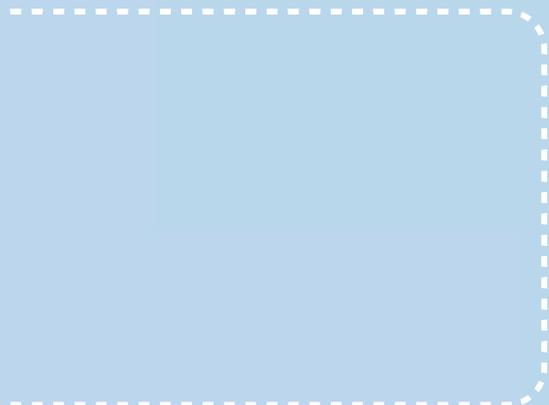
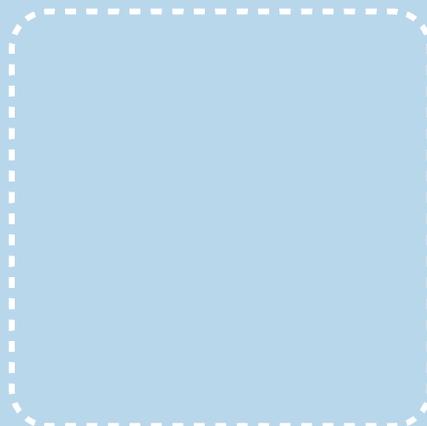




# Interact vs SharePoint and Viva





# Choosing the right intranet platform

**Your intranet should connect people – not frustrate them.**

When leaders compare intranet platforms, SharePoint often makes the shortlist. It looks convenient, it's bundled with Microsoft 365, and IT teams already know it. But convenience on paper doesn't translate to engagement in practice.

The reality? SharePoint **creates** more barriers than connections.



This guide explains why SharePoint falls short – and why Interact offers a better way to build an intranet employees actually use and love.





# Why SharePoint falls short as an intranet

At first glance, Microsoft SharePoint looks like a logical choice for an intranet. It's bundled with Microsoft 365, widely used, and powerful in theory. But when organizations roll it out as their intranet platform, the challenges quickly become clear.

## 01

### High complexity, low adoption

SharePoint was built as a document management and collaboration tool – not as a modern intranet. Creating pages, structuring navigation, and delivering content requires technical expertise.



**The result: employees struggle to find information, adoption drops, and ROI plummets.**

## 02

### Expensive to customize and maintain

Out of the box, SharePoint lacks the usability and design features employees expect from an intranet. Companies often spend heavily on consultants, developers, and add-ons to make it usable.



**Customizations are fragile – every Microsoft update risks breaking them.**



# 03

## Not designed for internal communication

SharePoint is document-centric, not people-centric. It lacks advanced targeting, engagement analytics, and communication tools to reach employees where they are.



**Leaders struggle to push out important updates and measure impact.**

# 04

## Fragmented employee experience

Employees often juggle multiple SharePoint sites with inconsistent layouts and branding. Searching across documents, sites, and tools is clunky, leading to wasted time and frustration.



**Instead of feeling like a “home base,” SharePoint feels like a maze.**

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### The bottom line:

SharePoint can work for file storage and collaboration, but it fails as an engaging, strategic intranet.



# There's no such thing as a free SharePoint

What it takes to reach every employee: licenses, resources, and reality.

SharePoint comes with Microsoft 365, but that's just the starting point. To deliver a real employee experience that connects everyone, including frontline staff, you'll need added licenses, the right expertise, and continuous support.

## The hidden costs

Understand the hidden costs so you can plan with your eyes wide open. You'll see where add-on products and custom work show up if you decide to use SharePoint.

If you need...	You have to...
To reach frontline/deskless workers	Purchase F licenses for all frontline workers ( <u>Microsoft 365 F3 at \$8 user/month</u> ).
Employee newsletters	Purchase Viva Amplify ( <u>\$2 user/month</u> ) or the Viva Suite ( <u>\$12 user/month</u> ).
Rewards and recognition	Find a third-party solution.
Employee idea management	Build with Forms/Lists/Power Apps or purchase a third-party solution.
Employee surveys	Build with Forms/Lists/Power Apps or purchase a third-party solution.
Campaign analytics	Purchase a separate analytics tool or Viva.



## The hidden resources required

Cost is only half the story, people and time are the other. Even when the technology is available, someone has to design the site, manage permissions, target audiences, and fine tune the search.

