

Enterprise search trends and challenges

Gregory Grefenstette Exalead

Final CHORUS Conference Brussels, May 26-27, 2009





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Enterprise search

From Wikipedia, the free encyclopedia

Enterprise search is the practice of identifying and enabling specific content across the enterprise to be indexed, searched, and displayed to authorized users.

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- 1 Enterprise search summary
- 2 Differences from web search
- 3 Relevance factors for enterprise search
- 4 See also

article

Enterprise search summary

[edit]

The term **Enterprise search** is used to describe the application of search technology to information within an organization. This is in contrast to the other two main type of horizontal search environment: web search and desktop search.



Today's Market: Enterprise Search

Enterprise Search represents a huge market opportunity for Search Technology

- \$1.75B in 2007 → \$2.55B in 2010 (Forrester 2008)
- 23%-25% annual growth

"Biggest growth will be from new breed of search vendors who develop search platforms that can scale for **new paradigms of information access."**

These vendors will bring together vast amounts of **structured and unstructured data in ways that allow users to make faster, better decisions.** "



- Information Workers
- Compliance, eDiscovery
- Database Access Democratization



Information everywhere...

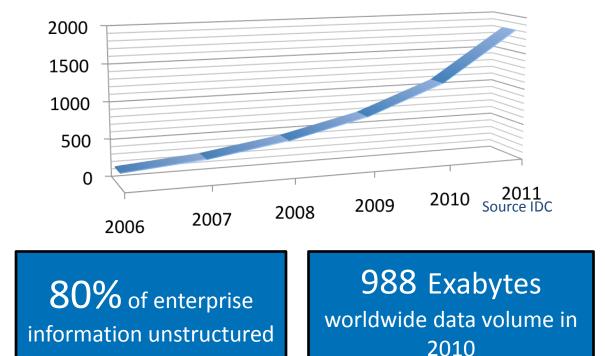


4.5 trillion pages copied/printed per year

300TB average size of a

datawarehouse

Data in Billion GB



4



- Compliance, eDiscovery
 - Sarbanes-Oxley, 2002 post-Enron
 - HIPAA, Health Insurance Portability and Accountability Act, 1996
 - FRCP, Federal Rules of Civil Procedure
- email equal to paper-based documents as valid and admissible in a court of law
- Obligation to store all business communication
- 40,000 email per year per employee

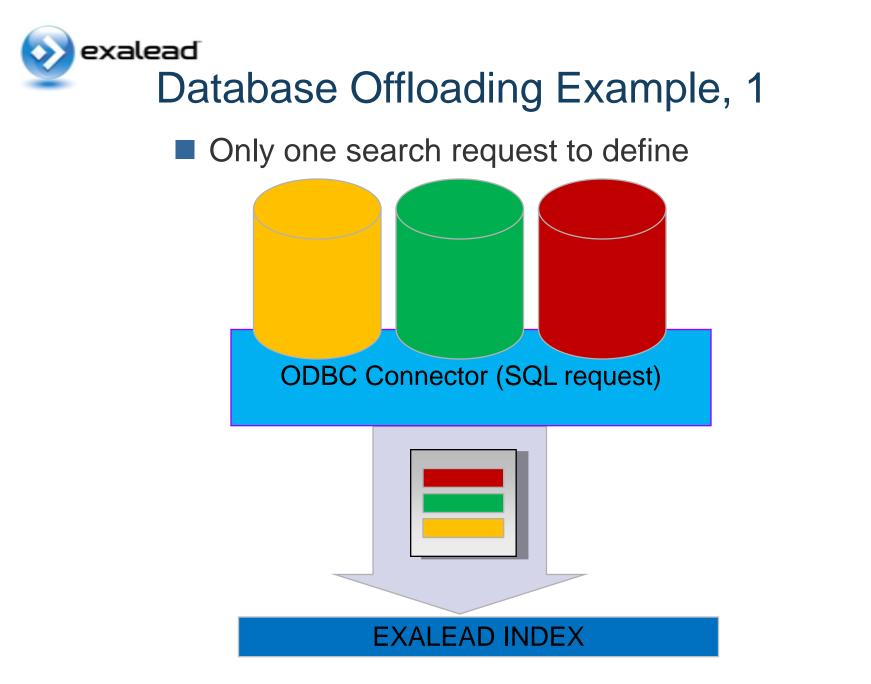


- Company Information in Databases
 - Vital company data protected in transactional systems
 - Optimized for protection not search
 - Problem: skilled users formulate DB queries
 - Solution 1: Data Cubes -- canned queries
 - Solution 2: Database offloading

