

# Magic Quadrant for Intranet Packaged Solutions

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An intranet is a critical foundation for an organization's digital employee experience efforts, helping to shape efforts to engage workers and providing key services. Heads of enterprise applications should evaluate IPSs for their ability to enhance employee experience and meet stakeholders' needs.

## Market Definition/Description

Gartner defines an intranet packaged solution (IPS) as a software product that organizations use to create and deploy an internal website or network of websites, portals, hubs, mobile apps and other digital experiences supporting business-to-employee needs. An IPS is delivered as an integrated assembly of capabilities geared specifically for intranet use cases, including employee communications and engagement, employee service and self-service, application access, and knowledge services. "Packaged" signifies a holistic and fit-for-purpose approach. In contrast, a custom-built or developed approach would leverage a platform or array of products not specifically designed to support intranet use cases.

IPSs are used to facilitate the creation, deployment, management and ongoing evolution of employee-facing sites and experiences. They reduce the time to market of intranet initiatives and facilitate their ongoing expansion and refinement.

IPSs enable business stakeholders (such as communications professionals and HR leaders) and IT to coordinate efforts that require both business and technical expertise. They also provide employees with a reliable resource to consult for company news, service and support, policies and procedures, application access, social connections, and communities, among other common use cases. IPSs intend to support employees in a wide range of roles

and contexts — including both office and frontline (or “deskless”) workers — with information and services.

## **Mandatory Features**

Mandatory features for offerings in the IPS market include:

- Availability as a cohesive and integrated product. The IPS must be a stand-alone technology. It should not require additional application or platform technology to function. The IPS must be positioned as the sole or primary intranet foundation for the majority of its buyers.
- The IPS must be available in the cloud, public or private. On-premises-only products are not considered in the market.
- Content services, including site management, page management, information architecture, web content management, document management, image management and content search. Site management should include templates, page templates, and content components.
- Integration and interoperability, including packaged integrations or connectors with common enterprise systems and platforms, a component or “app” model for UI-level integration, and API-level integration.
- Personalization, including audience segmentation and targeting.
- Analytics and reporting, providing the ability to assess and improve intranet usage and performance against business goals.
- Workflow, enabling the orchestration, coordination and automation of processes and tasks.
- A common UI framework to render multiple types of content, with accompanying site templates, page templates and content components.
- Multiexperience support, including coordinated support for delivery and interaction via various devices (such as mobile devices, kiosks and digital signage), channels (web, email, third-party applications), and modalities (visual, conversational, activity feeds).
- Security and access management capabilities, including security administration, management of access rights and privileges, delegation of responsibilities, secure data

sharing and single sign-on.

## Common Features

The common features for offerings in the IPS market include:

- Artificial intelligence, including machine learning, natural-language processing and generative AI.
- Composability, including application architecture, componentry and tools that enable low-code business-led development.
- Knowledge graphs that draw dynamic connections between people, content and activity.
- User experience design tools, including persona development, journey mapping, design testing and optimization.
- Community services and features, such as discussion forums, blogs and activity feeds.
- Support for multichannel internal communications (such as email, in-app messaging and digital signage).
- Specific support for frontline workers, such as a superapp and collection of miniapps.

## Magic Quadrant

Figure 1: Magic Quadrant for Intranet Packaged Solutions





**Gartner.**

## Vendor Strengths and Cautions

### Akumina

Akumina is a Visionary in this Magic Quadrant. Akumina's intranet packaged solution (IPS), its employee experience platform, is highly customizable and flexible.

Although Akumina supports global intranets, the company has a strong focus on the U.S., Canada, and Western and Central Europe. Its platform is designed to handle large enterprises with thousands of employees, including frontline workers.

### Strengths

- **Configuration flexibility** — For organizations wanting to integrate their own infrastructure with their intranet, Akumina offers extensive configuration options, including platform integration with their chosen infrastructure, such as a specific search engine.
- **Localized and personalized experiences** — Akumina has intranet users in 118 countries. For organizations with global operations, it can support content in 228 languages. The platform can handle complex organizational structures, where each group requires its own localized and personalized experience.
- **Integration capabilities** — Organizations that need to surface their line-of-business application functions and information with their intranet will appreciate Akumina's prebuilt integrations with Microsoft 365 (M365) especially, but also Workday, Salesforce and ServiceNow. Its APIs enable connectivity and custom solutions, facilitating data flow across various platforms.

### *Cautions*

- **Offering strategy** — Originally built as a customizable platform that appeals to organizations that have higher integration needs, Akumina is still evolving its out-of-the-box capabilities. Buyers looking for high levels of delegation to end-user groups to maintain their own content and employee experience needs may prefer alternative market options that prioritize ease of configurability and design simplicity.
- **Product fit** — Akumina is best for organizations with sophisticated personalization goals and the need to integrate with existing IT infrastructure. Organizations opting for out-of-the-box solutions may face steep training challenges. In inquiries, Gartner clients note the platform's power, but both IT's custom integration efforts and end-users' learning curves can delay time to value.
- **Global focus** — Akumina targets global entities. Smaller regional companies may feel overwhelmed with the effort necessary to fully deploy the product and realize its potential. A large percentage of Akumina implementations rely on a certified partner.

### **Appspace**

Appspace is a Niche Player in this Magic Quadrant. It is a more recent entrant into the IPS market, having acquired IPS vendor Beezy in late 2021. While Appspace is primarily known for its offering in the workspace experience application market, it is building its employee communications application and intranet capabilities to offer a broader companywide

solution. Appspace, its IPS offering, is deployed as a stand-alone intranet or on top of SharePoint Online. It is designed to create a unified digital workplace that enhances internal communication, collaboration and employee engagement. The company also has a long history in digital signage.

Appspace operates globally, with a presence in North America, Europe and the Asia/Pacific region. While it has no purposeful vertical strategy, it does have a presence in banking, pharmaceuticals and manufacturing, favoring large enterprise customers.

### *Strengths*

- **Blended workplace communication** — Appspace, especially when combined with its hybrid work coordination tools, enhances the workplace experience. It aids sales teams in securing IPS deployment by navigating multiple stakeholders. Features like personalized news feeds, social interaction and digital signage bridge physical and digital work environments.
- **Leverages current investments** — Its Microsoft 365 integration attracts organizations with investments in Microsoft since the product can be deployed on top of SharePoint Online or integrated with Microsoft 365. SharePoint Online content is accessed directly from the intranet, and Appspace access can be embedded directly within Teams.
- **Marketing intranets for frontline** — Frontline worker support is enhanced through a mobile app with access to personalized news feeds and internal communications. Workers can also create posts and leverage its native digital signage capabilities.

