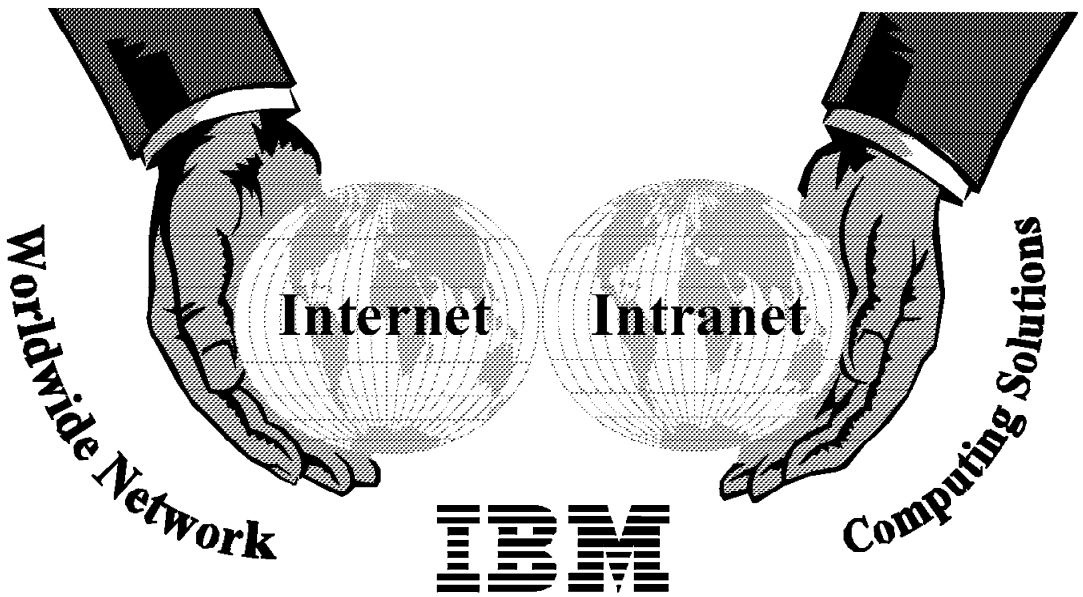
Customer Issues in Intranet Deployment

9/14/96



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Introduction

The data for this analysis is gathered from the IBM Intranet Evaluation Tool. Since its release on April 26, 1996, this tool has provided 1100 customers with an evaluation to determine if they should consider an Intranet approach for their project. It is on the Internet at URL:

`http://www.csc.ibm.com/journey/infrared/index.html`

This report along with other valuable network computing information is available on IBM's internal Internet at URL:

`http://w3.endicott.ibm.com`

Intranet Issues

☐ The three *most* important issues we measured that customers are concerned about in deploying Intranet applications are, in order:

1. Central management of database & application servers.
2. The criticality of network service levels.
3. Desire for low cost of entry.

☐ The lowest scoring of the twenty questions surveyed are:

1. User are not well versed with Web browsers. This question was asked to see how many people are using browsers. This is not an indication of importance, but rather a skills inquiry.
2. Application developers' Internet skills are low. This question was also asked to determine skills. Therefore its low score should not be taken as a measure of its importance, but rather as a lack of skills.
3. Out-sourcing network management. This was the lowest rated issues question.

☐ Differences in the importance of the issues when viewed from an MIS and Non-MIS perspective.

- MIS and Non-MIS people are in agreement with the top three issues given above.
- The bottom three issues for MIS are:

  1. Low user browser skill.
  2. Application developers' Internet skills are low.
  3. Need to support mobile users.

- The bottom three issues for Non-MIS are:

  1. Low user browser skill.
  2. Need to out-source network management.
  3. Application developers' Internet skills are low.

- Non-MIS people are not as intense in their feelings toward Intranet issues. They consistently will rate the issue about 10% less than the MIS group.

- The Non-MIS segment feels that the existing PCs should be upgraded for the Intranet, while MIS feels they should be leveraged. This was tied for the largest percentage difference between the groups.
- Network out-sourcing was rated as 19th (next to last) as an issue with Non-MIS, while MIS ranked it 16th. This was tied for the largest percentage difference between the groups.
- Support for mobile users is much higher ranked in the Non-MIS group.

☐ According to the demographic data gathered, 57% of the people using the tool are from MIS. Half of these respondees classify themselves as executives or managers and the other half as systems analysts or programmers. The remaining 43% are evenly divided between functional/operational management, functional/operational staff, and other.

