

# Search Driven Applications

Based on  Microsoft®  
**FAST™ Search Server 2010**  
for SharePoint®

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*Business Development Manager CEE*  
*Microsoft*

# Ingredients for great search

Search Driven Applications put all of the pieces together

Search connects people to the information they need to get their jobs done.



*Search Driven Applications drive measurable ROI by helping a specific set of people make the most of a specific set of information.*

# Introducing FAST Search for SharePoint

A new choice for enterprise search that eliminates compromise

Productivity  
Search Experience

Search Driven  
Applications

A Single, Cost-effective  
Infrastructure

# SharePoint 2010 search and FAST Search for SharePoint - Comparison



*General Productivity search  
Light customization*

Social, Conversational

Connectivity, Security,  
Relevance, Performance,  
Administration, Scale

SharePoint Standard CAL +  
SharePoint server license

*Customized productivity search  
and **search driven applications***

Social, *Conversational++*,  
**Visual, Contextual**

*Connectivity+*, Security,  
*Relevance++*, Performance,  
*Administration+*, *Scale++*

SharePoint Enterprise CAL +  
FAST Search for SharePoint server license

# Search-Driven Applications

Meet all the search application needs you have across your business

✓ Sales:  
*360° Customer Insight*

✓ Services:  
*Knowledge Browser*

✓ Marketing:  
*Competitive Intelligence*

✓ Research & Development:  
*Innovation Portal*

✓ Support:  
*Call Center Advisor*

✓ Operations:  
*Systems/Logistics Portal*

✓ Operations:  
*Systems/Logistics Portal*

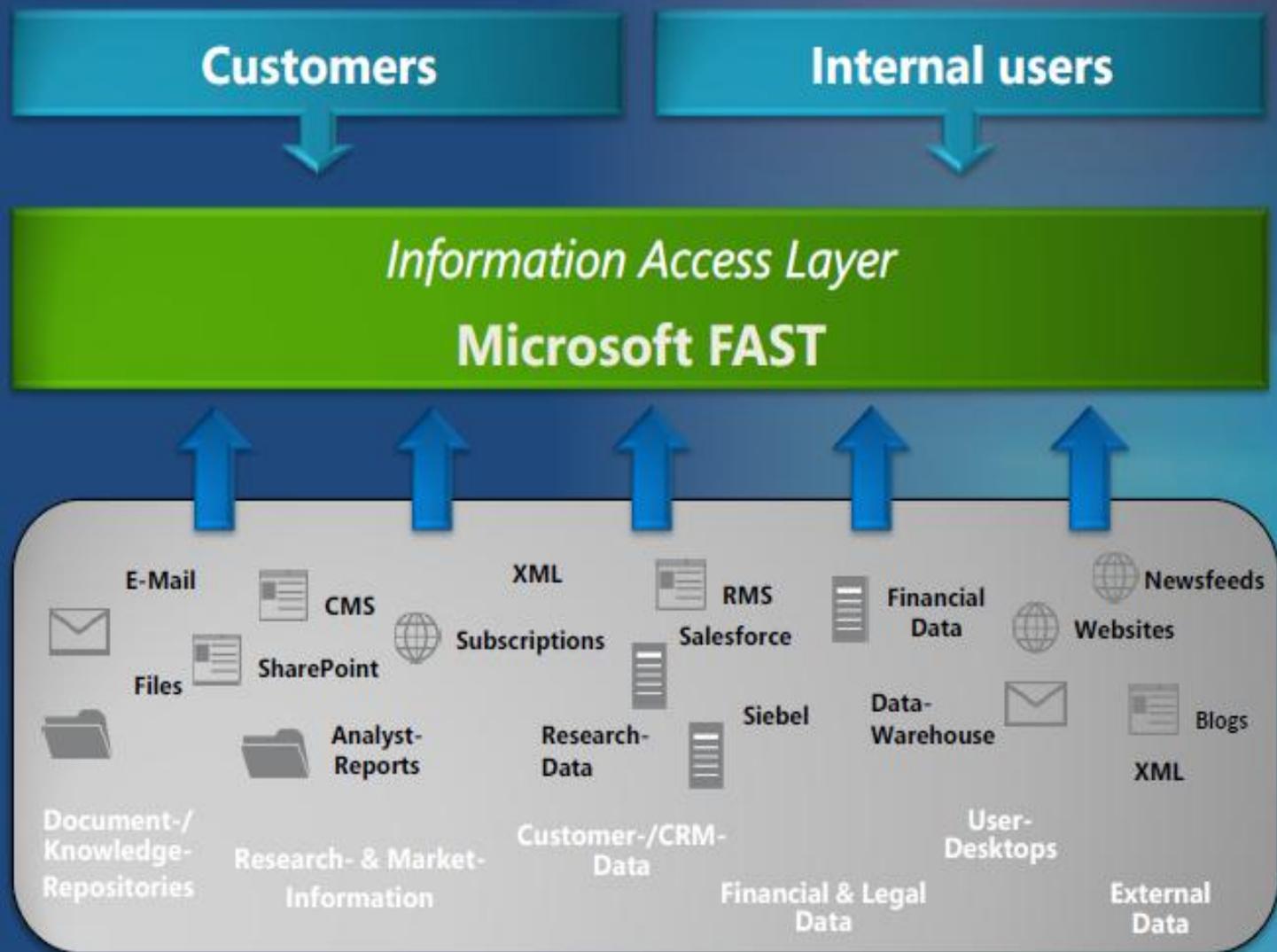


“How do I support the unique search needs of teams and work that impact our business?”

To do so, you need a search platform that has

- A deep understanding of your information
- Flexible relevance to meet diverse needs
- A customizable UX to increase user efficiency

# Information Access Technology



# Secure, unified access to information

Index or federate with content, applications, and services



## Access content securely

with a full-featured content crawler and both index- and query-time trimming of results

## Extend your reach

using Business Connectivity Services to access your content sources and business applications

## Federate queries

using OpenSearch to quickly access existing search indexes and online information services

# What we don't have to discuss in detail...

Today Enterprise Search products should cover at least the following functionalities...  
etc. etc. ...

