



Buying an intranet:

An evaluation guide for internal communications teams



Table of contents:

From information sharing to workforce engagement	3
The challenges facing internal communications teams	4
What effective internal communication looks like today	5
The capabilities that define a modern intranet	6
Diagnostic worksheet: Assessing your current intranet	9
Comparing intranet platforms side by side	10
Making the business case to IT	11
One intranet to act as the Employee Hub for every employee	12

From information sharing to workforce engagement

Internal communications isn't just about getting information out. Teams are now expected to engage employees and support the employee experience across global, hybrid, multilingual workforces that are often split between desk-based and frontline roles.

For most enterprise internal communications teams, the challenge isn't access to information. It's making communication clear, relevant, and useful for employees whose day-to-day work looks very different

That's where many intranets start to show their limits. Information exists, but it doesn't always reach the right people, stay easy to find, or invite participation. To compensate, teams repost messages, rely on managers to pass updates along, and stitch together multiple tools to fill the gaps.

This leaves many internal communications leaders asking a simple question: **Is our intranet actually helping us reach, engage, and align employees — or has it become a gated, forgotten place where company updates go largely unseen?**

This buyer's guide is designed to help teams make that assessment. It offers a practical look at what modern internal communications requires and how to evaluate intranets through that lens. Inside, you'll find guidance on essential capabilities to prioritize, a short diagnostic to assess your current platform, and tools to help compare intranet options and build alignment with IT.



Internal communication is about more than information flow

Communication leaders now see its purpose as **driving culture and belonging (78%), strategic alignment (76%), and organizational agility (46%).**

SOURCE: GALLAGHER'S STATE OF THE (INTERNAL COMMUNICATIONS) SECTOR, 2024

The challenges facing internal communications teams

In enterprise organizations, the intranet has long sat at the center of internal communications. But what teams now rely on it for looks very different from what these platforms were originally built to support.

Across industries, internal comms teams have the same challenges:

- **Workforces are more distributed.** Employees are spread across offices, home workspaces, frontline locations, and on-the-go roles. Reaching everyone consistently now means accounting for different schedules, devices, and access needs — not just publishing to a single destination.
- **Communication lives in too many places.** Email, Microsoft Teams, WhatsApp, and apps all play a role, but they often don't work together. Important messages get repeated in some channels and missed in others, leaving employees to sort out what's current, and what applies to them.
- **Expectations for workplace technology are higher.** LumApps' 2025 Future of Work Index found that 55% of employees say workplace technology is less user-friendly than their personal tools, and 47% call it outdated or unreliable. Communications leaders feel this even more acutely, with 79% reporting frustration with the technology they depend on to do their jobs.
- **Leadership wants proof of impact.** Executives want to know whether communication is driving understanding, alignment, and action. Teams are increasingly asked to back that up with metrics that reflect outcomes, not just output.
- **More communication hasn't created more clarity.** Even though 40% of employees say they receive internal communications daily, many still struggle to understand what actually matters. Messages appear in multiple places, without context, or alongside updates that don't apply.

All of this points to a growing mismatch between how communication needs to work and what many intranets were designed to support. Platforms built mainly for posting content struggle with targeted delivery, mobile access, and engagement across a mixed workforce. What worked in a centralized, desk-based environment doesn't hold up when communication needs to reach people wherever and however they work.



What effective internal communication looks like today

Distributed workforces, disconnected channels, and higher expectations have changed what effective internal communication needs to deliver — and what intranets must support.

To be effective, internal communications must now:

- **Reach employees in the flow of work.**
Important updates should show up in the channels employees already use, rather than relying on them to hunt for information.
- **Treat relevance as the baseline.**
Messages should be targeted by role, location, language, and device so employees see what applies to them without sorting through what doesn't.
- **Go beyond one-way publishing.**
Employees need simple ways to acknowledge updates, ask questions, and engage when clarification is needed.
- **Use analytics to guide decisions.**
Teams need visibility into reach, engagement, and response by audience to understand what's resonating and where to adjust.

Just as important, internal communication needs to account for how different employee groups work. Desk-based, frontline, remote, and field teams all interact with information differently. A modern intranet supports those differences within a single, governed experience — without fragmenting communication or adding complexity for the teams managing it. With one employee hub that unifies communication, resources, and updates, employees don't have to search across systems to stay informed.



Launching a new intranet enabled us to build a more coherent and consistent ecosystem for our company's internal communications.



