



Achieving "Eureka!"

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Post-conference version

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About this presentation

In this version of the presentation I gave at Intranets 2012 all the photographs have been removed. Others have been added or modified to provide a commentary on slides that may otherwise not be informative

Links are now given on slides which present information derived from published reports.

There is a section of the Intranet Focus Ltd web site which lists books, reports, web sites and blogs on all aspects of search <http://www.intranetfocus.com/enterprise-search>

I am currently in the process of writing an e-book on enterprise publishing which will be published by O'Reilly Publishing in September 2012.

For queries or clarification please email me but copy James Robertson jamesr@steptwo.com.au into the email as the Step Two team may have a 'local' answer



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Specification and selection of web content management and document management applications



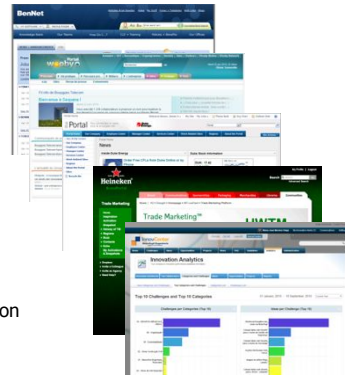
Specification, selection and implementation of enterprise search applications



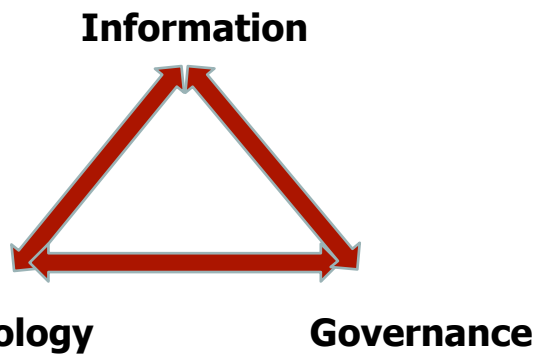
Development of governance and implementation strategies for Microsoft SharePoint



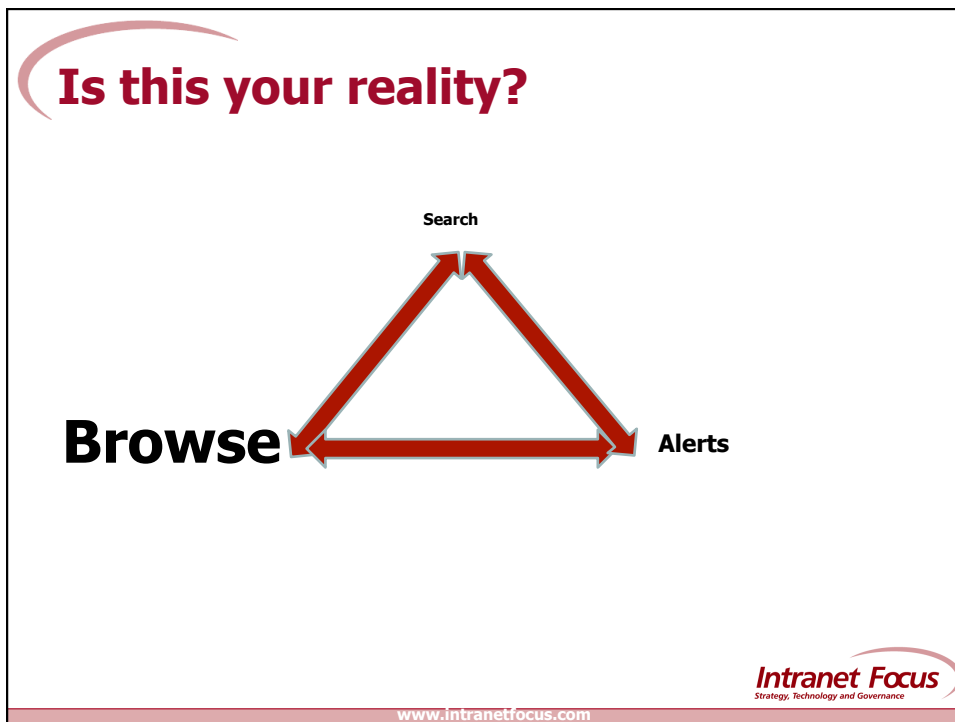
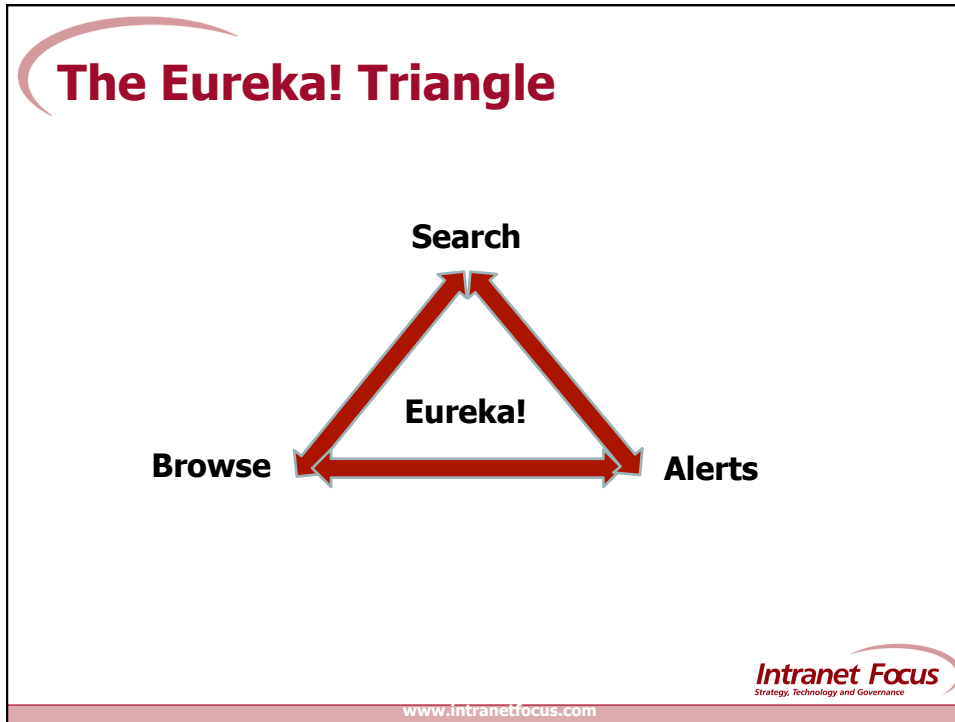
Development of information management and intranet strategies



