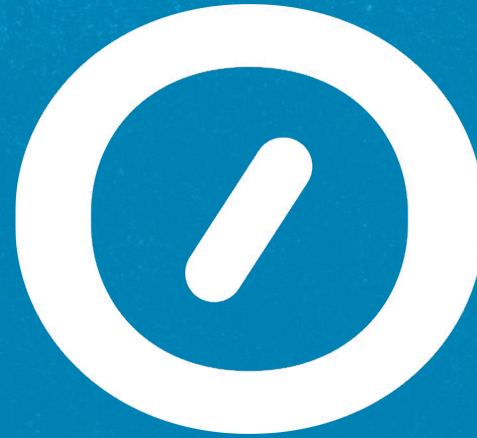


Gan Eng Chin
Senior Software Engineer



AUTOMATTIC

“What is WordPress?”

How do people use WordPress?

- Blog
- Company website, marketing, etc.
- E-commerce online store
- Bookings
- Learning management system

All these are public, external facing websites.

How about internal facing website?

aka. Intranet.

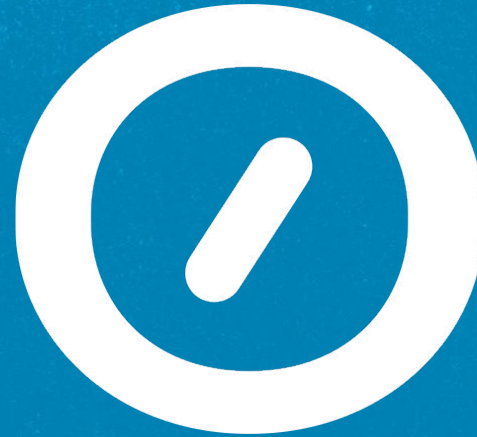


**You can build an intranet
with WordPress.**

Running a remote distributed company powered by WordPress

Gan Eng Chin

Senior Software Engineer



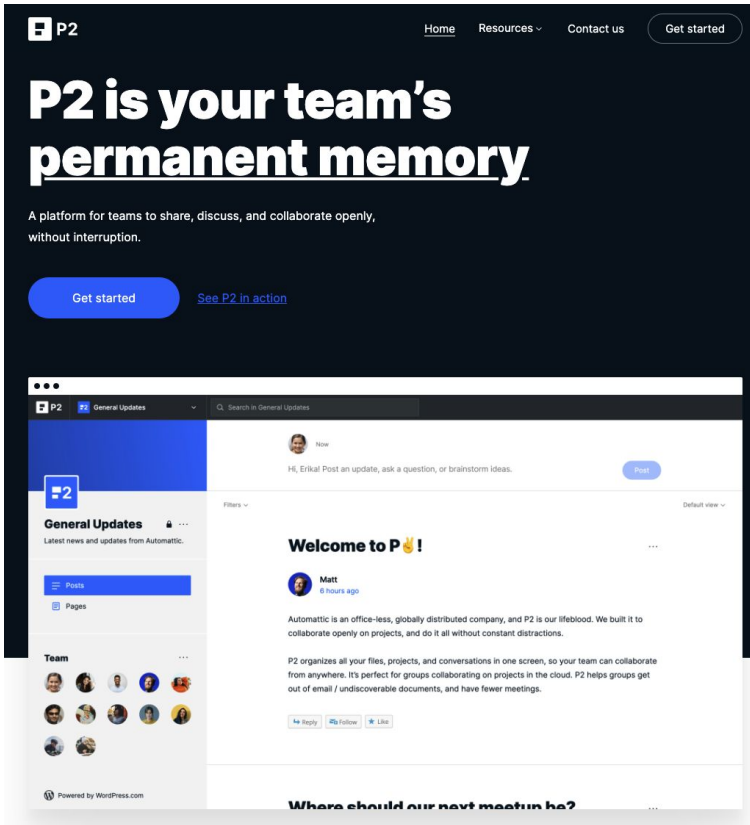
About Automattic

- Fully remote distributed company.
- About 2000 Automatticians work from around the world.
- Our intranet: more than 1000 WordPress P2-themed sites running on WordPress.com.

