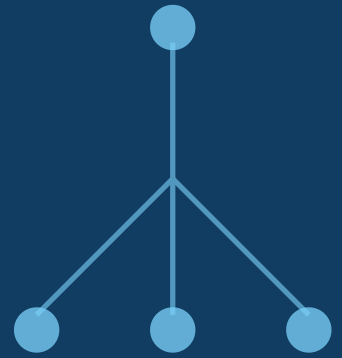




WHITE PAPER · OCTOBER 2026

Replace or complement your intranet

The decision guide

Is your intranet no longer doing its job? Before launching a long, costly project, here are the criteria, hidden costs and method to choose the right option.

3 options

redesign, replace or complement

10 criteria

in a ready-to-use evaluation grid

20 checks

for a smooth migration

The problem often isn't the intranet. It's that we expect it to do everything.

An intranet few people visit, aging content, frontline employees who never log in, a license that costs a lot for how little it's used: many communication departments know the picture well.

The natural reaction is to launch a major redesign or replacement project. Sometimes that's the right call. Often, the real problem lies elsewhere: an intranet is a place you go to find information, while most employees need **information to come to them**.

This guide helps you make the right diagnosis, compare the three possible options honestly, anticipate the costs people forget, and run the project without unpleasant surprises. It also presents the two ways We Advocacy can support you: **complementing your current intranet with no migration**, or **replacing it with a multichannel platform**.

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President and Co-founder, We Advocacy

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Signs your intranet is no longer doing its job

Before talking tools, make the diagnosis. Check the situations you recognize: they don't all lead to the same solution.

AUDIENCE PROBLEM

- The home page gets few visits outside headquarters.
- Frontline employees have no account or never log in.
- Important information has to be repeated by email.
- You don't know who read a key announcement.

TOOL PROBLEM

- Publishing requires help from IT or a contractor.
- The interface is dated and poorly suited to mobile.
- Search doesn't find the right documents.
- License costs are high relative to usage.

CONTENT PROBLEM

- Pages are no longer updated.
- No one knows who owns which section.
- The structure mirrors the org chart, not employee needs.

CONTEXT PROBLEM

- A platform change (Microsoft 365, Google Workspace) reshuffles the deck.
- A merger or reorganization requires a shared tool.
- The current vendor contract is up for renewal.

Reading the diagnosis. If most of your checks are under “audience,” a new intranet won't change much: you need to reach employees where they are, which is the “complement” option. If they're under “tool” or “context,” replacement is worth considering. “Content” calls for editorial work first, whatever the tool.

Two ways information flows

THE INTRANET · YOU GO GET IT

A reference library: documents, procedures, directory. Essential, but people have to think of it, go there and log in. The most remote employees don't.

PUSH CHANNELS · INFORMATION COMES TO YOU

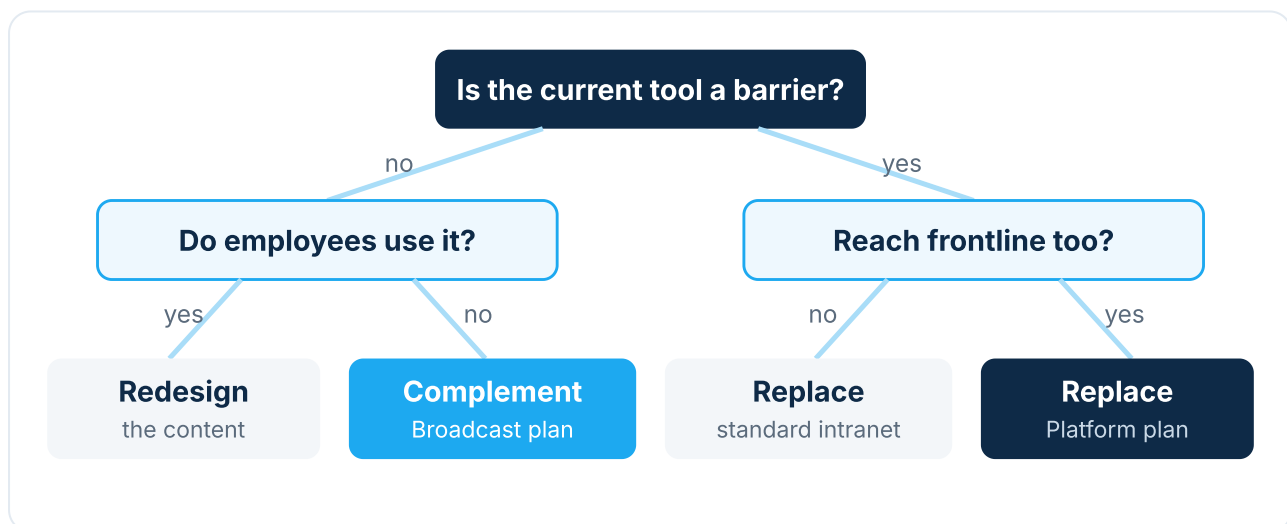
Email, on-screen pop-up, mobile notification, SMS (text message): the message reaches employees wherever they are. That's where audience is won.

