

# workai.

## **workai.intranet** features

workai is a complete, intelligent solution that helps companies communicate better, empower employees, measure the impact, and act faster in their diverse work environments.

It provides next-generation technology and extremely easy-to-use features to transform communications, culture, and workflows inside organizations of all shapes, sizes, and industries.

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*workai came just at the right time. After testing and using it for a smaller project, we reorganized a part of our internal communication by using this tool. The product was perfect to put our outdated intranet in a fresh and new design.*

*On top of that, old content creation processes were renewed and improved. To round it off, we added custom features to the existing spectrum to fulfill our needs.*



**Christian Seiser**

DIGITAL MEDIA MANAGER, DEUTSCHE VERMÖGENSBERATUNG AG

## Why workai?

workai is built on top of years of experience in building internal solutions for enterprises around the world to provide you stress-free products for making work better.



### **Awarded for the outstanding design and excellent user experience**

workai has been chosen as one of the top 10 best intranets in the world by Nielsen Norman Group - [read the blog post](#).



### **Ready in minutes**

workai is a ready-to-go solution. The configuration is quick and easy and doesn't require any technical skills. Sign up using your Azure AD or Office 365 account, connect your organization, and start working right away!



### **Innovative, tech-free, and easy-to-use CMS**

workai comes with the powerful, yet simple and fun-to-use visual CMS editor. Easily create rich, beautiful, responsive and always consistent pages – drag and drop any of 200+ ready-made content elements.



## Prepared for enterprises

Improve internal communication, engagement, knowledge management, and office workflows with tools adapted to the highest standards of service, safety, and compliance.



## As a service, or tailored to your needs

Use the secure SaaS platform and don't worry about the infrastructure, maintenance, backups, and updates, or deploy to dedicated Azure subscription with additional customizations and integrations.



## Always up-to-date and future-ready

You receive free monthly updates with new features and improvements, grow your business, benefit from the newest trends, and find new ways to engage and connect your workforce.



## Based on years of experience

All the best practices from our hundreds of digital workplace projects and awarded UX-design to give you the best, most complete digital workplace solution possible.



## Ready-to-use information architecture

Don't worry about starting from scratch – get already prepared and checked information architecture with your intranet, based on hundreds of intranet and internal comms solutions deployed.



## Mobile employee experience

Engage, connect, and communicate with your workforce – from mobile sales to frontline workers, anytime and anywhere with mobile-friendly tools and secure native apps.



## Integrated with Office 365 and SharePoint

workai seamlessly integrates with your existing Office 365 subscription to help you make the most out of it but has no underlying reliance on either SharePoint or Office 365 at the same time.



## Harnessing the power of AI

workai takes advantage of the newest technologies to automate repeating tasks and help with everyday work – from intelligent search, content moderation, sentiment detection, to simple things like auto-cropping images.



## Increasing the adoption of existing tools

workai connects to all of your current apps, so its usage can boost the adoption of existing tools – give your employees a single place to start working with everything they need.

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## Main features

Share personalized news, organize in-company events, publish videos, and send responsive newsletters. Find anything using AI-powered search and measure employees' engagement with real-time analytics.

- **Drag-and-drop visual CMS** - Easily create rich, beautiful, responsive, and always consistent pages – drag and drop any of 200+ ready-made content elements using our fun-to-use and straightforward visual block builder.
- **Corporate news** - Broadcast your message instantly or schedule. Control the information flow with audiences and categories. Invite people to submit their own stories and build an engaged community of publishers.
- **Company events** - Plan and communicate company events by creating rich event pages – add location info, schedule, or photo galleries. Allow for signups and manage attendees, enable comments to get feedback.
- **Newsletters** - Build and send bulletproof newsletters using drag-and-drop CMS and ready-made content templates. Send immediately or schedule - to all users or chosen segments. Count opens, and link clicks with extensive statistics.
- **AI-powered search** - Search for the content of pages, documents, and images. Speed up the discovery with intelligent autocomplete, search suggestions, synonyms, and built-in cognitive search. All of this out-of-the-box, without any setup or configuration needed.

