

2025 State of Internal Communications and Intranet Technology

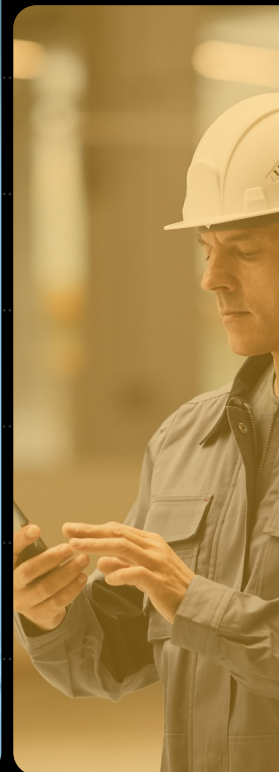
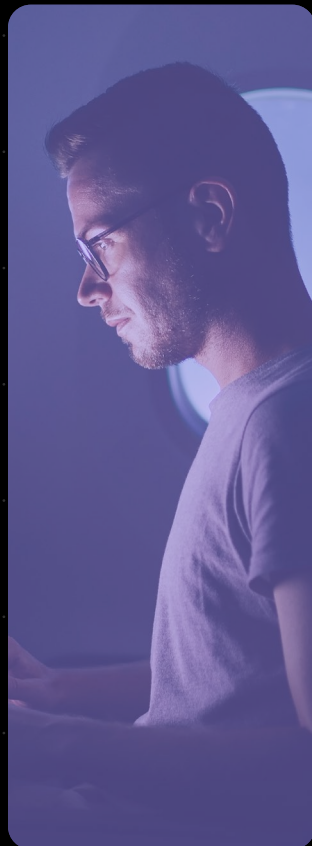


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Introduction



Business moves fast today. Policy shifts, AI breakthroughs, and organizational upheavals are all happening simultaneously. In this whirlwind, employees and leaders alike struggle to find stable ground.

But one function has emerged as an anchor point: internal communications (IC). Once relegated to pushing out memos and announcements, IC has transformed into a strategic force that drives business performance, organizational alignment, and employee experience.

IC teams have evolved from reactive support roles into proactive drivers of change and culture. The best-performing departments aren't just communicating — they're shaping how work gets done, armed with sophisticated technology that turns employee engagement into measurable business impact.

In our fourth year of research, we've tracked IC's evolution from reactive support function to strategic business driver. Last year, we identified key themes: doing more with less, focusing on employee experience, leveraging data, and linking IC to organizational impact.

This year, we discovered something bigger. While IC continues proving its worth across organizations, we've uncovered a widening performance gap. Organizations with modern, integrated employee platforms are dramatically outperforming their peers — and the technology foundation explains why.

Our 2025 research revealed similarities and newer trends in six critical areas:



Discover how to apply these learnings to your own IC team and broader organization to boost employee engagement, reduce technology friction, and demonstrate measurable business impact.

Internal communications has proven its value

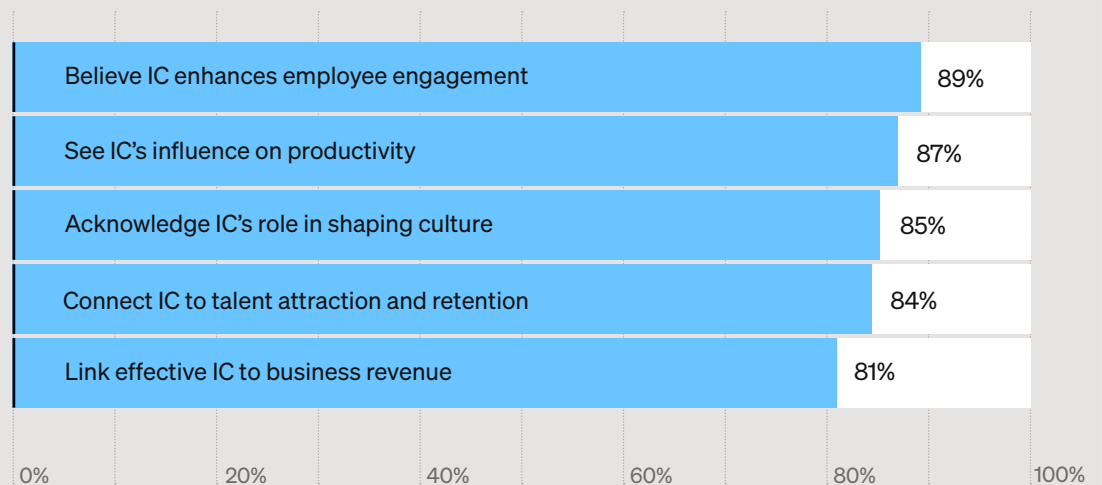


IC teams are demonstrating their worth with hard numbers

Internal communications has fought its way to the executive table — and stayed there by proving its worth with data. IC teams now track everything from employee engagement to actual revenue impact.

This shift is partly because IC teams have more tools at hand to measure their impact, and the successful ones are making full use of these tools to go beyond creating dashboards of basic metrics. They're actively measuring their direct impact on employee experience and connecting their work to concrete business outcomes. This is a fairly new concept in the IC world, but an exciting one.

Respondents overwhelmingly see IC's impact across key business drivers

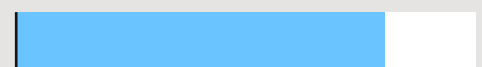


The data about IC's ability to deliver business value is crystal clear. From employee engagement and talent to productivity to culture and even revenue, IC professionals link their efforts directly

to concrete business outcomes. And with employee engagement falling globally for the second time since 2009, the impact on employee experience in particular is more critical than ever.

Leadership recognizes what IC professionals have long known

With this confidence and accompanying metrics comes executive recognition of the importance of the IC function. And with that recognition comes further benefits to the function and the entire organization — plus a significant boost in positivity about internal communications versus 2024.



79%

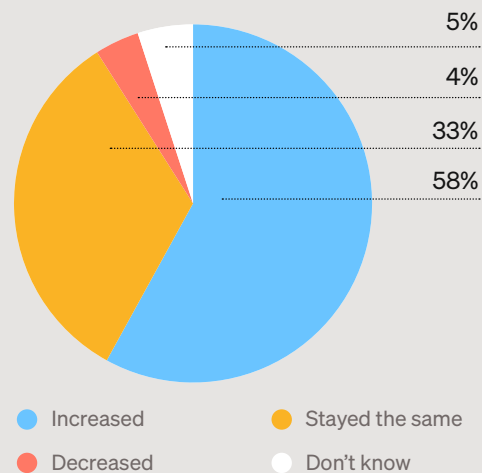
of respondents say executives understand IC's importance

The improvements are leading to better communications from leaders themselves: Nearly half (47%) say leadership consistently does a good job with internal communications, up from 37% in 2024. This represents a step in the right direction, but there is still progress to be made in convincing the other half to improve their approach.

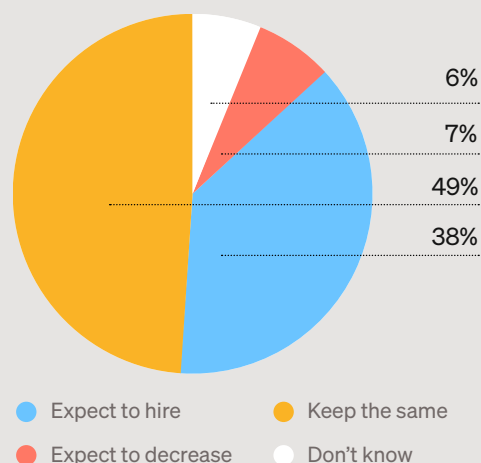
Executive buy-in on the value of a high-quality IC function is translating to tangible support. Nearly two-thirds of organizations (58%) have increased their internal communications budget this year, up from just 35% in 2024. And 38% expect to add IC staff in the coming year, up from 27% in 2024.

This increased confidence and investment in IC creates a virtuous circle, where more resources enhance IC's impact, enabling even greater returns in the future. However, budget and staffing will be an area to watch as more organizations integrate AI into the IC function.

IC budget trends



Staffing expectations for coming year



The evolution of measuring internal communications

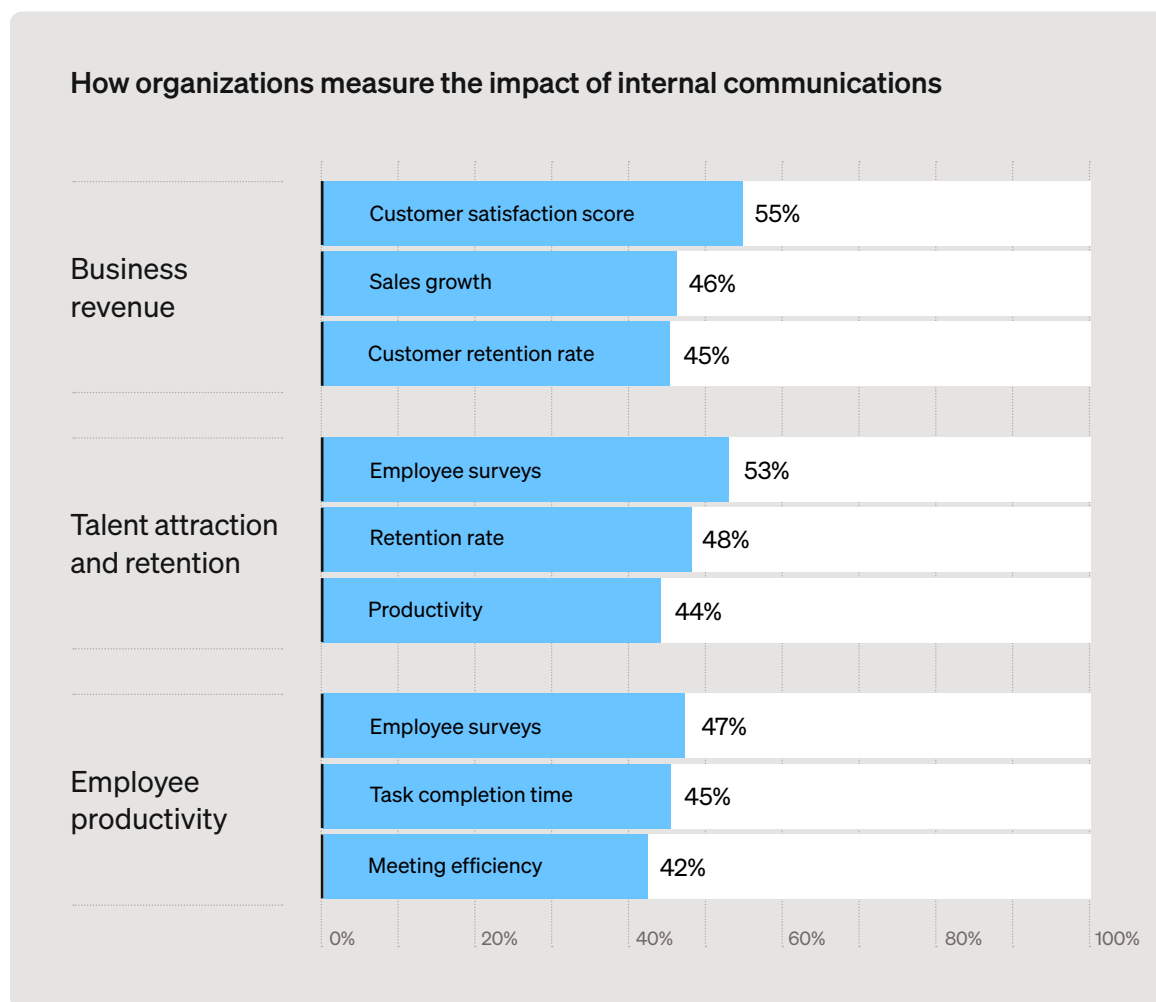
One potential reason for the increased confidence in IC and growing investments is the development of more sophisticated approaches to measurement. Interestingly, the most commonly used metric to measure IC's business impact is Customer Satisfaction Scores. This indicates a strong link between internal communications, employee engagement, and customer satisfaction, which has been well-proven with data but is now backed up with budgets.

