

## TnR Global, LLC

# Enterprise Search Basics

People often ask us **‘What is Enterprise Search?’**  
Sometimes, we hear, **“Ah... Search, you mean Google?”**  
As a result, we decided to create this short overview of Enterprise Search Basics.

Enjoy and let us know what you think! [info@tnrglobal.com](mailto:info@tnrglobal.com)

### **Content:**

- *What Enterprise Search is NOT*
- *What Enterprise Search IS*
- *What Enterprise Search Allows You to Do*
- *Enterprise Search Applications*
- *Enterprise Search Architecture (Illustration)*

## What Enterprise Search is NOT

### **Enterprise Search is NOT Web/Consumer Search – aka Google**

Web/Consumer search allows users to find public content on external websites. The most known and trusted name in consumer search is Google. Google indexes **mostly homogeneous html pages** that contain **metadata and special tags**. Google's search **rankings** are based partly on the number of incoming links to a site.

Google also offers an Enterprise Search Appliance, separately from its web search service.

### **Enterprise Search is NOT SEO – Search Engine Optimization**

SEO means optimizing website content and metadata to achieve high ranking in search engines. Enterprise Search can help with SEO, but SEO is not its primary purpose.

## What Enterprise Search IS

Enterprise Search provides search through **heterogeneous information located in up to 200 different file formats** (.doc, .pdf, .xls., .html, etc). It searches through an enterprise's content located on its public website(s), intranet, emails, technical specifications, Customer Relationship Management (CRM) system, Content Management System (CMS), Enterprise Resource Planning system (ERP), Business Intelligence (BI), etc. Enterprise Search results rankings are based on a complex algorithm, which can be customized by many factors, including industry taxonomy, business rules, date, author, etc. Business rules can cover document retention requirements, how documents are imported, authentication, access, and other concerns.

## Enterprise Search allows you to

- ⇒ Empower your employees to find the information they need to act quickly and decisively.
- ⇒ Delight your customers with an insightful search for product and service information on your website; reduce your call center costs.
- ⇒ Make search experience painless for all stakeholders: employees, customers, partners, management.

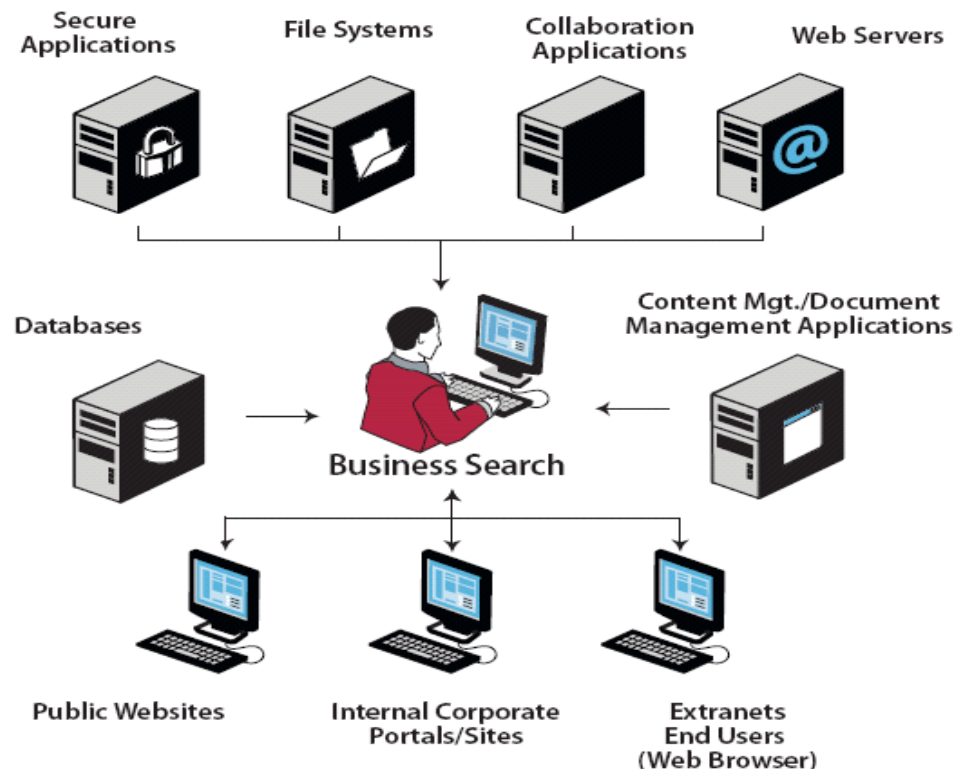


Image Source: Autonomy Ultraseek <http://www.autonomy.com/>

## Applying Enterprise Search

### eCommerce

- ⇒ Refine search results for your customers.
- ⇒ Offer different levels of access for subscribers.
- ⇒ Increase advertiser revenue by coordinating banner ads with customer data.

### Market Management

- ⇒ Analyze customer sentiment and product reviews.
- ⇒ Track the competition.

### Online Media and Publishing

- ⇒ Portals
- ⇒ Newspapers
- ⇒ Directories

### Risk Management and E-discovery

- ⇒ Comply with U.S. Federal Rules of Civil Procedure (FRCP).
- ⇒ Reduce cost and time invested in complying with government/industry regulations.

## Enterprise Search Architecture

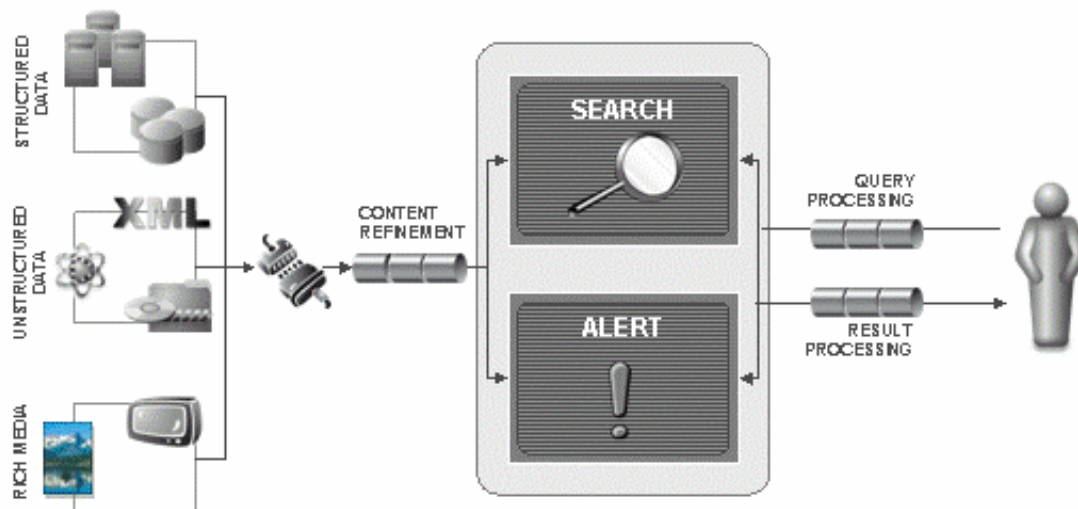


Image Source: Fast Search and Transfer <http://www.fastsearch.com>