

Knowledge Brief

Quadrant Knowledge Solutions

Appspace is a Leader in SPARK Matrix: Intranet Platform Providers 2022



An Excerpt from Quadrant Knowledge Solutions
"SPARK Matrix: Intranet Platform Providers, 2022"

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Intranet platforms are a one-stop solution for employees that helps them access all work-related information, easily collaborate and communicate with colleagues, and consume, create, and share preferred content within the company or to the outside world according to the pre-defined access control and content management policy of enterprises. It also helps employees access various tools and applications required for executing their daily work without switching between applications. Thus, intranet platforms are equipped with various capabilities that make them a crucial part of modern enterprises.

Intranet platforms are new digital workspaces or technology solutions that enhance employee journeys, improve the flow of communication, and bring people together through effective collaboration and communication by means of user-friendly interfaces. These platforms help people and teams reach their full potential through communications, collaboration, knowledge, learning, resources, and insights while helping companies accomplish digital transformations. It acts as a central information hub with the stickiness of a social network and allows all employees to access the company knowledge base at any time from the desktop, home office, or via mobile or smartphone. It facilitates the real-time sharing of ideas and news. It also aids in the development of a culture-focused intranet that fosters one business culture across the organizations. In short, intranet platforms help employees effectively communicate, share knowledge, and find purpose at work.

Moreover, intranet platforms simplify content management and extend the reach of employee communications up to the frontline workers. It ensures that all employees in an organization can consume, create, and share content and interact with each other. The key features of intranet platforms include their integration and interoperability, collaboration, personalization, multichannel communication, and content management. Enterprises across the world that are keen on digitization and the enhancement of employee experience are adopting capable intranet platforms to their fold. Going forward, the pace of adoption of intranet platforms is only set to increase.

Some of the capabilities offered by the intranet platforms include multichannel corporate communications or intranet broadcasts that save time and drive communications with a single platform via short messaging service (SMS),

desktop notifications, mobile push notifications, native newsletters, e-mail, displays, and more. It helps deliver targeted news, alerts, and messages at any time, to any device, and in any language. Some of the other capabilities are user personalization, integrations, content management, collaboration, people directory, SMS and mobile push notifications, multilingual support, role-based access control (RBAC), as well a built-in search, newsletter, and calendar.

Many intranet platform vendors provide comprehensive functionalities that support different use cases; however, their technology and customer value proposition may differ depending on customer size, industry vertical, geographic location, and organization-specific needs. Some of the key competitive technology differentiators for an integrated intranet platform solution include native mobile apps, ease of deployment and use, modern user experience (UX), standardization versus customization, integration, smart share & keyword blocking, robust security, digital signage, content management system (CMS), extranet, business intelligence tools, Software-as-a-Service (SaaS), use of artificial intelligence (AI), out-of-the-box templates, multichannel communications, comprehensive analytics, customer community portal, feature stores, and develop support, marketing automation, and the sophistication of technology.

Quadrant Knowledge Solutions' [SPARK Matrix: Intranet Platform Providers, 2022](#) research includes a detailed analysis of the global market regarding short-term and long-term growth opportunities, emerging technology trends, market trends, and future market outlook. The study provides a comprehensive market forecast analysis of the global market in various geographical regions and the overall market adoption rate. This research provides strategic information for technology vendors to better understand the existing market, support their growth strategies, and for users to evaluate different vendors' capabilities, competitive differentiation, and market position.

The research includes detailed competition analysis and vendor evaluation with the proprietary SPARK Matrix analysis. SPARK Matrix includes the ranking and positioning of leading Intranet Platform Providers with a global impact. The SPARK Matrix includes an analysis of vendors, including Akumina, Appspace, Haiilo (COYO), Igloo Software, Interact Software, LifeRay, LiveTiles, LumApps, MangoApps, Microsoft, Powell Software, Simpplr, and Unily.