Beyond customer satisfaction, organizations are connecting IC to sales growth, retention rates, and productivity metrics. This breadth of measurement — from revenue to talent outcomes — takes the function far beyond just communications support into strategic business impact.

Organizations are also getting smarter about measuring IC's direct impact on employee experience. Surveys dominate the measurement toolkit for both talent and productivity impact (53% and 47% respectively), showing that the most effective IC teams track both business outcomes and employee experience.

This dual approach — measuring what employees feel and what the business achieves — represents a major evolution from the days when IC success was measured by email open rates and newsletter clicks.

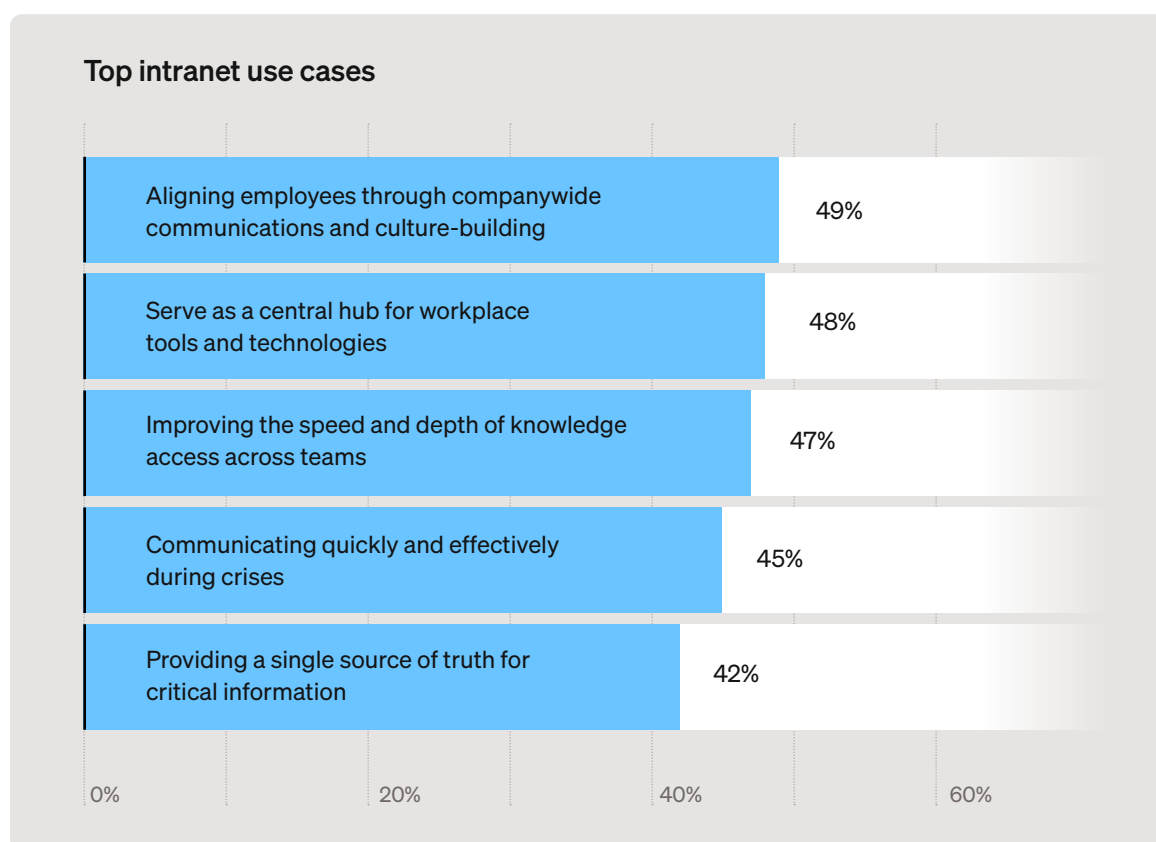
Today's IC teams understand that employee engagement and business performance are two sides of the same coin.



The role of IC beyond message delivery

The modern IC function has evolved into a central pillar of the modern organization, connecting employees and leadership and fostering a stronger culture through a unified, multichannel approach to internal communications.

Organizations are recognizing IC's central role in aligning employees through companywide communications (49%), creating a central hub for workplace tools (48%), improving knowledge access across teams (47%), communicating during crises (45%), and providing a single source of truth (42%).



These contributions are incredibly valuable in today's geographically distributed, information-overloaded world of work. Employee tools, resources, data, and information are increasingly scattered across a variety of tools and technologies. If IC can continue to serve as a unifying and simplifying force in enabling employees to collaborate and work better, that's a powerful addition to its existing mission. But if IC delivers such clear value, why do results vary so wildly between organizations?

Modern intranets create competitive advantages

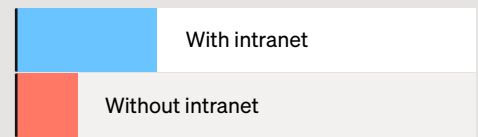


A clear performance gap exists between organizations with modern intranets and those without

The data is clear: IC is a valuable strategic asset. But why do some organizations achieve dramatically better results from IC than others? The reason for this performance gap stems from one key area — whether they have a modern intranet in place.

This might seem surprising, as intranets are often thought of as a basic internal tool for pushing out executive announcements, or worse, a junk drawer for other resources that don't seem to belong anywhere else. It's too often seen as a nice-to-have, as an optional benefit, instead of a clear and strategic business investment.

But companies that invest in creating a thoughtful, useful, user-friendly intranet have a significant advantage in their IC effectiveness over organizations without one. When we talk about having an intranet, we mean a modern intranet built for employee communication, collaboration, and enablement — not a simple document repository where employees can find the company’s holiday calendar.

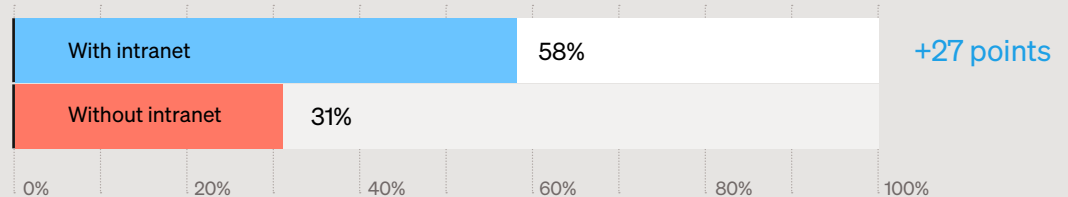


30%

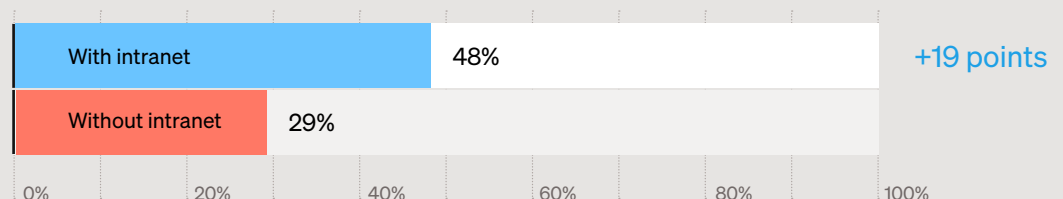
of respondents with an intranet rate IC as “excellent” compared to 13% without one

Respondents without a modern intranet were 27% less likely to say their IC has improved over the last year, and 19% less likely to say their leadership does a good job with IC.

Current state of IC is better than last year



Current state of leadership communication

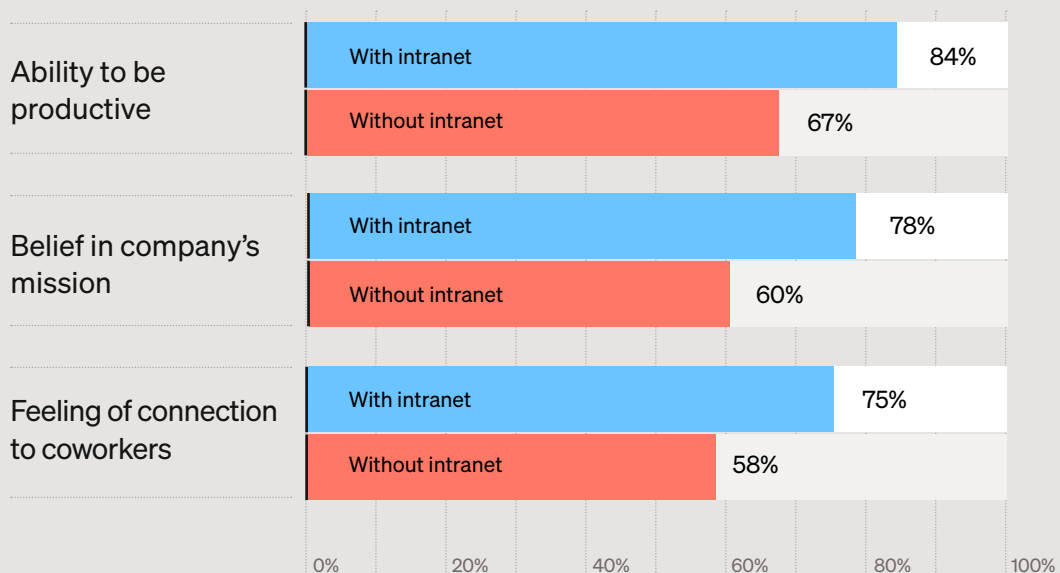


Impact of technology on employee experience

The impact of intranet vs. no intranet goes well beyond IC effectiveness. It's also reflected in a gap in the employee experience. Organizations with modern IC platforms report substantially better outcomes in productivity (84% vs. 67%), belief in company mission (78% vs. 60%), and connection to coworkers (75% vs. 58%) than those lacking an intranet.

