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[Search Done Right™]

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OBJECTIVES FOR TODAY'S TALK

- It has been estimated that by the year 2010, 70% of all digital information being created will be user-generated.
- Organizations need to begin to prepare for this increase and begin thinking about:
  - **Where and how this content is being generated?**
  - **How can others gain value from user-generated content?**
  - **Can my organization be proactive in guiding users?**
  - **Are organizations currently taking advantage of this model?**

TODAY'S INFORMATION ENVIRONMENT

- Content is stored in one or more controlled content repositories (Content Management Systems, Document Management Systems, Email Archives, etc.)
- Content is typically checked in or out of the system to create workflow and adhere to an approval process.
- Users login to different systems to get specific information they need to do their job.

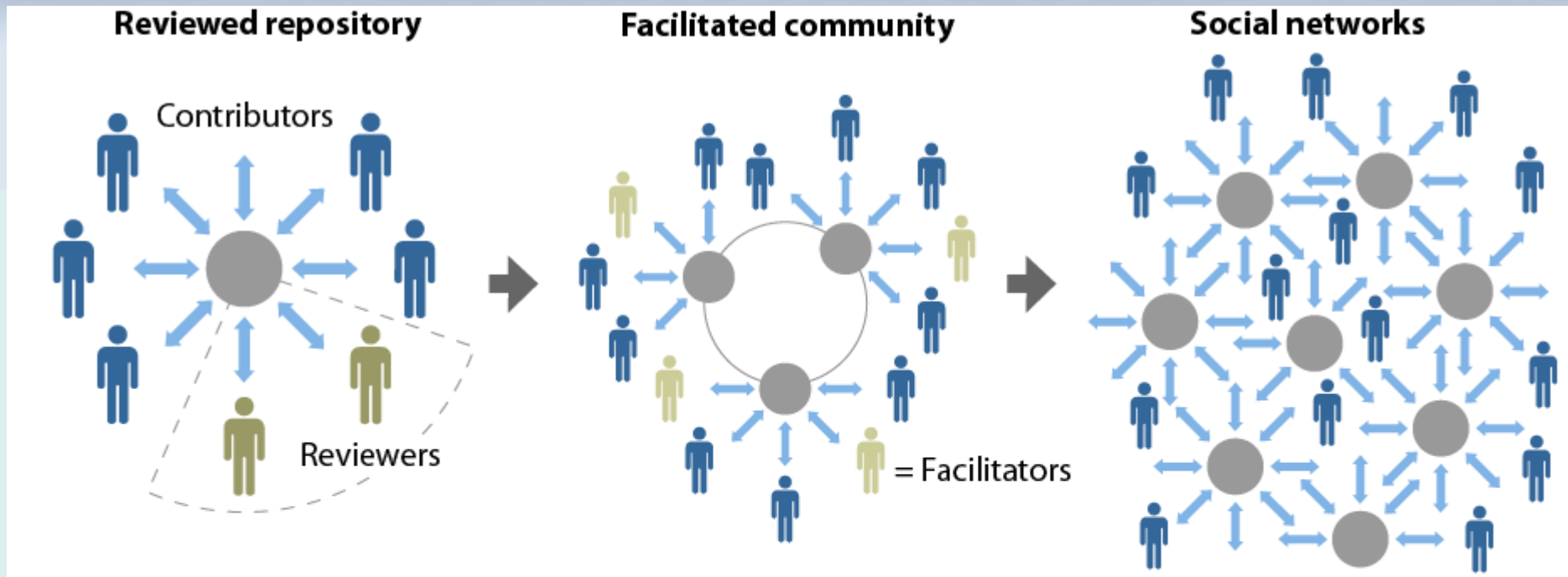
THE WEB IS BREAKING THIS MODEL

THE INFORMATION ENVIRONMENT OF THE FUTURE

- **Within organizations users are no longer saving information in a structured environment but rather creating it freely and storing it in a wide range of unstructured sources:**

  - **Wikis**
  - **Internal blogs**
  - **Social networking sites**
  - **Email**
  - **Instant messaging**
  - **And more….**

KM WITHIN ORGANIZATIONS IS CHANGING



Characteristics	Characteristics	Characteristics
• Single, central repository • Reviewers manage quality along workflow • Contributors add and access content	• Multiple, domain-specific communities with common tools • Facilitator-led and managed • Contributors utilize multiple communities	• Networks emerge through serendipitous personal interactions and interests • Participants opt-in, self organize • Tools are chosen and integrated by the community

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CHANGE ONLY YIELDS MORE CHANGE

- As the trend for creating user-generated content increases, new challenges arise along with new solutions.