Redesign, replace or complement: the three options

You have three paths. None is better in absolute terms: it all depends on the diagnosis, your constraints and your audiences.

	REDESIGN THE EXISTING	REPLACE	COMPLEMENT
Principle	Keep the tool, rework the structure, design and content	Switch solutions and migrate useful content	Keep the intranet as the reference and push its content to employees
When	The tool works, the content organization doesn't	The tool is a barrier, or the context is changing	The problem is audience, especially frontline
Typical timeline	Several months	A few months	A few weeks
Migration	Partial	Yes	None
Main risk	A better-looking intranet that's still rarely read	A long project, adoption to rebuild	Letting an intranet you no longer evolve grow stale

The decision tree



The colored boxes are the two options offered by We Advocacy, detailed in chapters 5 and 6.

The hidden costs of an intranet project

License fees are just the tip of the iceberg. Over three years, the real cost of an intranet depends mostly on everything around it. List each item before comparing offers.

COST ITEM	WHAT IT COVERS	THE QUESTION TO ASK
Licenses	Per-user subscription, add-on modules	Are frontline employees billed at the same price?
Integration	Contractor, configuration, custom development	What's included, and what's billed extra?
Migration	Sorting, transferring and formatting existing content	Who sorts it, and how many pages really need moving?
Administration	Internal time from IT and communications	Can people publish without technical skills?
Training	Contributors, administrators, local ambassadors	How long does it take to train a new contributor?
Add-on tools	Newsletter, SMS, mobile app, surveys bought separately	How many tools must be added to cover every need?
Adoption	Launch, community management, manager relays	Who will run the platform after launch?

The most underestimated cost: add-on tools. An intranet alone doesn't reach the frontline. You often need to add a newsletter tool, SMS sending, a mobile app and a survey tool, each with its own contract, directory and statistics. Always compare equivalent scopes.

WITH WE ADVOCACY

Intranet, mobile app, newsletters, messages and alerts, surveys and quizzes, email signatures and statistics come together in **a single platform**, with a single synchronized directory. **Communicators are unlimited**, and you start with the modules you need before adding others, **with no migration**.

The ten-criteria decision grid

Weight each criterion by priority (1 to 3), score each solution (0 to 5), and multiply. The grid makes the comparison objective and eases decisions with IT and leadership.

CRITERION	WEIGHT (1 TO 3)	SOLUTION A (0 TO 5)	SOLUTION B (0 TO 5)	SOLUTION C (0 TO 5)
1. Reaches employees without email or a computer	...	...	...	...
2. Broadcasts to multiple channels from one send	...	...	...	...
3. Easy publishing for non-specialists	...	...	...	...
4. Targeting by site, job or entity	...	...	...	...
5. Microsoft 365 or Google Workspace integration, SSO	...	...	...	...
6. Automatic directory sync	...	...	...	...
7. Measurement: who received, read, responded	...	...	...	...
8. Hosting in Europe and GDPR compliance	...	...	...	...
9. Time to go live	...	...	...	...
10. Total three-year cost, add-on tools included	...	...	...	...
Weighted score		...	...	...

Three tips for using it

Set the weights before seeing demos, with IT and HR, to avoid tilting them toward the flashiest tool.

Ask for a demo on your real use cases: an instruction for the frontline, a newsletter, a survey.

Have a frontline manager test it, not just the project team.

Option 1: complement your intranet, no migration

You keep SharePoint, LumApps or Jalios as your reference. We Advocacy promotes their content where employees will see it: inbox, screen, phone.

