

Novell's[®] Enterprise Search

A Real-World Perspective of How Search Works Within a Large Organization

Lee Romero
Knowledge Management
Novell, Inc.

November 16, 2005



Novell[®]

Agenda

- Searching at Novell: A Brief History
- The Power of Search at Novell
 - Search Introduction
 - How to Search at Novell
 - Search Results: Tabbed Views
 - Personalizing Search Results
 - Help to Users
- Search Analyst Role
 - Responsibilities
 - Tracking User Behavior
 - Search Newsletter
 - Search Data: Top 10 Search Terms
- Questions and Answer

Searching at Novell: A Brief History

- Prior to 2004, searching = frustrating, time consuming experience.
- Users “gave up” on search.
- Limited resources to solve the search issue.
- Company acquisitions caused the search issue to become even more complicated.
- February 2004, introduction of the Search Analyst role = dedicated resource for improving search.

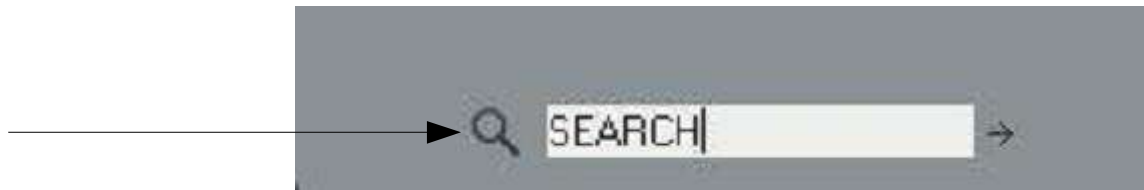
The Power of Search at Novell

Search Introduction

- Novell proudly uses its own **Open Enterprise Server (OES) QuickFinder Server** product for searching innerweb (intranet) and www.novell.com.
- QuickFinder uses “crawled indexes” to compile its search results. A crawled index is created as QuickFinder follows (or “crawls”) hypertext links until it reaches a dead end.
- These indexes are periodically updated to ensure accurate search results. Also, and over time, new indexes are added to the search engine to increase the amount of knowledge accessible to employees through search.

How to Search at Novell

- An employee at Novell can search by typing in keywords in the search text box located at the top of any intranet web page.



Search Results: Tabbed Views

The screenshot shows a search interface with a navigation bar at the top containing tabs: "nerweb", "Internet (Google)", "Support", "Customer References...", and "Resource Center". Below this is a search bar with the text "open enterprise server" and a dropdown menu set to "Innerweb". To the right of the search bar are links for "advanced search" and "search help". Below the search bar, it indicates ".37 seconds" and "1 to 10 of 5,210" results.

best bets

- [Novell Open Enterprise Server Product Line \(NPP\)](#)
- [Novell innerweb: Upgrading to Novell Open Enterprise Server](#)
- [Novell Resource Center: SUSE LINUX Enterprise Server](#)
- [Novell innerweb: Community Events](#)
- [Novell innerweb: mySALES](#)

