

FINDWISE

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REFLECTIONS ON THE 2013 ENTERPRISE SEARCH SURVEY

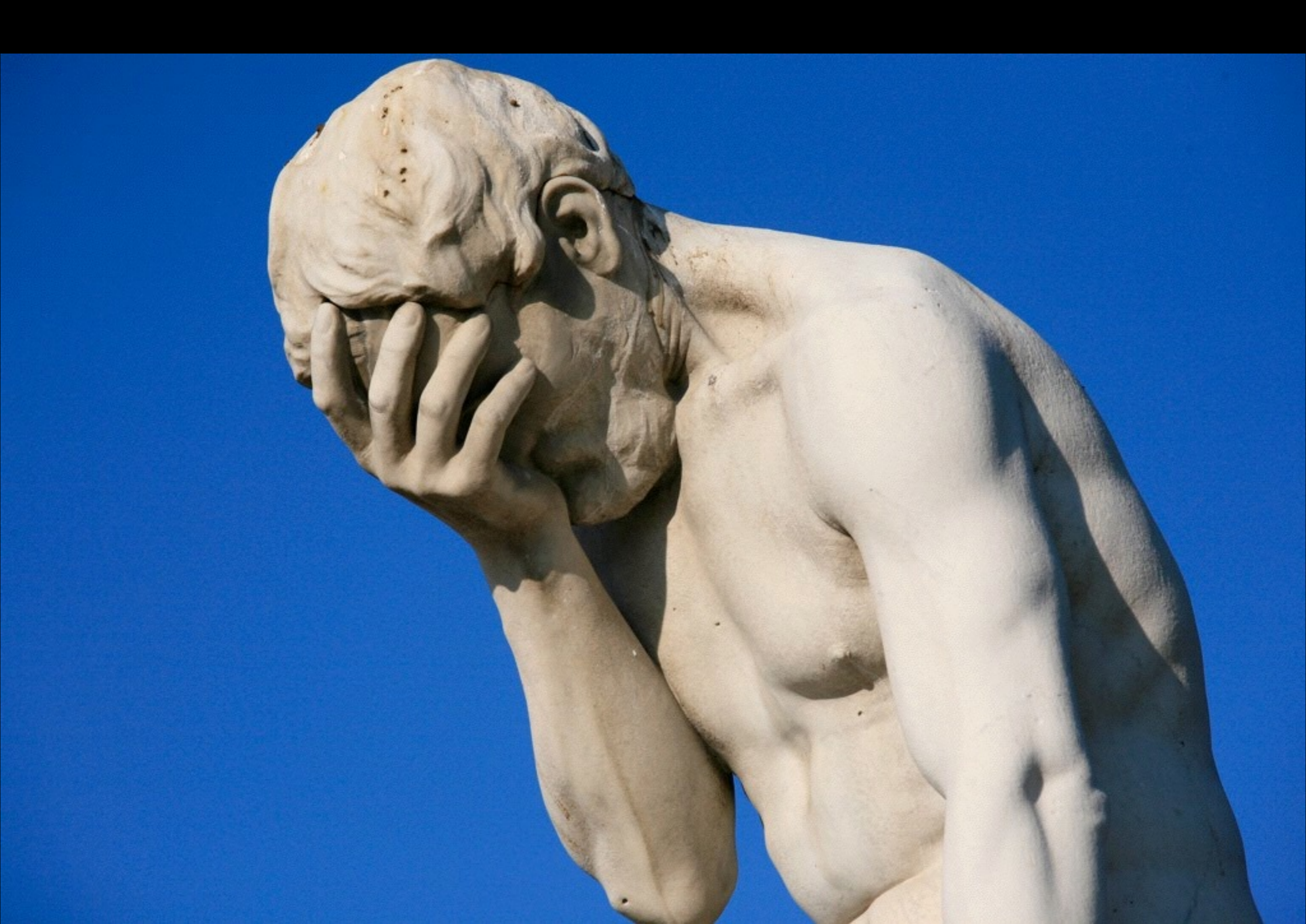
Search Solutions 2013, 27 November, London

Kristian Norling, Findwise

SLIDESHARE.NET/FINDWISE

GLOBAL RESULTS

2013 REPORT DOWNLOAD



Some people still
think that search is
a project!

... and that search
is one techie
“thing”

**It is a (lifelong)
commitment**

It is hard,
complicated and it
takes grit.

That is why it
is called work!



The good news!

Budget and resources increasing

Strategy is on the agenda!

