Conference Programme

enterprise search europe 2012

30 & 31 May 2012
Hilton London Olympia, UK

Getting the best out of your enterprise search investment

A **unique event** focusing
on the technology, selection,
implementation and optimisation
of enterprise-scale search applications

... **Exchange** best practice in specification, selection and
    implementation of enterprise search

... **Hear** case studies from practising enterprise search professionals

... **Discover** how new search technologies can be of value to enterprise applications

... **Learn** how to maximise your existing search investments and make wise decisions
    about enhancements and new investments

... **Network** with enterprise search managers, implementers, researchers and IT managers

Keynote speakers:

Paul Doscher
*CEO, Lucid Imagination,
USA*

lucid
IMAGINATION

Matt Eichner
*General Manager,
Global Enterprise Search,
Google, USA*

Google

Case Studies from:
... 3i plc ... Booz Allen Hamilton ... Harvard Business School ... Linklaters
... The National Archives ... and more

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Information Today Ltd

enterprise search europe 2012

30-31 May 2012 | Hilton London Olympia, UK

Enterprise Search Europe will be of value to those with responsibility for:

- ... Managing enterprise search applications for intranets, document management, records management and e-discovery applications
- ... Integrating search applications within an enterprise architecture
- ... Providing access to enterprise applications over tablet and mobile devices
- ... Search help-desks and search support teams
- ... Specifying, selecting and implementing search applications
- ... Search applications embedded in corporate web sites
- ... SharePoint 2010 governance and implementation projects
- ... Integrating search within line-of-business applications

Who should attend?

- ... IT managers
- ... Content managers
- ... Intranet content and development managers
- ... Internal communication managers
- ... Customer experience / care managers
- ... Content managers
- ... Internet and web developers

Comments for Enterprise Search Europe 2011:

"Very good to see such a wide variety of individuals from vendors, integrators and implementers."

"Thanks for a good conference and I hope it continues to flourish"

"It was great to be involved in the first Enterprise Search Europe event in 2011. The quality of speakers and delegates met all our expectations, and the organisation and location were both excellent. Overall, it was very worthwhile for us and we're looking forward to being involved again in 2012."

Register online now at
www.EnterpriseSearchEurope.com

Welcome

from Conference Chair, Martin White

Welcome to the second Enterprise Search Europe

The challenge in creating a successful conference is that every year has to be different, while building on the success of previous events. Attendees expect that the investment they make in supporting the conference will be repaid with high quality presentations, and that the organisers have incorporated feedback from previous events to ensure that the conference is as relevant and productive as possible.

After the very successful launch of Enterprise Search Europe in 2011, what have we kept the same this year? There is a mix of plenary sessions, specialised sessions on specific topics, panel discussions and excellent networking opportunities with a strong emphasis on case studies.

The major change is moving the conference from October to May, which we anticipate will be the timing for future conferences. This means that London will be warm and more inviting.

We invite you to come to the only enterprise search conference in Europe, where you will meet speakers, sponsors and delegates with a common interest in sharing their knowledge about how to put enterprise search high on the list of business-critical applications.

**Martin White,
Conference Chair,
Enterprise Search Europe**

Managing Director,
Intranet Focus Ltd and
Visiting Professor, iSchool,
University of Sheffield, UK

enterprise search europe 2012

30 & 31 May 2012
Hilton London Olympia, UK

Enterprise Search Europe is a two day conference that brings together professionals who deal with the implementation, technology, selection, and optimisation of enterprise-scale search applications. Featuring case studies, specialist 'Topic Talk' sessions, and in-depth analysis, the conference provides a unique platform for experts and practitioners to share experiences and exchange perspectives on current and future projects and applications.

Delegates at Enterprise Search Europe 2012 will get a comprehensive European perspective from speakers covering topics including the future of search, developing a business case, user experience, and making the most of SharePoint.

Enterprise Search Europe is run by Information Today – organisers of the highly successful Enterprise Search Summit series in the US.

Keynote speakers

The Future of Search

Paul Doscher
CEO, Lucid Imagination, USA

Paul Doscher will discuss the opportunities and challenges for enterprise search in Europe, and share his thoughts about what the search industry, both commercial and open source, needs to do to ensure that the use of search increases. Should industry players work together on raising the profile of search, and is there a lack of trained developers? Are there promotional activities they could collectively undertake to raise the profile of search without a fear of losing market share? And what does the future of the search industry mean for individuals and teams implementing enterprise search in their own organisations?

