

RVP

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Google: Increasing the Value of Business Data with Enterprise Search



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Q Why do you think search is important for businesses?

A One of the main lessons we've learned in the past decade is that search has become the point where people start when they want information. This is as important in the enterprise as it is on the internet. In fact, IDC research states that employees spend up to 20% of their time looking for essential information through the various repositories and data knowledge shares within their enterprises. Obviously, this has an impact on the bottom line.

Q How can enterprise search help?

A Enterprise search can help even in environments with existing content management systems. While a CMS is good at creating content and workflow, business users often still have difficulty finding information. The ability to search across your CMS *and* other sources such as databases and file servers gives employees truly universal search.

The right enterprise search solution should address this need through algorithms specifically designed to maximize relevance for enterprise content—regardless of the data's format, repository, software, or source.

Q How does Google Search apply to the enterprise?

A Google applies the power of its always-evolving search technology to enterprise data with the Google Search Appliance (GSA). Content on web servers, intranets, file shares, databases, business applications, ERPs, wikis and content management systems—including SharePoint—can be searched with equal ease and relevance.

Q What does this add to SharePoint environments?

A While business users find that content management systems give them the ability to create content easily, this ease of use is not matching when it comes to finding this content. Moreover, these users need to locate information across multiple repositories beyond their CMS. Because the GSA works across all search environments, getting the right results is not limited to—or dependent upon the tuning of—specific data structures or content formats. The GSA empowers users to find the data that they need, regardless of where it is housed or how it is formatted. This is not true of standalone CMS search, which is optimized to locate native data.

Q Can the Google Search Appliance work with existing CMS security protocols?

A Yes. The GSA's access control capabilities integrate with your existing enterprise security systems and enforce the policy already in place in content systems and applications. The GSA allows document and user level access control, ensuring that users only see results for the documents that they are authorized to view.

Q What kinds of companies use the Google Search Appliance?

A Any business where effective knowledge management is important can benefit from the Google Search Appliance. This is why more than 30,000 organizations depend on Google for their enterprise search needs. Organizations in tech, pharma, energy, education, finance and banking, professional services, and countless other industries around the world rely on the GSA to ensure accurate, relevant results in enterprise search.

For more information please visit:
<http://google.com/enterprise>