- The most basic challenge is if users are creating content everywhere in unstructured environments how are others users going to learn and take action on that content.

- More than ever search now becomes the answer – it doesn't matter where users create or store data, a good search solution can make it accessible to everyone.

IN A USER-GENERATED CONTENT ENVIRONMENT SEARCH SHOULD OFFER:

End-User Experience: Innovation and Simplicity

Search less, find more

Flexible Technology, Enterprise Control

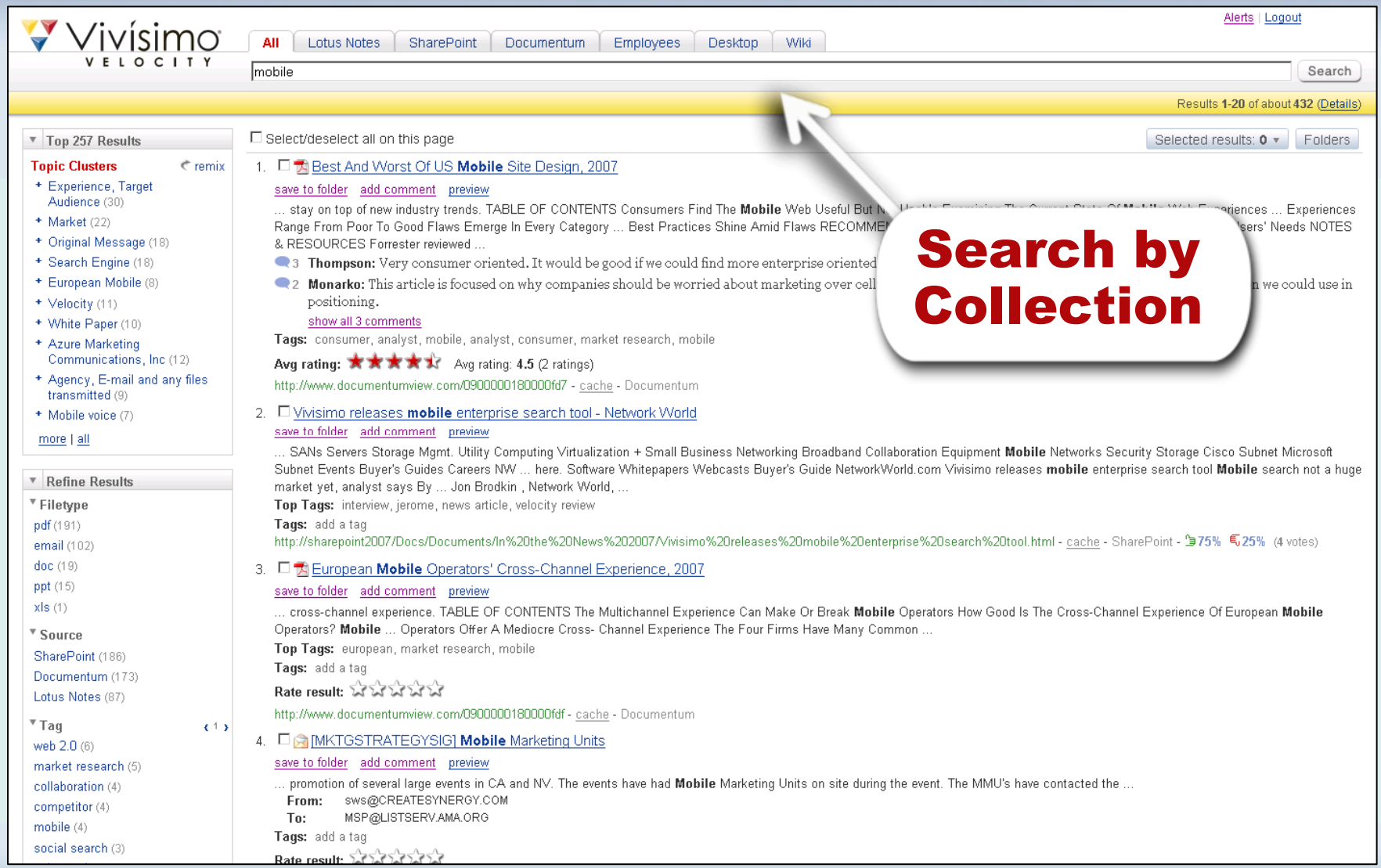
Find and extract content where it lives

Rapid Deployment

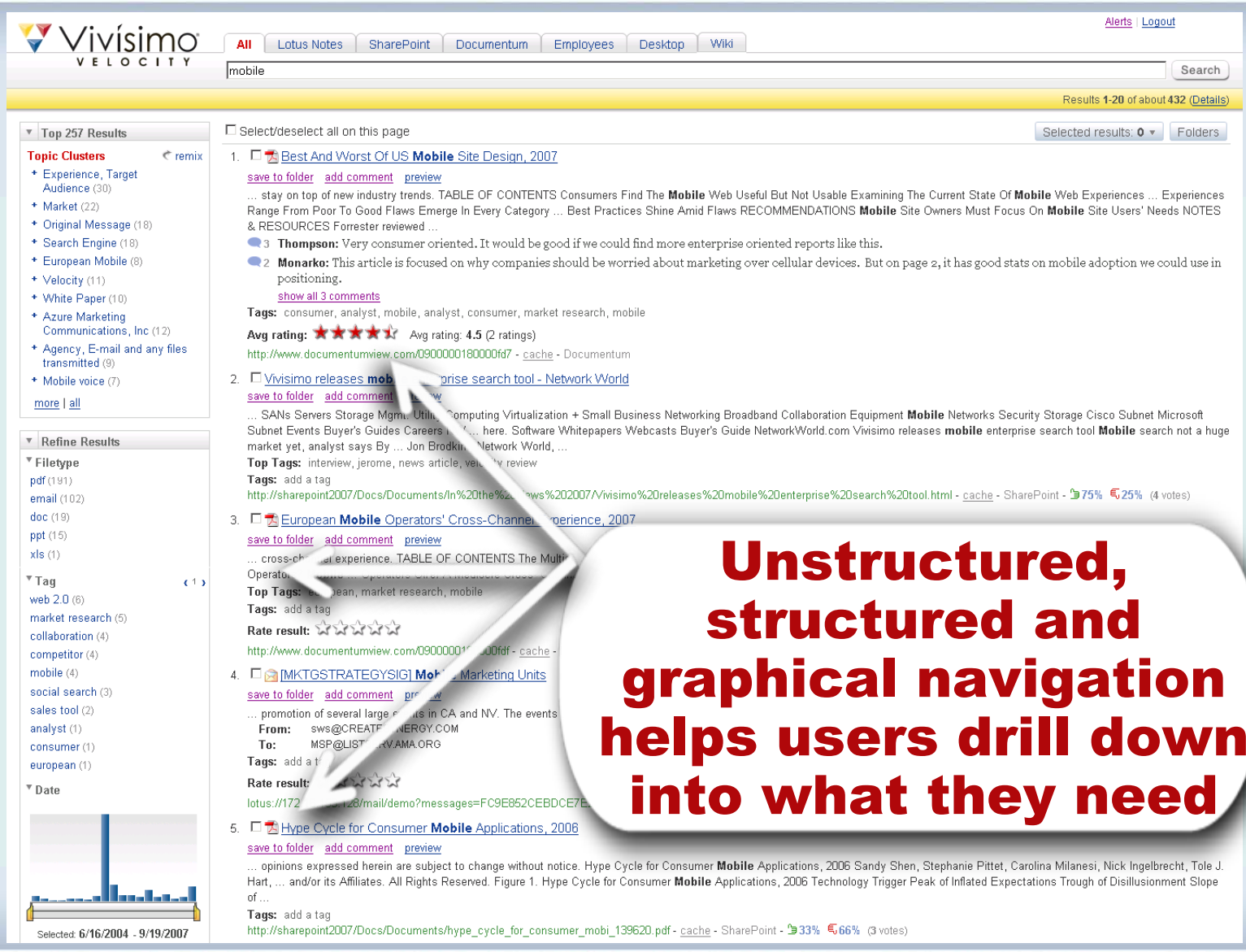
Days or weeks, not months or years

[Search Done Right]™

EXAMPLE OF ENTERPRISE SEARCH



IMPROVED NAVIGATION



Unstructured, structured and graphical navigation helps users drill down into what they need