While the data doesn't tell us about correlation vs. causation, organizations that value and prioritize the employee experience as a whole are more likely to implement intranet platforms and other tools that improve it. Of course, effective IC also enhances the overall employee experience.

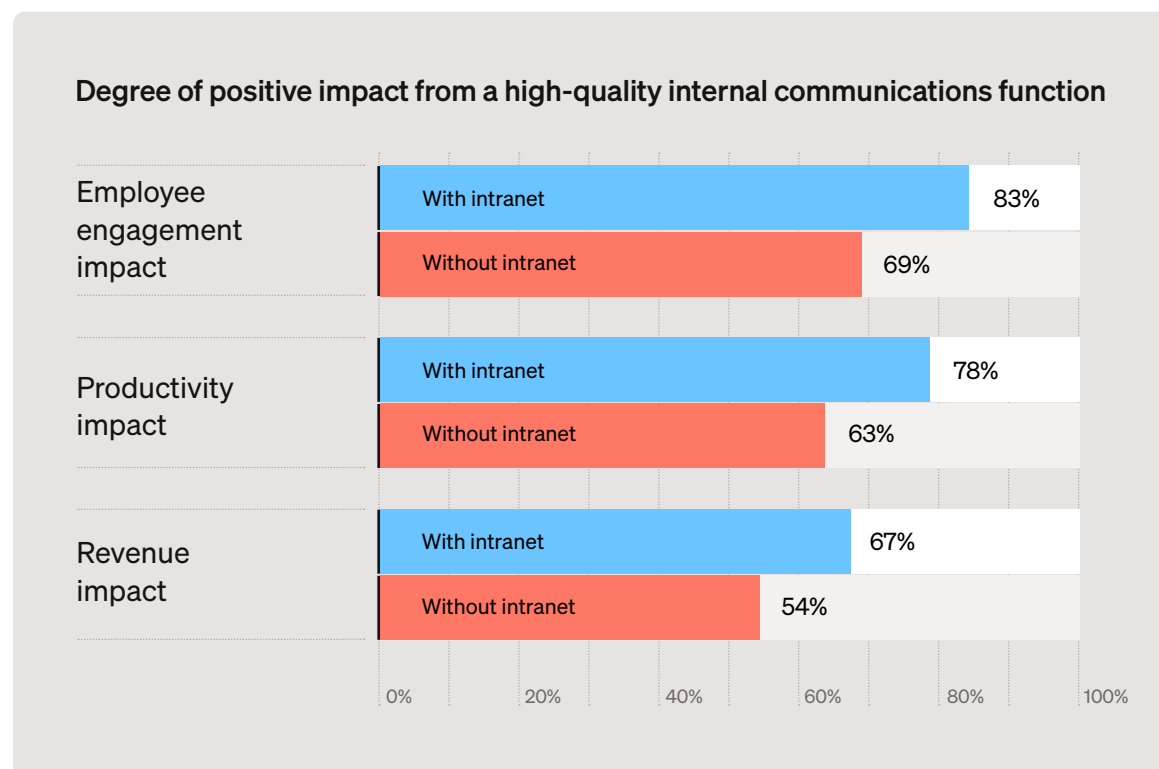
Well-being perceptions: level of agreement



Impact of technology on broader business outcomes

The impact on broader business outcomes is also clear. Companies that have invested in an intranet see a significant advantage. Employee engagement, productivity, and revenue are all higher in organizations with an intranet than in peer organizations without one. And when you translate those percentages into cold, hard profit, the imperative to provide your employees with an intranet is clearer than ever.

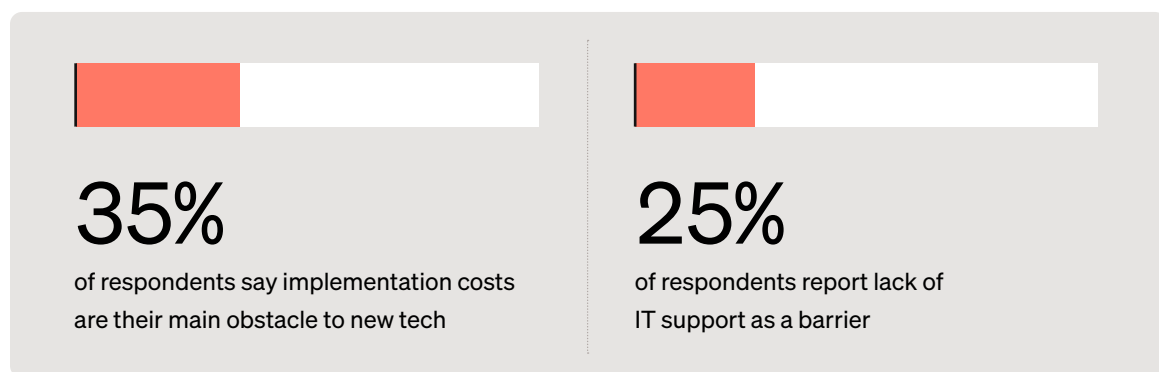
The data is unequivocal: Organizations without effective IC infrastructure are operating at a significant disadvantage across multiple key strategic areas. As competition for highly skilled talent intensifies, this technology gap creates a serious competitive vulnerability.



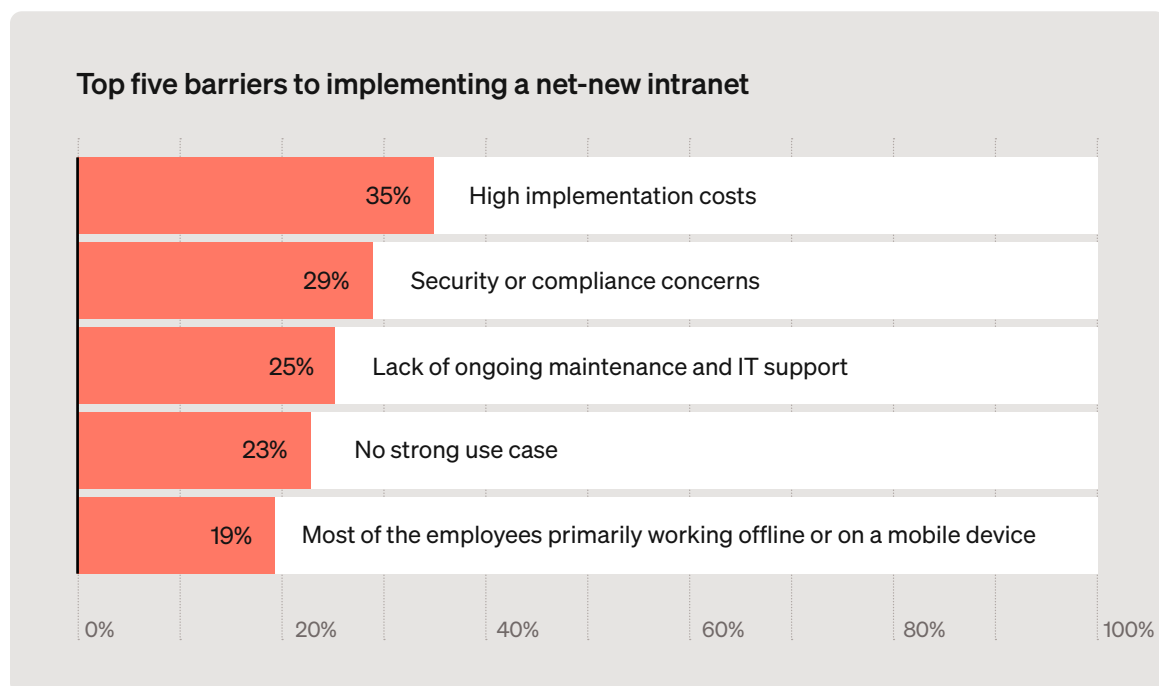
Why organizations without intranets remain behind

But why is this gap so persistent? While more than 90% of organizations report having some form of intranet, many are still relying on outdated, legacy systems that weren't purpose-built for modern internal communications. Legacy solutions create the same barriers that prevent organizations without an intranet from competing effectively.

One reason for this gap is a lack of investment. A lack of monetary investment likely also signals that IC in general is a lower priority for the organization.



Interestingly, 19% say their organization is mostly frontline employees, so they don't have an intranet. This reflects a lack of vision for creating an intranet that's relevant for and accessible to this workforce. Nearly a quarter of respondents (23%) don't see a strong use case for implementing an intranet, despite the benefits being abundantly clear.



The opportunity lies in rethinking what an intranet can be

This research shows that many organizations still see intranets as costly, complex tools requiring extensive IT resources and lengthy implementations. But modern, purpose-built intranets combine simplicity with sophistication. Gone are the days of time-heavy implementations and reliance on professional services.

Unlike legacy systems cobbled together over time, purpose-built solutions offer unified experiences that eliminate the fragmentation plaguing many organizations.

Today's comprehensive intranet platforms run at the speed of business — scalable, modular, and adaptable to both frontline and desk-based workers. These platforms integrate AI capabilities from the ground up, rather than as an afterthought, enabling sophisticated personalization and analytics without the complexity.

Organizations that rethink their approach and prioritize flexibility, speed, and security over maintaining legacy systems will reap the full benefits of a connected and engaged workplace. The performance gap stems from having the right intranet, not just any intranet.