Categorisation

Results List Collapsing

Results List Sorting

Automatic Teaser Generation  
(with Highlighting)

Boolean Logic

Wildcard Search  
(Placeholders/Symbols)

Field Search  
(Attributes/Meta data)

Fuzzy Search  
(phonetical etc.)

„Did you mean?“

Support for all common  
Document Formats



# Customize search to meet your business needs

Key ingredients to a great customized search experience

Search in the language of your business

Deliver results that are contextually relevant

Tune relevancy to meet diverse needs

Process content with advanced linguistics

Customize the user experience to build engaging applications



# Search in the language of your business

Use terms and language that are unique to your organization

## Introducing the FAST Content Processing Pipeline

*Processing & refinement*



*Any term can be extracted and converted to metadata*

- Automatically generate metadata from your content
  - Entity extraction with the FAST Content Processing Pipeline
  - Metadata is the key to findability
- Leverage corporate knowledge assets to determine metadata to extract
  - Corporate taxonomies
  - Business terminology
  - Product names
  - Acronyms
- Incorporate your language in the search experience
  - Users can quickly refine content using familiar terms
  - Build confidence that you found the correct answers the first time

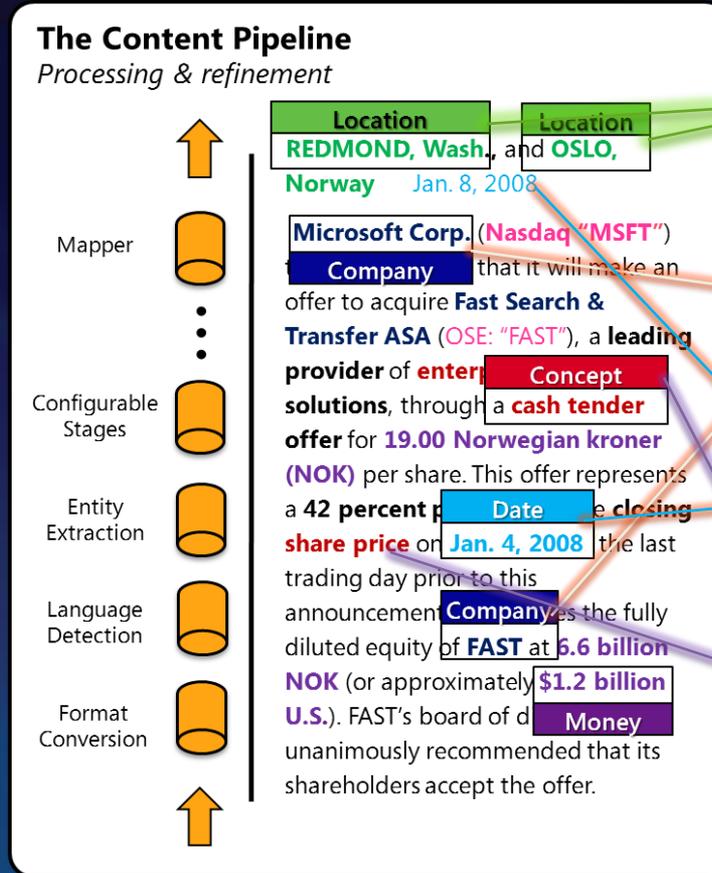
# Map metadata to Managed Properties

Automatic association of metadata to content

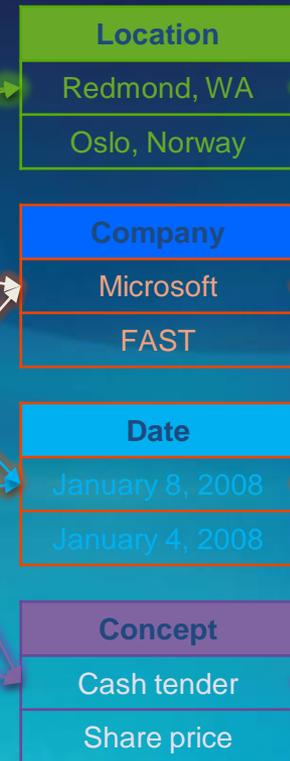
## Managed Properties

Map one or more Crawled Properties to a single field. Enables sorting, refinement, the relevance tuning and fielded searching.

Maps automatically or through Central Administration or PowerShell



Crawled Properties



Index Profile

Type	DocId	Title	Author	Date	Size	Location	Company	Concept	Body
	123	Press Release	...	01/08/2008	26K	Redmond	Microsoft	Cash Tender	...
	345	...	...	...	...	...	...	...	...

Managed Properties

# Go Beyond the Search Box

## Broader, Better Language Coverage

- Can search in any language (including Klingon...)
- 84 languages detected to allow language-specific handling

Afrikaans	Hausa	Pashto, Pushto
Albanian	Hebrew	Persian
Arabic	Hindi	Polish
Armenian	Hungarian	Portuguese
Azerbaijani	Icelandic	Punjabi
Basque	Indonesian	Rhaeto-Romance
Bengali, Bangla	Irish	Romanian
Bosnian	Italian	Russian
Breton	Japanese	Sami (Northern)
Bulgarian	Kannada	Serbian
Catalan	Kazakh	Slovak
Chinese-S	Kirghiz	Slovenian
Chinese-T	Korean	Sorbian
Croatian, Serbo-Croatian	Kurdish	Spanish
Czech	Latin	Swahili
Danish	Latvian, Lettish	Swedish
Dutch	Letzeburgesch	Tagalog
English	Lithuanian	Tamil
Estonian	Macedonian	Telugu
Faroese	Malay	Thai
Finnish	Malayalam	Turkish
French	Maltese	Ukrainian
Galician	Maori	Urdu
Georgian	Marathi	Uzbek
German	Mongolian	Vietnamese
Greek	Norwegian	Welsh
Greenlandic	Norwegian-B	Yiddish
Gujarati	Norwegian-N	Zulu



