

Global Electronics Manufacturer Improves Enterprise Search System for Better Business Results

Customer Background

The client is a manufacturer of a variety of digital multifunction devices including plain paper copying machines, laser printers, inkjet printers and cameras. The products are divided into three product groups: business machines, cameras, optical and other products.

Business Challenge

Our client's internet search was using basic Autonomy IDOL v5 retrieval for 2 years. Customer search teams were having issues with relevance and integrating advanced features like faceted search. As the internet search was getting more than 10,000 hits per day, there were issues with performance in the existing search system. Internet search is a key information source for most consumers across the globe. The client had to extend the search feature to other business units like industrial and medical.

In addition to the existing consumer products, the current search system was not properly configured for this expansion.

Solution

MicroLink was engaged as consulting partner to resolve existing issues with relevance and performance as well as to design and upgrade to latest Autonomy IDOL 7 with enhanced features like faceted search and recommended results. MicroLink designed a new search system for the client using IDOL index distribution and a load balancing mechanism to resolve performance and scalability issues. MicroLink also used Autonomy IDOL Education for extracting product specifications for the faceted search feature. Relevancy tuning was done using a combination of techniques in IDOL 7 with custom ranking by business units to promote new products in search results. MicroLink also did consulting for using latest Autonomy API for improving performance and reducing coding efforts. MicroLink also supported designing the new user interface across all business units' websites to accommodate many search features within the limited site page layout.

Benefits

The client now experiences more relevant results, more searchable content, new product promotions and sales, better search usability for product search, more per day/user hits and above all a search system which is more stable and scalable.

Technologies

Autonomy IDOL 7
Autonomy Education

About MicroLink, LLC.

Founded in 1998, MicroLink provides Knowledge Management, Collaboration, Business Intelligence, Information Discovery and CRM solutions. We have a history of providing reliable, high quality, customer-driven solutions that focus on improving productivity, collaboration, and teamwork throughout our customers' enterprise.

MicroLink has a reputation for consistent, superior performance, and outstanding work at federal agencies, and commercial organizations, we have earned the respect of our clients, partners, and employees.

MicroLink is the 2008 Microsoft Repeatable Solutions Partner of the Year, Microsoft's Federal Partner of the Year, DoD Partner of the Year (2006, 2007) and Autonomy's Global Partner of the Year.