- **Search keywords** – Improve internal SEO with custom keywords added to any page – like for public websites, but without the need to include them in your content – the Search Index will increase the scoring based on your keywords automatically.
- **Promoted search results** – Set phrases connected to the content, so it will be placed at the top of search results when people use those phrases in search. It's like an internal ads system, but without the need to pay for clicks.
- **People directory** – Easily find co-workers and experts using the auto-populated Address Book. Search by job titles, org units, locations, managers, interests, languages, expertise, and many more. Browse user profiles to learn more and contact them.
- **User profile** – Show user's data synchronized with your Active Directory: organizational info, contact details, location, and others. Allow people to upload custom profile images and fill their profiles with additional information, like interests, certificates, expertise, and more.
- **Tags taxonomy** – Create your fully custom and dynamic tags structure – define your taxonomy and set available tags across various content types. Display content lists based on tags, browse pages, and filter search results.
- **Comments and recommends** – Allow people to comment and express their opinions using likes for chosen content while being able to moderate the communication with pre- and post- moderation features.
- **@mentions** – Let users mention co-workers in comments, to invite others to a discussion, recognize or provide direct contact.
- **Version control** – All pages are auto-versioned, so editors can always browse previous versions or rollback to the selected one. Add comments to the version to be able to check what's changed quickly.

- **Content scheduling** – Work on your content for as long as you need, then schedule it to be published anytime. Control what and when your content is published by setting the published end date.
- **Publication workflow** – Allow local and global Editors to create content anywhere they need, then give Publishers an easy way to check, correct, and publish the content they prepare. Approve or reject, get reminders, and control the publishing workflow across the whole intranet.
- **Customizable homepage** – Easily build your intranet’s homepage to adjust it to your organization’s needs – add blocks and personalize with permissions. You don’t need multiple homepages for all departments anymore – each employee receives the content and widgets they can and need to see, based on permissions, location, or position.
- **Widgets and tools** – Use widgets to quickly provide essential information, or link to other places in your intranet – Toolbox, Newsfeed, Calendar, Weather, Most popular, and many more.
- **Organization structure** – Get a complete overview of your organizational structure with an interactive organization chart. Build and change the multi-level anytime without asking IT for help.
- **Department sites** – Build and browse custom org units pages – add all the needed info using ready-made content templates. Quickly find people working in specific units with Address Book integration.
- **FAQ pages** – Publish rich and interactive FAQ pages to provide answers for the essential questions quickly. Add text, images, files, videos, and more, just by dragging and dropping ready-made content elements.
- **Vademecum** – Create tutorials, onboardings, and walkthroughs – easily describe complicated processes, inform about new procedures, or onboard new employees.

- **Internal publications** – Transform internal paper magazines and reports into digital assets, to quickly share, search through, and measure engagement.
- **Training** – Create a training schedule for people, teams, departments, or the whole company, with all info needed to promote it in your intranet – signups, reminders, locations, and more.
- **Discussions** – Allow people to add topics, and discuss them in comments, get notifications about new conversations and new replies to boost the engagement.
- **User submissions** – Let people submit their content (files or videos), so others can rate their value and browse the list of best entries. Increase engagement, social knowledge, and employee recognition. Give people a way to share their unique knowledge and skills with others.
- **Internal recruitments** – Publish job offers inside your intranet and empower your employees to develop their careers. Add job title, unit, location, and all required information. Set the deadline for applies.
- **Page templates** – Speed up the content creation process with page templates – quickly create content with repeatable layout, settings, and page elements.
- **User feedback** – Let employees easily send feedback from any page – to suggest changes, outdated content, or errors, ensuring everything is relevant and discoverable. Analyze engagement with the content rating option, get insights about missing search results, or track reports about incorrect people’s directory data – all collected in one place, to search, browse, and export.
- **Permissions** – Personalize access to specific areas, single pages, or even parts of a page with permissions – choose Readers, Editors, and Publishers, using Active Directory and Office 365 users and groups.
- **Glossaries** – Create interactive Glossaries to explain complicated terms and maintain knowledge consistency. Add text, images, files, or videos using drag and drop CMS.

