

SharePoint Alone, or SharePoint + Jint?



SharePoint Alone or SharePoint + Jint?

Why the Microsoft 365 foundation is the right starting point for your intranet, where its native capabilities stop, and what a ready-to-use extension actually changes.

CONTENTS

01 Why intranets fail before they even launch

02 SharePoint: the foundation of the Microsoft 365 intranet

03 Why SharePoint alone is no longer enough

04 Native SharePoint vs. SharePoint + Jint: the comparison

05 The impact of Jint in numbers

06 Visual comparison: before / after

01 INTRODUCTION

Why intranets fail before they even launch

If you're reading this document, chances are you've already experienced an intranet project that didn't deliver on its promise. That's not an exception — it's a very common situation in the history of these tools.

« We launched the platform with big ambitions. Early adopters ended up frustrated because the features had been cut back. The rest of the organization never bought in. We missed every opportunity. » CIO - Healthcare

The four recurring causes of failure

- 1** **Lack of strong sponsorship**
An intranet without a visible executive sponsor doesn't build momentum. Teams responsible for content don't mobilize without a strong signal from the top. The tool stays an IT project, not a company-wide one.
- 2** **Features cut back from launch**
Out of risk aversion or budget constraints, the functional scope gets reduced. The most motivated users don't find what they were promised. They give up, and take others down with them.
- 3** **A single contributor for the whole intranet**
When the tool is too complex to learn, internal communications becomes the only team able to publish. The intranet ends up powered by a single voice, and suffocates from a lack of editorial diversity. The tool's simplicity is what should let other departments contribute without heavy training.
- 4** **No measurement, no iteration**
Without data on real usage — who views what, when, on which device — the team is flying blind. There's no way to know what's working, no way to improve, and leadership sees no return on investment.

Choosing the right tool starts with choosing one that doesn't create the conditions for abandonment.

02 THE FOUNDATION

SharePoint: the foundation of the Microsoft 365 intranet

Before comparing a SharePoint intranet “alone” to an enriched one, it's worth starting from the right place: understanding what SharePoint actually is, what it already does very well, and why it's a rational starting point for any organization on Microsoft 365. Understanding that gives you the means to later judge what belongs to the foundation and what belongs to the fit-out.



A simple definition

SharePoint is Microsoft's collaboration platform. It's used to create internal sites, organize and distribute information, store and co-edit documents, and get teams working together in one place. In practice, it's the tool that lets an organization build its intranet: an internal digital space where news, resources, documents, and access points to business applications are centralized.

SharePoint is included in Microsoft 365 licenses. Most organizations already using Teams, Outlook, and OneDrive therefore have it at no extra cost — often without realizing it. It's now the most widely used intranet foundation in the world, deployed by more than 200,000 organizations.

