Relevance, Web 2.0, Yahoo, and Google

Enterprise Search Summit
New York, New York
May 24, 2006

Support for special projects
New study The Google Apocalypse in October 2006.
600+ pages of enterprise search information.

Additional information at
www.arnoldit.com/sitemap.html
Change in last year?

Index

Query
became the

Index
Kitchen Sink
Model
Query
What’s in the search “sink”?

Query

Autoclassification
Taxonomy services
Work flow functions
Analytics

Index
Approach has consequences

Simple is “in”
Google love and happiness changed...
“Bake in” search
This is the main results display. Note that the additional metadata like date and time are not displayed. Also, in this view, the developer did not include a summary. Note the inclusion of a duplication function to allow the user to view documents the engine identified as a duplicate of the displayed result.
Business Impact?

Takes longer
Costs more
Technology impact?

More complex
More horsepower
Trends 2006?

- Enterprise information platform
- Appliances and APIs
- Specialization
- A piece of another application
What’s this mean to you?

- Multiple search systems common
- Turmoil due to consolidation
- Revolving door technologies
- Sales / marketing warfare
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