The Power of AI-Assisted Enterprise Search
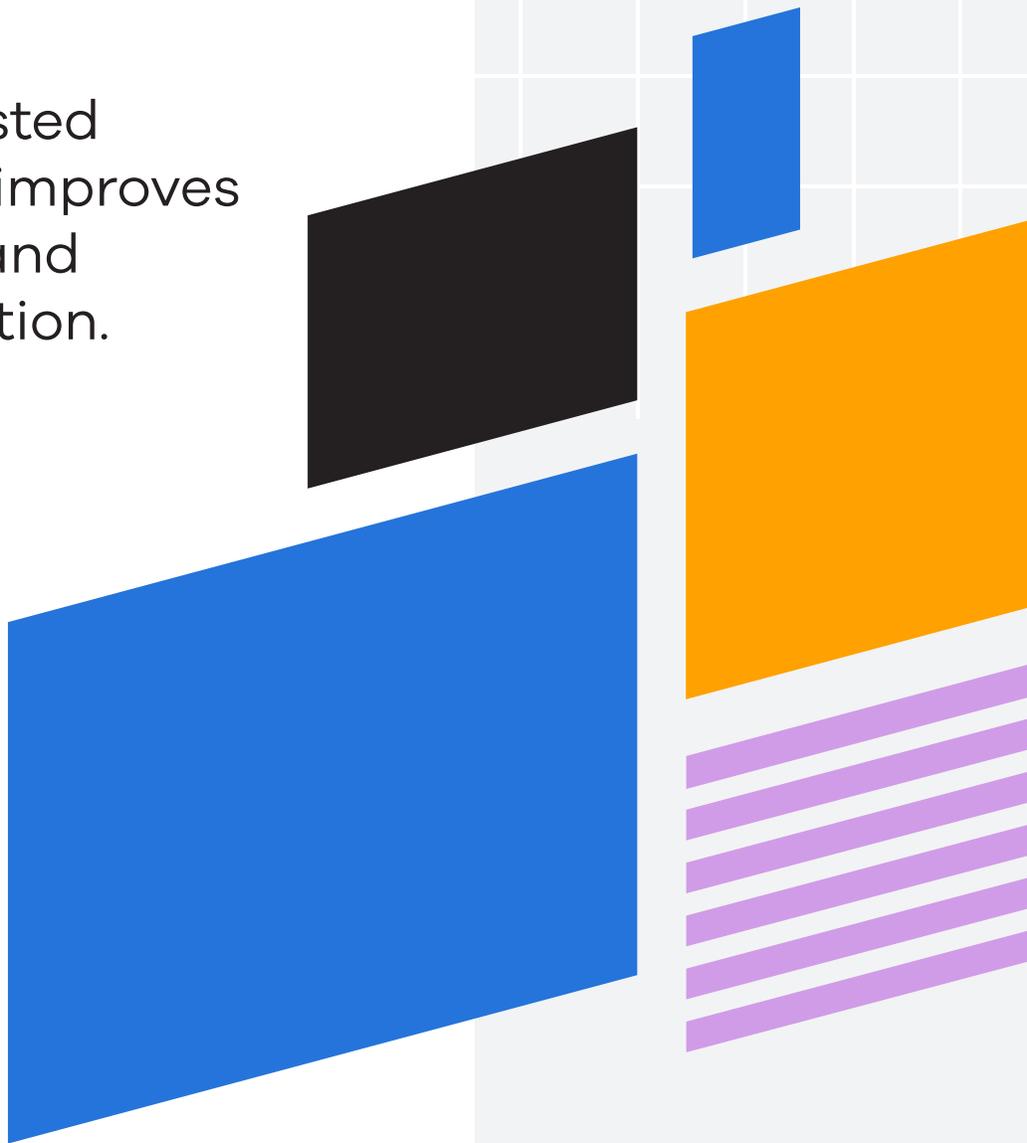
Learn how AI-assisted enterprise search improves productivity, ROI, and employee satisfaction.