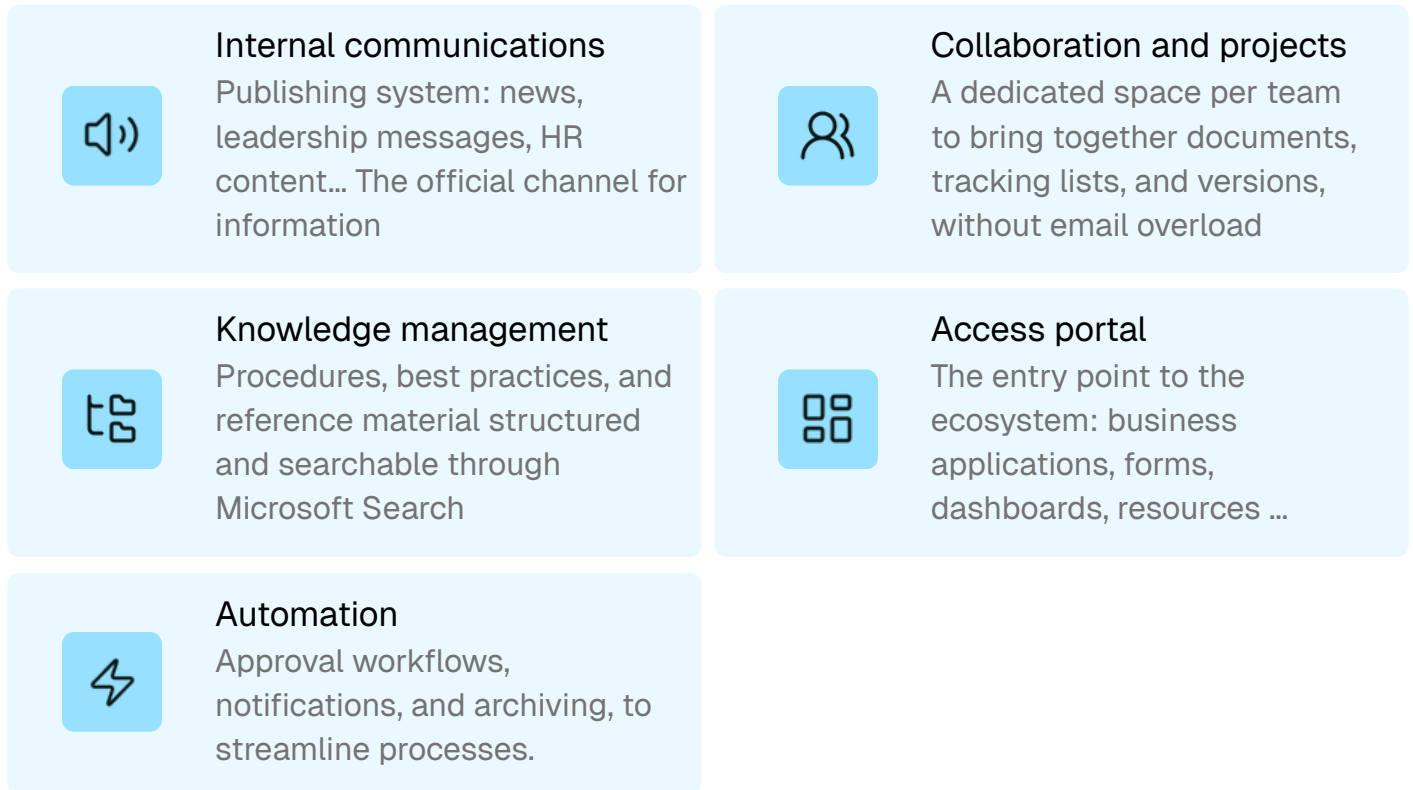
200 000 +

Organizations worldwide rely on SharePoint: it's now the most widely deployed intranet foundation

02 THE FOUNDATION

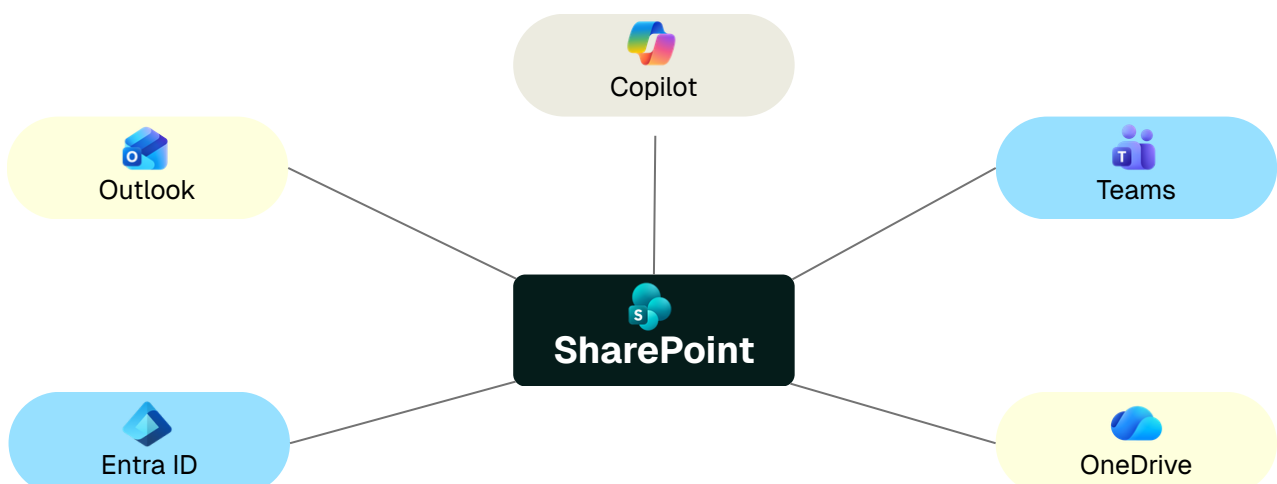
What SharePoint actually does

Beyond the basic definition, SharePoint covers five key use cases within an organization.



SharePoint is the right foundation for an M365 intranet

Many vendors now offer intranets "outside Microsoft." Yet for an organization already equipped with Microsoft 365, staying on SharePoint rather than adding an external platform offers several advantages that are hard to replicate. The first is integration: SharePoint doesn't sit alongside your tools — it's part of them.



