



# **Enterprise search in the EU**

## **Update to the 2011 IPTS report**

**Martin White**

Managing Director, Intranet Focus Ltd. UK

[martin.white@intranetfocus.com](mailto:martin.white@intranetfocus.com)

# Introductions



Chemist and information scientist

Co-authored 'Intranet Management' in 1998

Set up Intranet Focus Ltd in 1999

Visiting Professor, iSchool, University of Sheffield since 2002

Business experience in 35 countries



**Development of governance and implementation strategies for Microsoft SharePoint**



**Impact of mobile solutions In the enterprise**



**Specification, selection and implementation of enterprise search applications**

**Due November 2012**



**Development of information management and intranet strategies**

# Enterprise search

- 'Enterprise search' is providing a managed framework of search applications which enable employees to find the data, information and knowledge that they have the right to access in order to make business decisions
- It is not about implementing one federated search application that indexes all enterprise repositories and provides a single user interface
- Recently there has been a lot of interest in search solutions for Big Data.
- It is widely accepted, even though there is no firm evidence, that the volume of unstructured information represents around 80% of the total. To make sense of data there is a need to put it into context with other internal and external sources of information and of the expertise and experience of employees

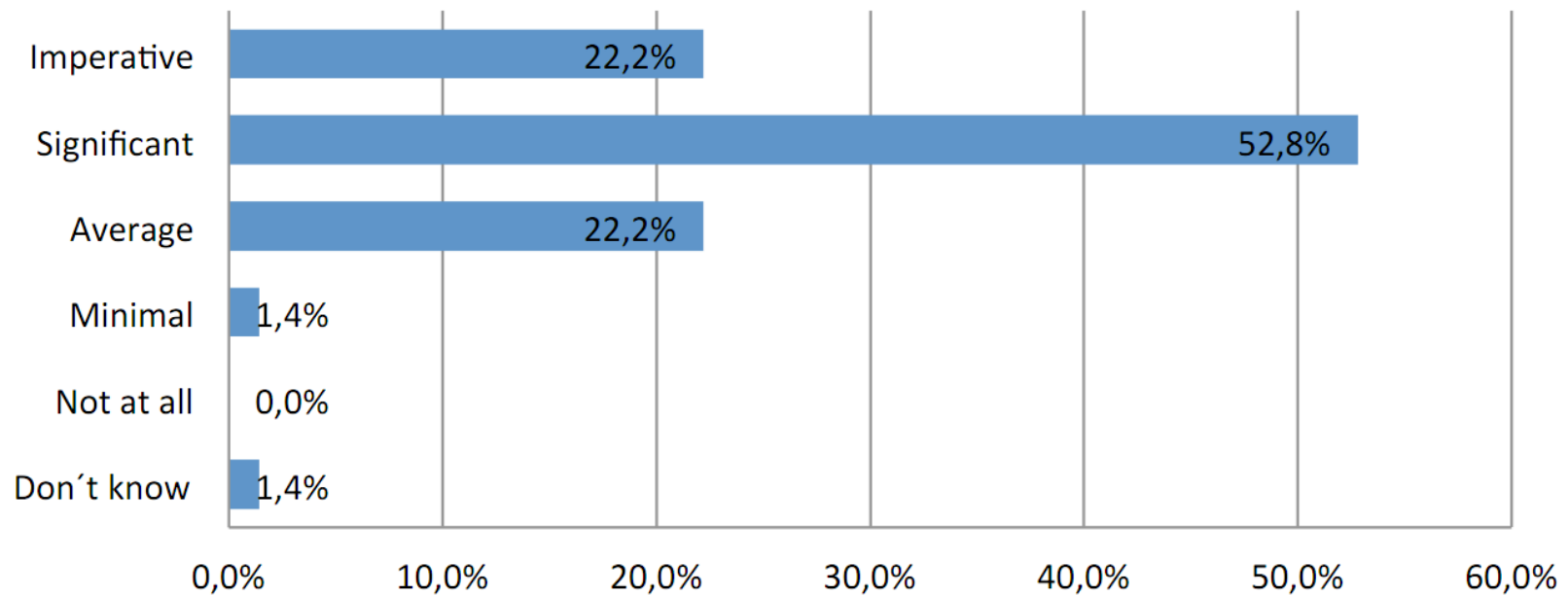


Figure 3 How critical are finding the right information to your organisation's business goals and success?

