



Employee First News Platform Product Offering

MAY 2014



Includes client
example

The opportunity to better inform and engage employees is compelling

The Business Need

Move Employees FROM...

- Hearing about company news from their own Google news alerts or external feeds
- Lacking perspective or understanding about how news fits into a bigger picture
- Viewing static one-way content with no possibility to engage
- Able to access news only in a work, desktop environment
- Keeping good news about a company to themselves due to sharing restrictions and barriers

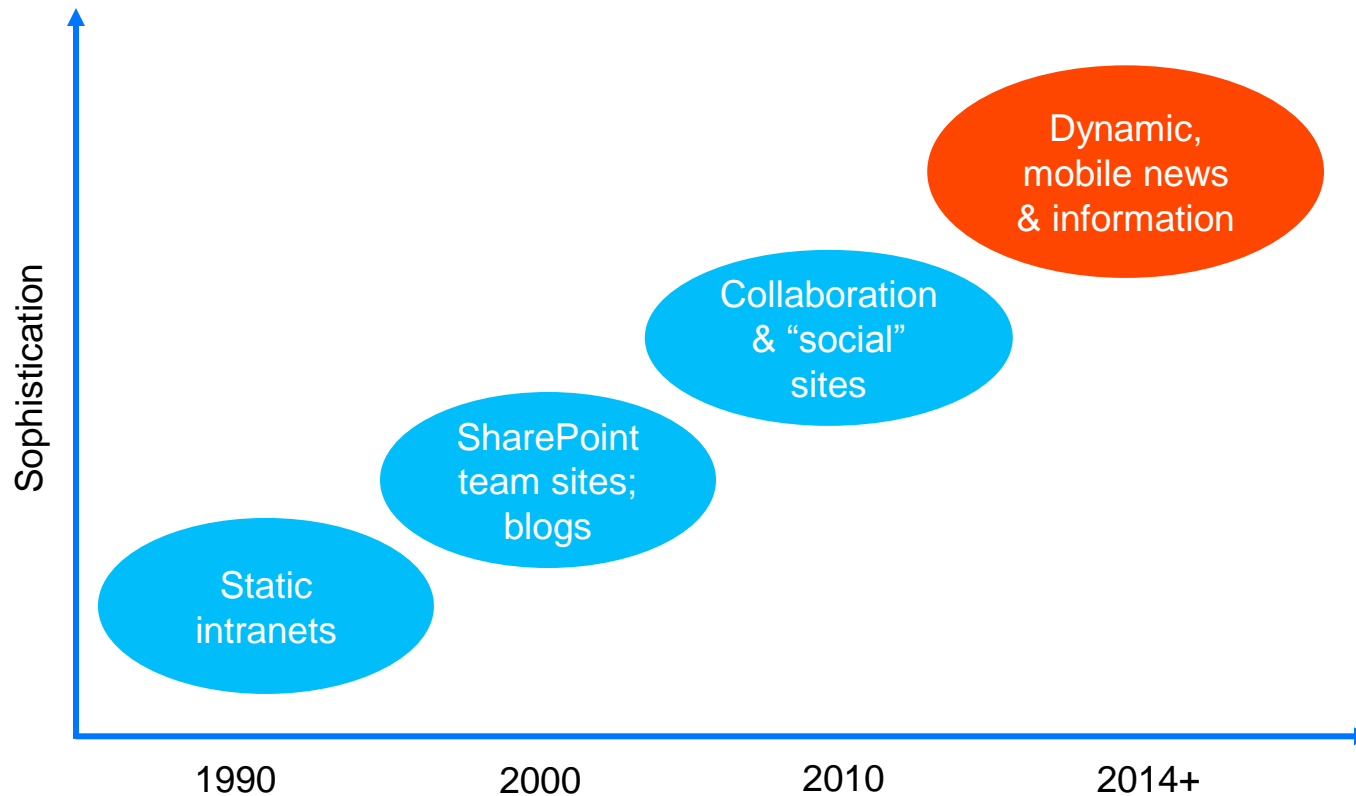


...TO

- Getting company news straight from their employer
- Understanding company context and perspective
- Interacting with content, including rating, sharing and commenting
- Able to access news 24/7 from any device, including mobile and tablet
- Easily able to share (and encouraged to share) good internal news externally

Companies are increasingly moving away from static portals to more dynamic news and information sites

The Intranet Evolution



Simply put, employees want to experience at work what they experience outside of work

What today's (and tomorrow's) employees want:

- Dynamic communications in bite-sized formats
- Highly “social” ways to interact with the company and colleagues
- Ability to share, create and rate content
- Stay connected through multiple devices: mobile, tablet, laptop, PC, even if personal devices
- Ability to tell the company's story in their own way and on their own terms
- Story-based, compelling content
- Opportunities to create, contribute and influence conversations



Introducing... the *Employee First* News Platform



The *Employee First* platform is the foundation for future-forward employee communications programs

Product Overview

What is it?