02 THE FOUNDATION

* **A native integration, not a series of workarounds**

Teams, OneDrive, Outlook, Entra ID, Copilot: everything works together from day one. No integration to build, no separate user base to keep in sync, no unnecessary duplication.

\$ **A cost you're already paying**

SharePoint is included in Microsoft 365 licenses. An external solution, by contrast, means an additional subscription — often a significant one — and one more tool to administer in an already dense environment.

✓ **Unified security and governance**

Documents, data, permissions, and identities stay within the Microsoft ecosystem (Entra ID, compliance, DLP, archiving). Governance isn't fragmented, and data residency remains under IT's control.

➤ **A familiar experience**

Your employees already spend their day in Microsoft 365. Navigation, permission management, and interface logic are already familiar to them — an adoption advantage a third-party tool has to win back from scratch.

▶ **A platform that follows Microsoft's roadmap**

Modernized components, Teams, Viva Connections, Copilot for M365: choosing SharePoint means aligning with one of the most heavily backed roadmaps on the market, rather than depending on a standalone vendor.

Key takeaway

SharePoint isn't just a file manager. It's a complete, flexible, and scalable platform that serves as the backbone of the digital workplace: it comfortably supports the intranet of a small business with just a few pages as well as that of an international group managing dozens of sites and multiple languages. Security, controlled cost, integration, longevity: choosing SharePoint as your foundation is a thoroughly rational choice. So the real question isn't “should you start with SharePoint?”, but “is SharePoint alone enough to deliver the intranet your teams need?”

03 THE LIMITS

Why SharePoint alone isn't enough

SharePoint is an excellent foundation — it's a "toolbox" platform: Microsoft provides the building blocks (sites, libraries, pages, components, a search engine) and leaves each organization to assemble them into a coherent experience. That flexibility is a strength, but out of the box, SharePoint takes a huge amount of work to become the clear, engaging, and governable intranet your teams actually need.

An experience that doesn't drive adoption



A functional but static interface, far from consumer-grade standards, with thin engagement levers. An unappealing intranet gets little use. Search illustrates this well: powerful but raw, poorly contextualized, and often frustrating to use.

Frontline workers are left out



Access requires an M365 license: frontline workers without one are shut out of the intranet. The SharePoint mobile app exists but remains basic, with no targeted notifications or experience designed for frontline work.

Internal comms kept to a minimum



Communication is limited to publishing news with basic targeting. No built-in internal newsletter, no orchestrated multichannel distribution, no high-impact banners or alerts. Limited means for what should be at the heart of an intranet.

« I tried the community components. It's very complicated, not intuitive at all, I gave up »
Communications Manager - Private Sector

Contribution stays locked down in practice



SharePoint technically allows multiple departments to contribute. In practice, few do: the interface is too complex to hand to non-specialists without risking mistakes or a flood of corrections. The result is almost universal — internal communications becomes the only real contributor, the intranet is left with a single voice, and it fades for lack of editorial diversity.

03 THE LIMITS

No fine-grained oversight, especially on the frontline



Basic per-site usage stats, but not the fine-grained measurement communications actually needs: read rates, reach by audience, what content works. And above all, no visibility into mobile usage: if your frontline staff check the intranet from their phone or break-room kiosks, you won't know it. You publish without knowing who's consuming what, or whether the audiences you most want to reach are actually being reached.

« SharePoint's statistics are really limited. I can't even tell who's visiting the intranet on mobile » Communications Director - Energy Sector

Customizations that are costly and fragile



Closing these gaps requires custom development: even a simple need can require deep expertise. Worse, these customizations are weakened by every Microsoft update. For IT, it's technical debt that keeps piling up.

Governance that doesn't scale



Beyond a certain scale, permissions by site, library, and item become a heavy burden for IT: hard-to-audit permissions, risk of over-exposure or lost access. The more an organization is structured into a group and local entities, the more this weighs.

« One of my biggest blockers is that I can't give my contributors access to just a few blocks, instead of the whole site, without going through IT » Communications Manager - Mid-Market Enterprise

No industrialization of sites and pages



Limited site templates, but no real site factory: you can't duplicate an on-brand, pre-configured space on demand without technical skills. Every site gets partly rebuilt by hand, at the expense of turnaround time and consistency.

Few bridges to everyday use



No ready-to-use personal dashboard aggregating tasks, emails, and meetings on the homepage. No aggregation of the company's social feeds. And navigation tied to a site-and-hub logic, with no coherent cross-site bar.