Groupe
La Fayette

Marie-Laure Tsimbidima
Head of Internal Communications

The capabilities that define a modern intranet

As the scope of internal communications has expanded, expectations for the intranet have expanded with it. A modern intranet should enable communication that is consistent, relevant, and measurable across the organization.



Omnichannel communication

What to look for:

- A single place to create, manage, and govern communications
- Ability to publish once and deliver messages across intranet, email, mobile, and collaboration tools
- Support for different communication types (urgent, campaign-based, evergreen)
- AI-assisted content generation and reuse to help teams adapt messages

Why it matters:

Employees don't work in one channel. Important messages shouldn't depend on where someone happens to be looking at the moment. An intranet should make it easy to coordinate communication across channels without recreating content each time.



Audience targeting and personalization

What to look for:

- Segmentation by role, function, location, and business unit
- Language and localization support
- A consistent experience across desktop and mobile for all employee groups
- AI-supported personalization that helps deliver relevant, timely information

Why it matters:

Relevance drives engagement. When communication is broad and generic, it's easy to ignore. Targeting ensures employees see information that applies to them and AI helps teams scale relevance across large, complex audiences.



Engagement and two-way communication

What to look for:

- Comments, reactions, and discussion on communications
- Team, community, and peer-based spaces
- Simple ways to gather feedback, such as polls and surveys

Why it matters:

Communication works best when it's a conversation, not just a broadcast. Employees need ways to respond, ask questions, and participate. Two-way communication builds understanding and surfaces issues earlier.



Content and knowledge management

What to look for:

- Clear information architecture and ownership for content and knowledge
- Strong content management foundations, including versioning, workflows, and lifecycle management
- Powerful, AI-driven knowledge discovery that helps employees find answers, not just documents

Why it matters:

If employees can't find information, it may as well not exist. Strong content and knowledge management are what separate a true intranet from a shared drive dressed up as one, with AI increasingly playing a role in making information easy to find.



Learning, growth, and career enablement

What to look for:

- Learning content embedded directly into the intranet experience
- Mobile-friendly, bite-sized learning that fits into daily work
- Visibility into skill development, internal opportunities, and career paths

Why it matters:

Learning plays a direct role in engagement and retention. When employees can see how to grow and contribute, the intranet becomes part of their working life — not just a place to read updates.



Measurement and insight

What to look for:

- Visibility into reach, engagement, and participation by audience
- Performance analytics across channels and content types
- Ability to view trends over time, not just one-off metrics

Why it matters:

Internal communications teams are expected to show impact. Analytics help teams understand what's working, adjust what isn't, and demonstrate value to leadership beyond message volume.



Governance and scalability

What to look for:

- Support for multiple regions, sites, or entities
- Clear publishing workflows, permissions, and role-based access
- Flexibility for internal communications teams to operate without heavy IT reliance

Why it matters:

As organizations grow, communication involves more regions, roles, and contributors. Clear governance helps teams publish quickly, maintain consistency, and manage access without slowing things down or creating extra IT dependency.



Integration with enterprise systems

What to look for:

- Natively integrates with Microsoft 365, Google Workspace, and other third-party workplace platforms
- Connects with HRIS, learning, and operational platforms
- Embedded widgets or micro-apps that let employees complete common tasks directly within the intranet

Why it matters:

The goal is to improve the employee experience, not add another standalone system. A modern intranet should bring systems together into one cohesive, connected experience.

These capabilities are what distinguish modern intranets from platforms built mainly for posting updates and storing files. The right platform should help teams reach the right audiences, enable participation, and see what's resonating. Evaluating platforms against these criteria makes it easier to see which ones are built for modern internal communication — and which ones aren't.

SharePoint vs. a modern intranet

SharePoint often comes up early in intranet discussions. It's a Microsoft standard, familiar to IT teams, and reliable for document management and basic collaboration.

But as an internal communications platform, it has its limits. Capabilities like audience targeting, mobile-first delivery, and built-in engagement metrics aren't native to SharePoint and typically require custom development or third-party add-ons. This distinction is reflected in analyst coverage, with Gartner even excluding SharePoint from its 2025 Magic Quadrant™ for Intranet Packaged Solutions (IPS).

For organizations that already use SharePoint or want to keep it, many take a layered approach. SharePoint stays in place for file storage, while a modern intranet integrates with Microsoft 365 to strengthen communication, extend reach across devices, and provide clearer analytics.

