

Welcome to 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:



AMER 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



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

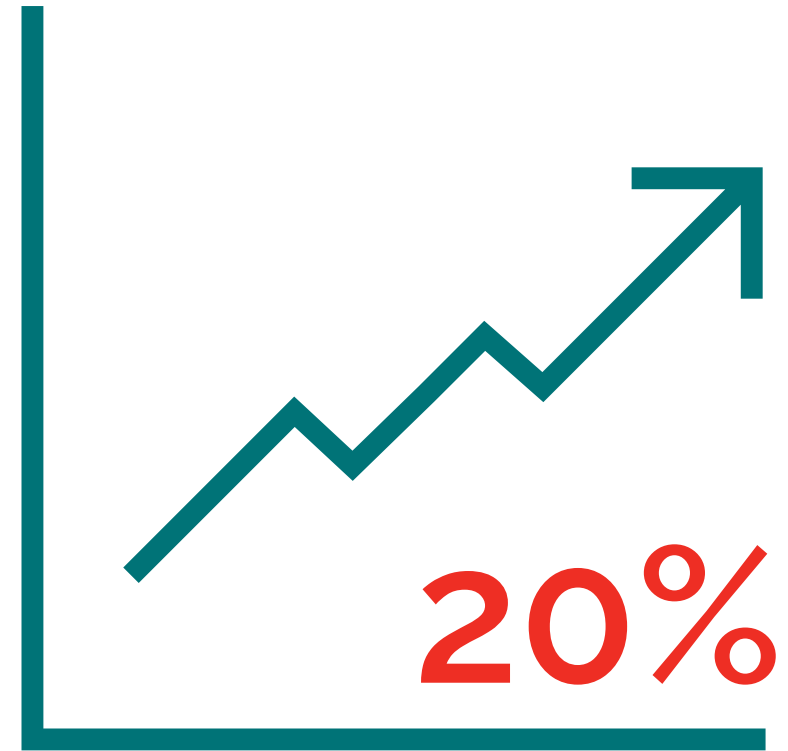
ACTIONS

- 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."

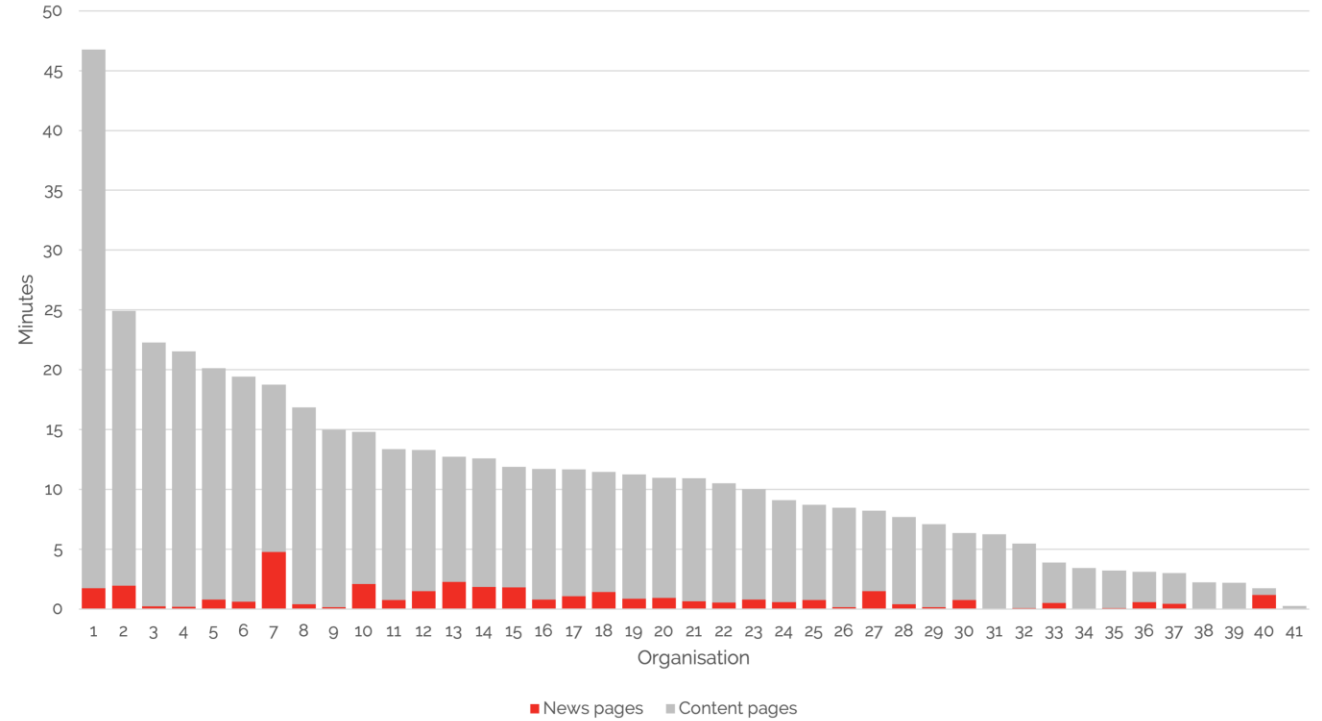
Robert Thieme, Intranet Product Owner,
Boehringer-Ingelheim