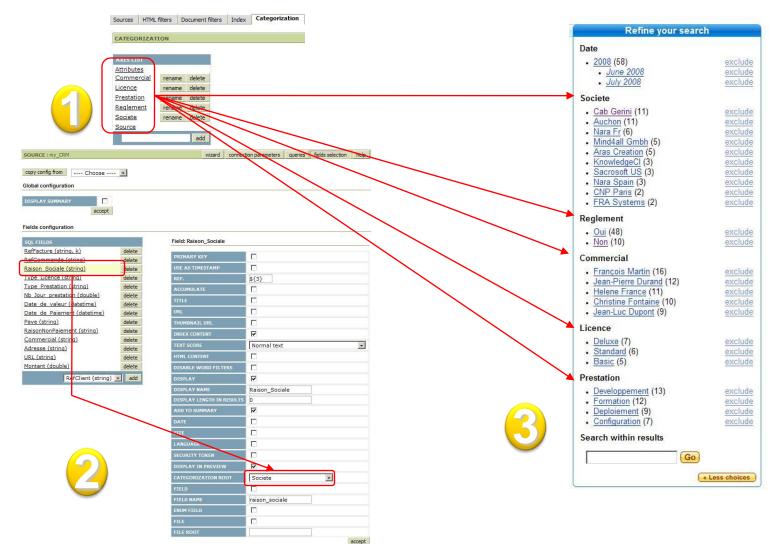


- Compliance, eDiscovery : legal requirements
- Information Workers : masses of local information
- Database Access Democratization : access, silo smashing





Exaleration Database Offloading Example, 2 Administrative interface, suite





outline

O What is Enterprise Search O Differences Enterprise/Web Search O Enterprise Search Needs



Difference 1: The Enterprise is not just "a small Internet"



Mark Bennett, New Idea Engineering, Inc. - Volume 5 Number 4 - Summer 2008

Exalead Not just "web pages in – web pages out"

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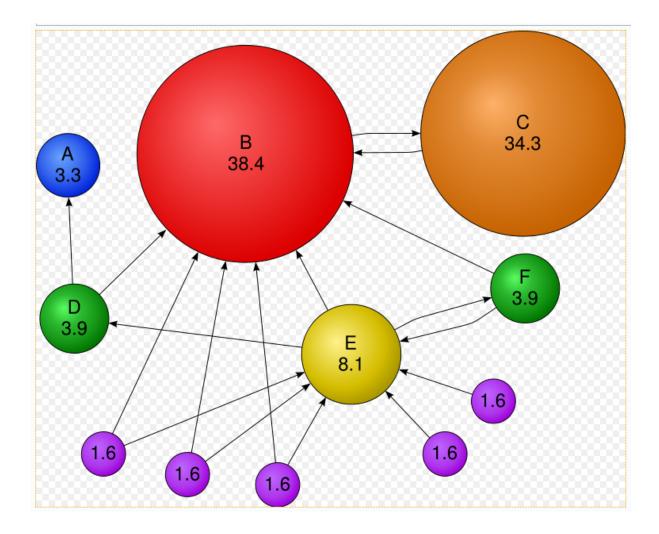
Enterprise Search

Find it faster, more securely, and smarter on any scale with Exalead Cloudview™





Difference 4: Page Rank deflates behind firewall





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<DOCNO>AP881223-0040</DOCNO> <FILEID>AP-NR-12-23-88 0401EST</FILEID> <FIRST>r i PM-0bit-Suroi 12-23 0160</FIRST> <SECOND>PM-0bit-Suroi,0165</SECOND> <HEAD>Yugoslav Ambassador To Madrid Dies In Car Accident</HEAD> <DATELINE> MADRID, Spain (AP) </DATELINE> <TEXT>

Redzai Suroi was 59. Suroi died Thursday near Guadalajara as he returned alone to Madrid from a private trip, said embassy counselor Zoran Raicevic. Suroi, a native of Erizren in the autonomous province of Kosovo, had held the post of adjunct to the Yugoslav foreign minister before coming to Spain in October 1985. He also served as ambassador to Mexico from 1978 to 1982 and to Bolivia from 1970 to 1974, Raicevic said. Suroi, a law graduate of Belgrade University, worked as a journalist for 15 years, and became director of Radio Pristina in Kosovo before beginning his diplomatic career in 1970, Raicevic said. Survivors include his wife, a son and a daughter, the counselor said.

