



# Searching for the Google Experience

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*Connected, Personalized, Actionable Search*

# Introduction

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Who would have ever imagined the impact Google was going to have on our lives? Imagine trying to find information on the web – any type of information – without Google? The Google search bar is continuously being improved to help anybody, anytime, anywhere, on any device, find information wherever it is in the world.

Sadly, enterprise-driven search, whether it is for employees, clients, or website visitors, does not deliver a comparable experience. In most cases it is not easy to find needed information, leading to productivity loss, frustration, and poor brand perceptions.

Nowadays, the search experience people strive for is for it to be “Google-like”. They want a satisfying search experience that helps them be more productive, reduces duplication of effort, and increases engagement. It is much easier to use a search bar that brings you the information you asked for instead of searching system by system. Until recently, providing a Google-like search experience within an enterprise has been difficult. However, with technology innovations, it is now easier than ever to duplicate this experience.

## Bringing the Google Search Experience Internally

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Following are some of the key items that have made Google such a useful solution. These are compared to the current situation in most of today’s enterprises, highlighting how you can innovate to bring the Google search experience internally:

### 1. Infrastructure connectivity

- Google: Since the web is interconnected, Google is literally able to search the world.
- Enterprises: Also use state of the art technology networks and connectivity, continuing to make investments to keep up with the ever-changing world.

### 2. Information connectivity

- Google: There are no silos on the web, so you don’t have to go site to site to find information. The Google search bar does the work to find the information, regardless of where it is.
- Enterprises: This is not true in most enterprises. Team members either need to know where to go or search system-by-system, using different systems and interfaces, each with its own quirks. Emulating the web and connecting information to a unified interface is the first step to providing a Google-like experience.

### 3. Relevancy

- Google: On the web, if it's not on the first page, then there is a good chance it won't be found. As much as a lot of it is Google 'magic', the reality is that if the content isn't tagged, it won't be on the first page. The SEO industry came about specifically to address this issue, and organizations make investments to tag web pages so they can be found.
- Enterprises: The state of tagging information within an enterprise is poor. There are a variety of systems, each with their own set of issues. User tagging doesn't work, older information is not tagged, and there is no SEO for the enterprise. This gets exacerbated because the tags need to represent the totality of a document, compared to the web, where tags are per page. Without tagging, users cannot find the right documents and the first-page results won't be relevant. Enterprises must have an emphasis on using technology to automate document understanding and tagging. The best-in-class approach is to tag information automatically as part of connecting systems to a search engine. In some cases, like the document management systems (DMS), auto-tagging can be done directly within the DMS with technologies like [AutoClassifier](#).

### 4. Single versus multiple indices

- Google: The web is a combination of single and multiple indices. Many sites have their own index, but Google can federate across multiple indices with a great user experience. Amazon, for example, has its own search engine, as does Expedia, and then there is Google. When you conduct a search, multiple results are merged at search time for a seamless search experience.
- Enterprises: A decade ago, federation/search time merge had an awful reputation, but things have changed. New search engines are open and flexible, and many new application platforms use modern search engines and have APIs that remove the 'lowest common denominator' impact on users, which was the case many years ago. A web-like [hybrid approach](#) is the way to go, where the live DMS search index is merged with a second index that is rich with information from a variety of other enterprise systems. There are huge advantages to this approach as the freshness of the indices provides updated results, and the lifetime cost and burden on IT are much lower.

### 5. Searching

- Google: On the web you can use keywords and sentences to search, make typos, view previous searches, and still find relevant information. Search-as-you-type understands your intent and helps navigate you. Also, analytics helps organizations make intelligent decisions about improving search.
- Enterprises: NLP technologies such as Microsoft Cognitive Services, Amazon Comprehend and Open-Source Technologies like Rasa and spaCy, along with back-end analytics, enable organizations to emulate what Google does.

## 6. Personalized search results

- Google: Takes into consideration factors such as location, search history, interests, user intent, and more to provide personalized search results.
- Enterprises: With newer, integrated software you can provide similar or even better functionality. Employees searching for information can receive personalized results based on a variety of criteria. They can even find internal experts based on their digital footprints – for example, projects or documents they have worked on.

## 7. Web search is actionable

- Google: On the web, as soon as you find information, you are able to act on it.
- Enterprises: Hybrid robotic automation and integration platforms make this possible within organizations. Users can search in the applications they work in and take actions without needing to go to multiple systems.

# No Need for a Customized Solution

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When Microsoft acquired FAST and introduced SharePoint 2010, many tried to solve their search issues with a customized implementation. A customized approach is expensive, difficult to maintain, inflexible and not future-proofed. Technology has evolved such that organizations can now use the search engines and NLP platforms of their choice with BA Insight's [out of the box connectors](#) to deploy search-based applications that improve productivity, loyalty and the search experience for employees, customers, and website visitors. Google has paved the way for an enterprise search implementation that mirrors the experience users have on the web.

For further information, visit: [www.BAinsight.com](http://www.BAinsight.com).