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Fixed assets



ASSETS			
Non-current assets			
Intangible assets	12	13 484	12 897
Rental equipment	13, 22	1 843	2 056
Other property, plant and equipment	13, 22	6 702	5 993
Investments in associated companies	14	108	101
Other financial assets	15	2 701	4 064
Other receivables		5	10
Deferred tax assets	10	1 309	2 381
Total non-current assets		25 132	27 302
Current assets			
Inventories	16	12 939	11 377
Trade receivables	17	13 318	12 212
Income tax receivables		407	395
Other receivables	18	3 749	2 826
Other financial assets	15	1 734	1 530
Cash and cash equivalents	19	14 264	12 165
Assets classified as held for sale	3	79	67
Total current assets		46 490	40 572
TOTAL ASSETS		71 622	67 874

In a corporate balance sheet neither information or employees appear as corporate assets

White's Conjecture

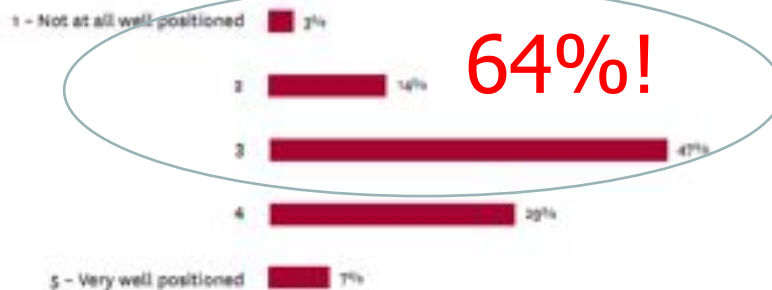
Information is only an asset when it enables a task to be completed

The value is in the outcome of the task, not in the information itself

Where is your organisation?