</TEXT> </DOC>

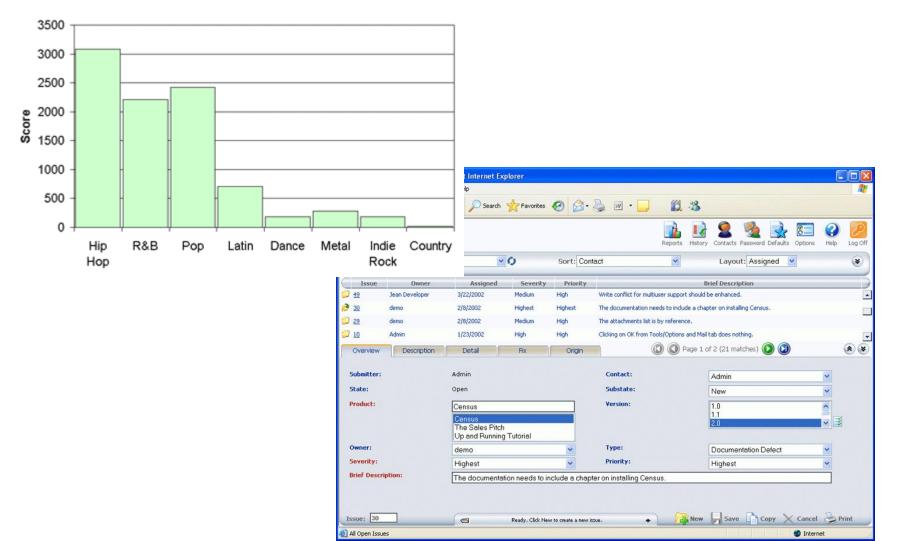
Difference 3: Document, Title vs. Hybrid Structured Data

Sales Order	Ship To	R 0000	eference # 01	SO # 00000000012	Date 02/16/2006
C000001 - SAMPLE CUSTOMER Customer Address 78 Low Drive, Nowheretown, NJ, 19233, United States	SHIP001 - SAMPLE CUSTOMER Ship To Address 78 Low Drive, Nowheretown, NJ, 19233, United States	PO : 00000000		Terms 0 Net 30 ▼	Ship Via FedEx - Federal Ex
Item IT 78-343	Description soft paper towels	Quantity 5	UOM EA - Each 🔻	Price \$14.00 N	Tax Total on <mark>→ \$70</mark> .
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Blog buzz vs Bug reports







Difference 4: Single Shot Relevancy vs Faceted Navigation





Difference 4: Single Shot Relevancy vs Faceted Navigation

Je précise ma recherche

Crit	res sélectionn
Loca	lités
Paris	- 75

-restaurants (±12578)

Type de cuisine

-français (±1791) -asiatique (±678)

Fourchette de prix

(±3954)

(±2169)

(±888)

Services Environnement Type d'établissement

Spécialités

Distinctions

-cafés, bars, brasseries (±2155) -bars, pia⊓os-bars, pubs (±1035)

-spécialités françaises (±4913)

-indication prix : 10 - 20 euros

-indication prix : 20 - 30 euros

-indication prix : 30 - 40 euros

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Horaires d'ouverture

Catégories

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ANNO	<u>Ante 1990 1991-1995 1996-2000 2001-2002 2003-2004 2005 2006 2007 Dopo 2007 Non specificato</u>
MARCA	<u>ferrari maserati lamborghini mercedes porsche</u>
COLORE	<u>rosso grigio blu argento nero giallo bianco</u>
ALIMENTAZIONE	<u>benzina</u> <u>diesel</u>
FOTO	solo con foto
DISTANZA	Comune 5km 10km 20km 50km Provincia Regione tutta Italia

Refine your search

Search radius:	Within 5 miles	•
Property type:	Houses	•
New, resale:	New and resale homes	•
Price from:	£70,000	•
Price to:	£190,000	•
Min bedrooms:	2	•
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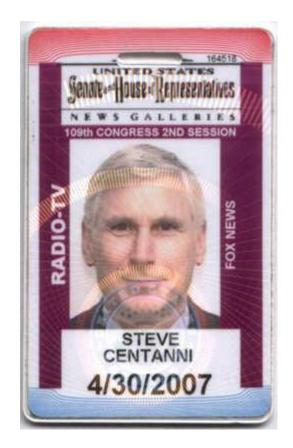


