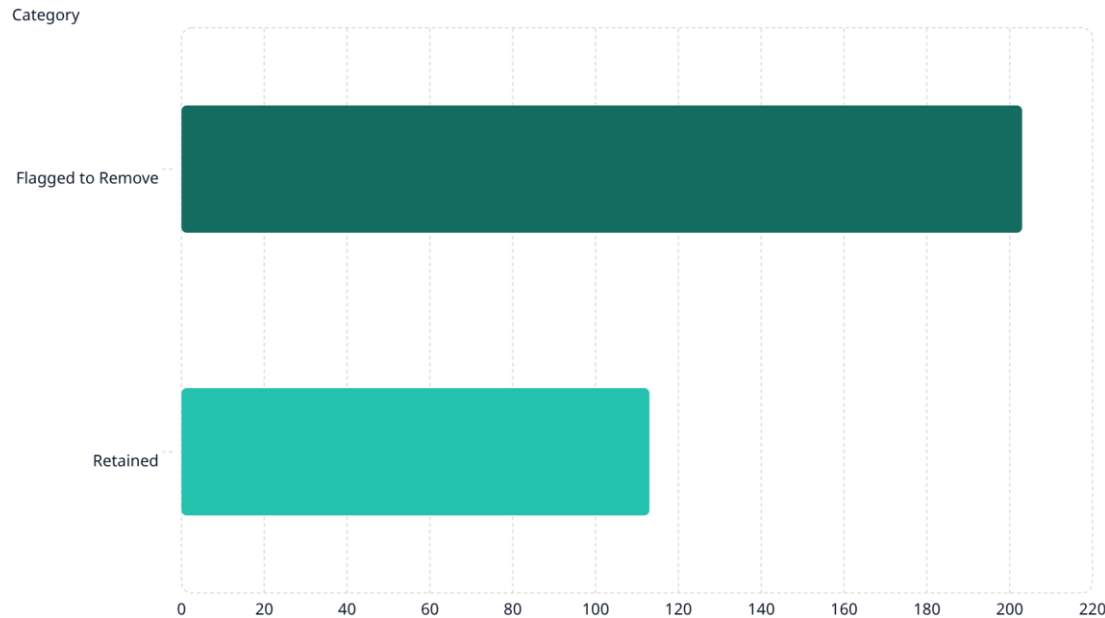
We're building a **full content inventory** – every page and document, with usage data, age, and owner info. Then we classify each item using K/K/C.

Two-sweep approach: First, remove obvious "Kills" for quick wins. Then handle complex merges and stakeholder decisions.

🗨️ "Automate the facts, not the decisions." Tools surface candidates; humans approve every action.

QUICK WIN

Investments Section – Audit in Practice



What we found

A manual audit of one Investments document library (316 files) revealed that **64% were candidates for removal** – outdated, superseded, or duplicated.

- **203 documents** flagged to archive or delete
- **113 documents** retained as current and authoritative
- Criteria: over 1 year old, superseded versions, duplicates, non-compliant format

✔ **60%+ content reduction** in one area – cleaner search, less clutter, lower risk.

Technical Improvements — Search & Support Tools

Technology supports people and process — not the other way around. Once content is clean and governed, these tools make it sustainable.



Search Tuning

IA fixes, metadata enrichment, and synonym mapping so search actually works.



Information Architecture

Simplify navigation and close redundant sections once content is rationalised.



Automated Workflows

Approval flows and review reminders via Power Automate — governance built in, not bolted on.



Analytics & Monitoring

Working with our agency AddIn365 to track usage, flag stale content, and find broken links.



AI Assist — With Oversight

Exploring AI to identify duplicates and flag content — always with human approval.

AI Will Amplify Your Content State

Garbage in, garbage out

If we deployed Copilot on today's intranet, it would confidently serve outdated or contradictory answers. **AI magnifies existing content problems.**

AI readiness = good governance

Clean, structured, authoritative content is a *prerequisite* for reliable AI. Fix the fundamentals first.