Well positioned to use information as an asset for growth

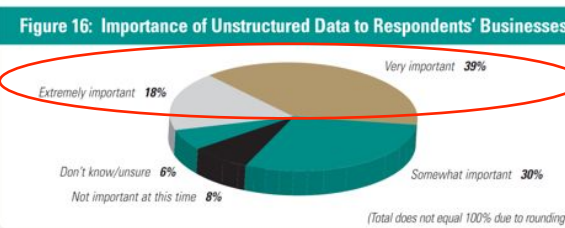
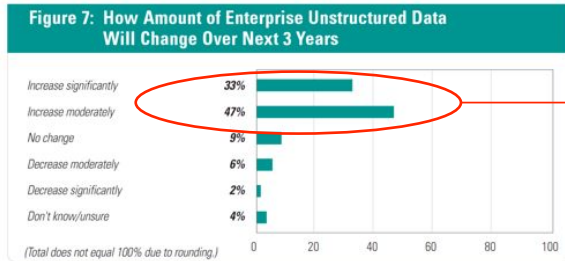
QUESTION: How well positioned is your organization to use information as an asset to get



Harvard Business School for Symantec 2011

<http://www.symantec.com/theme.jsp?themeid=hbr>

Information is important..

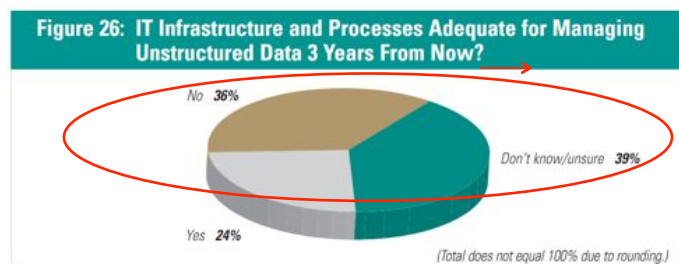


MarkLogic 2011

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..but not that important!



<http://digbig.com/5bgcat>

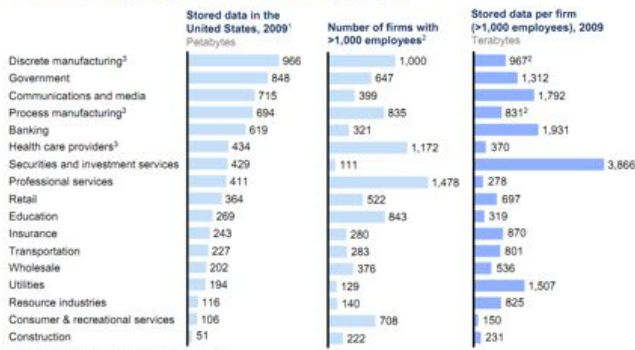
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Big data – big challenges

Exhibit 7

Companies in all sectors have at least 100 terabytes of stored data in the United States; many have more than 1 petabyte



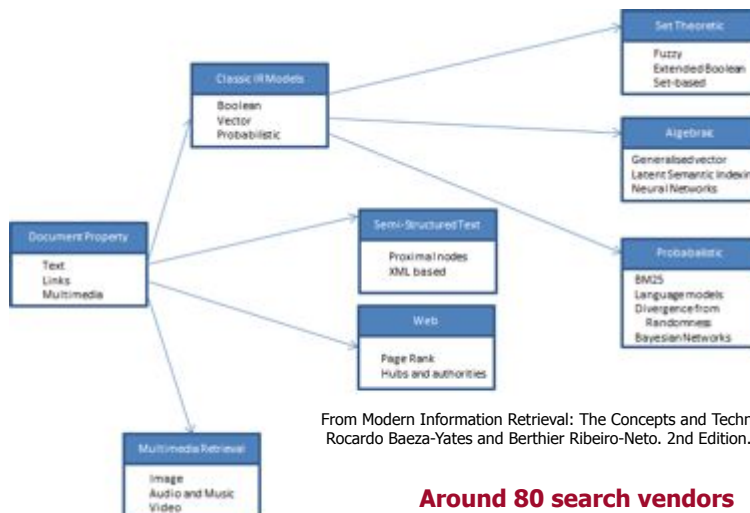
1 Storage data by sector derived from IDC.
 2 Firm data split into sectors, when needed, using employment.
 3 The particularly large number of firms in manufacturing and health care provider sectors make the available storage per company much smaller.
 SOURCE: IDC; US Bureau of Labor Statistics; McKinsey Global Institute analysis

McKinsey Global Research 2011 <http://dqbq.com/5bqcaw>



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There are a lot of options!