78% consider Enterprise Search to be
a critical success factor

BUDGET

43%

2016

SLIGHT OR SIGNIFICANT
BUDGET INCREASE

HOW MANY EMPLOYEES ARE
WORKING ON ADMINISTERING/
DEVELOPING/IMPLEMENTING
SEARCH WITHIN YOUR
ORGANISATION?

47%

LESS THAN ONE

21% 1-2 PERSONS

17% 3-5 PERSONS

HOW MANY EMPLOYEES (FTES)
WILL BE WORKING ON SEARCH
IN 2016?

17% LESS THAN ONE

31% 1-2 PERSONS

28% DON'T KNOW

DO YOU HAVE A SEARCH
STRATEGY IN PLACE?

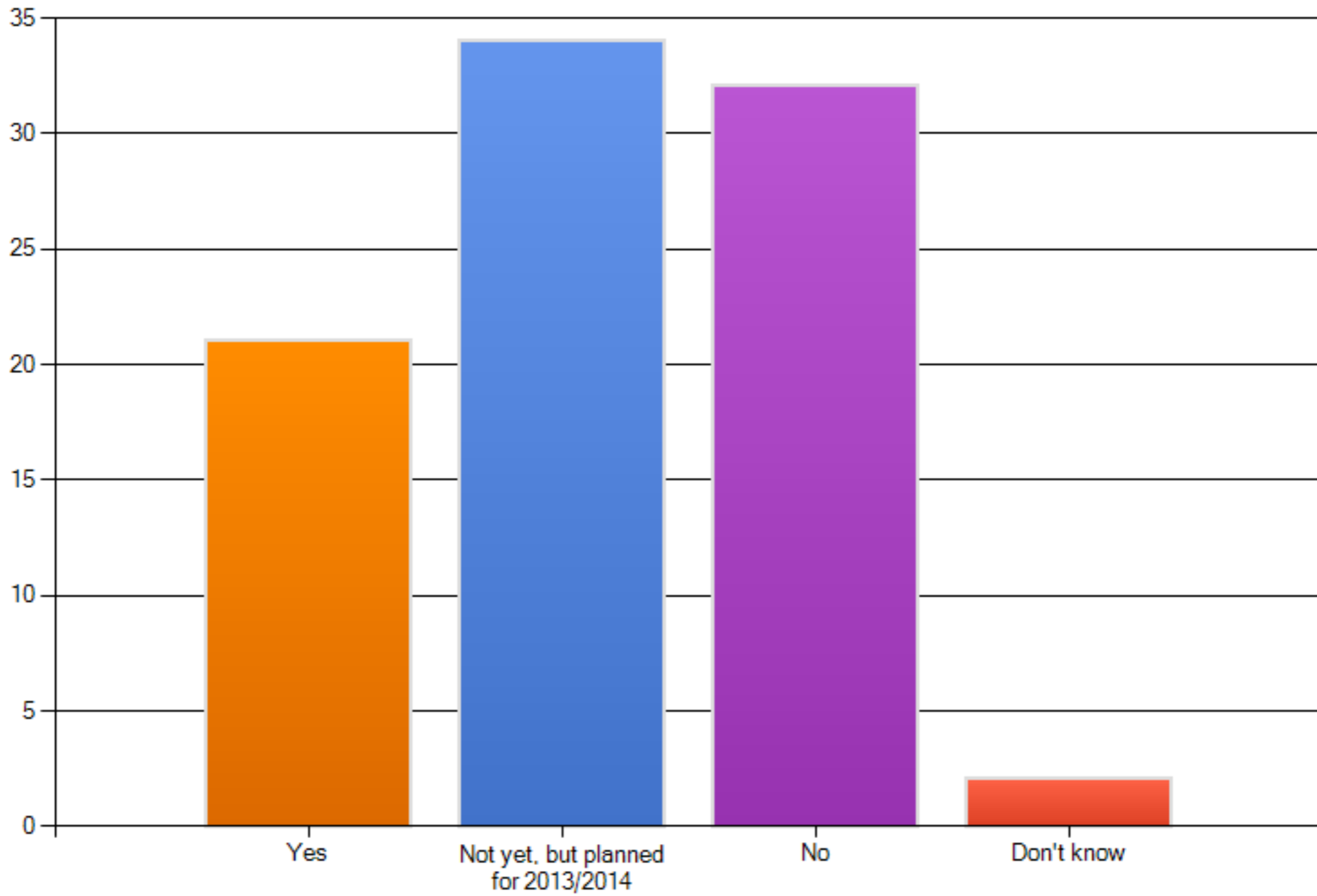
24%

YES

38%

PLANNING TO IN 2013/14

Do you have a search strategy in place (outlining how the organisation best should use search technology to support information access needs and business goals)?



