

SAP® BusinessObjects™ INTELLIGENT SEARCH
INSIGHT FROM HUNDREDS OF HIGH-VALUE INFORMATION SOURCES
ALL THROUGH A SINGLE INTERFACE

SAP BusinessObjects INTELLIGENT SEARCH

Gain insight from hundreds of high-value information sources – using a powerful federated search solution with integrated business intelligence (BI) functionality that identifies, categorizes, and produces alerts on all information.

Informed Decision Making

Informed decision making requires access to timely and complete information. In roles as varied as pharmaceutical researcher, product manager, government analyst, legal compliance expert, and more, people need to search for mission-critical data quickly and easily. Thus, single-query functionality is essential. You must be able to use a single query to search for, and receive alerts to, information that resides in both internal and external sources.

Federated Search

SAP® BusinessObjects™ Intelligent Search software brings you a fully integrated and logical composite of a variety of information sources. Search for content internally and externally, accessing the Internet, subscription services, internal documents, BI reports and metrics, and enterprise data and records repositories.

Extract and Analyze

Once SAP BusinessObjects Intelligent Search acquires information, it uses sophisticated extraction technology to extract and analyze the most relevant people, places, and events. It then places the results in intelligently grouped clusters. This rich classification functionality helps you pinpoint documents quickly and see relationships you might otherwise overlook.

Continuous Monitoring

SAP BusinessObjects Intelligent Search continually monitors your information environment for new and changing information, and automatically alerts you as changes unfold. It helps you stay informed in real time by enabling you to set up personalized e-mail and mobile alerts, which you can base on changes to a specific document or Web page or the appearance of newly available information. A relentless assistant, SAP BusinessObjects Intelligent Search relieves you of the drudgery of research while increasing your productivity.

Automated Information Discovery

In short, SAP BusinessObjects Intelligent Search automates the process of information discovery. Rather than repeatedly querying each information source individually, or extracting the data by hand and spending hours analyzing the results, you can use SAP BusinessObjects Intelligent Search to do the work. It automatically finds disparate information and then extracts the data with an intuitive, “human-level” understanding of the content. SAP BusinessObjects Intelligent Search allows you to:

- Automatically pull together analyst reports, news articles, and U.S. Security and Exchange Commission (SEC) filings for complete competitive analysis
- Monitor your brand globally
- Monitor chatter from a variety of classified sources, blogs, and other open sources
- Be alerted when risks occur, such as fraudulent or competitive activity taking place

Federated Search

Find Critical Information from All Internal and External Sources

Years after the promise introduced by portals, information is still trapped in organizational silos. Although search engines can get you to the open Web, you still have to visit various other Web sites and systems to access subscription-only content, deep Web sources, and internal document and BI repositories. Further, there is no way to instruct a search engine to do something like, "Watch my competitors' Web sites – and tell me when they change."

SAP BusinessObjects Intelligent Search leverages existing authentication and password mechanisms to allow you to search all of these information silos at once. It provides the capability to securely access:

- **Deep Web sources**, such as patent databases, SEC filings, government Web sites, blogs, and newsgroups
- **Public domain Web sources**, such as search engines, blogs, competitors' Web sites, and news publications
- **Subscription-only content**, such as PR Newswire, LexisNexis, wire services, association member Web sites, and analyst sites
- **Enterprise document repositories**, such as Google Search Appliance and Oracle Secure Enterprise Search installations
- **BI reports, metrics, and repositories**, including searches across multiple deployments of SAP BusinessObjects Enterprise software
- **Classified sources** (with applicable security)

Smart search functionality includes:

- **Secure search** – Leverage existing single sign-on and authentication schemes to provide secure access to subscription and other password-protected data sources.
- **Native search** – Automatically translate search queries into multiple, source-specific query languages.
- **Clean, relevant search** – Quickly see documents from a variety of sources based on their relevance to your information needs. SAP BusinessObjects Intelligent Search eliminates duplicate results.
- **"More like this" search** – Just highlight an individual result, and the system finds similar results automatically.
- **Advanced sorting and filtering** – Sort and filter results by relevance, date, source, category, or other criteria. Advanced filtering identifies the most relevant themes, people, organizations, places, product names, and other information.