Paul is passionate about his belief that enterprise search is the enabling technology that will allow companies to realise the true value from their Big Data (both structured and unstructured). As CEO, Paul is responsible for Lucid Imagination's vision and success in the enterprise-wide search, discovery and analytics market. He comes to Lucid with 30 years of sales, marketing and business management experience within high-tech enterprise software. Prior to Lucid, Paul held the position of CEO for Exalead Inc, a global provider of enterprise search, where he led the company from 2008 through 2011.

Re-conceiving Enterprise Search

Matt Eichner
General Manager,
Global Enterprise Search,
Google, USA

Matt Eichner will talk about Google's view on the future of search, how it relates to innovations happening at Google.com, and what it means for the enterprise and the Google Search Appliance model. In this vision for the future, Matt will explicitly address the role of open source, and how Google views developments there, as well as the broader possible mandate for search in organisations as we continue to evolve to knowledge work and collaboration.

Matt is General Manager for Global Enterprise Search at Google, which includes Google's Commerce Search go to market. In this role, Matt manages teams engaging in all aspects of the go to market, inclusive of product ideation/execution, marketing, sales, partnerships and deployments. Matt has a decade of experience in eCommerce and Enterprise Search, including his role on the team that originally brought faceted navigation and related search merchandising to the eCommerce market. Matt holds a B.A. in Economics from Yale University and an M.B.A. from Harvard Business School.

09.00-09.15

Welcome and Introduction to the Conference Themes

Martin White, Conference Chair; Managing Director Intranet Focus Ltd, and Visiting Professor, iSchool, University of Sheffield, UK

09.15-10.15

KEYNOTE: The Future of Search

Paul Doscher, CEO, Lucid Imagination, USA

Paul will discuss the opportunities and challenges for enterprise search in Europe, and share his thoughts about what the search industry, both commercial and open source, needs to do to ensure that the use of search increases. Should industry players work together on raising the profile of search, and is there a lack of trained developers? Are there promotional activities they could collectively undertake to raise the profile of search without a fear of losing market share? And what does the future of the search industry mean for individuals and teams implementing enterprise search in their own organisations?

10.15-10.45

Survey of Global Enterprise Search Implementations

Kristian Norling, Senior Findability Consultant, Findwise, Sweden

During Spring 2012, Findwise and Information Today jointly sponsored a survey of global enterprise search practitioners from organisations of all sizes, to find out more about their attitudes to, and implementation of, enterprise search. This session exclusively reveals the findings, with particular focus on Europe. This session will provide insight into best practice and the challenges faced by search implementers now and in the future.

10.45-11.15   Coffee break   *Sponsored by:* **raytion**

11.15-11.50

Everything You Need to Know about Search – but were Afraid to Ask

Matt Mullen, Analyst, Real Story Group, UK

This session provides an introduction to search technology. Matt Mullen will guide you through the intricacies of enterprise search in a down-to-earth, clear-cut, and accessible way.

Delegates will gain:

- a clear understanding of the capabilities of enterprise search
- an awareness of the various technologies involved, and how they fit together
- insight into differing approaches to enterprise search in a variety of organisation types

Big Data: Business Value in Record Time

Laura Wilber, Solutions Analyst, Exalead, France

By the end of this decade, at least 50 billion devices will be connected to the ever-expanding 'Internet of Things'. Extracting business value from this massive flow of machine data is a prime objective of many Big Data initiatives. Search offers a little known and pragmatic approach to this challenge that is safe, rapid and cost-effective. In this presentation, Laura Wilber explores three case studies which use a search platform to deliver real-time operational reporting and analytics on data flowing from household smart meters, wind power production meters, and postal sorting machine monitors.

Delegates will gain a better understanding of:

- the role of search in exposing latent business value in machine data
- the role of search technologies in Big Data environments
- what search-based applications are and how they work

11.50-12.30   Panel Session

Search Project Management – Best Practices

Chair: Alan Pelz-Sharpe, Principal, Real Story Group, UK

This session explores what makes a good search project. A cross-section of participants – a commercial vendor, a systems integrator, an open source vendor, and a search manager – talk about the issues involved in implementing search, and the solutions they have developed.

12.30-13.40   Lunch   *Sponsored by:* **coveo**™

13.40-14.20

TOPIC TALKS: **Track A**

SHAREPOINT

Searching for the Right Investment with FAST for SharePoint

Torsten Mollien, Consultant Manager, Avanade, Germany

Avanade is a Joint Venture between Microsoft and Accenture. In this session, Torsten Mollien will focus on Search-driven Business Appllictions (SBA), presenting a real world example from a Swiss bank, in which the implementation saved a considerable amount of time and money for internal and external investment consultants.