How?

Automattic's Intranet

- More than 1000 WordPress P2-themed sites running on WordPress.com.
- WordPress.com is the world's largest WordPress multisite network.



<https://wordpress.com/p2/>

The screenshot shows a web browser displaying a WordPress site. The address bar shows 'automatticp2demo.wordpress.com'. The site has a blue header with a 'P2' logo and a search bar. The main content area is divided into a left sidebar and a right main area. The sidebar contains a 'P2 Team's Demo' section with a description, a navigation menu with 'Posts' and 'Pages', an 'About' section, and a 'Team' section with profile pictures. The main area shows a 'Pinned posts' section with two posts and a 'Posts' section with five posts. The posts are:

- Jon Burke: Welcome to Our Team's P2 Demo (May 26, 2021)
- Miguel Lezama: Our Team's Top Three Priorities (May 08, 2021)
- Miguel Lezama: Priority 1: Launch New Version of P2 (May 08, 2021)
- Krista Stevens: Priority 2: Demo Site Content (May 08, 2021)
- Eduardo Villuendas: Priority 3: Update to the P2 Landing Page (May 08, 2021)
- sonalnc: Agenda: Weekly Team Call (May 08, 2021)
- Eduardo Villuendas: Team Directory One Pager (May 07, 2021)
- Lena Morita: Snaps for May (May 07, 2021)

<https://automatticp2demo.wordpress.com/>

The screenshot shows a web browser displaying a WordPress blog post. The browser's address bar shows the URL `automatticp2demo.wordpress.com/2021/05/07/project-management-thread/`. The page has a dark blue header with a 'P2' logo and a search bar. The main content area features a post by Miguel Lezama, dated 8:24 am on May 8, 2021. The post title is 'Priority 1: Launch New Version of P2'. The text of the post states: 'Our goal: update P2 to add capability for multiple instances so that it mirrors the network of P2s that we use ourselves at Automattic.' Below the text are two sections: 'Key updates' and 'Design Updates'. 'Key updates' lists three bullet points: 'New navigation to move between P2s.', 'New search capabilities that span all P2s in the network.', and 'New P2 hub that allows users to manage P2 subscriptions.' 'Design Updates' states: 'Iterate on the toolbar navigation and the layout of the pages.' At the bottom of the post are two side-by-side screenshots of the P2 application interface. The left screenshot shows a toolbar with a dropdown menu open, and the right screenshot shows a 'Pages' management screen with a table of page entries.

Priority 1: Launch New Version of P2

Miguel Lezama
8:24 am on May 8, 2021

Our goal: update P2 to add capability for multiple instances so that it mirrors the network of P2s that we use ourselves at Automattic.

Key updates

- New navigation to move between P2s.
- New search capabilities that span all P2s in the network.
- New P2 hub that allows users to manage P2 subscriptions.

Design Updates

Iterate on the toolbar navigation and the layout of the pages.

<https://automatticp2demo.wordpress.com/>

How News UK Built Its Intranet with P2

...

News UK is the publisher of [The Times](#), [The Sunday Times](#), and [The Sun](#) newspapers, some of the largest dailies in the United Kingdom, employing close to 5,000 people to bring news to its various readerships.

News UK found itself with a front-page challenge. As part of their business operations, they regularly onboard hundreds of journalists, photographers, and other professionals who need to come up to speed quickly on editorial and working standards. Often these staff is connected to News UK via their mobile phones.

Unfortunately, historically, much of the related onboarding content had been housed in either an outdated, hard-to-use legacy Intranet or a dated, printed book shared with new staff.

Meanwhile, News UK's reader-facing digital properties had long been run on WordPress VIP. Staff who had been using Automattic's internal tool called P2 to collaborate realized that the product

<https://p2guides.wordpress.com/how-organizations-use-p2/how-news-uk-built-its-intranet-with-p2/>

How we use P2

- Company news and announcement.
- HR.
- Legal.
- Finance.
- Employee handbook.
- Leave application.

