

World Leading Corporates Join the Intranet Benchmarking Forum

Submitted by: Pervasive PR

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The Intranet Benchmarking Forum (IBF at www.ibforum.com), an exclusive, confidential intranet and portal benchmarking group of leading European, US and global organisations, has announced that Anglo American, Petro Canada, Deutsche Telekom, Abbot and Pfizer have become the latest global organisations to have joined the forum as corporate members.

Formed in 2002, the IBF is the world's foremost intranet and portal benchmarking group and is acknowledged to have established industry standards for intranet and portal performance. IBF members now include more than 70 of the world's leading public and private sector bodies such the BBC, BT, HM Revenue and Customs, Nokia, Unilever, PricewaterhouseCoopers and Kellogg's amongst others.

Paul Miller, IBF Chairman and CEO, said: "The mission of the IBF is to drive forward the performance of member intranets and portals through interaction, measurement and best practice and we are delighted to welcome yet more leading international organisations on board as members of the IBF."

Deutsche Telekom, one of the world's leading telecommunications companies, and Petro-Canada, a Canadian oil and gas company with international operations, have both joined IBF Global. A division of the Intranet Benchmarking Forum for Global 500 organisations, IBF Global was established in 2005 to meet the unique issues and challenges that global organisations face in managing and progressing with their global intranet and portal services.

One of the world's largest diversified mining and natural resource groups, Anglo American has joined the IBF 100 division, which consists of companies in the FTSE100 or equivalent organisations. Abbot a global broad-based health care company devoted to discovering new medicines, new technologies and new ways to manage health, and Pfizer, a market leading pharmaceutical giant, have joined IBF North America. Launched in 2007, IBF North America is for Fortune 500 companies (and organisations of comparable size from the public sector).

In total, the IBF has six membership 'tiers' which include, in addition to the above, IBF Europe, IBF Asia Pacific and IBF Public.

"These five new members," continued Miller, "can now benefit from services that include independent intranet benchmarking and frequent opportunities for interaction with their peers in member-only meetings and intranet 'tours'. We also provide members with a programme of exclusive, high-quality research into best practice in intranet management."

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