Delegates will:

- experience an SBA in action
- gain insights into how quickly and easily a solution based on FS4SP can be implemented

14.25-15.05

TOPIC TALKS: **Track A**

SHAREPOINT

Lessons Learned in Implementing Microsoft FAST Search Server 2010 for SharePoint

Christian Vogt, Solution Architect, Raytion, Germany

When it comes to selecting and implementing an enterprise search solution, Microsoft FAST Search Server 2010 for SharePoint is one of the top candidate technologies, with a compelling feature set. However, at enterprise level, questions arise as to whether project requirements can be met by out of the box capabilities. This session shares vital lessons learned when implementing several medium and large-scale FAST-based search projects at the enterprise level.

Delegates will gain a greater understanding of:

- federation, global and distributed usage, security and UI customisation
- key aspects that require focus in order to ensure the success of an enterprise search project

15.05-15.35   Coffee break

TOPIC TALKS: Track B
TAXONOMIES

Enhancing the Search Experience through Interface Design: Using Taxonomies to Improve Search Performance

Emma Bayne, Head of Systems Development and Donald Phillips, User Experience Manager, The National Archives, UK

This presentation will demonstrate Discovery, The National Archives' new catalogue. Discovery is about using search technology with intuitive design to open up The National Archives' ever-growing and wide-ranging collection, spanning 1,000 years of history. In this presentation, Bayne and Phillips share their experience of developing a new subject taxonomy covering category selection and rules development for over 20 million objects, and explain how they have introduced user tagging alongside new search logic to make the collection more findable. They will discuss how user interface improvements complement search technology enhancements to make searching the collection easier for everyone, from first-time users to experienced researchers.

Delegates will gain practical knowledge of:

- using taxonomies to improve search performance
- marrying user interface improvements with enhancements to search technology

TOPIC TALKS: Track B
TAXONOMIES

Semantics and Search in a Multi-Domain Organisation

Ahren Lehnert, Ontologist, RTI International, USA

Search supported by taxonomies and ontologies yields better results. How does an organisation that is involved in multiple domains and industries construct a controlled vocabulary that enhances search and also reflects the nature and culture of the organisation? This session discusses the use of ontologies in combination with search tools, focusing on methods to develop these controlled vocabularies in order to enhance search covering content across a wide range of topics.

Delegates will:

- gain insight into the implementation of ontology and search
- understand the development of controlled vocabularies
- learn from a real-life case study

15.35-16.15

TOPIC TALKS: Track A
DATA QUALITY

Data Quality: The Missing Ingredient for Enterprise Search

Iain Fletcher, Vice President, Search Technologies, UK

For the past decade, and despite a massive investment in search software algorithms by many of the world's premier software companies, user surveys have continued to show a high level of dissatisfaction with enterprise search. In many cases, data neglect is a root cause of poor relevancy and ROI underperformance despite the fact that data-driven issues are often relatively easy to fix. This presentation will use a range of recent search implementation projects to illustrate issues caused by data neglect, and how they can be effectively addressed.

Delegates will:

- gain a better understanding of important implementation processes and best practices
- learn how to significantly enhance user satisfaction, system use and ROI

TOPIC TALKS: Track B
OPEN SOURCE

Today's News is Open Source – Migrating to Apache Solr

Charlie Hull, MD, Flax, UK

Using a case study from the UK's largest newspaper publisher, this presentation will demonstrate the migration of search for several national newspapers from the closed source FAST ESP platform to the open source Apache Solr. The presentation will illustrate how a custom document processor was built, Solr was configured to search millions of newspaper articles, and a fault-tolerant and highly scalable cloud computing architecture was designed. Charlie Hull will discuss how the system was developed using Agile and continuous testing on an aggressive timescale and finish with some recommendations for those considering this migration route.

Delegates will gain an understanding of:

- how to migrate from a product rapidly approaching end-of-life
- the advantages of a cloud-based system
- the flexibility and futureproofing offered by open source software

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16.20-17.20

KEYNOTE: Re-conceiving Enterprise Search

Matt Eichner, General Manager, Global Enterprise Search, Google, USA

Matt Eichner will talk about Google's view on the future of search, how it relates to innovations happening at Google.com, and what it means for the enterprise and the Google Search Appliance model. In this vision for the future, Matt will explicitly address the role of open source, and how Google views developments there, as well as the broader possible mandate for Search in organisations as we continue to evolve to knowledge work and collaboration.