How we use P2

- Partnerships.
- Security incident.
- Team website.
- Project management.
- Knowledge sharing.
- Hobby and special interest group.
- And many more!

Why?

aka. The Benefits.

People

- Open, honest, transparent communication.
- Trust.
- Culture.

THE AUTOMATTIC CREED

I will never stop learning. I won't just work on things that are assigned to me. I know there's no such thing as a status quo. I will build our business sustainably through passionate and loyal customers. I will never pass up an opportunity to help out a colleague, and I'll remember the days before I knew everything. I am more motivated by impact than money, and I know that Open Source is one of the most powerful ideas of our generation. I will communicate as much as possible, because it's the oxygen of a distributed company. I am in a marathon, not a sprint, and no matter how far away the goal is, the only way to get there is by putting one foot in front of another every day. Given time, there is no problem that's insurmountable.

Source: <https://automattic.com/creed/>

Most Loved Workplace

Automattic is ranked at #20 in the Global Most Loved Workplace list.

Rank ▲	Logo	Company	Employees	HQ Country	Loved Because
20		Automattic	2,003	USA	Employees at Automattic enjoy an environment that is inclusive and respectful towards all. Work-life balance is a priority and is supported by an open vacation policy. Employees are eager to work towards the company goal of democratizing publishing so that anyone with a story can tell it, regardless of income, gender, politics, language or where they live in the world.

Source: <https://www.newsweek.com/rankings/global-most-loved-workplaces-2023>

WHY AUTOMATTIC, INC. IS A MOST LOVED WORKPLACE®

Systemic Collaboration

EMPLOYEES COLLABORATE THROUGHOUT OUR COMPANY BY

...



“ This isn't your typical work-from-home job. Everyone works from the location they choose. We're spread out all over the world in 96 countries. We track about 70 percent of our projects on P2-themed WordPress.com blogs, 25 percent in private chat rooms, and the rest on Slack. Because of the geographic variance, the company is active 24/7 – but individuals work whenever they choose. We care about the work our folks produce, not just the hours they put in.

Source: <https://mostlovedworkplace.com/companies/automattic-inc/>

Company Practices / Love

PROGRAMS AND PRACTICES WE GIVE TO OUR EMPLOYEES THAT CREATE A LOVED WORKPLACE ARE ...



“ Open vacation policy with no minimum or maximum set number of days; we trust Automatticians to take the time off they need. Six months of parental leave after one year tenure. Wellness perks, like Spring Health Mental Wellness and encouragement to use and expense wellness apps (Calm, etc.).

Although we love working in a distributed company, we support local and team meetups. Travel is still optional as the pandemic winds down, and people who are not comfortable traveling do not have to do so. We encourage a culture of constant feedback and transparent communication via our P2 messaging/publishing software.

Source: <https://mostlovedworkplace.com/companies/automattic-inc/>

Business

- All important communications happen in P2.
- No emails, no WhatsApp messages, i.e. no information silo!
 - Information silo can be costly!

Business

- Every decisions are documented and traceable.
- Make better-informed future decisions based on past decisions.

Introducing the 100-Year Plan: Secure Your Online Legacy for a Century

An exceptional new plan for those who want to secure their online legacy for a lifetime—and then some.



Matt

© August 25, 2023



For almost 20 years, WordPress.com has been committed to providing a user-friendly and stable platform where anyone with a story to tell can do so freely and securely. Many of our customers have been with us from the beginning, and we're proud to have been a partner in their digital journeys.

Now, we're thrilled to announce something truly new and exceptional: a plan designed exclusively for those seeking the ultimate in security and longevity for their digital presence.

<https://wordpress.com/100>

Who?

aka. Can I use this?

Can I use this?

- Democratize intranet!
- Small business.
- Large business.
- Developer agency.

This is not a sales pitch.

WordPress for your own company and culture

- This is not a P2 sales pitch.
- This is meant to be an inspiration or an idea pitch.
- You can customize WordPress and make it work best for *your own company and culture*.

Thank you.

Gan Eng Chin
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AUTOMATTIC