HOW CRITICAL IS FINDING THE
RIGHT INFORMATION TO
BUSINESS GOALS AND SUCCESS?

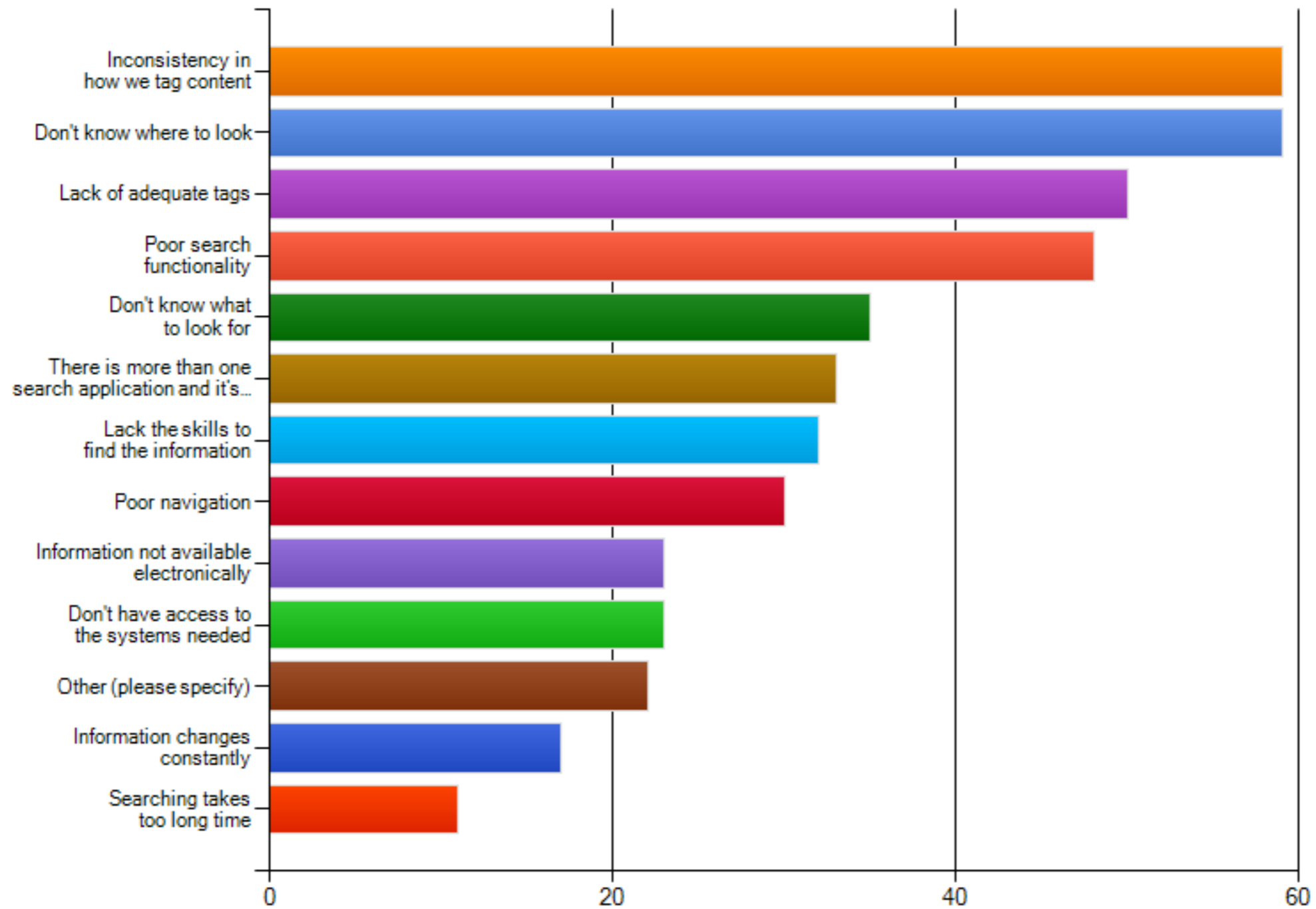
FINDWISE

78%

IMPERATIVE/SIGNIFICANT

WHAT ARE THE OBSTACLES TO
FINDING THE RIGHT
INFORMATION?