Purpose-built platforms outperform legacy systems



Simply having an intranet isn't enough — the type of solution you choose dramatically impacts results

There's more to the story than the existence of an intranet. It's no surprise to see a performance gap between organizations with a comprehensive employee experience platform and those with fragmented point solutions or unwieldy custom-built solutions.

These results demonstrate that organizations with strategic, user-focused platforms have highly prioritized the investment of time, money, and leadership bandwidth in creating an excellent platform for engaging and communicating with employees, unlike those that, for one reason or another, simply have not.

The intranet engagement paradox

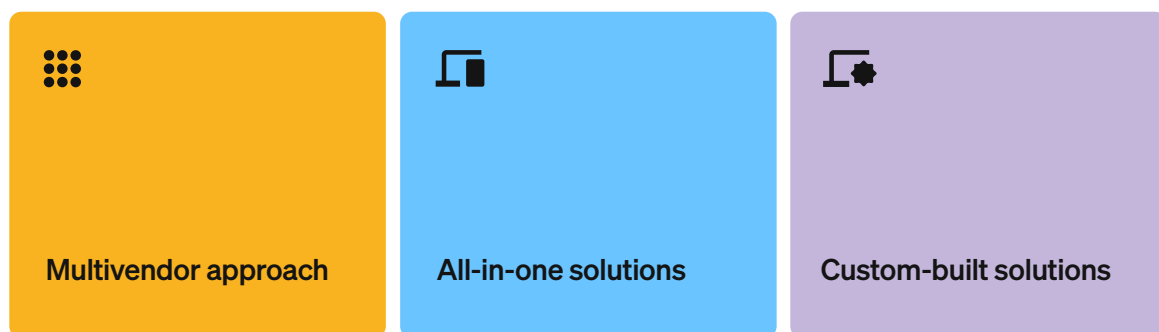
Almost every respondent (91%) reports their organization has some form of intranet, but that doesn't mean their intranet is effective. More than half (55%) report settling for fragmented approaches using multiple vendors, which creates inefficiencies and poor user experiences for IC teams and employees alike.

The real difference isn't having an intranet or not. That would mean IC teams could throw together a few SharePoint pages and call it a day. It's having an effective, integrated solution instead of a patchwork of tools.

Employees these days have high expectations for the technology they use at work because of the sophisticated technology they use outside of work that suits their needs without friction. Many intranets are stuck in the past, ruled by clunky, user-unfriendly design. Those intranets aren't offering the strategic advantage of a modern platform.

Implementation models and their consequences

Each approach to intranet technology comes from a different source, and each creates distinctly different outcomes. There are three primary approaches to creating an intranet.





More than half (55%) of respondents with an intranet are using multiple vendors — combining separate point solutions with their intranet, such as surveys, newsletters, recognition tools, and more. Many of these intranets are likely legacy solutions cobbled together over time, held together with an old CMS and heavily reliant on IT teams to keep them running.



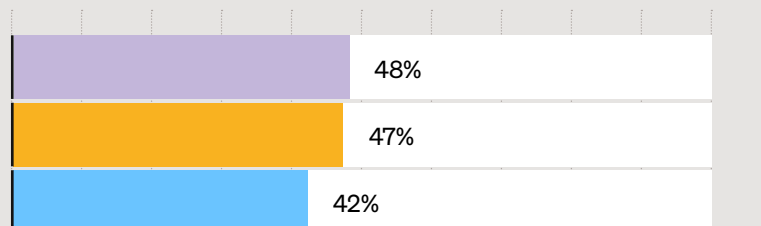
50%

of respondents say their intranet competes with too many other tools

Top challenges for implementing and managing an intranet

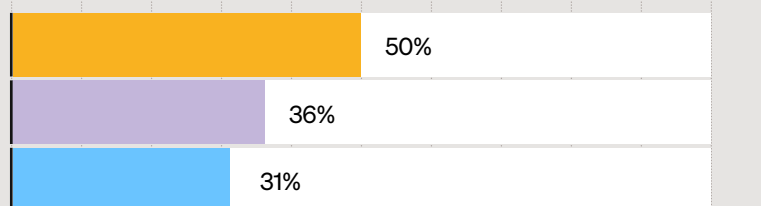
Top process challenge

Heavy dependency on IT for setup and ongoing maintenance



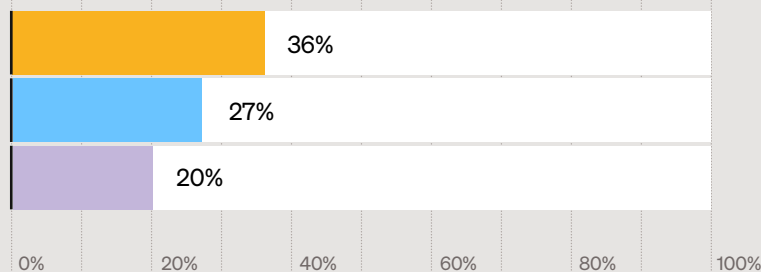
Top prioritization challenge

Intranet competes with too many other communication and collaboration tools



Top technical challenge

Performance or reliability issues (e.g., slow load times, downtime)



● All-in-one solution ● Multiple vendors ● Custom-built solution

Respondents whose organizations use a multivendor solution are significantly more likely to experience technical or capability challenges compared to those with an all-in-one or custom-built platform. It's no wonder that more than 40% of respondents would switch solutions if they had the chance, indicating that many of these systems are proving frustrating to their owners and users.



42%

of those using multiple vendors would switch to an all-in-one solution if they could

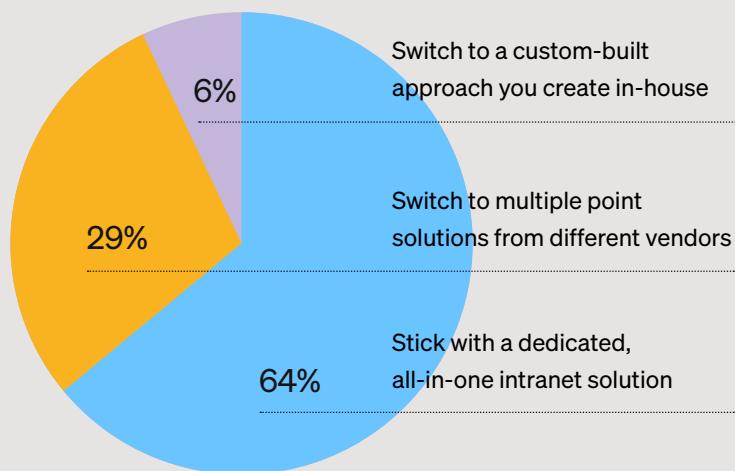
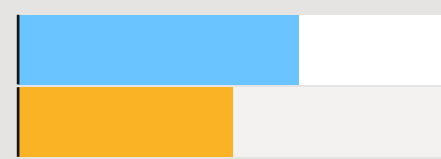
All-in-one solutions



More than 30% of respondents use solutions purpose-built for a streamlined, user-friendly experience. They report significantly fewer implementation challenges across all categories surveyed: process, prioritization, and technical.

All-in-one solutions also deliver higher levels of employee connection (81% vs. 74% for multiple vendors). These two factors — fewer challenges and greater connection — make IC teams the most loyal to their intranet solutions in this category.

All-in-one solution: likelihood to switch

64%

of respondents would stick with their all-in-one approach vs. 50% for those with a multivendor solution

Custom-built solutions



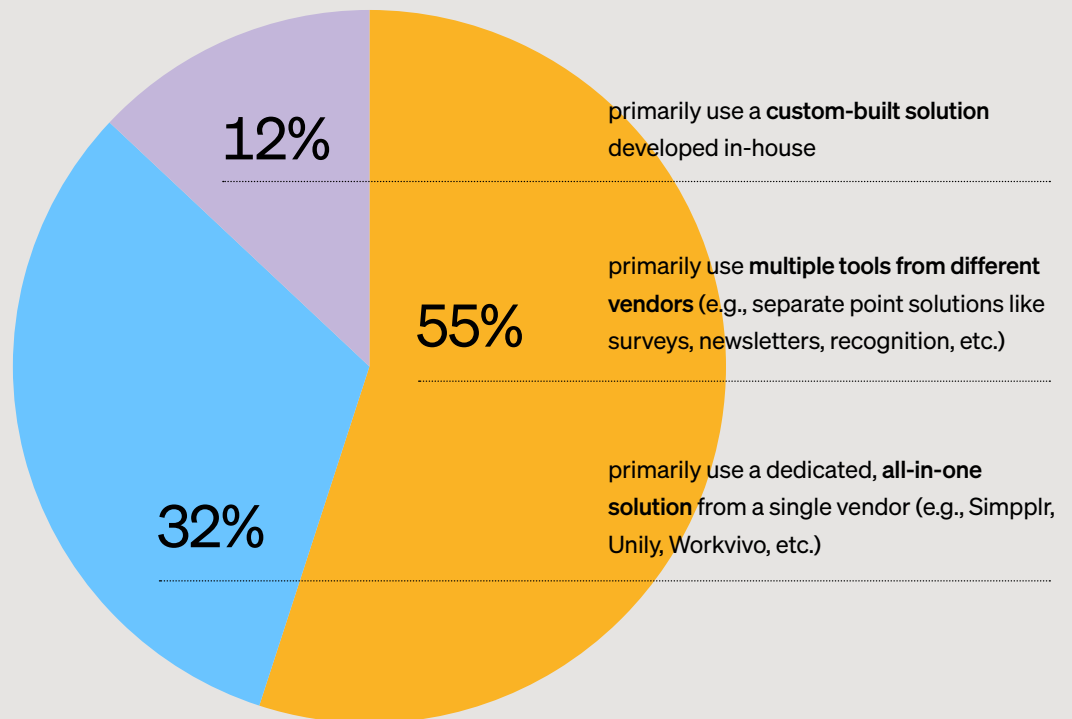
Only 12% rely on custom-built solutions developed in-house. Despite the higher investment, they have considerable challenges, especially heavy dependency on IT and a nonintuitive interface. They also have the most difficulty targeting audiences.

With a custom solution, one would think this would be a bigger priority. But it appears this is a gap potentially caused by the issue we'll discuss next.

