

Empowering Enterprise Collaboration: **SharePoint Online Modernization** for a Retail Organization.



About Client

It is a privately held, American retail company that specializes in selling high-quality tools and equipment at affordable prices. Founded in 1977, the company has grown from a small mail-order tool business to a nationally recognized brand with over 1,400 retail stores across the United States and a robust online presence.

They serves a broad range of customers-from DIY enthusiasts and homeowners to professional contractors and businesses-by offering more than 7,000 tools and accessories through its stores and e-commerce platform. Known for its commitment to value and quality, they have built a strong reputation for customer satisfaction, operational excellence, and continuous innovation.

As a rapidly growing organization with a nationwide footprint and a large, diverse workforce, it relies on scalable digital platforms to support internal collaboration, knowledge sharing, and efficient operations.

Objectives

The objective of the newly designed SharePoint Online landing page is to serve as a centralized, engaging, and user-friendly digital workplace hub that enhances internal communication, promotes employee engagement, and streamlines access to essential company resources and tools.

Through a thoughtfully curated set of web parts and components, the landing page aims to:



Assess and Improve content discoverability through a well-defined information architecture and intuitive layout.



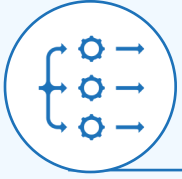
Streamline collaboration and productivity by consolidating key resources such as the document repository, quick links, and calendar into a single, accessible interface.



Enhance employee engagement and transparency by showcasing dynamic content including news, announcements, work anniversaries, and company events.

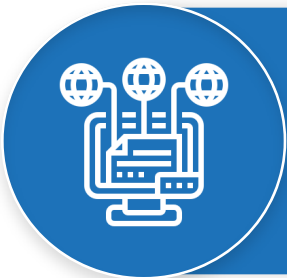


Promote internal culture and recognition via social media integrations (YouTube, Instagram, LinkedIn), and employee benefit highlights.



Automate the current Employee Orientation Process

Challenges



Scattered Information Sources

Employees had to navigate multiple systems or locations to access company documents, calendars, HR resources, and announcements, leading to inefficiency and missed communications.



Low Employee Engagement

There was limited visibility into company events, associate milestones, job openings, and internal recognition, which reduced morale and connection to company culture.



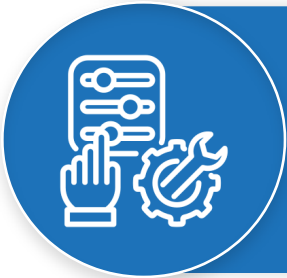
Unstructured Content Layout

The previous interface lacked a user-friendly structure and intuitive navigation, making it difficult for users to find relevant content quickly.



Poor Communication Flow

Important updates, news, or announcements were not reaching all employees effectively, particularly those not sitting at a desk or regularly checking emails.



Limited Personalization & Interaction

Employees had few opportunities for real-time interaction, or visibility into their own schedules (e.g., calendar integration) through the intranet.



Lack of Integration with External Platforms

The organization lacked embedded social and video content (e.g., YouTube, Instagram, LinkedIn), missing out on opportunities to unify internal and external messaging and brand culture.



Manual Administrative Overhead

Without a centralized admin panel, content updates, governance, and user support were time-consuming and inconsistent across departments.

Solution

To address the challenges faced by our Client in internal communication, user engagement, and content accessibility, Beyond Technologies LLC implemented a modern, centralized SharePoint Online landing page. The solution was designed with a scalable, modular architecture to meet the diverse needs of a large and growing organization.



Unified Information Architecture

- Developed a structured and intuitive layout to categorize and present content clearly.
- Created logical groupings of information to improve navigation and reduce content silos.



Custom Branding Aligned with our Clients Guidelines

- The SharePoint intranet was fully customized to reflect clients' corporate branding, incorporating the official color palette, logo, typography, and visual design standards. All web parts and layouts were styled consistently to ensure brand cohesion, enhance user familiarity, and deliver a professional and engaging digital workplace experience aligned with their internal and external identity guidelines.



User-Centric Layout and Navigation

- Designed a clean, modern interface tailored for ease of use.
- Ensured mobile responsiveness and cross-device compatibility for on-the-go access.



