Google

Google Search Appliance 7.0

For more information visit:
**http://www.google.com/enterprise/search/**

What's New

- Relevance algorithm enhancements
- Document preview
- Translation of search results
- Expert Search
- Entity Recognition
- Dynamic Navigation improvements
- Moderation of User-Added Results
- Connector suite enhancements
- LDAP authentication with universal login
- Improved language support

Google Search Appliance
Google Search for Your Organization

The success of a search solution depends on three factors:

- relevance
- usability
- suggestions

On the Web, where people are free to choose any search engine, most choose Google for its unparalleled relevance, ease of use, and its abilities to make suggestions, like the topic suggestions Google provides when someone enters a search query.

Google.com Relevance
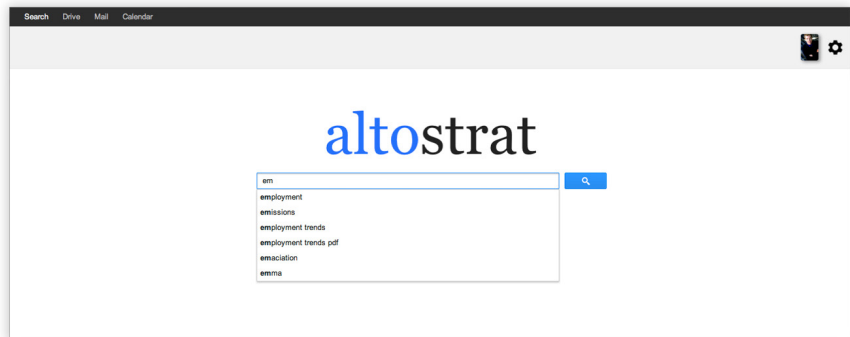
The Google Search Appliance leverages many of Google.com's ongoing innovations to improve the user experience within the enterprise.

The Google Search Appliance (GSA) 7.0 is a scalable hardware solution that offers a Google-like search experience for your organization's internal file shares, databases, PLM, content management and ERP systems, and other internal data, as well as for your public website. It offers the relevance and ease of use of Google.com, but with specific enterprise enhancements that make searching easier, more relevant, more secure, and more capable of suggesting appropriate content through the use of features like dynamic navigation, user-added results, and expert search.

"Our ability to manage and access knowledge directly impacts Juniper's ability to innovate and deliver superior value to our customers. By deploying the Google Search Appliance internally, not only have we seen a tremendous boost in employee productivity but we've managed to delight our end users by delivering a consumer-like search tool that scales to the Enterprise."

--Brian Kissel, Vice President and Business CIO, Juniper Networks

The GSA delivers high quality results right out of the box, while offering several fine tuning options for customization. Enable your employees to access the information they have permission to see through a single search engine no matter where the content is stored so they can do their job more efficiently. It is fast to implement, easy to administer, and significantly reduces the number of IT administrators needed to support your search solution.

What You Get

Google Search Appliance Models

G500
Indexes up to 100 million of documents, scaling to billions of documents with multiple appliances

G100
Indexes up to 20 million documents

Auto Language Detection
Arabic, Chinese (Traditional and Simplified), Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hebrew, Hungarian, Icelandic, Italian, Japanese, Korean, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish, Thai, and Turkish.

File Types
Search over 220 file types including HTML, PDF, Microsoft Office and many other common business applications

Content Connectors (Included)

- EMC Documentum
- IBM FileNet
- IBM Lotus Notes
- LDAP
- Microsoft SharePoint
- OpenText Livelink
- Databases
- File Systems
- Open framework for any other content platform

(Third Party)

- Alfresco
- Atlassian Confluence
- BEA Plumtree / Aqualogic
- EMC eRoom
- EMC VNX
- eZ Publish
- IBM HSM
- IBM Lotus Connections
- IBM WCM
- IBM WebSphere
- Novell OES2
- OpenText DOMEA
- Oracle Content Server
- Oracle RightNow
- SAP KM
- Talisma Knowledgebase

Ordering Information
For more information, visit
http://www.google.com/enterprise/search/

For pricing details, contact us at
appliance1@google.com

How your company benefits

Increased Productivity
The GSA can increase the productivity of your employees by allowing them to find the information they need faster, and by giving them access to information and people within your organization that they would not otherwise have known about.

