

# The Solution... in context of True Relevancy

**C**ontext Around Content: Contextual search ensures that the meaning surrounding a particular phrase or word is relevant to the search criteria.

In today's business environment valuable enterprise information is spread across an array of disconnected repositories: multiple servers; proprietary databases; content management systems; e-mail servers; customer relationship management solutions; individual hard drives; portals; intranets; help desk applications; industry-specific content sources; to name a few.

Between all the different structured and unstructured systems, it is extremely valuable to have a search tool that can locate and retrieve content. The realization of today's industry leading companies is that current keyword search and even those applications that allow for manual metadata creation are just not reliable enough to maintain competitive advantage.

To add value, the search tool must now be able to understand the contextual meaning behind each of the different information sources in order to add relevance to the search results.

The information contained in the To:, Cc: and Subject fields of an e-mail are critical to retrieving the right information in that repository, while the account name, customer problem and resolution information is critical to retrieving the right information from a CRM system. The same can be said about the title and headers of documents, but the tools of today must go deeper into the content to provide true relevance. Only by indexing contextual references within paragraphs and phrases can the user be confident knowing he/she has turned every leaf

To the end user of search tools, this means that by applying contextual references to keywords, the results will be refined to those documents with relevance to the search criteria provided. Each user now has the ability to more clearly define and choose what and where to look for the information. Providing a direct positive effect on the relevance of retrieved information and the impact a team member can have on their value provided to the project.

The result of truly relevant search is exponential improvements in the reliability and accuracy provided through document retrieval. The ability to provide users with the most cost efficient and time saving indexing and retrieval of relevant information will have the biggest boost to enterprise search quality yet

The results are increased competitive advantage by way of better decision-making, faster sales cycles, superior customer service, and smoother product development cycles. Relevance in search can add value to your resources by providing timely access to vital information, enhancing your ability to meet goals and improve your bottom line.

A technological shift is underway that advances search quality by leaps and bounds by leveraging the wealth of information within organizations. Empowering employees to find precisely the information relating to their subject without the burden of sifting through pages of search results. Alleviating the need for a team of individuals to manually build abstracts to search against, while providing more dependable and accurate contextual indexes saving the time and investment required.

Why Should You Care? Gain immediate access to relevant information vital to performance, take back the control of important information through a single source search tool that achieves what search has always promised but seldom delivered...Relevant results

For the enterprise, timely access to and a reduction in the resources required to index information vastly increases competitive advantage, by making every employee more aware of the knowledge base in the firm and increase their productivity by doing more with less.

Relevant search results provided by automated contextual indexing can shorten product development, support and sales cycle, increase productivity and competitive advantage, all while drastically reducing costs. The search results provided by contextual relevance are more accurate and usable than those delivered by most other search technologies.