03 THE LIMITS

In summary: three options

None of these limitations disqualify SharePoint: they're the normal characteristics of a platform designed to be assembled, not a finished product. Faced with this, an organization has three options.

1

Native SharePoint, alone

The foundation is there, but left as-is, it doesn't meet the need: poor experience, low adoption, constrained communication, frontline excluded. The M365 investment is underused.

2

SharePoint + custom development

The gaps get filled, but at the cost of high development spend, recurring maintenance, and technical debt weakened by every Microsoft update. You're mortgaging tomorrow.

3 THE JINT WAY

SharePoint extended by a ready-to-use solution

The same gaps get filled, without leaving the Microsoft ecosystem or recreating technical debt. A native Microsoft 365 extension (add-in), ready to activate.

What if we test native first?

It's often the decision that seems the most sensible: run a native pilot, see how it goes, and decide afterward. No risk, no commitment, no extra budget. In practice, it's the scenario that most often ends badly.

- **Three to six months lost, and they don't come back:** A native pilot takes time for configuration, training, and gathering feedback. Meanwhile, the intranet project doesn't move forward, and the window of momentum closes.
- **Users form a first impression, and it's often permanent:** An employee who discovers the intranet through a mediocre native experience doesn't come back the second time without bias. Winning back the trust of already-disappointed users is structurally harder than getting it right from the start.
- **The project never restarts under the same conditions:** After six months of an unconvincing native pilot, internal energy has dropped, sponsors have other priorities, and the intranet has a reputation to rebuild before it even really exists.

03 THE LIMITS

The real cost of native

The most common objection to a solution that extends SharePoint's capabilities is: « SharePoint is already included in our Microsoft 365 license, it's free. »

The real cost of a native intranet isn't limited to the license line item — it's measured by all the resources mobilized to build it, maintain it, and keep it running.

- 1

Initial development
To reach an acceptable level of experience (visual customization, custom components, coherent navigation...), a native SharePoint project requires days of IT development or an outside vendor. Even simple needs (an enhanced directory, a staff photo directory, a customized homepage) can represent several weeks of work.
- 2

Recurring maintenance
Every Microsoft update can weaken existing customizations. An organization without a dedicated IT team depends on an external vendor for every change, billed each time. Organizations that contact us after trying native regularly describe this cycle: build, break, fix, repeat.
- 3

Low adoption = zero return on investment
An intranet that's barely used creates no value, however it's built. If native SharePoint delivers a 20-30% adoption rate, the investment in M365 licenses, IT time, and communications time is largely underused. The biggest hidden cost isn't what you spend — it's the value you fail to create.

The absence of a license doesn't mean the absence of cost. Your teams' time has value. The weeks spent configuring, testing, gathering feedback, and discovering that native isn't enough are weeks you won't get back. So the right question isn't « how much does a solution like Jint cost? » but « how much does a native intranet that doesn't work really cost, compared to a ready-to-use extension that makes the M365 investment you've already made actually pay off? »

Your Microsoft 365 investment is already there. Jint isn't an added cost: it's what makes that investment produce an intranet your teams actually use.

04 THE COMPARISON

Native SharePoint vs. SharePoint + Jint: the comparison

How to read the "SharePoint native" column:  = already included in SharePoint, retained by Jint's solutions.  = no native equivalent ·  = a native equivalent exists but is limited. Otherwise, Jint's added value is stated directly.

Internal Communications

This is the core purpose of an intranet, and the area where native SharePoint is most limited. Orchestrating a real internal communications strategy (newsletters, audience targeting, push notifications, engagement) isn't possible without development or third-party tools. For a communications team that wants to work independently, without relying on IT, this category is often reason enough on its own to move to Jint.

FEATURE	SHAREPOINT NATIVE		SHAREPOINT + JINT
Modern news posts and pages		Included	Enhances formatting and distribution
Internal newsletter		Workaround via Outlook	Newsletter Studio: templates, responsive design, Entra ID audiences, campaigns, metrics
Multichannel distribution	Manual		One-click publishing to Teams, Viva Engage, newsletter, Mobile App
Targeted notifications			Yes, on SharePoint, Teams, and the Mobile App
Social media wall		YouTube only	Aggregates social feeds within the intranet
Engagement			Polls, idea box, voting & gamification
Critical message			Contextual message bar (success, warning, error)

04 THE COMPARISON

Employee Experience

An employee arriving on the intranet in the morning should immediately find what they need: today's meetings, tasks, the news that concerns them, the apps they use. Native SharePoint exposes useful building blocks (files, favorites, Viva Connections) but doesn't assemble them into a personalized, coherent experience. The result: a portal everyone has to learn to navigate, rather than a tool that works for them.