AI as helper, not decision-maker

AI can flag duplicates and suggest actions – but **human sign-off is non-negotiable.**

BEFORE CLEANUP



**MESSY
BASE
WRONG
AI ANSWERS
HIGH RISK**

AFTER CLEANUP



**STRUCTURED
CONTENT
ACCURATE
AI ANSWERS
LOW RISK**

Fixing Intranet Sprawl — What Now?



Keep / Kill / Combine

A repeatable audit framework to decide what stays, goes, or merges.



Governance Matters

Balance central oversight with local ownership — without it, sprawl returns.



Less Clutter, Less Risk

Fewer, well-managed pages boost findability, trust, and reduce operational risk.



AI-Readiness

AI magnifies your content state — clean, structured content is the prerequisite.



Ongoing Journey

Embed continuous governance and a champion network — prevent future clean-ups.

EMEA SESSION

What happens to internal comms when AI starts writing the news



Sean Zintl



Tom McIlroy

Presenters

Sage

From writing the news to owning the system

A practical session for navigating AI for
internal communications

Sage



Who we are



Sean Zintl, Intranet and Channels Manager: Leads on Sage's overall channel framework, with a focus on content strategy, governance, and how colleagues find and consume information across Sage's digital workplace.



Tom McIlroy, Corporate Affairs Data, Insights and Strategy Lead: Responsible for communications data strategy, reporting frameworks, and driving the tech transformation across our teams.

What this session covers

What we'll cover in the next 20 minutes

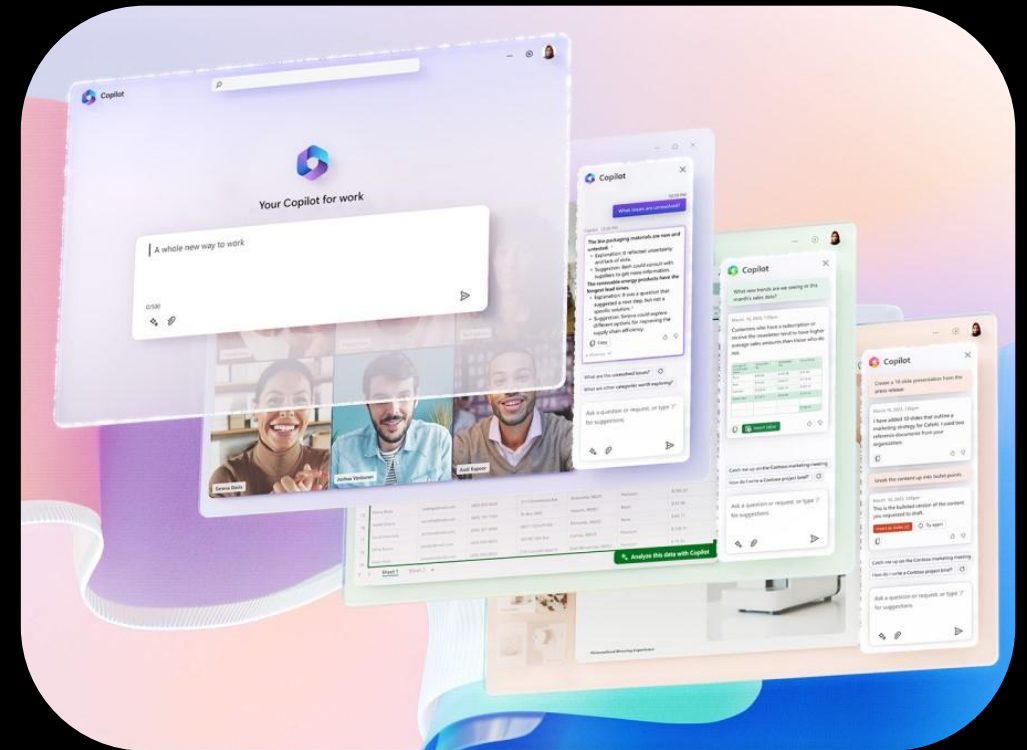
- **A live demo of our AI content agent.** We'll show you the agent in action and walk through what's underneath it; the data sources, the instructions, and the test cases that make it useful and worth trusting.
- **The commercial reality of AI at scale.** Why the economics of AI are shifting, and why that makes governance more urgent, not less.
- **Channel governance in an AI environment.** How we're seeing Sage colleagues beginning to use AI and why we're focussing on governance more than ever.
- **A practical framework to take away.** Concrete steps for approaching AI and channel governance in your own organisation and teams.