Results are automatically sorted for relevance and presented with keyword-in-context summaries. You can view "top mentions" and categories, with the summaries for each result – allowing you to see the most relevant people, companies, and concepts mentioned in the full body of text results. The relevance sorting and summaries help you locate documents of interest quickly and minimize unnecessary click-through to irrelevant results.

Intelligent Clustering

Quickly Identify Relationships

Simply getting hundreds of results from hundreds of sources isn't very useful unless you also have a way of quickly navigating through those results to get the exact information you want. SAP BusinessObjects Intelligent Search leverages highly sophisticated extraction technology, unsurpassed in any federated search solution. Much more robust and functionally rich than a search engine, SAP BusinessObjects Intelligent Search analyzes the complete text of documents and conceptually understands the information it finds. Accordingly, it clusters relevant results in intuitive categories, such as by people, places, organizations, companies, concepts, and other information contained within the full text of search results – not just the summaries.

More than 30 entity types are available. Administrators can also customize the system to cluster by industry-standard or company-specific taxonomies, as well as by custom list-based or pattern-based entities, such as project code

names, terrorist names, gene sequences, SKUs, and much more. With SAP BusinessObjects Intelligent Search, just click and see at a glance what's relevant and what's not.

Information Alerts

Stay Informed of Risks and Opportunities in Real Time, as They Unfold

Personalized search alerts keep you aware of the latest information in real time. The alert module in SAP BusinessObjects Intelligent Search allows you to set up personalized e-mail, mobile, and landing-page alerts that immediately make you aware of new information relevant to your search. The software monitors changes to specific documents or Web pages, and continually searches the environment for newly available information of interest.

Alert-specific functions include page tracking and saved-search alerts.

Page Tracking

By automatically tracking content, SAP BusinessObjects Intelligent Search alerts you to changes to a single Web page or a specific document of interest. SAP BusinessObjects Intelligent Search keeps you aware of developments that are most important to you – such as price changes on a key product, or patent-filing status changes, for example. The software can monitor your competitors' Web sites and continually examine news coverage and press releases to keep you steps ahead.

Saved-Search Alerts

SAP BusinessObjects Intelligent Search keeps you informed in real time with e-mail or mobile alerts on the latest information that might affect business decisions. For example, the software can tune in to newly available information on new-product coverage, new Usenet postings, new patents, and more. The system knows what you've already seen and what's new, freeing you of the burden of processing redundant or outdated results. You need only ask once to stay on top of daily changes.

Extractable Languages

SAP BusinessObjects Intelligent Search is able to work with information in a wide range of languages, as depicted in the table below.

EXTRACTABLE LANGUAGES

Arabic	French	Portuguese
Catalan	German	Romanian
Chinese (Simplified)	Greek	Russian
Chinese (Traditional)	Hebrew	Serbian
Croatian	Hungarian	Slovak
Czech	Italian	Slovenian
Danish	Japanese	Spanish
Dutch	Korean	Swedish
English	Norwegian (Bokmal)	Thai
Farsi	Norwegian (Nynorsk)	Turkish
Finnish	Polish	

Quick Facts

Summary

SAP® BusinessObjects™ Intelligent Search software provides insight from hundreds of high-value information sources, all through a single interface.

Business Challenges

- Access a wide range of internal and external information sources
- Understand the significance and relevance of a cross-section of data
- View information in context

Key Features

- **Single interface** – Use a single interface to access the content you need from hundreds of high-value information sources
- **Automated discovery** – Find critical information from all internal and external sources, including Internet sources subscription content, and deep Web sources
- **Intelligent clustering and smart search functions** – Identify hidden relationships and find relevant data

Business Benefits

- **Informed decision making** by accessing timely, complete information
- **Ability to quickly navigate hundreds of data sources** to identify relationships that may otherwise be obscured with intelligent clustering functionality
- **Identification of risks and opportunities** as events unfold with information alerts

For More Information

To learn more about SAP BusinessObjects Intelligent Search and other BI solutions, please visit us on the Web at www.sap.com/sapbusinessobjects.

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