

One True Intranet Part I

*Danvers Savings Bank discovers the real meaning
of the word “intranet” as it begins a transition to
Intranets.com*



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chronicle the approach of one of our newest customers -

Danvers Savings Bank – as their Communications Manager Cheryl Purinton introduces the Intranets.com service, along with all its powerful features and applications, to bank employees.

Located in eastern Massachusetts and serving the community since 1850, Danvers Savings Bank (DSB) is an \$850 million financial institution specializing in consumer and commercial lending. The bank operates out of twelve full-service locations and employs about 250 people.

Watch for regular updates as Cheryl Purinton rolls out the new intranet solution within DSB and simultaneously demonstrates the practical, everyday benefits of a web-based intranet to her co-workers. Our first

installment of this case study begins with a simple question. When and why did Purinton decide to investigate an intranet solution for herself and her colleagues at Danvers Savings Bank?

Summer, 2003

The folks at Danvers Savings thought they already had an intranet. In fact, they'd been using it since the year 2000. But in truth, the financial institution's "intranet" offered nothing more than document storage

This Intranets.com serialized case study conveys the real-life story of a hosted intranet deployment from start to finish. We've chosen to

“ We referred to our current solution as an intranet, but deep down I knew it was a mistake to equate that word with a simple document manager...Intranets.com made me see that a true, comprehensive intranet can and should offer so much more than that.”

—Cheryl Purinton
Corporate Communications Manager
Danvers Savings Bank

and minimal file sharing capabilities. In truth, their bare bones solution wasn't really an intranet – at least not the kind of intranet their heavy and varied workload demanded.

In addition to limited functionality, the company that provided the bank with its first generation “intranet” made no attempt to upgrade the product in three years. Frequent site outages were also a problem, and Cheryl and her colleagues faced unexpected instances in which they could not gain access to critical information. After years of mediocre performance from the original software, Purinton realized there must be another solution that would better satisfy the needs of her employees.


She comments, “Because we handle so much information here at the bank, I really needed a more robust system – a knowledge management tool with more flexibility more powerful functionality and more diversity of features and applications. We thought what we had was an intranet, but deep down I knew it was a mistake to equate that word with a simple document manager. Once I discovered Intranets.com, I was thrilled to be able to provide my employees with so much more than that.”

“The intranet’s Event Registration Database will help me streamline session sign-up for our upcoming conference.”

A quick web search led Cheryl to Intranets.com, and she was impressed with its diverse applications, security, web-based accessibility and reasonable pricing. After receiving answers to her questions by speaking with one of our account reps, she decided to give the service a try.

September, 2003

Cheryl’s first step in rolling out the new intranet is to put its database application to work. She is currently creating a database from the Event Registration template that will allow bank employees to sign themselves up for dedicated sessions at an upcoming 3-week-long Compliance Training Conference. “With our old system, I would have to create an excel spreadsheet from scratch, post it on the shared drive and email



employees telling them to fill in their information manually. The database application makes the process easier, more streamlined, and much more comprehensive.” The database will allow Cheryl to rename and reorder fields easily, select from multiple views and print easy-to-read reports in varying formats. She’ll point employees directly to the database through an automatic link and track attendance daily. Best of all, employees don’t have to be at work to sign up for a session because the intranet (and the registration database) is accessible straight from the web – anytime, anywhere.

Purinton hopes this mandatory registration process will introduce bank employees to the new intranet’s expanded capabilities and get them used to logging into the system. Once the conference is over, she plans to continue uploading essential information to the intranet such as interest rate cards and banking policies. “My goal is to introduce new functionality bit by bit and encourage people to log on and play around. It’s a comfort that the intranet is so user-friendly, but I don’t want to overwhelm people with too much change all at once. I’ve decided that slow and steady is the best way to go, yet I’m anxious to show everyone the powerful functionality that’s available to them now that wasn’t before.”

Stay tuned for our next installment of this series in October, when Cheryl will encourage and advise her colleagues about how to utilize even more applications in the new and improved intranet, including Announcements, Opinion Polls and Document Manager.

For more information about Danvers Savings Bank, visit them at www.danverssavings.com