What are the obstacles to finding the right information? Multiple answers possible.



Obstacles

64% Inconsistency in how we tag content

64% Don't know where to look

55% Lack of adequate tags

53% Poor search functionality

39% Don't know what to look for

Other

“Some critical data isn't indexed.”

“poor dataquality”

“silos”

“Most of our content is inconsistent, unreliable, duplicated in multiple places, or worse. Stakeholders have incentive to complain about search but not to improve their own content that feeds into search.”

I THINK THAT AN INVESTMENT
IN SEARCH IS A NO-BRAINER
WHEN IT COMES TO ROI

HOW MUCH MONEY IS SPENT ON
SEO?

DON'T WE WANT OUR EMPLOYEES
TO DO THEIR WORK WELL?

WHAT IS YOUR PRIMARY
BUSINESS CASE FOR
INVESTING IN SEARCH?

“knowledge is a strong company asset - so we need to be able to leverage, share and apply the knowledge better.”



“Make information Acc3 accountable accessible accurate”

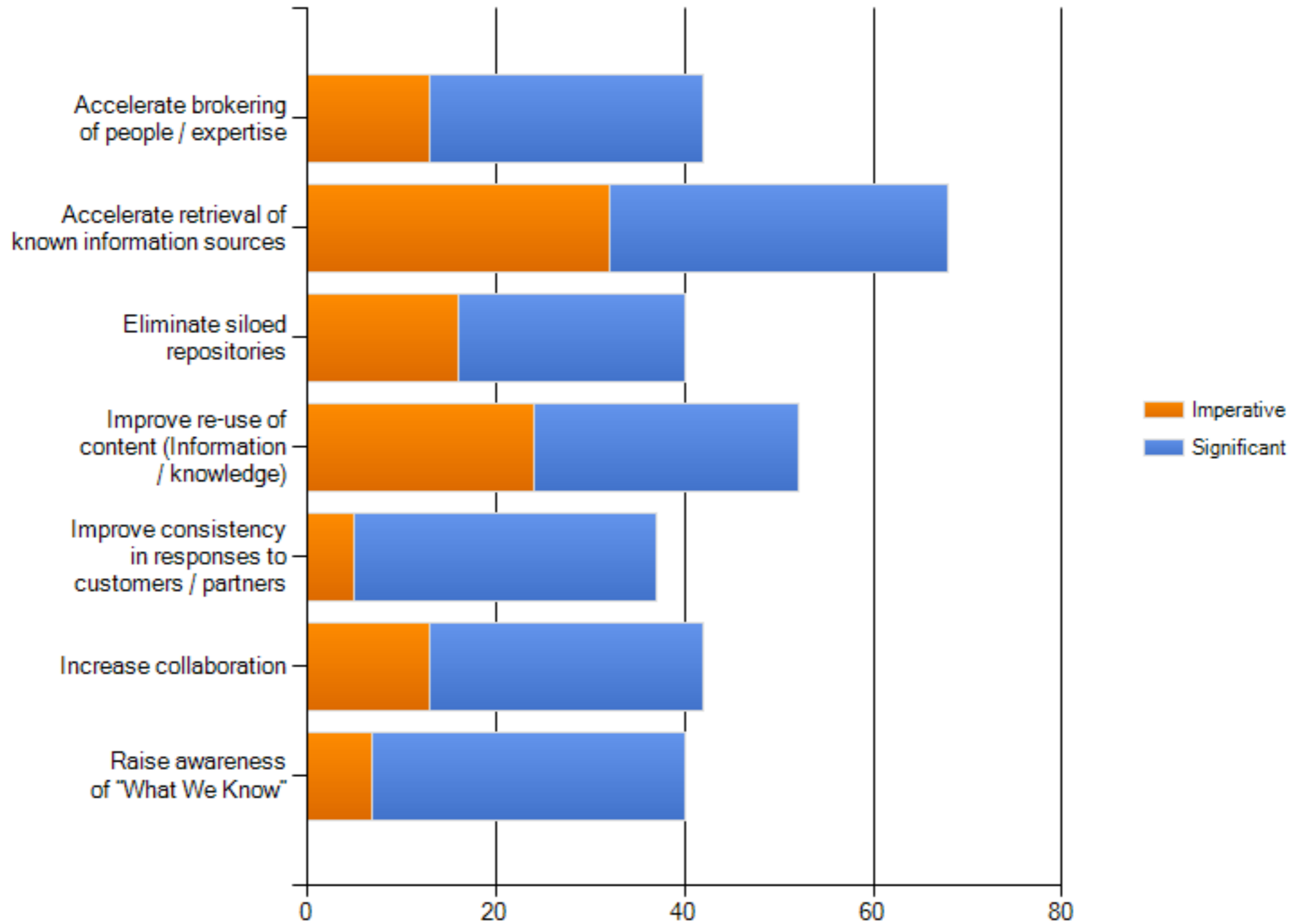
“Increase reusability”