→ Best Bets results

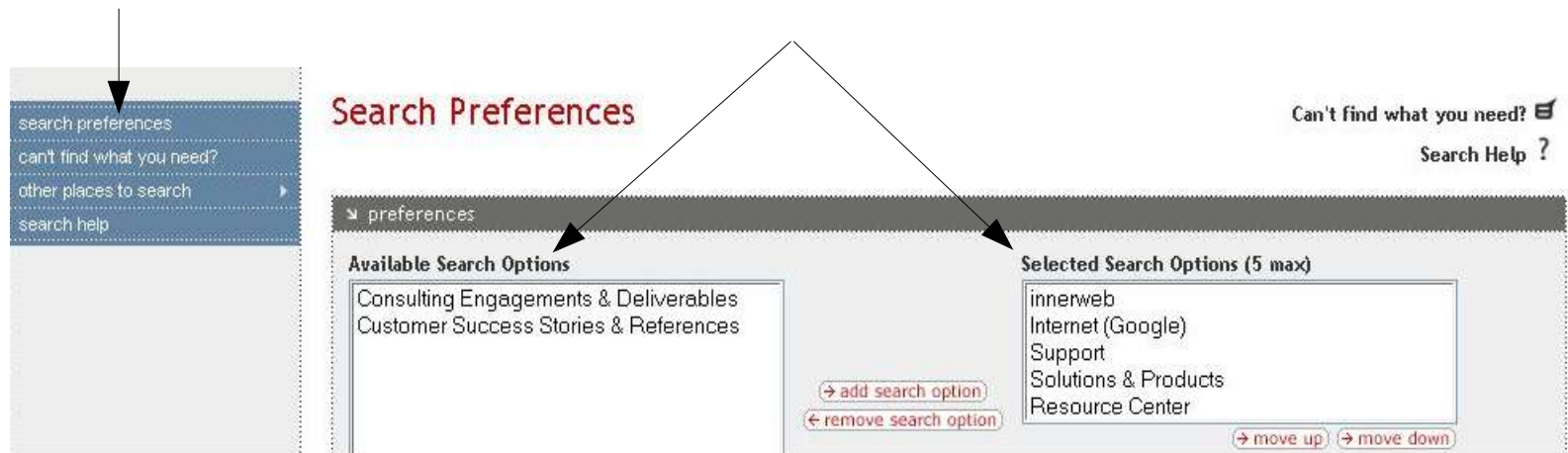
results

SORT SHOW

99% [Novell InnerWeb: Novell Open Enterprise Server Public Beta Stated to Begin This Week](#)

Personalizing Search Results

- Users have the ability to personalize their search results tabs by selecting the *search preferences* menu item on the left navigation. From here, they can change the Search Options that will be displayed the next time they perform a search.




Searching at Novell: Help to Users

- Users can provide feedback and/or ask for help from the 'can't find what you need?' link available from the left navigation or upper right hand corner link. The form is filled out and sent to the Search Analyst.

search preferences
can't find what you need?
other places to search
search help

Search Feedback

Can't find what you need? 
Search Help ?

feedback

Search Terms:
linux references

Comments/Suggestions:
Where do I find customer references?

I was searching for:
I need help finding Linux references in order to help sell an Open Source project.

submit

Search Analyst Role

Search Analyst Role: History

- Employees unhappy with search.
- “Taste Test” of 3-4 search vendors, including QuickFinder.
- Stick with our own QuickFinder product!
- Why? The underlying problem wasn't the search engine...it was the content being indexed.
- Poor Document|File Properties, poor compliance of web standards for meta tags and little or no knowledge about how search works.
- No time for QuickFinder engineers to work on the content to make it more “search friendly,” thus the new search interface was created and the Search Analyst role was born.