# A Real Life Example

488941 britney spears	121 bridney spears	44 briitney spears	21 briatny spears	12 btriney spears	8 britanys spears	6 brtanny spears	4 bnritney spears
40134 brittany spears	121 britainy spears	39 brienty spears	19 birney spears	12 btritney spears	8 britley spears	6 brittiany spears	4 brandy spears
36315 brittney spears	121 britmey spears	39 brritney spears	19 britney spears	12 rittany spears	8 britneyb spears	6 bruttany spears	4 brbritney spears
24342 britany spears	109 brietney spears	36 bbritney spears	19 britnaey spears	11 braitney spears	8 britnrey spears	6 brytany spears	4 breatiny spears
7331 britny spears	109 briithy spears	36 briitny spears	19 britnee spears	11 brettney spears	8 britny spears	6 biitny spears	4 breetney spears
6633 briteny spears	109 britni spears	36 britanney spears	19 britony spears	11 britamy spears	8 brittner spears	6 pretny spears	4 bretteiny spears
2696 brittney spears	109 brittant spears	36 briterny spears	19 brittany spears	11 britery spears	8 brottany spears	6 ritany spears	4 brfitney spears
1807 briney spears	98 bittney spears	36 britneey spears	19 britttney spears	11 britnary spears	7 baritney spears	5 bbrittany spears	4 briattany spears
1635 brittny spears	98 brithey spears	36 britnei spears	17 birtny spears	11 brittney spears	7 birtney spears	5 bbrittney spears	4 brieteny spears
1479 brintey spears	98 brittiany spears	36 britniy spears	17 brieny spears	11 bruttney spears	7 biteney spears	5 biitney spears	4 briety spears
1479 britanny spears	98 btitney spears	32 britbey spears	17 brintty spears	11 pritny spears	7 bitiny spears	5 bitny spears	4 briitny spears
1338 britiny spears	89 brietny spears	32 britneu spears	17 brithy spears	10 bitaney spears	7 breateny spears	5 breathny spears	4 briittany spears
1211 britnet spears	89 brinety spears	29 britent spears	17 brittanie spears	10 brenty spears	7 brianty spears	5 breney spears	4 brinie spears
1096 britiney spears	89 brintny spears	29 britttany spears	15 brinren spears	10 bristney spears	7 brintye spears	5 brethney spears	4 brinteny spears
991 britaney spears	89 britnie spears	29 britttany spears	15 briten spears	10 britay spears	7 britianny spears	5 brettny spears	4 brintne spears
991 britnay spears	89 brittney spears	29 btiney spears	15 briterney spears	10 britinny spears	7 britly spears	5 bridny spears	4 britaby spears
811 briithney spears	89 brittnet spears	26 birttney spears	15 britheny spears	10 brittaany spears	7 britnej spears	5 brigney spears	4 britaey spears
811 brtiney spears	89 brity spears	26 breitney spears	15 britneny spears	10 brittanys spears	7 britneyu spears	5 briittney spears	4 britainey spears
664 birtney spears	89 ritney spears	26 brinity spears	15 brittamy spears	10 brittini spears	7 britniy spears	5 brinaty spears	4 britinie spears
664 brintney spears	80 bretny spears	26 breitaney spears	15 brittamy spears	10 brittiniy spears	7 britnnay spears	5 brinay spears	4 britinney spears
664 briteney spears	80 britnany spears	26 britneyt spears	15 brytnei spears	10 brtieny spears	7 britttian spears	5 brinetty spears	4 britmney spears
601 bitney spears	73 brinteny spears	26 brittan spears	15 btiurney spears	10 brutany spears	7 briyiny spears	5 brinitty spears	4 britnear spears
601 brinty spears	73 brittainy spears	26 brittne spears	15 rittney spears	9 bitteny spears	7 britttany spears	5 brinny spears	4 britnel spears
544 brittaney spears	73 pritney spears	26 biittany spears	14 brinet spears	9 brinttany spears	7 brittney spears	5 brintrey spears	4 britneuy spears
544 britttany spears	66 brintany spears	24 beitney spears	14 britneyy spears	9 britanay spears	7 btiitney spears	5 britary spears	4 britnewy spears
364 britey spears	66 britnery spears	24 birteny spears	14 britten spears	9 britinany spears	7 btrittany spears	5 britbney spears	4 britnmeiy spears
364 brittiny spears	59 briitney spears	24 brightney spears	12 beritney spears	9 britn spears	6 beritny spears	5 brithany spears	4 britttaby spears
329 brtney spears	59 britinay spears	24 brintiny spears	12 bretiny spears	9 britnew spears	6 bhritney spears	5 britieny spears	4 brittery spears
269 bretney spears	54 britneay spears	24 britatny spears	12 briatny spears	9 britneyn spears	6 birthney spears	5 britiyy spears	4 brittthey spears
269 britneys spears	54 britner spears	24 britennny spears	12 brieny spears	9 britrney spears	6 breathney spears	5 britnt spears	4 brittneaey spears
244 britne spears	54 britney's spears	24 britini spears	12 brinany spears	9 brtyny spears	6 breaty spears	5 britnys spears	4 brittntat spears
244 brytney spears	54 britnye spears	24 britnwy spears	12 britaany spears	9 britttney spears	6 bretany spears	5 britrny spears	4 britttney spears
220 breatney spears	54 britt spears	24 brittni spears	12 britan spears	9 brtny spears	6 briatany spears	5 brittenny spears	4 britttney spears
220 brittiany spears	54 brittany spears	24 britttie spears	12 britine spears	9 brytny spears	6 brint spears	5 brittnee spears	4 britttney spears
199 britnnney spears	48 bitany spears	21 brittney spears	12 britnea spears	9 rbitney spears	6 britteney spears	5 brittt spears	4 britttney spears
163 britrny spears	48 briny spears	21 birtany spears	12 britnes spears	8 birtiny spears	6 britian spears	5 brney spears	4 briyeny spears
147 breatny spears	48 brirney spears	21 biteny spears	12 britnez spears	8 bithney spears	6 britinty spears	5 broitney spears	4 brnity spears
147 brittiney spears	48 britant spears	21 bratney spears	12 britnny spears	8 brattany spears	6 brititney spears	5 brotny spears	4 brtteny spears
147 britty spears	48 britrney spears	21 britani spears	12 brittenay spears	8 breitny spears	6 britnsy spears	5 bruteny spears	4 brttiany spears
147 brotney spears	48 britttany spears	21 britanie spears	12 brittneys spears	8 breteny spears	6 britrey spears	5 btiyney spears	4 bryeny spears
147 brutney spears	48 brttney spears	21 briteany spears	12 brittyny spears	8 brightny spears	6 britsy spears	5 btrittney spears	4 brythney spears
133 brittteney spears	44 birttany spears	21 brittay spears	12 brteny spears	8 brintay spears	6 britttine spears	5 gritney spears	4 brytne spears
133 briyney spears	44 brittani spears	21 brittinay spears	12 bitany spears	8 brinttey spears	6 brittrny spears	5 spritney spears	4 brytni spears
121 biittany spears	44 brityney spears	21 brtany spears	12 biittney spears	8 briotney spears	6 brittsny spears	4 bittny spears	4 brytnie spears