Intranet Applications

☐ The Intranet applications *most* important to the people responding are:

1. Marketing /Sales
2. Customer service
3. Operations

☐ The Intranet applications *least* important to the people responding are:

1. Manufacturing
2. Product development
3. Finance

Industry Representation

☐ Of the twenty-one industries we listed as options, all had some representation which gave a wide distribution. The industries cited most often are:

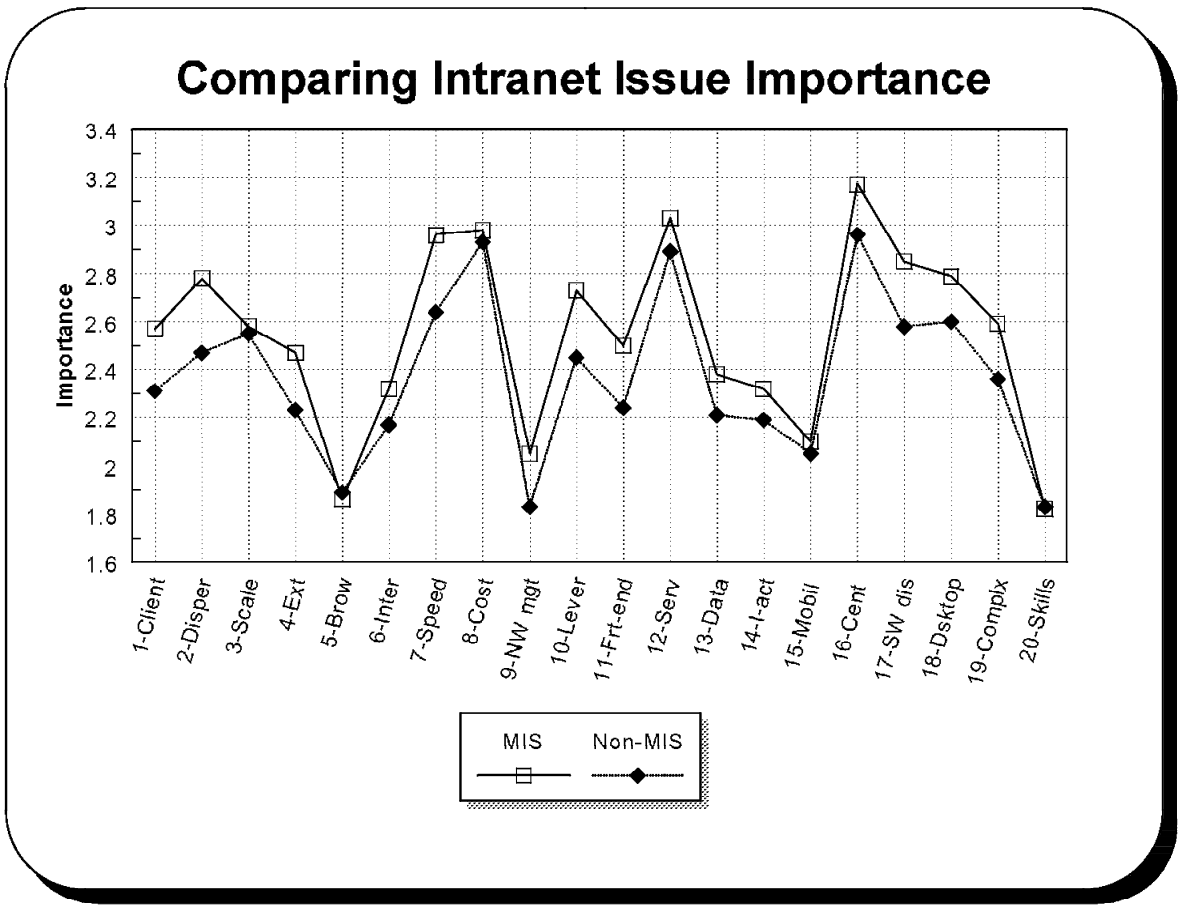
1. Computer - software, facilities management, information retrieval
2. Manufacturing & construction
3. Consulting - business consulting, accounting, legal, public relations
4. Communications - telephones, telegraph, cellular
5. State & local government