- A digital platform that delivers news, information and perspective to employees; provides engagement opportunities; available on any device, 24/7

Why do I need it?

- Employees need to be first to hear news from the company
- Engages hardest to reach (but most important) front-line employees

How does it work?

- We partner with you to build the right technical and analytics platforms, then help you put the team and newsroom resourcing in place to sustain it

How long does it take to build?

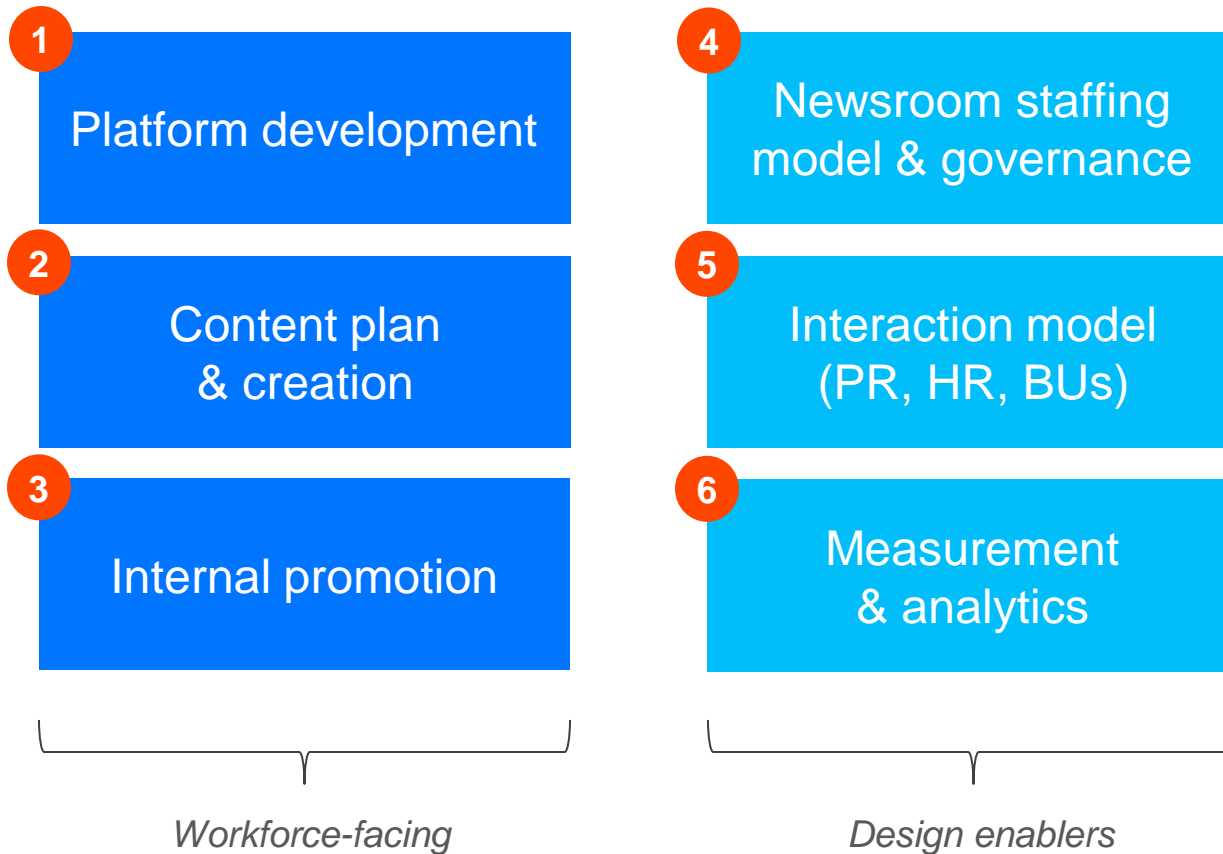
- Typically 3-6 months, but this can of course vary

How much does it cost?