# Phonetic Search: Phenomena

- The problem: the same name might be spelled differently in different countries:
  - Schwarzenegger
  - Shvazenegger
  - Ζβατσενέγκερ
  - Svadzeneggher
  - Švacenegge
  - Shwazenega
  - ...
- But also independent of different languages:
  - Schwarzenegger
  - Schwarzeneger
  - Schwartzenegger
  - Schwartzenegger
  - ...
- Find all variants!



# Customizations for Search Driven Applications

Building on an extensible platform

## Configure

User Context  
LOB Connectivity  
Content Processing  
Business language  
Federation Sources  
UI Look & Feel

.....

## Extend

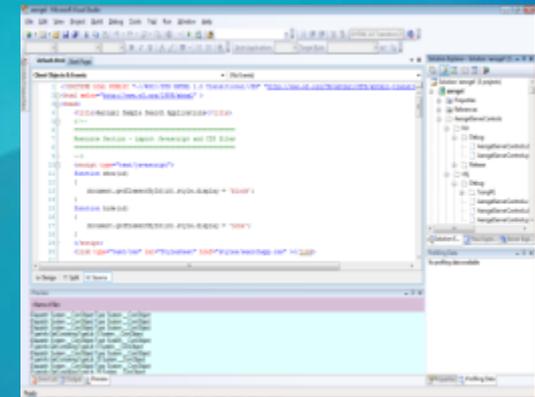
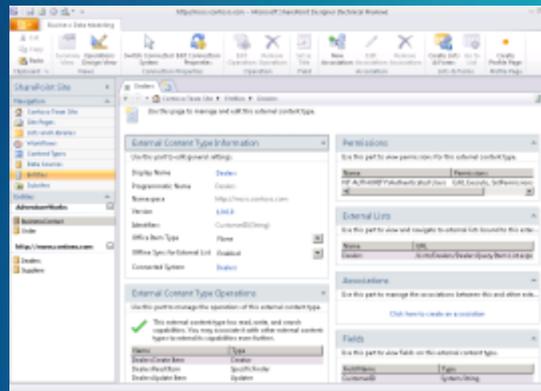
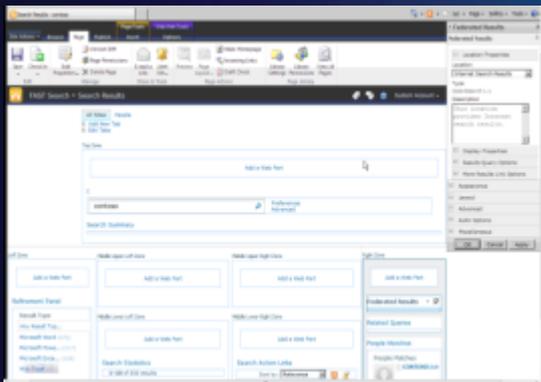
Relevance Profiles  
UI & Web Parts  
Result Rollup  
Visual Elements  
Workflows  
Analytics

.....

## Create

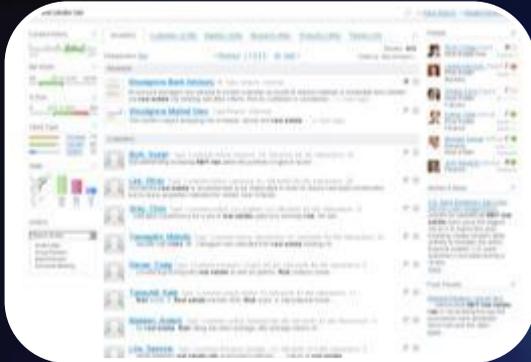
Custom Elements  
Work Environments  
New Innovations

....



# Four Examples of Search Driven Applications

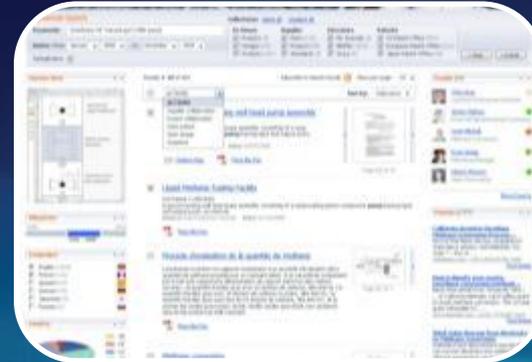
Mockups across different roles and industries



Sales Action

Wealth Advisor Portal

Woodgrove Bank



R&D Insight

Innovation Portal

Consolidated Energy



Marketing Awareness

Market View

Tailspin Toys



Services Action

Knowledge Center

Contoso Consulting

# Wealth Advisor Portal for Sales: Woodgrove Bank

## Meet Josh Evans

- Wealth Management Advisor
- Focused on timely, quality advice to clients and prospects



Gets an alert about increased risk in certain real estate holdings

- Delivered via portal, LOB/SFA applications, email, etc.
- Woodgrove has a research group tracking markets and experts that do specialized portfolio reviews

