

What is Enterprise Search

Why It Matters to Your Business
and Your Customers

Perry Solomon

January 14, 2010

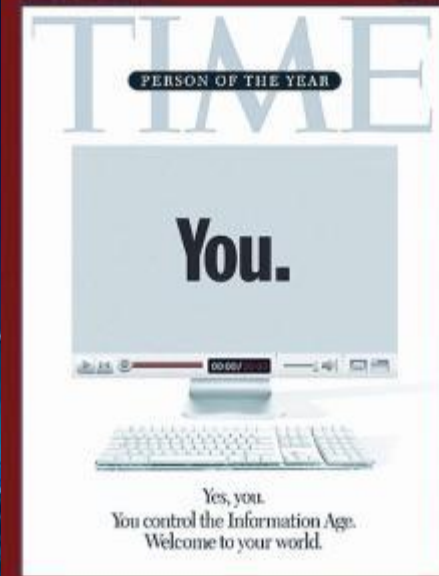
Opening Questions

- Who has deployed enterprise search?
- Which types of applications?
- What were key opportunities / challenges to be addressed?
- How was the experience?

Entering The User Revolution

- Content is king → **User** is king
- **Attention** is the scarcest resource
(on the web, in the enterprise)
- ROI = Return On **Intent** ...
- Publishing → **Consumption**
- Push → **Pull**
- Control → **Empower** users

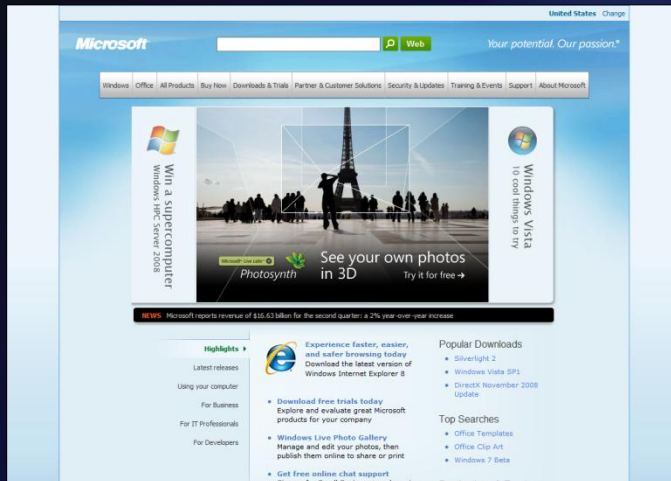
SEARCH transforms information from the publishing to the user context



Enterprise Search is Transforming Business

Connecting people to information, driving better outcomes

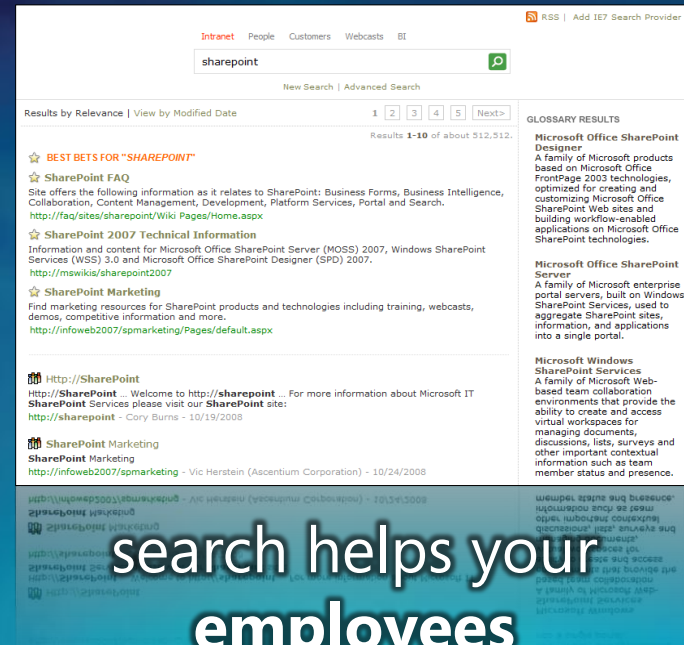
On a company website



search helps your
customers
get what they want

increasing revenue

On a corporate network



search helps your
employees
get their jobs done

cutting costs

What is Enterprise Search

What's directly visible:

- Search Box
 - Results List
 - Faceted Navigation
-

What's not but is critical:

- Relevancy
- Contextual Insight
- Entity Extraction
- Relationship Awareness
- Global Linguistics Support
- Expert Location
- Stored Searches
- Alerting
- Word Stemming
- Natural Language Query
- Content Matching
- Visualization
- Source Selection
- Federated Search
- Vertical Dictionaries
- Security Management



Pillars of Successful Search System

Innovation in key components empowers search system builders and managers

Interaction
Management



Contextual
Matching



Content
Analytics



**Shape User
Experiences**

Build flexible,
algorithmic-driven,
user experiences,
unlocking user intent to
guide relevancy

**Manage at
Extreme Scale**

Deliver business control
and contextual
relevancy, with
unprecedented
performance, and
expressiveness

**Deliver All The
Content Users Want**

Capture and
enhance meaning of
information across
diverse content sources

Search Vision

Create an Interactive User Experience

Make the Most of Your Content

Tackle the Most Demanding
Search Challenges

*“Search is the hidden
mission-critical app.
Good search makes
things work.
High-end search
makes it great.”*