From Modern Information Retrieval: The Concepts and Technology Behind Search. Rocardo Baeza-Yates and Berthier Ribeiro-Neto. 2nd Edition. 2011. Addison Wesley

Around 80 search vendors



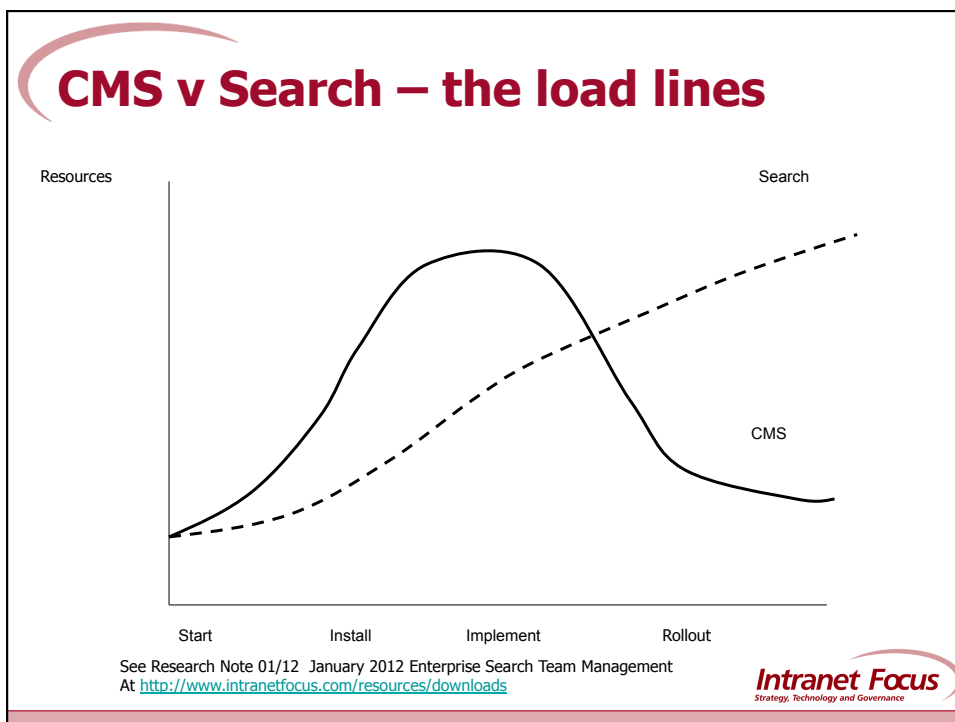
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And a lots of weak links in the chain

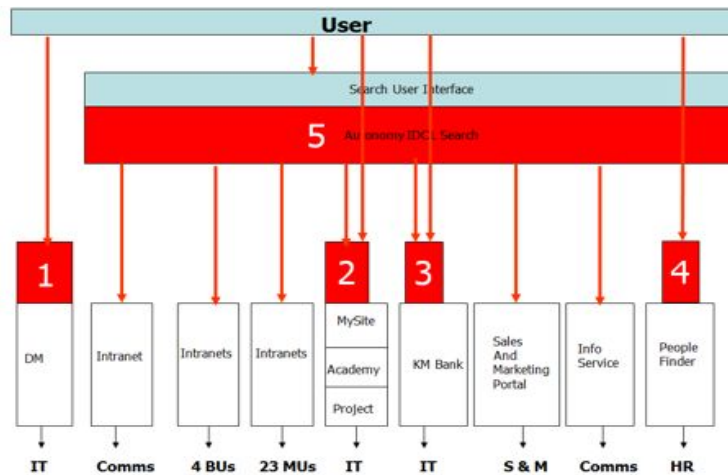
Content	Poor quality content will result in poor quality search
Connectors	Connectors can be version/configuration specific
Document filters	Unravelling document structures can be very difficult
Metadata	Don't believe what you are told about auto-categorisation
Indexing	Acronyms, stop words and social language all need to be considered
Security	Who manages the ACLS? [Confidential]
Query	Search cannot be made fully intuitive
Tuning	Unending and complex
User interface	Mobile will change everything

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Give the user a lot of options!



