

Reproduction Not Permitted by Any Means
(Attorneys and Plagiarists Exempted)

Implementing Enterprise Search: Five Pitfalls (Government Client)

8th Search Engine Meeting
Boston, Massachusetts

April 7-8, 2003
© Stephen E. Arnold, 2003
502 228 1966
www.arnoldit.com



Government Search

- Expectation management
- Relevance
- Database content
- Integration
- Interface
- Summary



Search Stakes High



Multiple Government Markets

Classified
"Search"

GSA
Schedule
"Search"

Individual
Agency
"Search"

Focus

- U.S. and Canadian government prospects
- Significant opportunities
 - \$300 million - \$2.0 billion in the U.S.
 - \$30 million - \$200 million in Canada
 - \$240 million – 1.6 billion in the E.U.
- The market for the next 12 to 24 months
- *See me after this brief talk to discuss “how” to close deals in this sector*

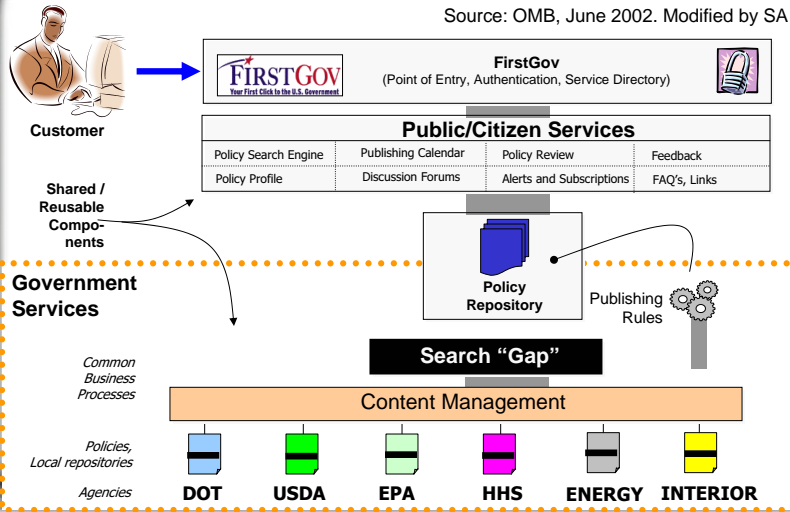
Section 1

Expectations

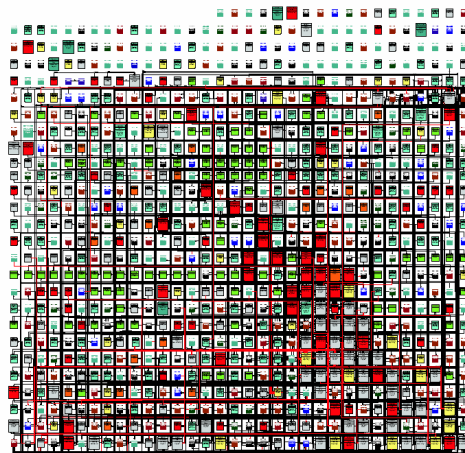
Multiple Opportunities

Citizen Services

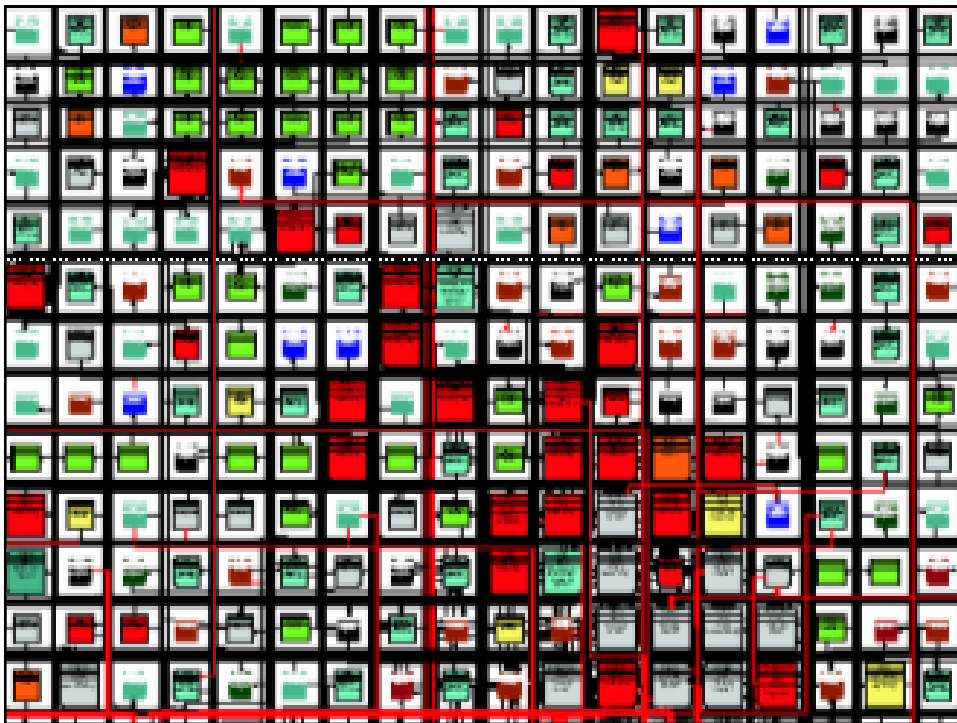
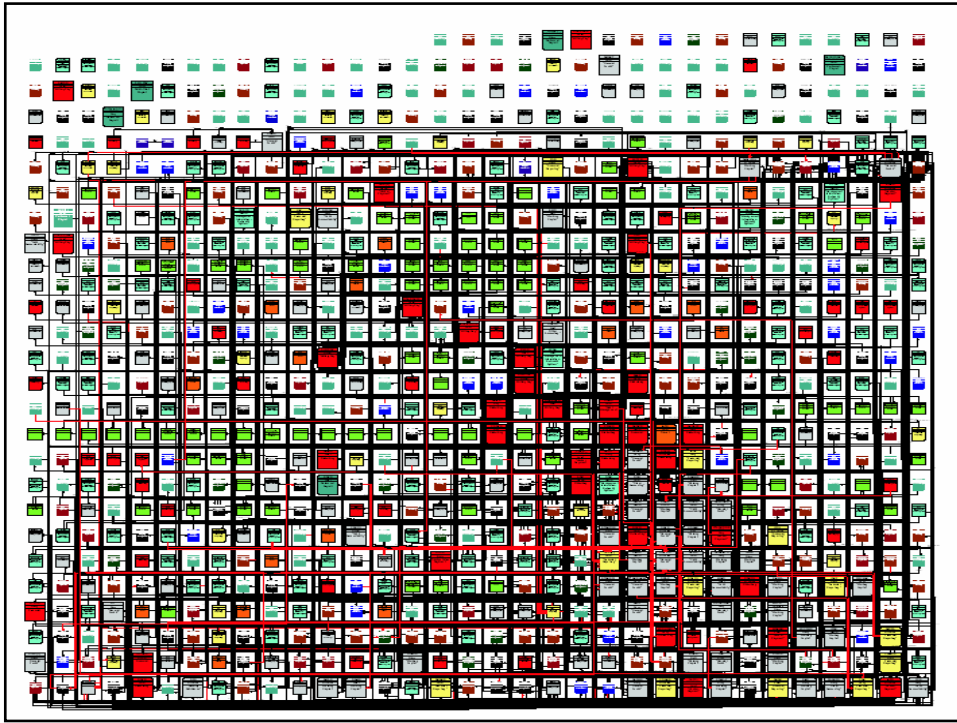
Source: OMB, June 2002. Modified by SA



Map of DoD Computers



Source: Catherine Santana, Director FMMP, DoD, 2002



Typical Government "Prospect"

