

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

© Stephen E. Arnold, Postal Box 320, Harrod's Creek, KY 40027
Email: sa@arnoldit.com – Voice: 502 228 1966



**ARNOLD
INFORMATION
TECHNOLOGY**

*Postal Box 320
Harrod's Creek
Kentucky 40027*

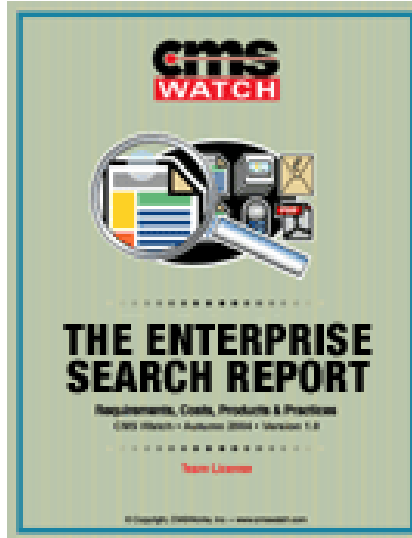
**Management consulting and
strategy**

**“The Google Legacy” became
Available earlier this month
Order at www.infonortics.com**

**“The Enterprise Search Report”
2nd edition now out. Order at
www.cmswatch.com**

**Additional information at
www.arnoldit.com/sitemap.html
Contact: sa@arnoldit.com**

Limited Access Document



5 Requirements

Some Organizations...



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.

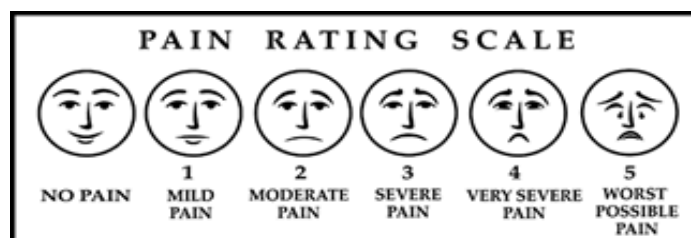
Know Your “Market”

- **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**