Document Preview
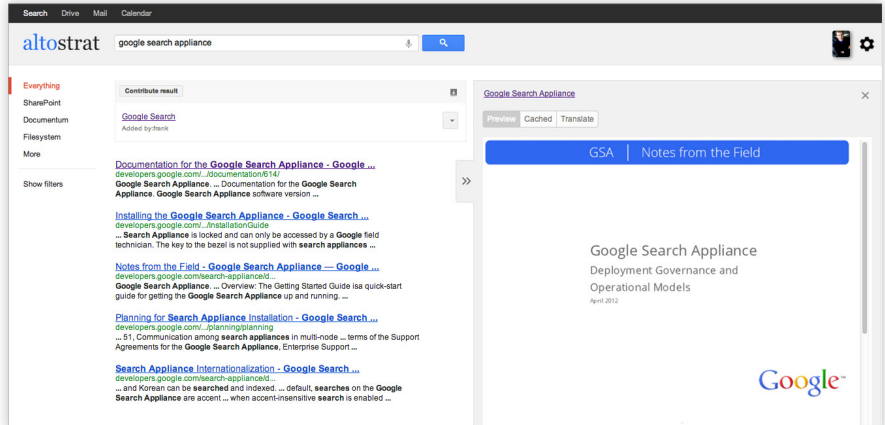
New for version 7.0, Document Preview allows employees to preview common enterprise documents like Word, Excel and PDF files on the search results page.

Reaching New Customers
The GSA delivers a fast, reliable search solution for your website, providing you with complete flexibility and control over your visitor's web search experience, helping to convert prospects into leads.

In response to their citizens' demands to be able to easily access and find public service offerings online, the City of Calgary implemented the GSA to meet their needs and to reduce costs. "Citizens benefit from the convenience of finding most of what they need online. They can avoid unnecessary driving and parking fees and have 24/7 access to the bulk of our services," says David Watson, Executive Project Sponsor and General Manager, Planning, Development and Assessment.

Getting to Market Faster
From product management to development to marketing to sales, having access to the best and most relevant information in the shortest time possible is vital to getting a product to market before the competition. The GSA can help your organization get to market faster.

Utilizing the Google Search Appliance, Honeywell's turbocharger engineering team made their product data management solution easily searchable, improving their ability to locate relevant product information and solutions in order to "turbocharge" their time to market.

Improved Customer Service
Giving customers and employees access to the right information is crucial for great customer service. In your call center, the GSA allows the customer service staff to find the right information faster, improving customer service while reducing call resolution costs. On your website, the GSA helps customers find the most relevant information, reducing their need to contact the call center.

With several different types of content existing in multiple repositories, providing customer service support to customers in 97 different countries using 27 different languages proved to be challenging. QAD adopted the GSA as their search solution, and improved both their customer's self-service ability and their customer support.

Google Search Appliance Details

Relevance

Feature	Details
Improved! Core relevance	Google works continually to improve its best-in-the-business relevance algorithms.
Dynamic result clustering	When a term returns an overly broad set of results, administrators can help employees narrow the results by displaying different categories for a specific search term.
Self-learning scorer	Uses advanced, statistical regression to analyze and score specific links and user behavior, leading to increasingly precise results, even without administrative intervention.