[➤ Learn More](#)



Assessing your current intranet

With an understanding of the capabilities a modern intranet should support, the next step is assessing how well your current environment delivers on them.

01 Reach and awareness

- Do employees across regions, functions, and shifts consistently see critical updates? Y / N
- Are critical messages reaching employees directly rather than being relayed by managers? Y / N
- Do mobile or non-desk employees have the same visibility as desk-based staff? Y / N

02 Relevance

- Do employees receive information that clearly applies to them? Y / N
- Are messages targeted intentionally rather than sent to everyone by default? Y / N
- Do employees perceive most communications as relevant to their day-to-day work? Y / N

03 Signal vs. noise

- Do priority messages stand out from routine updates and chatter? Y / N
- Is it clear where employees should go for official or time-sensitive information? Y / N
- Does message volume feel manageable rather than overwhelming? Y / N

04 Engagement

- Do employees actively engage through comments, reactions, or questions? Y / N
- Is communication designed to encourage two-way interaction? Y / N
- Can internal communications teams easily gather feedback when needed? Y / N

05 Findability

- Can employees locate important information days or weeks later without asking around? Y / N
- Is content ownership clear and maintained over time? Y / N
- Is there a single, trusted source of truth for important information? Y / N

06 Operating efficiency

- Can internal communications teams publish and update content without heavy IT involvement? Y / N
- Do governance and approval workflows support speed without sacrificing control? Y / N
- Is it easy to keep communications consistent as volume and complexity grow? Y / N

How to use this diagnostic:

Answer each question with a yes or no. Patterns will emerge quickly, showing where your intranet supports effective internal communication and where it may be limiting your impact.

How to interpret the results:

A few “no” responses are normal. But when “no” appears more often than “yes,” it’s often a sign that the intranet itself wasn’t designed to support modern internal communications, making it time to take a closer look at other options.

Comparing intranet platforms side by side

The question for most enterprise internal communications teams today isn't whether an intranet is necessary, but whether it can support how their workforce actually works. This matrix provides a side-by-side way to assess how well different platforms measure up.

Use this matrix to compare vendors and identify the option best suited for your organization.

Capability area	Evaluation question		Option 1	Option 2
Delivery and orchestration	Does the intranet support multi-channel publishing from a single authoring interface?	☒	☐	☐
	Does the intranet support channel-specific delivery rules from a single communication?	☒	☐	☐
	Is there a single place to manage and govern communications across channels?	☒	☐	☐
Relevance at scale	Does the intranet offer attribute-based targeting (role, location, function) without custom development?	☒	☐	☐
	Does the intranet support mobile-first delivery without limiting functionality for non-desk employees?	☒	☐	☐
	Does the intranet support multi-lingual delivery ?	☒	☐	☐
AI support and assistance	Does AI improve how employees find information by surfacing answers, recommendations, or summaries?	☒	☐	☐
	Does the intranet support AI-assisted authoring to draft, repurpose, and personalize content?	☒	☐	☐
	Does the intranet support AI content governance to automatically tag, deduplicate, and maintain content?	☒	☐	☐
Employee participation	Does the intranet enable two-way communication so employees can comment or react to messages?	☒	☐	☐
	Can internal communications teams gather feedback using built-in polls or surveys ?	☒	☐	☐
Enablement beyond communication	Can learning modules be embedded directly into intranet pages?	☒	☐	☐
	Is learning accessible on mobile devices as part of daily work?	☒	☐	☐
Visibility and proof of impact	Does the intranet provide audience-level analytics for reach and engagement by role or segment?	☒	☐	☐
	Are analytics available natively , without heavy customization or third-party tools?	☒	☐	☐
Visibility and proof of impact	Does the intranet provide audience-level analytics for reach and engagement by role or segment?	☒	☐	☐
	Are analytics available natively , without heavy customization or third-party tools?	☒	☐	☐
	Can insights be used to adjust targeting or delivery within the same platform?	☒	☐	☐
Control without slowdown	Are roles, permissions, and workflows configurable within the intranet without IT involvement?	☒	☐	☐
	Can governance scale across regions and business units without duplication?	☒	☐	☐
	Are content ownership and lifecycle controls built into the platform to manage updates and retirement?	☒	☐	☐
Ecosystem fit	Does the intranet act as a unified experience layer across existing systems rather than replacing them?	☒	☐	☐
	Does the intranet offer native integration with Microsoft 365, SharePoint, and Google Workspace ?	☒	☐	☐
	Can widgets or micro-apps surface external systems inside the intranet without additional login requirements?	☒	☐	☐

Making the business case to IT

From an IT perspective, many intranets look similar at first glance. IT may not always see how communication breaks down when information is hard to find, messages aren't targeted, or employees stop paying attention.