**37%**

of respondents with custom-built solutions have the most difficulty targeting audiences

Intranet model adoption

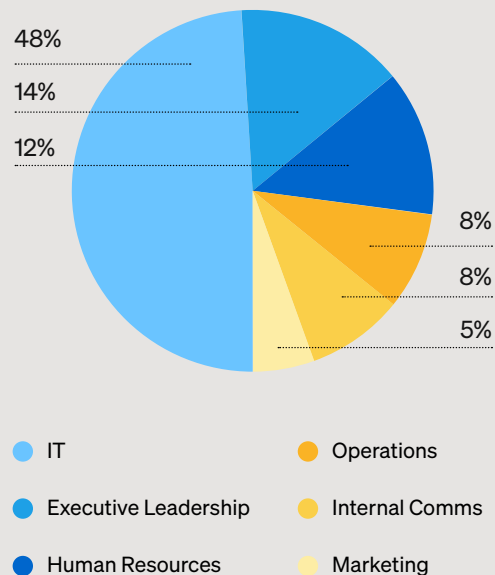


Departmental perspectives shape intranet usage

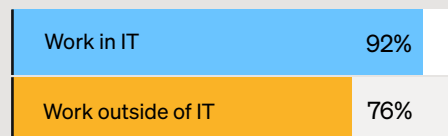
Nearly half (48%) of respondents say their IC budget is controlled by IT, though the two functions don't seem like natural partners at first glance. Since IT controls the budget, they also often control the implementation and maintenance of the intranet — and what they value tends to differ from what IC teams prize in an intranet.

IT professionals are more satisfied with intranet functionality (92% vs. 76% of other departments), potentially reflecting their preference for tech solutions that can perform at a high level. But that back-end functionality for tech-focused users doesn't always translate into a better user experience for IC owners or employees.

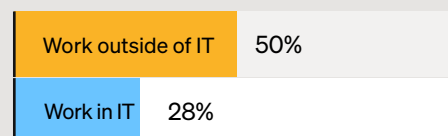
Internal communication budget control



Satisfaction with intranet functionality



Likelihood to switch from custom-built to all-in-one intranet



Non-IT departments are nearly twice as likely to want to switch from a custom-built to an all-in-one solution. Intranet functionality is a bigger pain point for nontechnical users, and what is defined as functionality also seems to differ between the groups.

This mismatch between what IC and HR want and what IT departments deliver is a broader issue. According to Gartner's [Top 5 HR Trends and Priorities Report](#), 55% of HR leaders say that their current tech solutions don't cover their current and future business needs, while 51% say they can't measure the business value delivered by HR tech transformation.

If the business value of this kind of transformation can't be effectively measured, it's less likely to be a priority for leadership, particularly in turbulent times. This explains why many organizations stick with good-enough solutions that serve IT adequately but frustrate everyone else.

The gap in perception, function, and frustration shows that there's plenty of room for IC and IT to collaborate more closely on solutions that work well for technical and nontechnical users alike.

Many intranet solutions on the market can help organizations deliver an experience that serves all stakeholders, freeing up IT resources and allowing IC to become an equal partner in functionality and ownership.

The evolution toward unified employee experiences

The data reveals a clear pattern: Organizations benefit most when their intranet technology is purpose-built for employee communication and engagement, rather than assembled from disparate tools or built from scratch without expertise in employee experience.

Modern intranet platforms succeed because they're designed specifically for today's workplace complexities: supporting distributed teams, integrating with existing tools, and adapting to how people actually work. Organizations that prioritize this unified approach see higher employee connection rates and greater IC team satisfaction — evidence that the right technology foundation makes all the difference.

Advanced intranet capabilities enable strategic communication

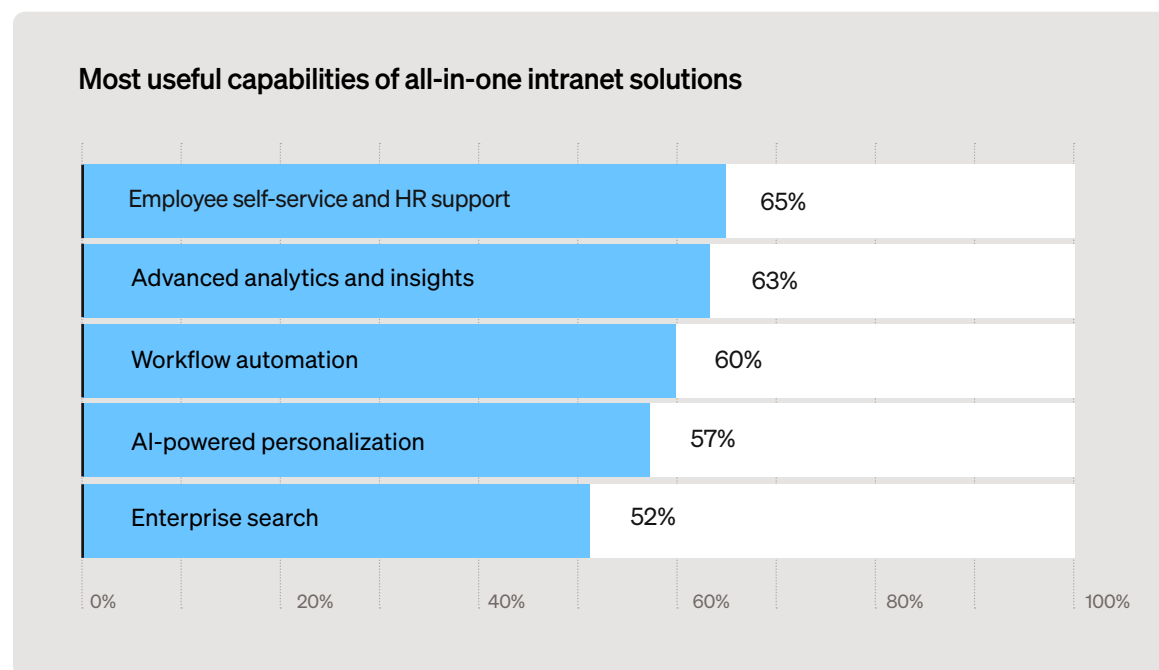


The most effective teams use technology to execute targeted, measurable, AI-enhanced strategies

It's not just a question of having more sophisticated, advanced technology to create a high-performing organization. Plenty of low-performing ones have all the latest tech. The best organizations leverage advanced AI-powered analytics to create more personalized, data-driven communications that can be clearly measured for impact and effectiveness.

Essential intranet capabilities driving performance

All-in-one intranet solutions have the most capabilities, and the most valued ones should come as no surprise. The chart below shows that top priorities include empowering employees with self-service and workflow automations while enabling IC pros to take advantage of personalization and analytics.



It's no shock that employees would want self-service functionality for many internal and HR-related tasks. Whether finding tech solutions on their own or information about benefits and PTO, effective self-service functionality enables employees to complete tasks and get what they need without having to wait for a response from IT or HR.

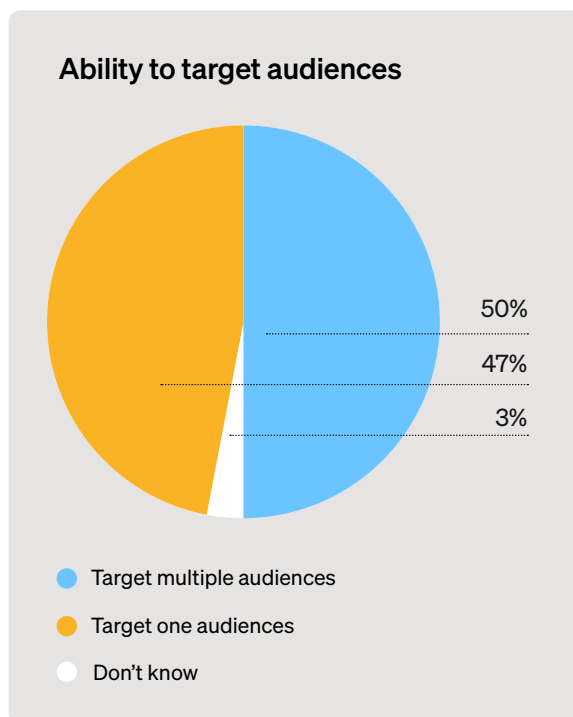
Intranets must adapt to make self-service as easy as possible to reduce time and frustration for employees and HR professionals.

From message broadcasts to targeted engagement

Organizations are nearly evenly split between uniform and targeted approaches to employee communications. Strategic audience segmentation is good for engagement. After all, sending the same messages to groups of employees that vary widely in role, tenure, level, and geographical location leaves a lot to be desired.

It's surprising that despite rapid technology advancements for customization, data sorting, and personalization, nearly half of organizations are not sending targeted communications.

Employees also have a lot to focus on these days, with distractions everywhere and near-constant communications across many different channels. Targeted communications can help reduce this noise, improve employee focus, and boost productivity.

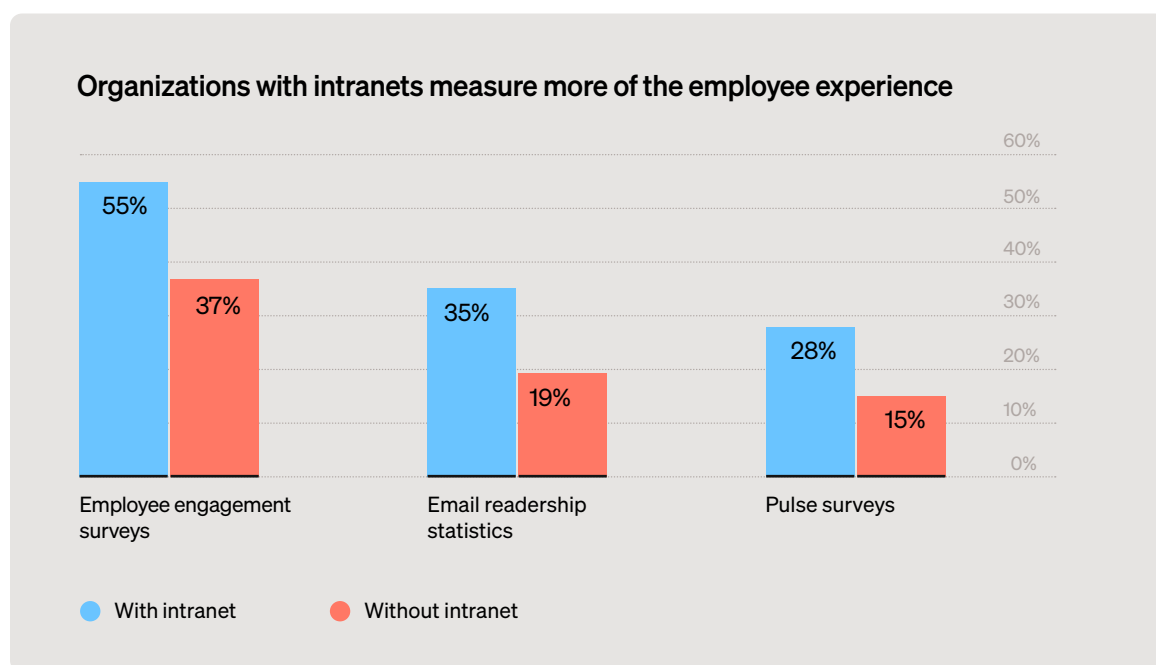


Organizations with all-in-one intranet solutions report finding message targeting significantly easier (60% vs. 39% for custom-built). While technology alone can't solve the workplace problem of distraction and overcommunication, it can ease the burden.