RESEARCH FIRMS WEIGH IN ON THE FUTURE SEARCH

Gartner®

► At year-end 2012, more than 75% of new search installations will include a social search element for relevancy calculation (0.8 probability).

Gartner, Inc. Research published May 16, 2007

FORRESTER®

► Social Computing is becoming the new KM, moving it from an often too academic exercise into the real world of people sharing knowledge and expertise with each other naturally, without even thinking about it.

Forrester Research, Inc. published March 8, 2007

SEARCH DONE RIGHT: SOCIAL SEARCH

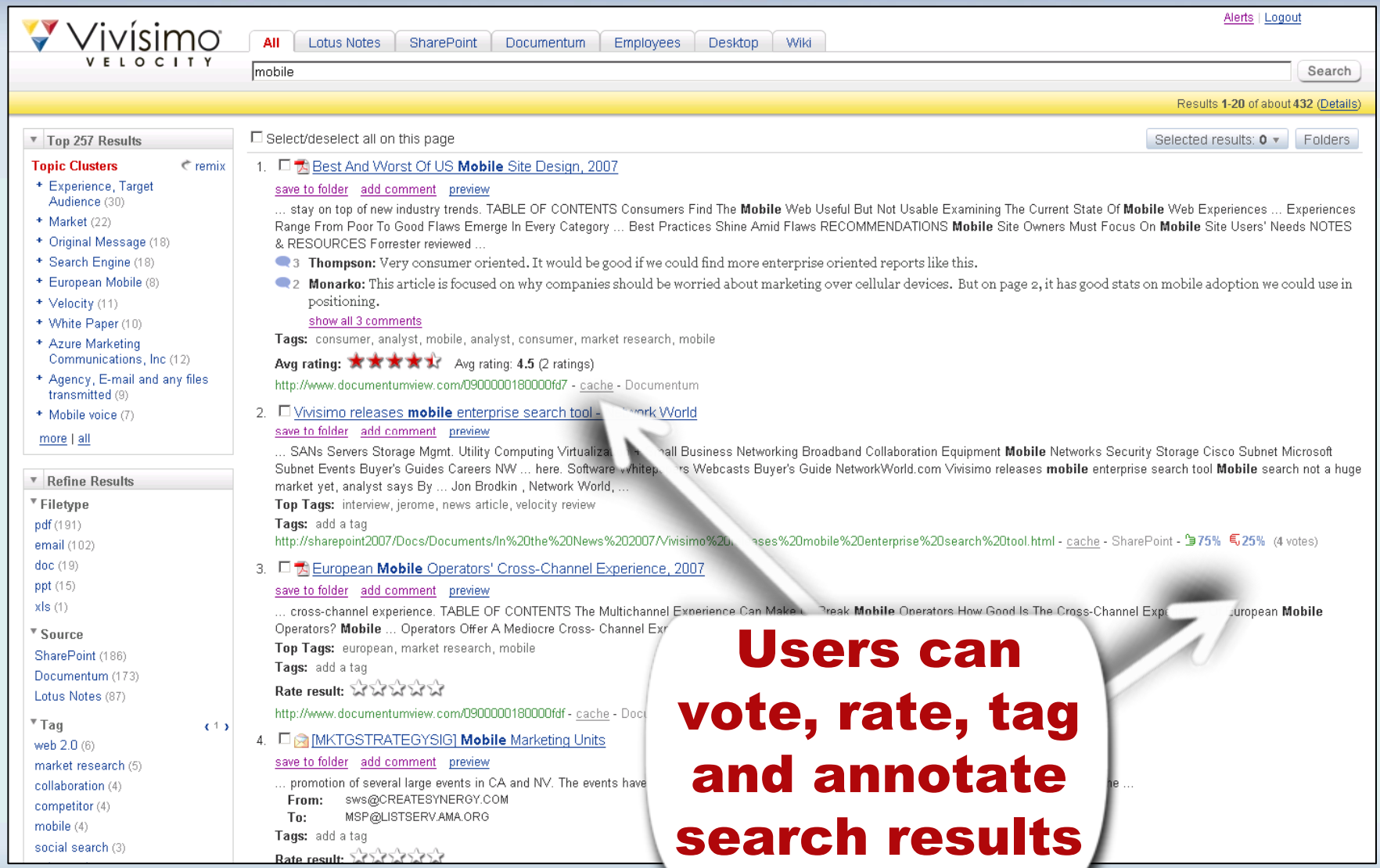
- **End User Experience: Innovation & Simplicity**