- **Tools catalog** – Publish information about internal tools and systems with rich and engaging pages. Add a name, URL, icon, instructions, responsible person and allow people to add it to shortcuts.
- **Videos** – Create video portals to engage and inform employees – add and promote videos from YouTube, Vimeo, or Microsoft Stream, get feedback in comments and measure interactions with analytics.
- **Podcasts** – Publish audio files with the rich media player to engage employees in a brand new and convenient way.
- **Galleries** – Upload multiple images at once, rearrange them, add descriptions, and use various formats for your galleries – from the grid to sliders. All galleries are responsive and show the proper image depending on your screen size, so you don't have to worry about resizing them before uploading.
- **Images processing** – All photos uploaded in workai are optimized for different screen sizes, optimal weight, and quality. You can crop the uploaded image to get the best part of it without leaving your intranet. Choose from a set of prepared ratios, or trim any detail, no need to launch your image editor.
- **Stock library** – Use a connected, free, and legal stock library (Unsplash) straight in your intranet – search images by keywords, pick the best one, crop, and upload to your intranet instantly – without leaving the intranet and downloading photos from the internet to your computer.
- **Files lists** – Upload files from your disc, or choose those already uploaded before. Change display names, reorder, determine list limits and other display options. Change long file lists to page components that are easy to find, scan, and search.
- **Townhalls** – Organize questions and answer sessions in real-time to allow top management or experts to interact with employees in an organized way, quickly moderate the conversation and answer user questions.

- **Mobile intranet** – Connect your co-workers regardless of how and where they work. Allow employees to access all the needed information on the go, with the intranet's fully responsive and fluid design.
- **Social embeds** – Embed Facebook, Twitter, Instagram, LinkedIn posts, or any other content with easy-to-use embeds and iframes. Without coding or including external JavaScript libraries.
- **Notifications** – Users get notifications about various activities in the intranet – comments, likes, replies, mentions, workflows, reminders, and many more. Increase engagement and reach with noticeable in-app and email notifications.
- **Favorites** – Allow people to quickly add any content, file, or link to personal favorites for easy access – available always at the top navigation's shortcut icon, anywhere.
- **Application menu** – Give your employees a way to navigate to other apps from one place. The application menu allows to define unlimited links with icons and labels, set permissions, and also track clicks. It's always available at the top menu shortcut icon.

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## Administration features

workai provides a wide range of features designed to help you create a connected and engaged workplace. Admin Panel allows you to easily change various configurations to match the specific needs of your company, without the need of any IT skills.

- **Custom branding** – Set title, logo, favicon, and colors to quickly match the intranet's design to your company's branding – anytime. Without the need for custom development or complicated configuration. If you need to add custom styles and scripts – you can also easily upload them in the Admin Panel.
- **Language and regional settings** – Change intranet's UI language, timezone, and date formats.
- **Pop-ups** – Enable a pop-up window with a custom image with a link, or video. Pop-up will be shown to all users or custom audiences, and only until it's not closed by the user.
- **View-as** – Browse intranet's content as chosen group to check personalization and access anywhere. It's like signing in with different permissions, but without any dedicated technical account. You can also set who can use the feature besides Admins.
- **Tutorials** – Create custom tutorials with tooltips to guide your employees through any area of the intranet, as a step-by-step guide explaining content, UI elements, configuration, and more.

- **Newsletter segments** – Create and manage segments to send newsletters to custom audiences. Segments can contain users and groups and are easy to manage. Users can also sign up for segments they want to subscribe.
- **Email and SMTP** – Set your custom SMTP for secure email processing. Choose default email addresses – for sending and receiving system messages across the intranet.
- **Navigation** – Manage the whole intranet structure in one place. Drag and drop pages and sites between different levels and areas, easily change titles and URLs, without the need of asking IT support.
- **Header settings** – Choose wherever you want to show top navigation as mega-menu, always stick it to the top, show search input instead of the icon, show notifications, and favorite shortcuts.
- **Footer settings** – Determine footer behavior with site map settings, custom content with links, and social media icons to promote your company's public presence.
- **User synchronization** – Users in workai are synchronized with your Active Directory (Azure, Office 365, or custom AD), so you can set the field mappings for auto-sync and run manual sync when needed.
- **People directory settings** – Here, you can change the order of names shown in the Address Book, restrict the list to a specific group of users or exclude users from selected groups. There's also an option to enable a feedback button for reporting outdated or missing info.
- **User profile settings** – Change the look of the user profile page, show or hide organizational information, allow to upload custom profile pictures, and enable the feedback button.
- **Global permissions** – Set Admins – who can access the Admin panel and any content, Global Editors – who can access, create and edit any content (but not

publish), Global Publishers – who can access, create, edit and publish any content. Optionally, set Global Readers who can sign in to your intranet.