FEATURE	SHAREPOINT NATIVE	SHAREPOINT + JINT
Access to personal and recent files (OneDrive)	NATIVE Included	Brought together in the dashboard
Followed sites, favorites, and email alerts	NATIVE Included	Built into Jint intranets
Intranet displayed within Teams	NATIVE via Viva Connections	Builds on it
Personal dashboard	N/A On the intranet	Personal homepage: meetings, emails, summaries...
Unified tasks (Planner, To Do, Outlook)	N/A On the intranet	All M365 tasks brought together in one place
Email and calendar within the intranet	N/A On the intranet	Outlook inbox and meetings displayed
Directory and org chart	BASIC Entra ID profile card	Directory, org chart, and staff photo directory
New hires / work anniversaries	N/A	Automatic display, spotlighting your teams
Favorite apps	BASIC Fixed links	Customizable tiles, per-user favorites
App launcher	BASIC Generic launcher	Access to key apps from the unified bar, on every page
Unified navigation	BASIC Per-site navigation	Cross-site navigation bar across the whole intranet

04 THE COMPARISON

Personalization and design

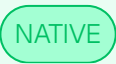
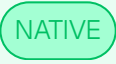
Native SharePoint offers modern themes and layouts, but customization hits a ceiling quickly. Simply bringing the intranet up to today's web standards requires either development skills or additional components.

FEATURE	SHAREPOINT NATIVE	SHAREPOINT + JINT
Modern responsive pages and sections + themes	NATIVE Included	Integrated advanced customization
Microsoft component library (webparts)	BASIC	60+ additional webparts
Component (webpart) layout	BASIC	Colors, typography, shadows, rounded corners...
Visual customization	BASIC Limited backgrounds	Designer: color zones, background images, brand kits...
Clickable images (Image Map)	N/A	Image Map: clickable zones or points
High-impact editorial components	BASIC Banner webpart	Dynamic banners, spotlight, message bar, footer...
Governed page templates	BASIC Limited templates	Template management, contribution hub

04 THE COMPARISON

AI and translation

Copilot requires a separate license, is general-purpose, and doesn't know your intranet as an internal communications tool. For multicultural or multilingual organizations, automatic translation of SharePoint pages doesn't exist natively — it has to be triggered manually, page by page. Jint brings audience-configurable AI agents and automatic, on-the-fly translation into 100+ languages, integrated with your existing tools and approval workflows.

FEATURE	SHAREPOINT NATIVE		SHAREPOINT + JINT
Office document translation (Translator)		Included	Extends translation to SharePoint pages and articles
Pages with native language variants		Included	Automates page translation
Internal AI assistants	Copilot (separate license, general-purpose)		Jint AI: custom agents
Assisted search across internal content	Copilot (separate license)		Search across your SharePoint files and internal sources
AI-assisted news writing			Jint AI: AI-guided news creation
Automatic translation of page content		Manual or Copilot license	Automatic translation in 100+ languages
Instant translation while reading			One-click page translation

04 THE COMPARISON

Search and document management

Microsoft Search is a powerful engine — the problem is the experience built on top of it: results come back raw, with no contextual filters, no editorial hierarchy. An employee looking for an HR procedure or a reference document often has to sort through a mixed list of results themselves. Jint builds on the Microsoft engine to deliver a modular, configurable search experience on top.

FEATURE	SHAREPOINT NATIVE	SHAREPOINT + JINT
Indexing and search engine	NATIVE Included	Extends the search experience
Co-editing, versioning, and metadata	NATIVE Included	Inherited
Large-scale document libraries	NATIVE Included	Inherited
Advanced search center	N/A	Modular search: bar, filters, combinable results
Advanced search filters	BASIC Very limited	Configurable filters to refine and target results
Search results	BASIC Very limited	Actionable results webpart
Document templates	BASIC Office templates	Central library of branded templates
Document centralization	BASIC Library per site	Documents and file explorer united

04 THE COMPARISON

Mobile and frontline workers

This is the category with the biggest blind spot in native SharePoint intranets. The intranet is designed for the fixed workstations of desk-based teams. Frontline agents, operators, and teams constantly on the move often don't have a Microsoft 365 license, and the SharePoint mobile app isn't built for them. The result: a significant share of the workforce is effectively excluded from the intranet, without anyone really measuring it. Jint Mobile is a PWA accessible without an M365 license, with notifications targeted by audience. An approach designed specifically to reach the employees a classic intranet doesn't.

