Return on Information:
The Business Value of Fast, Relevant Search.

Five organizations address key enterprise challenges with the **Google Search Appliance**™

Turning content into business value with faster, more relevant search.

Organizations invest heavily in creating content. But when employees can't find the content they need, that investment is wasted. In order to achieve a return on their information, they must:

- *Deliver more relevant search results to users faster*
- *Unify search across multiple repositories*
- *Make unstructured data, such as Microsoft® Word and Adobe® PDF documents, as easy to search as structured data*
- *Lower the total cost of ownership for search*

This eBook explores how five leading organizations in five different industries overcame their search challenges and improved their return on information with the **Google Search Appliance**.

WellStar increases search relevancy in less than one hour.

With more than 11,000 healthcare professionals serving the entire Atlanta, Georgia area, WellStar had the resources to deliver exceptional healthcare. What they lacked was a search solution that could deliver exceptional results.

The company's intranet contained vital content divided among more than 70 clinical sites, 60 .NET portals and a central content management system (CMS). According to the company's internal research, a user had only a 1.4% chance of searching the right portal site to find the information they needed.

"Even then, they would have to sift through a huge haystack to find a specific needle."

Robert Zanin, WellStar Systems Analyst

1 CHALLENGE ONE: SEARCH RELEVANCY

Within an hour of installing and activating the **Google Search Appliance** solution, the company saw an improvement in the relevancy of their search results, which has now reached *nearly 100% accuracy*.

"We received a major boost in terms of client service and the number of users viewing compliance documentation, as well as the ability to provide relevant information on medical procedures and rehabilitation protocols," said Zamin.

"It has advanced WellStar's capabilities, knowledge, and efficiency."

Download the full case study

Kimberly-Clark unifies search across corporate file servers.

As one of the leading health and hygiene companies in the world, Kimberly-Clark employs more than 55,000 people and has a presence in 37 countries.

"Just in the United States alone, our users search through about 22 million documents every day on our intranet and associated corporate file servers."

Renée Nocker, Director of Enterprise Business Intelligence

The company's challenge was searching the corporate file servers. The previous search solution limited users to searching just 500,000 documents on the intranet and six external sites. Eventually, many users simply stopped using it.

2 CHALLENGE TWO: MULTIPLE REPOSITORIES

The familiar, intuitive functionality of the **Google Search Appliance** and positive brand recognition of Google helped the company overcome users' previous, negative search experiences. The IT team was won over by the appliance's ability to search numerous types of repositories, including static web pages, web applications, homegrown document management systems, web and corporate file servers and the company's public internet site.

The company plans to take the **Google Search Appliance** global.

"With its ease of management,
simple licensing structure & multiple language support,
we can easily deploy the GB-7007 to other geographies
without a lot of additional overhead,"

said Nocker.

Download the full case study

HP tames unstructured data and improves contact center agent productivity.

HP Enterprise Services is a global provider of outsourced technology and business solutions, including contact centers. One particular contact center client, a global Fortune 500 automobile manufacturer, had a knowledge base that comprised hundreds of thousands of unstructured HTML and Microsoft® Office documents.

Realizing that they were outgrowing their search solution, HP Enterprise Services looked for a new solution that could help agents find information and resolve questions faster.

"Our average call handling time is around 12 minutes."

Ray Coyle, HP Global Workplace Services Manager

3 CHALLENGE THREE: UNSTRUCTURED DATA

Management chose the **Google Search Appliance** because agents reacted very favorably to its interface, which closely resembles Google.com. It also helps agents find accurate information faster with features like *KeyMatch*, which promotes the web pages agents use most often.

Overall, agents have adapted well to the **Google Search Appliance**. The company anticipates reducing average call handling times by *up to 15 percent* and reduced agent training costs due to the system's familiarity and ease of use.

"If we can shave a minute or two off that time, it produces a 10–15 percent savings in our business that contributes to better profitability and savings for customers."

said Coyle.

Download the full case study

The American Red Cross unifies intranet and public search functions.

From CPR classes and blood drives to disaster relief and humanitarian aid distribution, the American Red Cross is the nation's premier emergency response organization and one of the world's largest non-profits.