- **List of contents** – See all intranet content in one place. Filter by title, author, dates, statuses, or type. Quickly delete, archive, or check permissions. You can also export selected pages and perform bulk actions.
- **Feedback** – Browse users' feedback from all sources – General, Mobile, Search, Profile, Address book, and Content. Quickly find any feedback by source, date, or message. Check submission date, author, type, rating, message, and direct URL. Export to Excel for further processing.
- **Search settings** – configure search behavior: enable joint search results for content, files, and people; enable search feedback; configure search filters; set promoted search results.
- **Content types** – Choose type-to-type relation, which content type can be created where, so Editors and Publishers will have more specific options to choose from. Set which tags' categories are available to select for a particular content type. Edit templates for each content type and set default settings.
- **Content distribution** – Configure content synchronization between different intranet instances. Set tags or URLs as sources and destinations. Content synchronization allows you to publish in one place and distribute it in other multiple workai instances.

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## Analytics features

Measure engagement and reach-out. Allow authors to track and improve content performance with detailed real-time reports about visits, search, multimedia, and file downloads. Own the data you collect, follow the whole user journey, get all the insights, compare, and decide what to should publish next, and using which channel.

- **Real-time analytics** – Help you know how many people are currently signed in, from which location and referrer URL. It's especially useful when running live events, sending an essential newsletter with links to the intranet, or even checking the status of the intranet.
- **User profiles** – A lifetime journey of individual users shown as summary cards. You can quickly discover the entire history of actions that different users have taken – as a timeline, including all the steps they took, their organizational data, their location, browser, and devices used. Each activity or event is recorded and can be compared with others' actions to find patterns and learn, for example, why users visit often but never convert.
- **Visitors** – From here, you can know all the stats about visit times and days, average durations, returning and bouncing users, the number of actions, or even page load times. You can easily compare different timeframes or different stats – for example, unique users vs. returning users.

You can also create segments based on specific data to use them in further comparisons – for example, all people who spent at least 2 minutes at a particular

page and came from a specific medium, device, and location. Such segments can also be used to target published content.

- **Behavior** – All information about users' interaction with content – you can learn about entry pages, exit pages, outlinks, and more. These can also be measured in the chosen timeframe, compared with other timeframes, and other stats. You can also check file download statistics.

Another useful report called “Transitions” allows you to understand how internal campaigns perform – you can check users' flow between the particular page. From these sources, people get there and where they go after reaching this page. For example, when running an informational campaign about a new product, you can learn how the traffic splits between a newsletter, pop-up, homepage banner, promoted news, event page, push notification, and any other source.

- **Campaigns** – reports about all internal campaigns – newsletters, pop-ups, promoted content, banners, in-app notifications, and mobile push notifications. You can check how the campaign performs in time and compared to others, which sources convert the most and reach goals. Similar to Google Analytics, campaigns are tracked by URL params so that you can attach them manually to any internal or external link.
- **Goals** – Each internal campaign or action can have a specific Goal – page visit, event, file download, link click, visit duration, and more. You can easily set goals and measure conversion in a given timeframe. This is the final report about all measurable actions and can be attached to almost anything. If you want people to download a new booklet, watch a video, listen to a podcast, reach a specific page from a particular source, add a comment, or perform a set of actions – it's all there.
- **Heatmaps** – Make it easy and fast to discover where your users are paying their attention, where they have problems, where useless content is, and how engaging the content is. You can use it for testing homepage changes and hot/cold areas, but also CTAs and banners visibility. Heatmaps help also discover mobile pages' usability and scroll reach. This is a unique tool in terms of internal communication and building the best user experience – with content and UI.

