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The 280 group is a Marketing and Product Management consulting and services firm located in Los Gatos, CA. We provide consulting, contractors, training and coaching to high-tech software and hardware companies in Silicon Valley. Our areas of expertise include Marketing, Product Management and Product Marketing, and we help companies on either a project basis or by placing highly-qualified contractors.

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www.280group.com
408-832-1119

What's an Intranet?

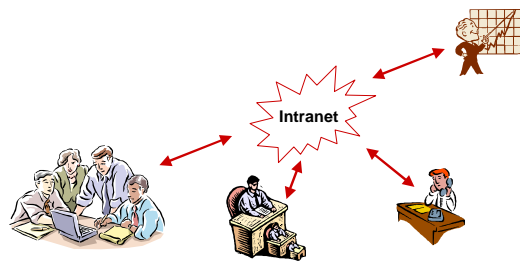
In the old days people in the business world communicated by slow, inefficient methods. If you wanted to get a message out you would distribute a paper memo, post the information on company bulletin boards, and/or resort to telling people in the hallways or around the water cooler.

Then came computers, email, and the worldwide web. With the click of a button you could now send messages and documents to groups or even everyone in your company. You could also go to online news magazines or your own personal "MyYahoo" style pages to quickly get up-to-the-minute information about your industry and competitors.

But with email and the web came new challenges. Important messages and documents that are sent out often get lost or accidentally deleted. The result: a tremendous amount of time gets spent re-sending or searching for archived messages. Worse yet, people often find and use older outdated versions of documents and information and end up making poor decisions. Along with this, the worldwide web has trained people to demand instantaneous access to information. Though very efficient for obtaining information published from outside sources that is relevant to your company, there really hasn't been a good way to get the same kind of fast access to the internally published information about your company. Finding your company's latest press releases, announcements, price lists, company holidays, employee benefits, project details and schedules, and other critical information can be a frustrating task consisting of searching old emails and calling person after person trying to track down what you need.

Enter the Intranet..

There's a new solution available called an Intranet that can ease these challenges dramatically. Once a tool used by only large corporations in the past, ease of installation and minimal maintenance have now Intranet affordable and easy enough to deploy for medium-sized and small businesses as well.



Intranets take advantage of the popularity of the Netscape Navigator and Microsoft Internet Explorer browsers. Since virtually everyone has a browser on their computer and most computers are connected together in some form (whether through a local area network or through the Internet) your company can use an Intranet as a centralized place for posting important company information.

Think of an Intranet as being like an electronic bulletin board within your company. Management and employees can post important information there – it's a central place that people learn to visit daily for company updates and to find the things that they need

intranet

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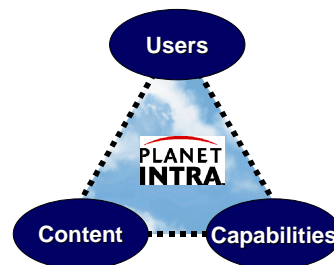
A private network and website for posting and sharing information that can be accessed only by authorized persons, such as members or employees of the team or organization that owns it.

to do their jobs effectively. And when new content needs to be posted (a new company holiday schedule, for instance), the old

information is replaced so that everyone is always working with the current valid information. An Intranet eliminates many of the problems created by email, and additionally provides your company with its own "Private Internet" that can be securely accessed by employees to find out critical internally published information quickly and easily. Users simply log onto the Intranet and use their browser to view the content posted there. Unlike a public web site on the Internet, an Intranet is a secure and password protected site which ensures you can control who has access to it.

By uniting and connecting the users of your team or company, allowing them to publish documents and content, and giving them additional capabilities such as group calendaring, contacts, and discussion groups it makes things easier for everyone. Teams work better together. People can leverage off of the learning done on previous projects. Individuals can work faster and more

CONNECTIVE WISDOM



efficiently. At Planet Intra we call this “Connective Wisdom”. Using Planet Intra software you can instantly set up an Intranet for your company and immediately begin to tap into Connective Wisdom for yourselves.

Benefits of an Intranet...

Once you’ve set up an Intranet you’ll get a number of immediate benefits. An Intranet lets your company:



Post documents and information about current projects

Keep everyone on the team up to date about schedules, costs, deliverables, and responsibilities.



Reduce the amount of email that is sent around your company

Eliminate constant sending and resending of messages as employees get used to checking the Intranet instead.



Keep everyone informed even if they work in different locations

Anyone with a connection to the Internet can securely connect to your Intranet – keep telecommuters and remote team members up to speed on what’s happening at the company.



Save knowledge and history so that you get smarter over time

Archive old plans, project reviews, budgets, forecasts, and other information so that you can refer back to it later and learn from your company’s past.



Keep track of your competitors

Create a centralized section for tracking announcements, new products, press releases, and marketing promotions that your competitors are running.

Post important announcements from the company management



Want to rally the troops with an inspiring message, let them know about record quarterly results, or announce a new product or change in your organization? No problem – use the Intranet to let everyone know in one fell swoop.

Share important company contacts



Make sure everyone knows how to contact the approved ad agency, consultants, accounting firm, or preferred vendor for printing by posting their contact information in a centralized contact database for the company.

Let everyone know about important meeting and company events



Use a company calendar to post the details of important company meetings, offsites, or holidays.

Get discussions going about important topics



Brainstorm new ideas and air important views in public discussion forums.

What are you waiting for?

Intranets have so many benefits, and are very simple to install and maintain. In fact, with products like Planet Intra you can set up your own secure Intranet and give it a try in minutes. It runs on their servers (unless you want to run it on your own), so you don't have to worry about a thing. Up to 10 users can access it for free, with a low per month charge of only \$6 per user when you expand beyond 10 users. To set one up and begin to tap into the power that an Intranet and Connective Wisdom have to offer simply visit www.planet-intra.com.