

# COMPANY INTRANET

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**Abstract:** the main purpose of this paper is to present questions which should be taken into consideration when to implement intranets. On another hand, it introduces a tutorial with a possible structure of a company intranet. Each page explains what it should contain, and, within, there are added hyperlinks to examples supplied by different real firms. The tutorial is written in HTML so that it can be run under any browser. The tutorial pages can serve as a checklist in a project management with a company intranet as final result. The demo version of the tutorial is available to be viewed in the Internet.

## What is an intranet site?

First, let's have a look what a site means. If we consult the *Oxford Advanced Learner's Dictionary*, Oxford University Press, 1989, page 1191, one can find:

1. Place where a building, town, etc. was, is or will be situated (...);
2. Place where sth has happened or will happen, or for a particular activity (...).

If we consult another valuable source of information, *THE NEW OXFORD DICTIONARY OF ENGLISH*, which is included in *Encyclopædia Britannica*, one can find:

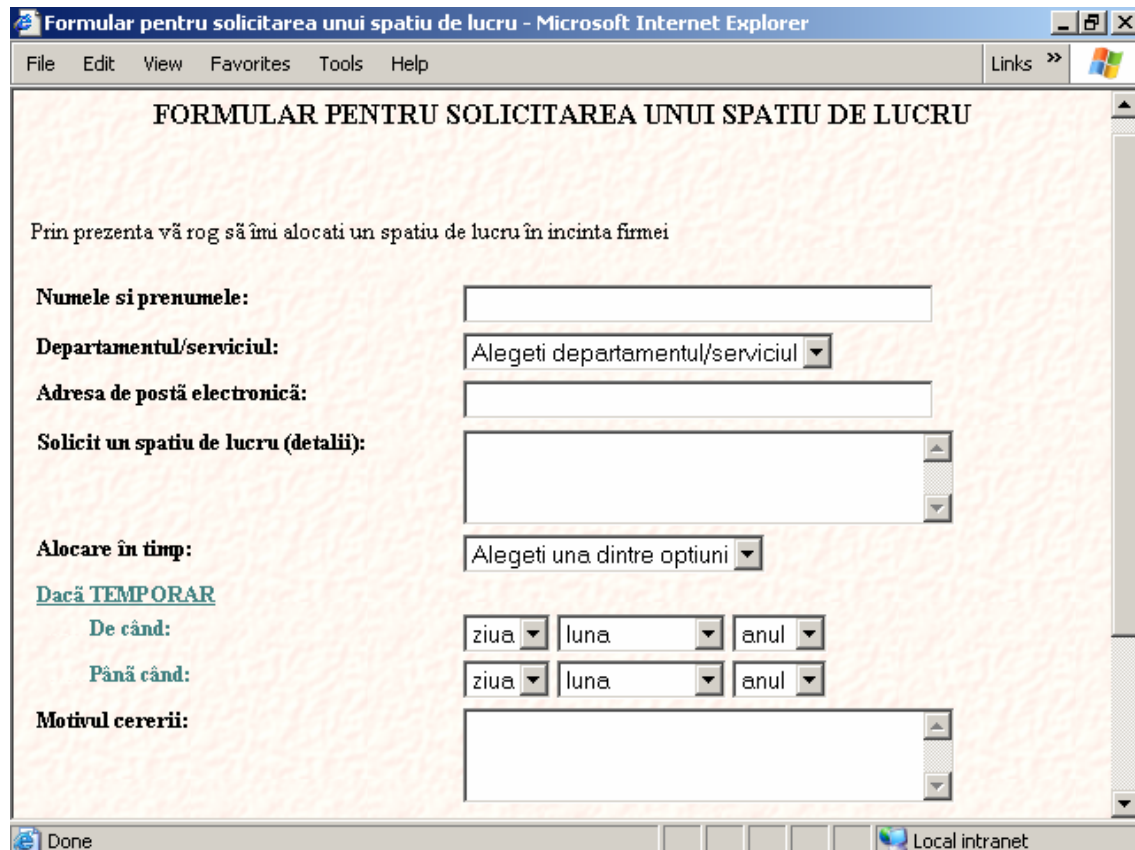
1. An area of ground on which a town, building, or monument is constructed (...)
2. A place where a particular event or activity is occurring or has occurred (...)
3. A location connected to the Internet that maintains one or more pages on the World Wide Web.

Taken into consideration the IT domain of activity and the above sources, we can define that a company intranet site is a location into a network – within an organization – that uses Internet technologies, where it can be found, accessed and shared (with or without restrictions) any information that the company wishes to be available to its employees and, sometimes, to other persons.