Dynamic Content Components

- Implemented key web parts such as:
 - News/Announcements for real-time company updates.
 - Banner/Highlights for promoting campaigns or critical information.
 - Quick Links to frequently used tools and systems.



Enhanced Collaboration and Productivity

- Integrated Document Repository for centralized access to policies, templates, and shared files.
- Added My Calendar to sync with user schedules and meetings.
- Included Company Events to foster awareness and participation.



Culture & Employee Engagement Features

- Work Anniversary and Kudos Component to recognize employee contributions and milestones.
- Associate Benefits and Current Job Openings to inform and support employee development.



Social & Multimedia Integration

- Integrated external platforms like YouTube, Instagram, and LinkedIn to connect employees with the company's public-facing content and strengthen brand alignment.



Administrative Control and Governance

- Introduced a robust Admin Panel for intranet administrators to manage content, control visibility, and maintain governance standards efficiently.



News Analytics Dashboard Integration

- An advanced analytics component was integrated into the News web part to provide actionable insights into content engagement. The dashboard displays total and unique views for each news item date-wise, allowing content managers to monitor performance over time. Users can view the Top 5 most-accessed news articles with filtering options by team, date range, or custom time period. Additionally, the dashboard presents day-wise access trends (Monday to Sunday), highlighting average news engagement across the week to optimize publishing strategies.



User Behavior Analytics with Microsoft Clarity

- To gain deeper insights into user interaction and optimize the intranet experience, Microsoft Clarity was integrated into the SharePoint intranet. This tool provides rich user behavior analytics including heatmaps, scroll tracking, and session recordings, allowing administrators to understand how users navigate the site, which areas receive the most attention, and where potential engagement gaps exist. These insights support continuous UI/UX improvements and data-driven decisions for content placement and layout design.



Interactive U.S. Map Web Part for Legislation Tracking

- A custom interactive U.S. map web part was developed and integrated into the SharePoint intranet to visually track the status of legislative processes across different states. Each state is color-coded to represent its current status (e.g., In Progress, Approved, Pending, Rejected), offering users a quick, intuitive understanding of national progress at a glance. Additional state-specific details appear on mouse hover, providing instant access to key information without leaving the page. This component enhances transparency, accelerates updates, and empowers teams with real-time visibility into complex legislative workflows.

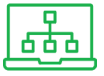


Deliverables



SharePoint Landing Page

- Fully customized and branded intranet homepage aligned with their corporate identity.
- Responsive design compatible across desktop and mobile devices.



Information Architecture & Site Structure

- Well-organized site hierarchy and navigation plan.
- Hub site and site collections designed for scalability and content discoverability.



Functions and features

- News & Announcements
- Quick Links
- Polls and Surveys
- Company Events & Calendar
- Work Anniversary Feed
- Admin Panel
- Associate Benefits
- Social Media Integrations (YouTube, Instagram, LinkedIn)



News Analytics Dashboard

- Integrated analytics tool showing total and unique news views.
- Filters for Top 5 most accessed articles, date ranges, and weekday performance trends.



Microsoft Clarity Integration

- User behavior tracking enabled via Microsoft Clarity.
- Delivered insights on heatmaps, scroll depth, and user interaction for ongoing UX optimization.



Governance and Permission Model

- Refined SharePoint governance plan.
- Clear site ownership and permission structures defined



Admin Roles and User Guide Documentation

- Defined SharePoint Admin roles and responsibilities.
- Delivered **User Guide** for site and content management and support.