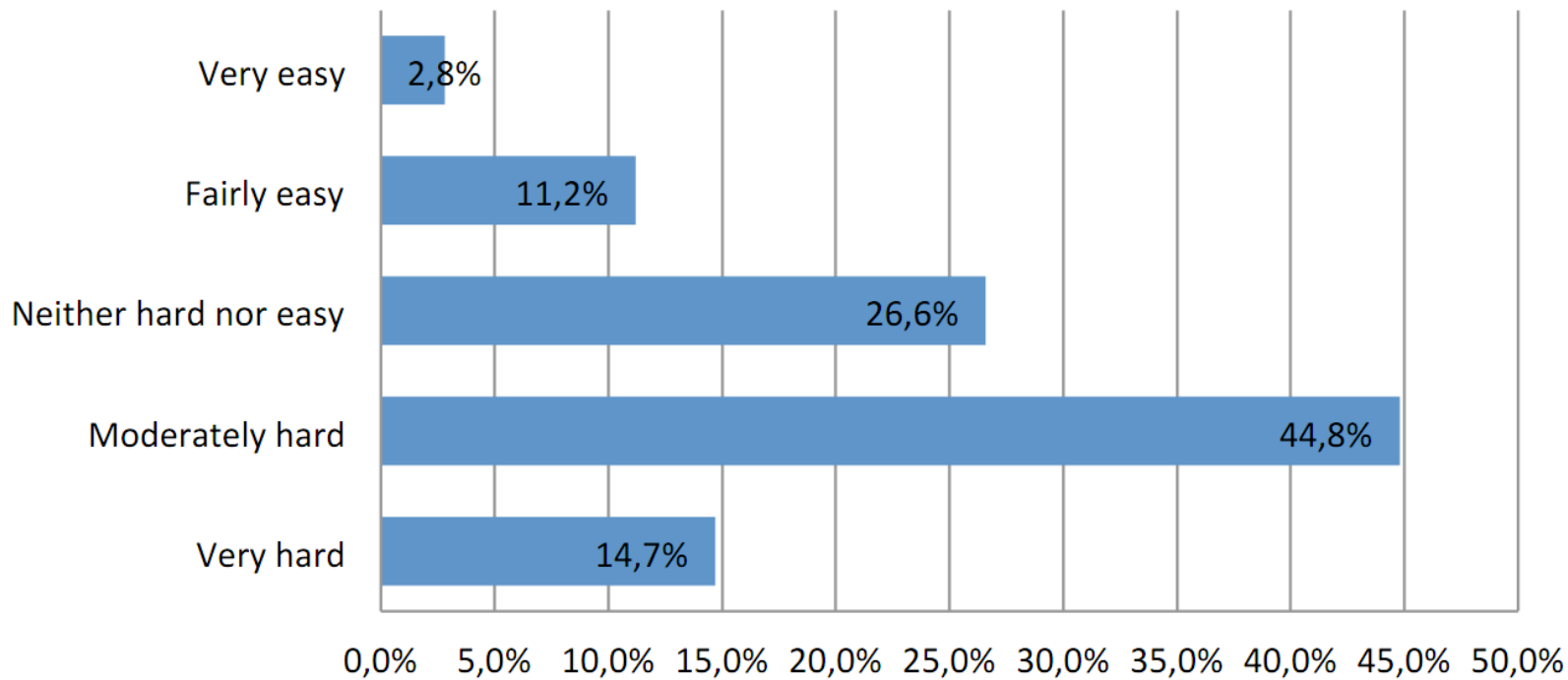


Figure 1 Is it easy to find the right information within your organisation today?

Enterprise Search and Findability Study 2012 [www.findwise.com](http://www.findwise.com)

# The Cost of Poor Data Management

- Executives say their organizations are losing revenue each year due to insufficient data management

**93%** of executives believe their organization is **losing revenue** as a result of not being able to fully leverage the information they collect.

On average, they estimate this lost opportunity to be **14%** of annual revenue.

Organizations with **\$1 billion** or more in revenue\* say they're losing approximately **13%** of annual revenue – translating to **\$130 million** in lost opportunity for a \$1 billion organization.



**Take Away: Millions to Gain**

\*Figure based on private sector organizations only

ORACLE

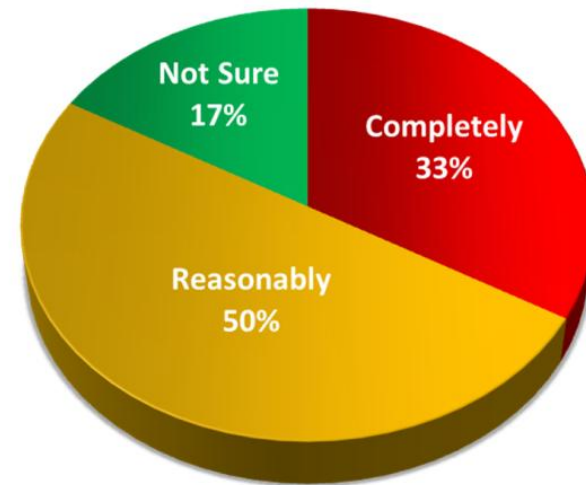
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# Search disaster