Create an Interactive User Experience

Go beyond the search box

- Visual navigation supports rapid concept recognition and search refinement
- Sliding scales, zero-term search, and tag clouds capture user intent quickly and effectively
- Scan results rapidly with document previews and thumbnails

Tune for your users

- Granular controls allow you to tailor relevance
- Rich user context improves findability
- Multiple search profiles support tune for user groups with different needs
- Individual search experiences can be personalized for superior relevancy



Engage Your User with Visual Search

The screenshot displays the FAST Research Portal interface. At the top, there is a search bar with the text 'sharepoint' and a 'SEARCH' button. Below the search bar, the portal is divided into several sections. On the left, there are tabs for 'DOCUMENTS', 'PRESENTATIONS', 'PEOPLE', and 'CUSTOMERS'. Below these tabs, there are five columns: 'Source', 'Business concepts', 'Technology concepts', 'People', and 'Products'. Each column lists various items with counts in parentheses. For example, under 'Source', it lists 'Microsoft (2)', 'Avanade (1)', and 'FAST (1)'. Under 'Business concepts', it lists 'IT Management (2)', 'Knowledge Management (2)', 'Business Intelligence (1)', 'Data Management (1)', 'IT Strategy (1)', and 'Key Performance Indicators'. Under 'Technology concepts', it lists 'Web Services (3)', 'XML (2)', 'Blogs (1)', 'HTML (1)', 'Service Pack (1)', and 'Wikis (1)'. Under 'People', it lists 'James Reed (1)', 'Jan Helge Sageflåt (1)', 'Kaylee McAvoy (1)', and 'Serge Luca (1)'. Under 'Products', it lists 'MOSS (2)', 'FAST ESP (1)', 'Microsoft Office (1)', and 'Microsoft Visual Studio'. Below these columns, there is a 'DOCUMENT PREVIEW' section showing a thumbnail of a document titled 'A simplified view of the SharePoint Data Model'. Below the preview, there is a 'DOCUMENT RESULTS' section showing a list of search results. Each result includes a thumbnail, a title, and a brief description. For example, the first result is 'FAST MOSS 2007 Connector' with a thumbnail showing a document titled 'FAST MOSS 2007 Connector'. The second result is '2006-12-19 Microsoft 2007 Office System' with a thumbnail showing a document titled 'The Big Picture Windows SharePoint Services v3 aka 'WSS v3' Microsoft Office SharePoint Server 2007 aka : 'MOSS 2007...MOSS 2007 features WSS v3' Windows SharePoint Services only Collaboration Platform...'. The third result is 'Microsoft Exchange Server 2007 SP1 Overview' with a thumbnail showing a document titled 'Microsoft Exchange Server 2007 SP1 Overview'. The fourth result is 'Picture The Big picture Windows SharePoint Services v3 aka 'WSS v3' Microsoft Office SharePoint Server 2007 aka : 'MOSS 2007...MOSS 2007 features WSS v3' Windows SharePoint Services only Collaboration Platform...' with a thumbnail showing a document titled 'Picture The Big picture Windows SharePoint Services v3 aka 'WSS v3' Microsoft Office SharePoint Server 2007 aka : 'MOSS 2007...MOSS 2007 features WSS v3' Windows SharePoint Services only Collaboration Platform...'. Each result also includes 'Business concepts' and 'Technology concepts' listed below the title. For example, the first result has 'Business concepts: FAST' and 'Technology concepts: Web Services; XML'. The second result has 'Business concepts: Microsoft' and 'Technology concepts: Blogs; HTML; Web Services; Wikis; XML'. The third result has 'Business concepts: IT Management' and 'Technology concepts: Service Pack'. The fourth result has 'Business concepts: IT Management; IT Strategy; Knowledge Management; Techno...' and 'Technology concepts: Web Services'. Each result also has a 'PREVIEW' button to the right of the description.

FAST RESEARCH PORTAL

DOCUMENTS PRESENTATIONS PEOPLE CUSTOMERS

Source Business concepts Technology concepts People Products

Microsoft (2)
Avanade (1)
FAST (1)

IT Management (2)
Knowledge Management (2)
Business Intelligence (1)
Data Management (1)
IT Strategy (1)
Key Performance Indicators

Web Services (3)
XML (2)
Blogs (1)
HTML (1)
Service Pack (1)
Wikis (1)

James Reed (1)
Jan Helge Sageflåt (1)
Kaylee McAvoy (1)
Serge Luca (1)

MOSS (2)
FAST ESP (1)
Microsoft Office (1)
Microsoft Visual Studio

DOCUMENT PREVIEW

A simplified view of the SharePoint Data Model

DOCUMENT RESULTS 1 to 4 of 4 results for query: "sharepoint"

FAST MOSS 2007 Connector
Source: FAST
Industry: FAST
People: Jan Helge, Jan Helge Sageflåt
FAST SharePoint 2007 Connector October 2007 Jan...jan.helge.sageflåt@fast.no SharePoint 2007 Connector ESP Webs ...Service SiteData Web Service SharePoint Web Service Search Tuning and...

Business concepts: FAST
Technology concepts: Web Services; XML

2006-12-19 Microsoft 2007 Office System
Source: Microsoft
Industry: Microsoft
People: Serge Luca
Picture The Big picture Windows SharePoint Services v3 aka 'WSS v3' Microsoft Office SharePoint Server 2007 aka : 'MOSS 2007...MOSS 2007 features WSS v3' Windows SharePoint Services only Collaboration Platform...