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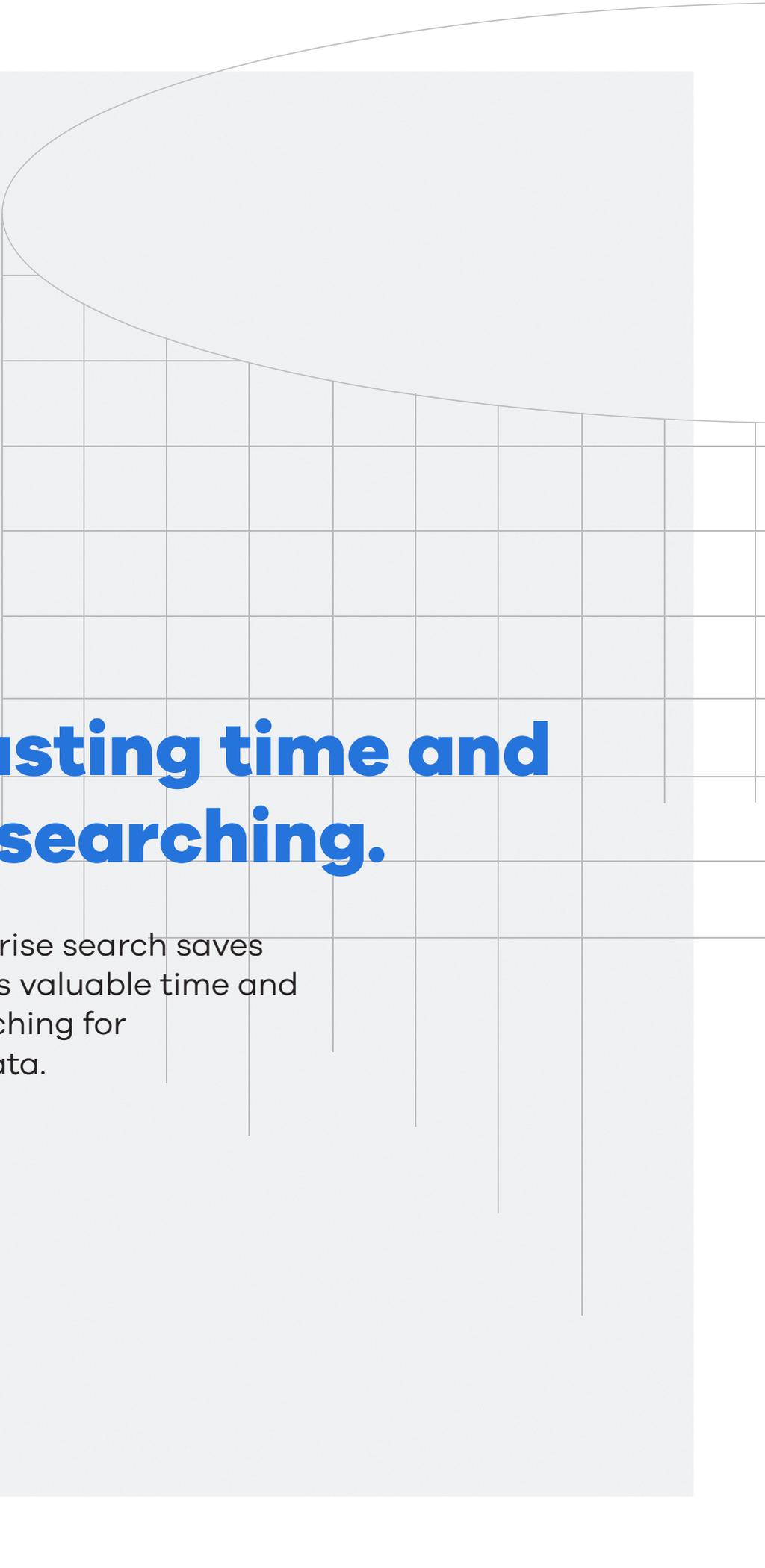
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Stop wasting time and energy searching.