- Cost varies by specific application
- We separate costs into development, launch and ongoing maintenance

Six key design areas comprise a full *Employee First* news platform implementation

Key Design Areas



Program design process

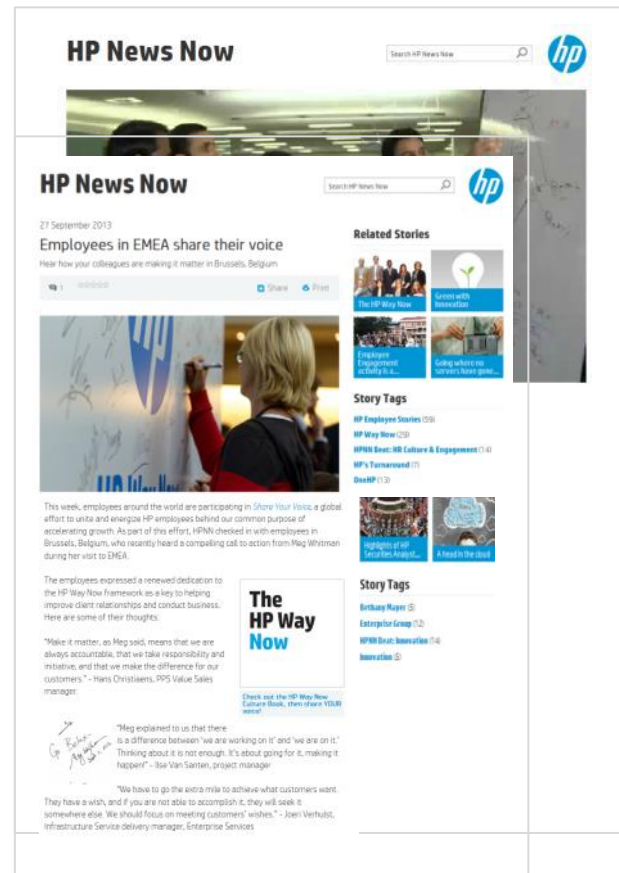
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Platform development

Platform Development Requirements

- Secure
- Unhindered by firewall issues to enable any device/anywhere access
- Responsive design
- Compatible with multiple browser environments
- Functionality that will drive interest, including integrated social and news feeds, customizable options
- Low publishing burden with clear process
- Linked to appropriate analytics platform

Client example: Platform development (Kentico)



Edelman worked with HP to explore platform options, make a final selection, design and test within the HP IT environment and then launched and maintained it.

Client example: Platform development (Kentico)

The screenshot shows the HP News Now website interface. At the top, there's a navigation bar with a user profile 'Stacey MacNeil', a 'PERSONALIZE YOUR EXPERIENCE' dropdown, and a location/weather widget for 'Palo Alto 68°'. The main header features the 'HP News Now' title, a search bar, and the HP logo. Below the header, a featured article titled 'Did you miss the Global Citizen Festival concert?' is displayed. A large video player shows a group of people, with a caption 'People behind the products - HP Networking'. To the right, a 'Your personal news' section lists several news items with RSS icons. Below this, an 'In the news' section features a grid of articles, including 'HP sets emission reduction target for first tier suppliers' and 'HP opens up on SDNs'. A 'Share Your Voice' section is also present. At the bottom, a blue banner encourages users to 'Share your voice and see how we make it matter!' with a deadline of 'Submit your story by 10 October'.

Stacey MacNeil PERSONALIZE YOUR EXPERIENCE About HPNW Palo Alto 68°

HP News Now

Search HP News Now

Did you miss the Global Citizen Festival concert?
Watch videos online to see performances from Elvis Costello and [more](#)

People behind the products - HP Networking
HP takes software-defined networking to a new level

Your personal news

- Dollar, Asian shares steady as U.S. government shutdown looms
Reuters Business News
- Japan business mood hits near six-year high, Abe sees rising tax
Reuters Business News
- In latest step, Japan PM to hike tax will cushion blow to economy
Reuters Business News
- New Zealand bans out-striated state coal miner, bank lenders hit
Reuters Business News
- Shutdown Would Favor Terry McAuliffe in Virginia gubernatorial Race
US News & World Report
- Wall Street declines as government shutdown nears
Reuters Business News
- Square Competitor Leaf Scores \$20 Million Investment From Payments Giant Heartland
AllThingsD
- Verizon Says Software Glitch Let Some Customers Upgrade Phone and Keep Unlimited Plan
AllThingsD
- How to Escape the Dark Valley of Your Desktop Journey
AllThingsD

In the news

- SM HP sets emission reduction target for first tier suppliers
- NW HP opens up on SDNs
- TW HP's Open Ecosystem for SDN isn't just about SDN

Share Your Voice

This week, the global "Share Your Voice" effort is an opportunity for all of us to come together to identify and share how we can help accelerate growth across HP. Learn more on how to Share Your Voice today!