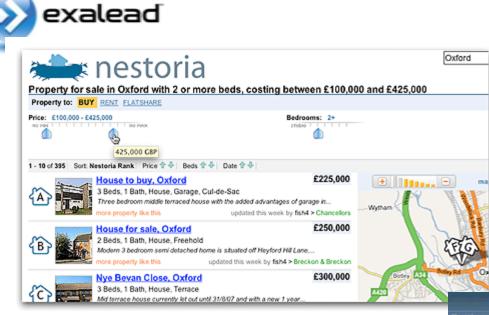
Difference 5: User Experience: High Level





Difference 6: identified users



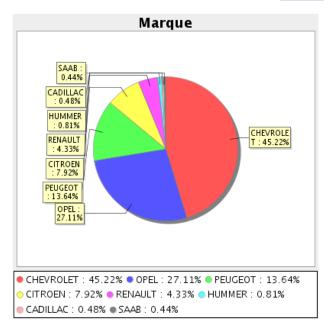


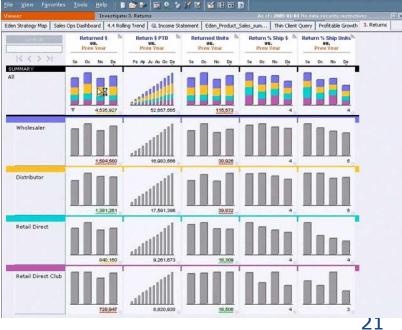
Difference 7: sliders, bar graphs, pie charts

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outline

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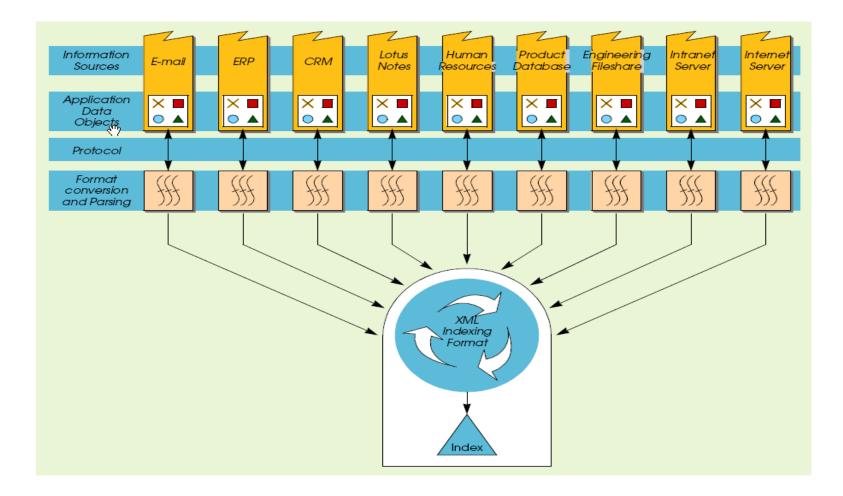


Enterprise Search Needs

- Depth and breadth → connectors
- More varied semantic typing / text layers
- Database offloading
- Multimedia processing
- Proactive search



Connectors





The Data

Open Architecture of Connectors	A Universal Model, Data
 INTERNAL SOURCES HTTP, File system, Databases (ODBC) Lotus Notes, Exchange, LDAP Mail server, Newsgroup Documentum and E- room Livelink (OpenText), Webdav Microsoft Sharepoint Universal APIs EXTERNAL SOURCES www.exalead.com External databases A univers of pre-defined clients 	 More than 400 Formats File types Word, Excel, PowerPoint, Access, WordPerfect, Adobe PDF, RTF, JPEG, PNG, MP3, ZIP, RAR, etc. Types of data : Unicode (UTF), specific coding (Arabe, Chinese, Korean, Japonese and Russian)

Exalead Desktop : Microsoft, Lotus Notes, etc.