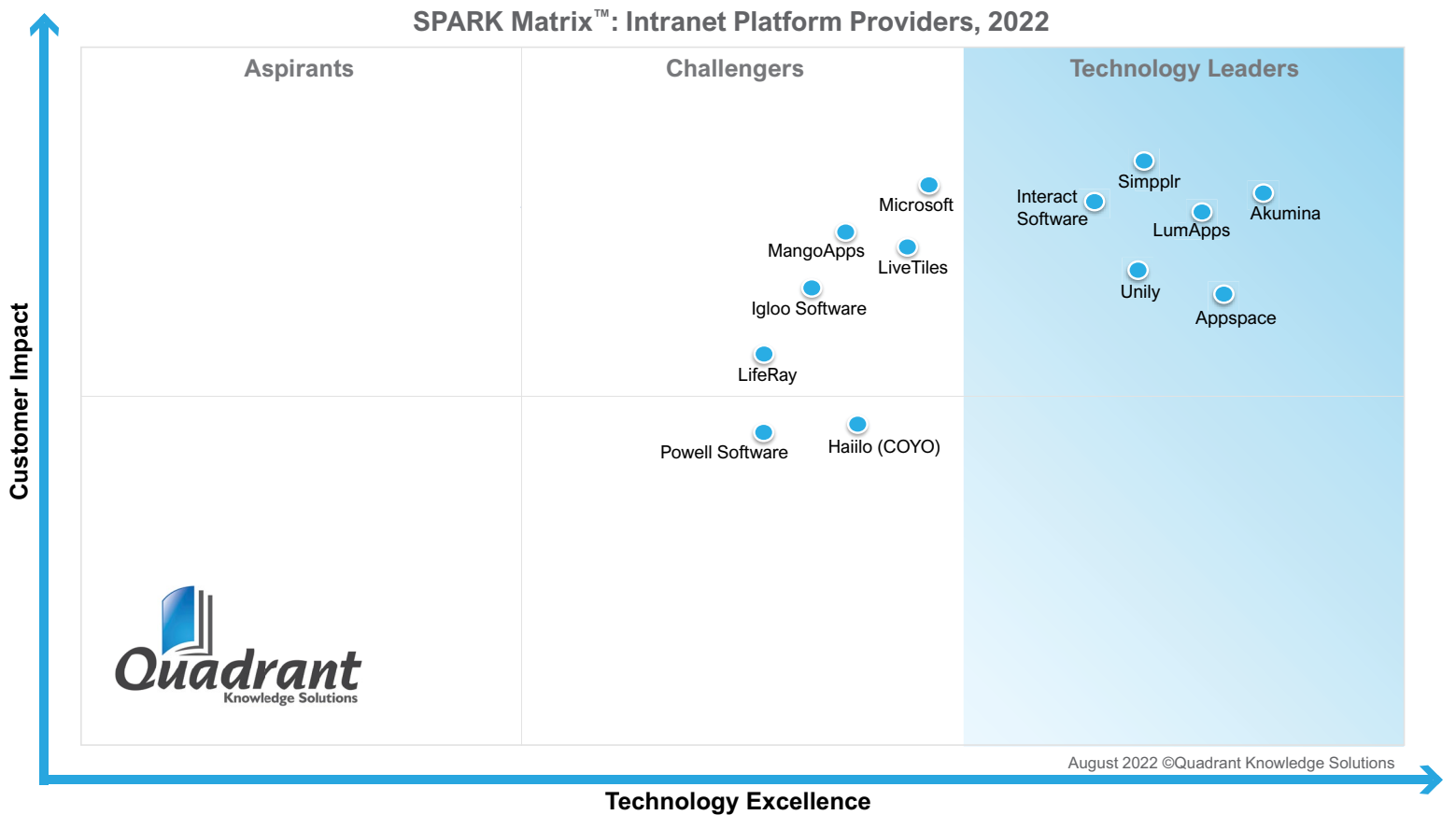
SPARK Matrix Analysis of the Intranet Platform Providers Market

[Quadrant Knowledge Solutions](#) conducted an in-depth analysis of the major Intranet Platform vendors by evaluating their product portfolio, market presence, and customer value proposition. The Intranet Platform Providers market research provides competitive analysis and a ranking of the leading vendors in the form of a proprietary SPARK Matrix™. SPARK Matrix analysis provides a snapshot of key market participants and a visual representation of market participants. It provides strategic insights on how each vendor ranks related to their competitors based on their respective technology excellence and customer impact parameters. The evaluation is based on primary research including expert interviews, analysis of use cases, and Quadrant’s internal analysis of the overall Intranet Platform Providers market.