“Improved quality in business decisions, saving time, harmonizing our offering globally”

“To find information, make information accessible, avoid duplicates and make the everyday life for our users easier.”

“increase efficiency by reducing time spent searching for information”

What is your primary goal for utilising search in your organisation?



INFORMATION

Information

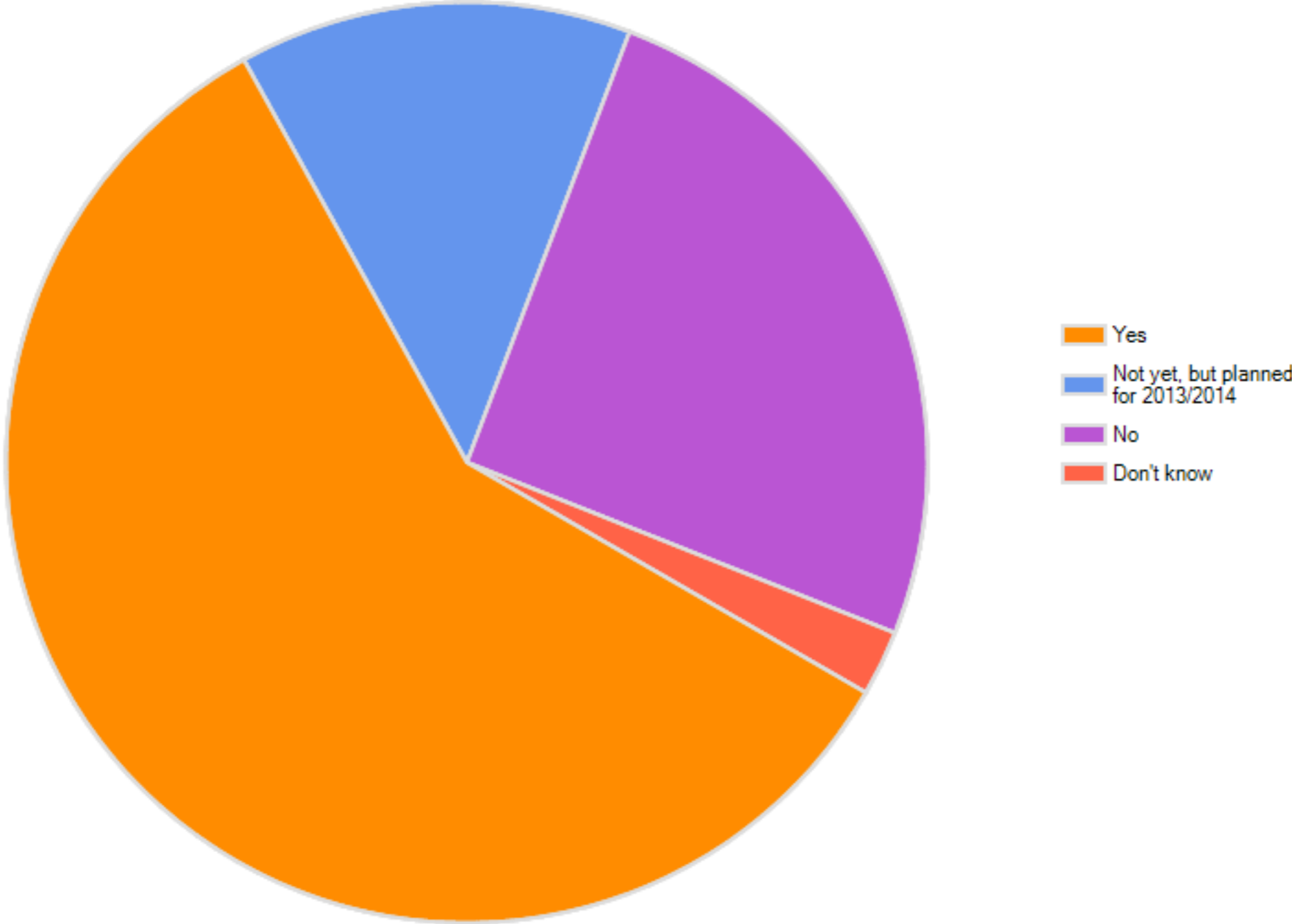
59% of organisations have or plan to implement a metadata standard.

