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

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“The Google Legacy” became Available earlier this month Order at www.infonortics.com
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5 Requirements
Summary: Four Search Myths

• **The myth: Search is trivial.**
  The myth: No, search—even with the Google Appliance—is hard due to access control and updating to meet the needs of colleagues.

• **The myth: Search is like Google.**
  The reality: No, search is not Google even when you have a Google Appliance (no secret “popularity” sauce...yet). Content types and user needs are different from a free Web search service.
Search Myths

- The myth: Performance is not a problem.
  The reality: Yes, performance is always a problem. Updating indexes requires network bandwidth, storage, and CPU slices.

- The myth: Our IT people are able to do search.
  The reality: No, search requires specialized support. One example: document retention for compliance with Federal regulations.

Know Your “Market”

- Customers = Your Employees
  – Goal is to provide employees the means to find information quickly that will enable them to do their job

- What do your “customers” want?
  – What information are they searching for?
  – What shortcuts are they taking because they can’t find information?
  – How many interfaces do your “customers” use to find information?
How to Avoid Common Pitfalls

- **Get smart**—Assume nothing
- **Identify key stakeholders**—Enterprise search is not a consumer audience
- **Get the support of management**—Lack of resources (people and money) means trouble
- **Prepare a business case and cost analysis**—Search is not perfect even with unlimited resources

Rate Your Solution

Web Search has low overall customer satisfaction
Points to Consider

- Vendors will explain that their search system can do enterprise search AND Web site search
- Depending on circumstances, the two can be:
  - Separated
  - Operated on a single system
- Mixing enterprise search which supports work tasks and Web site search which may have a marketing angle leads to potential misunderstandings

Discussion

- When a vendor say, “Our search system can do it all”, what does the vendor mean?
- What must be done to index information held in real-time systems running on mainframes?
- How do search systems deal with the jargon and specialized vocabulary in your organization?
- When an employee misspells a name, how can the search engine deliver the right results?
Requirements change...
Multiple search “solutions”
are becoming more prevalent