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

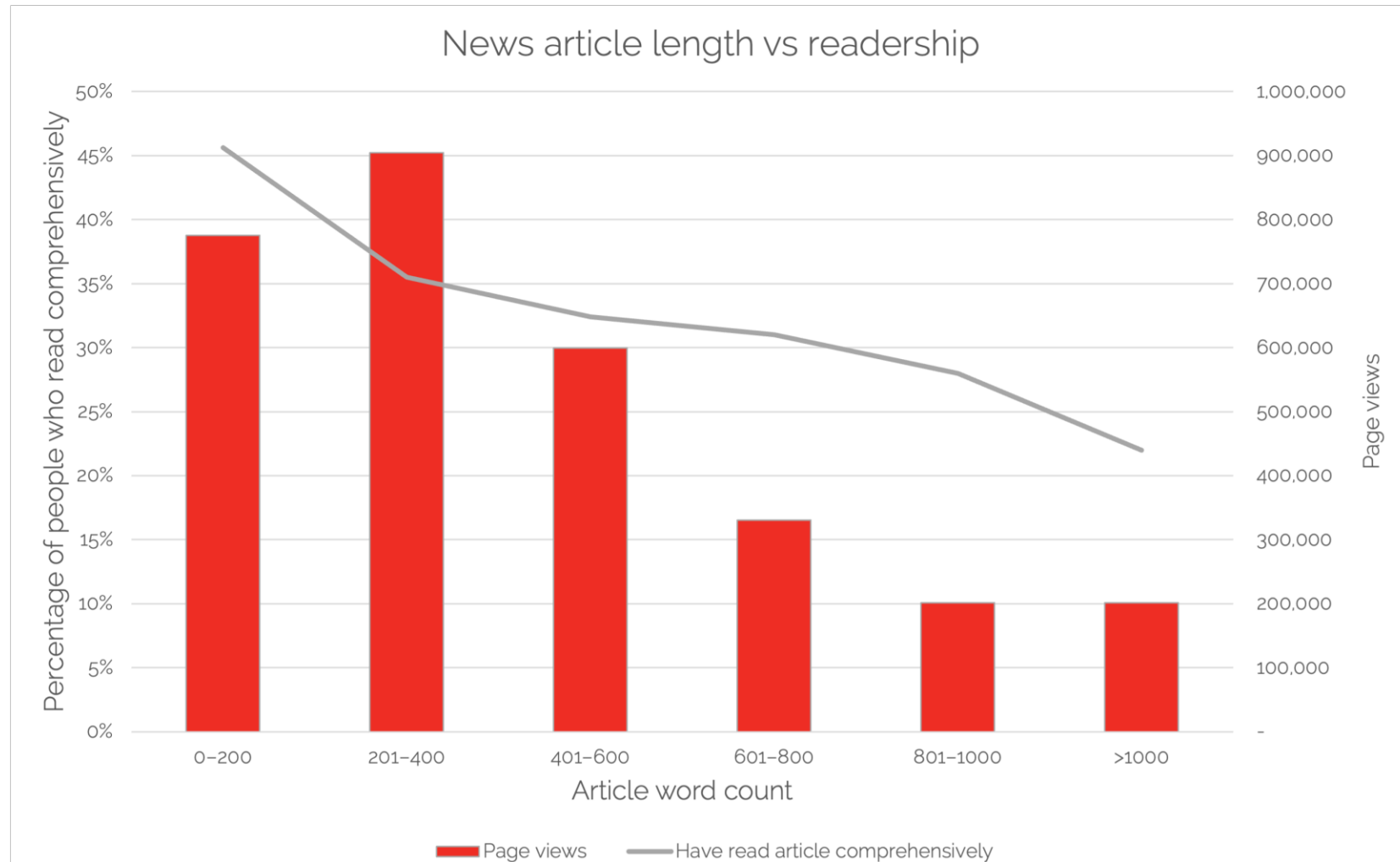


Do your employees suffer from information overload?

- 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.



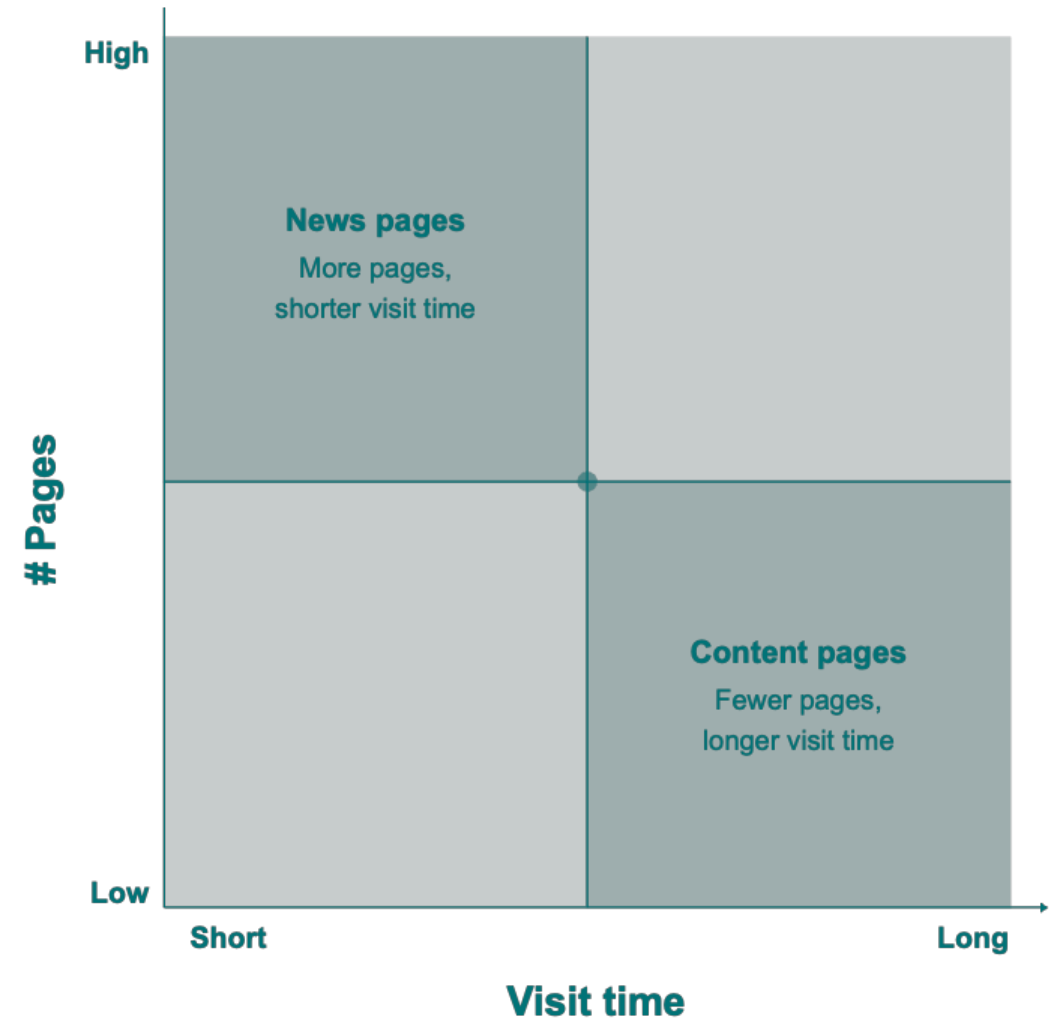
Content pages are the heart of the intranet