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Search top 50 queries in one month

- **ESS;7465**
- Primus;2673
- **teleconference;2118**
- **ipm;1850**
- **teamsite;1837**
- dme;1833
- cats;1631
- ecp;1619
- mss;1368
- LTE;1320
- EBP;1151
- gmdm;1146
- job site;1108
- ECC;1056
- outlook;1052
- PROPS;1036
- piwin;964
- smis;938
- SAP;928
- ecb3;881
- Emo;819
- travel;817
- bent;800
- **hr direct;797**
- tems;785
- CEDOLINE;763
- winfol;758
- mars;749
- tracy;732
- **ipm online;731**
- e-gate;720
- racom;711
- hr;699
- concur;689
- sdod;689
- TPOP;682
- candi;680
- mhweb;671
- sms;658
- ELIS;651
- **conference call;637**
- rsg;631
- IMS;621
- prim;598
- platform assistant;596
- ecb4;595
- gsd;594
- bete;571
- my learning;570
- sdmm;568

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Notes on the search log

- Many searches for the conference call number, which should have been on the home page of the intranet, but was then removed in error
- ESS, ipm, ipm direct and hr direct are all names for the employee self-service site, which again should not need to be searched for.
- Doing searches for this type of information is very time-consuming
- Note that most of the other top 50 searches were for applications, not for information on specific topics

Web analytics only tell you what pages were visited

Search analytics tell you what people were looking for, and whether or not they could find it

Give the user no option at all

World famous high-tech company

33000 employees in 86 countries

Very successful business

14000+ Lotus Notes applications

45TB of information and data

No search!

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The implications

- Without an effective search implementation your organisation will be
 - Duplicating work that has already been done
 - Slow to react to business opportunities
 - Wasting staff time trying to find information
 - Making decisions based on incomplete and/or incorrect information
 - Failing to capitalise on acquisitions
 - Inhibiting the career development of employees
 - Not appreciating the actions of competitors
 - Extending time to market
 - Etc...!

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Search in action


- Supporting task completion
- Finding people and knowhow
- Mobilising mobile

Supporting task completion

- In effect search-based applications are where search is working in the background to help a user accomplish a task

Recommendations for You in Books

 <p>LOOK INSIDE!</p> <p>GREAT BY CHOICE by Jim Collins, Morten T. Hansen</p>	 <p>LOOK INSIDE!</p> <p>THE BEGINNING OF INFINITY by David Deutsch</p>	 <p>LOOK INSIDE!</p> <p>RADICAL COLLABORATION by James W. Tamm</p>	 <p>LOOK INSIDE!</p> <p>SEARCH USER INTERFACES by Marti Hearst</p>	 <p>LOOK INSIDE!</p> <p>MONEY & POWER by William D. Cohan</p>
<p>Great by Choice: Uncertainty, Chaos... › Jim Collins, Morten T. Hansen Hardcover £25.00 £16.25 Fix this recommendation</p>	<p>The Beginning of Infinity... › David Deutsch Hardcover £25.00 £21.25 Fix this recommendation</p>	<p>Radical Collaboration › James W. Tamm Paperback £8.99 Fix this recommendation</p>	<p>Search User Interfaces › Marti Hearst Hardcover £30.00 £30.00 Fix this recommendation</p>	<p>Money and Power: How Goldman Sachs... › William D. Cohan Hardcover Fix this recommendation</p>




A map interface showing a search area defined by a blue polygon. The map includes labels for Ockley, Newark Green, Newark, Chapel, Clark's Green, Charwood, London Gatwick Airport, and Crawley. A scale bar indicates 1 mile. The map is part of a web application with tabs for 'Map', 'Satellite', and 'Terrain'.

<http://www.rightmove.co.uk/draw-a-search.html>

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The same map as above, but with numerous green location pins scattered across the search area. The pins represent individual search results or data points within the defined polygon. The map data is provided by Intranet Focus.

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Searching for people and knowhow

- This is the greatest search challenge of all
 - An employee may have more than one name
 - Multiple databases
 - Is it Christine, Kristin, Tinne or Tina?
 - Transliteration issues
- But has the greatest returns