Google

IBM / Lotus

Verity

Oracle

University Labs

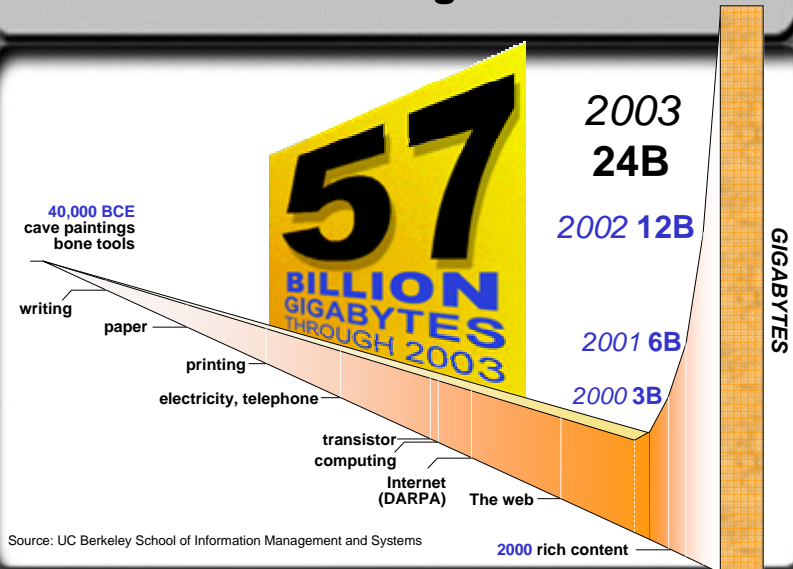


Open Text /
Phase 5

Section 2

Relevance

... Search's Challenge



In the Government...

- Citizens complain
- Government workers complain
- Elected representatives complain
- And ... Dick Cheney complains
- Guess who matters most?



Section 3

Database Content

Flat Text Is Not Enough...

- More than saying, "We do XML."
- Database content:
 - Microsoft Access
 - MySQL
 - Oracle
- Hybrid content

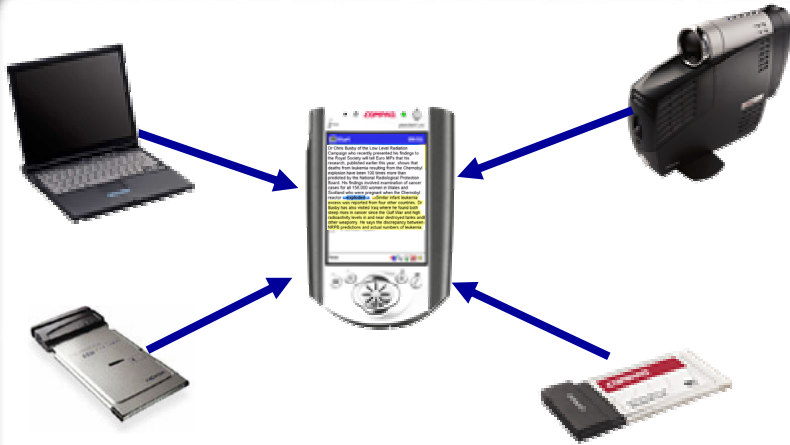
Database Engines

The screenshot displays two web pages side-by-side. On the left is the Oracle website, featuring a search bar and navigation tabs for 'DATABASE', 'TOOLS', 'APPLICATIONS', 'SUPPORT', 'EDUCATION', 'CONSULTING', 'DEVELOPER', and 'PARTNERS'. A prominent banner for 'Now! Enhanced XML Support for B2B Application Development' is visible. Below it, there's a section for 'Microsoft SQL Server' with a search bar and a 'Microsoft .NET Enterprise Servers' logo. On the right is the IBM website, with a search bar and navigation tabs for 'Home', 'Products & services', 'Support & downloads', and 'My account'. A banner for 'DB2 Product Family' is at the top, with a sub-header 'Data Management Software'. Below this, there's a section for 'Extend the Frontier of Data Management' with a central image of a server rack and text about broadening market reach with SQL Server CE. A 'Highlights' section mentions 'SQL Server 2000 Named Best Overall Database'.