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

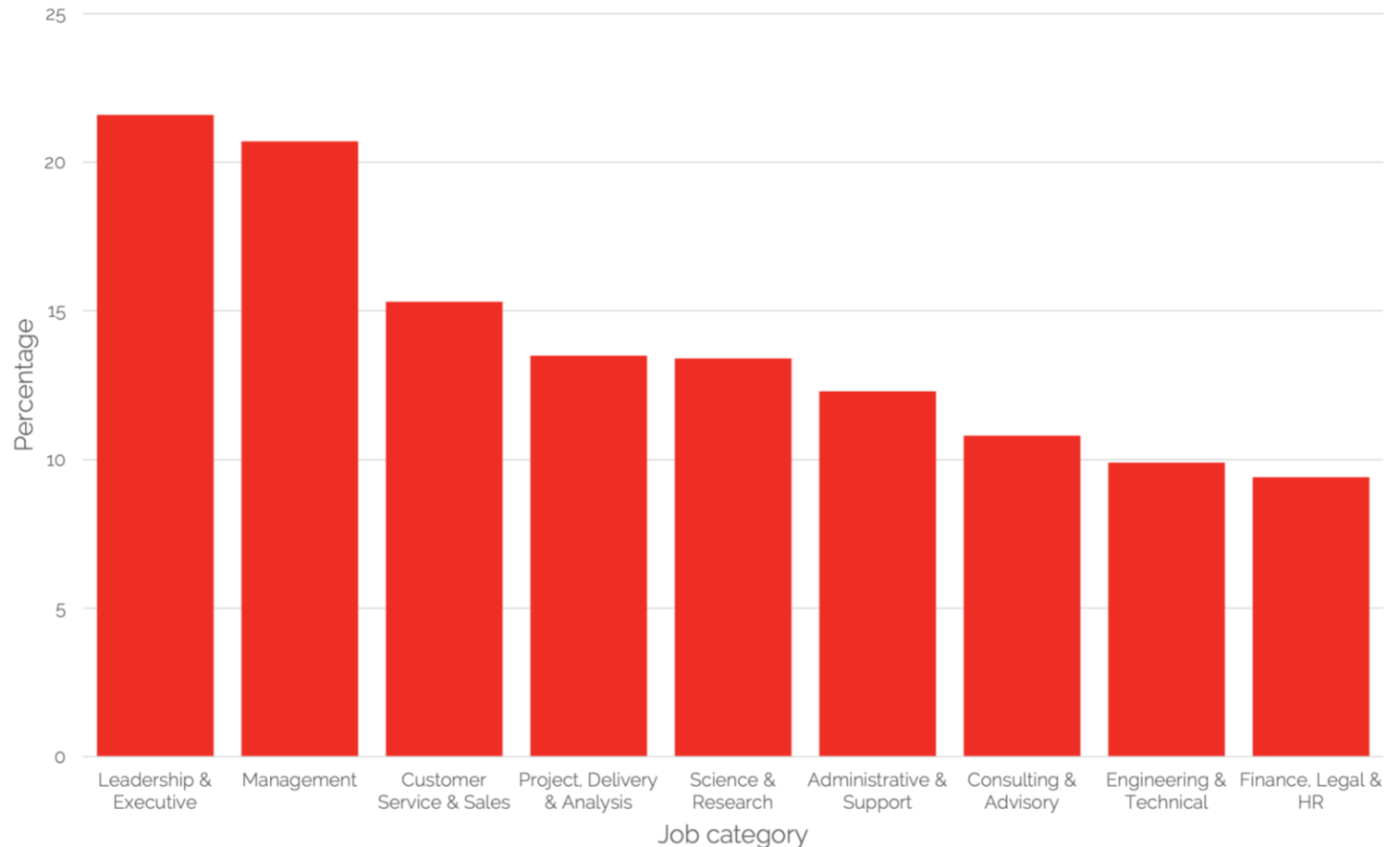
Content hygiene and clean structure are the strongest predictors of engagement.



