



From the classic intranet to the digital workplace: The future of the digital working world



**Purple Bird
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Management Summary

The focus of the further development of the intranet is the seamless integration of tools and programs into the digital workplace, which is supported by artificial intelligence (AI), automation and single sign-on (SSO). These developments increase efficiency and productivity by enabling fast, cross-tool access to information and optimizing internal processes. Studies show that employees spend an average of 19% of their time searching for information¹ – an AI-powered intranet can reduce this effort by up to 70%¹. At the same time, the relevance of search results increases by up to 80%², which significantly improves the quality and speed of information retrieval.

The use of existing Microsoft 365 solutions as well as AI-supported content creation enables the reduction of licensing costs and significantly reduces editorial effort in editorial processes – by up to 30–50%³, according to IDC. At the same time, new social media-oriented formats such as short videos, interactive content and decentralized news production are driving employee engagement. Companies with such interactive intranet formats report up to 35% higher internal participation in communication content⁴. Thus, the company benefits from effective availability of information.

To achieve this, concrete steps are necessary with a focus on revising the software landscape, the editorial processes and the role of the intranet in the company's internal communication with the inclusion of new technologies.

Top-Trends 2025

From intranet to digital workplace: The development continues

The classic intranet, once designed as an isolated platform for internal communication and information distribution, is increasingly developing into an integrative digital workplace. The focus is no longer on the intranet as a single solution, but on the seamless integration of a wide variety of programs and tools. This trend, which began years ago, is becoming increasingly important with the growing number of applications and the increasing complexity of the work environment. New possibilities for better interlinking applications promote this change and create the basis for the modern digital workplace.

Crucial for a successful digital workplace are comprehensive navigation and a powerful, cross-tool search function. These features save time and increase productivity. New additions include AI-based chatbots and simple process automation tools (e.g. Microsoft Power Automate), which quickly provide information and functions across platforms as a central interface. According to a research by Master of Code Global, 61% of respondents believe chatbots can increase productivity by automating task tracking. ⁵ In addition, 55% of companies using digital assistants report an increase in high-quality leads. ⁵

The interaction of chatbots and classic intranet sites

Chatbots are becoming increasingly important. They enable cross-tool access to content and provide fast, contextual responses to user queries. This saves time and increases the speed of response, which is especially beneficial in large organizations with complex information structures. A study by Cflow shows that 73% of IT leaders attribute savings of 10–50% of time spent on tasks to automation. ⁶ These figures illustrate the potential of AI-based tools and process automation to increase efficiency and productivity in modern digital work environments.

Nevertheless, classic intranet pages retain their relevance. They offer graphically prepared information that is particularly important when onboarding new colleagues or introducing new subject areas. In other words, if the user does not have a specific question, but wants to find out more about a topic in general. In addition, the intranet pages serve as "outbound links" for chatbots and as a data basis for chatbots (without having to generate the data basis for the chatbots separately). The pages also serve to provide current company news in an appealing way – similar to social media or a newspaper. For example, a successfully implemented intranet solution can increase employee retention by up to 92% and increase labor productivity by 25%. ⁷

Single sign-on as a key technology

Another important factor for smooth switching between different applications is single sign-on (SSO). This technology allows users to log in once and then access all connected systems and applications. SSO reduces the administrative burden on IT departments, improves the user experience, and increases security through centralized authentication mechanisms.

Efficiency as a central requirement for the digital workplace

Cost reduction

The intranet in its classic form is intended to serve employees as an effective tool to manage their tasks more efficiently. The primary benefit lies in the rapid availability of information, which makes everyday work easier. As a result, the number of inquiries to internal service departments such as IT, HR or the legal department is also decreasing. This efficiency gain is particularly important as companies are forced to make their internal processes more cost-effective in the face of competition. All these departments cost money – without bringing in money directly – but enable other processes. Therefore, these support processes must be set up as efficiently as possible.

A significant factor in reducing costs is the use of existing technologies. Microsoft's market share in intranet environments will therefore continue to grow, as many companies already have Microsoft 365 licenses. These licenses include numerous tools that can be used to build and operate a modern intranet without incurring additional license costs. In addition, the IT department often has extensive Microsoft know-how that can be used to expand intranet solutions.

The use of artificial intelligence can significantly reduce costs in the editorial process. AI technologies enable the automatic creation of images, videos and texts, which reduces the effort required for content creation and at the same time increases the speed of information delivery. In addition, companies that use AI-powered content tools report savings of between 40% and 60% in creation costs.⁸

Output segregation

In addition to reducing costs, increasing output is crucial. It's not so much about the amount of information on an intranet, but about successfully distributing and providing technical or organizational information. In other words, to bring the right information to the employee at the right time.