AI-assisted enterprise search saves knowledge workers valuable time and energy when searching for documents and data.

2.5 HRS

Employees spent 2.5 hours a day (30% of the work week) searching for data.*

Based on analysts reports at IDC

Knowledge workers around the world waste an enormous amount of time searching for documents and data across multiple internal and external sources.

According to analysts, this wasted time adds up, resulting in lower ROIs and lost productivity. McKinsey estimates the average employee loses about 1.8 hours a day (20% of their workweek) while analysts at IDC put that figure at 2.5 hours a day (30% of their work week)!

Unifying this data is a struggle as organizations juggle disparate siloes like Outlook, SharePoint, Salesforce, Amazon S3, Google Drive, and beyond.

The problem is only getting worse.

Today, organizations have more data than ever spread across a variety of applications and physical and digital sources.

The good news: BA Insight provides the ability to deliver a unified search experience that includes results from all of your content sources.

Unify your search experience.

Whether you are using a platform-based search engine such as SharePoint Online/ O365, SharePoint Server, or a standalone search engine such as Elasticsearch, Apache Solr, Amazon Kendra, AWS OpenSearch, or Azure Cognitive Search, BA Insight provides connectivity that delivers a single AI-enhanced search environment in multiple ways:

Single index. BA Insight connects and provides secure indexing and an Internet-like search experience to your users.

Federated indices. BA Insight connects to multiple content repositories, offering a seamless search and single set of results
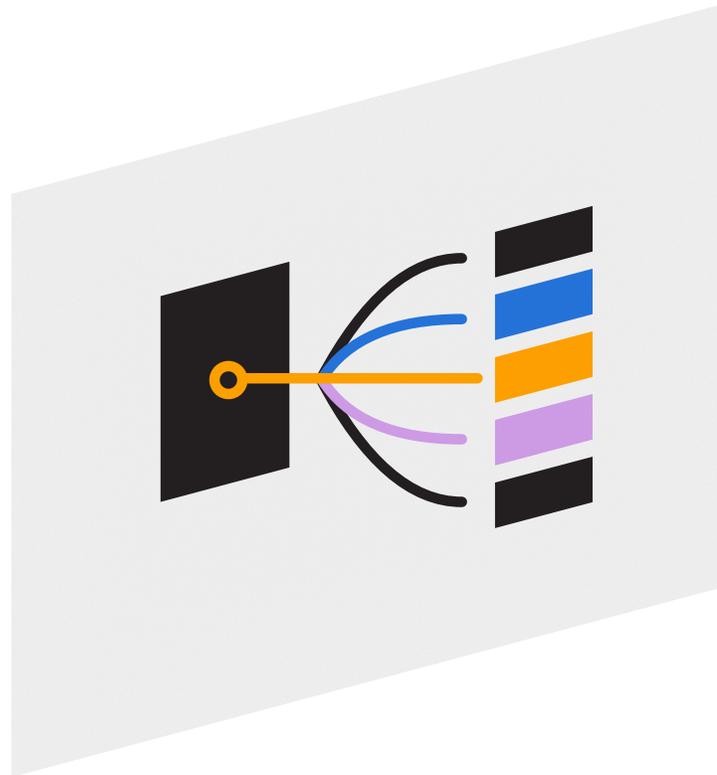
A trusted solution to enterprise search.

BA Insight's solution to AI-assisted enterprise search has already been adopted by:

- 3 of the 4 top Consulting Firms

- 6 of the 10 premier Biopharmaceutical Companies

- 5 of the 10 largest Law Firms

- 4 of the 10 leading American Oil and Gas Companies

125+ companies use BA Insight to enhance enterprise search for more than **3.5 million users.**

02

Why enterprise search should be mission-critical.

Businesses run on information and finding the right information quickly is vital to success.

Finding the right information quickly is vital to success.