Share your voice and see how we make it matter!

Submit your story by 10 October

Your Personal News

In the News

Program design process

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Content plan
& creation

Content Plan and Creation Requirements

- Short-form and “snackable”
- Breaking news and exclusive content; essential tools
- Appropriate balance of short-form text, infographics, photo galleries, videos
- Videos not longer than 120 seconds
- Videos centered around people; highly personable
- Catchy headlines
- Cross-geography and cultural appeal; multi-language capability if appropriate

Client example: Content

Global Partner Conference By the Numbers

The HP Global Partner Conference (GPC) 2013 is our largest partner event of the year and gathers—by invitation only—our top partners for education, networking, and discussion. This year's exciting event takes place in Las Vegas from February 19-21 and includes:

3,500 expected attendees from 96 countries around the world

1,000+ 1:1 meetings and roundtables
113 speakers with 94 from HP

100+ breakout sessions and keynotes
39 football fields worth of show floor and meeting space

24-hour updates on the @hp portal
3 days in Las Vegas

1 message:
We Mean Business


Infographics for key events and earnings reports

Examples of the types of rich content that are typically featured on HP's news and information site.

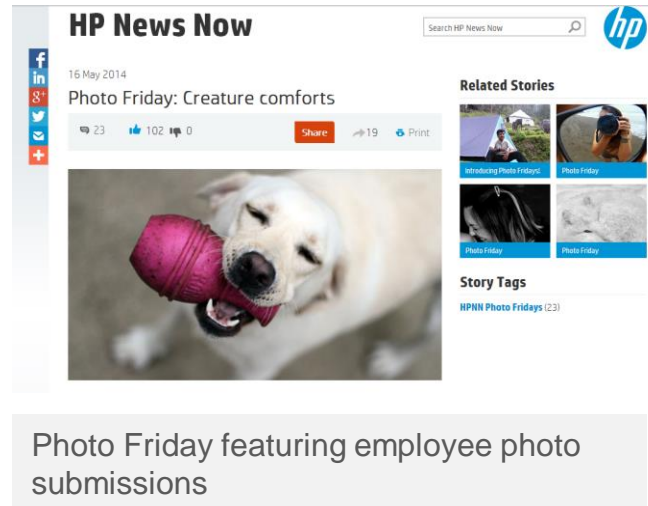


Photo Friday featuring employee photo submissions



Giving perspective on external content



Financial video series that feature easily digestible information in layman's terms

Program design process

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Internal promotion




Internal Promotion Requirements

- Treat as a consumer product launch – but internally
- Catch attention and drive adoptive behavior with guerilla-like marketing
- Educate about site benefits and how to customize
- Make it easy for employees to share their experiences and recruit colleagues
- Activate beta user group/other ambassador groups to help fuel buzz

Client example: Internal promotion

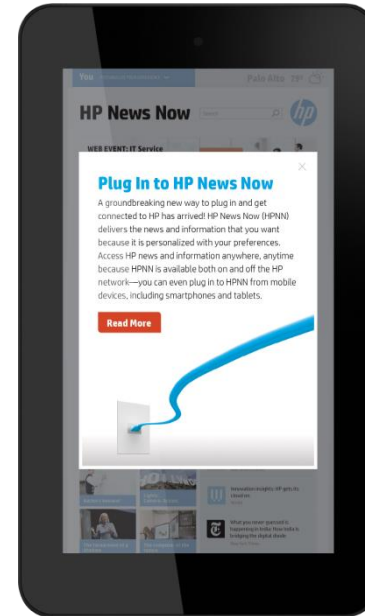
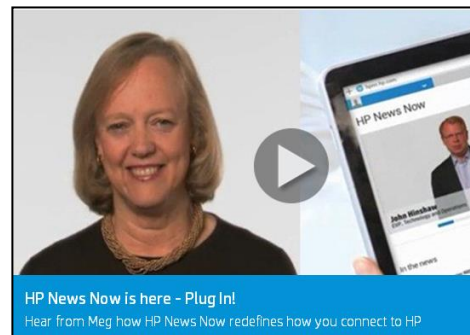
Plug in