### *Cautions*

- **Legacy system consolidations** — Organizations that want their intranet to consolidate information from multiple IT systems will find that Appspace has limited advanced content management and extensibility.
- **Split market attention** — Many vendors have portfolios that span multiple markets. However, smaller vendors have more limited resources. Due to Appspace's strong branding on workplace experience, customers may perceive it as having a prioritized focus on areas other than its IPS efforts.
- **Vertical depth for frontline capabilities** — Although Appspace offers frontline worker support, it has no native task and work management capabilities, which can impact frontline operation scenarios where work management is a priority.

## Axero

Axero is a Niche Player in this Magic Quadrant. Its product of the same name is positioned as an all-in-one solution that aims to streamline internal communications while enhancing the overall digital workplace experience.

Axero appeals to tech-savvy organizations with an appreciation for architectural attributes, such as customizability and interoperability. It provides its own comprehensive services and support, with the bulk of its operations, as well its customer base, in North America. It serves customers ranging in size from 1,000 to 500,000 employees and plans to focus on larger organizations in banking and financial services, higher education, healthcare and retail.

### *Strengths*

- **Appeal business and IT champions** — Axero's brand balances a technology-driven IPS with a collection of prebuilt capabilities that can find stakeholders on both the business and IT sides of an organization.
- **Customer experience** — Axero's customers value the product's customization capabilities, based on conversations in Gartner client inquiries. They express confidence in the company's responsiveness and commitment to product development, making it a worthy choice for nontechnical use cases.
- **Technical expertise** — Axero represents itself as a technology-driven organization that offers a versatile IPS with robust API interfaces. This type of brand uniqueness aligns well with its marketing, sales and customer experience objectives for customers that prioritize this level of customization.

### *Cautions*

- **Geographic reach** — Axero's geographic presence is concentrated in the U.S., so organizations outside this region should ensure that Axero sales and product support resources are adequate for their needs.
- **Evolving partner network** — Axero's partner network across all global regions (outside the U.S.) remains a work in progress. Other IPS vendors have large portfolios of partner relationships that help with sales, support and (if the partner is an IPS-related technology vendor) prepackaged integrations. Potential buyers should discuss these needs with Axero to assess options.

- **Market awareness** — While Axero's marketing efforts have improved, it has not gained significant market presence when compared to other leading IPS vendors (based on Gartner market analysis, client inquiries and search analytics). This can make it difficult for champions to counter perceived risks compared to other IPS alternatives.

## **Firstup**

Firstup is a Leader in this Magic Quadrant. Its product of the same name continues to expand from its employee communications heritage to address workloads commonly expected from a mainstream IPS vendor.

Firstup's IPS market presence is predominantly in North America and Europe, with some presence in the Asia/Pacific region. Its customers tend to be organizations with over 2,500 employees, although it has a growing focus on larger organizations with over 10,000 employees. Retail and healthcare are the sectors in which Firstup has the most presence; however, its technology can be used across vertical industries, including manufacturing and banking.

### *Strengths*

- **Focused marketing strategy** — Firstup's sales and marketing strategy helps shape customer thinking, promoting the idea that intranets need to deliver multichannel employee experiences rather than a traditional website.
- **Agile innovation** — Firstup's innovation practices focus on intelligent content delivery. Recently, its innovation efforts have expanded to include data-driven alerts and notifications. Data-driven capabilities will help with its emerging work management efforts.
- **Trends awareness** — Market responsiveness to industry trends continues to be a priority for Firstup's offering strategy, which emphasizes improving governance, security and data quality — not just adding features.

### *Cautions*

- **Solution breadth** — Firstup's emphasis on employee communications and engagement may not meet the needs of organizations seeking a traditional intranet with complex work management features.



- **Data center locations** — Firstup offers its product and services across global regions but maintains data center and hosting options only in the U.S. and Ireland. Organizations requiring greater control over data sovereignty or needing more diverse hosting options may prefer to look at other vendors that better support their region.
- **Developer audience** — Organizations looking beyond out-of-the-box connectors to back-end applications prioritize IPS vendors that cater to developer needs for internally developed integrations and broad API support, as well as low-code/no-code options. Firstup may not be a good fit for environments with complex integration needs and where developers play a core role in shaping intranet capabilities.

## Haiilo

Haiilo is a Niche Player in this Magic Quadrant. The company formed from the 2022 merger of Germany-based COYO, Finland-based Smarp and France-based Jubiwee. Haiilo's Modern Intranet acts as the core IPS platform, with modules for employee communications, mobile app and analytics. Additional modules include Employee Advocacy and Engagement Surveys.

Haiilo targets organizations with over 1,000 employees and proves especially useful to those with multiple business units operating in multiple regions. It typically appeals to organizations with a dedicated staff for internal communications, with IT's support as a business enabler.

### *Strengths*

- **Digital employee experience** — Haiilo's Modern Intranet customers benefit from an intuitive, simple UI for communicators, while giving employees control of their own experience.
- **Offering strategy** — Haiilo has a simple and economical pricing model compared to most other providers evaluated in this research.
- **Operations** — Haiilo's strong operations instill customer confidence in its reliability and potential for growth. The vendor makes higher-than-average investments in engineering and design, fosters a strong and active customer community to extend support, and achieves good employee satisfaction ratings.

### *Cautions*

- **Market presence** — Haiilo's IPS customers remain strongly based in Western Europe, with a presence in North America.
- **Offering breath** — Haiilo demonstrates more commitment to the internal employee communications and employee engagement use cases than other intranet use cases. Large organizations in regions other than Western Europe may have to rely on Haiilo partners rather than the vendor itself.
- **Developer audience** — Haiilo may be limiting for organizations that require internal developers to integrate and shape the system to meet complex global or other types of interoperability needs. While Haiilo does have customization and flexible configuration capabilities, professional developers may prefer other options.

## **Igloo Software**

Igloo Software is a Niche Player in this Magic Quadrant. Its Igloo software is positioned as a fully stand-alone SaaS intranet that can be hosted in both multitenant and single-tenant environments.

Igloo is industry-agnostic and serves organizations in a variety of sectors, including manufacturing, retail and hospitality. While Igloo is primarily focused on North American markets, it maintains a data center in Europe to support EMEA-based customers. Igloo supports a wide range of organization sizes, from approximately 500 to over 200,000 employees.

