

# Intranet Benchmarking Forum puts a Financial Value on the World's Leading Intranets

Submitted by: Pervasive PR

Friday, 24 April 2009

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Register for a free guest pass to Intranets Live on May 5th to participate in the launch on the new Intranet Financial Value Benchmark.

How much is your intranet really worth financially? This question will be answered for the first time on the next Intranets Live broadcast on Tuesday 5th May from 1500-1700 BST when the Intranet Benchmarking Forum (IBF at [www.ibforum.com](http://www.ibforum.com)), launches a major new service - the Intranet Financial Value Benchmark (IFVB).

Developed in conjunction with financial analysts and some of the IBF's 70 member organisations (namely BT, Nokia, Sara Lee, BP and Lloyds TSB), IFVB quantifies the exploited and unexploited contribution of an intranet in terms of financial cost savings, revenue gains and reduced risks. In this way, organisations can finally put a monetary figure on the value of their intranet assets and services.

Specifically, an IFVB evaluation provides:

- A top-line financial value for intranet or related portal services
- A breakdown of value into functional areas (such as HR and sales & marketing)
- An estimate of the exploited and unexploited value per employee
- Recommendations on how additional financial value can be exploited value comparisons with other organisations (these will build over time and are strictly confidential).

The IBF will present the findings of each evaluation in an easy-to-absorb report that is credible to CIOs, CTOs and CFOs and the new service, which was successfully piloted in BT, is available to both IBF members and non-members.

Paul Miller, IBF founder and CEO, comments: "The findings from our initial work prove that the exploited financial value of intranet services within major enterprises runs to several hundred million dollars per annum - and dwarfs the investment levels made. The unexploited financial value levels are equally striking!"

Having gone through the evaluation process, Mark Morrell, Intranet Manager at BT, concluded: "This was a significant and ground-breaking piece of work. It was very comprehensive and will help us prioritise future development."

To find out more about this new service please join the May 5th episode of Intranets Live – the monthly online broadcast held on the first Tuesday of every month.

Co-hosted by Paul Miller of the IBF and Shiv Singh, vice president of Razorfish, this month's programme will offer:

- Guest speaker Mark Morrell, BT Intranet Manager, talks about how his organisation has used the Intranet Financial Value Benchmark to demonstrate the financial value of the BT intranet
- Live intranet tour - Arup

- Live intranet tour - Razorfish
- Intranet focus: Candace Cahill, Intranet Manager, Philips
- Plus live phone-ins, breaking news and more!

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Intranets Live is run by the Intranet Benchmarking Forum (IBF at [www.ibforum.com](http://www.ibforum.com)), an exclusive, confidential intranet and portal benchmarking group of leading European, US and global organisations that is acknowledged to have established industry standards for intranet and portal performance. It has more than 70 annual members globally including the BBC, BT, Citi, HSBC, ExxonMobil, JP Morgan Chase, Kellogg's, Orange, PWC, Unilever and Bank of England. The IBF has offices in London, New York, Zurich and Sydney and recently hosted IBF 24 – 24 hours of intranet innovation online – with 700 delegates joining globally. This was the largest ever corporate gathering on the web.

For further information please contact:

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