FEATURE	SHAREPOINT NATIVE	SHAREPOINT + JINT
Mobile Application	BASIC Generic app	Dedicated mobile app, built for frontline work
Access without M365 license	N/A	Accessible to workers without M365 licenses
Audience targeting for tabs and content	N/A	Customization available in a few clicks
Targeted push notifications	N/A	Yes, by audience
App customization	BASIC Very limited	Available white-label
Frontline experience	Designed for desktop use, not built for mobile	Simplified journey for frontline workers

04 THE COMPARISON

Governance and adoption

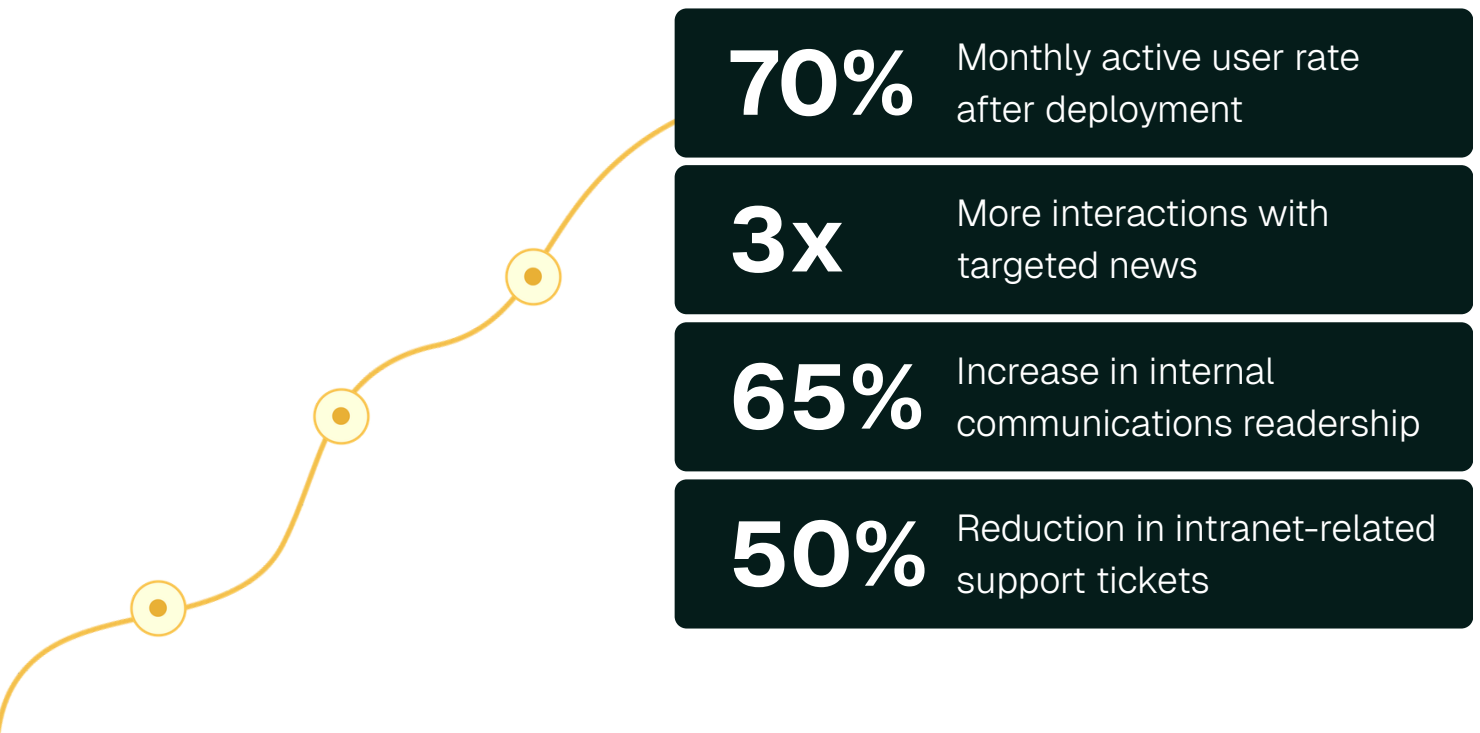
Security, compliance, and data residency are natively handled by Microsoft. Jint inherits them without altering them. What native SharePoint doesn't solve is day-to-day editorial and operational governance: granular contributor permissions without going through IT, fast duplication of on-brand sites for new entities, fine-grained adoption measurement. These are exactly the factors that determine whether an intranet stays alive at 12 or 24 months, or ends up abandoned to the communications team alone.