In some large companies, intranet sites are used for e-learning and as a way for employees to access and "discover" company news. Because intranets use Internet technologies, one can find Internet protocols as TCP/IP and HTTP to transfer data. Intranet sites are not limited to a particular location and, as a consequence, any office on any continent can be connected to the same intranet. Very often, intranet sites are provided with links to Internet sites, and may use public networks to transfer data. Intranet sites are implemented in all kind of organizations order to conserve time and money.

## Intranet site construction

The company intranet site is a powerful communication instrument because it offers all departments the opportunity to publish online the information needed to successfully run the business. The company intranet is a two-way application: information can be delivered to employees and employees can send comments, order forms, and feedback through it – fig.1.



The screenshot shows a web browser window titled "Formular pentru solicitarea unui spatiu de lucru - Microsoft Internet Explorer". The page content is as follows:

**FORMULAR PENTRU SOLICITAREA UNUI SPATIU DE LUCRU**

Prin prezenta vă rog să îmi alocați un spațiu de lucru în incinta firmei

**Numele si prenumele:**

**Departamentul/serviciul:**

**Adresa de postă electronică:**

**Solicita un spatiu de lucru (detalii):**

**Alocare în timp:**

**Dacă TEMPORAR**

**De când:**

**Până când:**

**Motivul cererii:**

The browser's status bar at the bottom shows "Done" and "Local intranet".

Fig.1. Order form within an intranet

The construction of an intranet site is a challenge which can be "condensed" as follows:

- the access to information is constrained to a limited number of electronic forms
- the intranet site have to integrate data/information from different sources
- the intranet site is to facilitate rapid access to latest news and/or to processes which need immediate solutions
- the intranet site is to provide services permanently (24 hours a day)
- the intranet site is to provide different level of security for different categories of users
- the intranet site is to concentrate the data/information in a single place easy to access, upgrade and correct in any situation

The construction of an intranet site is to be taken into consideration only when having proper answers to the following questions:

- How are intranet sites used in other companies?
- Which are the objectives in order to use the intranet site?
- What courses are needed before and after the implementation?
- What methods are to be used in order to measure the positive/negative effects of intranet site implementation?
- Regarding this new internal communication technology, what attitude will have the employees?
- How will be affected the communication process between departments?
- In case of implementation, how are compartments to be (re)organized?
- In case of implementation, which is the cost/performance ratio?

When referring to the technological aspect, we have the following possible questions:

- Which is the intranet site structure?
- How is organized the content of each section and of each single page?
- What changes will occur in the company computer network(s)?
- How will be integrated the information applications currently used?
- Which are the policies to limit access for different users?
- How to integrate/reuse existing resources?
- What HR problems implies the usage of intranet site?

### **Trends for intranet development**

According to an Internet website (<http://www.darwinmag.com>), there are identified 10 trends for intranet development:

1. Customers Are Becoming the Focus of the System
2. Delivering Information Where Its Needed
3. The Intranet Is Becoming a Utility
4. Integration into All Business Processes
5. More Interesting Applications
6. More Support for Collaboration
7. More Sophisticated Development Models
8. Less Is More
9. Creeping Knowledge Management
10. New Business Opportunities

The usage of an intranet site is to be considered both because the expansion of the Internet and the development of Information Technology. To successfully run a business it is necessary a high volume of information and this is not possible anymore without computers. As a consequence of this two major considerations, I found as absolutely necessary the construction (for didactic purposes) of an intranet site – fig.2.

