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MAKING LEADERS SUCCESSFUL EVERY DAY

Information Goes Underground

Lisa Dennis, president of knowledge management consultancy Knowledge Associates, quotes one of her clients on the state of corporate intranets: "He calls his company's intranet 'the Federal Witness Protection Program for information.'" Documents posted on the intranet can be as hard to find as an informer given a new identity after testifying against a Mafia don. Our advice: hire someone with editorial experience to take charge of making information useful to employees. How can corporation lure editors out of publishing? Make then an offer they can't refuse.

The Forrester Report, February 1999, "*The New Business Portals*" by Jim Nail