Business concepts: Microsoft
Technology concepts: Blogs; HTML; Web Services; Wikis; XML

Microsoft Exchange Server 2007 SP1 Overview
Source: Microsoft
Industry: Microsoft
People: James Reed, Kaylee McAvoy
...web browser can even access your SharePoint documents without having to VPN into...to proxy you through to your favorite SharePoint sites. In Exchange, you can even access your SharePoint documents to SharePoint but still need a way to get to their...

Business concepts: IT Management
Technology concepts: Service Pack

Picture The Big picture Windows SharePoint Services v3 aka 'WSS v3' Microsoft Office SharePoint Server 2007 aka : 'MOSS 2007...MOSS 2007 features WSS v3' Windows SharePoint Services only Collaboration Platform...

Business concepts: IT Management; IT Strategy; Knowledge Management; Techno...
Technology concepts: Web Services

on-Specific Directories Remote Access Infrastructure Windows SharePoint Services Custom .NET development

Numerous visual navigation options for more intuitive search

Results can be scanned rapidly with document previews and thumbnails

Identify content without downloading and opening applications

Disparate result sets are unified with robust federation offering more control

Promote Interactive Search with Navigation

The screenshot shows the globrix. website interface for searching properties in London. The top navigation bar includes the logo, a location input field set to 'London', a 'Search' button, and a toggle for 'Buy' or 'Rent'. Below this, a summary bar shows '428 properties for sale in London' and various filters like '2 bedrooms or more', 'Last 2 weeks', '2 bathrooms or more', 'Flat', and a price range of '£259k to £466k'. A 'drag me!' button is visible on the right.

On the left, a sidebar contains several filter categories:

- Bedrooms:** A table showing counts for '2 bedrooms or more' (94), '3 beds only / 3 or more' (4), '4 beds only / 4 or more' (2), and '5 beds only / 5 or more' (2).
- Freshness:** A table showing counts for 'Last 24 hours' (81), 'Last 3 days' (105), and 'Last 1 week' (163).
- Price changes:** A section with a 'Login to MyGlobrix to use this' link.
- Bathrooms:** A table showing counts for '2 bathrooms or more' (94), '3 beds only / 3 or more' (4), '4 beds only / 4 or more' (2), and '5 beds only / 5 or more' (2).
- Property type:** A table showing counts for various property types like Apartment (220), Garage (15), House (17), Loft apartment (1), Maisonette (28), Mansion block (1), Mews (4), New build (11), Parking Space (15), Penthouse (7), Semi-detached house (4), and Studio (3).
- Outside space:** A section with a 'Login to MyGlobrix to use this' link.
- Keywords:** A section with a 'Login to MyGlobrix to use this' link.

Callouts highlight specific features:

- Advanced Filtering:** Points to the 'Bedrooms' and 'Freshness' filter sections.
- Navigation Breadcrumbs:** Points to the '2 bedrooms or more' filter.
- Sliding Scales:** Points to the price range filter '£259k to £466k'.
- Unsupervised Clustering:** Points to the 'Property type' filter.

The main content area displays a list of properties with details like price, location, and features. For example, one property is listed at '£259,950. Pickard Close, Southgate, N14.' with features like '2 bed parking space' and 'Leasehold'.

Allow users to easily specify queries with sliding scales

Support rapid query refinement with navigation

Dynamically generate navigators and categories with entity extraction

I want a 2 bedroom and 2 bathroom apartment near kensington...

globrix.

Kensington, London

Search

Buy ☐ or Rent ☐

355 properties for sale in Kensington, London **2+ bedrooms** **2+ bathrooms** **Apartment** **save & alert** **more...**

Price **350k** to **2m+** >>

£0 £100k £200k £300k £400k £500k £600k £700k £800k £900k

Bedrooms total
2+ bedrooms %
3 beds only / 3 or more 142
4 beds only / 4 or more 47
5 beds only / 5 or more 11

Freshness ▼

Price changes ▼

Login to MyGlobrix to use this

Bathrooms ▼

2+ bathrooms %

Property type ▲

Converted warehouse 1
Garage 20
House 6
Maisonette 5
Mansion block 13
Mews 1
Parking Space 20
Penthouse 9
Studio 2
Terraced house 1

