

Global Website News Release

IIA Launches New Global Website

October 3, 2011

ALTAMONTE SPRINGS, Fla. – The Institute of Internal Auditors (IIA) has launched a new truly global website, www.globaliia.org, an outward sign of its ongoing commitment to serve the association's 170,000 members in 165 countries and 105 regional Institutes around the world. Its North American website, www.theiia.org, will be redesigned and significantly enhanced in the coming months.

The new global website showcases The IIA's core global products, including the International Professional Practices Framework in a variety of languages, features a global event calendar, and acts as a portal to Institute websites worldwide, where additional products, services, and benefits are available. "The global website is an opportunity to create something new that serves the needs of our worldwide community," says Sylvia Gonner, vice president of Global Development for The IIA Inc. "It's truly a reflection of The IIA's global footprint."

The Microsoft SharePoint-enabled website features a clean, professional design that is easy to navigate and enhanced search capabilities that allow users to filter information by topic, language, format, etc. "With SharePoint, all of our content on the site is tagged and labeled, so it's easier for us to keep the site current," says Charles Redding, chief technology officer for The IIA. "Also, the overall search capability produces better results for our users because every page has been tagged with multiple ways to search the information." The site's intuitive design and mega-menus also offer visually appealing second- and third-level navigation, as opposed to a simple drop-down menu, making it easy to drill down into the site quickly and find information with fewer clicks.

Visitors to the new global website will notice a number of functional improvements. For one, IIA members can now log in to view the site's member-exclusive content by using their email address, rather than their assigned member identification number. The homepage of the new website features an interactive map of the world, where users can click on a specific region and be connected to the Institute in that region. "The global site has a lot of links to and from our Institutes' websites," says Gonner, who is particularly excited about the site's bidirectional traffic flow. "It not only serves as a gateway to help our members find information about internal auditing in other parts of the world, but it's an opportunity for all of our members around the world to access one site where they can find current, easily accessible, relevant information that affects the internal audit community worldwide."

Other aspects of the site are designed to aid IIA Global's business operations, thereby improving the international association's efficiency and overall service to its members. For example, the global website will serve as a platform for The IIA's intranet. IIA departments can use the site's collaboration functionality to improve workflow, reporting, and business intelligence. Moreover, the site enables IIA global staff members to capture data more easily, analyze it for business intelligence, and produce dashboards based on key performance indicators.

The launch of the new global website is just the first step in The IIA's three-phase initiative to transition to SharePoint and take advantage of the platform's advanced user-update and collaboration features. Phase two will involve the launch of international committee websites, designed to provide a virtual "meeting room" and real-time collaboration on documents and projects for The IIA's volunteer committee members. The second phase also involves transitioning select chapter websites hosted by The IIA into a new web template that will feature much of the same functionality as the new global site.

For the final phase, the North American website, www.theiia.org, will undergo significant enhancements, including a clean, user-friendly design similar to the global site with a robust training calendar that will allow users to track upcoming North American events.

###

The Institute of Internal Auditors (IIA) is internationally recognized as a trustworthy guidance-setting body. Serving members in 165 countries, The IIA is the internal audit profession's global voice, chief advocate, recognized authority, acknowledged leader, and principal educator.