According to a [2023 Gartner survey](#) of nearly 1,000 employees and managers, 38% report receiving an “excessive” volume of communications at their organization, and 47% say that the company communications they receive are unrelated to their day-to-day work.

Use of a modern intranet correlates with better data analysis

The gap extends beyond communication effectiveness to measurement capabilities. Organizations with modern intranets consistently track more employee experience metrics than their peers.



This more sophisticated measurement could reflect that it's easier to measure when you have the right technology in place. It could also mean that organizations that value the employee experience are more apt to measure it and invest more in their employee experience technology, such as a modern intranet.

It's also interesting to note that only 35% of organizations with an intranet are measuring their email readership statistics. This can be a daunting task when sending out internal communications through corporate email tools like Outlook or Gmail. That's why many IC departments use the tools integrated within their intranet.

From newsletters to surveys and must-reads, these intranet-based communication methods enable IC leaders to easily measure not just readership but also sentiment and then further parse that data by role, department, and more. The lack of email readership measurement reflects another opportunity for IC teams to step up their metrics game to further prove their value and improve their comms.

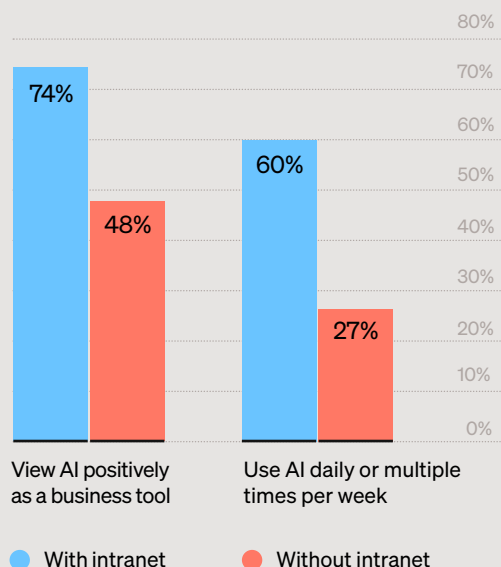
AI is rapidly transforming both creation and distribution

Respondents at organizations with an intranet are significantly more likely to view AI positively (74% vs. 48%), and to use AI weekly or daily (60% vs. 27%).

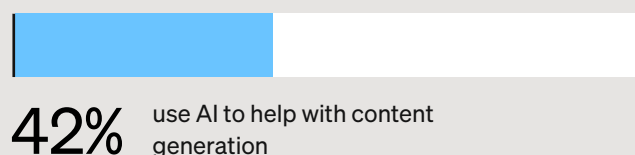
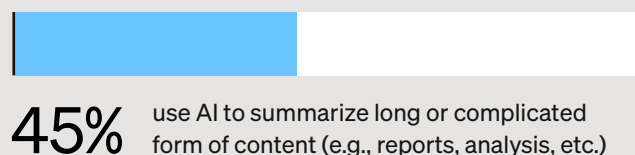
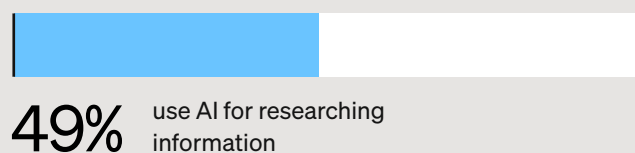
This gap might indicate that organizations with an intranet are generally more technologically advanced, or their employees are more comfortable with advanced technology.

The top uses for AI in IC are research (49%), summarizing content (45%), and content generation (42%), showing that IC professionals are using it to save time and streamline operations wherever possible.

Intranet's impact of AI adoption and perception



AI adoption in communications function



The potential for AI in internal communications is set to grow this year and beyond. According to SHRM's [2025 CHRO Priorities and Perspectives report](#), 90% of CHROs see AI integration becoming much more prevalent in the workplace. This increased adoption will likely accelerate, further separating the haves from the have-nots.

When it comes to the appropriate use of AI, 71% report being confident that AI tools are being used ethically. A [2025 study from McKinsey](#) found that employees trust their employers to use AI more ethically than universities, large tech companies, and startups. As organizations maintain rigorous standards for data privacy and ethical use of AI, they position themselves to unlock productivity gains while preserving employee trust.

Moving beyond technology adoption to strategic impact

Effective internal communication is purposeful, personalized, and measurable. The most successful organizations use technology to reduce noise, boost engagement, and align employees with what matters most.

The data reveals that organizations with modern intranets collect more metrics and use those insights to create communications that actually reach and resonate with employees. When nearly half of employees report receiving communications unrelated to their work, the ability to segment audiences and personalize content becomes a competitive advantage.

As AI, automation, and analytics reshape the workplace, modern intranets are becoming essential infrastructure for both communication and connection.

The most effective platforms enable IC teams to move from broadcast messaging to strategic engagement, using data to understand what works and AI to scale what matters.

For teams ready to move from information overload to meaningful impact, the opportunity has never been clearer. But realizing this potential requires overcoming the barriers that prevent many organizations from reaching their full communication effectiveness.

Process and technology barriers limit effectiveness



The biggest obstacles to an effective intranet are process inefficiencies, poor user experiences, and fragmented technology

Internal communications technology often suffers from the same issues that other critical but unglamorous infrastructure suffers from. When it's doing an excellent job, it flies under the radar, but when there's a problem, it's front and center.

This combination of being mission-critical and somewhat invisible at the same time makes it easy for many companies and leaders to avoid devoting resources to their intranet platform, especially in an environment of scarcity or uncertainty. It's easy to implement set-it-and-forget-it solutions and check it off the list while forgetting the factors that make a modern intranet a valuable strategic asset.

So it's no shock that the biggest obstacles to more effective intranet implementations are process inefficiencies, poor user experiences, and fragmented technology (along with a side serving of inertia and overwhelm).

Process roadblocks that drain resources

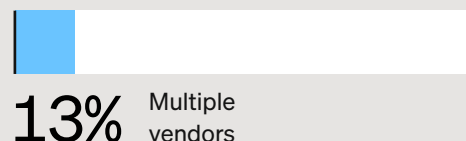
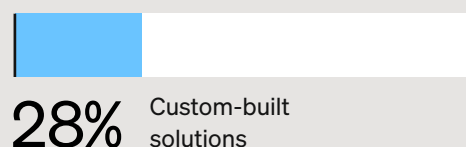
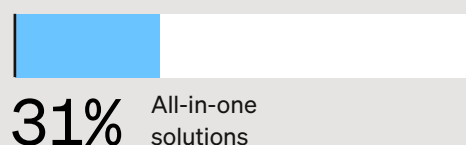
Process roadblocks get in the way of implementing sophisticated intranet systems for many IC functions. Heavy IT dependencies create bottlenecks for 46% of teams, while a high manual effort to maintain content limits the capabilities of 37%.

This is likely because many, if not most, intranets weren't built with the IC professionals running them in mind. They're tech-heavy, complex, and difficult to update and maintain for non-IT teams. To add to the burden, IC professionals are busy (a major understatement).

There's a better way. Organizations with all-in-one intranet solutions report significantly fewer process challenges. These platforms are purpose-built for the people who actually maintain and update them, reducing dependencies on IT and the learning curve for busy IC professionals.

Nearly half of communications professionals report lack of time and team capacity as the top barriers to achieving their goals in 2025 ([Gallagher](#)).

Organizations reporting no process-related challenges to implementing and managing an intranet

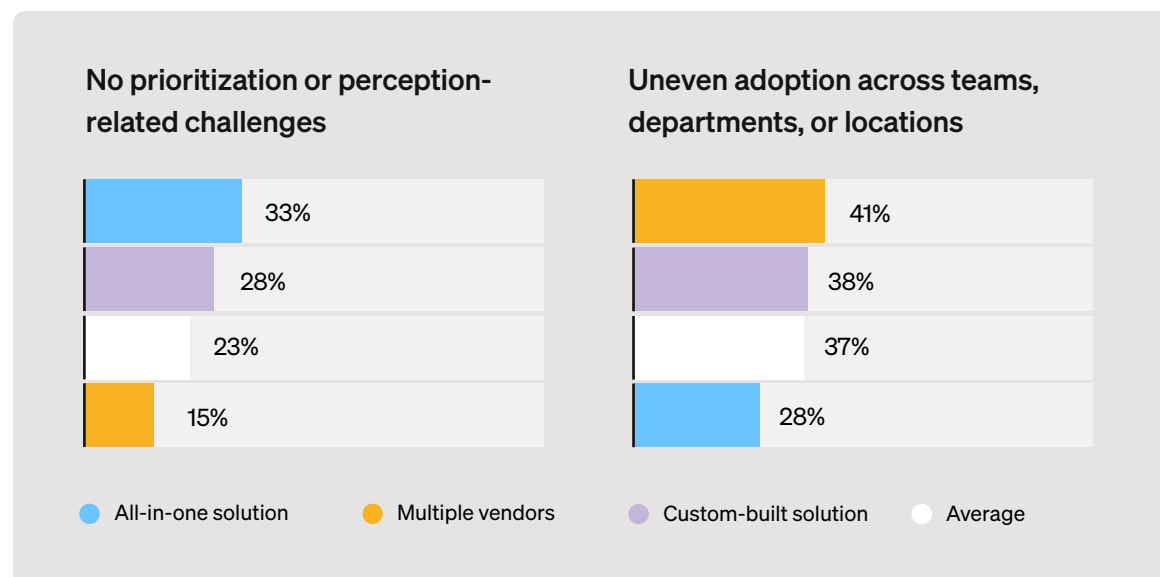


Perception and adoption challenges

According to 42% of respondents, the intranet is competing with too many other communication and collaboration tools, fragmenting the employee experience. With employees spending 43% of their average workday consuming information, it's no wonder that many aren't eager to add yet another communication platform.