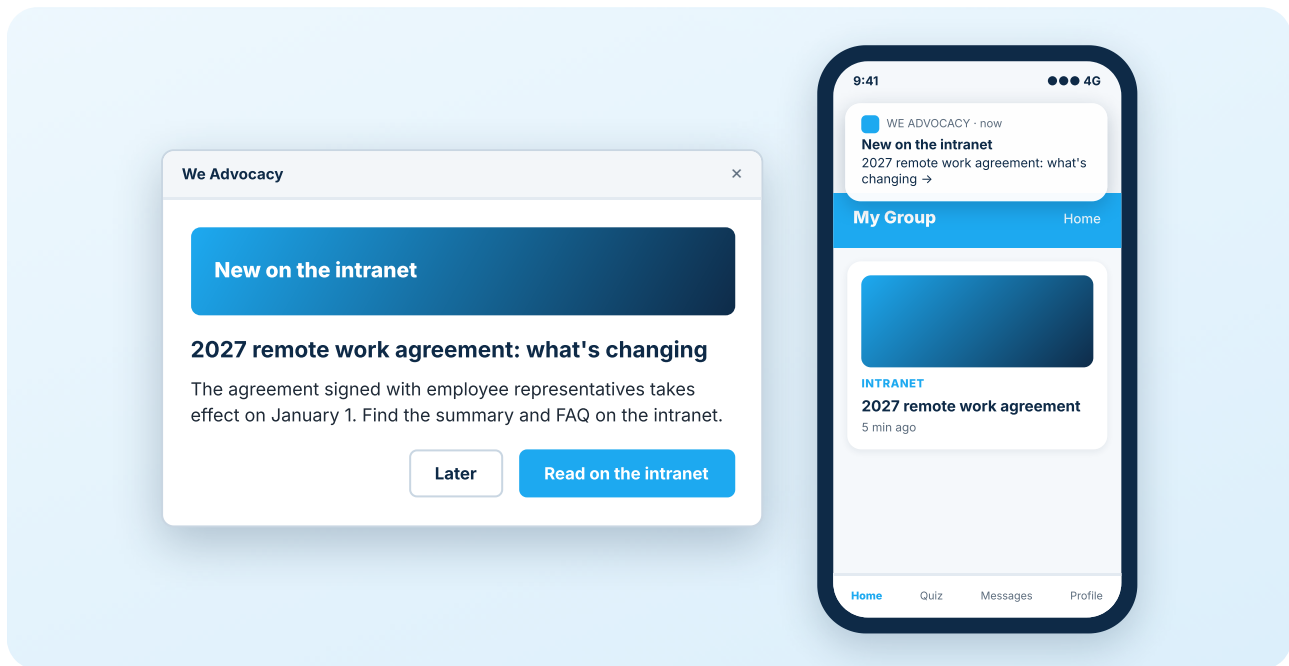


Illustration: an article published on the existing intranet, relayed as a Windows pop-up and on the mobile app.

Who it's for

- You recently invested in your intranet.
- Its content is good, but too few people see it.
- You need to reach frontline teams without accounts.
- You want fast results, with no migration project.

What you get

- **Multichannel broadcasting:** email, Windows pop-up, mobile app, SMS.
- **Targeting** by site, job or entity.
- **Statistics:** who saw, read, clicked, plus reminders to the rest.
- **Live in a few weeks,** just the time to connect the directory and prepare templates.

How it works, in three steps

1. SYNC

Your employees are imported from Entra ID, Okta, Google Workspace, SAP SuccessFactors or a file.

2. RELAY

Each key intranet item is promoted to the right audience, on the right channels.

3. MEASURE

See who was reached and follow up with the rest, with AI reports.

Option 2: replace it with a multichannel platform

If the tool itself is the barrier, We Advocacy replaces it with a branded intranet, connected to every channel that reaches employees.

INTRANET

A clear, branded portal, connected to Microsoft 365 or Google Workspace, available on desktop and mobile.

EVERY CHANNEL

Mobile app, AI-assisted newsletters, messages and alerts on five channels, email signatures.

ENGAGEMENT

Surveys, quizzes and forms, onboarding journeys, campaigns, statistics and AI reports.

