

Search Solutions for the Enterprise

# Bringing Google search power to the enterprise

How often do people in your organization “just Google it”? If they’re like most knowledge workers—those who handle information as a major part of their job—they probably use the Google search engine frequently to get answers and insights from the Web. In fact, enterprise users send almost one-half of all Internet search requests to www.google.com during the workday.

Now you can use the familiar, simple Google interface to find vital information from the diverse data stores within your organization—a customer’s payment history, an employee’s performance record, a crucial e-mail—all without having to log into multiple systems with different passwords and user interfaces. How much could the ability to “just Google it” improve workforce performance in your organization? Support faster, better decisions? Simplify your information infrastructure?

By enabling search solutions for the enterprise, BearingPoint and Google are making this powerful capability a reality. We are combining BearingPoint’s extensive experience in enterprise systems deployment with Google’s industry-leading search technology to bring Google Search capabilities to the enterprise. By making Google the “front door” to enterprise information, BearingPoint and Google can help organizations improve the efficiency of search, reduce dependency on custom software, and lower the cost of finding and using information.

### WHAT’S STOPPING EFFECTIVE SEARCH?

It’s estimated that knowledge workers spend up to half their time looking for actionable information—information they use to do their jobs and bring value to the organization. This is driven by the constantly growing number of data sources that contain useful information. More data is stored in more places—legacy transactional databases and knowledge repositories—as well as in unstructured document collections both within and outside the enterprise (see Figure 1).

As a result, searching for information today is inconvenient and time consuming. Users have to log into different systems and use different techniques to find what they need. Disparate user interfaces present the same data differently, creating inconsistencies and confusion. For the enterprise, this means lost productivity.

### IN THIS SOLUTION OVERVIEW:

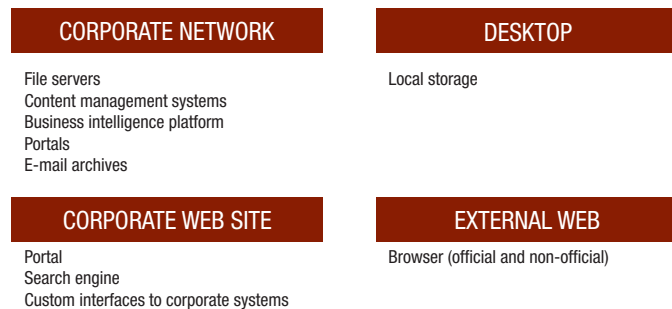
WHAT’S STOPPING EFFECTIVE SEARCH?

JOINING FORCES TO SOLVE THE PROBLEM

INTEGRATING GOOGLE SEARCH INTO THE ENTERPRISE

TAPPING THE TRUE POTENTIAL OF ENTERPRISE SEARCH

Figure 1. Information Resides in Numerous Silos



Information portals provide some order. But, as the number of underlying systems grows, the capabilities of portals must be constantly expanded to keep up. Such expansion cannot keep up with the amount of data available and is expensive and hard to scale.

Moreover, users of enterprise information today expect more because they have become accustomed to the convenience and ease of Internet services while online at home or outside the office. Increasingly they expect the same level of functionality, transportability and ease of use in the enterprise. This is driving a major shift in the software landscape, which has been characterized as the “consumerization” of the user experience in the enterprise.

**JOINING FORCES TO SOLVE THE PROBLEM**

Google is helping organizations take on broader search challenges with the Google Search Appliance, a scalable solution that integrates hardware, software and support to bring the familiar Google interface and Google’s quality searching experience to the enterprise.

As an enterprise professional partner with Google, BearingPoint can help your organization tap the power of Google search. Our staff is experienced in providing industry-leading practices, insight and tools needed to effectively deploy, customize and extend the power of Google Search in complex, global organizations.

Together, BearingPoint and Google are helping organizations:

- Increase end-user productivity by making data easily accessible, retrievable and relevant.
- Leverage the familiar Google interface to reduce the need for training and increase the chances of adoption by the user community.
- Increase the effectiveness of knowledge workers by allowing them to focus on using information rather than finding, storing and organizing it.
- Reduce dependency on numerous systems and integration points.