Uses search capabilities within the Wealth Advisor Portal to quickly identify opportunities: which customers and prospects to communicate with, what to send them, and who to enlist for help

- Information comes from lots of places in both structured and unstructured form
- Lots of different dimensions and clues that a prospect or customer would care
- **Time matters**

 real estate risk



> [Save Search](#) > [Related Searches](#)

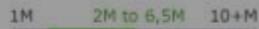
real estate risk

Save Search > Related Searches

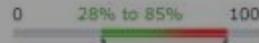
Contact History



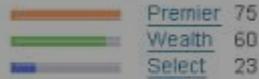
Net Worth



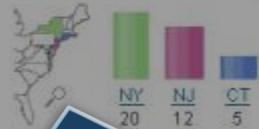
% Risk



Client Type



State



All (6452) Customers (2100) Experts (12)

Deduplication (On) Active (2051) Prospects (49)

Results: 4452 Order by: Recommend

Top information from Woodgrove...new market view report to send to clients

Research

**Woodgrove Bank Advisory** Type Report - Internal  
All account managers are advised to review customer accounts to reduce holdings in residential and commercial **real estate** not meeting specified criteria. Risk to customers is considered ... (1 hour ago)

**Woodgrove Market View** Type Report - External  
This month's report analyzing risk in futures, bonds and **real estate** ... (1 hour ago)

Set of Customers to explore

Customers

**Burk, Susan** Type: Customer-Active; Madison, WI; Net worth: \$8.1M; Interactions: 32  
Recommending reviewing **REIT risk** within the portfolio in light of recent ...

**Lee, Oliver** Type: Customer-Active; Leesburg, FL; Net worth: \$4.2M; Interactions: 29;  
Opportunities: Savings Account Investment; Advisor: Esther Valle, (608) 555-0183

View of information across different pivots, with drilldown

- Draft E-mail
- Group Review
- Expert Review
- Schedule Meeting

Immediate actions on selected items

Order by: Recommend

**Oliver Lee 83249 Annual Plan.doc** Type: Annual Plan, Is being edited by Esther Valle > Join ... especially your comment on **real estate**, which I had been ...

**Oliver Lee 83249 Allocation Proposal.ppt** Type: Allocation Proposal  
Residential **real estate** is recommended to be reallocated in order to reduce new build construction, but increase properties intended for rentals near Orlando.

Top Holdings

Current Allocation	Contact History
<ol style="list-style-type: none"> <li>Woodgrove REIT Fund</li> <li>Nike</li> <li>BP</li> <li>Contoso Development</li> <li>Volupatem, Inc.</li> <li>A-One</li> </ol>	<p>Real Estate 40%</p> <p>Banking 19%</p> <p>Ti-Tech 11%</p> <p>Food 10%</p> <p>Fuel 10%</p> <p>Television 10%</p>

Email  
Tuesday [Followup to allocation discussion](#): especially your comment on **real estate risk**, which I had...

Phone  
Thursday 13:41m [1 212-999-1212](#), Call to Lee

Drilldown to single view with all clues about a customer: portfolio, holdings, communications, annual and quarterly customer plans, etc...

People

- Ryan Gregg** Expert Real Estate Risk
- Liberty Munson** Expert Real Estate Markets
- Shelley Dyck** Expert Real Estate Futures
- Esther Valle** Advisor Real Estate Finance
- Michael Tucker** Advisor Banking Real Estate
- Josh Edwards** Advisor Finance

Locate expertise with availability and rating

Losses on commercial **REIT real estate** loans pose the biggest risk to U.S. banks this year, troubling smaller lenders while unlikely to threaten the entire financial system, U.S. bank examiners concluded during a review. [more...](#)

From Forums

[Midwest Realtors | AnnaTrey1](#) ... noticed that **REIT real estate risk** is not leveling the way the economists have predicted. Since last year the ... [more...](#)

News and external opinion to monitor and send to clients

# How would you create this?

Content Crawling: bring in data from lots of places

- OOB connectors to SharePoint (reports, account documents), exchange public folders, shared files;
- BDC with customization in SPD (no code) for customer portfolio/holdings

Content processing: creating metadata

- Names of holdings, offerings, key concepts, companies, people
- Synonyms for key concepts (real estate ~ REIT)

OOB web parts configured for style

- Federation, People Search, Search actions

Custom web parts for visual navigation

- Names of holdings, offerings, key concepts, companies, people
- Synonyms for key concepts (real estate ~ REIT)

Extend results with roll-up

- Uses Result Collapsing on customers, locations,...

Custom relevance profile

SharePoint workflows for act-on-selected-items

# Innovation Portal for R&D: Consolidated Energy

## Meet Julian Isla

- Development Engineer
- Working on the Green Initiative, finding ways to create more environmentally friendly oil production equipment



Julian and his team are developing a new pump

- Natural Gas (and Oil) production release significant amounts of Methane, which is a potent greenhouse gas, into the atmosphere. Pumps are one source of release.

Julian needs to dive deep into what's known and what's not, walking through the pump design part by part

- Find existing technologies and sources of components
- Explore areas where Consolidated Energy might patent an approach
- Connect search results to collaborative efforts

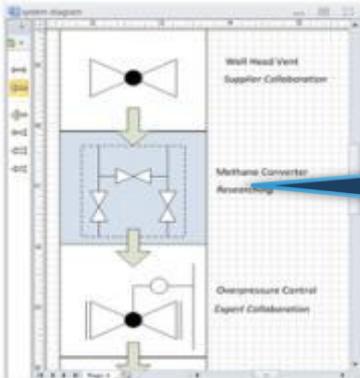
### Advanced Search

Keywords: ((methane OR "natural gas") AND pump)

Dates: From January 2000

Deduplication:

### System View



Attributes of the design automatically populate a 'seed query' to start a search

Create and answer precise questions

Look across company, industry, journal and patent sources

### Advanced Search

Keywords: ((methane OR "natural gas") AND pump) assembly patent

Dates: From January 2000 To December 2009

Deduplication

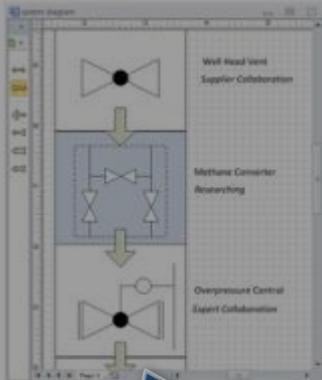
Collections: [select all](#) [unselect all](#)

In-House	Supplier	Literature	Patents
<input checked="" type="checkbox"/> Projects (9)	<input checked="" type="checkbox"/> Parts (123)	<input checked="" type="checkbox"/> My Journals (3)	<input checked="" type="checkbox"/> US Patent Office (991)
<input checked="" type="checkbox"/> Designs (15)	<input checked="" type="checkbox"/> Projects (99)	<input checked="" type="checkbox"/> INSPEC (314)	<input checked="" type="checkbox"/> European Patent Office (213)
<input checked="" type="checkbox"/> Products (201)	<input checked="" type="checkbox"/> Standards (2)	<input checked="" type="checkbox"/> Scrius (4)	<input checked="" type="checkbox"/> Japan Patent Office (65)

Direct actions from Search results

Who has deep expertise to help the project?

### System View



#### ACTIONS

- Supplier collaboration
- Expert collaboration
- Start patent
- Start design
- Snapshot

#### ing well head pump assembly

pump assembly consisting of a recip-pump having input and output ports;

Date: 09/07/2006

[Citation Map](#)

[More like this](#)

#### Sort by: Relevance

#### Liquid Methane Fueling Facility

(US Patent 7,255,540)

A gas processing well head pump assembly...

Source: Gas Production Journal Date: 01/12/2009

[More like this](#)

Is it mentioned anywhere in the document?

#### Procede d'evaluation de la quantite de methane

La présente invention se rapporte notamment à un procédé d'évaluation de la quantité de méthane produite par un ruminant laitier. Il se caractérise notamment par le fait qu'il comprend la détermination du rapport entre l'un des critères suivants : la quantité d'acides gras avec 16 atomes de carbone, dite AGC16 ; la quantité d'acides gras avec 16 atomes de carbone ou moins, dite AGC16 ; la quantité d'acides gras avec plus de 16 atomes de carbone, dite AGC16 ; et la somme des acides gras totaux du lait, lesdits acides gras étant ceux présents dans le lait produit par ledit ruminant.

[More like this](#)

#### Methane conversion

An improved nickel chromite catalyst useful for methanation is prepared by... ent chromium component thereof to bivalent form, while... ponent in...



Page [1] of 2



Page [1] of 2

### People (14)

- [Chris Gray](#)  
Certified Professional Landman
- [Jeremy Nelson](#)  
External Manufacturing Processing
- [Scott Mitchell](#)  
Methane Conversion
- [Ryan Gregg](#)  
Marketing Manager
- [Liberty Munson](#)  
Sales Forecasting

[More Experts](#)

### Patents (1777)

[California Inventor Develops Methane Conversion Process ...](#)  
Find US Fed News Service, Including US State News articles. ALEXANDRIA, Va., June 7 -- Roy A. ...  
[highbeam.com...IP3-1491237391.html](#)  
[Find Similar](#)

[How to liquefy your assets. \(methane conversion methods ...](#)  
News Wire article from: University Wire ; ...of California-Berkeley a \$10 million grant to study methane conversion. The 10-year grant will enable UC ....  
[encyclopedia.com...c1G1-7736387.html](#)  
[Find Similar](#)

[Wind, Solar Storage from Elec to-Methane Conversion](#)  
Scientists have discovered a minor... can converge... offering p... storage...  
[enr.com/news/energy/methane...html](#)  
[Find Similar](#)

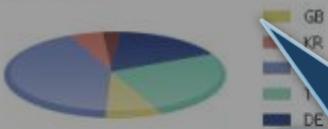
What is in the patent database?

Start with a design and capture results back to it

### Languages

- English (1029)
- French (152)
- Spanish (44)
- German (29)
- Japanese (9)
- Russian (2)

### Country



Look across languages and domains

# How would you create this?

## Content Crawling and Federation

- Crawl internal information across many sources, plus current key patents, supplier information, and Journal articles
- Modify core results web part to include federated information for external information including patents , journals, and industry databases

## Content processing: creating metadata

- Names of projects, key concepts, Industry terms & taxonomy
- Language detection (OOB); add synonyms for key concepts

## OOB web parts configured for style

- Federation, People Search, Search actions, Scopes

## Custom web parts for visual navigation

- Tab-like selectors, sliders, maps, and taxonomy-aware refiners

## SharePoint composites for seeding queries and act-on-results, feeding collaboration

- Visio creates seed query and capture
- Results captured and shared with team, documented for patenting

## Custom in-document previews and integration

- Format-specific (CAD drawing) or content-specific (chemical structures) viewers and presentation

# Market View for Marketing: Tailspin Toys

## Meet Marie Dupois

- Product Manager
- Keeps aware of all aspects of her products



Marie starts with a Market View dashboard

- Search-driven view across internal and external information
- Notices a uptick in news today about EveryToy (a competitor)
- Drills directly into a search view

Marie seeks ways to beat her competitor

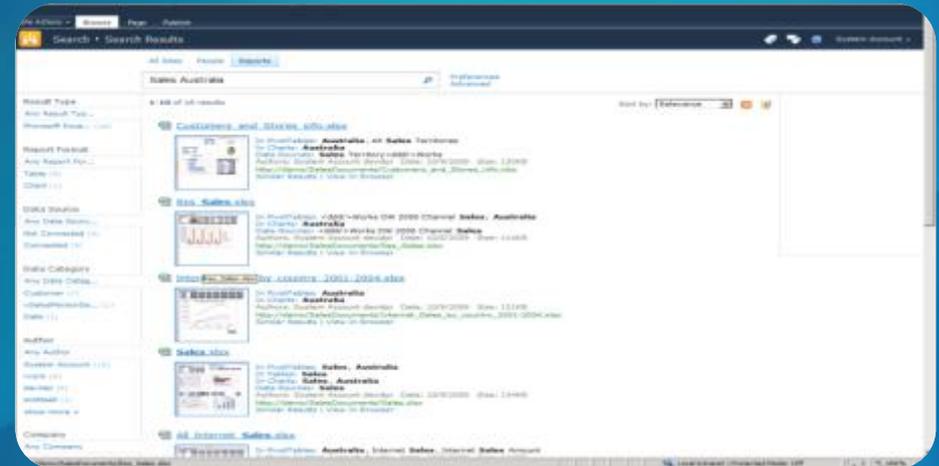
- Identify EveryToy's news is a product recall
- Explore how Tailspin's products compete
- Create a program to take advantage of a competitive stumble