The intranet is increasingly influenced by the insights from social media. Content on the intranet is moving away from purely lexical information to an experiential

approach reminiscent of social media. This transformation drives employee engagement and engagement, which means that information is consumed faster and better understood.

New message formats: Content needs to be shorter and more engaging. Short videos in the style of Instagram, images with accompanying texts, and spoken messages are gaining in importance. Complex topics are no longer presented in long texts, but are divided into several, easily digestible messages. The news formats that have so far been based on press releases will be based on successful social media channels in the future. Short, concise and to the point. Clicks show that the adoption of the intranet is good. Thus, social media and intranet are surprisingly similar in terms of measuring success. Only that once "the information itself is sold" – once the information is only a means to an end to earn money with advertising.

Video content creation with AI: Since boards will not be able to appear in many videos themselves, different video formats will find their way in. AI can generate videos with suitable visualizations, which are supplemented by editorial images, for example from PowerPoint presentations. Alternatively, AI-generated videos can be produced in the future with avatars of the board of directors or a mascot. The solutions are constantly improving. Another option is for employees of the

communications departments to act as "anchormen" or influencers and spread messages on behalf of the company. Many departments already have a "Mr. Intranet" that everyone knows because they are well networked due to their role as intranet managers. You can build on that.

Decentralized news production: Another trend is the decentralization of news production. Not only the communications department, but also other service areas such as HR, IT and team leaders will increasingly share their own information.

This trend, known as the "social intranet," has gained traction in recent years and is further amplified by the use of AI. With the right training and appropriate AI tools, these decentralized news generators can also create more professional content with little time investment and enrich internal communication. Part of effective communication can be a well-implemented social intranet, which creates transparency and promotes dialogue as a central complement to existing channels. According to a study by Sociabble, 72% of business leaders believe that effective communication has increased their team's productivity.⁹



Recommended steps to revise the digital workplace strategy

This can reduce costs and improve the availability of information. In addition, the intranet offers quickly implementable use cases with regard to AI, which can pave the way for companies to enter this versatile topic.

1. Analysis of the software landscape:

Which solutions could be switched off and replaced by others? Especially if you don't use an intranet based on Microsoft 365 – question the added value.

2. Create a digital workplace strategy:

Develop an overarching concept that integrates different applications.

3. Improve existing intranet: Define processes that can benefit from a revamped intranet. Then revise the intranet (also using AI and process automation).

4. Integrate AI into content processes:

Use AI to reduce content creation costs. Note that 80% solutions with 20% effort bring significant cost savings. The attention span of your employees is short – they usually only skim the intranet – so 80% solutions are often sufficient.

5. Develop a new content strategy:

Classic news is often not read on the intranet. In their free time, your employees consume podcasts, watch YouTube or use social media. Messages that are fun will work much better.

About the authors



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Chris West is Managing Director of Purple Bird Technology LLC-FZ in Dubai. During his academic career, he completed a degree in technology management at the Ludwig Maximilian University and the Technical University of Munich. He was a visiting scholar at UC Berkeley in California, where he conducted research in the field of digitalization. As a proven expert in agile management, he has been advising companies on agile transformation for over 15 years.



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Thomas Maier is the founder and managing partner of Purple Bird Technology. After studying business administration at the Ludwig Maximilian University and the honors elite course at the University of Regensburg, he worked as an employed management consultant, freelance consultant and in the group. In 2020, he founded the digitization and organizational consultancy Purple Bird Technology, headquartered in Munich. Prestigious companies, such as DAX 40 corporations, are among its customers. In addition, he completed various courses lasting several months, such as training as a business coach, the Certificate of Human Capital Management (Ludwig Maximilian University) and training as a business trainer.



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Julius Rößner is the founder and managing partner of 2JR GmbH, a consultancy supporting organizations in the fields of strategy and communication. After completing his business administration studies in Germany, Peru, Liechtenstein, and Switzerland, he pursued a career as a management consultant. His client portfolio includes DAX 40 corporations, NASDAQ 100 companies, as well as small and medium-sized enterprises (SMEs).

In addition, he founded Prühmühle Seminare, a company specializing in employee training with a focus on communication and digitalization. He is the author of numerous publications and serves as a guest lecturer at various German universities, including the International School of Management in Munich and the Deggendorf Institute of Technology.

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