Setting the scene

A simple question: how can AI help our internal comms team move faster?

- Sage is mid-way through a significant AI rollout. Teams are experimenting with 365 Copilot, and many are already building.
- For IC, the question was straightforward: where are we spending time on tasks AI could handle more efficiently? The immediate answer was content formatting - the same message, turned into a SharePoint news post, a Viva Engage update, and a newsletter email.
- Making that process reliable meant working through the foundations and principles: the quality of data sources, the clarity of instructions, and the rigour of testing. Owning that groundwork is where new opportunity sits for IC professionals.



See it in action

A live demo of our internal comms agent

The screenshot displays the 'Colleague Comms Creator' interface. At the top, there is a logo featuring a person with a gear and a document, followed by the title 'Colleague Comms Creator' and the text 'Created by Mclroy, Tom'. Below this is a large text input field containing the text 'Message Copilot'. Underneath the input field is a plus sign on the left and a microphone icon on the right. Below the input field are three rounded rectangular buttons, each with a blue speech bubble icon and a title: 'Create first drafts', 'Tighten copy', and 'Rewrite drafts'. Each button has a short description below its title. At the bottom right of the interface, there is a 'Show more' link with a downward arrow.

Colleague Comms Creator
Created by Mclroy, Tom

Message Copilot

+

+

Create first drafts
Create first drafts for all channels from this content:

Tighten copy
Tighten the copy and make the call to action clearer:

Rewrite drafts
Rewrite these drafts for a narrower audience (region or...)

Show more ▾

See it in action

A live demo of our internal comms agent

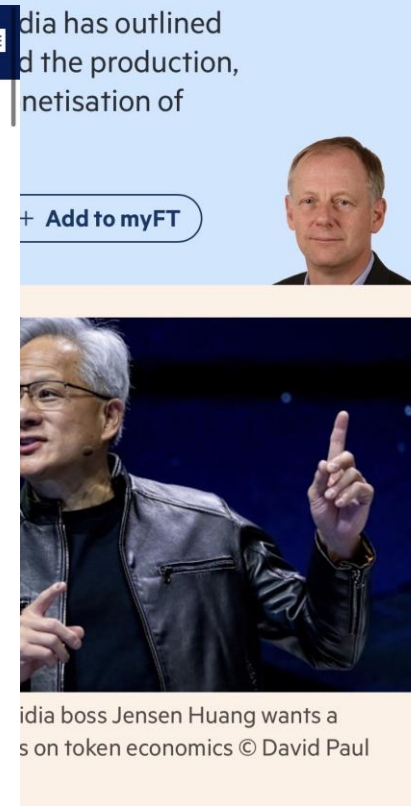
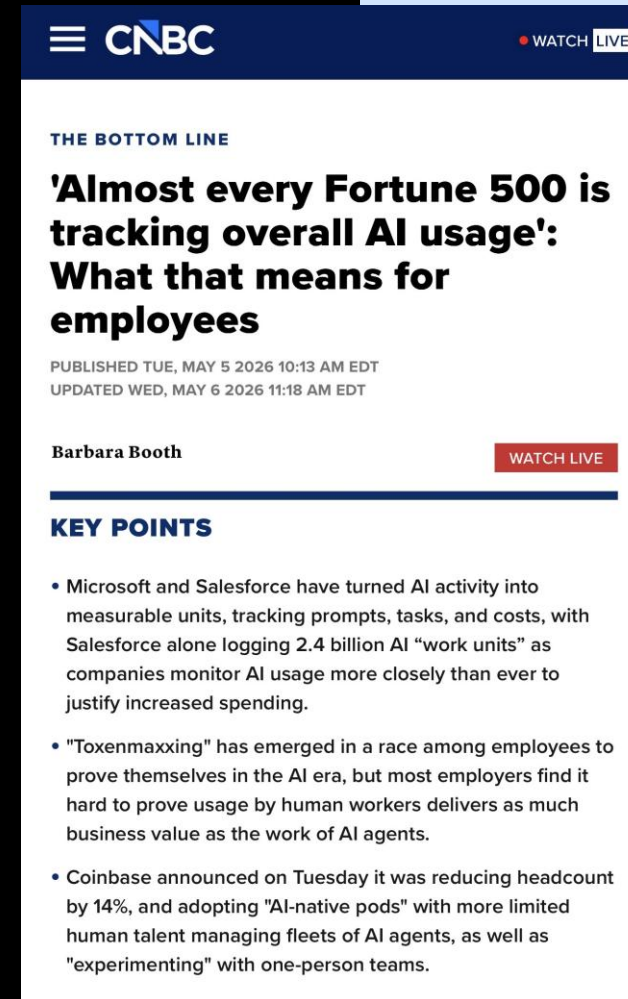
- **What it produces:** channel-ready content in multiple formats from a single brief, in seconds.
- **What powers it:** clear instructions, quality examples, and defined rules about voice, format, and what not to include. The output is only as good as what sits underneath it.
- **What it didn't replace:** editorial judgement. The team still decides what gets published, what gets changed, and what gets binned.