Systal's Pertimm

The screenshot shows a Microsoft Internet Explorer browser window displaying the Pertimm search interface. The address bar shows 'http://wg2.ipdipper.com/energy/'. The search results for the query 'nuclear_waste' are displayed. The interface includes a search bar with the query 'nuclear_waste' and a search button. Below the search bar, there are navigation controls like '<<' and '>>'. The results section shows '170 references have been found'. The first result is '1. Aborigines & Uranium : No Radioactive Wastes On Our Land', with a brief description and a link to 'http://wg2.ipdipper.com/rs04/d3/d/wpdenergy_04_d3_d5/0/www.sea-us.org.au/blackuranium.html'. The second result is '2. Green Party News', with a brief description and a link to 'http://wg2.ipdipper.com/rs04/d3/d/wpdenergy_04_d3_d5/0/www.greenparty.org.uk/news/2001/01/chrisbusby.html'. The third result is '3. Snapshots from the U.S. Nuclear War Plan - page 11'. The browser window also shows a menu bar with 'Fichier', 'Edition', 'Affichage', 'Favoris', and 'Outils', and a status bar at the bottom indicating 'Internet'.

Outputs to Hybrid Wireless Devices

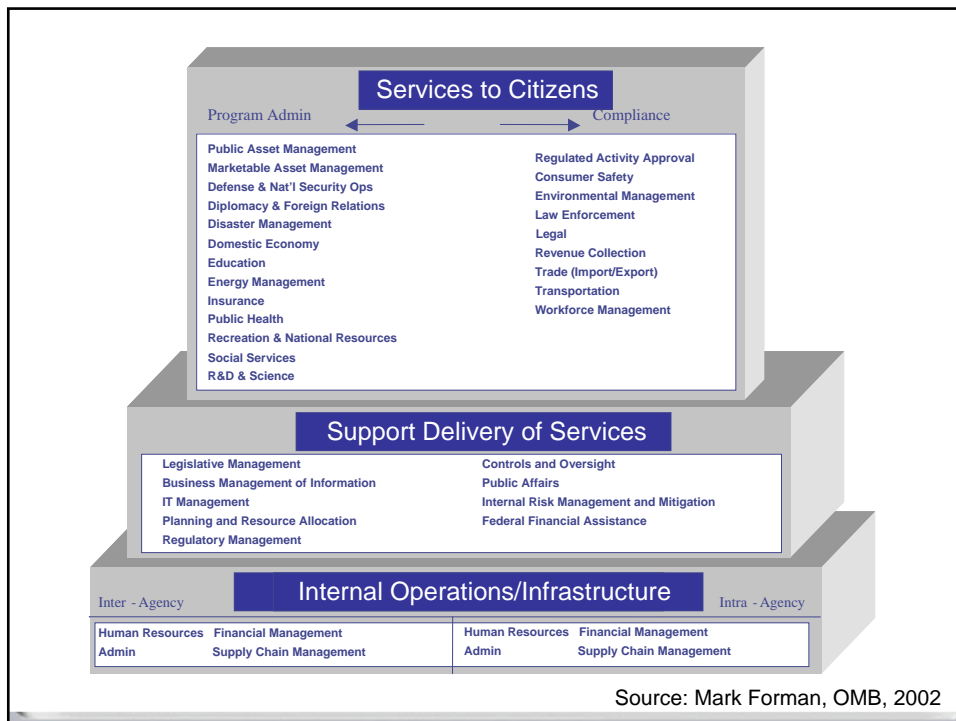


Great Skepticism about

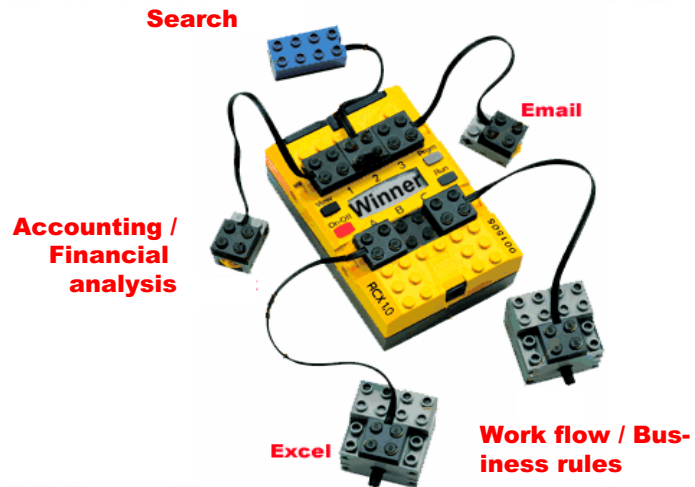
- Verity's K2 Enterprise configuration costs
- Easy Ask's track record in "industrial strength environments"
- Mercado's unpredictable results
- Oracle's "upselling" before getting the job done
- Integrators who can't implement
- Anyone selling a "better search"