A project of about two months

WEEKS	STEP	WHO
1 – 2	Scoping: audiences, sections, channels, publishing rights	Communications, IT, We Advocacy
2 – 3	SSO connection and directory sync (Entra ID, Okta, Google Workspace, SAP SuccessFactors)	IT, We Advocacy
3 – 5	Brand guidelines, site structure, newsletter and message templates	Communications, We Advocacy
4 – 6	Sorting and transferring useful content	Communications, contributors
6 – 7	Training contributors and ambassadors, pilot-site testing	We Advocacy, ambassadors
8	Launch and first communication campaign	Communications

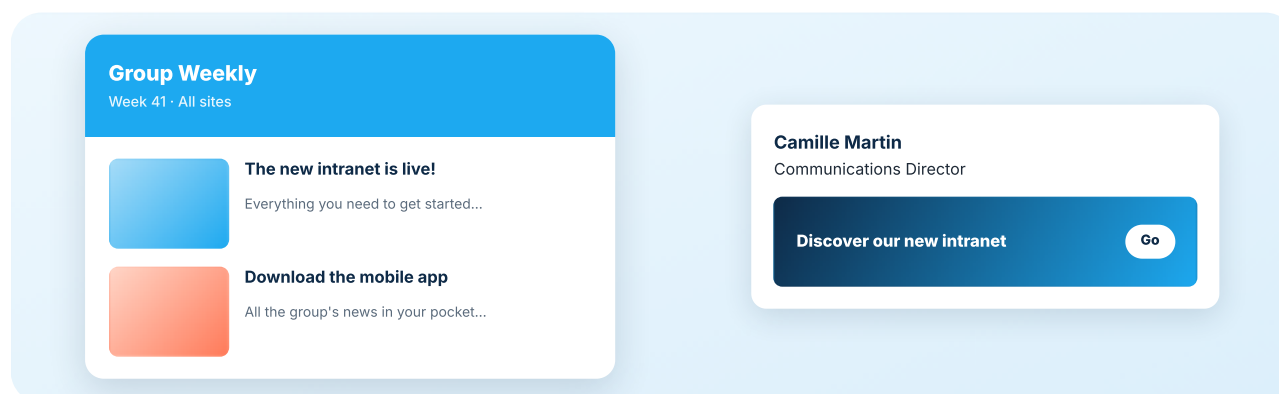


Illustration: the newsletter and email signature banner announce the launch.

The migration checklist

Twenty checkpoints for a replacement without unpleasant surprises. Print this page and check items off as the project progresses.

BEFORE CHOOSING

- ☐ Diagnosis shared with IT, HR and leadership
- ☐ Audiences mapped, including frontline employees
- ☐ Decision grid weights set before demos
- ☐ Total three-year cost compared, add-on tools included
- ☐ Current contract end date checked

PREPARE

- ☐ Content inventory: keep, rewrite, delete
- ☐ Owner assigned to each section
- ☐ Publishing rights defined by scope
- ☐ GDPR and security review with IT
- ☐ Employee representatives informed

BUILD

- ☐ SSO and directory sync tested
- ☐ Brand guidelines and templates approved
- ☐ Priority content transferred and proofread
- ☐ Contributors and ambassadors trained
- ☐ Pilot-site test done, feedback incorporated

LAUNCH AND MEASURE

- ☐ Launch campaign on all channels
- ☐ Redirects from the old intranet in place
- ☐ Baseline metrics measured (reach, readership)
- ☐ 30- and 90-day review shared with leadership
- ☐ Old tool archived, then shut down

Six questions to ask during demos

- ☒ Show me how an operator without email receives an instruction.
- ☒ How long does it take to publish targeted news for one site?
- ☒ How do I know who read it, and follow up with the rest?
- ☒ How is the directory updated with each arrival and departure?
- ☒ Where is our data hosted, and who can access it?
- ☒ Which add-on tools will we need to buy?

The three most common pitfalls: migrating everything “just in case” instead of sorting, underestimating community management after launch, and forgetting that frontline employees won't come to a new intranet on their own.

The multichannel internal communication platform. Designed in France, hosted in Europe.

200+

client companies since 2018

100,000

users every day

5 channels

from a single send

- ◉ **Integrated with your environment:** Google Workspace, Microsoft 365, SSO, directory sync from Entra ID, Okta, Google Workspace or SAP SuccessFactors.
- ◉ **Modular:** start with the modules you need today, add others with no migration.
- ◉ **Secure and GDPR-compliant:** Hosted in Europe on Google Cloud, data encrypted in transit and at rest.
- ◉ **Supported:** guided rollout, France-based support, unlimited number of communicators.

"We Advocacy has helped us unify our communications for several years. We particularly appreciate their responsiveness and efficiency."

Mary Pifer, VP Marketing, 3SI

See what the platform can do for you.

In 30 minutes, we start from your audiences and tools to show you the modules that matter, and only those.

Book a demo →

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Sources

We Advocacy, Broadcast and Platform plan descriptions. Timelines are indicative; screen mockups are illustrations.