social tagging

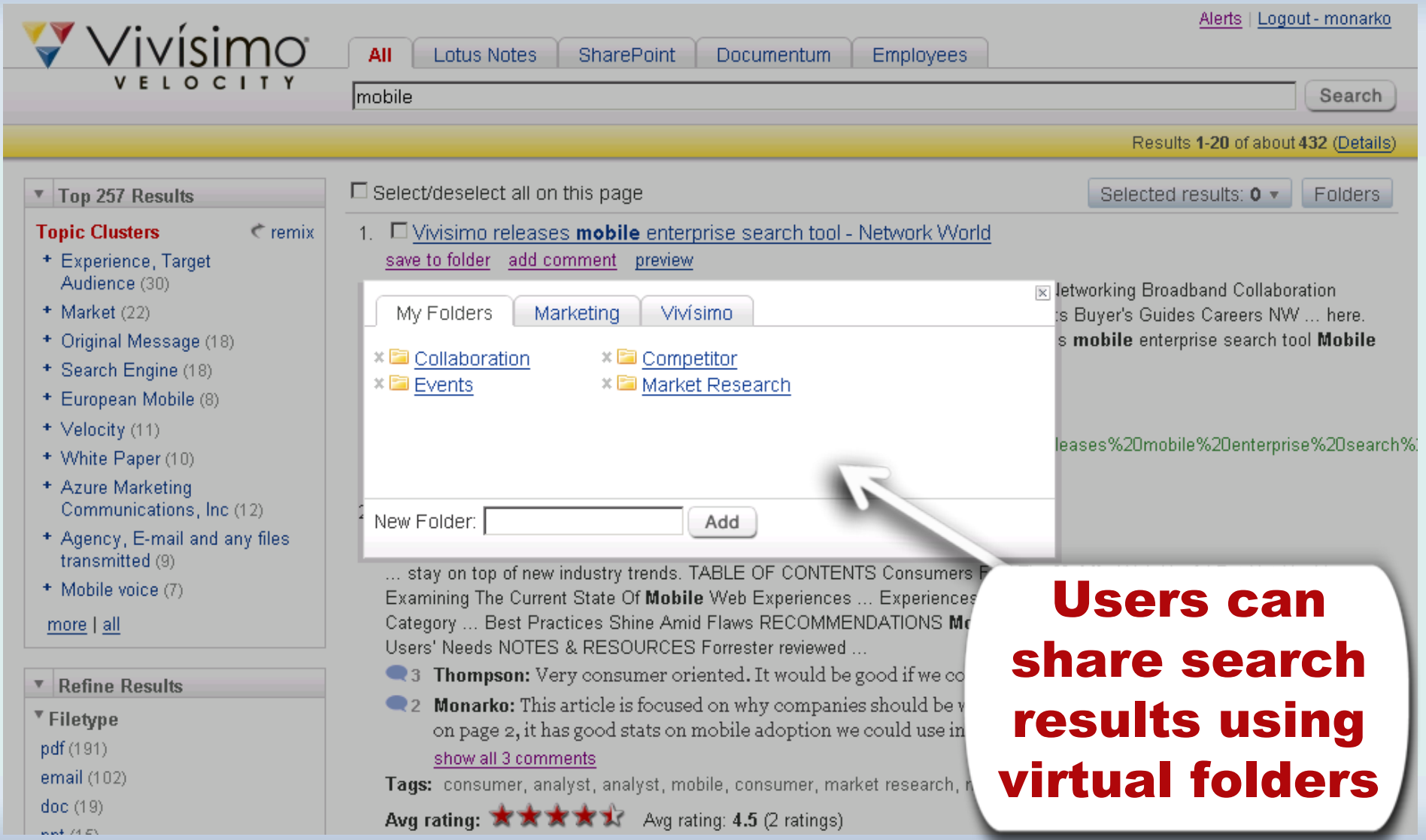
social bookmarking

social networking

SOCIAL TAGGING

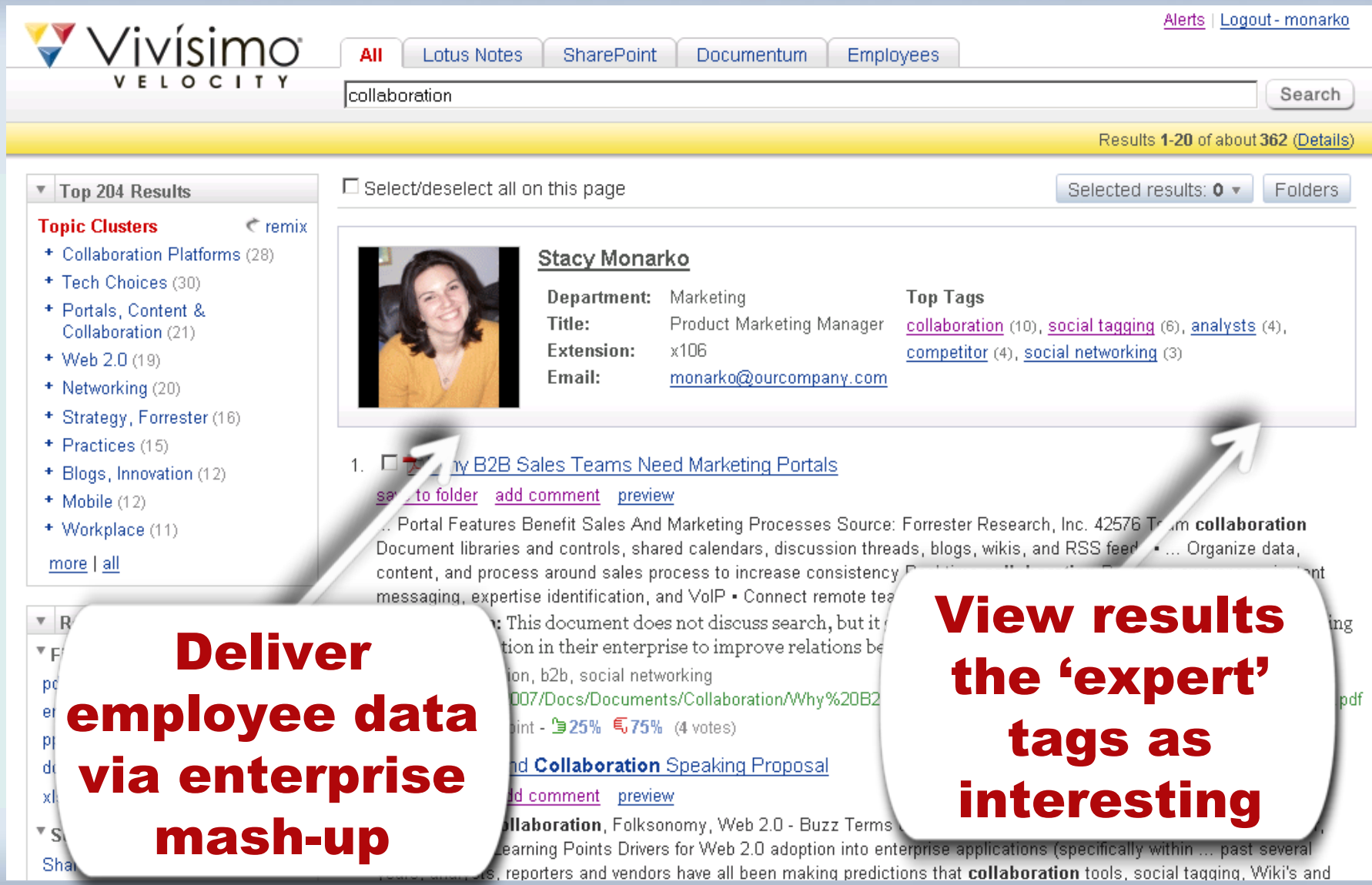


SOCIAL BOOKMARKING



Users can share search results using virtual folders

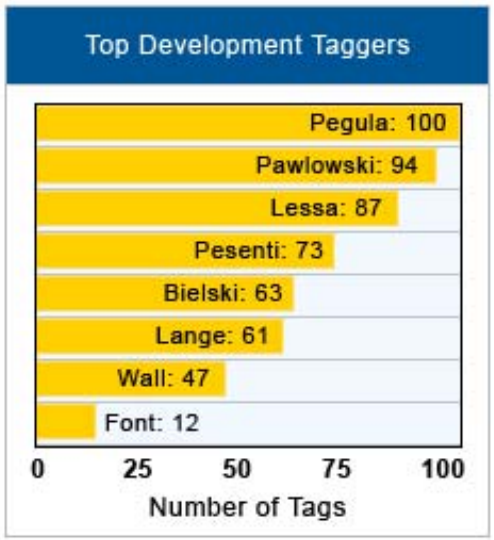
SOCIAL NETWORKING

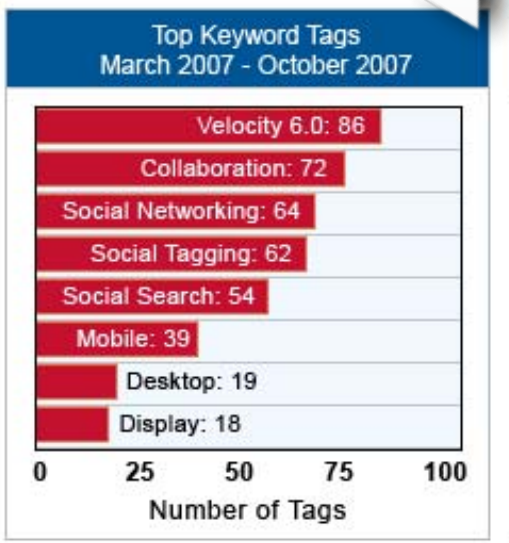


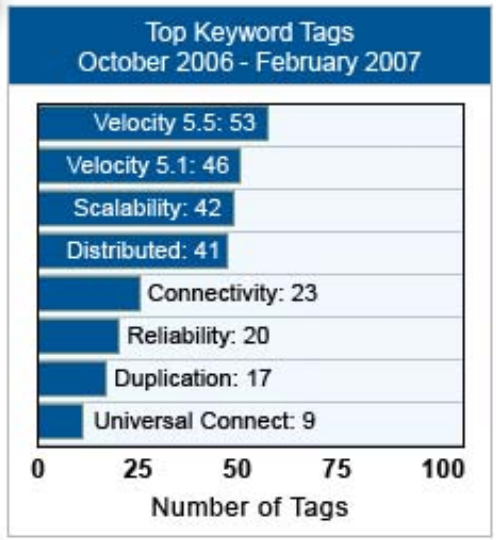
SOCIAL NETWORKING

Dashboards provide glimpse into user habits based on tags

Close







Television Network News Division

CASE STUDY: TELEVISION NETWORK NEWS DIVISION

Business Overview

- News division for major American broadcaster
- Known for the quality of its news coverage, but suffering from low ratings

Business Challenge

- Editorial staff needed a single point of access to complete research for time-critical stories
- Lacked easy way to ensure they were not rewriting an existing story

Solution Overview

- Velocity enables reporters to submit a single query to access content from multiple sources including
  - SQL databases
  - Web
  - Factiva
  - Lexis Nexis
- Solution tabs created to drill down into relevant topics

Results

- Reduced time spent on researching, enabling editorial staff to be more productive and report more impactful stories
- Librarian staff gains more strategic role in creating user-generated content for reporters to use in the future