Technology Excellence	Weightage	Customer Impact	Weightage
Sophistication of Technology	20%	Product Strategy & Performance	20%
Competitive Differentiation Strategy	20%	Market Presence	20%
Application Diversity	15%	Proven Record	15%
Scalability	15%	Ease of Deployment & Use	15%
Integration & Interoperability	15%	Customer Service Excellence	15%
Vision & Roadmap	15%	Unique Value Proposition	15%

According to the SPARK Matrix analysis of the global Intranet Platform Providers market, “Appspace, with robust functional capabilities of its intranet platform, has secured strong ratings across the performance parameters of technology excellence and customer impact and has been positioned amongst the technology leaders in the 2022 SPARK Matrix of the Intranet Platform Providers market.”

Figure: 2022 SPARK Matrix™
 (Strategic Performance Assessment and Ranking)
 Intranet Platform Providers



Appspace in the Global Intranet Platform Providers Market

Founded in 2002, and headquartered in Dallas, USA, [Appspace](#) is a workplace experience platform for communications and workplace management. It combines a modern intranet, space reservation, digital signage, and more – all in a single, easy-to-use platform. Its intranet capabilities (powered by Beezy, which was acquired by Appspace in October 2021), help enterprises get more from their Microsoft 365 investment by bringing together the best of the Microsoft productivity suite. The Appspace intranet is an intuitive, all-in-one solution.

The Appspace intranet is designed to solve key business challenges related to collaboration, knowledge, communication, and processes. Having all of the information, apps, and tools employees need in one central hub makes it easier for employees to connect and carry out their daily tasks. Appspace provides native mobile apps for iOS, Android, and Windows, so users can stay productive while they're on the go.

The Appspace intranet is designed with a human-centered approach, creating a frictionless user experience to ensure maximum adoption rates. The intranet's engaging design takes the best features and insights from familiar consumer platforms employees use every day in their personal lives. With the ability to comment on and 'like' posts, employees can connect with their coworkers and contribute in meaningful ways.

Appspace simplifies knowledge management. It allows employees to easily gather and share knowledge across the organization. This findability goes beyond simple search and allows a level of targeting and personalization. It also eliminates data privacy issues with an all-in-one, secure, protected, and full-service intelligent workplace that doesn't host any data. Appspace improves user experience, activity streams, and productivity across departments by easily and seamlessly integrating with third-party products such as Salesforce, Workday, and ServiceNow. It efficiently connects employees across the organization by making content and communication more interactive and engaging. Appspace ensures that everyone has a voice with a two-way communication flow that incorporates a personalized feeling to the user but still maintains the delicate balance of PUSH and PULL, all from one central hub.

The continuous communication capabilities of Appspace efficiently align teams and enable the workforce to collaborate irrespective of their location. Appspace empowers teams to visually communicate in a personalized way with stories and its simple intuitive content management system (CMS) capabilities. It allows employees to interact, share, and provide direct feedback quickly and efficiently. By living in the customer's M365 environment and through clever modern search integration and extensive targeting, Appspace intranet helps employees easily find information and gather knowledge across the organization. Appspace also transforms corporate policies, guidelines, and governance content into engaging and collaborative pages.

Appspace helps enterprises communicate quickly with their local and global employees with Communities and Department Sites, a hub for teams. Appspace Communities and Department Sites provide a centralized view of updates, documents, and events to streamline communication and improve employee engagement. Appspace creates a consistent and universal communication experience for the entire workforce and is capable of delivering specific content to front-line workers all over the world.

