Enterprise Search: What You Must Know about Information Retrieval and the “Google Effect”

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Management consulting and strategy
“The Google Legacy” became Available earlier this month
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Introduction

- Some Background
- The Google Effect
- Requirements
- Selected Search System Snapshots
- Cost Analysis
- Checklist
Your Info Needs

- Cost?
- Technology?
- Which vendor?
- Appliance versus “software”
- Implementation?
- “Bake off” tactics?
One Size Fits All?

All Search is Not Created Equal

- Enterprise Search
  - Helping Employees find info
- Site Search
  - Helping drive sales
- Intranet / Extranet search
  - Serving different needs?
- Web Search
  - “How do I make my site appear at the top of Yahoole?”
- Discovery
  - “What do we know?”
Search “Nervous System”

Search Driven by “Bottom Up Force”
Content Types in Organizations

Google Has Defined “Search”
Google, Version 2.0

Google Nuggets

- “Forced” the Autonomy-Verity merger
- Giving away Web analytics
- Provides a low-cost search “toaster”
- Making search vendors include more complex “text mining” functions to add value and differentiate themselves
- Using the Appliance as an applications delivery platform:
  - Search
  - Maps
  - What’s next?
Google Squeeze

Historical Context

<table>
<thead>
<tr>
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<th>1964: IBM</th>
<th>1984: Microsoft</th>
<th>2004: Google</th>
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</thead>
<tbody>
<tr>
<td><strong>Architecture</strong></td>
<td>Glass Room Computer</td>
<td>Desktop Computer</td>
<td>Network Computer</td>
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<tr>
<td><strong>Software</strong></td>
<td>Assembly Language - PUI</td>
<td>BASIC</td>
<td>Open Source</td>
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<td><strong>Performance Improvement</strong></td>
<td>Buy More IBM Hardware</td>
<td>Wait for Intel</td>
<td>Google Linux and File System + Commodity Hardware</td>
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</tbody>
</table>
Messrs. McNealy and Ellison talked about the network computer…

Google built it and some of the hottest virtual applications…

Google’s Impact Wave
Google’s Dynamic Front

Impacts
Virtual Applications


The Google Computer
Googleplex = Virtual Apps

Deskbar / Search
Visualization?

Picasa
If Google went out of business tomorrow, what happens if Microsoft, Yahoo, or China hired the former Google employees?

What would this group build?

Microsoft and Other Now Get “It”

“Internet services disruption”

“Services wave”

“...will impact everything we do”

“... services platform”

“seamless”

Summary

- Google is more than search
- Google has a technological lead... its infrastructure is in place and being improved
- Competition... trying to catch up
- Opportunities created by Google’s surge