Apartment %

Outside space ▼

Keywords ▼

Nearby stations ▼

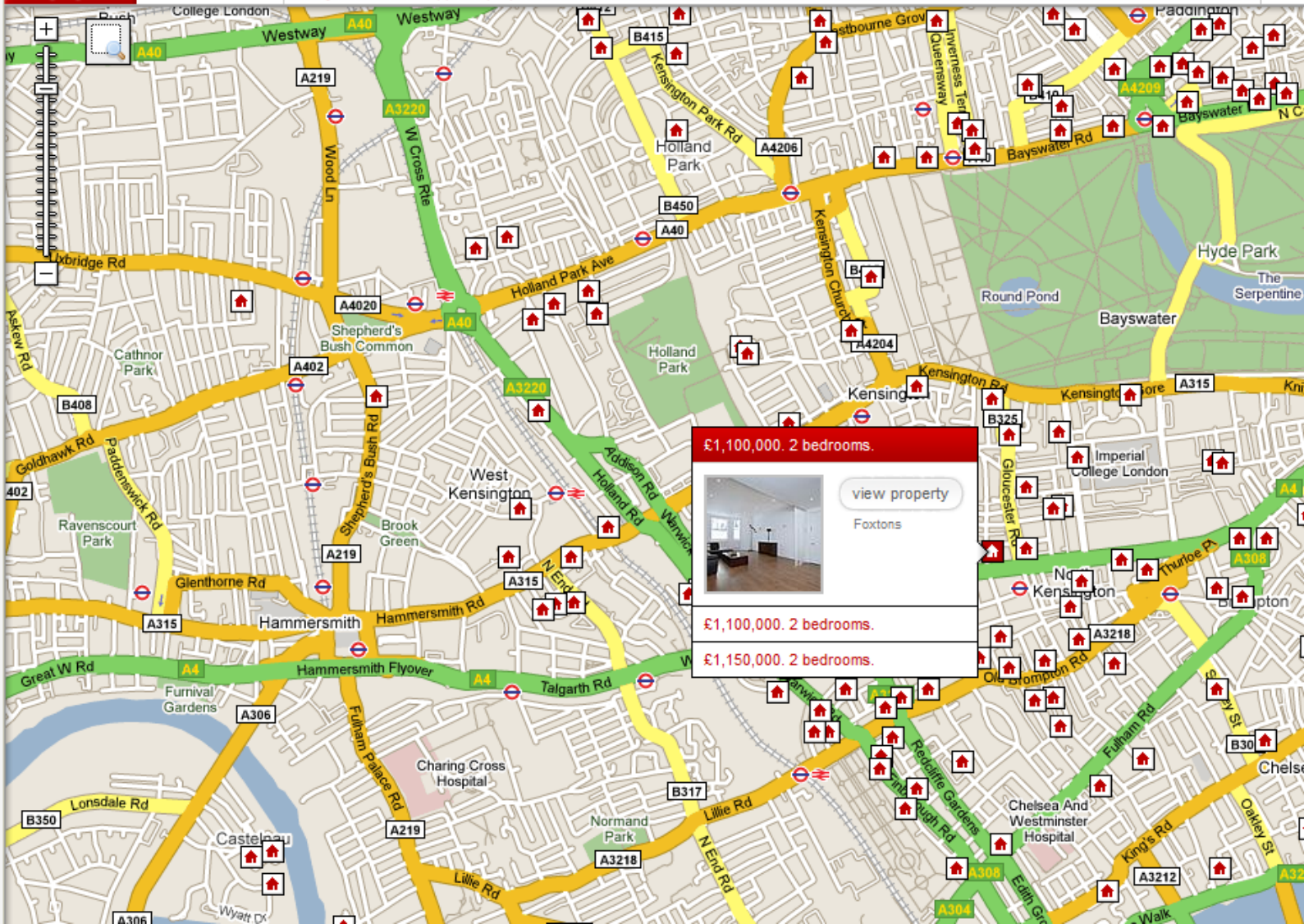
Nearby schools ▼

Town

Postcode ▼

Tenure ▼

List properties **Search via map** Only 300 of 355 mappable properties are shown.



Make the Most of Your Content

Understanding content and user intent drive high-quality search results

User

Improve understanding of user intent

- What is the user asking?
 - Get rid of noise
- Where are they asking from?
 - Understand user context
- How to translate?
 - For best system processing



Content

Make content findable and usable

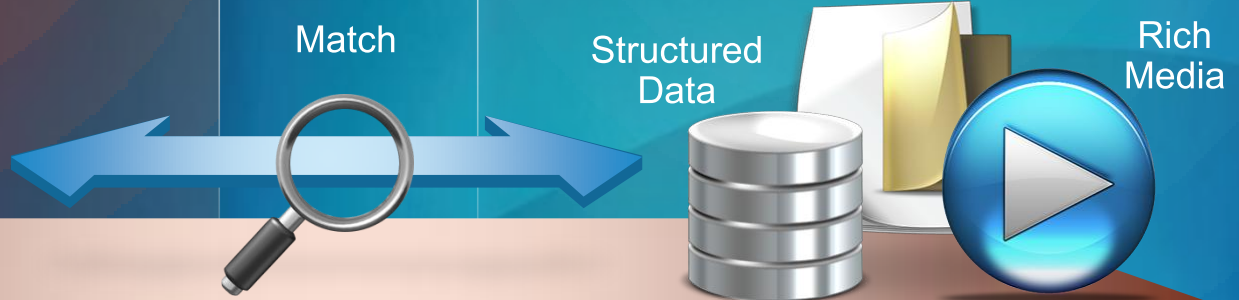
- Extend the reach of your content
- Use entity extraction to create metadata to:
 - Provide better structure for optimal findability
 - Enhance user experience through richer navigation
- Take advantage of structure where there is structure

Unstructured Data

Structured Data

Rich Media

Match



Make the Most of Your Content

Times Online Unlocks 200-Plus Years of Archival Content

“We wanted to set the gold standard for an online newspaper archive for arguably the most famous newspaper in the world. Providing an accurate, multimedia search platform to enable a project of this scale and sophistication was key to a high quality user experience.”