The best way to appreciate the value of efficient search is to consider the many ways in which existing—hidden—data can provide value. Consider a sales representative preparing a presentation for a new customer interested in purchasing an irrigation system for their water-constrained golf course in Arizona. where their documents would be.

The course has a full 18-holes plus a short 9. The sales rep knows a colleague has created presentations in the past for a similar course in another state but isn't sure who to ask, or where their documents would be.

Additionally, time is lost whenever someone accesses and navigates a data store they don't normally use. It could be an HR system an employee uses once or twice a year, information that is buried in Salesforce or a cloud-based server, or sifting through your ever expanding email inbox.

With the rise of social media, big data analytics, and video communication information can now be unstructured or semi-structured, unlike traditional structured data.

From RFPs to PowerPoints

The same goes for anyone involved in responding to an RFP, or who wants to save time in creating a PowerPoint by finding what others have created for similar clients. Or, someone who needs to find data from disparate application stacks or databases.

Improving search empowers employees.

The faster and more precisely an employee can find the right data, the better they'll be at meeting the needs of their customers. Organizations need to make enterprise search mission-critical to improve productivity and gain a significant competitive advantage.

Organizations know that more data means greater value. But, data is only useful if it is readily available to all employees from an integrated, centralized search environment like BA Insight.

Challenges we've helped customers overcome.

1. Enabling search from within the applications users rely on daily— with no application bouncing required

2. Making content available across multiple line-of-business systems

3. Improving enterprise-wide efficiency by providing personalized results from one search box

4. Delivering users enterprise search for specific use cases with relevant first-page results for users
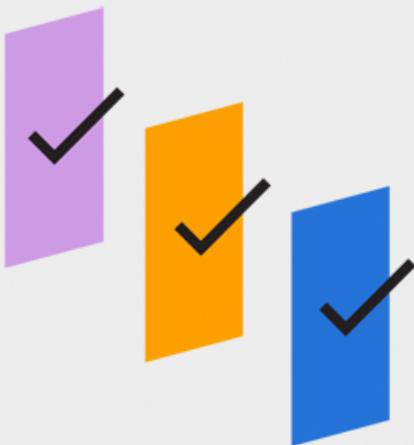
03

Why search has been so difficult.

Search is a complex field involving multiple engines, platforms, and data sources all needing unification.

Why can't I just Google it?

Internet search engines like Google and Bing instantaneously dive through a world of data and emerge with impressive results. So, a common complaint from knowledge workers is: Why can't we do this across our intranet?

The answer, of course, is that internet search engines are dealing with . . . the internet, that universe of sites that are built to be open to all. Each page is meticulously tagged to be findable, behind the scenes there are administrators tuning relevancy. AI is used in multiple ways ranging from natural language interaction to tagging images so that they are findable.

What about my organization's intranet?

Intranets have historically been quite different. Usually, they involve a variety of systems, little to no tagging, and a weak, keyword-only search. To make matters worse, intranets generally have to provide role-based access in a secure manner that enforces policy and safeguards intellectual property.

Add to that the diversity of architectures and platforms, and the real scope of the problem becomes clear. An organization could have hundreds of line-of-business applications running on different operating systems, utilizing different database management systems, all requiring their own code and protocols to support search.

Unifying and integrating complex systems takes time, money, and lots of effort.

Traditionally, integrating and unifying an organization's content storage platforms and sources requires a massive development and systems integration effort. Usually, a large dedicated staff is assembled to continually troubleshoot as applications within the enterprise are updated or develop search integration problems.

Additional complexity is introduced by the need to apply role-based access, compliance policy, and security enforcement across all the accessed applications and data stores.

In most cases such integration projects are either not undertaken or incompletely executed, leaving knowledge workers dissatisfied. They quickly revert back to the time-consuming task of running multiple searches against multiple disparate applications and data stores, which leaves a vast value of information hidden. Or even worse, workers just give up and reinvent the wheel.

