



Description of Services - IBF Global Membership – 2010

The purpose of IBF is to drive forward the performance of Member intranets, through measurement, interaction and best practice.

The core of IBF Membership is benchmarking. We provide Members with a connection to advanced intranet practices via IBF research, online services, gatherings and networking opportunities with peer organisations.

IBF Global Membership includes:

1. Benchmarking

Planning

Members choose to be benchmarked on between two and five of the IBF benchmarking areas:

- Usability
- Communication & Culture
- Strategy & Governance
- Metrics & Performance
- Financial Value*

*Financial Value benchmark is available once another area has been benchmarked.

Details on the benchmarking process can be found on www.ibforum.com.

Global member benchmarking compares your intranet performance against other IBF Global members.

Report Development and Report Back Workshop

We will deliver a detailed report and report-back working session based on the outputs from the benchmarking. The benchmarking can take place at any time during your membership year. This session will be held via teleconference and online meeting tools, and in some circumstances an IBF representative may chair the meeting in person.

IBF Mark

You are entitled to the IBF Mark if your organisation achieves a score above the IBF average in our benchmarking of your intranet.

Members who gain the IBF Mark can use the IBF Mark logo on their intranet pages and on presentation materials and other documentation they produce, to show an external accreditation of their intranet.

2. Interaction

Secure Member Extranet

Each Member gets 50 user places on the secure IBF Member Extranet, which are managed through a Master Account. Member Hubs receive a comprehensive extranet induction.

The IBF Member Extranet Members connects Members to a confidential, elite, global intranet community. Within this community you can access the IBF research programme as well as other useful resources, register for events, network with peers, and join relevant topic groups.

Members can post questions and answers using the community as 'free consultancy'.

Member Meetings

IBF will organise regular face to face IBF Member Meetings in various regions throughout the year. Intranet professionals from Global member organisations can attend any meeting anywhere globally.

The IBF Member Meetings include a Member dinner providing a relaxed networking opportunity. Each IBF Member Meeting is usually accompanied by a visit to an IBF Member site.

Selected presentations and resources from each Main Member Meeting are made available for viewing and listening at a later date.

Special Interest Groups – Online/Face-to-face

IBF will facilitate Special Interest Groups based around subjects of key interest to members. These are normally online meetings.

This provides an opportunity for Members to meet with peers and specialists online, to share experiences and ideas in-depth on specific intranet topics such as: Usability, Communications & Culture, Mergers & Acquisitions, SharePoint, Search, Social Media, and Metrics.

These SIGs also have an online presence in the IBF Secure Member Extranet, where members can interact between meetings.

Intranets Live

Intranets Live is a regular 'web media programme' all about Intranets. It takes place live and online on the first Tuesday of every month. The program features live intranet tours of leading intranets, expert guests, studio discussions, interviews, competitions and more.

Intranets Live is available to any person who has taken up one of the 50 member extranet places offered.

Each episode is recorded so you can use the 'listen and watch later' feature. This gives you access to a growing archive of live intranet tour material available through the IBF Secure Member Extranet Intranets Live group.

3. Research

Every year, IBF will produce at least three full-length research reports AND three briefing papers. Topics are agreed and defined with members' input and cover key issues facing IBF Members. Our research is rooted in practical examples from the leading players in the field both inside and outside IBF.

Members can get highlights from the research programme via the IBF Secure Member Extranet research blog, video interviews with authors, as well as discussing research both online and in IBF member meetings and SIGs.

You will have the chance to learn from our programme of research into best practice and hot topics in intranet and portal deployment. These reports and briefing papers are used by members as the basis for key strategic decisions and as a rich source of ideas for intranet programmes.

MORE IBF MEMBER SERVICES

IBF Elite

IBF Elite is a sub-set of IBF members and comprises a small group of IBF members whose intranets are among the top quartile of the league tables in two or more categories in addition to several chairman's picks. The IBF Elite group is by invitation only.

IBF Elite's *mission* is to accelerate the innovation advantage of advanced member intranets through high-value practice exchanges, peer critiques and idea incubation.

Other services

Aside from the services listed above, IBF Members can gain in several informal ways through joining this closed access, confidential community:

- Share your benchmarking report with other Members through IBF's unique network of intranet managers via IBF HQ.
- Visit other Members for expert shared guidance.
- Post ANY question to IBF via extranet, Yammer or IBF team at ANY time

OPTIONAL EXTRA SERVICES

Internet Site Benchmarking

IBF can carry out a Usability Benchmark on your corporate internet site as an optional extra at any time in your membership year.

IBF Advisory

As an independent benchmarking organisation, IBF does not offer consulting services. However we do act as a strategic advisor to organisations where needed.

IBF Advisory is an IBF service normally used in support of major intranet upgrade projects. We can provide:

- strategic guidance
- a role on your steering group
- a role recommending and reviewing agencies/technology proposals
- advice on key strategic decisions
- bespoke workshops

Our role is to use our unique understanding of the detail of the intranet industry and major intranets to act as strategic, impartial guide. In personnel terms we deploy key IBF people as appropriate to the need.

IBF Advisory is priced per request.

Extra Extranet Places

Members can purchase extra places for their content community or other colleagues globally. These extra places will also enable additional seats at our monthly media program, Intranets Live.

Additional Benchmarking

Global membership includes 2 to 5 benchmarking areas, depending on your subscription. Additional areas can be added on if required at any time during the membership year. Members can also request additional usability testing days (6 users per day); and additional strategic perspective interviews (if conducting a Usability evaluation only).

We benchmark five intranet areas:

- Usability
- Communication & Culture
- Strategy & Governance
- Metrics & Performance
- Financial Value

Intranets Live – Special Episodes

We are able to produce Intranets Live – Special Episodes – which are custom delivered into your organisation to accompany an internal conference or event. Specials normally last 1 – 2 hours but can be adapted as needed and focus on special topic area including live intranet tours.