

Success Factors In Enterprise Search



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General search success factors

- > Coverage of content
- > Freshness of index
- > Responding to the probable “need behind the query”
- > Ranking of documents
- > Presentation of results

Types of Enterprise Search

- > External website(s) search
- > E-commerce search
- > Day-to-day search by employees, e.g.
 - Contact details
 - Forms and policies
 - Services
- > Task-driven search, e.g.
 - Patent search
 - Enquiry handling
 - Bid or report preparation
 - Responding to help desk requests
 - Working on a technical project
 - Skill/expertise matching for project teams

Multiple
repositories

Web search
v.
Enterprise search

What's the difference between the Web and a Repository?

- > People **publish content** to the web in order to reach an audience.
 - There's really no other reason to create a web page.
 - They pay experts to make their stuff findable
 - They often make money or achieve business goals when people access their web pages.
- > People **save files** in a fileshare because they have to go somewhere.
Other/Other/Other/Other/Misc.doc
 - They may put access controls to restrict the possible audience.
- > People **store records** in a records management system so they can be sure they won't disappear.
 - Tower Software: Access probability for a record drops to almost zero after two weeks.
 - Is this because they're hard to find?
- > People **record data** in a database for use in business applications.
- > People **file emails** (or just leave them in their inbox) for their own personal use.

Not really “publishing”

In the enterprise:

- > Importance/popularity signals are different and weaker.
- > Complex security controls.
- > Indexable text must be time-consumingly, and maybe inaccurately, extracted from binary files.
- > Privacy concerns about emails.
- > People find it hard to generate good queries. Imagine in 6 months time:
 - *Oops I haven't replied to the email from that guy at the conference, you know the one in Brussels... Late last year I think. Was his name Henri? Grosjean perhaps? From France somewhere. Maybe some government research agency? I'm sure the mail was something about vapourware¹*

¹ Actually, "clouds"

Luckily, I will be able to query by image:



Image size:
4896 × 3672

No other sizes of this image found.

Visually similar images - Report images



ES is difficult, but return is significant!

- > An integrated view of heterogeneous repositories
 - Would you really log in and search them all separately?
 - Once all the information is in your search tool, you can easily run analysis or data mining tasks.
 - > Bridging remote offices.
 - > Supporting role hand-overs
 - > Support FOI, legal cases, auditing, internal investigations
 - > **Happy, productive** staff doing daily tasks
 - > Don't pay staff to recreate a report that already exists!
 - > Make more effective the process of doing tender responses, quotations, policies and reports.
 - > Don't embarrass yourself by making public statements which you'd know were false if only you'd found the key document. **RBA** take note!
-
- > You don't want Alzheimers in your Corporate Memory!

Funnelback: the organisation

- ▶ Size: Small
- ▶ Employees: 35
- ▶ Offices: Canberra, London, Brisbane, Sydney, Melbourne
- ▶ Roles: R&D, Services, Sales, Finance, Admin.
- ▶ Information repositories: Many (see next slide)
- ▶ Collection sizes: tens of thousands of docs.

Challenge: Provide a single search interface over all repositories which helps all employees do their jobs effectively and efficiently.

Live Demo →

Observations on FB search-internal

- ▶ People do use it to do their jobs.
- ▶ Cross-repository search is useful, avoids missed information.
- ▶ When scoped to an individual repository, it works better than search built into that repos.
- ▶ Faceting is really valuable but collapsing presentation was needed because of diversity of facet dimensions across repositories.
- ▶ Different roles – different requirements.
(“Groupisation”)
- ▶ **Confession:** It didn't all work instantly out-of-the-box.

Lessons learned

- ▶ Balancing across repositories is important
- ▶ Careful thought about presentation is vital
 - avoid clutter, provide functionality to support need
- ▶ Need search boxes within applications, e.g. Jira, Confluence.
- ▶ Avoid having to type search URL into browser - otherwise there's an impediment to use.
- ▶ Value of profiles for each role or task
- ▶ Intelligent query completion
 - Specialised completions, such as software options

Personal metasearch: Integrating personal and enterprise “repositories”

Success Factors

- > The standard ones.
 - Connect to all repositories
 - Intelligent gathering
 - Tune to context
 - How should diversity work?
- > Query assistance and “understanding”
- > Integration into tasks / business processes / applications
 - > Where are the wins?
- > Understanding of roles and development of profiles.
- > Remove barriers to everyday use.
- > A SearchMaster

Goal: to ensure that the everyday activities of an employee are as enjoyable and productive as possible 😊

