



Portals and Intranets – Leveraging your Home Page

When organisations implement a corporate intranet, SAP portal or other web based system, a very valuable piece of information delivery real estate becomes available to them, the Home page. All users route through this important space, where it is vital to ensure that the information provided is valuable and relevant to each user.

Most organisations implement a basic web page containing broadly targeted information. This approach puts the quality and relevance of the user experience at risk and misses the opportunity to make a powerful and engaging impression on the user base.

myCommsCentre Targeted Communications is a SAP certified solution which can deliver dynamic, profile based content in any intranet, portal or web based system. The solution brings richer, scalable, more intelligent functionality to the Home page; the result being users only ever see information that is 100% relevant to them, based on their own real-time user and employee groupings. The seamless integration capability of the solution means when user's groupings change, so does the information they see.

This whitepaper identifies the value and benefits of targeting content via intranet or portal. The solution also enables targeting via email, desktop, SMS and PDA, please refer to the white paper titled 'Targeted Email Delivery'.

The Home Page

The portal or intranet Home page is a valuable information delivery point. It presents users with a summary of what is available within the system and therefore forms the basis of its perceived use and value to a user. It also represents an opportunity to get focussed information to the right people, as all users arrive at a single entry point.

The Problem

The portal user community is diverse in nature - different users, speaking different languages, belonging to different parts of the business, all having different information requirements. The problem however, there's only one Home page and all users route through it.

Critical information for one set of users can be of no relevance whatsoever to a different group of users. This is the essence of the Home page problem. A finite amount of space, yet an infinite and diverse range of information requirements from a diverse user base.

How does myCommsCentre solve the problem?

myCommsCentre is a powerful integration solution which knows all about each individual user's real-time employee and user groupings with 100% accuracy. When a user hits the intranet or Portal Home page a real-time evaluation of the user's groupings takes place and all information items that are relevant to the user, based on their own groupings, will become visible to them.

The information targeting process is controlled by one or more business support teams, a process which is fully audited and transactional based - there is no change management overhead whatsoever, delivering a low Total Cost of Ownership.

myCommsCentre provides business support teams with the ability to target information at relevant groups of users. The value for the end user is a high quality, relevant, Home page which will always engage their interest and will save them time.

The value for the business include a controlled, fully audited, targeting process and huge quality improvements which draws more value out of existing SAP and infrastructural investments. The solution gives the business the capability to get the right information to the right people at the right time.

How does myCommsCentre target users?

Business support teams can use any combination of the following employee and user related groupings for targeting purposes, all delivered as part of the standard solution:

- SAP HR data
- SAP R/3 security roles
- SAP Portal roles and groups
- any Active Directory Server (LDAP) grouping
- any custom data repository
- SAP TEM/LSO courses



Business support teams need to know who is actually reading and accessing information items that have been targeted at specific groups of users. They also need the capability to ask what users think and record their feedback, to engage with the user base and improve quality. myCommsCentre delivers full auditing and reporting on all targeted information items. Not only is every single targeted item that each user selects fully audited, but you can also poll feedback from relevant users who receive a specific item. For example, if you have a compliancy obligation to communicate specific information to your user base (e.g. an update to Health & Safety procedures), using myCommsCentre you can target this information and also audit and prove that a set of users have actually read it and agreed to it.

Conclusion

myCommsCentre solves a clear cut problem. It delivers the capability to target a wide and flexible range of information on your Home page, in a controlled, scaleable and audited way.

The solution will enrich and revolutionise the information offering that can be provided to your end users and will engage them like never before.

Everything presented to them in the Portal will always be of relevance. It gives business support teams the metrics to measure the success of their ongoing campaigns to get the right information to the right people at the right time.

Solution Summary

- Dynamic Profile Based Targeting
- Audit
- Alerts
- Interactive bulletins
- Multiple language support
- Training & Event support
- User subscription

Channel Support

- Email
- SAP Portal
- Intranet e.g. SharePoint, any web system
- Desktop
- SMS
- PDA

Solution Benefits

- Reduce costs
- Increase employee to business alignment
- Minimize engagement attrition
- Increase employee productivity
- Improve business transformation
- Increase relevance and quality
- Reduce compliance risk

About Promenta

Promenta develop and market specialist business communication software for the global market. In addition to myCommsCentre Targeted Communications, we also provide myCommsCentre Web Forms, a software only, SAP certified, web form creation and management solution.

[Examples from our client list](#)

For further information, please contact the Sales team:

UNITED KINGDOM

Promenta Ltd
Suite 3
24 High Street
Ruddington
Nottingham
NG11 6EA

Tel:+ 44 (0) 870 44 67 123

Email:contact@promenta.com

UNITED STATES

Promenta(US) LLC
3422 Old Capitol Trail
PMB# 539
Wilmington
DE 19808-6192



SAP NetWeaver and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG.

The information contained herein may be changed without prior notice. © Copyright 2009 Promenta Ltd. All rights reserved.