Intranet Issue Ranking

Intranet Issue	MIS		Non-MIS		Total	
	Rank	%[1]	Rank	%[1]	Rank	%[1]
Central management of database or application servers.	1	81	1	72	1	78
Criticality of network service levels.	2	74	2	69	2	74
Desire for low cost entry point.	3	72	3	69	3	72
Need to deliver solutions faster.	5	68	8	55	4	66
Software distribution of client applications.	6	67	4	60	5	65
Need to support geographically dispersed users.	7	65	7	55	6	64
Desktop management (PCs, operating systems, apps).	4	68	5	58	7	62
Rating the probability the number of users supported by the initial deployment will significantly increase.	9	59	6	58	8	59
Value of leveraging vs upgrading the existing PCs.	8	64	9	51	9	58
Need to support a variety of client workstation platforms or operating systems.	10	59	12	47	10	53
Feasibility of front-ending an existing application.	12	54	15	42	11	53
The degree the customer is currently struggling with the complexities of classical client/server computing.	11	58	11	49	12	53
Rating the probability that users external to the company will be allowed access to portions of the internal apps.	13	55	10	50	13	51
The degree that data is spread across heterogeneous platforms.	14	51	16	41	14	46
Rating the probability that internal apps will be linked to the external Internet to achieve global marketing objectives.	15	47	13	46	15	45
Need to support mobile users.	18	37	14	43	16	42
Rating the intensity of interaction between the user and the application logic.	17	40	17	38	17	42
Need to out-source network management.	16	41	19	28	18	35
Current Internet skills of application developer.[2]	19	28	18	29	19	30
Current Web browser skill of users.[2]	20	28	20	26	20	28

[1] Percentage of people responding extreme or high importance

[2] These questions were asked to determine skill level. They are not a measure of importance. The low scores indicate a lack of skill in these areas.



1.) Need to support a variety of client workstation platforms or operating systems.
2.) Need to support geographically dispersed users.
3.) Rating the probability the number of users supported by the initial deployment will significantly increase.
4.) Rating the probability that users external to the company will be allowed access to portions of the internal apps.
5.) Rating the probability that internal apps will be linked to the external Internet to achieve global marketing objectives.
6.) Current Web browser skill of users.
7.) Need to deliver solutions faster.
8.) Desire for low cost entry point.
9.) Need to out-source network management.
10.) Value of leveraging vs upgrading the existing PCs.
11.) Feasibility of front-ending an existing application.
12.) Criticality of network service levels.
13.) The degree that data is spread across heterogeneous platforms.
14.) Rating the intensity of interaction between the user and the application logic.
15.) Need to support mobile users.
16.) Central management of database or application servers.
17.) Software distribution of client applications.
18.) Desktop management (PCs, operating systems, apps).
19.) The degree the customer is currently struggling with the complexities of classical client/server computing.
20.) Current Internet skills of application developer.

Intranet Application Ranking

Intranet Application	MIS		Non-MIS		Total	
	Rank	%[1]	Rank	%[1]	Rank	%[1]
Marketing / Sales	1	55	1	51	1	52
Customer Service	2	53	2	48	2	50
Operations	4	39	3	47	3	41
Planning / Strategy / Research	3	38	4	35	4	37
Human Resources	6	31	5	33	5	31
Distribution / Logistics	5	33	6	27	6	30
Finance	7	28	7	21	7	25
Product Development	8	27	8	16	8	22
Manufacturing	9	15	9	10	9	13

[1] Percent of people indicating that this application will be a part of their Intranet. Multiple selections were allowed.

Industry Ranking

Industry	Rank	% [1]
Computer - software, facilities mgmt, information retrieval.	1	18
Manufacturing & construction.	2	8
Consulting - business consulting, accounting, legal, public relations.	3	8
Communications - telephone, telegraph, cellular.	4	6
Government - state & local.	5	6
Finance - commercial banks, savings institutions, credit unions, REITs.	6	5
Retail	7	5
Education - colleges & universities, museums.	8	5
Medical - hospitals, health care, medical clinics.	9	4
Insurance - life, accident, health, casualty, title, pension & welfare.	10	4
Government - federal, military	11	4
Media - newspapers, periodicals, books, radio, tv, sports, entertainment.	12	2
Transportation - air, railroad, bus, trucking, car & truck rentals.	13	2
Wholesale	14	2
Process - pharmaceuticals, paints, fertilizers, plastics.	15	2
Petroleum - exploration, drilling, refining, pipelines, terminals.	16	1
Chemical & Process - metals, wood & paper products, fabrics, minerals.	17	1
Utilities - electric, gas, water, sanitary.	18	1
Securities - investments, brokers, trust.	19	1
Consumer - food processing, farming, tobacco.	20	1

[1] Percent of industry representation. Out of 300 responses acquired since the segmentation questions were added 7/19/96, only 3% did not give an answer.