Search experience

Feature	Details
New! Document preview	Preview documents created in multiple formats – including .docx, .pptx, and .pdf – on the search results page.
Improved! Dynamic navigation	Filter search results using specific metadata attributes such as keywords. Users can select multiple attributes and can also back out of their selections to navigate the result set. This feature is fully integrated with secure search, meaning employees only see permission-based results. With GSA 7.0, Dynamic Navigation is improved by the additional metadata made available by Entity Recognition (see Metadata Support).
Improved! Expert Search	Search profile information of colleagues for instant connection and collaboration. With GSA 7.0, search results suggest people with expertise related to the user's query and fully integrates profile information stored in SharePoint 2010.
Query suggestions	Intuitively offers query refinement suggestions to aid users in typing less and navigating more quickly.
Related queries	Define suggested queries for company-specific acronyms or terminology to be displayed when an employee searches for particular terms.
Automatic spellcheck	Intuitively guides users to accurate results, even with typos or misspellings, and automatically suggests corrections, even on company-specific terms and phrases.
Cloud Connect	Users can search secure and public content in the cloud and view the results along with those from the GSA's index. This includes private content from the Google Apps domain (Google Docs and Google sites), public content from industry-specific websites using Google Site Search, and real-time information from Twitter.

Sidebar elements	Control the presentation of specific information as sidebar elements, such as Cloud Search results, Expert Search results, competitive intelligence from external Site Search, or Twitter feeds.
Alerts	Employees can establish email alerts for notification on key topics and documents based on user-defined schedules.

Metadata Support

Feature	Details
New! Entity Recognition	Recognizes metadata from unstructured documents automatically, enabling GSA features like nested metadata queries and dynamic navigation to be used much more effectively for a wide range of content.
External metadata indexing	Index external metadata repositories and their associated documents to enable easy access across annotated and enhanced content in document and content management systems.
Nested metadata queries	Employees can search over meta tags in documents by writing complex queries using AND, OR, NOT operators nested within each other. The use of nested metadata queries enables to refine their search for more precise results.
Filters	Employees can easily restrict their searches to specific criteria such as collections, language, file types, content source, websites and/or meta tags.

Result biasing

Feature	Details
KeyMatch	Highlight preferred content on your website or intranet by defining specific search terms for when a link to the content should appear in a spotlight position at the top of the search results page.
Improved! User-Added Results	Employees can suggest the best document for a particular search term or terms, and the document appears at the top of the search results page. GSA 7.0 allows the administrator to moderate user-added results to ensure that this feature is used appropriately.
Customized search experience	Define different search front ends for different departments and to provide a search results appropriate to each department by defining different biasing policies for each department and/or using different collections.
Collections	Group sets of content into collections, which can be used to bias or restrict the content from which search results are drawn.
Composite collections	Create composite collections which represent the union or intersection of existing collections. Composite collections can be used like collections to bias or restrict search results.

Ranking framework	Use information from various sources, such as web performance analytics or document creation dates, to influence results rankings.
Source and metadata biasing	Promote or demote documents based on age, content source, collection, metadata, and selected search appliances, even across geographies.

Reach

Feature	Details
Improved! SharePoint 2010 integration	Provide the ability to use the GSA to search all content within SharePoint 2010 directly from the SharePoint user interface.
Improved! Content connectors	Utilize pre-built connectors for Documentum, FileNet, SharePoint, Lotus Notes, file shares, databases and Livelink. The GSA also allows customers access to third-party connectors for Atlassian Confluence, Oracle Content Server (Stellent), and others.
Content feed API	Push non-web accessible content - from portals, content management systems, files shares - into the GSA with a simple XML conversion.
OneBox for Enterprise	Create a single search interface which will search sources indexed by multiple independent search appliances, or by Google.com. This lets you provide your employees with real-time access to business data, such as ERP, CRM, or business intelligence systems.
Sitemap auto-generation	Automatically generate a site map for easy submission to Google Webmaster Tools, allowing your public website's content to be crawled and discovered by Google.com.

Scalability

Feature	Details
Scalable architecture	Fully scalable architecture allows multiple GSAs within one organization to share search indices across a vast range of content, without disrupting existing hardware or software configurations. Also allows unified search across multiple instances, such as multiple departments or geographies with separate appliances.
Unlimited scale	The GSA delivers unlimited scale in the speed and number of documents crawled and the number of queries it can concurrently process. The established architecture is built in two models: the G100 (supporting installations of up to 20 million documents) and the G500 (installations of over 20 million pages), from which point capacity can be scaled without limit by simply adding more G500 appliances.