17.20-18.30

Cocktail Reception

An opportunity to catch up with fellow delegates, speakers and sponsors and continue the discussions of the day.

enterprise search europe 2012

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09.00-09.15

Welcome and Introduction to Day Two's Conference Themes

Martin White, Conference Chair; Managing Director Intranet Focus Ltd, and Visiting Professor, iSchool, University of Sheffield, UK

09.15-09.50

IMPLEMENTATION CASE STUDY

Global Jigsaw: The Evolution of Linklaters' Global Search Tool

Gerard Bredenoord, Head of Knowledge, Linklaters, UK

In 2011, Linklaters embarked on a Legal Knowledge Search implementation. This presentation tells the story of the development of Linklaters' global search solution, how it came about and the cogent business reasons for it. The talk focuses on the structures such as governance and stakeholder management required to make a search project successful.

Delegates will gain an understanding of how strategy, business objectives and strong leadership are as important as the actual workings of the search technology.

09.50-10.25

IMPLEMENTATION CASE STUDY

Categorising your Search Queries: Harvard Business School Case Study

Ravi Mynampaty, Findability Program Manager, Harvard Business School, USA

A case study explaining how Harvard Business School is developing a repeatable, 'cookie-cutter' process for clustering and categorising search queries. The presentation will explain how this process and subsequent analysis is helping HBS to improve search functionality on HBS websites and Intranet sites. The session will cover the steps followed, starting with developing a standard set of facets used to identify the types of concepts in search query logs, categorising the queries by grouping/clustering similar queries together, identifying applicable facets for each cluster, and evaluating the quality of the search results for the top clusters.

Delegates will hear about the benefits derived from this work, including:

- providing data to populate auto-suggest, enhance search engine synonyms/thesaurus
- providing valuable data for developing recommendations for SERP (Search Engine Result Page) design improvements

10.25-11.00   Coffee break   *Sponsored by:*

raytion

11.00-11.35

IMPLEMENTATION CASE STUDY

Implementing Search to Aid Knowledge Management and Business Intelligence

Damon Fordham, Senior Consultant, 3i plc, UK

This presentation discusses 3i's project to adopt an Enterprise Search technology. It will cover the background to the project, business case and benefits, and how 3i is using search to help in knowledge management initiatives aligned with corporate goals, giving access to the workforce at their desks and on the move. To conclude the presentation will discuss how search will be deployed in the future in Legal, Compliance and Business Intelligence initiatives.

Delegates will:

- understand how 3i made a business case for Enterprise Search to help employees' access information and share knowledge
- discover the issues faced during rollout, and how they were overcome
- gain insight into future directions for the technology and the benefits to 3i

11.40-12.15

IMPLEMENTATION CASE STUDY

The Tale of Two Searches: How Can Search Options Co-exist Successfully?

Ramin Assa, Knowledge Management Lead, Booz Allen Hamilton, USA

A key component of an effective knowledge management strategy involves implementing a robust search solution. For this strategy to work, the search engine should deliver both enterprise-wide and site-specific information, with appropriate ranking and relevancy. Ramin will discuss how Booz Allen has applied SharePoint's 'Search this Site' web-part along with the Enterprise Search to enhance the quality of search results for its clients. Implementing these two searches in parallel has not been without challenges, neither for users nor the developers. Booz Allen has effectively addressed these issues through change management, user education, use of a comprehensive metadata schema and design efforts.

Delegates will learn:

- The benefits of 'Search this Site' vs. Enterprise Search
- How to drive user adoption and methods for improving search relevancy
- Insight into the strategy, challenges and lessons learned

12.15-12.30

Plenary Q&A

Bringing together all the morning's case study speakers.

12.30-13.45   *Sponsored by:*

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13.45-14.25

TOPIC TALKS: Track A

DEVELOPING A BUSINESS CASE

Search Futures: The Death of Enterprise Search as we Know it?

Daniel Lee, CEO, Artirix, UK

On the face of it, enterprise search promised big things. Only when the technologies were installed came the realisation that the skills to implement successfully were sorely lacking. As a result, many projects failed to deliver the projected ROI. Ten years on, companies are still facing the same problems and many are now seeking an alternative solution. In this presentation Daniel Lee will discuss the growing trend of outsourcing search as a service. Business owners must decide whether to skill up internally and build an open source solution in-house, or move to a hosted and managed model where technology decisions and the heavy lifting are left to the expert provider. Daniel will review the risks and rewards of both strategies using case study examples.