- Anne Spackman , Editor in Chief, TimesOnline

Scenario

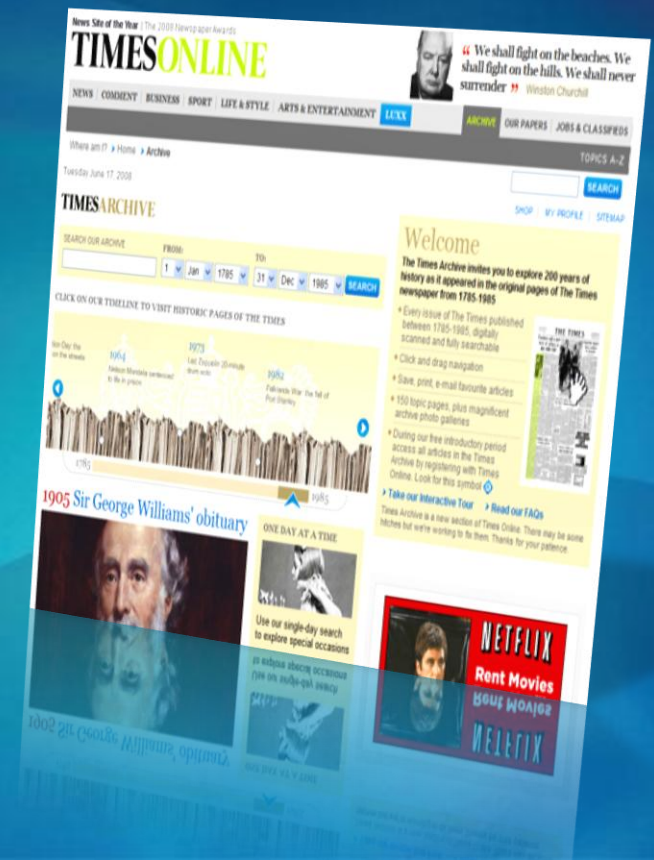
- Times Online has over 200 years of content they want to make available to users

Need

- A search solution with the right scalability, proven stability and technical sophistication
- Provide a unique customer experience that is attractive and intuitive

Enterprise Search Solution

- Index and search The Times archive of 20 million articles
- Deliver high-quality response within a two-second



Enrich Content to Better Match to User Intent

oodle what are you looking for? (Toyota Camry, 2BR apartment, 3BR house, etc.)
toyota Find it!

Home Cars Real Estate For Rent Jobs Pets Items for Sale Tickets Personals Services

Refine your search
City & State or Zip Code: Redmond, WA Find it!
Category: Cars 3,983
Make: Toyota 3,985
Model: Camry 637, Tacoma 472, Tundra 397, 4Runner 349, RAV4 328

Toyota Cars & Vehicles For Sale in Redmond, WA + 50 miles
Also see results for "toyota" in: Jobs (19), Items for Sale (7), Tickets (2), Services (1)
Email me when new listings match this search.

1 - 26 of 3,986 List | Photos | Map Sort by best match

2000 Toyota Camry Red
2000 Toyota Camry, Red
Location: Lynnwood, WA
Source: Carson Cars on AutoMart.com
more info and tools

1999 Toyota 4Runner 4dr L 3.4L Auto 4WD
1999 Toyota 4Runner, 141,304 miles
Location: Bellevue (West Lake Hills), WA
Source: Michael's Toyota of Bellevue on Vehix.com, 27 Minutes Ago
more info and tools

2001 Toyota 4 Runner S

Local Pricing Guide
Toyota Camry Prices in the Seattle Area
Average Price: \$21,604
The most popular Toyota in the Seattle Area is the Toyota Camry
Get pricing on another car, just search for it.

Price (Thousands)
Bar chart showing price distribution: \$19K, \$20K, \$21K, \$22K, \$23K. The highest bar is at \$22K.

Entity extraction in results

Entities used in navigation and filtering

Reports on search results

Aggregates 20M listings across 80,000 websites and structured data stores

Automated entity extraction, tagging, and classification drive navigation

Anti-spam and scoring algorithms used to cleanse listings

Support Your Growth with Scalable Search

playstation の検索結果: 通販・インターネットショッピング

2,000円分のポイントプレゼント! | [楽天トップへ](#)
[買い物かご](#) | [my Rakuten](#) | [総合案内所](#) | [楽天へ出店](#) | [ヘルプ](#)

[共同購入](#) [オークション](#) [懸賞](#) [ショップ別](#)

[トップ](#) > キーワード「playstation」の検索結果 [<<前のページへ戻る](#)

検索条件

■ 検索キーワード
playstation

をすべて含む

☐ 商品名、商品番号で探す

一検索条件を追加する

キーワード
を除外

価格 [価格帯で絞り込む](#)
円 ~ 円

[商品検索](#)

ジャンルを指定して絞り込む

- CD・DVD・楽器 (1866)
- インテリア・寝具 (43)
- おもちゃ・ホビー・ゲーム (20327)
- キッズ・ベビー・マタニティ (122)
- キッチン・日用品雑貨・文具 (161)
- ジュエリー・腕時計 (230)
- スポーツ・アウトドア (327)
- ダイエット・健康・介護 (12)
- ドリンク・お酒 (501)
- パソコン・周辺機器 (418)
- バッグ・小物・ブランド雑貨 (38)
- ファッション・アパレル・靴 (110)
- 花・ガーデン・DIY (523)
- ペット・ペットグッズ (26)

キーワード「playstation」に関連したおすすめ情報

テレビゲーム市場
PS3・Wiiなど次世代機ハードをメインに、話題のタイトルをピックアップ!