- **Session recordings** – Each user session can be recorded to check how they use the intranet and what experience they have. YOU can find out why they leave, what they are looking for, and much more. It's especially useful when you want to see how UI and information architecture changes affect user experience.
- **Media analytics** – Whether you want to know how many plays your media gets, finish rates, how the media is consumed over time, how media was consumed on specific days, which locations are users viewing the content – you can check media analytics for internal or external videos and podcasts. It's very convenient to know when users stop watching or how many times they watched, especially when it comes to comparing those stats with the whole context of campaigns and user flows in real-time.
- **Search analytics** – A set of useful insights about how employees' search activities: keywords used – with counts and number of results' pages; pages following search results – where people go after looking for a specific term, or more accurate – which result they pick the most often for a particular term; search keywords with no results – with counts, this is the most crucial report because you can always know that there's a growing need for more information in a particular area. Search analytics can be compared between time ranges to show how it improves after, e.g., adding missing content.

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## Integrations

workai offers complete integration with your existing Office 365 services, allowing you to make the most out of Azure AD, SharePoint, Teams, Outlook, Exchange, and more. It also features multiple external integrations to make the employee experience more convenient and engaging.

- **Azure Active Directory** – Wherever you have Office 365 or not, workai lets you integrate with Azure Active Directory for Single Sign-On experience, users and group provisioning, organizational data synchronization, and access management.
- **SharePoint Online** – You can choose to connect your SharePoint to workai to take advantage of SharePoint's document libraries, workflows, search, and more.
- **Microsoft Exchange Online** – Your company can also use workai for room booking. With the MS Exchange integration, you can connect existing resources to workai calendars to let employees see capacity and make reservations straight from the intranet.
- **Azure Maps** – Add interactive maps to your intranet pages using CMS blocks designed to make maps responsive and the process as easy as possible, without any coding.
- **Power BI** – Embed your charts and dashboards without writing even a single line of code.

- **Microsoft Stream, YouTube, Vimeo** – Easily embed your videos on intranet pages using dedicated CMS blocks, add a custom cover image, set player height, and measure engagement with intranet’s media analytics.
- **Unsplash** – The source of freely-usable, high-resolution images to use in the intranet, without leaving CMS and downloading files to your computer.
- **API & Developer Framework<sup>1</sup>** – Extend, integrate, and customize workai to your specific needs using our APIs and Developer Framework.

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<sup>1</sup> Available for Custom Deployments

## Support & Services

At workai, we understand your intranet is a crucial part of your business. Our experienced and dedicated Support Team provides enterprise-class service to make sure you can focus on executing strategies with the help of technology, rather than solving technical problems.

- **Support** – Solving problems, answering questions, helping you with everyday tasks, and guiding you through the newest trends & best practices. Everything that’s needed to run effective, engaging, and worry-free internal comms, without the need for technical knowledge.
- **SLA** – Making sure your intranet runs smoothly without delay and any interruption, taking care of your environment, performing backups, and restores.
- **Updates** – workai is an ever-growing product, and we add new features every month – from small improvements to big modules. You receive free monthly updates to grow your business, benefit from the latest trends, and find new ways to engage and connect your workforce.

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## Hosting & Security

The security of your intranet is our top priority. That's why workai takes advantage of multi-layered security provided by Microsoft across physical data centers, infrastructure, and operations in Azure.

- **SaaS Azure Hosting** – workai is a multi-regional multi-tenant environment, serving fast, reliable, and secure access to customers all around the world by gaining from the state-of-art security delivered in Azure data centers globally. We know that security is job one in the cloud and how important it is for businesses like yours, so we take advantage of Azure's wide array of security tools and capabilities.
- **Dedicated Azure Hosting** – If your company needs a dedicated hosting environment with custom configuration and scalability – workai can also be deployed to separated infrastructure – your existing subscription, or a newly created, just for this case. You can take advantage of all Azure services and security, our experience, and prepared deployment templates to have a separate workai instance ready in only a few minutes.
- **Backups and recovery** – Both deployment models support constant automatic backups of the infrastructure and data, so if anything goes down, we can recover in a matter of minutes, without losing the data.

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