Delegates will gain an understanding of the dynamics of in-house build versus hosted and managed search technologies.

TOPIC TALKS: Track B

USER EXPERIENCE

Designing Mobile Search for the Enterprise

Tyler Tate, Co-Founder, TwigKit, UK

The widespread adoption of Internet-connected mobile devices among consumers has been widely heralded. Yet these savvy smartphone-slinging, tablet-toting consumers are also employees who, not surprisingly, expect to use their devices for work as well as leisure. There are numerous benefits for corporations embracing this bring-your-own-device culture. But inviting mobile hardware into the enterprise is just the first battle. Enabling staff to search business applications at any time and from anywhere is fundamental to every successful enterprise mobility strategy. In this talk Tyler Tate outlines how to design search-based applications for mobile users.

Delegates will learn about:

- the goals and behaviours of mobile users
- four high-level principles for building effective mobile search applications
- examples demonstrating key elements of the best mobile applications
- the pros and cons of various implementation options such as native or web-based apps
- an understanding of how users approach mobile search

14.30-15.10

TOPIC TALKS: Track A

DEVELOPING A BUSINESS CASE

Business Cases and ROI Considerations for Search Projects

Hans-Josef Jeanrond, Marketing Director, SINEQUA, France

In this presentation, Hans-Josef Jeanrond focuses on three specific search implementation projects to demonstrate differing approaches to business cases and ROI calculations.

In each case, search projects are moving towards the centre of organisations' IT systems and closer to the heart of their business. This increased business relevance makes it easier to define and capture ROI metrics. He suggests ways in which project ROI can be improved – often to levels not considered possible.

Delegates will gain an insight into

- making the business case for enterprise
- aligning enterprise search with business goals
- calculating – and improving – ROI

TOPIC TALKS: Track B

USER EXPERIENCE

A Taxonomy of Site Search

Tony Russell-Rose, Director, UXLabs, UK

Classic IR (information retrieval) is based on the notion of users searching for information in order to satisfy a particular 'information need'. However, it is now accepted that much of what we recognise as search behaviour is often not informational per se. In this presentation, Tony Russell-Rose examines the site search context, looking at the needs and behaviours of individuals across a range of vertical search and discovery scenarios. He defines a taxonomy of enterprise search modes, and discusses some initial implications for the design of more effective search and discovery experiences.

Delegates will gain an insight into a set of universal site search behaviours, and how to use them in the design of more effective search interfaces and user experiences.

15.10-15.40	Coffee break	Sponsored by:	**raytion**

15.40-16.20   PLENARY PANEL

Assessing Search Success

A distinguished panel of search experts discuss how a search team can demonstrate that they have made a difference. ROI calculations, metrics and benchmarking all come into play. What are the best strategies to adopt, and how can you ensure that you are using appropriate measuring instruments to tune your enterprise search engine and assess its value?

16.25-17.00

CLOSING KEYNOTE

Stephen E. Arnold, Managing Partner, ArnoldIT.com, USA

Author, consultant and enterprise search guru Steve Arnold sums up the key learning points from Enterprise Search Europe 2012 and looks to the future for enterprise search technology. How is the technology developing, and what does this mean for enterprise search deployments in the short and mid term?

enterprise search europe 2012

30-31 May 2012 | Hilton London Olympia, UK

Registration information

All prices quoted are in Pounds Sterling (£)

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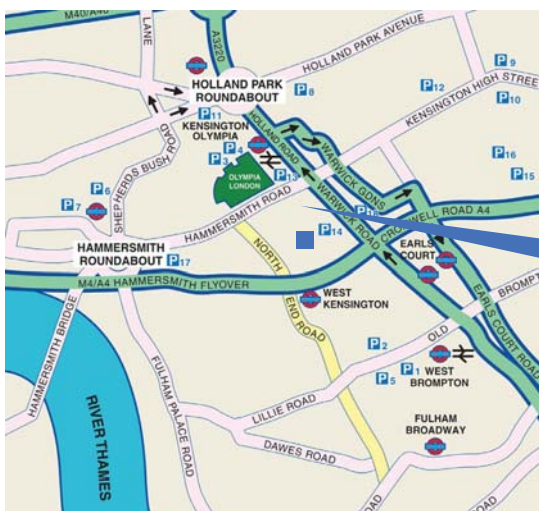
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