楽天市場の全商品で探す | [共同購入で探す](#) | [楽天市場のショップで探す](#) | [楽天オークションで探す](#) | [楽天ブックスで探す](#)

並び順: [価格が安い](#) | [価格が高い](#) | [新着順](#) | [感想の件数順](#)

表示方法: [写真付き一覧](#) | [写真なし一覧](#) | [ウィンドウショッピング](#)

対象商品: 全て | [感想あり](#) | [買い物可能](#) | [送料込み](#) | [カードOK](#) | [プレゼント](#) | [資料請求](#) | [動画あり](#)

※ [買い物可能](#) [共同購入](#) [スーパーオークション](#) [プレゼント](#) [資料請求](#) [カードOK](#) クレジットカード決済可能
※ カード決済については商品ページ等で詳細をご確認ください。

1件~30件 (全 28,540件) [次の30件](#) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | ...

このページ内の気になる商品を選択し、比較することができます。 [比較する](#)

写真	商品名	価格	ショップ名	比較
	【お一人限定1枚限り!】レビューを書けば、さらに送料無料で数量限定! 緊急! レギンス緊急追... 感想(1753件)	500 円 税込、送料込 売り切れ	ショップ名 カードOK	<input type="checkbox"/>
	【ウワサの元祖ワシコイン】レビューを書けば、さらに送料無料で【お一人限定1枚限り! 即】★... 感想(543件)	500 円 税込、送料込	ショップ名 カードOK	<input type="checkbox"/>
	永久保証付! 1GB-SDカードが¥890円で! 永久保証付! 1GB-SDカード 衝撃¥890円... 感想(386件)	890 円 税込、送料別 売り切れ	プラスダイレクト カードOK	<input type="checkbox"/>
	【お一人限定1枚限り!】レビューを書けば、さらに送料無料で数量限定! 大人気の素敵と美人... 感想(386件)	500 円 税込、送料込 販売期間満了	ショップ名 カードOK	<input type="checkbox"/>

A top ranking site in Japan and top ten in the world

1,400 updates per second with over 15M SKUs

2–3,000 QPS of traffic in real-time

Number of queries tripled, helping drive revenues, with 1/3 the hardware

Configure for Your Users' Needs

The screenshot displays the AdvisorCorp web application interface. At the top, the header includes the AdvisorCorp logo, navigation links (Client, Markets & Research, Clients, Tools, Education, Reports & Statements), and user information (Welcome, Phil Eastman). The main content area is divided into several sections:

- News:** A list of news items. The first item, "Japan leads field in green technology", is highlighted with a blue callout box labeled "Structured Data".
- Movers:** A table showing stock market movements. The table has columns for Company Name, Ticker, Last, Change, and Mkt Cap. The first row shows Toyota (TM) with a last price of 109.52 and a change of -0.70%.
- Concept Extraction:** A blue callout box labeled "Concept Extraction" points to the word "green technology" in the news article.
- Emerging Concepts:** A list of concepts related to the search query, including "climate change (2)", "world leader (2)", "excess energy (2)", "green technology (2)", "financial times (2)", "sir nicholas stern (2)", "olympia technology park (1)", and "oil shock (1)".
- Other People Are Viewing:** A list of related articles, including "Google to Outspend US Government on Env", "Sorting truly sustainable tech from greenwash", "Clean-Energy Fundings Reach \$117.3B in 20", "Venture Capital and Green Technology", "Richard Branson UN Seek New Leaders on G", and "Going Green Could Save Government \$1.1B".

The interface also includes a search bar, a "Refine By" section with filters for Category, Date, Volume, and Trend, and a "Workspaces" section at the bottom with folders for Finance Team, ML Advisor, and Board.

Content refinement performs analysis, extracts entities, and tags by category and subject

A variety of data asset types can be leveraged for more complete insight

Rich experience improves content "findability"



contoso

Filter:

PowerPoint (14)

Word (3)

PDF (1)

Presented by Birgit Seidl
Contoso Business Consulting

Microsoft Office for the Pharmaceutical and

... Before IRM, Word 2003, InfoPath 2003 and Windows SharePoint Services The Regulatory Affairs and Submissions team at Contoso Pharmaceuticals is putting together a New Drug Application (NDA) to submit to the FDA. Information from several different...

★ Q1 2009 Sales Meeting



Contoso BUSINESS CONSULTING Southridge Video Q1 2009 Sales Meeting Kevin Kennedy For Southridge Video Contoso BUSINESS CONSULTING Sales target T500 line: 200 items 200 items in stock No delivery Sales target T1000...

Proseware Accounting

Date: January 21, 2009

Summary

...Balance Adjusting Entries Closing Entries
Proseware Accounting The Financial Statements
Accounting Standards The Balanced Scorecard
john.evans@contoso.com scott.seely@contoso.com
1

Author



John Evans
Senior Consultant
Enterprise Integration
London
UK

People

Comments

Tags



Proseware Accounting

- Financial Accounting
- Underlying Assumptions and Principles
- Single Entry Bookkeeping
- Double Entry Bookkeeping
- The Accounting Equation
- The Accounting Cycle
- The Source Document