The cost of letting agents roam

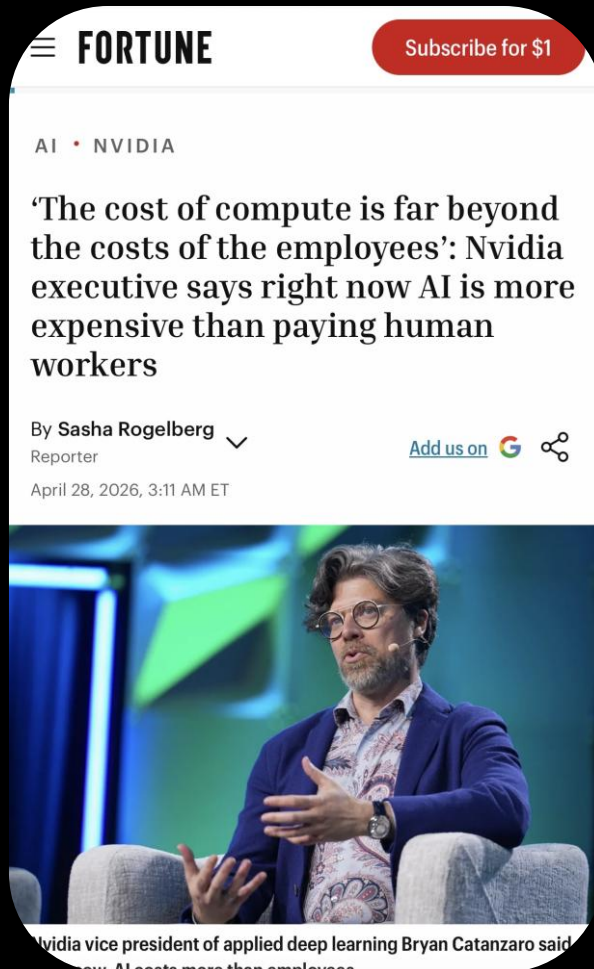
Why governance is a budget decision, not just an editorial one

- AI companies are moving from venture capital to revenue. The era of subsidised AI will end, and what comes next looks a lot like pay-as-you-prompt, where every source an agent checks and every reasoning step it takes adds to the bill.
- An agent with broad access and loose instructions isn't just a governance risk, it's an expensive one. The more it roams, the harder it becomes to predict, control, or budget for.
- The answer isn't one powerful agent doing everything. It's tightly scoped agents doing specific tasks well, linked in managed workflows, with clear boundaries on what each one touches. Governance isn't a constraint on what AI can do. It's what makes it viable at scale.