### *Strengths*

- **Customer support** — Igloo's customers praise its ability to build solid partnerships, and it received positive customer satisfaction feedback through Gartner's Peer Insights for its support.
- **Value-add program** — Igloo exceeds standard analytics capabilities by offering a monthly insights program and benchmarking service. Organizations can evaluate their maturity compared to other customers using anonymized usage and KPI data, which is still not offered by most of the other vendors evaluated in this research.
- **Pricing** — Customer feedback from Gartner Peer Insights suggested that cost-effectiveness was one of the factors influencing the decision to select the software. This is especially crucial for smaller organizations with budget constraints that seek a platform offering diverse capabilities for their intranet.

## *Cautions*

- **Geographical presence** — Igloo's geographic presence continues to be predominantly concentrated in the U.S. and Canada, with a significantly smaller footprint in Europe. Prospective customers in other regions must determine whether Igloo's limited experience in meeting region-specific requirements and its partner model meet their preferences and operational requirements.
- **Innovation and UI** — Igloo provides a unified search option for workers to find useful information from sources other than the intranet, such as in enterprise content services. However, unlike some of its competitors, it does not offer federated search. Moreover, the display and layout of buttons, text and images in blogs and pages do not promote a more immersive experience when compared to other vendors evaluated in this research. In Gartner Peer Insights and client inquiries, some Igloo customers also highlighted issues around not having that immersive experience with its user interface.
- **Data control options** — Igloo may not be a good fit for organizations that have strict data residency and data sovereignty requirements. While the vendor claims that it is compliant with standards such as GDPR, HIPAA, CCPA and ISO 27001, these claims are not as evident as with other vendors in the market. Therefore, clients are advised to verify for themselves how compliant Igloo is with those standards.

## **Interact**

Interact is a Leader in this Magic Quadrant. Its product of the same name is a stand-alone IPS that has a variety of deployment options and use cases suitable for regions with no data center presence. It supports both SaaS multitenant and SaaS single tenant, but can also be hosted in customers' private cloud or on-premises. Interact's 2023 acquisition of Sideways 6, an idea management platform, supplemented its employee engagement tools.

Interact focuses on organizations located in North America and Europe and has a strong presence in the U.K. It specializes in the financial services, retail, healthcare and pharmaceutical verticals, but has customers across many other industries. Interact typically targets organizations with 2,500 or more employees.

## *Strengths*

- **Customer collaboration** — Interact's platform is a good fit for organizations with defined goals and requirements during the sales and deployment process. The vendor is willing to

share the details of its technical foundations with organizations focused on platform assurance and compliance.

- **Customer experience** — Interact has a good understanding of the IPS market and its specialized industries. It effectively grasps a buyer's needs for its workforce, including frontline staff, and collaborates well with organizations to customize its solution.
- **Innovation** — Interact continues to be highly regarded for its continuous innovation such as its GenAI-influenced features focused on enhancing the employee experience.

### *Cautions*

- **Sales and offering strategy** — In many organizations, content management needs influence IPS evaluation and selection criteria. While Interact does offer support for secure and compliance-driven use cases, there are additional everyday content needs for which other IPS vendors can offer a stronger differential.
- **Industry use cases** — Potential clients should question Interact on how it can support their intranet use cases that fall outside of the vendor's preferred verticals.
- **Solution breath** — The expected capabilities of IPS solutions include multichannel employee communication, social and community efforts (such as employee resource groups) and frontline superapps. While these are areas that Interact supports, based on Gartner's market research analytics and client inquiries, the vendor is not well-known for those scenarios. Potential clients should question and assess these areas if Interact is being considered.

## **LumApps**

LumApps is a Leader in this Magic Quadrant. Its product of the same name is a fully integrated platform. LumApps is focused on communications, employee engagement, collaboration and culture, and knowledge sharing. Capabilities include facilities for communications campaigns, journey management and native video management.

LumApps operates across North America, Europe and Japan, with headquarters in Paris. Its clients fall into a wide range of sizes, including very large global enterprises. LumApps stresses its diversity of handling a range of requirements, including multibranding, multitenancy and other technology needs of large and midmarket companies of over 2,000 employees. Acquisitions complement its IPS build-out to speed time to market and respond to client trends.

## *Strengths*

- **Productized integrations** — Prospects and clients looking for an IPS that can unify a large number of back-end systems will appreciate LumApps portfolio of over 100 integrations. Such capabilities can help shorten sales cycle times. It also participates in partner ecosystems of key vendors such as Microsoft, Google, SAP and Workday, which can also help with lead generation.
- **Industry product strategy** — LumApps addresses vertical needs through a product-driven approach that incorporates sector requirements as microapp components. Partners are aligned with vertical needs.
- **Innovation** — LumApps continues to invest in the area of multichannel communications, including campaigns, infusing AI capabilities into the back-end editorial and work management experience. A “companion” app helps frontline and desk workers by acting as a digital assistant that includes an AI-based chatbot.

## *Cautions*

- **Vertical depth** — Although LumApps addresses vertical needs through its products, customers might want more sector-specific expertise and less dependence on partners, which can distance them from the IPS provider. Additionally, organizations may find microapps too shallow to help guide them in solving the vertical needs of their intranet, thus look for a vendor with more hands-on experience.
- **Extensibility trade-offs** — Some customers report requiring greater-than-expected development, deployment and design effort when using LumApps. Organizations seeking a more out-of-the-box approach with prepackaged connectors may prioritize other options in the market.
- **Partner expansion** — LumApps’ partner ecosystem continues to expand, but its progress is still evolving. Potential clients should analyze LumApps’ partner options and verify with the vendor where there is a track record of success in those new advancements.

## **MangoApps**

MangoApps is a Visionary in this Magic Quadrant. It offers a modern intranet solution, a frontline employee app and a set of operational efficiency solutions based on a digital hub platform. The product is available as single-tenant or multitenant SaaS and offers an on-premises solution as well.

MangoApps' focus is shifting toward enterprises with over 10,000 employees, catering to those with a significant number of frontline workers while also supporting office staff. The vendor's focus is on healthcare, retail and manufacturing. It is strong in North America, with a growing presence in Europe and the Asia/Pacific region.

### *Strengths*

- **Modernization from internally built intranets** — The vendor is a strong fit for modernizing highly complex and customized legacy intranet implementations, such as those built on Drupal, Liferay, IBM or SharePoint Online. Customer feedback from Gartner Peer Insights also indicated an appreciation of its customization capability and found it easy to use and intuitive.
- **Customer experience** — MangoApps doubled its number of customer webinars and virtual meetups in 2023. Webinars enable it to share experiences, success stories and best practices. Virtual meetups provide a networking platform for peer-to-peer exchange and collaboration. Customer feedback from Gartner Peer Insights also praised its customer service and support.
- **Innovative** — MangoApps is investing in newer technologies like augmented reality/virtual reality (AR/VR) in the intranet space. For instance, it aims to provide employee gamification with AI-enabled avatars. Moreover, it plans to develop natively built-in and customizable purpose-built and industry-specific smart workspaces in the future.