42% have taxonomies in place.

47% have or plan for a content/
information lifecycle management process in
2013/14.

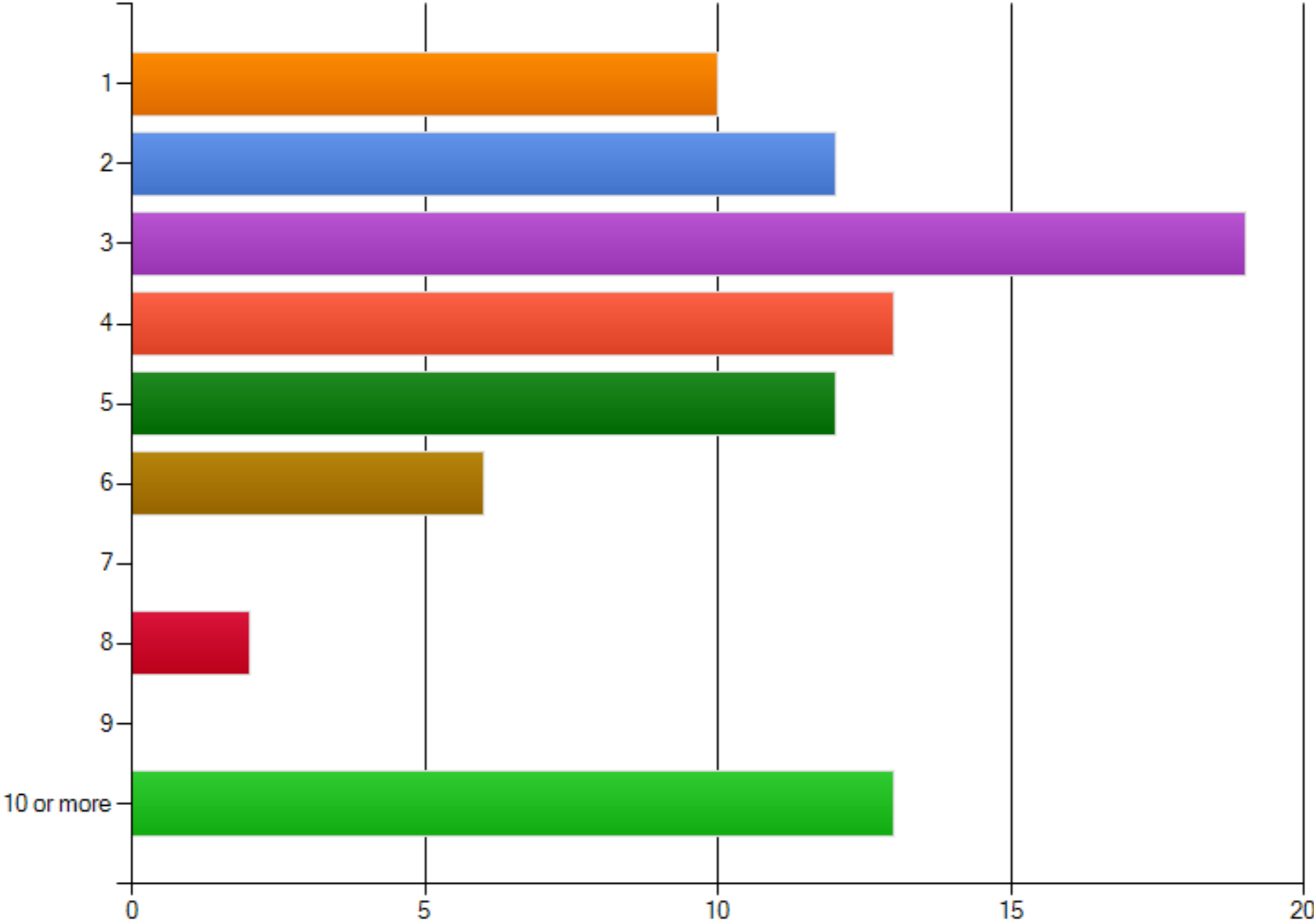
**FEEDBACK FROM USERS IS
IMPORTANT, SO HOW
MANY ENABLE IT?**

Can users provide feedback or suggestions on improving the search application and search results?