Here's an example of how complex an integration can be: one such legal firm (now benefitting from our BA Insight AI-assisted search environment) wanted to unify search across six different content storage platforms and needed to support search across multiple languages. Whew!

120⁺

Customers using BA Insight across industries

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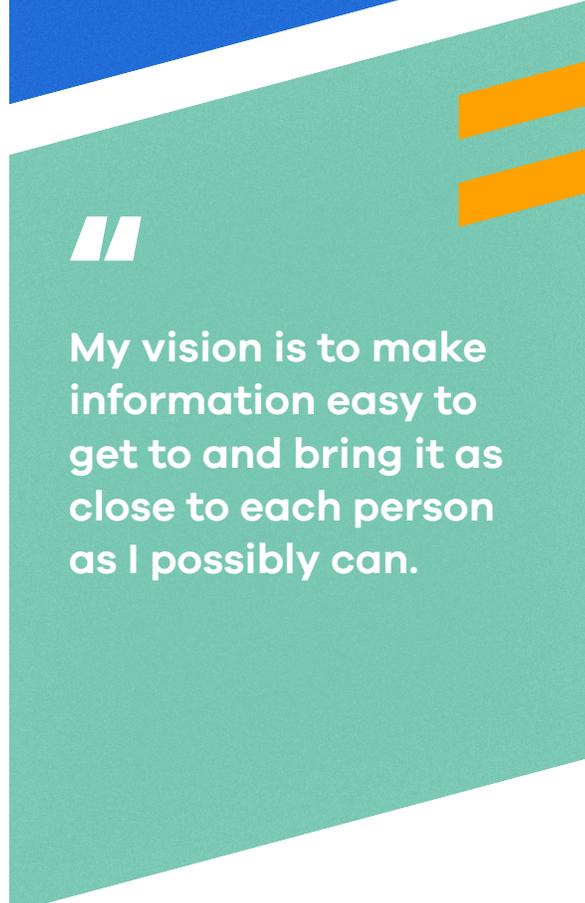
My vision is to make information easy to get to and bring it as close to each person as I possibly can.

04

Building a better unified search environment.

Building a unified search environment improves outcomes across an organization.

3.5 MIL

BA Insight users across industries.

BA Insight provides a search environment that unifies disparate applications and data stores both by the creation of a single unified search index containing information from multiple systems, and the ability to search across multiple search engines. This removes the pain, frustration—and time sink—from enterprise search.

One of its great strengths is that BA Insight isn't a search engine, but a platform that creates a more powerful, comprehensive search environment, supporting whatever search engines you currently use, as well as search engines you would like to add. It does this with a robust architecture to facilitate connections, as well as automated tagging technology to make searches more relevant for individual users.

To get a better idea of how our modular search environment works, here's a quick look at some of our core elements—all of which can be deployed either as individual modules or combined for a more complete solution.

Our modular architecture makes it easy to implement only the pieces that address your most pressing needs. Of course, once our customers experience the value of one module, they are generally eager to add the others.

Our core modules:

SmartHub

SmartHub is at the heart of our AI-driven platform that enables you to deliver an internet-like, personalized, and highly relevant search experience to your users. Provide connected and actionable search experiences using features such as analytics, AI, intelligent query processing, and personalization to achieve maximum flexibility and scalability using the AI platform(s) and search engine(s) of your choice.

Connectors

BA Insight covers it all. With support for 90+ connectors and growing, ConnectivityHub is our highly scalable, purpose-built platform upon which we build indexing/ingestion connectors for business and enterprise systems to connect with your choice of Amazon Kendra, Amazon OpenSearch Service, Azure Cognitive Search, Elasticsearch, Microsoft Search, SharePoint Online, SharePoint On-premise, Solr and more.

AutoClassifier

At the heart of any good search is superior metadata. Through integrated AI, rules-based tagging, Natural Language Processing (NLP), and text analytics, AutoClassifier automatically extract metadata from documents, databases, and other records—removing the burden of tagging from users, for both new and existing content.