Search Analyst Role: Responsibilities

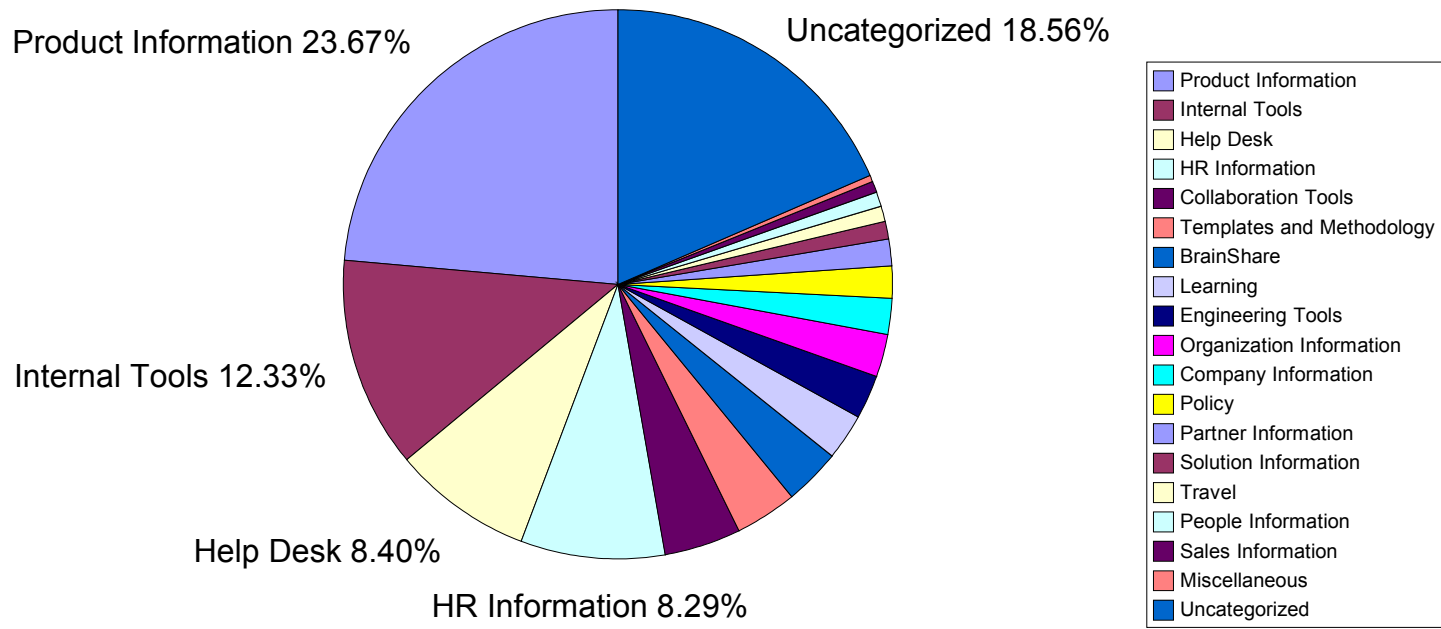


- The Search Analyst role was created in February 2004 to help improve the search experience at Novell.
- Responsibilities include:
 - Monitoring and making configuration adjustments to indexes.
 - Educating general users, web application owners and content managers.
 - Publishing periodic search newsletters.
 - Maintaining search website.
 - Performing Meta Data updates to content.
 - Driving enhancements to search user interface.
 - Identifying enhancements to the QuickFinder Server product.
 - Reviewing search reports and tracking user behavior.

Search Data: Top 10 Search Terms


	September 2005	October 2005
1	iprint	iprint
2	best practice	business plan
3	race	vmware
4	brainshare	severance
5	xms	unity
6	unity	race
7	password	skillport
8	travel	groupwise
9	red carpet	password
10	vpn	red carpet

Search Data: Categorization of Search Terms



Search Newsletter

Search Newsletter July 2005



» **search news**

innerweb Search reaches 5,000 searches milestone

For the first time since we started tracking innerweb search statistics (February 2004), we have reached 5,000 searches in one week. This happened during the month of April 2005 and for three consecutive weeks we broke the 5,000 successful searches mark.

4/10/2005 - 4/16/2005 = 5,246 searches
 4/17/2005 - 4/23/2005 = 5,043 searches
 4/24/2005 - 4/30/2005 = 5,208 searches

We also reached another milestone since tracking innerweb search statistics. We had a total of 22,859 successful innerweb searches for the month of June 2005.

innerweb Searches for COBE, Remedy and UpBeat improved

Searches for the terms "COBE," "Remedy" and "UpBeat" have consistently been in the 'Top 10' of innerweb searches and we worked with the content owners of the [COBE website](#), [Remedy application](#) and [UpBeat application](#) to improve their search results.

