

# Net Results Success

## Net Results Makes an Intranet a Key Client Communication Vehicle

After a global company reorganization, the Client's Event Marketing department had four separate hard-to-use Intranet sites full of old data. The difficulty in accessing information slowed team operations and increased internal client confusion.

Net Results' Deborah Hoard conducted a needs assessment, recommended new methods for navigation and content organization, then worked with nine content owners to acquire updated content. After successful management of Web programming teams and site production, she recommended a special maintenance program to avoid re-creation of old issues.

The Client is the worldwide leader in networking for the Internet. Today, networks are an essential part of business, education, government, and home communications, and the Client's Internet Protocol-based (IP) networking solutions are the foundation of these networks. The Client's hardware, software, and service offerings are used to create Internet solutions that allow individuals, companies, and countries to increase productivity, improve customer satisfaction, and strengthen competitive advantage. Their name has become synonymous with the Internet, as well as with the productivity improvements that Internet business solutions provide.

After a recent corporate reorganization, the Client's Event Marketing department was left with four separate Intranet sites that housed old information and weren't linked to each other. The material was difficult to access and nearly impossible to use. Critical knowledge that was vital to Event Marketing's internal client was not being shared across the global corporate structure. This forced the new team to make additional phone calls and send multiple emails to clarify operational processes that were listed on the sites, resulting in frustrating clients and poor use of the

team's time. A new approach was needed and the Senior Manager called in Deborah Hoard of Net Results.

*"Net Results helped us transform our old, confusing Intranet sites to one that successfully showcases our services. Because the site can now be used as one of the key vehicles for communicating with our clients, it has freed our time and enabled us to provide better, more focused service."*

**Kathleen Sulgit**  
Senior Manager, Events, Corporate Marketing

Hoard was given the task of combining the four sites into one that contained all relevant information, updating the content, and transferring it into a new template. In addition, navigation and use of the site had to be easy for internal clients to use.

Hoard conducted a user needs assessment and recommended entirely new navigation and content organization structures for the Intranet site. She worked with nine different content owners to acquire updated information and then gained buy-in from

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all stakeholders as to the look and feel of the site. With agreement achieved, she managed the Web programming teams and site production. She developed a monthly plan to maintain site relevancy for users and avoid a recurrence of past issues.

*“Working with nine very busy content owners and a team of Web developers, Deborah Hoard was able to create a user-friendly, robust site.”*

Kathleen Sulgit  
Senior Manager, Events, Corporate Marketing

The resulting site is sustainable and meets user’s needs — as evidenced by the fact that it had more than 10,000 visitors in the first five months in operation. An internal survey

#### Net Results Key Actions:

- Conducting a user needs assessment
- Making recommendations for navigation and content organization
- Working effectively with nine different content owners
- Managing Web programming teams
- Developing a workable monthly maintenance plan for site sustainability

produced findings that reiterated user delight in the new system. Respondents stated that they could access information more easily, resolving the number one complaint about the previous four unrelated sites.

Deborah Hoard, founder and president of Net Results, has more than 16 years experience planning, managing, and executing critical marketing communications for Fortune 500 companies. She has a proven track record of producing successful projects for Apple Computer, BroadVision, Cisco Systems, Informatica, Maxtor, Oracle, and others. For further details, visit her Web site at [www.get-net-results.com](http://www.get-net-results.com).

#### Contact the MarCom Program Management Experts

Deborah J. Hoard, President



1450 Lincoln Avenue, Suite 3  
Burlingame, CA 94010  
[www.get-net-results.com](http://www.get-net-results.com)

tel 650.343.8005  
fax 650.343.8105  
[dhoard@get-net-results.com](mailto:dhoard@get-net-results.com)