### *Cautions*

- **Analytics and reporting** — MangoApps offers limited analytics and reporting capabilities compared to other vendors evaluated in this research, such as allowing customers to compare the reach and engagement of their intranet content against competitors. Client feedback from Gartner Peer Insights also indicated that there is a need for improvement in its analytical capability to provide a customizable dashboard and reports.
- **Frontline support** — MangoApps targets industries with a large number of frontline workers. However, if the IPS primarily targets office workers only, then clients may find MangoApps' frontline worker support less of a priority. Additionally, clients with significant frontline workers may prefer specialized vendors that more deeply focus on frontline workers' operational and task-associated requirements.
- **Geographical presence** — While it serves numerous global organizations, the majority of MangoApps' customers are based in North America. Organizations in other regions

should evaluate its capability to meet region-specific requirements.

## **Powell Software**

Powell Software is a Visionary in this Magic Quadrant. Its IPS product is built on top of SharePoint Online and other services in Microsoft 365, requiring the organization to have a Microsoft 365 tenant.

Powell Software operates globally, with its strongest presence in Europe. Its heaviest focus is in Western Europe, with many customers located in France, Belgium, Germany and Switzerland. It also has customers in the Asia/Pacific region and a small, but growing presence in North America, where it continues to enhance its brand recognition. Its typical customers are enterprises with from 2,500 to 10,000 full-time employees.

### *Strengths*

- **Microsoft extensibility** — Powell Software's IPS for Microsoft 365 taps into the platform's capabilities while enabling a unique digital experience, different from a native SharePoint Online modern intranet.
- **Personalized experiences** — For organizations needing to address a variety of content delivery or role-based experiences, Powell Software has strong personalization features, such as content targeting and role-driven pages.
- **Market understanding** — The vendor's IPS solution is well-suited for organizations that have adopted Microsoft 365 as the foundation of their digital workplace but are impatient with Microsoft's pace of innovation around intranet packaged solutions. A good example of this is its AI chatbot feature that can leverage alternative large language models.

### *Cautions*

- **Maturing global footprint** — Powell Software relies heavily on partners for co-selling, implementation and postdeployment assistance (i.e., to help customers maximize the impact of their intranet). However, while it has an ecosystem of over 50 partners and 600 certified trained experts in 20 countries, its partner network is not as extensive as other providers evaluated in this research.
- **Offering flexibility** — Powell Software's business model is reliant on Microsoft 365. Clients may consider this level of dependency as a risk that any investment in the IPS offering will

be eclipsed by Microsoft's own IPS maturity over time, or diminished if they switched to other productivity suites such as Google.

- **Platform extensibility** — Powell Software comes with a catalog of connectors for popular business applications, but this approach relies heavily on its universal connector “web parts.” Companies needing to surface diverse views of line-of-business application information will need to ensure that Powell Software can meet their needs.

## **ServiceNow**

ServiceNow is a Challenger in this Magic Quadrant. It operates globally with offices in North America, Europe, Africa, the Middle East and the Asia/Pacific region. The company sees its IPS entry point through synergies with its HR Service Delivery offering. ServiceNow's entry into the IPS market was driven by customer demand and intended to reinforce its overall portfolio.

While it does not have a vertical product focus, ServiceNow sees itself as addressing cross-industry needs through its role-based, process-driven work management scenarios.

### *Strengths*

- **Sales strategy** — ServiceNow's size and overall presence across multiple markets enables it to minimize common new entrant sales challenges, such as accessing senior leadership. Because ServiceNow is broadly present in many organizations, it can leverage existing champions to support adoption of its IPS offering. ServiceNow benefits from customers pursuing vendor consolidation.
- **Digital employee experience** — Its existing presence in organizations for employee services, work management and frontline support can become an advantage for those seeking to reduce digital friction and proliferation of vendors.
- **Work management** — Organizations seeking to make their intranet more supportive of everyday work activities can take advantage of the process-, role-, task- and workflow-centric heritage of ServiceNow. This is attractive to IPS decision makers looking to advance the business value of an IPS buying engagement and communications.

### *Cautions*

- **Intranet specialization and breadth** — ServiceNow is new to the IPS market, and its most common packaging is with its HR offering. Gartner client inquiry conversations signal



concern as to how broadly the ServiceNow IPS technology will evolve versus it being a more limited extension to its overall product portfolio.

- **Licensing clarity** — Employee Center Pro is a stand-alone offering but is commonly bundled with HR Service Delivery. Additional functionality is also available via licensing uplifts with other ServiceNow. This may not be a concern for buyers that prefer a more independent solution without cross-selling pressures.
- **IPS-specific innovation** — ServiceNow is entering the IPS market, leveraging its strengths in other markets related to HR and IT service management. Innovation specific to traditional IPS expectations is more strongly handled by longtime players in the market. For example, there are stronger social and community options (such as for organizations migrating from Workplace by Meta). ServiceNow can be seen as disruptive given its focus on employee services, integrations and workflow. Decision makers seeking a more balanced IPS may prefer to look to competitors.

## **Simplr**

Simplr is a Leader in this Magic Quadrant. Its product provides a unified, personalized employee experience, irrespective of work locations. Available in a multitenant SaaS deployment model, it offers a comprehensive intranet experience out of the box for desk, frontline and contingent workers, encompassing social, communication, collaboration and knowledge management tools.

Simplr serves organizations with 100 or more employees worldwide that are commercial, enterprise or large enterprises. Simplr's operations are largely in North America and the Asia/Pacific region (excluding Japan), with sales, support and partners predominantly in North America. It targets customers in North America, EMEA and the Asia/Pacific region.

### *Strengths*

- **Out-of-the-box solution** — Simplr's product is built for buyers that want prebuilt functionality while providing common options for customization. Gartner clients often recognize how Simplr's prepackaged approach reduces dependency on IT support, enabling rapid deployment.
- **Customer experience** — Customer feedback from Gartner Peer Insights indicated that Simplr's support and service respond quickly and are knowledgeable. Customers also appreciated the product's features and functionality, including search, self-publishing and

content governance. They note that it is easy to use and deploy, and content creation is simple.