Today, if you perform a search for "UpBeat," the #2 Best Bet is the 'Upbeat Time Entry System.' This was not the case prior to making updates to the URL the search engine was indexing. A search for "remedy" now has the word "remedy" in the title; "Remedy ARSystem 5.1.2 Login." This was not the case before the

» **table of contents**

- search news
- tips for improving search results for your center
- latest search news

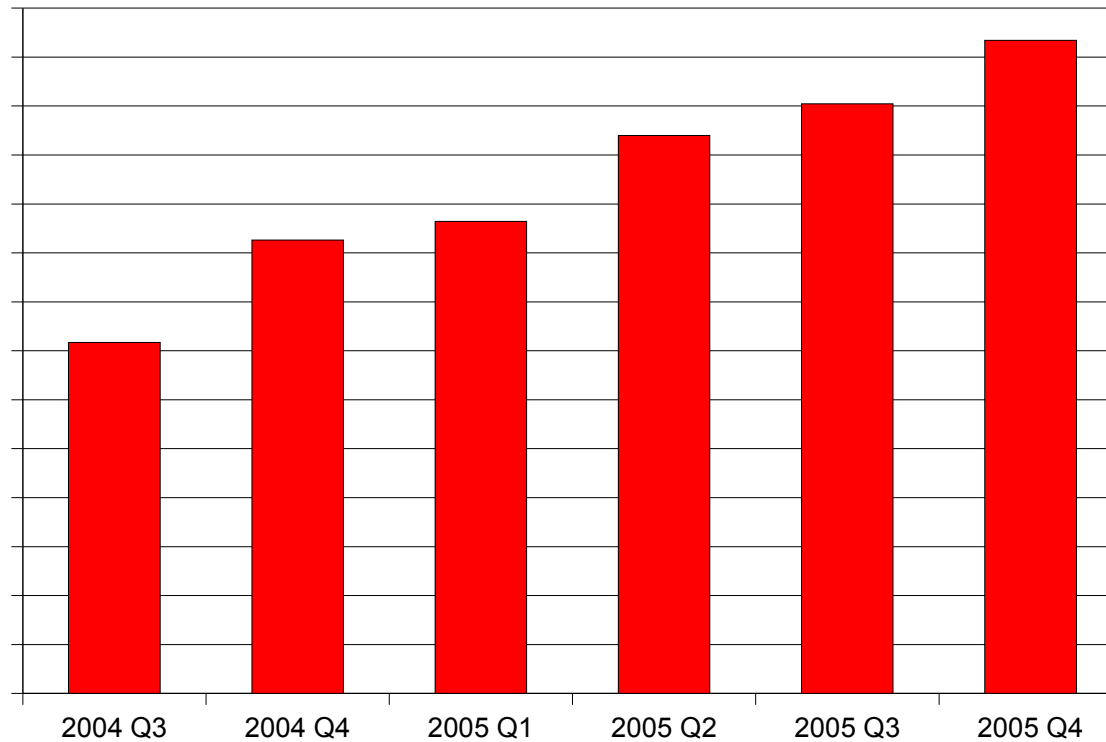
» **resources**

- search news wiki
- search presentation & webcast
- content manager community mailing list
- content manager tips
- electronic marketing
- improve search result pages and docs
- QuickFinder product information