Enterprise Search Needs

- Depth and breadth → connectors
- More varied semantic typing / text layers
- Database offloading
- Multimedia processing
- Proactive search



Enterprise Search Needs

- Depth and breadth
 Connectors
- More varied semantic typing
 - each type is a facet dimension
 - merging policy for types
 - addition, counts, list, sorted list
 - Mashups
- Database offloading
- Multimedia processing
- Proactive search

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Advanced Search Search Preferences

Sarah Palin Prank Call with

'Nicolas Sarkozy'

ww.voutube.com

5 min

Web Video News Images

Results 1 - 10 of about 10,900,000 for nicolas sarkozy. (0.10 seconds)

Nicolas Sarkozy - Wikipedia, the free encyclopedia

nicolas sarkozy

Nicolas Sarkozy was also president of the General council of the Hauts-de-Seine department from 2004 to 2007 and mayor of Neuilly-sur-Seine, ... en.wikipedia.org/wiki/Nicolas Sarkozy - 295k - Cached - Similar pages

BBC NEWS | Europe | Profile: Nicolas Sarkozy

8 Feb 2008 ... A profile of new French President Nicolas Sarkozy, who has promised a "rupture" with political tradition. news.bbc.co.uk/2/hi/europe/3673102.stm - 60k - Cached - Similar pages

Nicolas Sarkozy News - The New York Times

26 Dec 2008 ... News about Nicolas Sarkozy. Commentary and archival information about Nicolas Sarkozy from The New York Times. topics.nytimes.com/topics/reference/timestopics/people/s/nicolas sarkozy/index.html - 53k -Cached - Similar pages

Video results for nicolas sarkozy



French president Nicolas Sarkozy drunk at G8 www.voutube.com

News results for nicolas sarkozy

47 sec



Up go the barricades as universities voice anger at Sarkozy - 18 hours ago

... for six weeks are threatening to turn violent and merge with broader anger against President Nicolas Sarkozy's reforms and the economic crisis. ... Independent - 126 related articles »

Nicolas Sarkozy ignores enemy fire as he marches France back into Nato -Times Online - 597 related articles » France strikes deal with Mexico on prisoner - International Herald Tribune - 167 related articles »

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17 Dec 2008 ... He is determined, unorthodox and energetic and has put his nation back on the map. Why France's President is a true leader. www.time.com/time/specials/2008/personoftheyear/article/0,31682,1861543 1865103 1866541,00.html - 38k - Cached - Similar pages

Nicolas Sarkozy | Ensemble tout devient possible - [Translate this page]

La campagne officielle du président de l'UMP. Contient notamment une "NS TV", une boutique en ligne, des débats, des informations et inscriptions. www.sarkozy.fr/ - 52k - Cached - Similar pages

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Nicolas Sarkozy, the French president. Photograph: Eric Feferberg/AFP ... 24 Feb 2009: French president Nicolas Sarkozy's UMP party, famous for its ... www.guardian.co.uk/world/nicolas.carkozy_102k_Cachod_Similar.pages





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hi. Welcome to Evri, a whole new way to explore connections.

GET STARTED » See how Nicolas Sarkozy & France are connected

Nicolas Sarkozy Country Leader, Lawyer, and Nobility



Nicolas Sarkozy is the 23rd President of the French Republic and ex officio Co-Prince of Andorra. He assumed the office on 16 May 2007 after defeating Socialist Party candidate Ségolène Royal ten days earlier.

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Description from Wikipedia

Top connections [?]

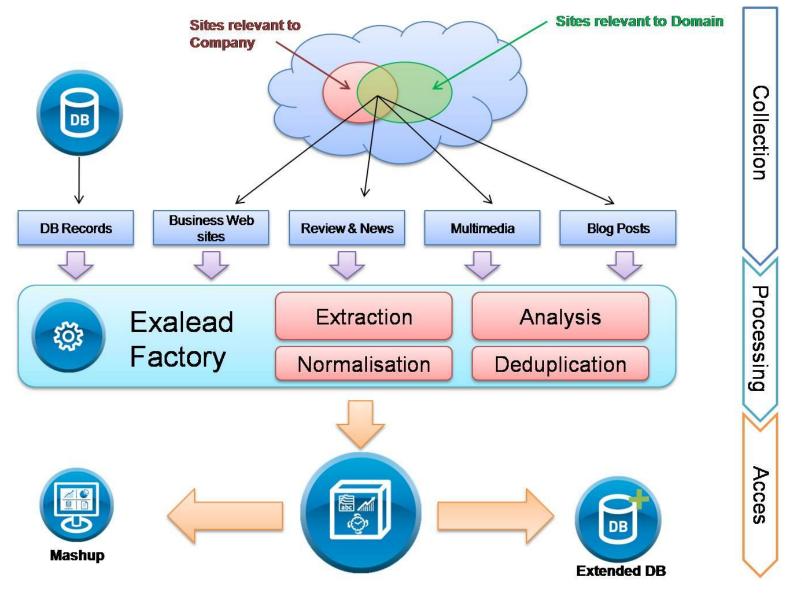


About Nicolas Sarkozy
Name: Nicolas Sarkozy
Birth Date: January 28, 1955
Religion: Roman Catholic
Spouse:
Carla Bruni
Cécilia Cinaner-Albéniz (div.)