Results from usability tests in a large EU-based global manufacturing company



Confidence ratings for disasters – All tasks

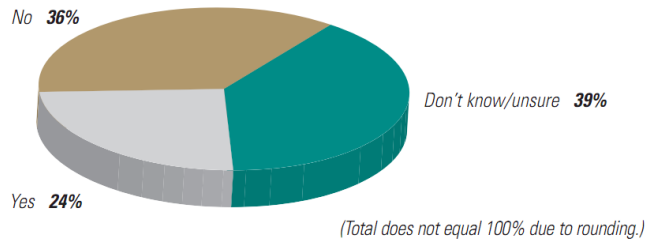


This diagram shows that in 9% of cases the user found a document that they considered to be the definitive document, and 33% of these were completely sure they had found it.

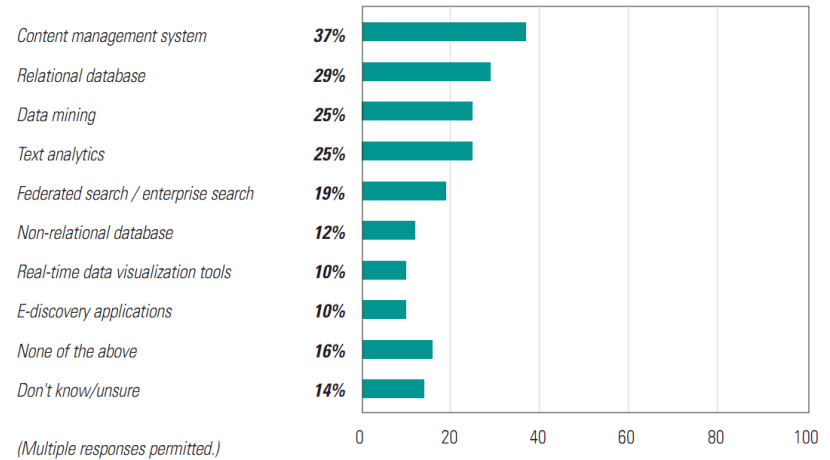
“Disaster” concept from <http://www.customercarewords.com/>

# The “understanding” gap

**Figure 26: IT Infrastructure and Processes Adequate for Managing Unstructured Data 3 Years From Now?**



**Figure 36: Technologies Employed to Search, Analyze and/or Deliver Unstructured Data**



**It is clear from this survey that respondent companies fail to understand the benefits of an enterprise search application**

Source – MarkLogic 2011



# Industry structure

- The acquisition of Automony (by HP), Endeca (Oracle), Isys-Search (Lexmark) and Vivisimo (IBM) between August and November 2011 removed all the middle market vendors
- There are still around 80 smaller companies (revenues of less than €20 million) offering search applications, many based on Apache Lucene and Solr
- The middle market opportunity is now rapidly being filled by open-source applications.
- A perceived advantage of open source applications is that they can be developed in a staged project to keep resources in line with requirements
- Apache Lucene is the dominant application, representing as much as 90% of the open-source installed base

# Lots of weak links in the chain

Content

Poor quality content will result in poor quality search

Connectors

Connectors can be version/configuration specific

Document filters

Unravelling document structures can be very difficult

Metadata

Essential for high-quality search but rarely managed well

Indexing

Acronyms, stop words and social language all need to be considered

Security

Who manages information security?

Query

Search cannot be made fully intuitive

Tuning

Unending and complex

User interface

Mobile will change everything

**Search software is complex and this is why specific skills are needed**

# Search team roles

- Search (Information Discovery) Manager
  - Good understanding of how information is used in the business
- IT support
  - Will assess server and network performance, disaster recovery, crawling schedules etc
- Information Specialist
  - Supports metadata and taxonomy development
  - May require language skills
- Search analytics
  - Defines reporting formats and reviews search logs to identify problems before they happen
- User support
  - Acts as the user-facing member of the team, doing training and usability testing

# Skills gap

The IST program immerses students in information science; information architecture; human factors in information seeking and use; information organization, storage and retrieval; and applications of the Internet. Learn how information is retrieved, organized, manipulated, repackaged and applied in nearly every aspect of our increasingly digital culture and economy.

iSchool, University of Milwaukee

Companies cannot find skilled and experienced staff to support enterprise search implementation

Search vendors, integrators and open-source developers cannot find skilled and experienced staff

Microsoft partners cannot find skilled and experienced staff to support enterprise search implementation

In 2011 Google hired 1000 professionals in the EU

There are around 30 Specialist IR institutes in the EU

10 of these are in the UK

Only 4 have iSchool status

None teach a 3yr undergraduate course in IR