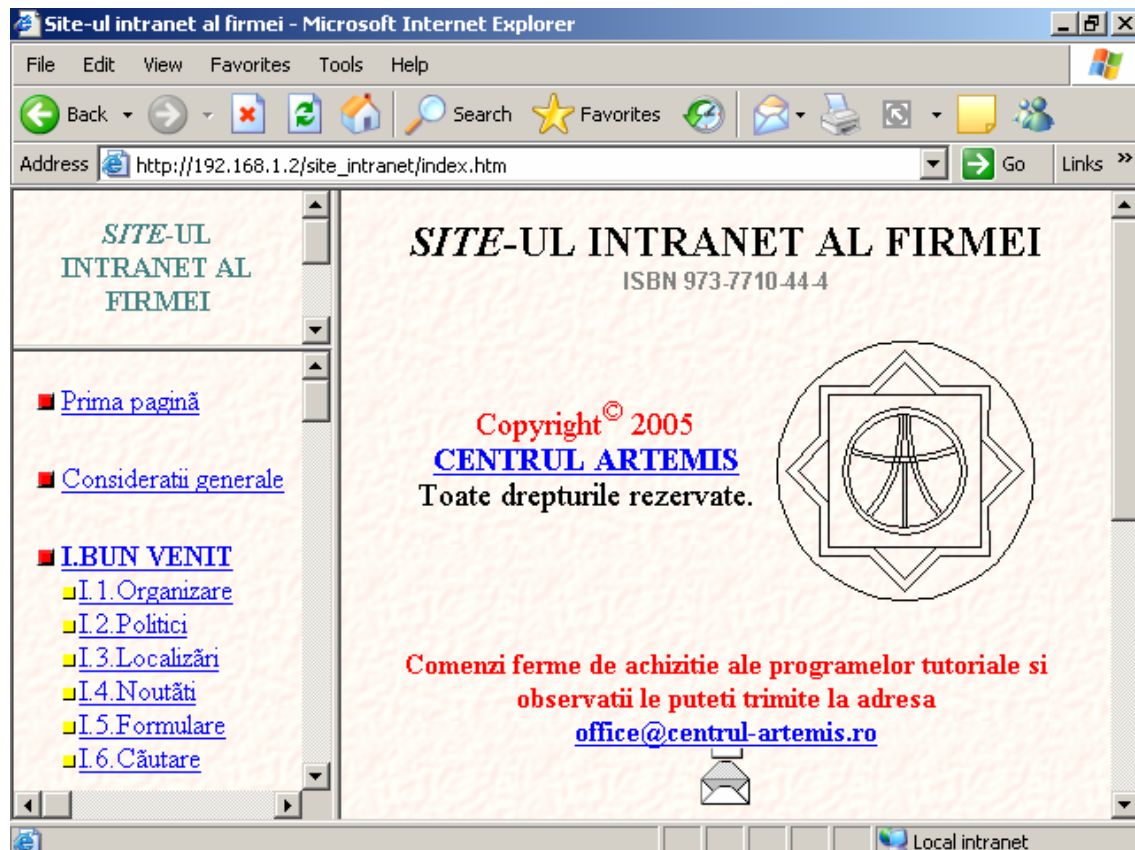


Fig.2. Company intranet tutorial – the main page as seen in the Faculty of Business' intranet

The tutorial is written in Romanian for Romanian users and its destination is to show students the main sections and the possible content of each page with examples from real firms. To access this application (Web-based tutorial), one can connect to the Faculty of Business' intranet ([http://192.168.1.2/site\\_intranet/index.htm](http://192.168.1.2/site_intranet/index.htm)).

Interested persons can access Centrul Artemis website where it is placed (among other) a hyperlink to company intranet index file – fig.3. From that place, one can view the application/tutorial demo with any browser under Windows/Linux operating systems. One of the most interesting example included in the intranet site is the marketing research made by Commodo Prestserv SRL Cluj-Napoca – fig.4.