# Search-Driven Dashboards

## Integrating Search and BI in SharePoint 2010



- Search integrates with all of SharePoint
  - Use search to create KPIs displayed by PerformancePoint
  - Drill down from a dashboard to search
  - Use Search to find BI reports and datasources (OOB with the BI Indexing Connector)



Related:Everytoy Recalls WhirlyBirdy

A click from the dashboard  
sets the initial query

What products and competitors are involved?

People I can check with about why, and what to do

Everytoy Recalls WhirlyBirdy

Everytoy's recall might be an opportunity....

Info across many sources can tell me if it is

Explore what else is related

Keep all this on our teamsite to foster collaboration

Press mentions are up

Sales report can tell us how big an opportunity this is

The screenshot shows a search interface for Tailspin Toys. On the left, there are several filter panels: 'Companies (6)' with checkboxes for Tailspin Toys and competitors; 'Content Type (43)' with checkboxes for internal (Marketing, Compete, Customer data, Product coverage, Sales) and external (News, Competitors sites, Industry analysts, Social media) content; 'Products (91)'; 'Info sources (9)'; 'Press Mentions (813)' with a bar chart showing an upward trend from 03/01 to 12/23; and 'Regions (91)' with a pie chart showing 75 for America, 60 for Asia/Pacific, and 23 for Europe. The main search results area shows a 'Hot News' section with a headline 'Everytoy Announces WhirlyBirdy Recall' and a 'Core Search Results' section with several articles, including 'Everytoy Announces Launch of WhirlyBirdy Toy', 'WhirlyBirdy...', 'Tailspin Toys Channel Plan: Whirlybird', and 'Sales Status: Whirlybird (Tailspin Toys)'. On the right, there is a 'Workspace (10)' section with a 'Competitive: whirlybird' folder containing 'Whirlybird feature analysis' and 'Whirlybird sales analysis' documents, and a 'Business to Business Executive Briefing' document. A 'Teamsite' dropdown is set to 'Tot Toy Helicopter'.

# How would you create this?

## Content Crawling and Federation

- Crawl internal information across many sources,
- Crawl external channel, competitive and market analysis sources

## Content processing: creating metadata

- Names of competitors and their products, key concepts
- Press and newswires scanned for mentions

## OOB web parts configured for style

- Federation, People Search, Search actions, Scopes

## Custom web parts for visual navigation

- Taxonomy-aware refiners, sliders, and charts

## Dashboard Integration

- Drill down from dashboard, surface search results as KPIs

## Teamsite view using OOB webparts

- Sharepoint composites and powerpoint libraries to add slides

## Polling, Trolling and comparing information

- Stored topics, comparison of navigator values

# Knowledge Center for Services: Contoso Consulting

## Meet Arlene Huff

- Senior Strategy Consultant
- Delivers deep, insightful advice to clients
- Depends on knowledge and experience across Contoso



Arlene gets a request for a meeting with a new prospect

- Blue Yonder Airlines wants help in developing a strategy for improving their logistics and supply chain and wonders how to fit collaboration and knowledge management into this.
- They want a meeting tomorrow – 9AM!

Arlene needs to pull together a presentation and a set of experts for the meeting - FAST.

- Most information is in PowerPoint and in consultant's heads
- Logistics, supply chain, collaboration & knowledge management, and strategy are all separate areas at Contoso
- Across thousands of engagements and hundreds of experts, what and who match Blue Yonders' situation and request most closely?

collaboration KM strategy

all sources

Go

Welcome, [Arlene Huff](#) | [Logout](#)

Knowledge Center

You searched for: collaboration KM strategy > 1996 to 2007  Travel  Key Concepts  Service Offerings

collaboration KM strategy all sources Go

When and where have we done work like this?



- Industry
- Professional Services (80)
  - Travel (17)
    - Client: Blue Yonder Airli...
    - Project: Strategy
    - Project: Risk Manag..
    - Project: Systems Me..
  - Client: Northwind Traders
  - Real Estate (11)
  - Retail (5)

- Key Concepts
- Operations (112)
  - Software (99)
  - Collaboration (97)
  - Knowledge management (79)
  - Benchmarking (49)
  - Maps (23)

- Service Offerings
- Strategy development (15)
  - Logistics (11)
  - Supply chain (3)
  - IT Planning (3)
  - Compliance (1)

You searched for: collaboration KM strategy > 1996 to 2007 [x] Travel [x] Key Concepts [x] Service C

Power Point (55) Word (8) Project (15) Media (2) People (89)

Page 1 2 3 ... 52

**Meeting request with Blue Yonder Airlines**

...seeking help developing a new strategy for **knowledge management** ... three phase project includes examining potential for **collaboration** and **knowledge management** within their ...

Project Name: [Blue Yonder Strategy](#) Client: [Blue Yonder Airlines](#) Rating ★★★★★

> [Add to library](#) > [Find similar](#)

**Case Study: Adventure Works**

... first project phase, Fabrikam outlined a new **strategy** for Adventure Works centering on **knowledge management** practices ... brought on **strategy** consultant Kevin Kennedy for the project who is experienced in ...