Section 4

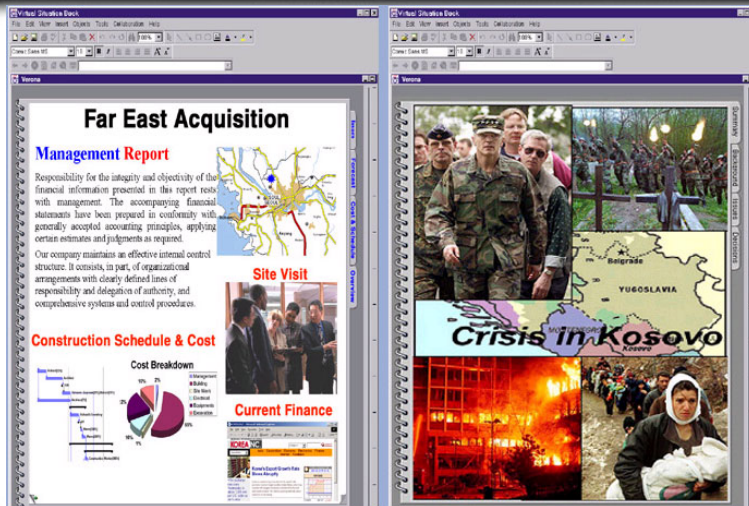
Integration

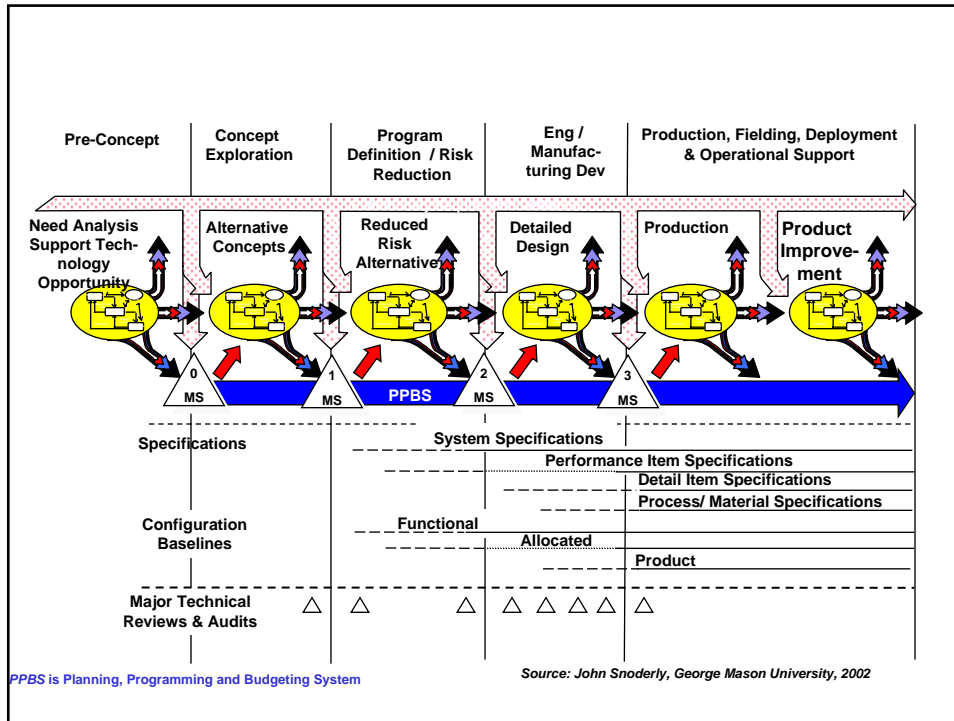


Search... Snap In, Not Stand Alone



GITI's Verona





Section 5

Interface

Yahoo! ... the Holy Grail

My **YAHOO!** Welcome, stephen e! - [Yahoo!](#) - [Account Info](#) - [Help](#) - [Sign Out](#) powered by **hp**

