Enterprise search in the EU

Update to the 2011 IPTS report

Martin White
Managing Director, Intranet Focus Ltd. UK
martin.white@intranetfocus.com
Introductions

Chemist and information scientist
Co-authored ‘Intranet Management’ in 1998
Set up Intranet Focus Ltd in 1999
Visiting Professor, iSchool, University of Sheffield since 2002
Business experience in 35 countries

Development of governance and implementation strategies for Microsoft SharePoint

Impact of mobile solutions in the enterprise

Specification, selection and implementation of enterprise search applications

Development of information management and intranet strategies

Due November 2012
‘Enterprise search’ is providing a managed framework of search applications which enable employees to find the data, information and knowledge that they have the right to access in order to make business decisions.

It is not about implementing one federated search application that indexes all enterprise repositories and provides a single user interface.

Recently there has been a lot of interest in search solutions for Big Data.

It is widely accepted, even though there is no firm evidence, that the volume of unstructured information represents around 80% of the total. To make sense of data there is a need to put it into context with other internal and external sources of information and of the expertise and experience of employees.
Figure 3 How critical are finding the right information to your organisation’s business goals and success?
Figure 1 Is it easy to find the right information within your organisation today?
The Cost of Poor Data Management

- Executives say their organizations are losing revenue each year due to insufficient data management

93% of executives believe their organization is losing revenue as a result of not being able to fully leverage the information they collect.

On average, they estimate this lost opportunity to be 14% of annual revenue.

Organizations with $1 billion or more in revenue* say they’re losing approximately 13% of annual revenue – translating to $130 million in lost opportunity for a $1 billion organization.

Take Away: Millions to Gain

*Figure based on private sector organizations only
This diagram shows that in 9% of cases the user found a document that they considered to be the definitive document, and 33% of these were completely sure they had found it.

“Disaster” concept from http://www.customercarewords.com/
It is clear from this survey that respondent companies fail to understand the benefits of an enterprise search application.

Source – MarkLogic 2011
Industry structure

- The acquisition of Automony (by HP), Endeca (Oracle), Isys-Search (Lexmark) and Vivisimo (IBM) between August and November 2011 removed all the middle market vendors.
- There are still around 80 smaller companies (revenues of less than €20 million) offering search applications, many based on Apache Lucene and Solr.
- The middle market opportunity is now rapidly being filled by open-source applications.
- A perceived advantage of open source applications is that they can be developed in a staged project to keep resources in line with requirements.
- Apache Lucene is the dominant application, representing as much as 90% of the open-source installed base.
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: Essential for high-quality search but rarely managed well
- Indexing: Acronyms, stop words and social language all need to be considered
- Security: Who manages information security?
- Query: Search cannot be made fully intuitive
- Tuning: Unending and complex
- User interface: Mobile will change everything

Search software is complex and this is why specific skills are needed
Search team roles

- Search (Information Discovery) Manager
  - Good understanding of how information is used in the business
- IT support
  - Will assess server and network performance, disaster recovery, crawling schedules etc
- Information Specialist
  - Supports metadata and taxonomy development
  - May require language skills
- Search analytics
  - Defines reporting formats and reviews search logs to identify problems before they happen
- User support
  - Acts as the user-facing member of the team, doing training and usability testing
## Skills gap

The IST program immerses students in information science; information architecture; human factors in information seeking and use; information organization, storage and retrieval; and applications of the Internet. Learn how information is retrieved, organized, manipulated, repackaged and applied in nearly every aspect of our increasingly digital culture and economy.

iSchool, University of Milwaukee

| Companies cannot find skilled and experienced staff to support enterprise search implementation |
| Search vendors, integrators and open-source developers cannot find skilled and experienced staff |
| Microsoft partners cannot find skilled and experienced staff to support enterprise search implementation |
| In 2011 Google hired 1000 professionals in the EU |

| There are around 30 Specialist IR institutes in the EU |
| 10 of these are in the UK |
| Only 4 have iSchool status |
| None teach a 3yr undergraduate course in IR |