Uneven adoption across teams creates information gaps for 37% of respondents. The reasons for this vary. Some teams may lack access to the intranet, such as frontline workers, or resources for different groups may vary in comprehensiveness and thoughtfulness. Either way, it's segmenting organizations negatively.

Once again, all-in-one platforms significantly reduce these challenges: 33% of respondents using an all-in-one system report no prioritization or perception-related challenges vs. 15% of those using a multivendor solution.

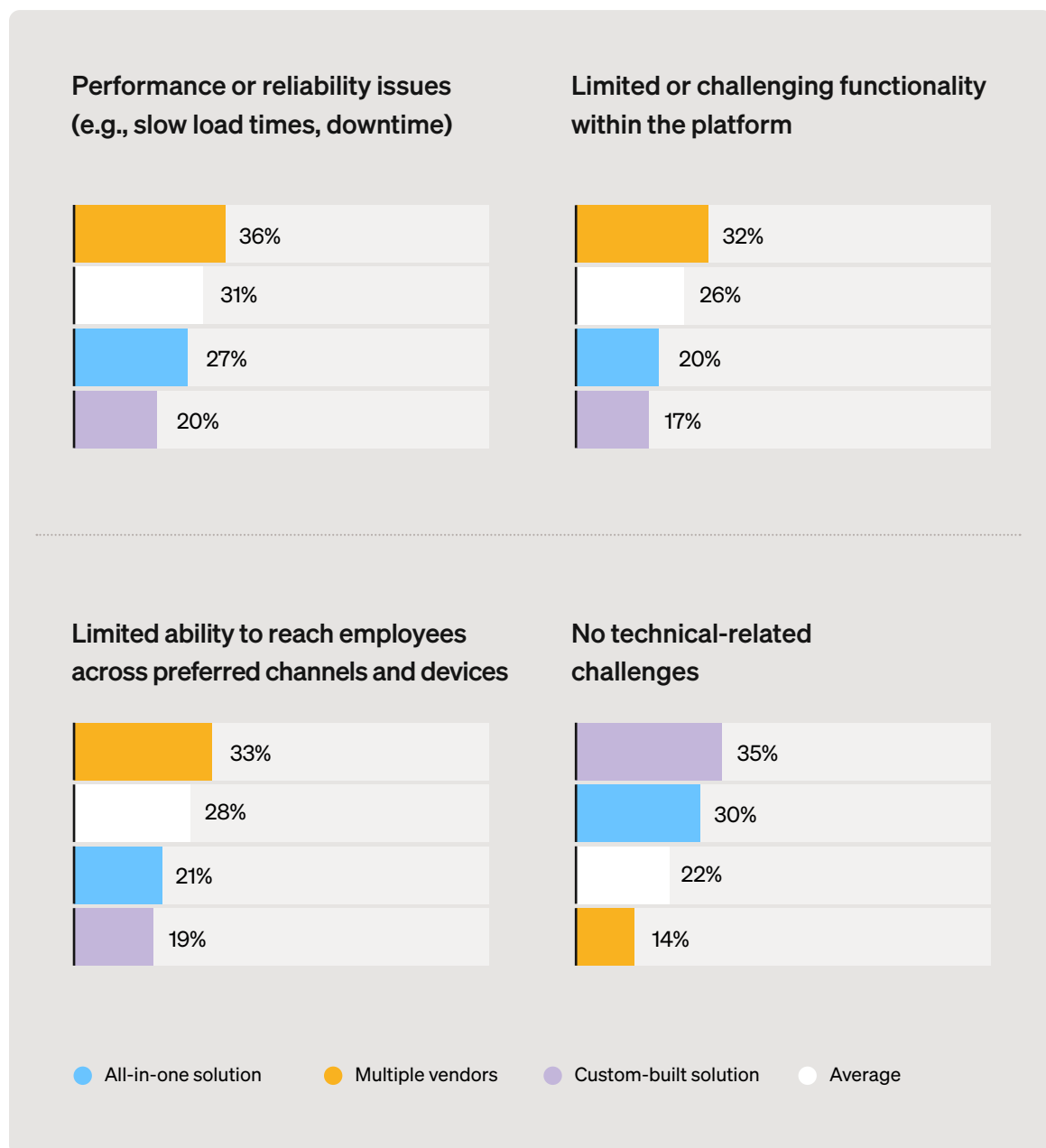


Frustrating technical limitations

The final frustration for IC teams around their intranet is technical limitations: 31% report performance issues undermine confidence and adoption, 28% report limited reach excludes many employees, and 26% report limited or challenging functionality increases the learning curve. Many also struggle with inadequate personalization and targeting capabilities that prevent them from delivering relevant content to the right audiences.

No matter how good your intranet content is, if the platform is too difficult to use, employees won't use it regularly. That limits the benefits from your intranet implementation, costing you revenue, productivity, and engagement.

All-in-one platforms, however, reduce these barriers: 30% of all-in-one platform users report no technical-related challenges, while just 14% of those using a multivendor approach say the same.



The psychological barrier

If these barriers hinder the platform adoption IC teams find so impactful, why aren't more organizations switching to a more user-friendly approach like an all-in-one platform? And why do 76% of respondents say they're somewhat or very satisfied with their intranet functionality, despite the barriers we examined above? The psychological barrier to change is very real and very powerful.

It's easy to think, especially for a behind-the-scenes tool like an intranet, that this is "just the way it's always been." Relying on legacy platforms feels comfortable, and changing to an entirely new system can feel like a big lift — even dangerous for risk-averse and change-exhausted teams. There's always a fire burning somewhere else, so good-enough solutions stay in place for much longer than they should. As a result, the user experience on both sides continues to degrade over time.

Breaking through the barriers to transformation

Internal communications can't reach its full potential when weighed down by inefficient processes, clunky technology, and fragmented experiences. To move forward, organizations need to rethink how their intranet supports or hinders business goals.

The psychological comfort of familiar systems often masks their true cost: frustrated IC teams, disengaged employees, and missed opportunities for meaningful connection.

While change feels risky, the greater risk lies in maintaining status quo solutions that prevent organizations from competing effectively in today's workplace.

The path forward requires acknowledging that good enough isn't good enough anymore. Organizations that overcome inertia and invest in purpose-built solutions bridge the gap between leadership intentions and employee reality — turning internal communications from a necessary function into a strategic advantage.

Organizations need a strategic approach to technology



Every organization can take steps to drive meaningful performance improvements

Technology is increasingly central to the role IC plays in the organization. It's the enabler, assistant, distributor, and copilot for internal communications teams. It's often overlooked, however, as IC isn't considered a technology-driven segment and because most internal communicators think of themselves as word people, not tech people. But technology is what enables IC teams to connect with people, communicate effectively, motivate and engage, as well as enable employees and leaders.

Technology is at the heart of IC's work, even though IC isn't in the tech business.

The intranet is central to this vision as well. What can organizations do to drive meaningful performance improvements, regardless of the current state of their intranet?

For organizations using multivendor solutions (55%)



Your multivendor solution was likely pieced together from various legacy parts to serve a clear and thoughtful purpose at the time. But what happens when your organization's needs evolve and critical parts of this technology puzzle can't keep up? The first step is to take a thorough and diligent audit of every employee experience solution currently in place.

This audit should include feedback not just from your IC team but also your IT partners, employees, leadership, and any other critical stakeholders.

Next, assess where you currently stand and map out where you think your intranet will need to be in the next two, five, and 10 years. Are you planning to grow, and if so, how will your system scale with you? Determine where your gaps, opportunities, and upcoming issues and costs may lie.

If your current systems are serving you well, this will be reflected in the audit, and you'll likely find some exciting areas for improvement.

Consider key questions such as:

- What is each solution designed to do? Is it fulfilling that basic purpose? Does it have any additional benefits? Does it overlap with another solution you're currently using?
- How difficult is each solution to maintain for your IC team? What roadblocks are making it challenging? What makes it easy?
- How easy is it for your employees to access, use, and find what they need with each solution? What makes it challenging? What makes it user-friendly?
- What costs, upfront or hidden, does each solution come with? This should include not just money but also time and resources.

If you're like the 42% of respondents using a multivendor solution who would switch to an all-in-one solution if they could, this audit will give you a solid business case for making the change.



Does your solution have all the capabilities your organization requires? If it's not living up to its designation, it's time to consider a more comprehensive solution.

Only 22% of all-in-one intranet respondents had access to audience-targeting capabilities. This is a big miss given the information overload burdening employees today.

Only 33% reported having AI-powered personalization, which also leaves room for growth, especially as AI grows ever more sophisticated. And advanced analytics are available to only 38% of respondents. How would you do things differently if you had access to this data?

It's never a bad idea to do a gut check with your IC team, IT partners, and employees about how the platform is performing for them and how you can future-proof it against your growth plans.

Key areas for evaluation:

- **Assess capability gaps** in your current solution, particularly audience-targeting capabilities, AI-powered personalization, and advanced analytics.
- **Look for essential features**, including enterprise search, employee surveys, newsletters, mobile app access, AI agents for self-service, and recognition and rewards programs.
- **Evaluate advanced capabilities** such as workflow automation, pulse surveys, crisis communication tools, and integration with existing HR and IT systems.
- **Ensure your platform can scale** as your organization grows and adapt to changing workplace needs.
- **Conduct stakeholder feedback sessions** with your IC team, IT partners, and employees about platform performance and user experience.



Custom-built solutions represent the highest investment but often deliver the most frustrating outcomes. Despite greater resources devoted to development and maintenance, these systems face significant technical challenges that purpose-built, all-in-one platforms solve more effectively.

Whether building an intranet from scratch or on top of a content management platform like SharePoint, your IT team will need to be prepared for a lot of customization and frequent development work to maintain the capabilities of other solutions.

The data shows that organizations with custom-built solutions have the highest dependency on IT and least user-friendly interface, suggesting that specialized platforms may deliver better outcomes than continued internal development.