MOST ORGANISATIONS
HAVE MULTIPLE
SEARCH APPLICATIONS

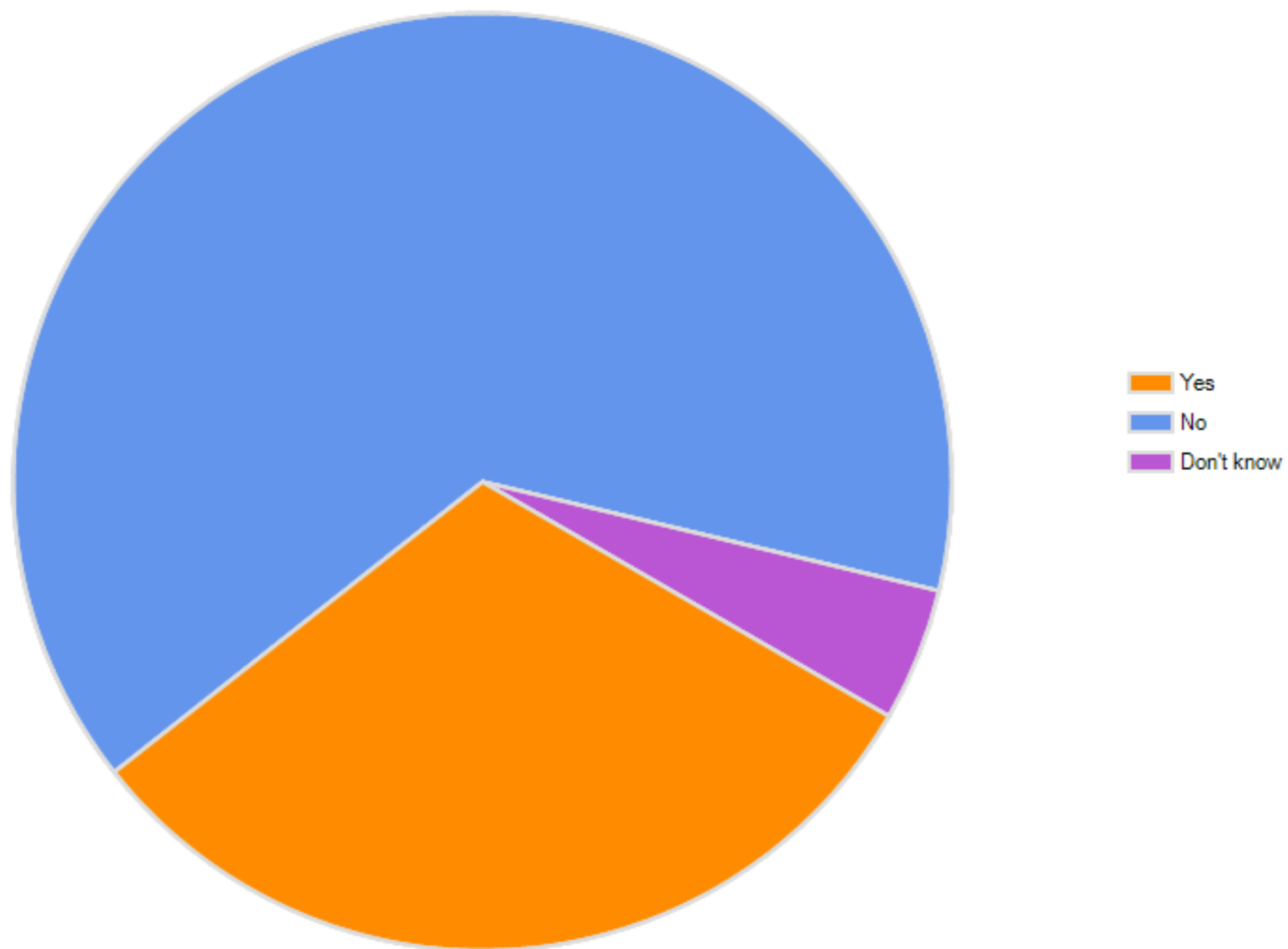
How many search applications are there in your organisation that you are aware of?