Dig Deeper	Nicolas Sarkozy international organization
Dig Deeper	
Filter by top connection France NATO Felipe Calderon Carla Bruni	French gov't faces no confidence vote over NATO ter the debate, the parliament will vote whether it has confidence in the government. Sarkozy's plan to rejoin the NATO command will not be put to a vote, however. If it had, the vote might have been close, because a few dozen UMP members are opposed 1 hour ago AP Online See the Evri Widget in Action
Angela Merkel	Sarkozy to endorse French return to NATO
Mexico	Sarkozy to endorse French return to NATO Sarkozy: France will return to NATO
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leading	
finishing	



Business Item Creation





Business Item Mashup





📲 Blue Smoke 🍯

116 E 27th St, New York, NY 10016, USA Phone: (212) 447-7733 Subway: 6 at 28th St. Website: http://www.bluesmoke.com - Book Online ! Kind of food: Barbecue, American, American Traditional, Southern & Soul, American (Traditional)



Overview

Review

«forget what the 'cue quibblers sayx97blue smoke is an ingenious manhattan barbecue joint with a woody barroom full of red-vinyl booths, a skylit dining room, and a hot jazz club downstairs. true, some of the barbecue isn't there yet, but each visit shows improvement, as pit master kenny callaghan breaks in those missouri-made smokers. salt-and-pepper beef ribs are terrific; so are sides and desserts, and as far as pit-smoked foie gras and salmon goes, what's the problem? this ain't east treestump, texas, after all.» From New York Magazine

Most viewed comment

«Went to Blue Smoke tonight. The waitstaff was friendly, even if the last sip of my beer was whisked away without so much as an Are you finished with that? Had the baby back ribs, with a side of fries, mac & cheese and hush-puppies. The remoulade that comes with the hush-puppies makes this dish a real specialty. The mac & cheese was creamy, to put it mildly; very tasty, but for the hint of chemically Velvita-esque after-taste. The fries - excellent: they arrived fresh, hot, with a crispy exterior (no batter on these little critters) and with the genuine taste of potato without ... More >>

Bloggers entries about Blue Smoke

- Restaurant Week '08: Chase Away the Blues At Blue Smoke (New York City's Hottest Restaurant Deals)
- Summer Restaurant Week 2007 Pick: Blue Smoke (New York City's Hottest Restaurant Deals)
- . Hill Country to Challenge Blue Smoke, RUB on Their Own Turf (Grub Street)
- Restaurant Week Picks: Winter 2008 (Part 2) (New York City's Hottest Restaurant Deals)
- The Big Apple BBQ Block Party Demands a Lot From Its Vendors (Grub Street)
- Meyer Makes a Move on Citi Field (Grub Street)
- Robbie Richter and Hill Country Part Ways (Grub Street)
- B.R. Guest's New BBQ: Will Wildwood Succeed? (Grub Street)
- Heroic Blogger Saves Burger Lovers From Winter of Discontent (Grub Street)
- Profiled: Midtown Lunch'er "Vanessa" (& Big Apple BBQ Fast Pass Giveaway!) (Midtown Lunch)
- PROFILE: Midtown Lunch'er "Chris" (Midtown Lunch)
- . Daisy May's BBQ Cart... the best-scratch that- ONLY BBQ in Midtown (Midtown Lunch)

Details

Payment options: AMEX, Diners Club, Discover, MasterCard, Visa



Search

People sentiments

reasonable okay spicy inspired hot baked cheap habitual overpriced juicy hard grilled bizare famous impressed boiled impressive airy amazing consistent negative expensive superb efficient endless tiny meaty base Salty available genuine cute typical picky yummy

rude serious spacious unacceptable interesting pretty incredible obscene lukewarm low comfortable pricey saucy boring OK stellar impeccable affordable disgusted QUality sory unbelievable vinegary returning Small cleared delicious barbecued excited refreshing usable nasty traditional polite scrawny exceptional tasty ridiculous huge fond