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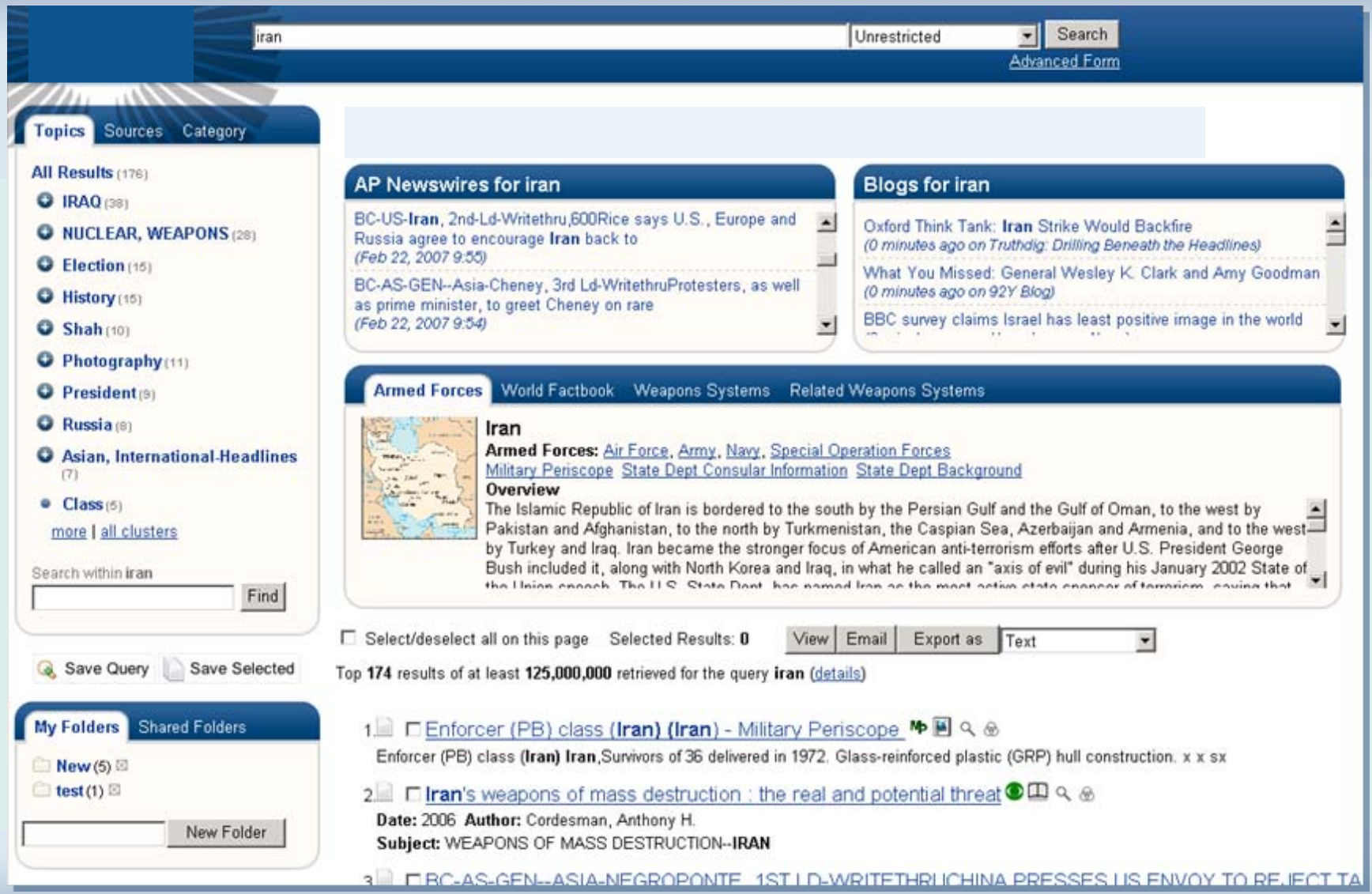

VIVISIMO COMPANY OVERVIEW

- Founded in 2000; Carnegie Mellon Computer Science spin-off
- Privately held, profitable
- HQ in Pittsburgh, PA, global offices in North America, Europe and Asia/Pacific
- Over 180 customers worldwide
- InfoWorld awarded “Best Enterprise Search” 2006 and 2007

REPRESENTATIVE CUSTOMERS

Thank You!

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