Lamaze Classes What are you looking for? **YAHOO! Yellow Pages**

Enter Business/Category: And City, State: LOOKIT UP

My Front Page [New Page](#) monday - mar 31

[Change Colors](#) [Choose Content](#) [Change Layout](#) [Add/Delete Pages](#) [\[hide buttons\]](#)

War in Iraq: [Breaking News](#) - [Photos](#) - [Video](#)

Message Center [Edit](#) [X](#)

[Check Email](#)

[Check Calendar](#)

My Front Page Headlines Mar 31 1:33am [Edit](#) [X](#)

[Technology News from Reuters Internet Report](#) Mar 29 8:31pm

Portfolios [Edit](#) [X](#)

COMMISSION-FREE TRADES AMERITRADE

Quotes [Edit](#)

DJIA	9145.77	-55.68
NASDAQ	1369.60	-14.65
HSI	8863.36	-8.96
NIKKEI	8280.16	-88.51
NYSE	4809.10	-20.61

- [Gear Makers Call on Internet Phones for Growth](#)
- [Iraq War Sparks Tit-For-Tat Hacker Attacks](#)
- [EURid Set to Manage .eu Internet Domain](#)
- [Calif. Moves Closer to Taxing Internet Sales](#)
- [Al Jazeera Web Site Faces Continued Hacker Attacks](#)
- [Microsoft Gears Up for Server Software Launch](#)
- [Europe Set for Strong Web Banking Growth - Study](#)
- [SEC Questions Accounting of Some Deals -AOL](#)

Yahoo's Video... Getting Attention

LAUNCH: Music Video Player - Microsoft Internet Explorer

LAUNCH music videos - The most videos on the web!

VIDEO SEARCH GO [ARTIST BROWSE](#)

[TOP 100](#) [NEW VIDEOS](#) [MY VIDEOS](#) [FEEDBACK](#) [HELP](#)

Can't Stop
Red Hot Chili Peppers
By The Way © 2003 Reprise Records

RATE THIS ARTIST RATE THIS VIDEO

[GET ARTIST INFO](#) [EMAIL THIS VIDEO](#)

[OFFICIAL WEBSITE](#) [BUY ALBUM](#)

Paused 01:44 / 04:36

Play

FULL SCREEN BANDWIDTH 300K

Conclusion

Wrap Up

Most Search Companies Partner...



Edicts ... Getting Stickier

- **CIO Council**
 - Framework
 - Architecture
- **Norm Lorenz and his staff drive OMB “guidelines” for reducing duplication**
- **Federal architecture councils and Unix**
- **Vendors like IBM Government Services and Booz, Allen & Hamilton, and Accenture pushing “shared services”**

Too Good to Pass Up?



GSA Schedules

- **Information Technology Products and Services (70)**
- **Professional Engineering Services (871)**
- **Management, Organizational & Business Improvement Services (874)**
- **Marketing, Media & Public Information Services (738)**
- **Financial Management Services (872)**
- **Environmental Advisory Services (899)**

Where to Look for Leads

<http://www.fss.gsa.gov>
<http://www.fedbizopps.gov>

Other Federal Websites

- **Register to Receive Solicitation Notice:**
<http://www.FEDBIZOPPS.gov>
- **Information on GSA Schedules:**
<http://www.fss.gsa.gov/schedules>
- **Federal Acquisition Regulation (FAR):**
<http://www.arnet.gov/far>
- **Commerce Business Daily (CBD):**
<http://cbdnet.gpo.gov/>
- **Downloading a solicitation:**
- <http://www.fss.gsa.gov/services/engineering>