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

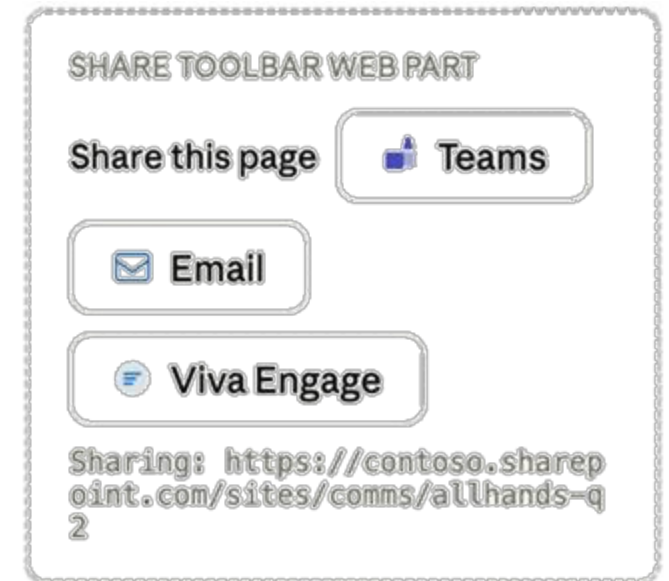


INSIGHT

Leaders are information disseminators

ACTIONS

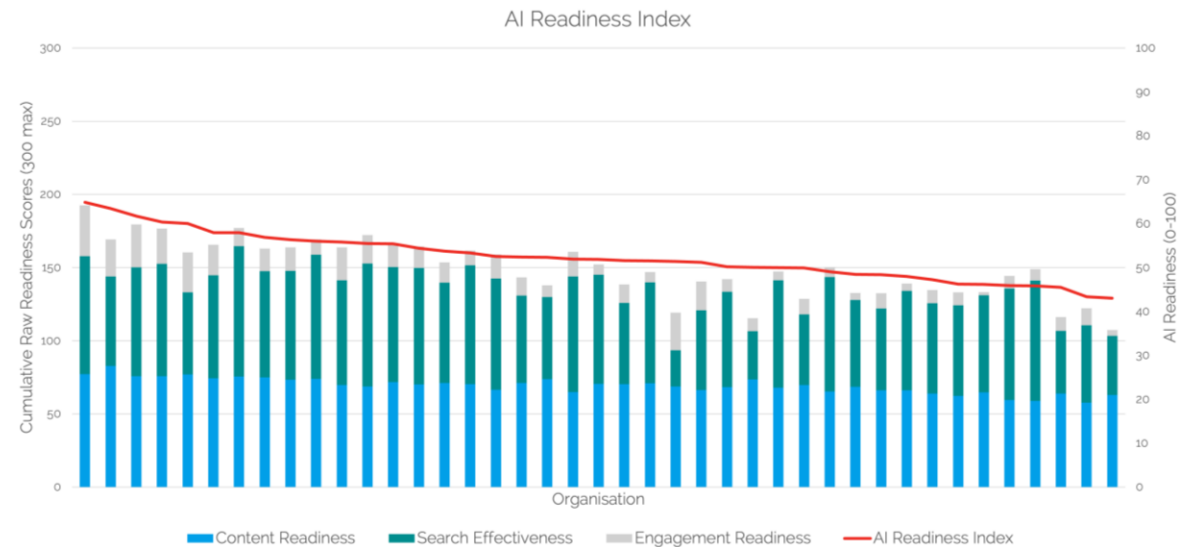
- Help leaders determine how the information is relevant to their people – **make it 'dissemination-ready'**
- Highlight **decision-support information** relevant for leaders
- Tech tip: Create a **'Share with your team'** webpart





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

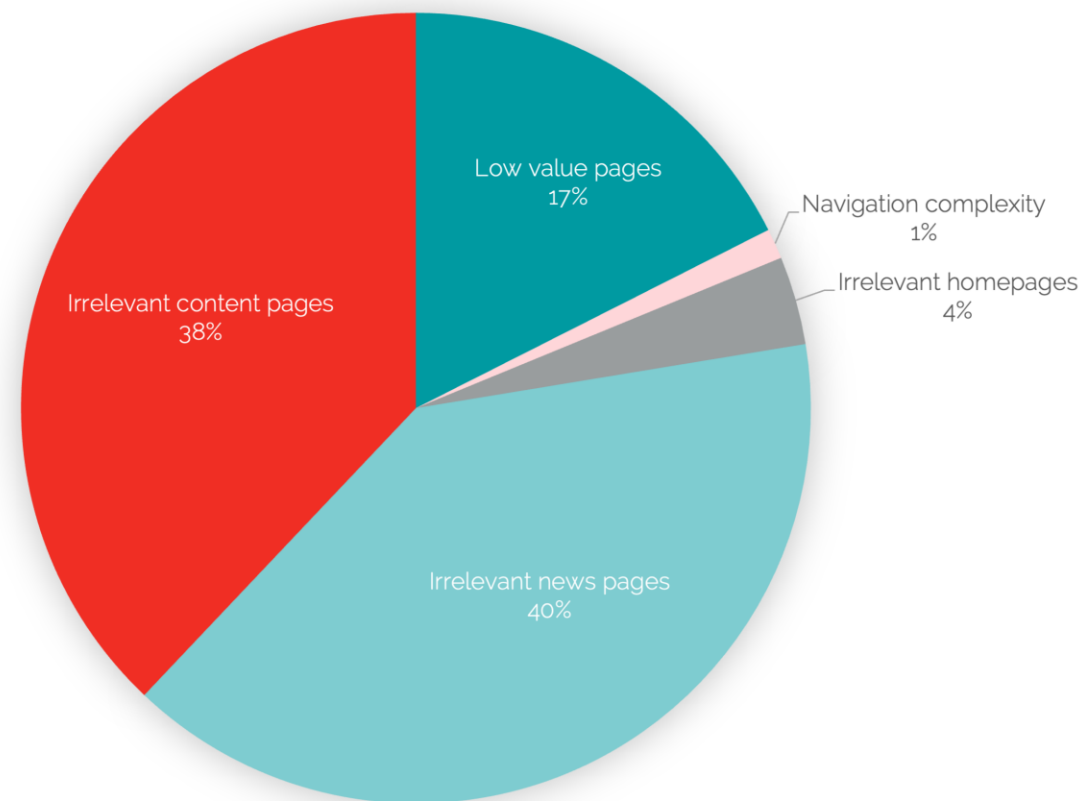
- **Option 1:** Clean up! Archive old news. Large volumes of rarely accessed or out of date pages are limiting AI's ability to deliver meaningful value.
- **Option 2:** Extract the bits you need and great tightly controlled repository built for AI grounding of intranet content.