Learn more at:
hpnn.hp.com/plugin



- All sites received posters
- 20 sites received 8'x10' banners and floor decals*
- We used a QR code to teaser page/video
- All HP manager message


*US, Brazil, Canada, Mexico, UK, France, Bulgaria, Romania, Poland, Germany, India, China, Singapore, Malaysia



Videos explaining HPNN were published pre and during launch week


June 4: Desk-drops to 67K employees 25 sites

Three easy ways to plug in and connect to HPNN:




On the HP network, accessing HPNN from a computer:

1. Go to <http://HPNN.HP.com>
2. Upon your first visit to HPNN, a screen will appear inviting you to select the content you wish to personalize
3. Following your first visit, you can click on "Personalize Your Experience" at the top of the homepage to make adjustments to your selections




Outside of the HP network, accessing HPNN from a computer:

1. Go to <http://HPNN.HP.com>
2. Log in using your HP credentials
3. Upon your first visit to HPNN, a screen will appear inviting you to select the content you wish to personalize
4. Following your first visit, you can click on "Personalize Your Experience" at the top of the homepage to make adjustments to your selections



Accessing HPNN with your smartphone or tablet:

1. Go to <http://HPNN.HP.com> or scan the QR code
2. Log in using your HP credentials
3. Upon your first visit, select the content you wish to personalize by clicking on your name at the top of the homepage. You can view your personal news by swiping to the right on your device
4. To learn how to add an HPNN icon on your smartphone or tablet for easy access, visit the "About HP News Now" landing page on HPNN



Edelman worked with HP to design and roll out an internal marketing campaign to educate employees on the new site and how to customize it. The theme of the campaign was "Plug In."

Program design process

4

Newsroom staffing
model & governance

Staffing Model and Governance Requirements

- Design operational model with newsroom mentality and operational characteristics
 - Editor in chief
 - Managing editors/publishers
 - Reporters
 - Design and production coordinators
- Put appropriate workflows and processes in place to guide daily production and publishing
- Train and build capability
- Capture learnings and constantly share to all team members

Client example: Newsroom model



EDITOR-IN-CHIEF

Responsible for all HPNN operations, including policy and editorial strategy



MANAGING EDITOR

Spearheads and manages internal story development, including producer/writer team; reviews external contributor stories



PROJECT MANAGER

Manages the portfolio of stories that are developed in support of big employee initiatives (e.g. HP Discover)



REPORTER

Collects information for newsworthy events and develops the story around it



PRODUCTION COORDINATOR

Coordinate with Media Solutions team to schedule/project manage the development of multimedia content



COMMUNITY MANAGER

Manages the HPNN community, (monitors sentiment, responds to comments, etc.); uses information to inform strategy



DIGITAL/MOBILE ARCHITECT

Directs and manages the HPNN digital and mobile platform



PUBLISHER

Responsible for posting news stories to @hp portal (and transition to HPNN).



PRODUCTION SERVICES

Responsible for the production of multimedia content for HPNN; manages production staff



EXTERNAL CONTRIBUTOR

Submits content ad-hoc; sits outside of Employee Communications and is not a dedicated HPNN resource

Edelman worked with HP to put a newsroom at the heart of its global employee communications team, including training and coaching to adopt a news organization mindset.