- **Go-to-market strategy** — Simpplr's go-to-market strategy combines a direct sales team with a robust partner ecosystem to reach a broad range of customers. Its value-centric approach segments the sales team into enterprise, commercial and small to midsize businesses. Its partner ecosystem consists of strategic and technology partners, and global and regional systems integrators specializing in the IPS market.

### *Cautions*

- **Customization and build options** — Organizations looking for higher integration with more sophisticated goals in a complex environment may prefer other vendors that provide more flexibility in configuration and building options compared to Simpplr's highly packaged product.
- **Geographical presence** — Simpplr's operations are primarily focused on the U.S., with a relatively limited presence in Europe. Non-U.S. clients should verify that there is sufficient local support to meet their needs. Additionally, those with industry-specific requirements may find that Simpplr does not fully align with their needs.
- **Integration and features** — In Gartner Peer Insights feedback, some customers indicated concerns with integration capabilities with systems such as Google Chat and GitHub. They also pointed out some areas for improvement in its mobile experience and digital asset management.

### **Staffbase**

Staffbase is a Leader in this Magic Quadrant. In addition to its Staffbase Intranet, its portfolio features an employee app designed for mobile and frontline use, an employee newsletter, and a range of packaged integrations for Microsoft 365. The Staffbase Intranet is available in a multitenant SaaS deployment model.

Staffbase targets commercial and public-sector organizations with over 1,000 employees and a mix of frontline and desk-based workers. Many of its customers are multinational companies or at least companies with many locations. It focuses on supporting ongoing change and transformation in manufacturing, energy and utilities, automotive, transportation, logistics, healthcare, retail, and finance and consulting. Based in Germany,

Staffbase's operations are predominantly in Europe, with some sales, support, marketing and product management also based in North America.

### *Strengths*

- **Employee communications focus** — To complement Staffbase's integration with Microsoft applications and development tools, it is exploring opportunities to include Copilot in its intranet environment. Organizations looking for a complementary IPS that focuses on employee communications may find Staffbase a good fit.
- **Unified solution** — In Gartner Peer Insights feedback, customers expressed appreciation that the product provides a unified solution for both desktop and mobile users. They found it highly intuitive and praised its excellent administrative features and customer service support.
- **Product strategy** — Staffbase introduced new business-outcome-based metrics and dashboards for measuring intranet performance beyond platform and content. For instance, it can measure campaign performance against business goals. Staffbase is also rolling out industry-specific solutions for manufacturing, healthcare and education.

### *Cautions*

- **Data sovereignty accommodation** — Staffbase primarily serves organizations in Europe, North America and Australia. Regional hosting is available, with data being hosted on Microsoft Azure in those regions. Prospective customers in other geographical regions should evaluate data sovereignty requirements for their specific region.
- **Feature completeness** — Customer feedback from Gartner Peer Insights indicated that improvements are needed in Staffbase's analytics and reporting, notifications, and search functionality. For example, customers indicated not being able to find information and documents on the intranet.
- **Industry experience** — While Staffbase has industry experience based on deployments in the manufacturing and healthcare sectors, it has no vertical-specific offerings. Some organizations may want to consider industry-specific solutions based on their industry and operational needs.

### **Unily**

Unily is a Leader in this Magic Quadrant. Its IPS product of the same name is designed for large companies. Unily was created to unify heterogeneous environments that have complex criteria for technology enablement, and its recent brand recasting stresses the needs of global organizations. This includes a focus on frontline needs within its branding efforts.

Unily is headquartered in the U.K. and has a strong market presence in Europe and North America, with operations also in the Asia/Pacific region. The company is focused on selling to large enterprises (with 10,000 or more employees) with an ideal customer profile of those with 50,000 or more employees. While Unily does not have a specific vertical strategy, manufacturing and natural resources organizations make up 30% of its customer base.

### *Strengths*

- **Content-centric scenarios** — Unily's content management services enable sales efforts to focus on work activities driven by content. It provides strong page creation, site editing, and video and image management. Editorial management helps with governance efforts, including keeping content relevant.
- **Unique employee experiences** — Unily's sales efforts leverage a mature audience builder function that segments workers to enable personalization combined with the Unily user profile foundation. At scale, this can be a challenge for large, diverse companies, making Unily a welcome option.
- **Large-scale deployment** — Unily's options for operational configuration help it handle secure extranet-like scenarios. Its provisioning, granular security permissions and configuration model can support IPS scenarios more commonly found in large complex enterprises such as multiple intranet hubs.

### *Cautions*

- **Emphasis on large companies** — Unily targets large companies with 10,000 or more employees. Midsize and smaller companies may have difficulty engaging with Unily sales or dealing with its IPS product, which is designed for more complicated environments.
- **Gaps in frontline support** — Sales efforts may run into marketing and product gaps when it comes to work management and collaboration needs of frontline staff. For example, its mobile app enables more of a pass-through experience, which can suffice. However, organizations looking for a miniapp that abstracts task and service activities and orchestrates back-end workflows may find other options in the market specific to frontline staff more compelling.

- **Development options may conflict with enterprise standards** — Unily's technical marketing efforts target large organizations, which are more likely to want to custom integrate other enterprise applications. However, Unily relies on the Angular Module Federation framework, which may run counter to existing front-end architecture standards.

## **Workvivo by Zoom**

Workvivo by Zoom is a Leader in this Magic Quadrant. Its IPS of the same name has an employee engagement model centered on a social and multichannel communication experience. Workvivo leverages Zoom to broaden its sales, marketing and partner ecosystem. While offered independently of Zoom, its evolving real-time, partner ecosystem and AI capabilities will increasingly tap into Zoom's overall strategy.

Workvivo operates in North America and Europe, but also has offices in the Asia/Pacific region. It does not prioritize a vertical strategy, but sees itself as a horizontal platform.

### *Strengths*

- **Market presence** — Workvivo is one of the few IPS vendors in this research with a strong employee community capability. It has gained more market presence through its partnership with Meta to migrate its customers from Workplace. The retirement of Workplace by Meta and Workvivo's formal partnership creates a temporary strength in 2024 and 2025.
- **Value-added capabilities** — An IPS typically does not include real-time communication capabilities to support town hall and other synchronous events. Workvivo's leverage of Zoom technology expands the value proposition of its IPS, providing sales and marketing efforts that differentiate it from competitors.
- **Agile workforce expansion** — Workvivo's responsiveness and execution strength enables it to exploit opportunities quickly, as indicated by its Meta partnership. Use of Workplace by Meta for frontline workers can jump-start Workvivo's efforts to move more strongly into this workforce segment.