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.

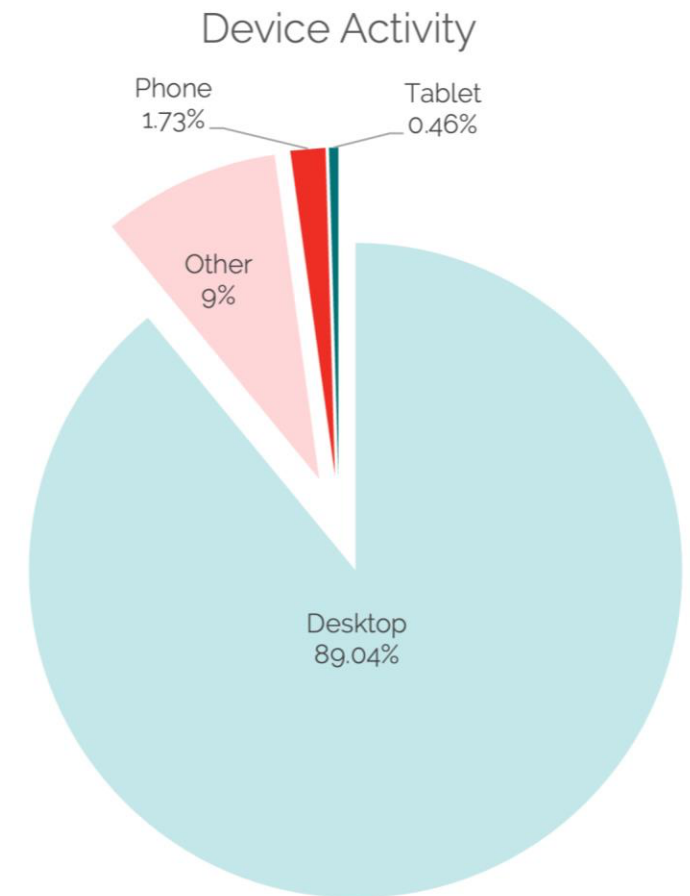
Sources of Clutter





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.

AMER SESSION

An honest look at what a real intranet migration involves



Kelly Short

Presenter

What it takes to migrate a global intranet

Lessons learned from a global SharePoint implementation

Kelly Short, Director of Communications

Resmed's intranet evolution: 2021 - 2026



- ✓ Classic SharePoint
- ✓ Was not accessible to all teams
- ✓ File repository
- ✓ Not used as a communications or information resource



- ✓ Accessible to all teams
- ✓ Visually polished and user-friendly interface
- ✓ Analytics capabilities were limited and siloed
- ✓ Platform didn't scale well with our shift toward digital workplace integration



- ✓ Fully integrated into Microsoft Teams and 365 tools
- ✓ Enhanced search functionality
- ✓ Customizable design and flexible page templates

Listening Before We Launched

Before our intranet transformation, we asked Resmedians about their habits, preferences, and aspirations so we could build something they truly love.



77% start their day on Teams



47% say quick access to tools boosts productivity and 31% say collaborating with teammates makes them feel productive.



Work Styles:

- **36% Team Connector:** Relies on Teams to stay connected
- **35% Efficiency Expert:** Likes personalized shortcuts to save time and stay organized.



46% of employees prefer regular articles or newsletters to stay informed—more than following pages, browsing Engage, or chatting with coworkers.



Top intranet features

1. Quick access to tools
2. Fresh, daily company updates
3. Easy-to-find contact information
4. Opportunities to share insights

Redesigning the site around 5 themes

1. **Integrated with Teams:** Because that's where the day starts—and where collaboration happens.
2. **Designed to Meet You Where You Are:** Whether you're a connector or an efficiency expert, the intranet adapts to how you work.
3. **Built for Fast, Easy Search:** No more digging—tools, contacts, and content are just a click away.
4. **Updated with Fresh, Relevant Content:** Articles and updates that keep you informed, every day.
5. **Open for Dialogue:** Spaces to share, suggest, and shape what comes next—together.

Tread admins like owners

Shift mindset from user → owner

Empower decision-making



Task force model

Distributed support network

Peer-to-peer guidance

Set boundaries early

Define support scope

Avoid dependency

Provide the right tools

Admin Enablement

Targeted vs global comms

Admins need action

Employees need value

Phased rollout

Launch by region

Learn and iterate

Governance & analytics from day one

Defined ownership and content responsibilities before launch

Governance built into migration and admin workflows

Analytics tagging and reporting ready at go-live

Enabled faster post-launch optimization and decision-making



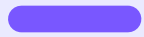
Change Management

MVP launch philosophy

Speed over perfection

Iterate with real data

Launch a strong foundation first



Launch

What we evolved post launch

Personalization enhancements

Advanced search optimization

Governance refinements

Homepage improvements

Long-term analytics maturity

Admins drive adoption

Local influence matters

Distributed ownership

Training alone is not enough

Launch lessons

What we'd do differently

Simplify admin experience earlier

Invest in content cleanup upfront

Build governance from the beginning

Operationalize analytics sooner

Final takeaways

Enable admins early

Reduce friction wherever possible

Launch before it feels perfect



Thank you!