From New York Magazine

Opening Hours

monday	11:30am - 11pm
tuesday	11:30am - 11pm
wednesday	11:30am - 11pm
thursday	11am - 1am
friday	11am - 1am
saturday	12pm - 1am
sunday	12pm - 11pm



Enterprise Search Needs

- Depth and breadth
 Connectors
- More varied semantic typing / text layers
- Database offloading
- Multimedia processing
- Proactive search



exd	ead	dupont

Keybord: 870

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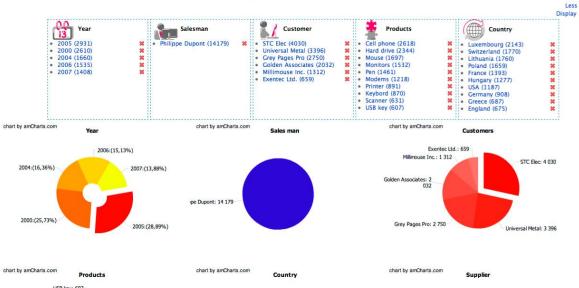
Printer: 891

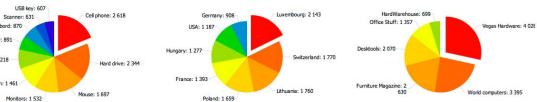
Modems: 1 218

Results 1 - 30 of about 14179 for "dupont " Results

Year 🔺 🔻	Sales man	Sales Office	Products	Country	Supplier	Price 🔺 🔻	Discount A V	Week 🔺 🔻
2002	Philippe Dupont	Berlin	Modems	Germany	World computers	39995	15	22
2006	Philippe Dupont	New York	Modems	Poland	Furniture Magazine	39988	25	24
2002	Philippe Dupont	San Francisco	Mouse	Lithuania	Vegas Hardware	39959	25	36
2000	Philippe Dupont	Berlin	Hard drive	Poland	World computers	39947	30	23
2004	Philippe Dupont	San Francisco	USB key	Luxembourg	Furniture Magazine	39922	20	23
2005	Philippe Dupont	Paris	Pen	Germany	Furniture Magazine	39921	15	22
2005	Philippe Dupont	Milano	Printer	Switzerland	Office Stuff	39918	15	21
2004	Philippe Dupont	San Francisco	Mouse	Lithuania	Desktools	39917	20	46
2005	Philippe Dupont	Milano	RAM	Lithuania	HardWarehouse	39899	20	3
2007	Philippe Dupont	Berlin	Printer	Switzerland	Furniture Magazine	39845	20	43
2006	Philippe Dupont	New York	Pen	Switzerland	World computers	39827	20	25
2002	Philippe Dupont	San Francisco	Pen	Switzerland	World computers	39821	20	19
2005	Philippe Dupont	Paris	Printer	Luxembourg	Desktools	39797	35	52
2004	Philippe Dupont	New York	Modems	Luxembourg	Vegas Hardware	39776	15	44
2005	Philippe Dupont	London	Cell phone	Lithuania	Furniture Magazine	39740	30	46
2003	Philippe Dupont	London	Hard drive	USA	Desktools	39732	25	22

<u>1</u> <u>2</u> <u>3</u> <u>4</u> >





Advanced search

Search

Less



Enterprise Search Needs

- Depth and breadth
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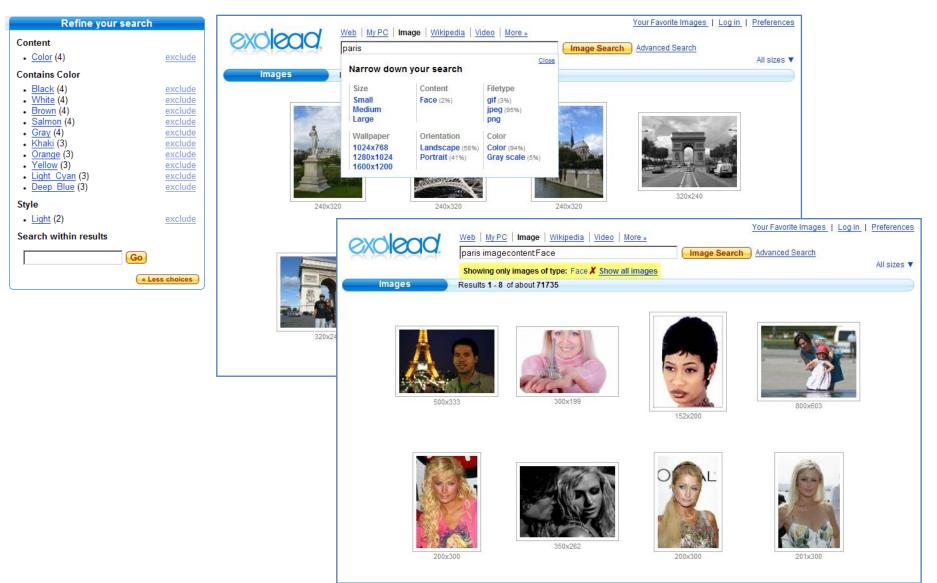