### *Cautions*

- **Microsoft standardization impact** — While Zoom is a recognized brand, there are organizations that have abandoned Zoom as part of their standardization on the Microsoft

stack. While buyers may like Workvivo as an IPS, they may bypass it due to a commitment to their standardization efforts.

- **Emphasis on social and multichannel communication** — IPS market trends are expanding into new areas that require more native IPS vendor support for tasks, workflow and work management. Workvivo's emphasis on social, community and multichannel communication may not convince decision makers seeking a pragmatic business case for integrating the intranet into daily work routines.
- **Limited regional presence** — While Zoom has a large global presence, Workvivo is largely present in North America and Europe. Organizations in regions where Workvivo has less adoption may prefer to assess other options, including local providers.

## Vendors Added and Dropped

We review and adjust our inclusion criteria for Magic Quadrants as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant may change over time. A vendor's appearance in a Magic Quadrant one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. It may be a reflection of a change in the market and, therefore, changed evaluation criteria, or of a change of focus by that vendor.

### Added

ServiceNow was added to this year's Magic Quadrant.

### Dropped

LiveTiles was dropped from this year's Magic Quadrant.

## Inclusion and Exclusion Criteria

### Product Criteria:

- The vendor must actively be providing support for at least three of the following use cases (see [Critical Capabilities for Intranet Packaged Solutions](#) for complete definitions).
  - Employee engagement

- Employee service/stand-alone
- Application portals
- Knowledge services
- Work management
- Frontline worker support
- The product must be used as the sole or primary intranet foundation for most of its customers. Products that are most frequently used for niche use cases or as supplements to other IPS offerings are excluded.
- A majority of customer deployments must support business-to-employee (B2E), versus business-to-business (B2B) or business-to-customer (B2C), use cases.
- The IPS must have each of the following mandatory capabilities:
  - Be available as a cohesive and integrated product. The IPS must be a stand-alone technology. It should not require additional application or platform technology to function. The IPS must be positioned as the sole or primary intranet foundation for most of its buyers.
  - Be available in the cloud, public or private. On-premises-only products are not considered in the market.
  - Offer content services, including site management, page management, information architecture, web content management, document management, image management and content search. Site management should include templates, page templates and content components.
  - Provide integration and interoperability, including packaged integrations or connectors with common enterprise systems and platforms, a component or “app” model for UI-level integration, and API-level integration.
  - Offer personalization, including audience segmentation and targeting.
  - Provide analytics and reporting, with the ability to assess and improve intranet usage and performance against business goals.
  - Support workflow, enabling the orchestration, coordination and automation of processes and tasks.

- Provide a common UI framework to render multiple types of content, with accompanying site templates, page templates and content components.
- Offer multiexperience support, including coordinated support for delivery and interaction via various devices (such as mobile devices, kiosks and digital signage), channels (web, email, third-party applications), and modalities (visual, conversational, activity feeds).
- Provide security and access management capabilities, including security administration, management of access rights and privileges, delegation of responsibilities, secure data sharing, and single sign-on.

The common features for offerings in the IPS market include:

- Artificial intelligence, including machine learning, natural-language processing and GenAI
- Composability, including application architecture, componentry and tools that enable low-code, business-led development
- Knowledge graphs that draw dynamic connections between people, content and activity
- User experience design tools, including persona development, journey mapping, design testing and optimization
- Community services and features, such as discussion forums, blogs and activity feeds
- Support for multichannel internal communications (such as email, in-app messaging and digital signage)
- Specific support for frontline workers, such as a superapp and collection of miniapps

#### **Business Criteria:**

- The vendor must rank among the top 25 IPS vendors in Gartner's Customer Interest Indicator. (Data inputs used to calculate IPS customer interest are calculated using a weighted mix of internal and external inputs that reflect vendor customer sentiment, customer interest and customer engagement.)
- **Revenue and growth:** Each vendor's IPS offering must either:
  - Have achieved at least \$11 million of annual IPS subscription revenue in the vendor's latest fiscal year

OR



- Have achieved at least \$7 million of annual IPS subscription revenue *and* have achieved at least 20% revenue growth derived from new IPS subscription sales between the vendor's 2023 and 2024 fiscal years
- **License versus service revenue:** At least 75% of the vendor's revenue must be attributable to licenses and subscriptions, as opposed to implementation, consulting and other nonsoftware services.
- **Revenue and product alignment:** For the revenue reported to Gartner, excluding services, 75% must be associated with the product being represented as an IPS in this Magic Quadrant. The IPS must be shipping throughout 2024. Blended technologies from merged IPS products must have been available by the cutoff date for technology features.
- **Regional coverage:**
  - Each vendor must have a market presence in at least two of the following regions: North America; Latin America; Europe; Middle East and Africa; Asia/Pacific; Japan; and companywide. Regional market presence is represented by dedicated offices and employees in a region.
  - At least 10% of a vendor's customers must be headquartered in at least two of the above regions.
- The vendor must have active customers in three or more of the following vertical/industry categories: banking and securities; communications, media and services; education; government; healthcare provision; insurance; manufacturing and natural resources; retail; transportation; utilities; and wholesale trade.

## Evaluation Criteria

Gartner analysts assess vendors based on the quality and efficiency of their processes, systems, methods or procedures that foster competitive, efficient and effective provider performance, ultimately contributing to revenue, retention and reputation. Vendors are evaluated on their success in achieving their vision.

Criteria for product or service, overall viability, market responsiveness/record, and customer experience were weighted as "high" as these typically drive vendor selection among potential buyers. Buyers express the most interest in product functionality, the vendor's

ability to deliver against objectives, its ability to innovate and adapt to changing market dynamics, and its reputation and overall satisfaction among existing customers.

Sales execution/pricing, marketing execution and operations were weighted as “medium.” While pricing is a key factor in an IPS investment, it must be weighed against organizational and employee value as found in criteria weighted as “high.” Sales and marketing execution are still critical to vendor success as the IPS market is evolving with new technologies and global uptake. Operations are also important as a signal of vendor commitment to delivery and global reach, as well as to management, logistical and overall efficiencies. These criteria also signal how well a vendor is framing its brand and market presence, and aligning with customer needs.

## Ability to Execute

Table 1: Ability to Execute Evaluation Criteria

<i>Evaluation Criteria</i>	<i>Weighting</i>
Product or Service	High
Overall Viability	High
Sales Execution/Pricing	Medium
Market Responsiveness/Record	High
Marketing Execution	Medium
Customer Experience	High
Operations	Medium

Source: Gartner (December 2024)

# Completeness of Vision

Gartner analysts assess vendors based on their capacity to effectively communicate their current and future market strategies, innovation, understanding of customer needs, and competitive positioning. Additionally, they evaluate how well these vendors align with customer requirements. Ultimately, the vendors are rated on their ability to leverage market dynamics to generate opportunities.