Kelly Short

www.linkedin.com/in/kellyshort

AMER SESSION

Working smarter with AI and a SharePoint intranet that holds it all together



Ally Denmark

Presenter



Doing Your Best Work

With a little help from AI

Allyse Denmark, VP of Internal Communications

COMMUNICATING ONEDIGITAL'S AI PROGRAM



AI is rapidly reshaping how work gets done across every industry, including ours. The organizations that are fully embracing this technology will define the next decade, and those who hesitate will be left behind.

We Are Made for This
OneDigital is seen as being ahead of the pack because we're building and deploying AI in real time and embedding it into how we operate. Our use of AI is a true differentiator and makes OneDigital more competitive and our goal is to stay on top.

Our go-forward AI strategy is fully aligned to our values: **People First** means AI augments our teams and returns time for deeper human connection; **Fresh Thinking** means we reimagine what's possible through innovations like Impact Studio and our AI Coworkers, and **AI+HR** means it's not a job, it's how we will compete, grow, and serve clients going forward.

AI is The Engine of Our Growth Plan
Embedding AI into our business is essential for us to meet our organic growth goals. Through our AI Coworkers, Impact Studio and other AI-based tools, we will win and retain more clients. We are already seeing time and cost savings as well.

IT'S ONE WAY WE LIVE OUR "FRESH THINKING" CORE VALUE




Our AI Investment in You
As AI becomes a bigger and more integrated part of our work, we are investing just as much in our people as we do in the technology itself — because we know that tools are only as powerful as the people who use them. Employees who have taken the course rated it a 4.66 out of 5. [Take the "AI at OneDigital" course.](#)

DOING YOUR BEST WORK

Work Smarter, Not Harder: The Power of AI Coworker Extensions
Don't like switching between multiple tabs or applications? You can now embed an AI Coworker directly into your browser! [See how this improvement will save your time.](#)

GET INVOLVED



OneDigital's AI Community Chat
Learn from each other and get your questions answered. [Join the AI Community today.](#)

Related News: [Attend the AI Office Hours on Friday, May 15 at 1 P.M. ET](#)

ONEDIGITAL IN THE NEWS



Mike Sullivan, Chief Growth Officer interviewed in CityWire on how AI is defining OneDigital
With our fresh thinking core value at the heart of our strategy to incorporate AI into all areas of our business, Mike discusses how AI is helping us help clients, helping to transform new ways of working, building internal trust and rethinking how we are creating more value for clients. [Read the full CityWire article.](#)

It's not enough to adopt AI, the firms that will win are the ones building a culture where curiosity drives how they use these tools every day, constantly pushing the boundaries of what they can do for clients.



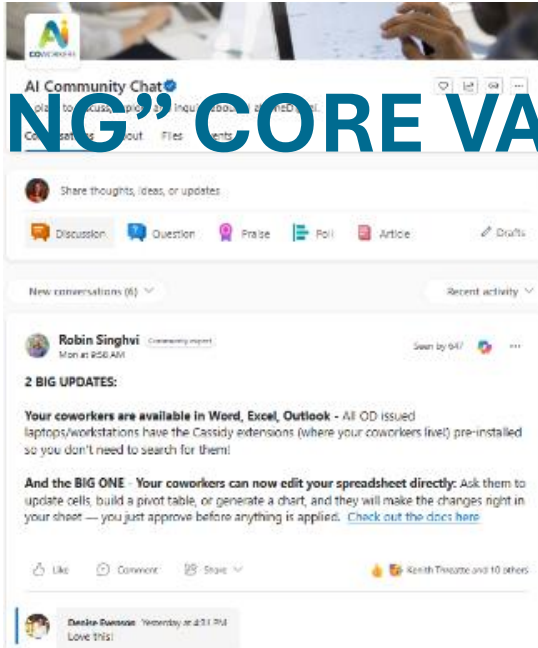
AI is Enhancing How We Serve Clients
AI can help us supercharge how we work, but clients need us to connect with them on a human level: Building trust, listening, human reassurance, and relationship-driven service.

AI Should Be a Part of Your Next Client or Prospect Conversation

- Talking to Clients about AI:** A message from Bill Carew on what our clients are expecting of us and a discussion guide to help you initiate conversations with clients.
- Our AI Enablement Hub:** Located on PULSEnet, the hub has conversation starters, templates for slides, downloadable flyers and more.
- AI+HR site on OneDigital.com:** The go-to place for clients and prospects to learn all about how we can help them as they meet their workforce where they are at and build toward what's next.

TO "DOUBLE IN FIVE"

TO "DOUBLE IN FIVE" CORE VALUE



AI Community Chat

Share thoughts, ideas, or updates

Discussion Question Poll Article Drafts

New conversations (6) Recent activity

Robin Singhvi Mon at 9:56 AM
2 BIG UPDATES:
Your coworkers are available in Word, Excel, Outlook - All OD issued laptops/workstations have the Cassidy extensions (where your coworkers live) pre-installed so you don't need to search for them!
And the BIG ONE - Your coworkers can now edit your spreadsheet directly. Ask them to update cells, build a pivot table, or generate a chart, and they will make the changes right in your sheet — you just approve before anything is applied. [Check out the docs here](#)

Like Comment Share

Debra Dueson Yesterday at 2:11 PM
Love this!

THE AI HUB

THE AI COWORKERS BIOS



Ace - Your Virtual Assistant

Meet Ace - Your Virtual AI Assistant

Think of me as your Chat GPT for OneDigital use. I'm a collaborative teammate here to help you in so many ways. I can save time and sharpen output by accelerating common communication tasks, drafting messages, summarizing long documents or meeting discussions, pulling insights from data, and helping you quickly turn ideas into polished content.