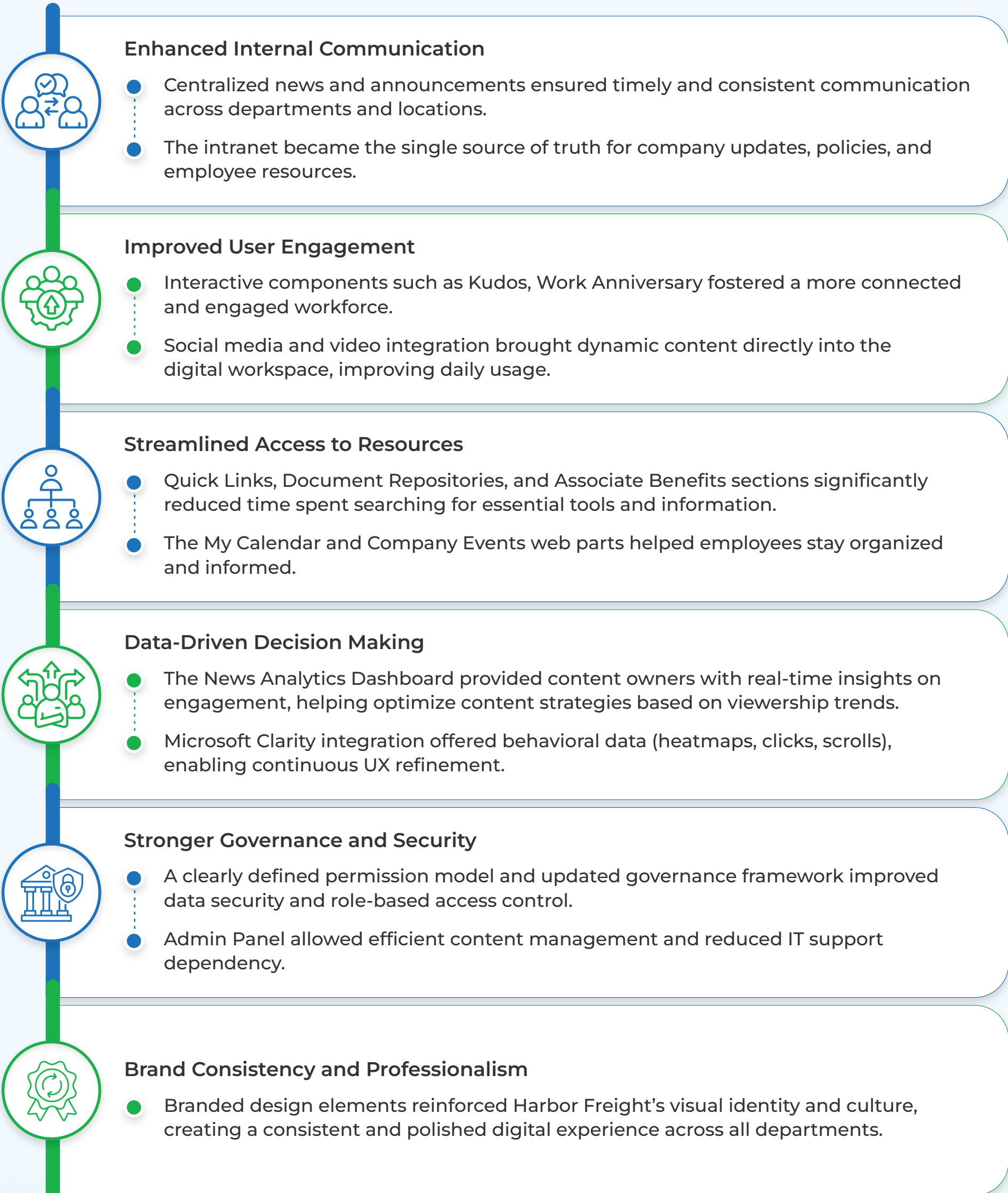


Training and Educational Materials

- End-user guidance on SharePoint.
- How-to guides for common tasks, navigation, and content management.

Results & Impact

The SharePoint intranet modernization delivered by Beyond Technologies LLC had a significant and measurable impact on internal communication, user engagement, and operational efficiency. By aligning the intranet platform with business goals, branding standards, and employee needs, the following outcomes were achieved:



Technologies Used



SPFx framework for custom development



Microsoft SharePoint Online



Power Automate

Conclusion

The **SharePoint intranet** transformation for a **leading retail organization in USA, Inc.** successfully delivered a modern, user-centric digital workplace that aligns with the organization's operational goals, culture, and branding standards. Through strategic planning, thoughtful design, and robust implementation, Beyond Technologies LLC created a scalable and engaging platform that significantly improved internal communication, resource accessibility, and user engagement.

By integrating analytics tools, social media, and employee-focused features, the new intranet not only supports day-to-day business operations but also strengthens organizational culture and collaboration across departments. With a solid governance model and performance-driven enhancements, they are now equipped with a future-ready intranet that will continue to evolve with the company's growing needs.