The cost of letting agents roam



Why governance is a budget decision, not just an editorial one




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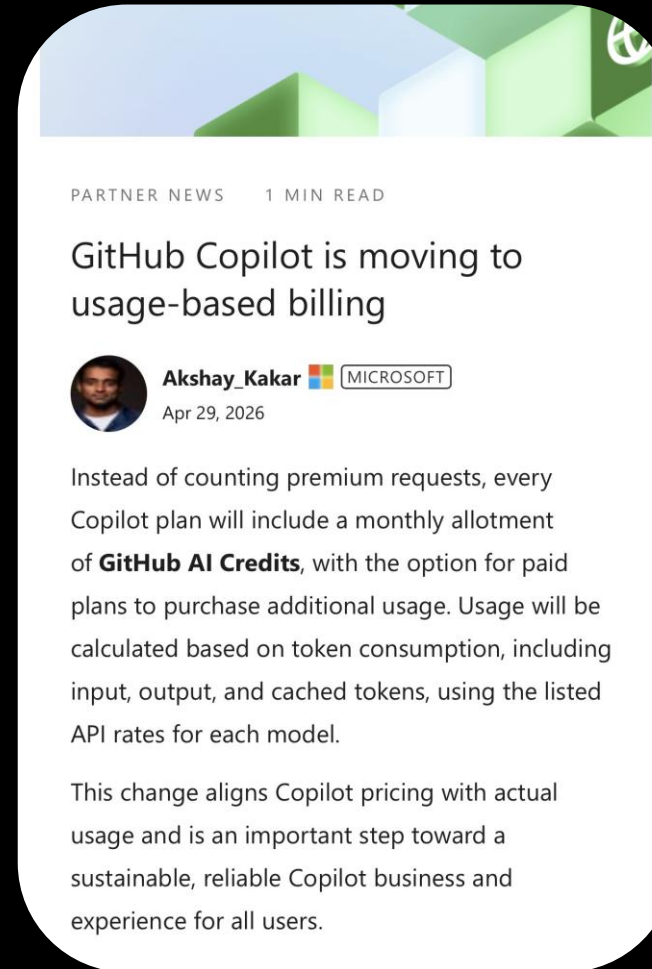
'The cost of compute is far beyond the costs of the employees': Nvidia executive says right now AI is more expensive than paying human workers

By **Sasha Rogelberg** Reporter ▼ [Add us on](#)  

April 28, 2026, 3:11 AM ET





Nvidia vice president of applied deep learning Bryan Catanzaro said... AI costs more than employees



PARTNER NEWS 1 MIN READ

GitHub Copilot is moving to usage-based billing

 **Akshay_Kakar**  MICROSOFT

Apr 29, 2026

Instead of counting premium requests, every Copilot plan will include a monthly allotment of **GitHub AI Credits**, with the option for paid plans to purchase additional usage. Usage will be calculated based on token consumption, including input, output, and cached tokens, using the listed API rates for each model.

This change aligns Copilot pricing with actual usage and is an important step toward a sustainable, reliable Copilot business and experience for all users.

The comms environment is changing

From publishing the news to owning the knowledge base

For most IC teams, content has meant presenting information and measuring 'engagement'

Most comms and intranet teams were built around publishing: take a brief, write the article, choose the channel, schedule the post, measure the views. That work still matters, but it's no longer the whole job.

Firstly, instead of spending long hours crafting messages, comms leads can now train their AI agents to quickly produce drafts of content for different channels, in a consistent tone of voice... and publish it across a wide range of channels without spending huge amounts of time to format it and make it look 'engaging'.

And colleagues aren't just waiting for the next news post

They're asking Copilot about their benefits, their policies, their organisation, what they need to do today - and answers are being drawn from an increasingly broad range of information sources. The intranet is not just where people go to read information that has been crafted by comms leads; it becomes what Copilot and agents use to answer colleagues' queries.

The shifting landscape for IC professionals

From presenting the news to managing information

From editor to information architect

Internal communicators will spend less time polishing every sentence and more time shaping the structure around the information: What exists, where does it live, who owns it, how it is tagged, can it be easily retrieved – and most importantly, can it be trusted.

If the information is there, we can quickly use AI agents to multipurpose it and draft a variety of content pieces for multiple channel outputs.