Instead of starting from a blank page or hunting for information across systems, you can ask me for a first draft, a clear summary, or a focused rewrite, then apply your expertise to finalize it. The result is faster execution, more consistency, and more space to focus on higher-value strategic work.

Empowering Productivity with Seamless AI Support

How to Work With Me?

-
-
-
-



Charity - Non-Profit Prospect Researcher & Risk Translator

Meet Charity - Your Non-Profit Researcher & Risk Translator

I transform public organizational information into actionable prospect profiles and initiate value-based conversations using structured analysis. I also help OneDigital producers identify cross-department opportunities between P&C insurance language and nonprofit HR language.

I generate qualitative nonprofit prospect profiles by surfacing human-capital signals and translating them between nonprofit people-practices language and P&C risk categories, clearly flagging when an IRC-related conversation may become relevant.

Core Responsibilities

- Extracts data from public websites, Form 990 filings, state registrations, news databases.

Charity - Non-Profit Prospect Researcher & Risk Translator

How can I help you?



Ben - The Benefits Expert

Meet Ben - Your AI-Powered Benefits Consultant

I am your AI coworker specializing in empowering employee benefits consultants with data-backed insights and strategic recommendations. With expertise in analyzing demographic data, researching industry benchmarks, and delivering progressive benefits solutions, I streamline the creation of tailored benefits strategies. My advanced reasoning capabilities and access to real-time information enable me to enhance consultant efficiency, improve client satisfaction, and drive business growth.

Core Expertise & Responsibilities

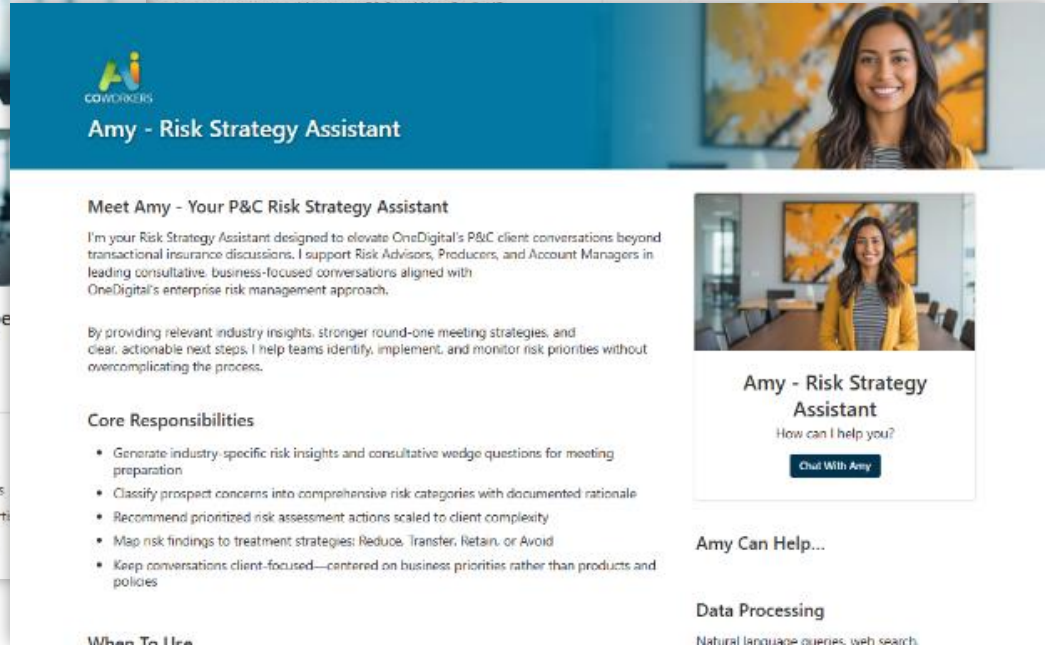
- **Progressive Benefits Strategy:** Deliver forward-thinking benefits recommendations, covering flexible work arrangements, mental health programs, and personalized benefits options to meet evolving employee needs.
- **Demographic Insights:** Analyze workforce demographics to align benefits strategies with generational and cultural preferences, ensuring personalized and impactful solutions.
- **Benchmarking Excellence:** Provide industry-specific benchmarks and trends, enabling consultants to compare client benefits packages against competitors with accurate, up-to-date data.
- **Financial Analysis:** Generate ROI analyses and cost projections, helping clients understand the financial impact of recommended benefits strategies.
- **Document & Data Validation:** Extract accurate data from documents and web sources.

Ben - Benefits Expert

How can I help you?

Ben Can Help With...

- Advanced Reasoning & Analysis
- Workforce Demographics Expertise
- Industry Benchmark Research
- Data Extraction & Validation



Amy - Risk Strategy Assistant

Meet Amy - Your P&C Risk Strategy Assistant

I'm your Risk Strategy Assistant designed to elevate OneDigital's P&C client conversations beyond transactional insurance discussions. I support Risk Advisors, Producers, and Account Managers in leading consultative, business-focused conversations aligned with OneDigital's enterprise risk management approach.

By providing relevant industry insights, stronger round-one meeting strategies, and clear, actionable next steps, I help teams identify, implement, and monitor risk priorities without overcomplicating the process.

Core Responsibilities

- Generate industry-specific risk insights and consultative wedge questions for meeting preparation
- Classify prospect concerns into comprehensive risk categories with documented rationale
- Recommend prioritized risk assessment actions scaled to client complexity
- Map risk findings to treatment strategies: Reduce, Transfer, Retain, or Avoid
- Keep conversations client-focused—centered on business priorities rather than products and policies

Amy - Risk Strategy Assistant

How can I help you?

Amy Can Help...

Data Processing

Natural language queries, web search.