Name: [AW Knowledge Management](#) Client: [Adventure Works](#) Rating ★★★★★

> [Add to library](#) > [Find similar](#)

**Sales Presentation for Humongous Insurance Strategy Consulting Project**

... for the **strategy** consulting project. We suggest taking on an entirely new direction especially in terms of **collaboration** software and supply ... success previous shown with this **KM strategy**. Travel insurance also ...

Project Name: [Blue Yonder Strategy](#) Client: [Blue Yonder Airlines](#) Rating ★★★★★

> [Add to library](#) > [Find similar](#)

Which repositories do I want to explore?

Which experts are available for a meeting?

Which file formats?

Recognize useful content within a consulting report, visually

Build a presentation as I explore

Select elements to explore and narrow in

Start a workflow immediately

How can I share with the client?

(14:52) shuff: Hi Susan

(14:52) smetters: Hey there Arlene

(14:53) shuff: Can we discuss your availability to discuss a new project?

smetters is typing...

- Draft e-Mail
- Group Review
- Expert Review
- Schedule Meeting

Sure, send me...

Save File

# How would you create this?

Content Crawling: bring in data from lots of places

- OOB connectors to SharePoint (reports, account documents), shared files; CMS systems across multiple divisions of contoso
- Crawl web intelligently for background content

Content processing: creating metadata

- Names of projects, offerings, key concepts, clients, external experts
- Industry terms & taxonomy (from external sources)
- Synonyms for key concepts

OOB web parts configured for style

- Federation, People Search, Search actions, Scopes
- Custom Relevance Profile

Custom web parts for visual navigation

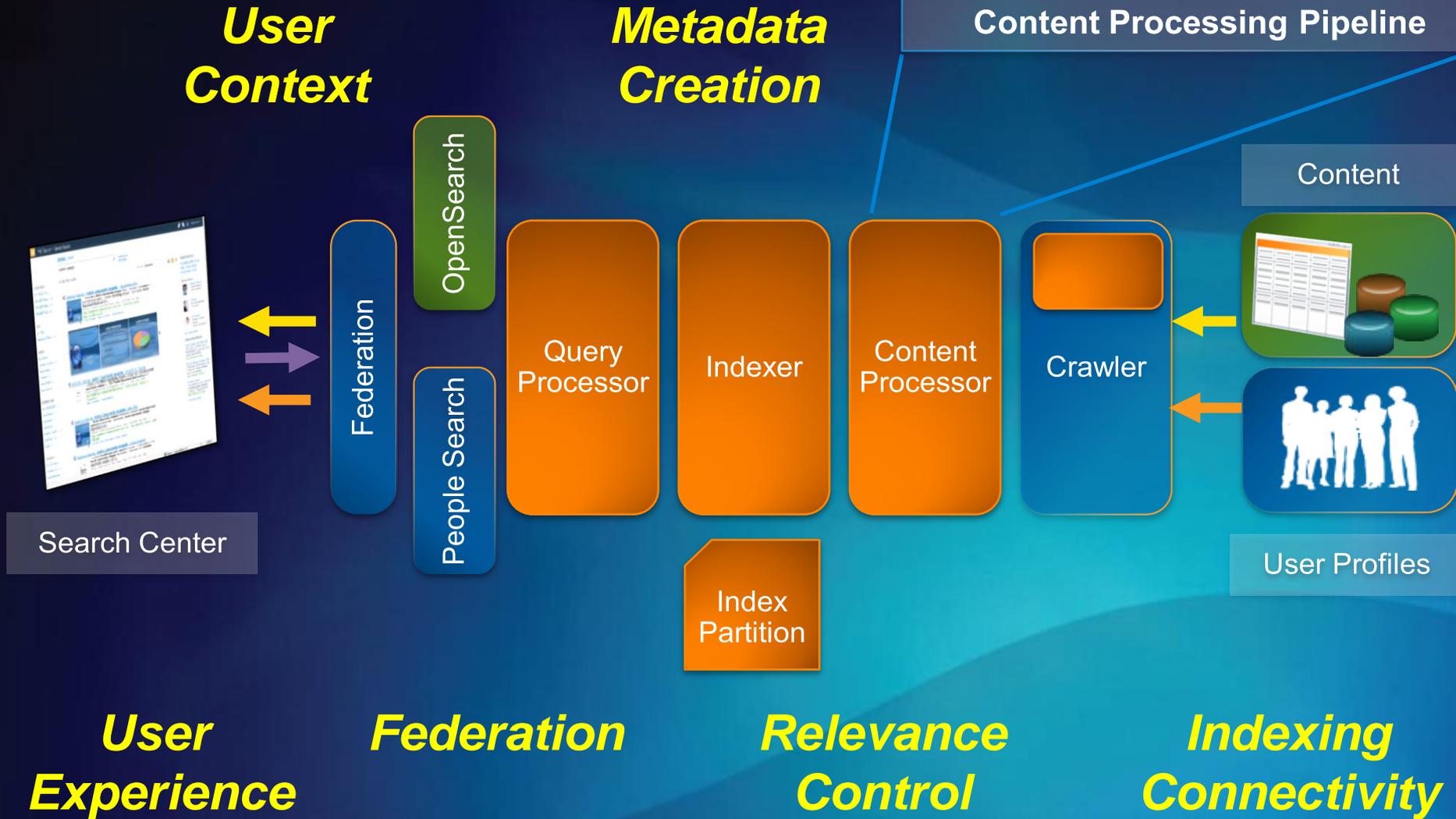
- Tab-like selectors, sliders, maps, and taxonomy-aware refiners

SharePoint workflows for act-on-selected-items

Build PowerPoint on the Fly

- Custom development using the OpenXML SDK

# FAST Search for SharePoint Designed for Customization



# Microsoft SharePoint 2010

The **Business Collaboration Platform** for the Enterprise and the Internet



*Deliver the Best Productivity Experience*

*Cut Costs with a Unified Infrastructure*

*Rapidly Respond to Business Needs*

# Introducing FAST Search for SharePoint

A new choice for enterprise search that eliminates compromise

Productivity  
Search Experience

Search Driven  
Applications

A Single, Cost-effective  
Infrastructure

# Enterprise Search from Microsoft



# Thank You.

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