Program design process

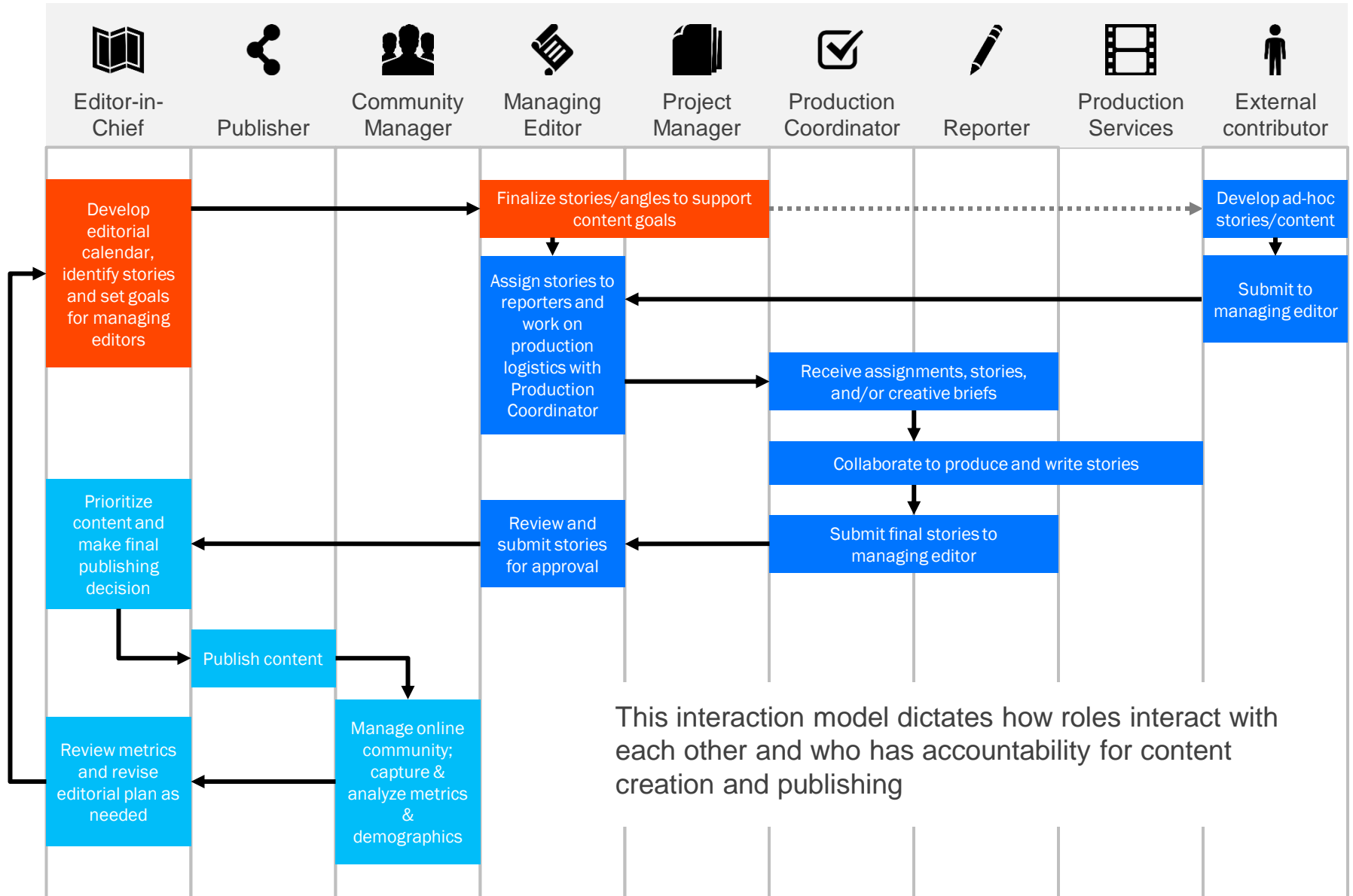
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Interaction model

Interaction Model Requirements

- Forge close working relationships with Investor Relations, Public Relations, Product Marketing, Human Resources
- Establish basic operating principles, protocols, expectations and workflows
- Involve in editorial process as appropriate

Client example: Interaction model



Program design process

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Measurement & analytics

Measurement and Analytics Requirements

- Identify most critical measures that can be acted upon (not just nice to know)
- Establish baseline
- Design measurement dashboard and process to populate
- Measure weekly or monthly to gain insights into content performance, user behavior
- Share and promote learnings with team members and senior leadership
- Adjust program and content production as warranted, and on a continual basis

For HP, detailed confidential analytics reports are prepared weekly, looking at how content performs, what regions are most engaged and user behavior generally.

Specific steps comprise the design and launch of the news platform

Work Overview - Illustrative

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 6+
Project scoping (technical and strategic requirements)							
Technical build							
Newsroom design and training							
User testing and adjustment							
Design internal education and adoption campaign							
Interaction model designed and in place							
Metrics baseline established; key metrics identified							
Internal promotion campaign							
Launch technology to organization							
New content model and plan activated							
Ongoing measurement and insights							
Ongoing adjustments to content based on insights							
Technology maintenance and enhancements							



Thank you