Capability	Interact	SharePoint
Site design & architecture	<b>Primary:</b> Comms/EX Lead <b>Supporting:</b> Interact's Strategic Consultants and Onboarding Team	<b>Primary:</b> SharePoint Admin <b>Supporting:</b> Site Owners, Comms/UX, Security admin
Permissions & Access	<b>Primary:</b> Platform Admin <b>Supporting:</b> Site Managers	<b>Primary:</b> Site Owners & SharePoint Admin <b>Supporting:</b> Identity/ Entra ID admin
Targeting/ personalization	<b>Primary:</b> Platform Admin <b>Supporting:</b> HRIS/ Directory data steward	<b>Primary:</b> Site Owners/Editors <b>Supporting:</b> Entra ID admin, Comms Ops.
Search quality	<b>Primary:</b> Interact <b>Supporting:</b> Content Owners (metadata), Site Owners	<b>Primary:</b> Search Admin <b>Supporting:</b> Content Owners (metadata), Site Owners

SharePoint comes with Microsoft 365, a great employee experience does not. The true cost includes licenses and the teams who run them. If reaching every employee is the goal, use the solution that gets you there, don't just pick the default option.



# Why Interact is the better choice

Interact is purpose-built as an intranet platform – focused on connection, communication, and engagement.

## 01 Designed for **people**, not just documents

Unlike SharePoint, Interact is built for employee experience, not IT. Its clean, intuitive design feels familiar to employees from day one. Personalized homepages and AI-powered search make information easy to find, fast.

## 02 Communication that **actually** reaches people

With Interact, advanced targeting ensures the right message reaches the right audience. Engagement analytics show what's working – and where attention is lagging. Built-in tools like blogs, forums, and polls encourage two-way communication instead of one-way broadcasts.

## 03 Fast to launch, easy to manage

Interact doesn't require heavy customization or coding. Drag-and-drop tools empower communicators to publish and update content quickly. Seamless integrations with Microsoft 365, Teams, and other workplace tools mean employees stay connected without switching platforms.



# 04

## A true digital headquarters

With Interact, employees get a single, branded destination for news, resources, communities, and collaboration. It's the place to start their day – reducing noise and boosting productivity. Interact customers consistently see higher adoption and engagement rates than SharePoint deployments.

### What about Viva Connections?

Microsoft often positions Viva Connections as an “intranet experience” layered on top of SharePoint. In practice, it's a wrapper – it pulls SharePoint pages into Teams without fixing the underlying issues. Content remains difficult to manage, adoption remains low, and the employee experience is still limited by SharePoint's complexity.



Interact, by contrast, is a **complete intranet platform**. It comes with built-in personalization, communication tools, analytics, and content management. It integrates seamlessly with Microsoft 365 and Teams – but it doesn't rely on SharePoint to work.

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### The bottom line:

Where SharePoint and Viva create barriers, Interact drives connection, engagement, and measurable impact.



# Interact vs. SharePoint comparison

Feature	Interact	SharePoint
AI Search	 Search Assistant	 <u>Build</u>
On-Demand Translation	 100+ Languages	 Multilingual Sites
Automated Translation	 Pages & Emails	 Azure AI Translator (Usage Based Fee)
Integrations	 100+ include M365	 M365 & Power Platform
Email Newsletter		 Viva Amplify
Mobile App		
Branded Mobile App		
Social/Communities		 Viva Engage
Rewards & Recognition		 Teams Praise
Multichannel Comms		 Viva Amplify
Employee Surveys	 Pulse Surveys	 Build with Lists/Forms/Power Apps or third-party
Employee Ideas		 Build with Lists/Forms/Power Apps or third-party
Personalization	 Homepage zones, pages, emails, multi-attribute persona groups	 Requires configuration (audience targeting, personalization rules)
Build/Maintenance		
Analytics		 Viva Insights
Pricing Model	Pricing is based on per user per month (PUPM). The intranet, branded mobile app, email newsletter, pulse surveys, and idea management can be purchased standalone or as an add-on.	Mix of M365 plans + separate licenses for add-on products





**Interact provides employee experience solutions to leading enterprises across North America, EMEA, and APAC, such as Levi's, Subway, Domino's, and Teva Pharmaceuticals.**

Interact's all-in-one platform equips every employee with the right information, exactly where and when they need it, through modern intranets, AI-powered self-service, frontline app, digital signage, email, surveys, and more.

Ready to upgrade your employee experience?  
Talk to our workplace experts today.

[Book a demo](#)