» **feedback**

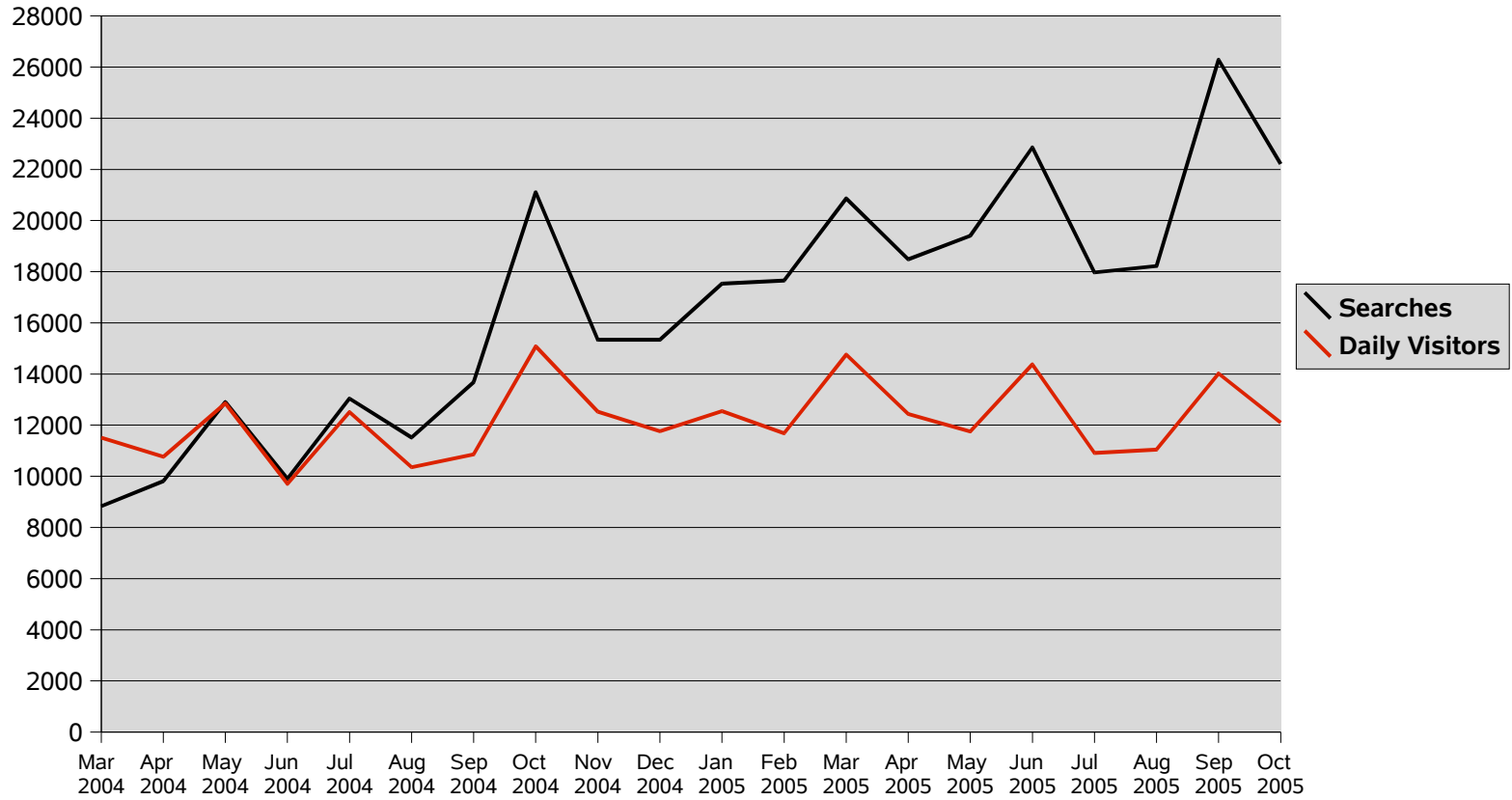
- search feedback

Tracking User Behavior



Approximately 100% increase in total searches!

Tracking User Behavior



Questions and Answers





Contact Information

- Lee Romero Lee.Romero@novell.com

Novell®

Unpublished Work of Novell, Inc. All Rights Reserved.

This work is an unpublished work and contains confidential, proprietary, and trade secret information of Novell, Inc. Access to this work is restricted to Novell employees who have a need to know to perform tasks within the scope of their assignments. No part of this work may be practiced, performed, copied, distributed, revised, modified, translated, abridged, condensed, expanded, collected, or adapted without the prior written consent of Novell, Inc. Any use or exploitation of this work without authorization could subject the perpetrator to criminal and civil liability.

General Disclaimer

This document is not to be construed as a promise by any participating company to develop, deliver, or market a product. Novell, Inc., makes no representations or warranties with respect to the contents of this document, and specifically disclaims any express or implied warranties of merchantability or fitness for any particular purpose. Further, Novell, Inc., reserves the right to revise this document and to make changes to its content, at any time, without obligation to notify any person or entity of such revisions or changes. All Novell marks referenced in this presentation are trademarks or registered trademarks of Novell, Inc. in the United States and other countries. All third-party trademarks are the property of their respective owners.