Key areas for evaluation:

- **Assess total cost of ownership** beyond the initial development investment. Include ongoing maintenance, IT resources, security updates, and opportunity costs of internal development time.
- **Compare capabilities against modern solutions**, particularly in audience targeting where more than one-third of custom-built users report problems. This represents a fundamental gap that affects communication effectiveness.
- **Evaluate ROI on continued custom development** versus switching to specialized all-in-one or multivendor solutions that deliver these capabilities out of the box.
- **Verify it meets the needs of your IC department**, since non-IT departments are nearly twice as likely to want to switch from custom-built to all-in-one solutions, indicating a significant user experience gap.



If your organization currently lacks an intranet, it can be intimidating to get started. However, it's a valuable opportunity to build something strategic and highly beneficial for everyone involved. The path forward starts with identifying and addressing the key barriers that have kept your company from creating an intranet until now.

Use the data in this report to create a compelling business case for leadership based on peer benchmarks. You don't have to build the perfect intranet solution all at once. Look for quick wins, launch a pilot program to test ideas, explore a phased implementation to control costs, and get executive champions on board to boost your case.

Consider the following barriers and solutions:

- **Implementation costs:** Look carefully at what not having an intranet is costing you versus the expense of onboarding an all-in-one solution.
- **Security and compliance:** Work with IT and Legal to create a strong security framework to address these concerns.
- **Lack of IT support:** Find solutions that require low IT overhead and strong vendor support for any issues that arise.

Creating a sustainable IC technology strategy

The best intranet solution isn't one that serves your organization perfectly right now — it's one that can scale with your organization in the years to come. Such a solution integrates with other technology platforms you use internally and externally, handles more content or multiple countries or languages as you expand, and doesn't rely heavily on IT resources.

AI integration will also differentiate leading platforms. Integration capabilities will determine long-term success, not just the existence of AI functionality but how well it serves your IC team, your employees, and your broader business goals.

Conclusion

Internal communications teams need purpose-built technology to succeed

Internal communications technology has become a critical competitive differentiator. It's not just another IT decision or tool anymore. That's due, in large part, to a world where we're not all working together in the same physical space day in and day out. That change isn't exactly new, but it's a reality that many of our IC tools haven't caught up with yet.

Is your intranet ready to serve as your communal space where everyone at your organization communicates, collaborates, and shares resources? People are wired to crave that kind of environment, and it's particularly resonant as workers suffer from various degrees of digital overwhelm and low levels of employee well-being. Make sure your intranet, however you implement it, fulfills that deeply human purpose.

Your intranet is only as good as the tools you use to build it and the vision you set behind it.

Upgrading from a cobbled-together legacy system to a new intranet platform may not be easy, especially when employees have change fatigue. But as

the data shows, the effort is ultimately worth it. It ensures your organization is ready for whatever lies ahead.

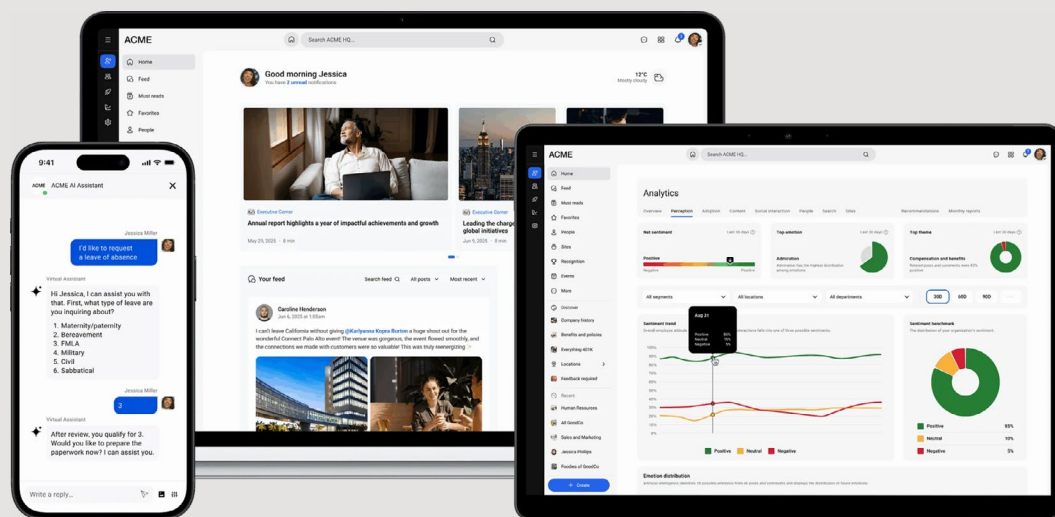
Organizations that neglect this essential infrastructure face growing disadvantages, and the gap between the leaders and the laggards will only grow. The most effective intranet solutions operate as integrated, intelligent employee experience platforms, rather than isolated communications tools.

How Simpplr can help

Simpplr's AI-powered employee experience platform addresses the specific challenges identified in this report — from reducing IT dependencies to enabling targeted communications and advanced analytics.

A platform designed for the current challenges revealed by this research:

- **Eliminates fragmentation:** Single-platform approach that reduces the tool competition and adoption challenges faced by 42% of organizations.
- **Enables sophisticated targeting:** Advanced audience segmentation capabilities that only 22% of surveyed all-in-one users can access.
- **Reduces IT bottlenecks:** Purpose-built for IC teams to manage independently, addressing the heavy IT dependency reported by 46% of respondents.
- **Provides actionable analytics:** Advanced insights that help IC teams measure and prove the business impact this research shows is critical.

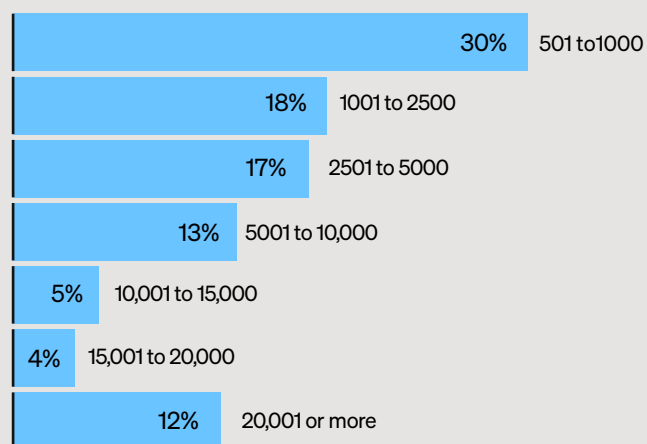


Whether you're among those using multiple vendors who want to switch to an all-in-one solution or you need to upgrade your current platform's capabilities, Simpplr delivers the unified, intelligent foundation that high-performing internal communications requires.

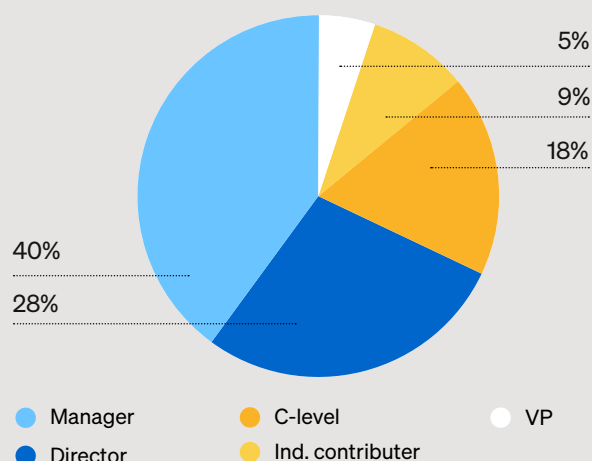
Methodology

This report is based on research with nearly 800 professionals across the U.S. and U.K., representing organizations with more than 500 employees in a variety of industries, with representation from Internal Communication, IT, HR, and business leadership roles.

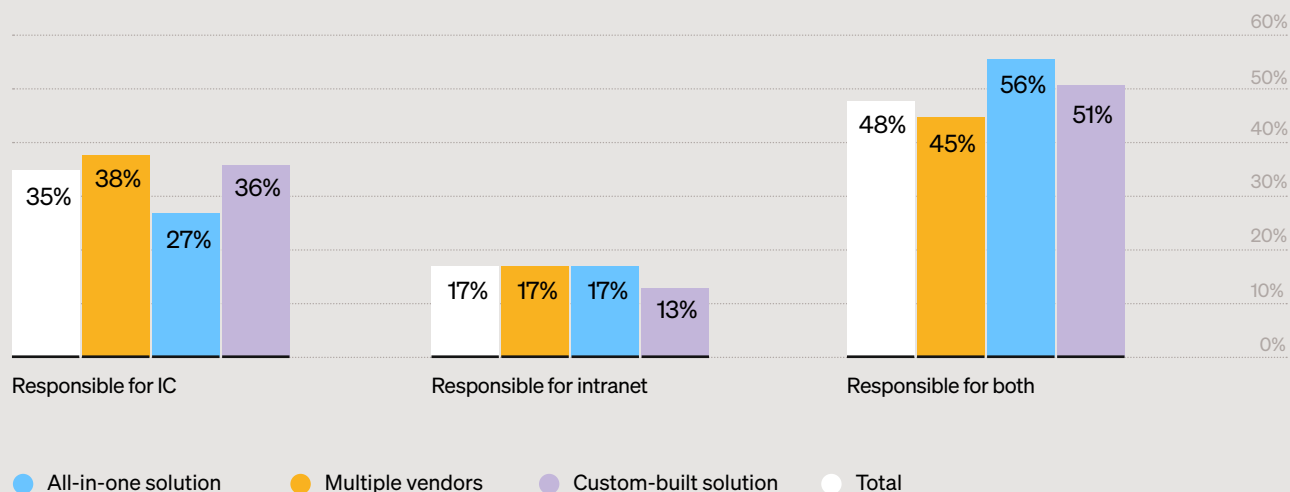
Size of the company



Seniority level



Nature of IC/intranet responsibility



About Simpplr

Who we are

Simpplr is the AI-powered platform that unifies the digital workplace — bringing together engagement, enablement, and services to transform the employee experience. It streamlines communication, simplifies interactions, automates workflows, and elevates the everyday experience of work. The platform is intuitive, highly extensible, and built to integrate seamlessly with your existing technology.

More than 1,000 leading organizations — including AAA, the NHS, Penske, and Moderna — trust Simpplr to foster a more aligned and productive workforce. Headquartered in Silicon Valley with global offices, Simpplr is backed by Norwest Ventures, Sapphire Ventures, Salesforce Ventures, and Tola Capital. Learn more at simpplr.com.

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