The emphasis will now shift to the crucial question: Can these outputs be trusted?

Comms professionals will need to spend more time working with content owners to check which SharePoint sites are genuinely authoritative sources, and which are accumulations of content nobody has reviewed in years.

What metadata and tagging standards make your content findable, and findable correctly, by AI?

These are the practical questions channels and comms teams need to be working through as AI tools are rolled out.

The shifting landscape for IC professionals

Building trust through governance

Governance becomes the differentiator

As more colleagues use Copilot and agents, content governance becomes more urgent.

The editorial calendar won't disappear, but information lifecycle management will become ever more important.

Review dates, expiry rules, owner accountability, merge/archive/delete decisions, and recurring content health reviews will become increasingly important.

(The good news is, there are AI agents that can help with this!)

From engagement metrics to trust metrics

Views and clicks still have a place, but they'll become increasingly irrelevant as information is surfaced through AI and Copilots. You won't be able to see how many 'unique views' an article has had, but you might be able to track how often a source document has been referenced in AI queries.

There'll also be an increasing shift to 'trust' metrics. So rather than asking, 'How many views did this have?', we'll be asking questions like: 'Do colleagues understand the strategy? / Has this led to different outcomes?'

What teams need to be thinking about now

A shift in mindset

The best intranet content may never be read as a page

If AI citations and answer experiences grow, the value of a page may increasingly come from being used as a source, not visited directly.

News is becoming the thin layer, knowledge is becoming the thick layer

As all internal communicators, relevance is a huge issue. How can you be all things to all colleagues? With new AI tools in place, you won't need to be creating content tailored to specific audiences – they'll be able to do it themselves! You'll just need to ensure that ALL the potentially relevant information has been captured and tagged in a way that makes it easy to surface.

AI tools will be able to contextualise this and surface the most relevant bits for that colleague or team.

Manager communication becomes more important, not less

That means new conversations with knowledge leaders across the business, not asking them to become publishers, but asking them to take ownership of the information their function is responsible for, to the standard AI now requires. The comms team shifts from editorial gatekeeper to governance architect.

A framework for AI and channel governance

Macro governance: keeping your content environment AI-ready

- AI won't remove the need for internal communicators. But it will expose the teams that have been operating as publishers only.
- The opportunity is to move upstream: to own the standards, shape the source environment, support knowledge owners, and make sure colleagues get clear, trusted answers wherever they ask.
- In the next five years, the best internal communications teams won't just write the message. They'll design the system that makes the message findable, usable, and trusted.
- AI will make the intranet less of a destination and more of a source layer. The most valuable content may be the content colleagues never open, but AI uses to answer their questions.
- Internal communicators will need to own standards for clarity, structure, metadata, accessibility, ownership, and lifecycle. The role shifts from "what do we publish?" to "what should the organisation trust?"
- Governance is not bureaucracy. In an AI environment, governance is how you create trust.
- The future IC skillset is editorial judgement + governance + data literacy + AI workflow design.