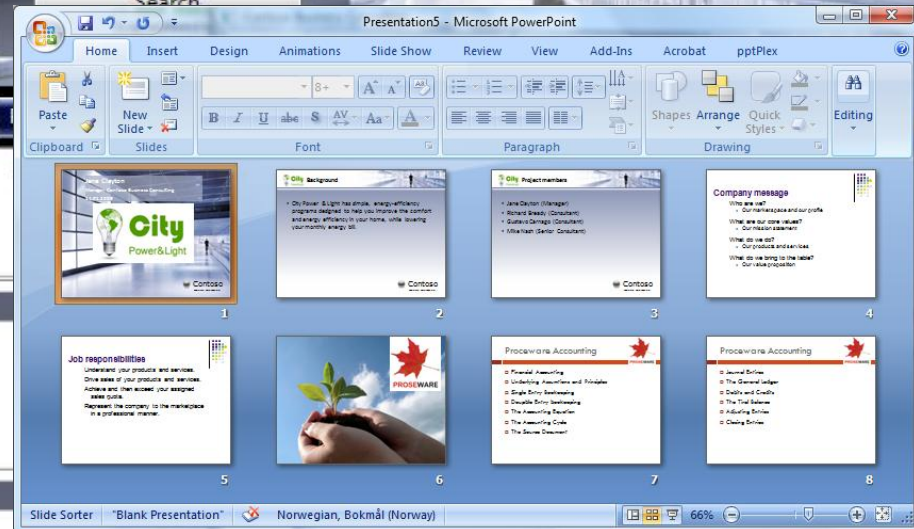
Proseware Accounting

- Journal Entries
- The General Ledger
- Debits and Credits
- The Trial Balance
- Adjusting Entries
- Closing Entries

Proseware Accounting

- The Financial Statements
- Accounting Standards
- The Balanced Scorecard

Baldwin University Baldwin Museum of Science



0

Create Presentation

Clear Slides



Contoso
BUSINESS CONSULTING

business

Search

Filter:

PowerPoint (27)

Word (8)

PDF (60)

People (14)

Projects (1)

Customers (0)

Media (0)

Customers



Blue Yonder Airlines
Miami, USA



City Power & Light
Miami, USA



Southridge Video
Melbourne, Australia



Trey Research
Cambridge, UK



Wingtip Toys
London, UK

Industry

Healthcare

Financial Services

Life Sciences

Pharmaceutical

Public Sector

Products

Microsoft Office

Windows Vista

Microsoft Exchange

FAST ESP

Concepts

Microsoft Live

Data Retention

Social Networks

Location Services

Market Opportunities

Contoso Projects and Competences



Contoso Organizational Overview Contoso Projects and Competences Alan Brewer CEO CONTOSO
BUSINESS CONSULTING Alan Brewer (CEO) Contoso
Internal Competences: Brand Management Market Research Project members: Birgit...

Contoso Organizational Overview



Contoso Organizational Overview Contoso Organizational Overview Alan Brewer CEO CONTOSO
BUSINESS CONSULTING Organization Alan Brewer (CEO) Department: Performance Management Jay Adams (Vice President) Richard Bready...

Trey Research T2 project status



...Research must be able to track the identity of the individual user The Internet connection between Trey Research and their **business Scenario 1: Merger Scenario 2: Business to Business Authentication** The ability to positively identify a party...

MessageDirect

Consolidated Messenger

Operations and Technology Management, Business Intelligence, Project Management

MessageDirect Project brief

Date: January 15, 2009

Summary

...Diagram January Phase 1 April Phase 2 August Phase 3 December Phase 4 Technical Process Diagram 4 **Business Intelligence (BI)** refers to skills, knowledge, technologies, applications, quality, risks, security issues and practices...

Author



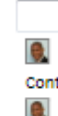
Barbara Moreland
Senior Consultant
Performance Management
Melbourne
Australia

People



Brad Sutton
Miami
David Yalovsky
Washington
Diane Tibbott
Melbourne

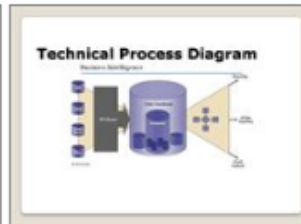
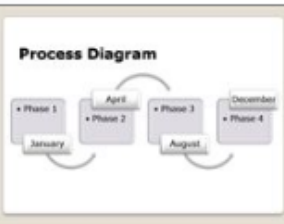
Comments



Brad Sutton
Contact me for additional DB diagr
Brad Sutton
Good definition of Data Warehouse

Tags

Business Intelligence
Information Management
Quality Management
Data Warehouse



Business Intelligence (BI)
Business Intelligence (BI) refers to skills, knowledge, technologies, applications, quality, risks, security issues and practices used to help a **business** to ensure a better understanding of market behavior and commercial context. For this purpose it underlines the collection, integration, analysis, interpretation and presentation of business **information**. By extension, "business intelligence" may refer to the collected information itself or the **software** developed from the information.

Data Warehouse
Data Warehouse is a central managed and integrated database containing data from the operational sources in an organization (such as SAP, CRM, ERP systems). It may gather manual inputs from users determining criteria and parameters for grouping or classifying records.
That database contains structured data for query analysis and can be accessed by users. The data warehouse can be created or updated at any time, with minimum disruption to operational systems. It is ensured by a strategy implemented in a ETL process.

Drive Improved Business Performance



Drive Improved **Business Performance** Drive Improved **Business Performance** White Paper
Published: March 2007 The People Ready **Business**
Inside your company is a powerful force: a force that can cut costs, win customers, and find innovative...