**AI IN ONEDIGITAL'S
COMMUNICATIONS
DEPARTMENT**

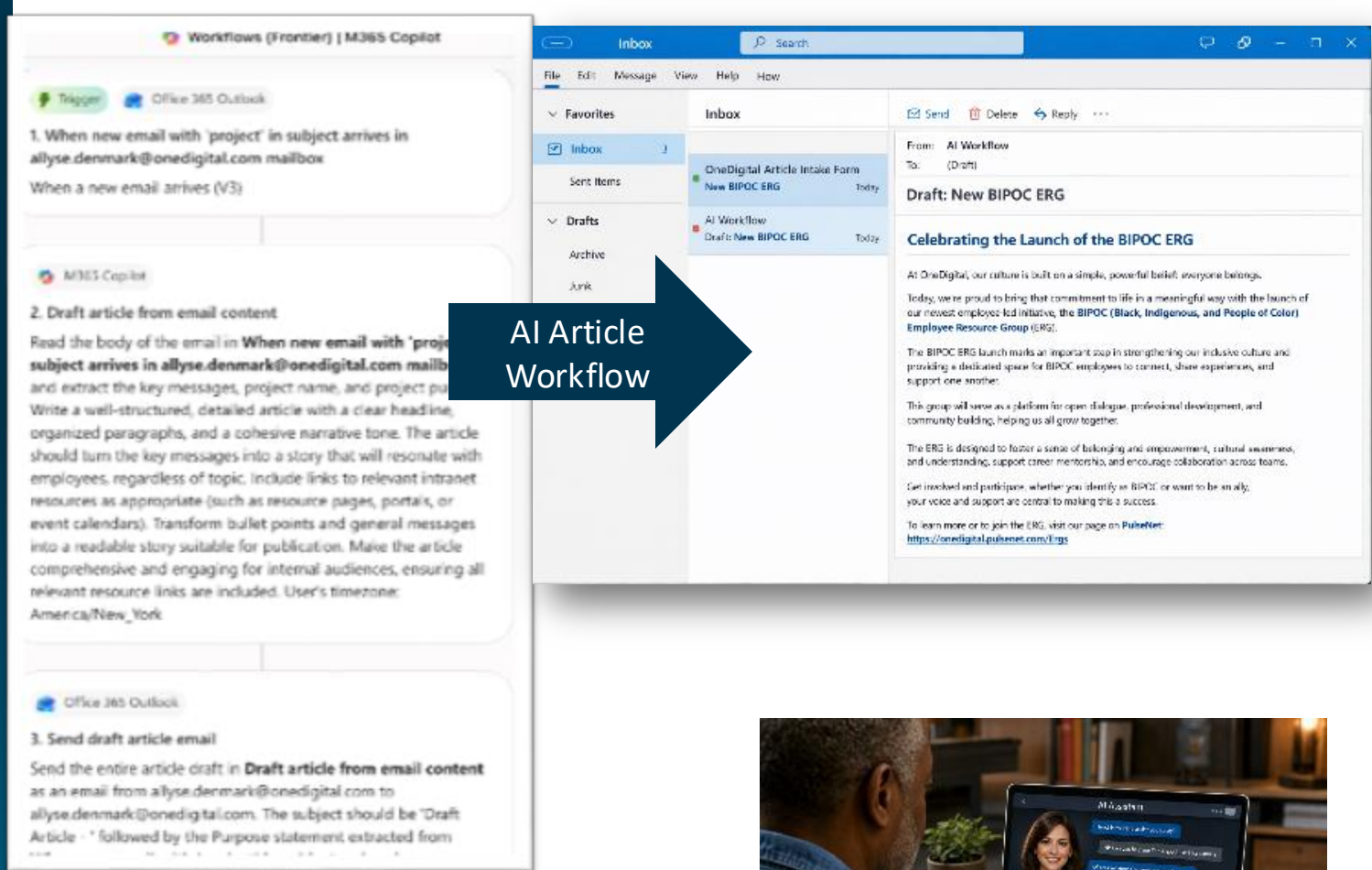
AI WITHIN THE COMMUNICATIONS FUNCTION

CUSTOM AI COWORKERS

- “Icie” Writing Agent
- CEO Agent

AI WORKFLOW

1. Automated first drafts of article requests and communications plans.
2. Uploading key messaging to create communications for different audiences.
3. Fully branded deliverables.



AI Article Workflow



Adam CEO Bot



“Icie” AI Coworker



THE FUTURE OF THE COMMUNICATIONS PROFESSION

FIRST THE BAD NEWS



- AI has already displaced more communications roles **than any other job category**, with job **postings down 64%** and major employers openly replacing traditional execution-focused roles with AI agents.
- **66% of CEOs plan to freeze or cut hiring** through the rest of 2026.
- In late 2025, **Amazon laid off 14,000** people with most being in the **communications and marketing functions**. Other companies such as Google, Chevron and IBM have followed suit.

THE GOOD NEWS FOR JOB SEEKERS



- Candidates are **15% more likely to be invited for an interview** with proven AI skills.
- **78% of communications professionals are getting offered higher salaries** specifically for AI skills
- AI automation skills commanding a **36% premium** and AI-enhanced analytics roles earning **33% more**.
- **78 million more jobs** are estimated to be created than destroyed by 2030 – for the right skills.

STAYING RELEVANT IN THE AGE OF AI



THE 9 “HUMAN-ONLY” SKILLS

1. AI Fluency
2. Emotional Intelligence
3. Strategic Planning & Foresight
4. Adaptive Systems Thinking
5. Stakeholder Consulting & Influence
6. Judgment & Critical Evaluation
7. Proactivity & Initiative
8. Governance
9. Change Leadership

Resources

Download the
2026 SharePoint
Intranet Benchmarking
Report and explore the
interactive site:



Give us your feedback
on the festival



Book a discovery call
with Emily