

Xerox duplicates the Enterprise Search success of other companies with the Google Search Appliance



At a Glance

What they wanted to do

- Deploy an inexpensive search solution that helped the sales team to find the content they needed to do their jobs

What they did

- Integrated the Google Search Appliance with their intranet

What they accomplished

- Reduced search solution maintenance to virtually nil
- Increased user satisfaction with the search solution

Business

Offering an innovative array of color and black-and-white digital printers, digital presses, multifunction devices, and digital copiers, as well as a broad range of services, solutions, and software, the Xerox Corporation is the global leader in the document management business. Xerox sees its corporate mission as helping people find better ways to do great work by consistently leading in document technologies, products, and services that improve work processes and business results.

Challenge

Located in Wilsonville, Oregon, the Xerox Office Group employs more than 1,100 people. The Group's intranet contains thousands of PDF and HTML files, and a smaller number of Microsoft Office documents, all hosted on one Solaris server running Apache.

A year of using an in-house categorization system yielded extremely poor search results. With growing complaints from the sales team that they were unable to quickly find essential sales program materials such as rebates and current promotions, Chris Smith, lead Internet technologist for the Office Group at Xerox, set about finding a different search solution.

"I evaluated search solutions besides Google's," says Smith. "They were expensive, involved a great deal of IT configuration time and ongoing maintenance, and required us to find a server to host it on. We had a very small budget to work with, and I needed to find an inexpensive solution that didn't require a lot of effort."

"Google had it all. It was inexpensive and easy to use. It required no additional resources to deploy. It simply worked right out of the box."
 —Chris Smith, Lead Internet Technologist

Solution

The low cost and easy deployment the Google Search Appliance offers won Smith over.

"Google had it all," says Smith "It was inexpensive and easy to use. I spent about half-a-day going through our document collection, and the other half tweaking the look and feel of the search pages to match the Xerox brand. That's all it took to get up and running. It required no additional resources to deploy. It simply worked right out of the box," he says.

Smith was also pleased that the Google Search Appliance required no user training, noting, "Our employees were already comfortable using Google for web search. We simply put the search box in the corner of the web page and let the team have at it."

About Google Search Appliance

With the Google Search Appliance (GSA), the search experience shared by millions across the globe can be harnessed by your individual company with specific enterprise enhancements that make searching easier, intuitive, and customizable. Ready to index most enterprise content right “out of the box,” the GSA turns your company’s intranet or website search engine into a system that is as relevant and reliable as Google’s - with the same ease of use.

For more information visit:

www.google.com/enterprise/search

Benefits

“The best overall benefit is that there is no ongoing maintenance,” Smith notes. “We’ve never had to call for support, because we’ve never had any problems. That’s been a huge win for us.”

Equally important, the Google Search Appliance has enabled the sales team to spend more time selling – and less time searching. Whether it’s sales collateral or the latest promotional offer, team members can now find what they’re looking for without the old frustrations. “Since we started using the Google Search Appliance,” says Smith, “the sales force is able to find what they’re looking for, and we’ve stopped receiving complaints.”