SmartHub

SmartHub is at the heart of our AI-driven platform that modernizes enterprise search, enabling you to deliver an internet-like, personalized, and highly relevant search experience to your users. SmartHub accomplishes this by creating an integrated enterprise search environment. This environment allows organizations to use whichever search engines they like—including multiple search engines—while connecting to whichever applications and data stores an organization chooses to make available for search.

The result is that a user can enter a single query, which behind the scenes is being executed on different search engines against all required applications and data stores—with the results presented as a unified set of relevant hits.

Out of the box, SmartHub integrates with five different search engines and three different AI platforms—with more to come. SmartHub also provides immediate integration with SharePoint, Teams, ServiceNow, Salesforce, Dynamics, and Outlook which delivers access to enterprise search directly within those applications. SmartHub even allows you to plug into your own custom UI.

Easy to deploy, SmartHub sits on an IIS server and combines AI and machine learning, with an admin console and tunable user interface to increase the relevancy of search results. SmartHub query processing is enhanced by index orchestration, natural language processing, AI-driven relevancy, machine-learning bots, analytics and reporting to ensure users get the information they need without having to wade through irrelevant findings.

This is how users—who otherwise would have to search applications separately—can now launch a single search query against core applications such as Exchange, Teams, Dynamics, Salesforce, ServiceNow, SiteCore, and a world of other line-of-business applications.

10⁺

Out-of-the-box Integrations with search engines, AI platforms, and common enterprise platforms

Connectors

We provide over 90 out-of-the-box connectors, enabled by the BA Insight ConnectivityHub, our highly scalable, purpose-built platform upon which we build indexing/ingestion connectors for business and enterprise systems to connect with your choice of Amazon Kendra, Amazon OpenSearch Service, Azure Cognitive Search, Elasticsearch, Microsoft Search, SharePoint Online, SharePoint On-premise, Solr and more.

Our connectors create a unified search index to provide your users with a single place to find information from all the sources they need while respecting security entitlements placed on content in those sources.

From an architectural standpoint, our connectors are responsible for pushing content into the any of the search indexes mentioned above. The connectors handle mapping of all of the security attributes associated with content to ensure that as data goes into the index, it includes the required information that determines who has access to see it. This full fidelity security helps ensure that only people who are allowed to see things are going to get those back in their search results.

The latest list of our connectors is on our website and you can see them using this link.

When coupled with BA Insight's SmartHub, ConnectivityHub breaks down the traditional boundaries of enterprise search, providing users with policy-based access across your organization.

90+

**Connectors available
out-of-the-box
with BA Insight**

AutoClassifier

To make search work, information must be tagged. Our AutoClassifier uses a combined AI-driven and rules-based approach to automatically extract metadata from documents, databases, and other records—removing the burden of tagging from users, for both new and existing content. AutoClassifier can also generate metadata and create tags for images, videos, audio, and other non-traditional information sources. It seamlessly integrates with Natural Language Processing from Amazon, Microsoft or Google platforms to generate content summaries.

In conjunction with our ConnectivityHub, AutoClassifier performs the tagging process at indexing time, to any of the search engines we support, providing a smart index that has security mapped and content tagged.

BA Insight's SmartHub can leverage the data intelligence created by AutoClassifier to enable hyper-accurate search results; personalized, predictive and proactive delivery of content to users; and a complete framework for data segmentation and analysis across all enterprise data.

Transforming the search experience.

SmartHub, ConnectivityHub, and AutoClassifier provide a transformative, AI-driven search experience to your organization and deliver multiple benefits to IT organizations including:

• Secure, modular, plug and play architecture for flexible deployments

• Flexibility to choose (and change) search engines and AI platforms

• Speed and ease of deployment

• Mobile-ready search experience

Modular design and plug and play architecture for flexible deployments.