**INTEGRATING GOOGLE SEARCH INTO THE ENTERPRISE**

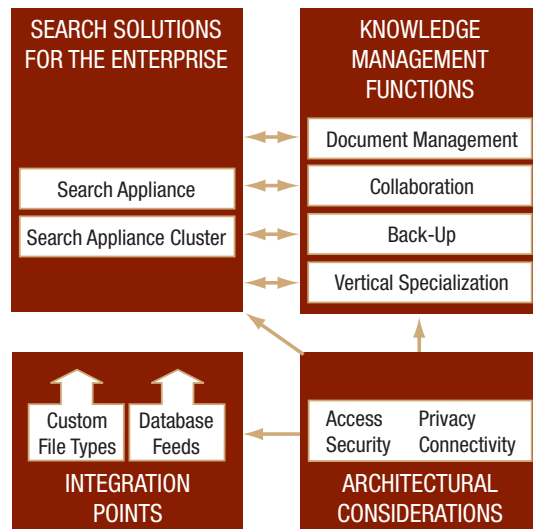
Google Search Appliances can be deployed with minimal configuration and customization in specific implementations. However, deployment across large, complex organizations may require consideration of other issues (see Figure 2)—specifically, how the search solution:

- Interacts with existing knowledge management systems.
- Integrates with legacy systems for retrieval of key information, and how to make data available to Google Search as it is dynamically created.
- Fits into the organization’s overall information architecture.

BearingPoint’s experienced professionals can help you address these key considerations.

**Knowledge management.** A search solution can deliver the greatest value if it complements existing knowledge management tools. By extending knowledge management systems, a search solution enables your organization to gain competitive advantage, whether the goal is to improve operations, cut costs, or deliver new products and services. Having organizationwide search capabilities allows an enterprise to develop a level of

Figure 2. The Elements of a Search Solution



information insight not previously attainable. These capabilities focus on improving the enterprise's ability to access, analyze and act upon intelligence effectively for gain. BearingPoint's professionals have the experience with knowledge management systems and the software development capabilities needed to create interfaces that leverage your organization's existing investment in content management.

**Integration.** The Google Search Appliance recognizes more than 220 file types. This provides the potential to obtain information from a wide range of unstructured data sources, much as the Google search engine does on the Web. Creating a comprehensive search environment, however, frequently requires access to information that is harder to unlock. BearingPoint offers the experience and tools to extend Google Search Appliances into enterprise databases and legacy systems, using these techniques:

- **Custom software adaptors.** Google Search can find and index many types of information. However, extracting information from enterprise resource planning, customer relationship management and other systems requires additional capabilities. Information must be extracted in a way that preserves the integrity and security of underlying data, while providing access to people with the authority and need to obtain it. BearingPoint leverages extensive understanding of enterprise systems to create custom adaptors that help unlock the vital information these systems contain.
- **Database feeds.** You may want to make selected content of key databases generally and readily accessible through the organizationwide search capability. This data, which is typically dynamic, needs to be made accessible through database feeds. BearingPoint can help you create and configure feeds to make current information available without affecting system and network response time.

**Architecture.** Google Search must be deployed so that it effectively and efficiently integrates with the overall enterprise IT environment. BearingPoint can help you accomplish this, with particular focus on two fundamental concerns facing most enterprises:

- **Security.** Enterprise search creates a range of security challenges related to consolidating information

# As an enterprise professional partner with Google, BearingPoint can help your organization tap the power of Google search.

and then presenting that consolidated information to the user. The nature of these challenges depends on the compliance and regulatory issues of specific industries and the current technology and practice of the organization. BearingPoint offers an understanding of enterprise security needs and the complexities of today's rapidly changing enterprise environment.

- **Disaster recovery.** Because it does not store user data, Google Search Appliances do not fit into many typical disaster recovery strategies. However, a catastrophic system failure or data loss in your enterprise would compromise the effectiveness of search. BearingPoint provides the skill and experience to create a suitable disaster recovery strategy that encompasses the search solution, and we can work with your IT organization to implement it.

## TAPPING THE TRUE POTENTIAL OF ENTERPRISE SEARCH

Information is all too often lost among the many different systems and silos of data in large enterprises. Together, BearingPoint and Google can help you quickly deploy a Google Search solution for the enterprise that improves the productivity of your workforce, while controlling implementation and ongoing costs.

To learn more about how our solutions can empower your company, [Let's Talk](#).

## GLOBAL MANAGEMENT AND TECHNOLOGY CONSULTING FOR TODAY'S BUSINESS ENVIRONMENT

BearingPoint is a leading global management and technology consulting company that serves the Global 2000 and many of the world's largest public services organizations. Our experienced professionals help organizations around the world set direction to reach their goals and create enterprise value. By aligning their business processes and information systems, we help our clients gain competitive leadership advantage—delivering results in an accelerated time frame. To learn more, contact us at 1.866.661.FIND (+1.603.589.4089 from outside the United States and Canada) or visit our Web site at [www.bearingpoint.com](http://www.bearingpoint.com).

BearingPoint provides strategic consulting, application services, technology solutions and managed services to Global 2000 companies and government organizations.

**BearingPoint**

1676 International Drive  
McLean, VA 22102  
[www.bearingpoint.com](http://www.bearingpoint.com)