Marketing strategy, offering (product) strategy and innovation were weighted as “high.” In terms of vision, this is the most relevant in a buyer’s decision. Buyers are looking for vendors that understand the trends and changing dynamics in business-led work management, offer depth and breadth in their product capabilities, and have a strong product roadmap.

Market understanding, sales strategy and geographic strategy were weighted as “medium,” reflecting the ability of the vendor to remain relevant, competitive and able to take advantage of general technology opportunities such as the use of GenAI.

Business model was not rated as it was addressed within other criteria.

Criteria for vertical/industry strategy is weighted as “low.” This is to ensure that vendors are assessed at some level for their ability to deliver very contextualized offerings that can meet the needs of some buyers and channel partners.

**Table 2: Completeness of Vision Evaluation Criteria**

<i>Evaluation Criteria</i>	<i>Weighting</i>
Market Understanding	Medium
Marketing Strategy	High
Sales Strategy	Medium
Offering (Product) Strategy	High
Business Model	NotRated

<i>Evaluation Criteria</i>	<i>Weighting</i>
Vertical/Industry Strategy	Low
Innovation	High

Source: Gartner (December 2024)

## Quadrant Descriptions

### Leaders

Leaders have ample ability to support a variety of intranet use cases and consistently meet customers’ needs over substantial periods. Leaders have delivered significant product innovation in pursuit of IPS requirements and have been successful in selling to new customers across industries.

### Challengers

Challengers demonstrate significant Ability to Execute, with strong businesses and customer bases, as well as products that suit current demands. However, they lack the vision of Leaders and Visionaries, and may therefore struggle to fully satisfy future demands from a technology or business perspective.

### Visionaries

Visionaries are forward-thinking vendors that demonstrate a firm grasp of emerging customer needs and the potential impact of new technology. However, they may lack sufficient size and growth, service and support, market visibility, or capability in their offerings, service and support to fully realize their vision.

### Niche Players

Niche Players focus on limited intranet use case or deployment scenarios, have limited geographic presence outside their home market, and/or focus on a narrow set of industries. They may be newer entrants to the market, may not demonstrate the ability to consistently handle large deployments across multiple geographies or may lack strong sales. Niche

Players' offerings can be suitable for organizations that require local presence and support, desire a close relationship with a provider, or seek a platform that addresses specific industry use cases and functional requirements.

## Context

This Magic Quadrant evaluates vendors that meet Gartner's inclusion criteria for the intranet packaged solutions market. It is intended to aid selection decisions about vendors and products. Digital workplace application leaders who focus on intranets, employee engagement and employee experience initiatives should:

- Study the evaluation criteria by which we have determined each vendor's Ability to Execute and Completeness of Vision.
- Evaluate the vendors' strengths and cautions.
- Assess vendors in any of the four quadrants, with a focus on those that align with their requirements and goals.

The associated **Critical Capabilities for Intranet Packaged Solutions** focuses on product capabilities and applicability against use cases. It should be used in conjunction with this Magic Quadrant to help organizations arrive at best-fit vendors for their intranet initiatives.

## Market Overview

IPs are general-purpose technology and support a broad range of business and cultural activities. They are typically sponsored by HR, corporate communications and other central groups. Intranets are garnering renewed interest as organizations recognize the importance of employee experience. IPs are a key part of Gartner's digital employee experience blueprint as intranets often form the basis for employee engagement hubs, employee service hubs and technology services hubs, as well as other hubs (see **Use Gartner's DEX Blueprint to Mature Your Digital Workplace Strategy**). Intranet modernization, including redesign and replatforming, is an effective and manageable way to contribute to digital workplace initiatives and bring emerging technologies such as GenAI into practical use. IPs offer an easy path toward intranet renewal, expansion and modernization.

The 2024 Gartner Digital Worker Survey shows that 34% of digital workers struggle to find the information or data needed to do their job at least half the time. IPSs are a response to this employee pain point. By assembling a broad set of capabilities to improve employee communications, employee service, application portals and knowledge management (among other use cases), organizations can reduce digital direction and improve digital employee experience across the workforce. These capabilities provide business and IT leaders with tools and interfaces that allow them to build, manage, measure and refine intranet sites and applications. They make intranet content, applications and self-service capabilities available across mobile and multichannel experiences for workers in various roles and contexts, such as frontline staff.

Maturing IPS AI capabilities promise to improve the effectiveness of information and services delivered to employees via various types of AI assistants and bots. Frontline superapps are also emerging to provide unified access to information, applications and operational activities. Organizations and vendors relying solely on a traditional intranet view (centralized, destination-based and homepage-based) may soon find it difficult to deliver value.

IPS providers are under continual pressure to both differentiate from and integrate with Microsoft tools and platforms. While it doesn't have its own IPS, Microsoft is a ubiquitous competitor via an evolving portfolio of platforms and tools, including SharePoint Online, Teams, Viva Connections, Viva Engage and Viva Amplify. Other large incumbent providers pose competitive threats to IPS vendors. For example, ServiceNow is a first-time vendor in this Magic Quadrant.

The last five years have seen a growing appreciation for the importance of employee experience, along with a growing urgency to inform, engage and support employees in the workplace. Redefining, redesigning and replatforming the intranet is proving to be one of the most expedient avenues toward improvement. The IPS market is characterized by several trends.

## **New Market Entrants Emerge**

As organizations prioritize the digital employee experience of their workforce, intranets take on a more strategic role. Intranets are considered a foundational investment because they frequently reach all office workers and increasingly frontline workers as well, since they are a common foundational IT investment that reaches all staff. This often attracts the attention of larger vendors interested in broadening their portfolio and that favor an acquisition

approach over building out native capabilities. Zoom's 2023 acquisition of Workvivo is an example of such a dynamic.

This trend continues with ServiceNow emerging as a Challenger in this year's Magic Quadrant. Unlike Zoom, ServiceNow has adopted a "build" approach, extending its Employee Center Pro as an IPS offering. We believe this trend will persist as the IPS market continues to innovate and evolve to support new functional areas, such as work management as a critical capability, and build out deeper frontline support in the form of superapps as another expected capability.

Indeed, future challengers in the IPS market will likely come from adjacent markets. The IPS market has been around for some time and is reasonably well-established, structured and populated with vendors whose business model is often almost entirely coupled to the IPS space. Microsoft and Salesforce are examples of vendors in other markets that can potentially challenge IPS incumbents. Other vendors may follow the example of Zoom and Appspace and acquire IPS vendors to move into this market. Challengers will likely seek to combine IPS capabilities into a broader foundation for organizations to leverage as part of their desire to consolidate vendors and create a broader baseline for their digital workplace.