FEATURE	SHAREPOINT NATIVE	SHAREPOINT + JINT
Identities, roles, and permissions via Entra ID	NATIVE Included	Builds on these permission groups
Compliance, DLP, retention, and e-discovery	NATIVE Included	Inherited
Data residency and sovereignty within the tenant	NATIVE Included	Data kept within your tenant
Branded duplication (Site factory)	BASIC Site templates	One-click duplication, governed and on-brand
Permissions at scale	Complex (manual management)	Simplified access via secure Entra ID APIs
Site directory	N/A	Central directory of sites, communities, and spaces
Engagement analytics	BASIC Usage per site	Detailed metrics by site, date, webpart ...

05 THE PROOF

The impact of Jint in numbers

An intranet isn't judged by its features, but by what it actually changes: more employees using it, communications that land, time given back to IT and communications teams. Here are the results seen at organizations that enriched their SharePoint with Jint.



What customers who tried native SharePoint alone beforehand say

« Information management is so poorly designed that we still struggle to get documents online. » Communications Manager - Transport Group

« It was complicated to get people involved in content creation. So complicated [to use] that it required too much management on our end. So we were forced to keep that whole part in-house » Communications Manager - Private Sector



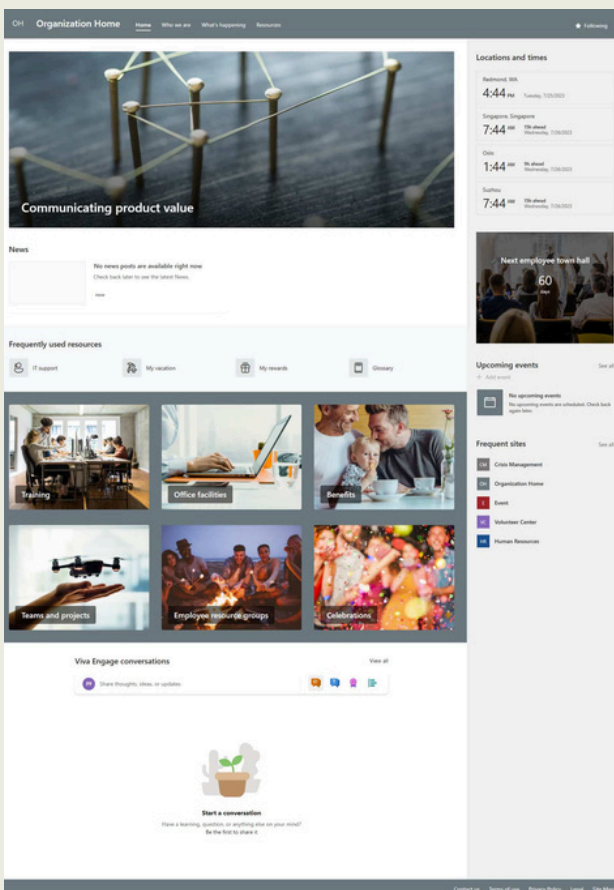
06 NATIVE VS. ENRICHED

Visual comparison: native vs. enriched

Sometimes the best argument is the one you don't need to read. Here, on two typical devices, is what changes when you move from native SharePoint to SharePoint enriched by a solution like Jint.