Video Semantics

voxolec	All TV News Radio News Video On Demand Politics bush iraq Advanced search		Preferences
Search Resul	ts Results 1-10 of about 25 for bush iraq	Refine your search	
	Sort by relevance - Sort by date - Sort by size View: E E E E Sort by size View: E E E E Sort by size View: E E E E E Sort by size View: E E E E E E E E E E E E E E E E E E E	Language • English (25) Medias • <u>CNN (11)</u> • <u>BBC News US (7)</u> • France 24 US (7)	exclude exclude exclude exclude
	BBC News US (1/8/2007) Om 6s stuck in this part of this the push by george bush to rescue his iraq strategy by putting more american boots on iraqi graham	Geographic location • Iraq (20) • US (15) • Them (12) • Washington (8) • U.S. (6) • Iran (5) • France (4)	exclude exclude exclude exclude exclude exclude
	CNN (4/9/2007) Om 1s less than two weeks before he delivers a crucial iraq report to congress president bush hinted at a possible future troop drawdown general contreras in	<u>China (4)</u> <u>Came (4)</u> <u>Afghanistan (3)</u> Organization <u>CNN (11)</u> HIT (8)	exclude exclude exclude exclude exclude
BECK & COMMERCIAL	CNN (16/8/2007) Om 2s as you may have heard the bush administration is getting ready to add iran's revolutionary guards a Om 47s terrorists it's accurate they're after all killing our troops in iraq but it'd also send a message that this administration has and forgot about the policy that brought us to iraq in the first place that policy is the bush doctrine CNN (13/8/2007)	LOT (8) Democrats (8) LOOK (7) CALL (7) BBC (5) Speak (5) FAST (5) Great (5)	exclude exclude exclude exclude exclude exclude exclude exclude exclude
	1m 11s the final in a year and a half of the bush white house 1m 23s a time of the war on terror the war in iraq but i don't think any worse than before but he's	• <u>Great</u> (5) Date • <u>2008</u> (25)	exclude



Multimedia Semantics





Mashup: Named Entities, Face Recogntion, Network



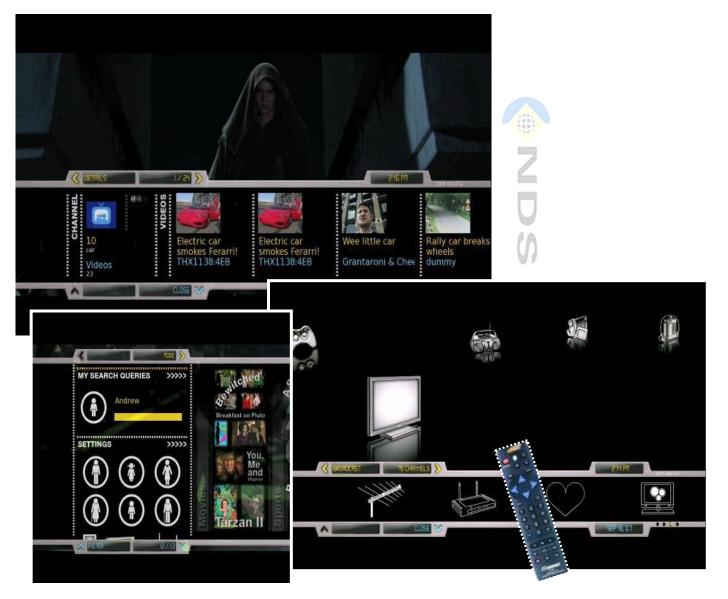


Enterprise Search Needs

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- Proactive search / hidden search



Each click generates a search





O What is Enterprise Search O Differences Enterprise/Web Search O Enterprise Search Needs



Conclusions More semantics





Flickr: eye of einstein

Flickr: bucklava