

# The Future... in context of Search Technology

As companies are flooded with more and more data from internal documents, it becomes increasingly important to have the ability to locate and retrieve vital information. This has always been the case for legal discovery, and with the introduction of compliance requirements this necessity is quickly being acknowledged across the enterprise and small business environments.

Faced with increasing volumes of information many companies have had to face the reality that simple keyword searches just aren't useful in the business environment. Companies have had to address the fact that in today's business that 80% of information is in the form of unstructured files and not held in corporate databases. Not only has this proved challenging under the ever-changing shadow of regulatory compliance, and this has become a source of frustration and inefficiency for employees. As users of vital information struggle to locate relevant documents, companies are forced to endure lost time and productivity. A challenge once only associated with new hires and employee turnover has become a daily challenge for all employees.

In an attempt to address rising concerns around the futility of keyword search, many companies have provided applications that allow for the creation of metadata around documents as a tool to interpret contextual relevance. Such processes involve the use of human resource intensive reading, interpretation, and input of this information to differentiate types and classes of data. Through the erratic interpretation provided by the human aspect of metadata information often remains difficult to identify as relevant, and frustration by users continues. The cumbersome nature of bulky content management application is also not practical for many companies who cannot afford to designate staff to such a time consuming process. For those who have the means to support this environment the process remains inefficient. As competition tightens and companies find ways to do more with less, metadata input becomes a thorn in the side of shrinking budgets.

As traditional boundaries are blurred and organization move from storing simple data to comprehensive

information warehousing, the need to investigate, discover, and utilize this information becomes a necessity. Contextual referencing technology answers the call for unique implementations of search to utilize the storage environment. By automating the interpretation of context, the need for metadata creation and the human resource and error attributed to its process are eliminated. The contextual references identified offer reliable uniformity with which companies can quickly and efficiently create an inexpensive and highly valuable keyword in context searchable content environment.

The ability to search contextually across platforms and reference both structured databases and unstructured documents is a core ability of next generation solutions. Thus offering end users interoperability and relevance across disparate information sources. Seamless integration to existing applications allows companies to reference information across the organization and take control of the huge proportions of content. When used with and ported to existing storage and backup hardware and software, users can experience real time availability by adhering to standard saving and submission policies. Ease of customization is also important when implementing content management solutions, so customers can tailor the application to their specific needs.

The goal of contextual search is to provide one easy to use package and put the power back to content contributors through useful and relevant information retrieval. The key to this power is in the automated contextual reference to keyword searches, tailoring the search to the specific part of a text or statement that surrounds a keyword and determines the interpretation of meaning. End users can experience the retrieval of only those documents that pertain to the issues they define, and not just documents that contain keywords that later prove irrelevant. Through streamlined search and discovery organizations can experience confidence in relevant high availability of information, that helps create enhanced productivity and employees that spend their time completing important tasks, not trying to find the information needed to get started.