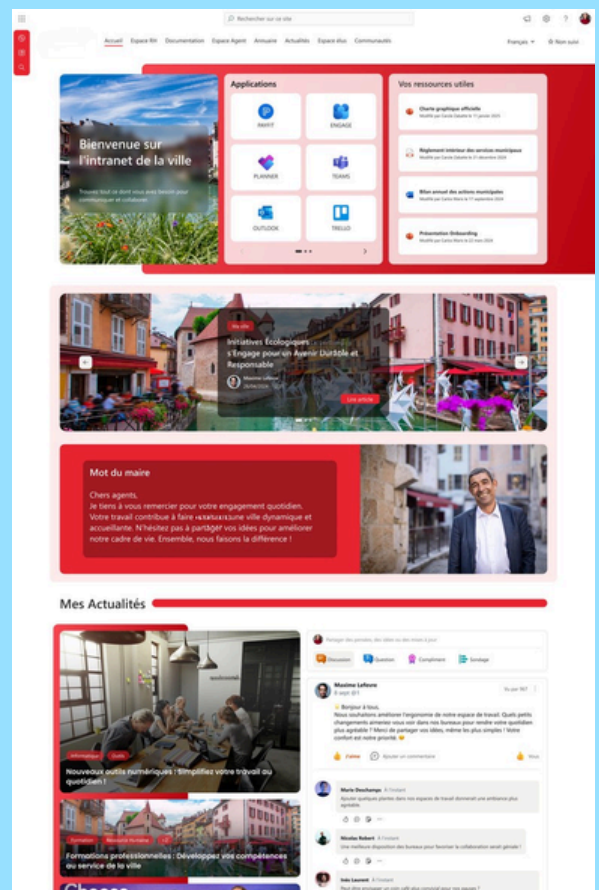
Homepage

SHAREPOINT NATIVE



A functional but unengaging page: raw data, weak visual hierarchy, no personalized content, little editorial highlighting.

SHAREPOINT + JINT



A lively homepage: quick access, curated news, personal resources, and a visual layout that reflects the organization's brand.

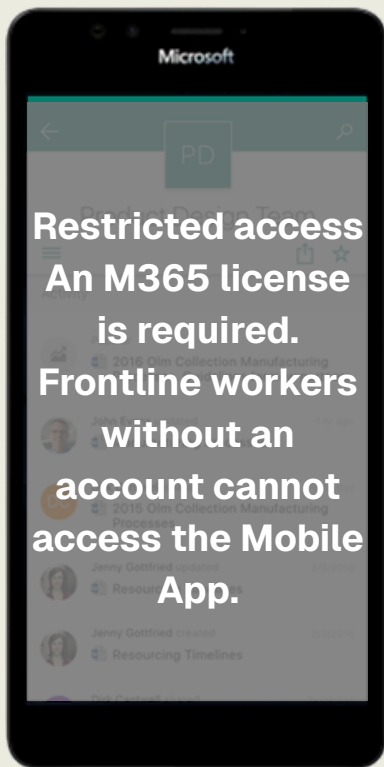
If you'd like to see more SharePoint + Jint intranets:

[Download our Lookbook](#)

06 NATIVE VS. ENRICHED

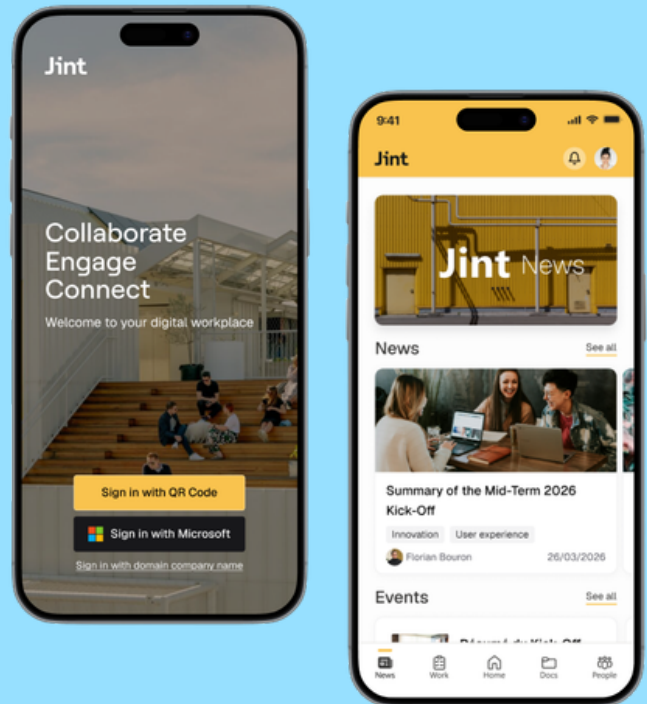
Mobile / Frontline workers

SHAREPOINT NATIVE



No mobile experience designed for frontline work. Access to the intranet depends on a Microsoft 365 license: an employee without a Microsoft account (production worker, field technician, caregiver...) is simply absent from the intranet. They receive no notifications, access no news, and remain out of reach of internal communications, regardless of their operational importance.

SHAREPOINT + JINT



A dedicated app, accessible even without an M365 license, with targeted notifications: your frontline teams finally get the right information at the right time, directly on their personal or professional phone, with no Microsoft account required.

You're not adding another tool — your mobile app is built in just a few clicks, straight from your SharePoint intranet's configurator.

Your SharePoint deserves better than native.

Jint extends Microsoft 365 like a natural extension: 60+ features ready to activate, without leaving your ecosystem or creating technical debt.

Deploy a simple, personalized, and engaging intranet:

- Streamline internal communication
- Optimize access to information
- Boost collaboration

[Request a demo](#)