Appspace automates processes with intelligent workflows. It brings intelligence to the user's newsfeed by leveraging its rich Application Programming Interface (API) and by providing a simple ready-made set of connectors for popular automation platforms like Microsoft's Power Automate, Nintex, or K2, ensuring that integrations with products like Workday, Salesforce, ServiceNow, etc. can be made in minutes instead of days or weeks. It also allows enterprises to make their own integrations, based on the way their employees work, and enables them to respond to their specific day-to-day workflows. It brings together all third-party tools and platforms under a single platform, providing a seamless user experience. It also assists employees in maximizing their work with the Appspace Bot.

Users can easily request time off or open a support ticket by having a natural conversation with Appspace's intelligent assistant. The Appspace Bot collects all the information needed and passes it along to the right system, such as Workday or ServiceNow. Creating a satisfying workplace experience is another key aspect of Appspace. Appspace brings together physical and digital workplaces to connect employees, kickstart communication, and make work more enjoyable. Appspace helps share important communications across physical workplaces through digital signage and kiosks. It also assists in employee check-in and visitor management, as well as finding and reserving desks and spaces.

Analyst Perspective

Following is the analysis of Appspace's capabilities in the global intranet platforms providers (IPP) market:

- The Appspace Intranet (powered by Beezy) is a singular solution in terms of its ability to serve as an effective intranet, internal communications portal, and collaboration and knowledge management portal. It provides the efficiency of using a single platform instead of multiple ones to deliver different messages at different places at different times. It enables employees to connect, communicate, collaborate, and share knowledge anywhere, anytime, using a single global platform that acts as the single source of truth. Additionally, it provides an engaging user experience.
- Some of the key differentiators of Appspace's intranet platform include internal hosting, tight integration with Microsoft stack, User Experience (UX), and Appspace considers itself a "product." The Appspace intranet is installed in the customers' tenant, which means all the data is owned by them; nothing leaves their tenant or environment at all. This makes its intranet secure and safe by not hosting anything externally, allowing the product to scale up without any performance issues at all.
- The platform's architecture is such that it leverages the Microsoft stack with tighter integration, bringing benefits to both the customer and the product. Being in sync with the Microsoft (MS) roadmap and release calendar future-proofs the product. Appspace keeps its UX simple as the company believes that 'less is more' when it comes to User Interface (UI), and how humans interact with the UI also matters. Appspace considers its intranet platform to be a product and all of its customers use the same product. As a result, the company can innovate and improve with every release for every customer. This shared roadmap approach means the company can ensure its features and improvements benefit everyone.

- Some of the top use cases of Appspace's intranet platform include team and company alignment, automating processes with intelligent workflows, enhanced search, visualizing storytelling, creating knowledge repositories for important information, unifying physical and digital workplaces, mobile-optimized experience for all workers, facilitating employee communication and getting the right information to the right people, and creating a digital destination for the entire company.
- The Appspace Intranet has a significant geographical presence in North America and Europe. The company holds a strong customer base, including the leading brands across industry verticals such as energy, education, healthcare, professional services, retail, travel & transport, food & agriculture, financial services, manufacturing, pharmaceuticals, technology, hospitality, and government & public sectors.
- The company's primary challenges include growing competition from well-established and emerging vendors. The company may focus on catering to mid-market to small enterprise needs and supporting more use cases. However, with its sophisticated technology platform and comprehensive functional capabilities, Appspace is well-positioned to expand its share in the global intranet platform providers market in the near future.
- The strategic roadmap for Appspace's intranet platform for the next few years includes ongoing improvements to its intelligent and personalized newsfeed technology, improvements to its content authoring experience, and additional governance capabilities. The company will also try to leverage AI services to break down more language barriers when the platform is deployed on a worldwide scale. The company plans to deliver more enhancements for social collaboration to help its customers easily address common business needs such as employee on-boarding, training, events management, and culture-building.
- The user and User Experience (UX) strategy of the company is to make its features more intelligent by continuing to infuse Artificial Intelligence (AI) and Machine Learning (ML) into an already user-

friendly interface. The company believes that this will allow for an increased range of workflow support and process automation, along with the increased ability for users to discover and engage with relevant content and information. In addition to this, the company will focus on continuous investments in other emerging technologies and enhance its existing intranet platform capabilities.