Access and Authentication

Feature	Details
New! LDAP authentication with universal login	Administrators can configure a universal login credential for LDAP authentication over multiple LDAP servers, if need be.
Universal login	Dynamically generate unique login pages and securely pass login information to back-end systems, even when using heterogeneous authentication protocols.
Enterprise single sign-on	Integrate with LDAP, NTLM, Windows Integrated Authentication as well as forms-based single sign-on. This includes Oracle Access Manager and CA SiteMinder.
Broad protocol support	The GSA supports a wide range of security and access protocols, including: LDAP, Kerberos, SAML (including SAML batch processing), HTTP authentication, NTML, Windows Integrated Authentication, and X.509.
Multiple cookie domains	The GSA supports multiple cookie domains. This allows for single, sign-on systems to access content across multiple domains.

Security

Feature	Details
Early and late binding to security interfaces	To allow organizations to balance performance with security in the way that is most appropriate for their businesses, the GSA supports both early binding and late binding or a combination early and late binding to security interfaces of the systems it accesses.
X-Robots Tag support	Supports the X-Robots-Tag directive in the HTTP header response to prevent the crawler, as well as other crawlers, from indexing or following links in a specific, non-HTML document.

Administration and Reporting

Feature	Details
Administrative API	Streamline and automate common tasks and also integrate with existing system management tools.
Web-based admin console	Easily configure multiple logins and administrative roles for crawling, serving, and monitoring.
Front-end customization	Create customized search results layout pages using XSLT style sheets or the GSA's layout design wizard.
RAID support	Provides redundancy to minimize impact from disk drive failures, increasing reliability and uptime.
SNMP monitoring	Monitor system health and appliance crawling via a standard simple network management protocol (SNMP) interface.
Real-time diagnostics	Promote greater transparency for administrator debugging and troubleshooting with real-time admin diagnostic tools.

Feature	Details
Remote diagnostics	Simplify maintenance through optional remote diagnostics from Google Support.
URL tracking	View analysis of all crawled content to quickly identify usage patterns, problematic servers, errors, and sources of content.
Active-active mirroring	Mirroring architecture allows multiple GSAs to process index updates in real time to prevent multiple crawls, handle additional query load and serve as hot backup units.
Advanced reporting	View and export hourly or daily reports listing top queries, special feature usage, click patterns, and OneBox results.
Analytics integration	In addition to integrating with Google Analytics and other common Web analytic tools, the GSA provides extensive reporting to help with website optimization.
Continuous Crawler	A thorough, intelligent crawler that searches for new data on an ongoing basis, ensuring that new content quickly displays in the search results. It also recognizes the rate of content updates and will prioritize its crawling activity accordingly.
Immediate crawling	Specify URLs to crawl immediately in a feed by using the crawl-immediately function.
Distributed crawling	Multiple GSAs in a workgroup can distribute tasks intelligently to speed up indexing. Distribution is dynamically re-calibrated as additional GSAs are added to networks.
Improved! Index removal and back-off intervals	If a temporary error is encountered during a crawl, the GSA schedules a series of tries over back-off intervals before removing the URL from the index. With the GSA 7.0, administrators can use the default settings for index removal and backoff intervals or configure them to their own preferences.

Language support

Feature	Details
New! Translation of search results	GSA 7.0 enhances the search experience by leveraging Google Translate to automatically translate search entries in other languages into the user's own language on the results page.
Advanced word segmentation	Offers ability to split phrases into meaningful semantic units across all supported languages, including Chinese, Japanese, Korean, and Thai.
Language recognition	Allows the restriction of search results to any of the 28 auto-detected languages.
Localized administration	Manage your GSA around the globe in 32 different languages.