<http://www.basistech.com/>

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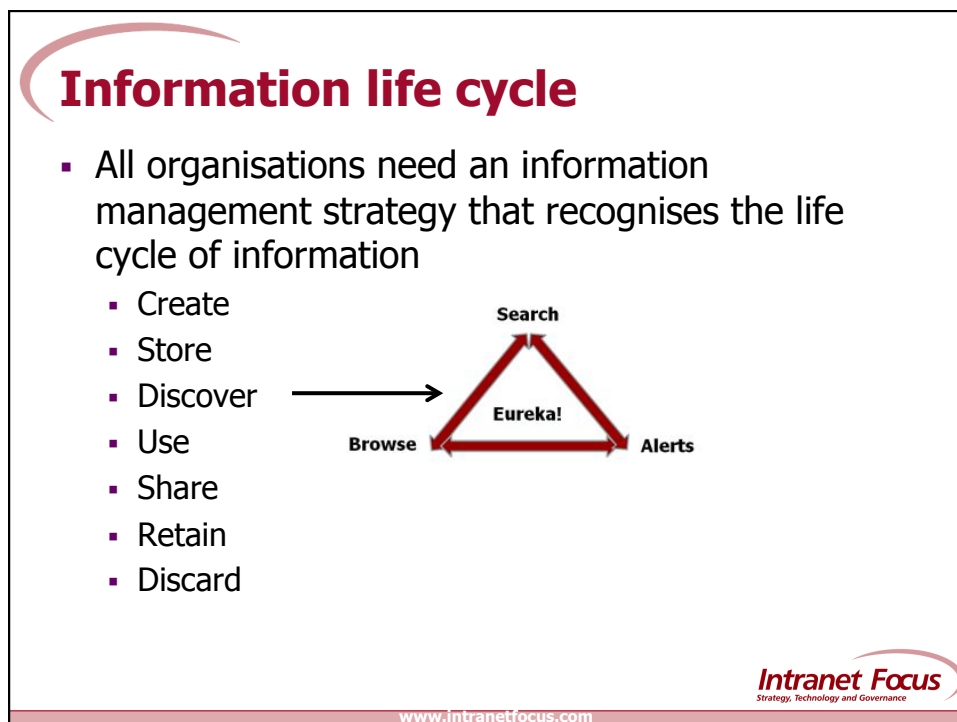
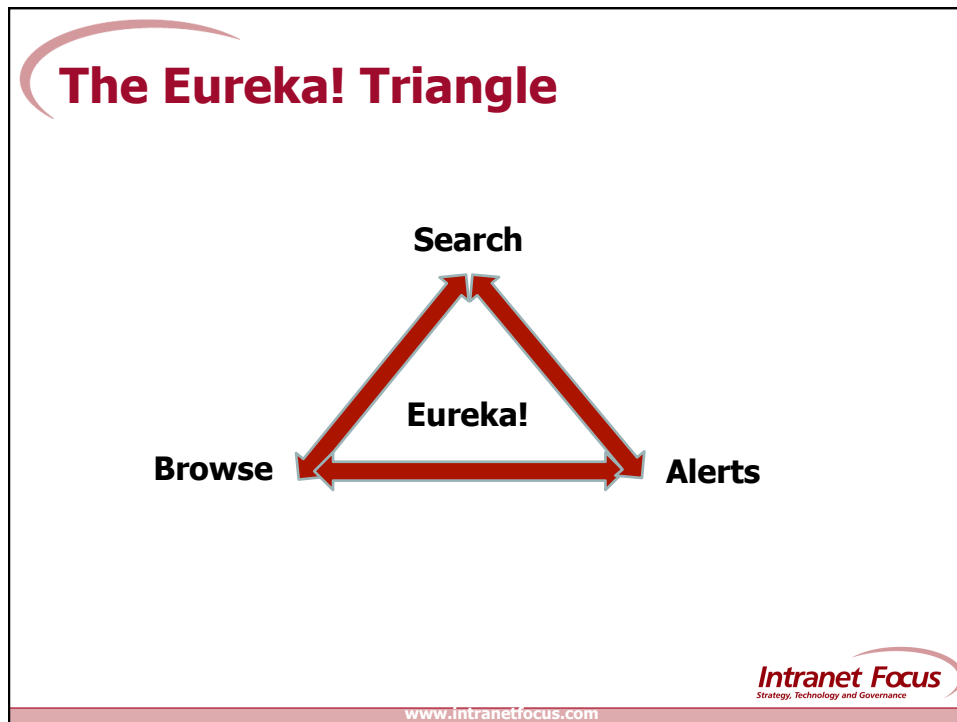
Mobilising mobile



<http://www.youtube.com/watch?v=GQ3Glr5Ff28>

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The discovery imperatives

- Think 'information' not just 'intranet' or 'content'
- Recognise the need to provide users with search, browse and alert options
- Be alert to developments in search technology
- Consider how search could enable the intranet to be an open door to enterprise information and data
- Use search analytics to improve the user experience
- Become the discovery champion

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The fire of progress is lit by inspiration

Fuelled by information

And sustained by hope and hard work

Lyndon Johnson, President of the United States of America

With my thanks to A/Manager, Information Services, NSW Dept of Finance & Services for identifying the quote following the conference

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