

New study: Digitalization of processes and communication

Chance & challenge – Digitalization in SMEs

A new online survey investigates the potential of digitalization in SMEs. Solutions for the Digital Workplace are becoming more and more prevalent. Those surveyed are particularly expecting greater availability of information.

Freiburg, the 12th of May 2017. “Digitalization isn’t important for my company” – you’ve never heard somebody say that? That’s quite likely seeing as the vast majority of companies has already recognized that this topic cannot be avoided or evaded. The opinions surrounding digitalization oscillate between progressive optimism and skepticism. Many companies are facing the question as to how they can benefit from the (not only) technical developments.

A new study commissioned by the software developer, United Planet, seeks to answer precisely this question. In the time period from 15.01.2017 to 28.02.2017, 234 IT decision-makers and those responsible for digitalization were surveyed regarding the role of the “Digital Workplace” as an approach to meeting the challenges of digital transformation.

SMEs need to act

The majority of companies has already recognized the importance of digitalization for their business success. 84 percent of those surveyed were positive about it: They want to profit from the development. However, only 11 percent of interviewees are implementing a central digital working environment.

According to the study, such a Digital Workplace can significantly encourage collaboration and information exchange. A challenge is found in providing employees with convenient tools that can be used intuitively. Otherwise, employees will find their own solutions

and these are often not suitable for secure communication within the company. This is the case for 60 percent of the interviewees.

Internal communication: Email vs. Social intranet

When it comes to internal information exchange, email is still way out in front. However, more and more companies are replacing it with social collaboration tools (20.5 percent) and Messenger (19.7 percent).

The study emphasizes that it's "not about digitalizing the workplace. It's not even about digitalizing the work. It's much more about improving the provision and availability of information, increasing the quality and speed of the modelling of business processes and putting people in a position to make better decisions and to interact with colleagues or third-parties to achieve this."

The complete study results can be downloaded here:

<https://www.intrexx.com/pr02-2017/study>

Tags: Study, Digitalization, SMEs, Digital Workplace, Social Intranet, United Planet, Intrexx, Freiburg

Image materials:

<http://www.intrexx.com/pr02-2017/expectations>

Expectations for the Digital Workplace, © United Planet GmbH, Printout free of charge

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United Planet

United Planet is a trendsetter in the areas of enterprise social networks and the Digital Workplace. With the innovative portal software, Intrexx, we are one of the leading providers of intelligent enterprise platforms. More than 4,800 companies from the widest variety of industries are already implementing our software to digitalize their communication and business processes.

The range of options is diverse: from classic intranets via social collaboration through to cross-locational digital working platforms.

United Planet's areas of expertise:

- Digital Workplace
- Enterprise portals
- Social Business
- Intranet and extranet solutions
- Web applications

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