Keep the conversation going

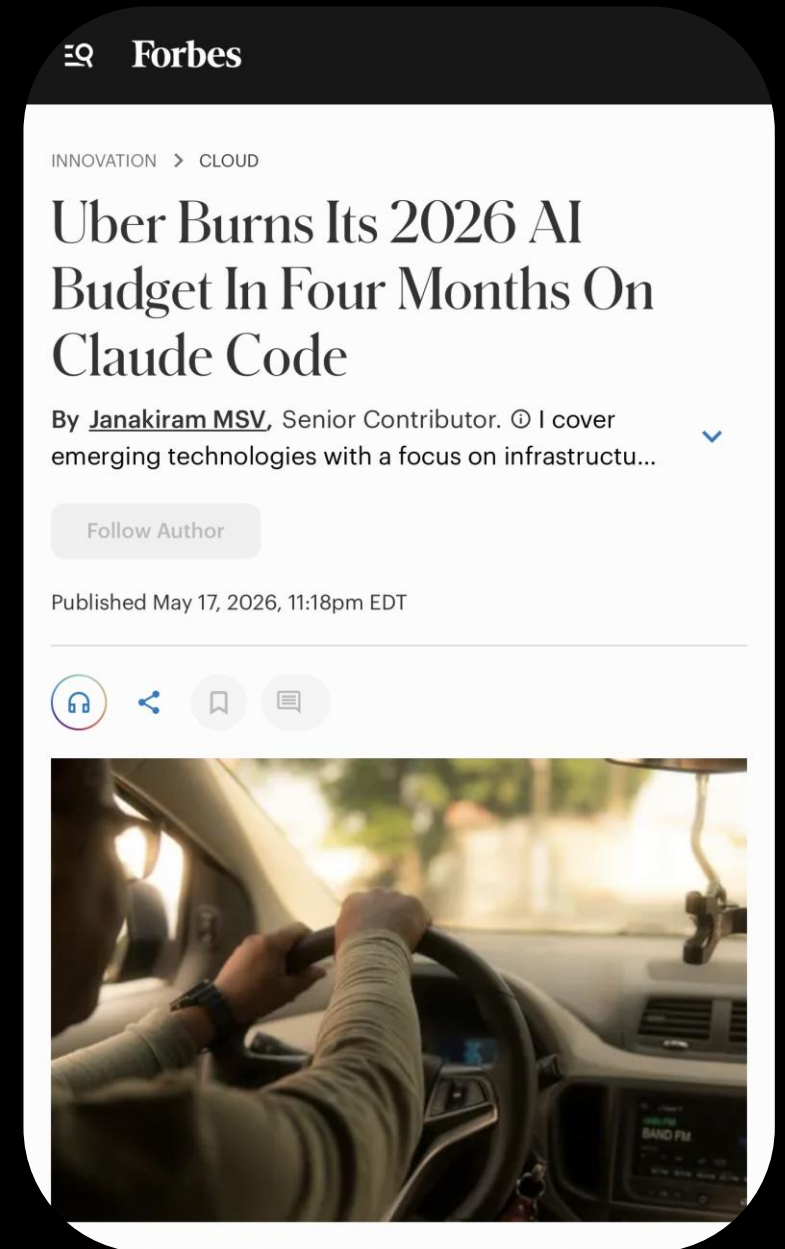
Get in touch after the session

If you've got questions about building AI agents and the channel governance surrounding them, feel free to get in touch.

Tom Mcilroy: tom.mcilroy@sage.com

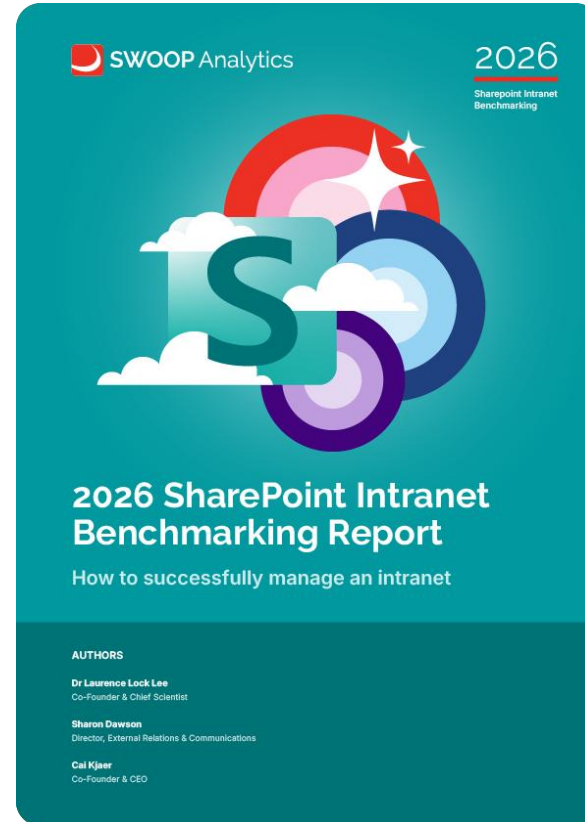
Sean Zintl: sean.zintl@sage.com

But does anyone have any questions now?



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