Managing a Dynamic Business



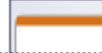
Managing a Dynamic **Business** Daniel W. Rasmus
Director of **Business Insights** Microsoft Corporation
Microsoft Business Insights2 The information contained in this document represents the current view of Microsoft Corporation on the issues discussed...

Windows Mobile and Business Intelligence



m **Business Intelligence** Make better **business** decisions wherever **business** takes you. Many

Pervasive Insights Produce Better Business Decisions



Pervasive insights produce better **business** decision
Opening access to **business intelligence** by

Shape User Experiences

Drive defined business results and delight users

Blended Search and Recommendations

Merchandising and Navigation Control

Popular and Premium Content Promotions



Business Rule-Based Federation

Flexible Relevancy to Power Social Communities

Achieve business control

User experience framework to implement business models and drive users "from search to finish"

Power multiple paths to revenue

Deep portal experiences enabling advertising, transactional and subscription revenues

Get personal

Personalized search and recommendations to maximize information discovery and user satisfaction

Manage at Extreme Scale

Achieve business results with expanded, yet simplified, control and extensibility

The screenshot shows the Litware Las Vegas website interface. At the top, the header includes the site name, a user welcome message, and navigation links. Below the header is a search bar with the text 'Bowie' and buttons for 'Go!', 'RECOMMENDED', 'WHAT'S NEW', and 'FRIENDS'. The main content area displays a section titled 'Rank tuning for "Hot Movies" on front page and 3 more locations'. This section features a horizontal carousel of movie posters with their respective scores: 'Sunshine cleaning' (80.3%), 'I've loved you so long' (77.4%), 'Local Color' (77.2%), 'The Secret Life of Bees' (85.3%), 'Nothing but the Truth' (84.7%), and 'Watchmen' (81.8%). Below the carousel is a 'Ranking' section with sliders for various criteria: Query relevancy, Sales Performance, Product Margin, Stock level, Customer rating, Editor rating, and Freshness. To the right of the sliders are links for 'Source: All movies', 'Change source', 'Add / Remove parameter', 'Reset sliders', and 'More options'. Three callout boxes highlight key features: 'Context-Aware Ranking and Navigation' points to the movie carousel; 'Flexible Results Presentation' points to the ranking sliders; and 'User Control over Relevancy and Ranking' points to the control links on the right.

Context-Aware Ranking and Navigation

Flexible Results Presentation

User Control over Relevancy and Ranking

Target users

Search profiles implemented and managed across centralized or distributed environments

Scale to the max

Sub-second responsiveness and great application diversity at web scale

Unlock context

Greater precision through improved scope search performance

Deliver All The Content Users Want

Empower users by delivering timely, complete content experiences

Disambiguation
Driven
by User Context

Flexible Mapping
to Diverse Search
Index Structures

Management
Interface for Speed
and Ease of Use



Multimedia
Content
Experiences

Blended
Content Sources

Capture and enrich data

Meaningful, diverse content sources, delivered more quickly to multiple applications

Speed time to market

Reduced manual administration of content, through enhanced content integration services

Simplify management

Blended structured and unstructured information, for diverse use cases with large, rapidly-changing data sets

Las Vegas Tonite

Welcome Sarah / Friday December 12 2008 / Your profile / Logout / Help / Contact us

Bowie

Go!

MAIN SECTION

SUBSECTION

SUBSECTION



Zowie **Bowie** – Las Vegas show (129) ▶

David **Bowie** – musician & more (916) ▶

Bowie knife (16) ▶

Bowie soldier (2) ▶

Bowie – model (2) ▶

Albums & music (90)

News (549)

Concerts (92)

Acting (320)

Facts (50)



14°C

Current: Sunny

Wind: E at 0 km/h

Humidity: 65%



Your assumed current location:

767 5th Ave, Las Vegas



Change your location

YOUR MOOD No mood set

I'M RICH

Drag Me

FAMILIAR

SURPRISE

FREE

☐ Friends' plans

Or filter by:

[Friends' mood](#)

[Energy](#) (Cozy – Exiting)

[Duration](#) (Short – Days)

[Kind](#) (Physical – Web)

[More choices...](#)

MONOLOGUE



DIALOGUE

19:00
(first show)

Movies at Contoso Theater in Las Vegas

User's context



Sunshine cleaning
19:00



I've loved you so lo...
19:15



Local Color
18:50



BUY NOW ▶

User's preferences

21:00

Las Vegas Restaurants with free tables at 21:00

Olive Garden Italian Restaurant

★★★★★

6850 W Cheyenne Ave, Las Vegas - (702) 658-2144

[24 reviews](#), [directions](#), [menu](#), and [more](#) »

ORDER

TAO Restaurant

★★★★★

3377 Las Vegas Blvd S, Las Vegas - (702) 388-8338

[214 reviews](#), [directions](#), [menu](#), and [more](#) »

ORDER

22

Disambiguation:
Query suggestions

Actionable results
with commercial
federation

Disambiguation:
Category Tip Result

Why Enterprise Search Matters

Turn information into business outcomes through engaging experiences.



Visual

Help you identify patterns and discover new insights

Conversational

Change how you interact with information, giving you better answers



Actionable

Allow you to rapidly turn answers into outcomes

Q&A / Discussion

The background of the slide is an abstract composition of soft, flowing waves in various shades of blue and teal. The colors transition from a deep, dark blue on the left to a lighter, more vibrant teal on the right, creating a sense of movement and depth. The overall effect is calm and modern.

Thank You!

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