## **The Influence of Microsoft Continues**

Microsoft does not currently offer an IPS that meets the inclusion criteria for this Magic Quadrant. SharePoint Online is a tremendously popular platform for managing content and creating sites, but it requires capabilities from elsewhere, whether from Microsoft or third parties, to meet the functional criteria for this research. Lately, Microsoft has been marketing Viva as an "employee experience platform," with the Viva Connections component as "a gateway to modern employee experience." Other Viva applications such as Viva Amplify and Viva Engage complement its intranet efforts to focus on digital employee experience. Microsoft's intranet capabilities often appeal to organizations that favor its development and customization interfaces as well as the potential impact of Copilot (see [The State of Microsoft 365 Copilot: Survey Results](#)).

Still, Microsoft wields the most influence on the IPS market of any vendor, by far. First, all IPS vendors have to navigate their relationship with Microsoft, integrating and partnering on one level, while differentiating and partnering with Microsoft on the other. Organizations often already own the array of products and platforms from Microsoft required to assemble and build an intranet. In order to thrive in the IPS market, all vendors must prove that they're

better than Microsoft alone, and that they will continue to be better for a considerable amount of time.

Further, vendors must decide their relationship to Microsoft, both from a competitive standpoint and an architecture, integration and development standpoint. Vendors can't thrive without integrating with Microsoft, but the question is how tightly? The IPS market is split between vendors that run on top of the Microsoft 365 tenant (as do Akumina, Appspace and Powell Software) and those that run independently. Even the vendors that run independently have various levels of integration with Microsoft, ranging from employing Active Directory to leveraging Microsoft Graph.

## **GenAI Will Reshape IPS Experiences**

The potential for GenAI is broad and deep. It ranges from the simple and mundane (helping editors create better content or generating information summaries for employees) to more advanced applications when GenAI introduces more paradigm-altering experiences (using a digital assistant to summarize, personalize and prioritize alerts/notifications). There are also opportunities to advance search, navigation and insight through AI-powered search. With intranets incorporating such a broad array of capabilities for such diverse use cases, the possibilities are endless. The market today can be seen as an innovation race to harness GenAI for unique differentiation that moves IPS value to getting work done, in addition to everyday engagement and employee self-service.

The winners in the IPS market will enable intranet end users and business stakeholders to leverage GenAI to achieve their personal goals and business outcomes, without having to know the intricacies of AI or worry about privacy or compliance.

## **Frontline Superapps Nudge Vendors Into Operational Areas**

Frontline or "deskless" workers have become a much more prominent consideration for IPS buyers and vendors lately. Organizations are realizing that their frontline staff have the same employee experience needs as traditional office workers. Additionally, certain industry sectors and frontline roles have talent management needs that organizations are responding to through modernized intranet effort. Digital workplace application leaders are turning their attention to this vital segment of their workforce.

IPS vendors recognize the frontline market opportunity, but many are still learning about the distinct challenges of supporting frontline work. Rendering the same content and services



targeted to office workers on mobile devices and kiosks is not enough. For example, frontline workers often need tools and insights that help them manage their work tasks and service priorities without having to search or launch separate applications. Digital signage can also play a role in certain scenarios. In addition, frontline work needs vary greatly — arguably more so than office work — across industries such as retail, manufacturing, hospitality and transportation. Specialized vendors focused heavily on frontline workers (such as Beekeeper, Blink, WorkJam, YOOBIC, Zipline and Zebra Technologies) can be new competitors for some UPS vendors.

## **Vertical Specialization Remains an Opportunity**

Few of the vendors represented in this Magic Quadrant have solutions geared for specific industries, or even have marketing or sales efforts geared for vertical industries, and several deny any significant difference. Gartner disagrees. Organizations in government, healthcare, retail, manufacturing, travel and hospitality have widely different goals, requirements, regulations and application ecosystems which can require more vertical expertise and certifications. Moreover, Gartner customers often want the assurance that a vendor has experience working with customers in their industry.

## **Geographic Expansion Remains Incremental**

Most of the vendors appearing in this Magic Quadrant have their operations and customer bases in North America and Western Europe, with some presence in English-speaking countries in the Asia/Pacific region. Geographic growth should not be considered inevitable. Organizations in regions not well-served by the IPS vendors evaluated in this research may find local alternatives that suffice. Vendors may encounter fluid societal situations or restrictions based on strict data sovereignty that local providers can address. Additionally, some regions that lack needed infrastructure and networking services might rethink intranet concepts in favor of more alternative approaches, such as superapps (see [The Three Pillars of an Effective Workforce Superapp Strategy](#)).

## **Shifting Priorities Among Use Cases**

Of the six use cases (communications and employee engagement, employee services, application portal, knowledge services, work management, and frontline work), vendors most commonly focus on communications and employee engagement. This has matched demand over the last several years, as internal communications has elevated its role in

leading intranet efforts. However, demand is shifting as organizations recognize that modern intranets have broader purposes to serve, and many more business stakeholders to engage, than just corporate communications. Many vendors are adapting to address other use cases, most commonly knowledge services and frontline work.

Meanwhile, some vendors are deprioritizing the second-most-popular IPS use case for customers: employee services. Gartner believes there are three reasons for this:

- It's difficult to address, often involving complex workflows and integrations with back-end systems for which most content-centric IPSs are poorly equipped.
- Vendors want to complement, rather than compete with, well-established application vendors like ServiceNow, which offers business and IT service and workflow support fronted by its Employee Center portal.
- Employee services are being deprioritized because the communications leaders who IPS vendors have identified as their business buyers are not responsible for employee services. Nevertheless, service and self-service are among the main reasons that employees access their intranet.

## Getting Ahead of the “Next Big Thing”

Many organizations are replacing or redesigning their intranets because of product deficiency and poor adoption. Many IPS vendors have already shifted focus to supporting prebuilt multichannel experiences, including email, in-app messaging, mobile apps, digital signage and other means to “push” information. Many IPS vendors are also investing in superapps to better support the needs of frontline workers.

So, what's next? Some market signals indicate an increased emphasis on work management in ways similar to Gartner's collaborative work management market. Digital workplace application leaders can expect more native support for dashboards, analytics, alerts, notifications, tasking and workflow capabilities to emerge across the IPS market over the upcoming year, with the potential for acquisition activity.

## ⊕ Evaluation Criteria Definitions

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