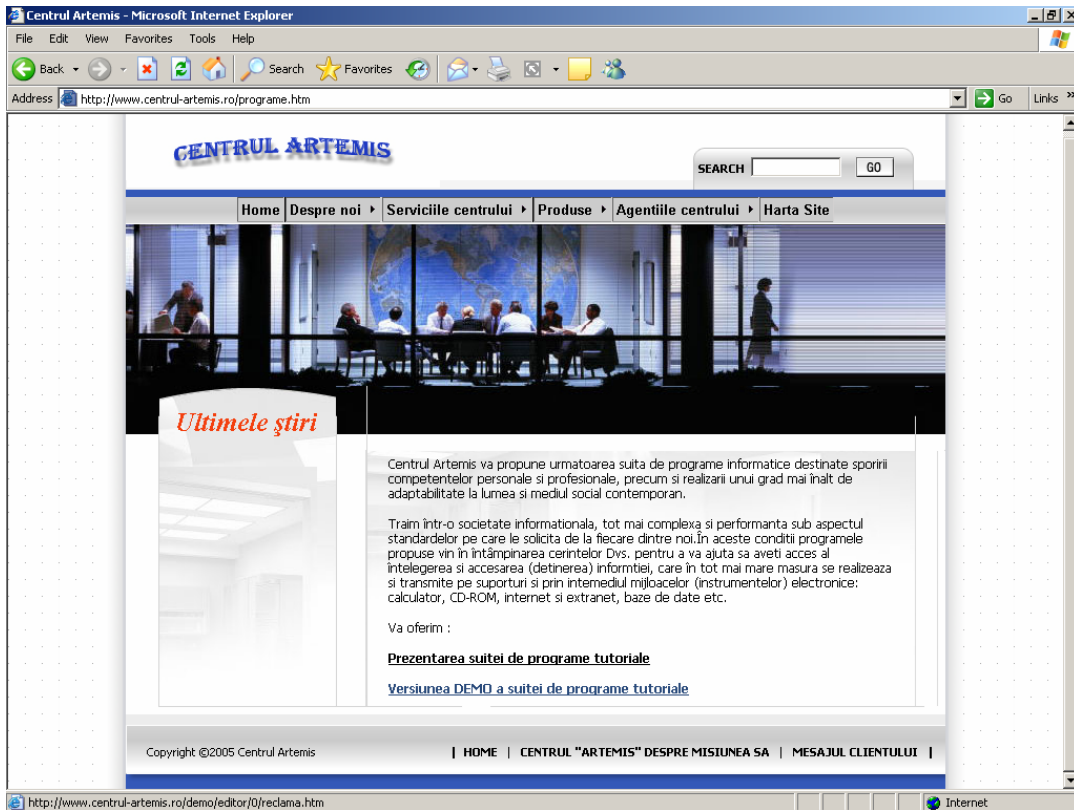


Fig.3. Hyperlink to the demo version (<http://www.centrul-artemis.ro/programe.htm>)

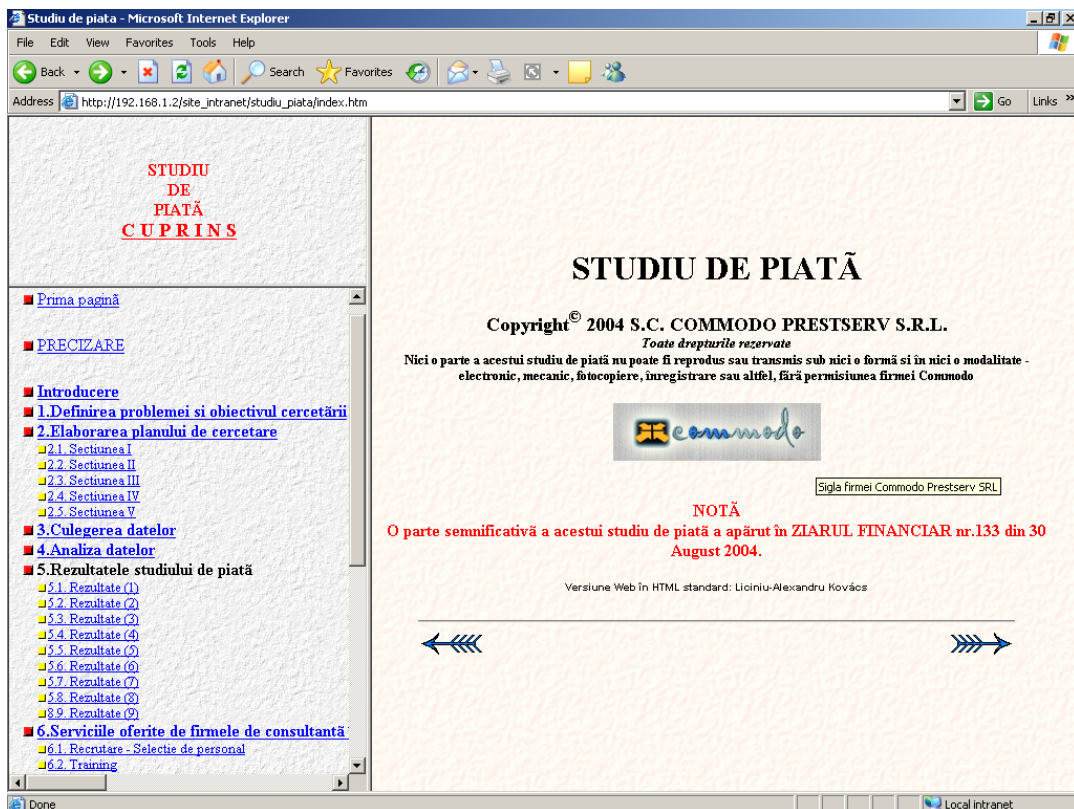


Fig.4. Marketing research made in 2004 by Commodo Prestserv SRL Cluj-Napoca

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*Internet Environment*