SAME SEARCH

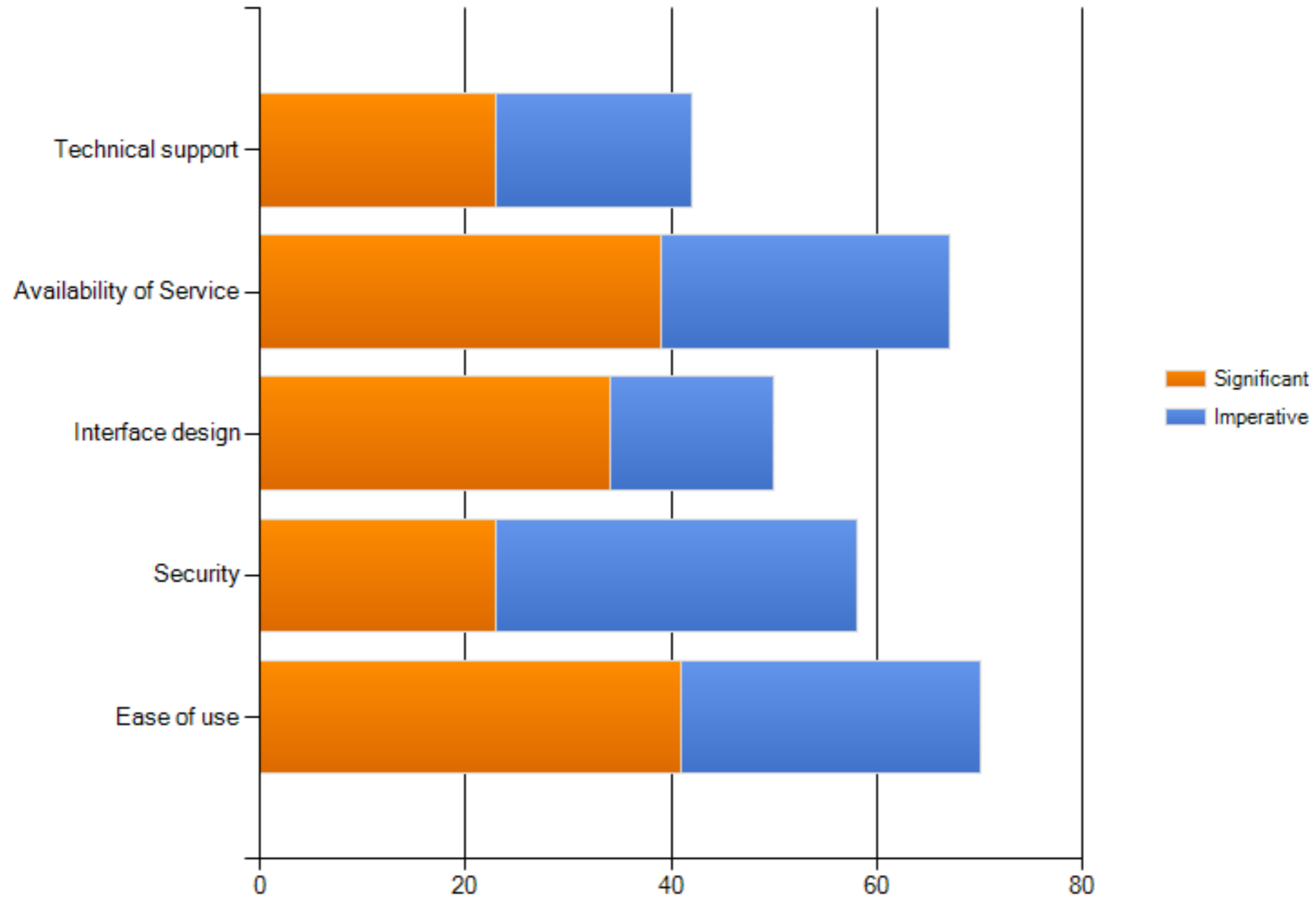
APPLICATION USED ON
BOTH INTRANET AND
PUBLIC WEBSITE?

Is the same search application used on both your intranet and public website?



IMPORTANT FEATURES IN SEARCH APPLICATIONS

How important are the following features for your current search applications:



Remember the good stuff!

Budgets and resources are increasing

Strategy is on the agenda!

78% consider Enterprise Search to be
a critical success factor

And YAY to this!

More focus on search

Start with analytics

Enable user feedback

Start information lifecycle initiatives

I think we are reaching the

TIPPING POINT!

... AND IN SCIENCE NEWS,
ACCORDING TO A NEW STUDY,
85% OF NEWS ORGANIZATIONS
REPEAT "NEW STUDY" PRESS
RELEASES WITHOUT CHECKING
WHETHER THEY'RE REAL.



THANKS

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