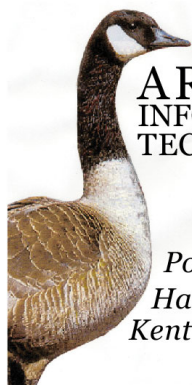


Relevance, Web 2.0, Yahoo, and Google

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



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**ARNOLD
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TECHNOLOGY**

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The Google Legacy still available. Order at www.infonortics.com.
New study *The Google Apocalypse* in October 2006.

The Enterprise Search Report 3rd edition now available. Order at www.cmswatch.com.
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**Change in
last year?**



Index

Query

became the

Index
Kitchen Sink
Model
Query

**What's in the
search “sink”?**

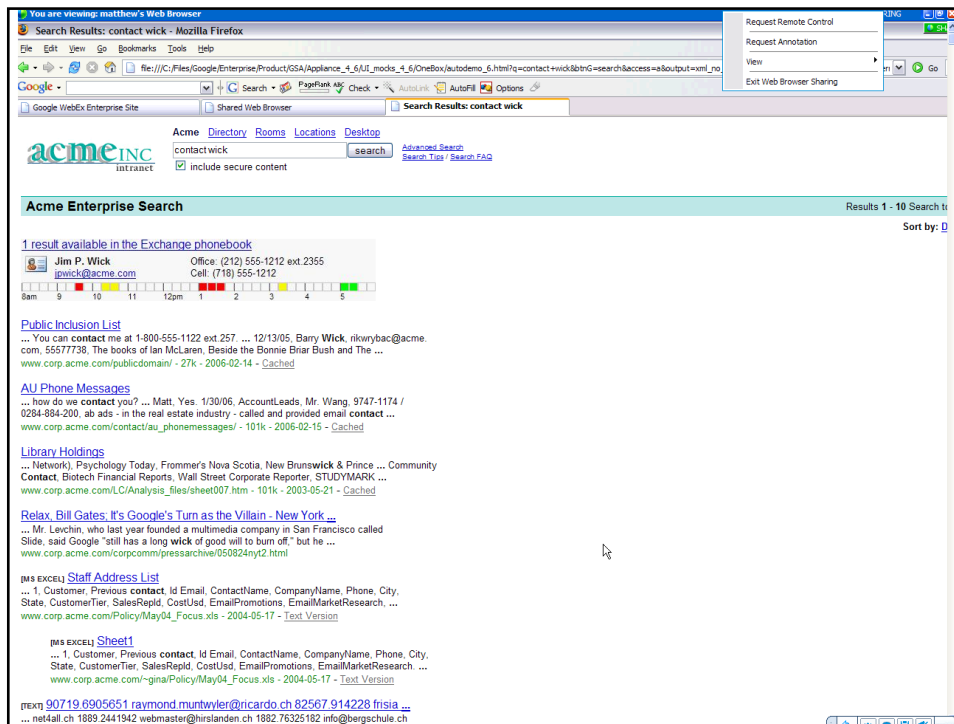
Query

**Autoclassification
Taxonomy services
Work flow functions
Analytics**

Index

**Approach has
consequences**

Simple is “in”



“Bake in” search

Business Impact?

**Takes longer
Costs more**

**Technology
impact?**

**More complex
More horsepower**

Trends 2006?

- ▶ **Enterprise information platform**
- ▶ **Appliances and APIs**
- ▶ **Specialization**
- ▶ **A piece of a 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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