

Centralized communication earns an exceptional intranet adoption rate and increased employee engagement for Malwarebytes





THE CHALLENGE

Keeping a digital- first, hybrid workplace connected

THE SOLUTION

Cohesive communication and access to connect 800+ employees

THE RESULT

BytesNet surpasses engagement expectations

Industry:

Computer software

Security software

Use cases:

Remote workforce

Employee engagement

Internal communications

Leadership visibility

Why simpplr:

Native video

Ease of use

Collaborative features

Engagement analytics



Onboarding this intranet was the simplest software implementation I've ever gone through, and I've done a lot—from new websites, new learning management systems, other intranets, and all kinds of things. This was easy. Why Simpplr? Because it's beautifully simple.



Laura Klieves
VP Head of people

The challenge

Global, hybrid workforce with HQs in the USA and Ireland

Needed an accessible, secure, single source of truth

Existing intranet was disorganized and under-utilized

Keeping a digital-first, hybrid workplace connected

Since 2008, Malwarebytes has been a recognized leader in the cybersecurity industry, winning numerous accolades for being the highest-rated endpoint protection and the #1 endpoint protection platform choice by users. To reach a broader market and provide specialized support, Malwarebytes partners with value-added resellers (VAR), managed service providers (MSPs), and computer repair shops.

Malwarebytes has 800+ employees globally, and optimal management is a top priority. With security at the core of the company's mission and offering, any miscommunications that could compromise these efforts would result in a loss of confidence from either customers or employees.

With the majority of employees working remotely, Malwarebytes wanted a single source of truth for internal communication with a federated search capability that would eliminate the uncertainty and time wasted from unnecessary, extensive searching. And employee feedback was clear—the existing intranet was impossible to navigate, so no one tried to use it unless they had no other option.



The solution

Simplify onboarding and knowledge finding with federated search

Simplify onboarding and knowledge finding with federated search

Democratized access to improve adoption

Cohesive communication and access to connect 800+ employees

Laura Klieves, Vice President and Head of People at Malwarebytes had an intranet wish list that hinged on encouraging employee engagement. She needed an intranet that was easy to set up and use, and one that would become a go-to source for employees to find information, engage, and advance their careers. She and her team also wanted a place to streamline onboarding and development and create a hub for employees to connect with seamless Slack integration.

Laura's vision of the new intranet needed to be a place where the company could align on its mission, values, and goals—a hub where corporate leadership could deliver mission-critical communications and monitor responses in real-time. And the information needed to be democratized, ensuring equal and timely access across teams to encourage adoption.



The results

94% workforce adoption of BytesNet

65%-75% employee engagement

15% lift in employee sentiment

BytesNet surpasses engagement expectations

BytesNet, their new intranet, has surpassed expectations, becoming a centralized repository and engagement hub for employees. Federated search has created a single source of truth, eliminating the need to query multiple apps for information. New hires are automatically subscribed to the onboarding site for 30 days, and gradually transition away from it as they become familiar with their roles.

Content moderation prompts keep information current and communications up to date, reducing confusion and frustration. Users with the right permissions can access, edit, or archive content, delegating administration to remove dependency on a single administrator. Laura and her team regularly updates the news carousel and home dashboard to promote new content using point-and-click - all without code.

Built-in analytics track engagement metrics such as open rates, content searches prompted by the newsletter, and time spent on specific pages, revealing readership and content effectiveness.

Since its implementation, there has been a noticeable shift in employee behavior, with engagement levels consistently reaching 65%-75%. Employees are sharing comments, feedback, and overall interacting in the platform. During the first year, Malwarebytes achieved an impressive adoption rate of 94%, and employee sentiment has experienced a 15% lift to date.

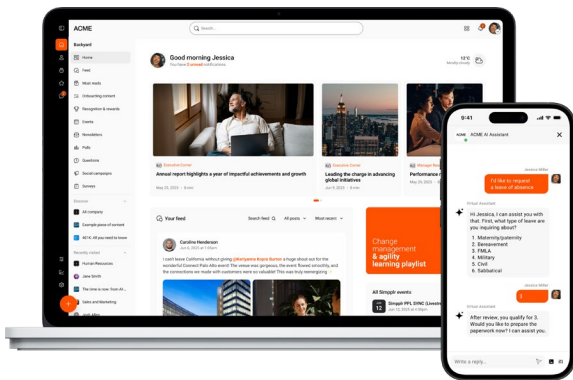
With a single source of truth and intranet adoption rates that any global organization would envy, Laura can now focus on content creation and communications. She's confident employees will seek and find the information they need. Anecdotally, Laura sees employees replying to each other with BytesNet links, well before she and her team can respond.

Best of all—implementing BytesNet was painless. Laura shares, “Onboarding this intranet was the simplest software implementation I've ever gone through, and I've done a lot—from new websites, learning management systems, other intranets, and all kinds of things. This was easy. Why Simplr? Because it's beautifully simple.”



About Malwarebytes

Founded in 2008, Malwarebytes CEO Marcin Kleczynski had one mission: to rid the world of malware. Today, Malwarebytes' award-winning endpoint protection, privacy, and threat prevention solutions along with a world-class team of threat researchers protect millions of individuals and thousands of businesses across the globe daily. Customers award Malwarebytes for being the most implementable and most usable endpoint protection product with the best results on G2 and Gartner Peer Insights. The company is headquartered in California with offices in Europe and Asia. To learn more, visit www.malwarebytes.com.



About Simplr

Simplr is the AI-powered intranet for unifying the digital workplace. It brings people, trusted knowledge, apps, and agents into a coherent digital experience. Powered by a proprietary EX Knowledge Graph, Simplr synthesizes signals and context across connected systems to deliver personalized information and actions. The platform serves as a digital hub supporting communications, engagement, employee services, and work. With low-code extensibility and enterprise-grade security and governance, Simplr enables confident operation at scale. More than 1,000 organizations — including AAA, the NHS, Penske, and Moderna — trust Simplr to keep their workforce informed, aligned, and productive. Learn more at simplr.com.

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