To communicate with the public, as well as its thousands of employees and volunteers, the organization relies on two public-facing websites and its intranet. But the search engine that was bundled with the organization's CMS was slow and delivered low-quality search results that interfered with those vital communications. And when the organization wanted to expand its two public-facing websites, costly licensing compounded the problem.
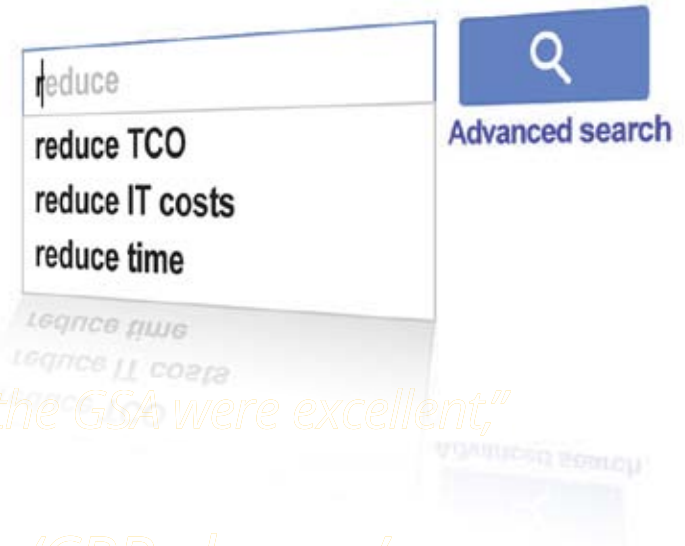
That's when the organization explored their options and found that they could deliver more accurate search results for intranet and public-facing sites, and reduce licensing costs, with **Google Search Appliances**.

Two **Google Search Appliances** were implemented in one weekend: one for production, the other as a backup.

"Out of the box, the search results from the GSA were excellent,"
said Ivan Chou, Web Applications Engineer.

"Now if you type in 'Haiti earthquake' or 'CPR classes,'
you get back just what you are looking for in the first page—
and results are returned in a few seconds versus ten."

Download the full case study

BP boosts search speed and internal user adoption.

BP, one of the world's largest petroleum companies, has operations in more than 100 countries with more than 96,000 employees. It faced the challenge of keeping all of those people informed despite differences in location, language and document formats.

The company's intranet grew rapidly, which quickly overwhelmed the previous search solution.

"Despite the theoretical power of our previous search system, in practice, it did not return relevant search results and was quickly abandoned by staff."

Sébastien Olive, Project Manager for the Information Technology & Services team at BP

5 CHALLENGE FIVE: ACCELERATING SEARCH

The company asked vendors to create proof of concepts for evaluation by the Information Technology & Services team. Without any fine-tuning, the **Google Search Appliance** scored high marks for search relevancy.

Now that the **Google Search Appliance** has been deployed, it delivers more relevant results five times faster than the previous system, which makes it very appealing to users. This is reflected in an 80 percent increase in usage.

"It was very complex, expensive and time-consuming to implement and maintain and when searching, people were faced with endless lists of results that lacked relevancy."
said Olive.
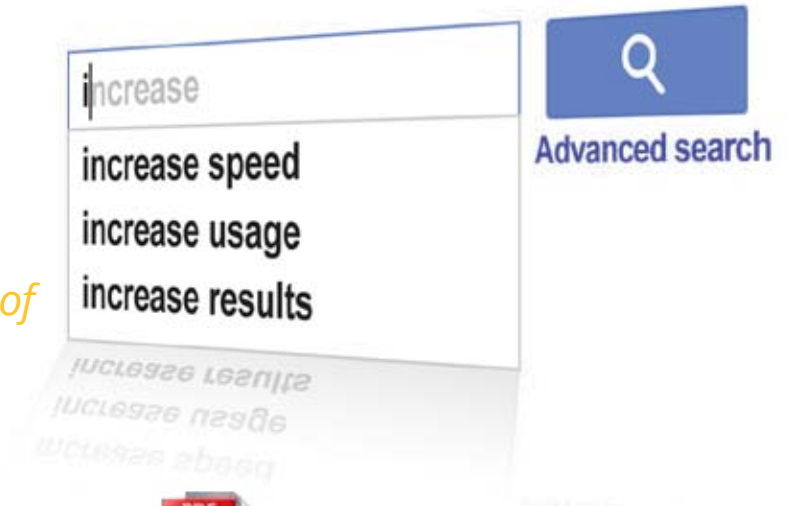
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Increase your Return on Information.

Content can only deliver business value if employees can find it quickly.

The **Google Search Appliance** leverages the same expertise and experience that powers search on **Google.com**, and adds algorithms specifically designed for enterprise content. The result is an easy-to-use, extremely effective and efficient solution for unlocking the business value of content and increasing **Return on Information**.

To learn more about how the Google Search Appliance can increase the speed and relevancy of your organization's search results while driving down costs, contact us.