Google: Disrupting the Traditional World of Enterprise Applications

March 4, 2008
AIIM, Boston, Mass.

Management consulting and strategy for exceptional projects... White House, Bear Stearns, Trust Company of the West, largest Web search company, largest software company, US Senate Police, Australian National Police, others.

Author of:
- Beyond Search (Forthcoming, Gilbane Group, April 2008)
- Google Version 2.: The Calculating Predator (now available)
- The Google Legacy. (Available at www.infonotics.com)
- Author of Enterprise Search Report (1st, 2nd, and 3rd editions)

www.arnoldit.com -- Most of my articles and speeches
www.arnoldit.com/wordpress -- Web log
Monthly column in KMWorld
Topics

• Framing comments
• Maps and Apps
• Google Search Appliance
• Plumbing
• Observations
• Questions

I will post links and a version of this talk on my Web log at www.arnoldit.com/wordpress
Google 2008 Key Messages in Less Than 12 Words

- IT crisis
- Easy to use
- Mobile workers
- Customizable
- Scalable
- Extensible
What is Google doing?
Maps

My Favorite Places
Search for locations on the map below and save them to your list of favorite places.

http://gmaps-samples.googlecode.com/svn/trunk/localsearch/places.html
Almost Casual Invention on a Napkin

US20060149461
Apps

NewCandidate

App Insights

T's a candidate seems great. We might want to hire him.
Plan: 3
Date: 10/04/04

Visual Studio - Search Results for Microsoft
Microsoft Labs, a business of Microsoft Corporation.
Build 2.0.0.0

Search the web for Microsoft
Microsoft.com

Go to New Candidate page
Create a new candidate

Conclude search

Multiple values (subfielding and embedded hyperlinks)
Google Search Appliance

The Product Line

- **Mini** – one mu (1.5 inches high)
- **Small** – two mu (3.0 inches high)
- **Medium** – one rack
- **Large** – one or more racks
Google OneBox for Enterprise Developer's Guide

Google OneBox for Enterprise lets you define keywords with which users can enter specific types of queries. In response, the search appliance returns specific types of results. Google OneBox for Enterprise is supported on version 4.8 and later of the Google Search Appliance and Google Mini.

This document describes how to work with Google OneBox for Enterprise to build OneBox modules, each of which defines and responds to a specific type of query. The document includes information about using data from a third party provider. Before starting development, refer to OneBox Module Design Principles, which provides information about how to design a OneBox module.

For the most part, features are available on both Google Search Appliance and Google Mini, with a few exceptions, which we identified. Generally, you can use this document to develop for both products. The generic term “the search appliance” refers to either Google Search Appliance or Google Mini.

http://code.google.com/enterprise/documentation/oneboxguide.html

Customized Results: Cognos
Customized Results: Exchange

Federated Results
Plumbing

The Google Computer - 2006
Google Audio & Video

Google Telephone & Telegraph (GT&T)

Google Operating System & Applications for the Enterprise

First Google Global Bank

Google Global Market (G*Mart)

Google Text / Data Content Publishing & Distribution