Implementing Enterprise Search: Five Pitfalls (Government Client)

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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

FirstGov
(Point of Entry, Authentication, Service Directory)

Public/Citizen Services
Policy Profile | Discussion Forums | Alerts and Subscriptions | FAQs, Links

Policy Repository

Government Services
Common Business Processes
Policies, Local repositories
Agencies
DOT | USDA | EPA | HHS | ENERGY | INTERIOR

Search “Gap”

Content Management

Source: OMB, June 2002. Modified by SA

Map of DoD Computers

Source: Catherine Santana, Director FMMP, DoD, 2002
Typical Government “Prospect”

Google

Verity

University Labs

IBM / Lotus

Oracle

Open Text / Phase 5

Section 2

Relevance
In the Government...

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

Source: UC Berkeley School of Information Management and Systems
Database Content

Flat Text Is Not Enough...

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

Services to Citizens
- Program Admin
- Public Asset Management
- Marketable Asset Management
- Defense & Nat’l Security Ops
- Diplomacy & Foreign Relations
- Disaster Management
- Domestic Economy
- Education
- Energy Management
- Insurance
- Public Health
- Recreation & National Resources
- Social Services
- R&D & Science
- Regulated Activity Approval
- Consumer Safety
- Environmental Management
- Law Enforcement
- Legal
- Revenue Collection
- Trade (Import/Export)
- Transportation
- Workforce Management

Support Delivery of Services
- Legislative Management
- Business Management of Information
- IT Management
- Planning and Resource Allocation
- Regulatory Management
- Controls and Oversight
- Public Affairs
- Internal Risk Management and Mitigation
- Federal Financial Assistance

Internal Operations/Infrastructure

Source: Mark Forman, OMB, 2002
Search... Snap In, Not Stand Alone

Search

Accounting / Financial analysis

Excel

Email

Work flow / Business rules

GITI’s Verona

Far East Acquisition

Management Report

Site Visit

Construction Schedule & Cost

Crisis in Kosovo
Section 5

Interface
Yahoo! ... the Holy Grail

Yahoo! Yellow Pages

Yahoo's Video... Getting Attention
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?

THE FREE LUNCH CLUB

FREE LUNCH CLUB

THE FREE LUNCH CLUB

FREE LUNCH CLUB
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
- Downloading a solicitation: http://www.fss.gsa.gov/services/engineering