To build IT alignment and buy-in, internal communications leaders need to position a new intranet not simply as “a better platform,” but as a business necessity tied to how communication flows across the organization.

A good place to start is by highlighting the limits of the current intranet, such as:

- **Lost productivity:** Employees spend time searching for information, asking around, or duplicating work because content is fragmented or outdated.
- **Ongoing IT dependency:** Routine changes to content, navigation, or access require IT support, often slowing execution.
- **Low adoption:** Tools that aren't intuitive or relevant often go unused, limiting the value of the investment
- **Change fatigue:** Repeated redesigns or add-ons address surface issues without fixing the underlying experience.
- **Hidden customization costs:** Custom builds increase technical debt and make upgrades and maintenance more complex over time.

It also helps to be explicit about the benefits for IT of a modern intranet, such as:

- **Less day-to-day involvement:** Internal communications teams can manage content, targeting, and campaigns independently.
- **Limited custom development:** Most changes can be made without writing or maintaining custom code.
- **Stronger ecosystem fit:** The intranet works alongside Microsoft 365, Google Workspace, and other core enterprise systems.
- **Faster time to value:** New capabilities can be rolled out without long implementation cycles or heavy IT lift.
- **Simpler tech stack:** Consolidation replaces redundant tools, lowering software spend and reducing digital friction.

When reviewing options with IT, it helps to look beyond license cost and consider total cost of ownership. Ongoing support effort, upgrade complexity, adoption, and long-term maintainability often have a much bigger impact than the initial purchase price.

Framed this way, changing intranets isn't about adding another tool. It's about enabling internal communications to operate effectively — and making the environment easier for IT to support.



JEBSEN & JESSEN

A modern intranet in action

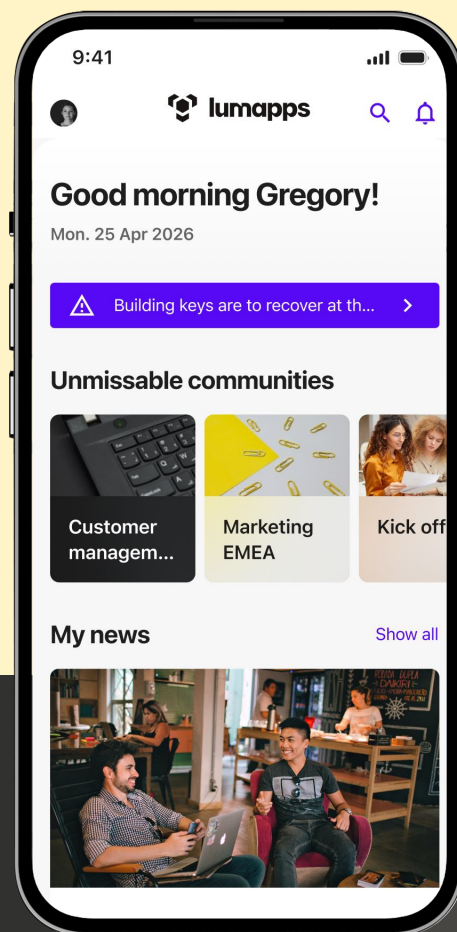
See how Jebsen & Jessen Hamburg Group achieved 100% adoption and built a daily destination for 500 employees across 80+ countries with LumApps.

> [Read the full story](#)

One intranet to act as the employee hub for every employee

Supporting a distributed workforce requires more than a place to post updates. Internal communications teams need a reliable way to reach different employee groups — across offices, frontline locations, and remote roles — without juggling multiple tools or relying on manual workarounds.

LumApps brings these needs together in a single employee hub. Communication, content, learning, and everyday tasks live in one connected experience that integrates with existing workplace tools, including Microsoft 365. By supporting both desk-based and frontline employees in one platform, LumApps gives internal communications teams a single foundation that's easier to manage, scale, and connect back to business impact.



Ready to evaluate your intranet options?

[Schedule time with our team](#) to explore LumApps and see how it compares.



[Book a demo](#)