BA Insight features a modular design, letting customers use one, two, or multiple components to create a solution tailored to their needs. Unlike deploying a larger, complicated platform where less than 50% of the functionality is used, we focus on the best product solution for each client.

50%

Of functionality typically used on large complicated platforms

Designed for your unique implementation needs.

Customers greatly appreciate the modular design of BA Insight. They value being able to use one, two or many components to create the solution that meets their requirements. This is different from deploying a larger, complicated platform where less than 50% of the functionality is used. Some examples are:
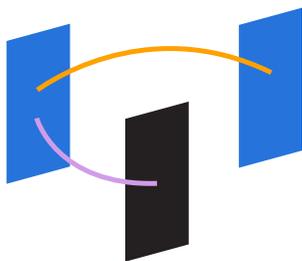
Extending reach with connectors.

Some of our customers are happy with their existing SharePoint or other search environment, but they want to integrate additional sources such as ServiceNow or Salesforce. They purchase one or more connectors to solve their problem.
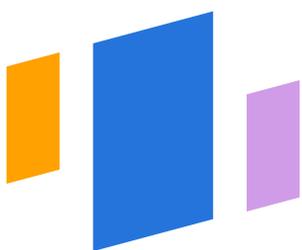
Improving tagging with AutoClassifier.

Some of our customers use AutoClassifier as a standalone product to automatically apply metadata to SharePoint or O365 content, and some use it with connectors to add metadata so that users can get precise results. Either way, AutoClassifier provides rich tagging capabilities—including incorporating an organization's custom taxonomies and using machine learning to enhance tagging precision.

Accessing multiple search engines.

Some customers begin their journey with us by purchasing SmartHub to give users a more robust and user-friendly search experience with O365, Elastic, Azure, or Solr as their search engine to build a specific application or deploy enterprise-wide. Of course, when you combine SmartHub, Connectors, and AutoClassifier, you have a perfect "better together" solution. But an enduring value of BA Insight is the ability for organizations to begin their deployment on a modular basis.

Powerful search solutions perfect for your organization.

Choose and change search engines + AI platforms.

Technology is always changing and evolving, so organizations shouldn't allow themselves to get locked into closed solutions.

Our portfolio supports five search engines (Azure Search, Elasticsearch, Microsoft 365, Microsoft Search, and Solr); four AI platforms (Rasa, Microsoft Cognitive Services, and Amazon AI); and it can run in the environment of your choice (on-premise, AWS, Azure Cognitive Search, etc).

Speed and ease of deployment.

Our software-centric approach reduces the average implementation to less than 30 days. A core part of our philosophy is partnering with your team during implementation to build expertise, autonomy, and immediacy while implementing a solution that exceeds expectations.

Mobile-ready.

Our search technology is mobile-ready, out of the box, and designed for mobile, cloud, and on-premise deployment.

User friendly to enhance productivity.

SmartHub provides multiple user-friendly features that enhance productivity, including features like Type-Ahead, natural language processing, AI, and machine learning that combine to provide a smart-search environment where people can find the information they need without the frustrations of typical search. Our fully customizable UI means that organizations can blend our powerful SmartHub into the look and feel of their existing intranet environment.

05

Improving ROI & ROV through AI-assisted enterprise search.

A unified solution to enterprise search improves ROI and ROV.

$500K

Dollars saved a year by saving employees 5 minutes a day with an enterprise search solution

42 hours a day
208 hours a week
10k + hours per year

Time saved by eliminating just five minutes a day with an enterprise search solution

We began our paper with a look at what McKinsey and IDC had to say about the enormous amount of time spent on searches.

Exacting ROI figures are difficult to generate because historical data of knowledge workers does not exist, and there is a variability between individuals, work habits, job types, and a world of other variables. For illustrative purposes, you could take even very conservative figures and still emerge with huge potential.

Five minutes saved per day adds up.

If 50% of employees saved just five minutes a day from a more efficient search solution, and you have 1,000 employees, you come up with figures like these:

- 2,500 minutes per day, or about 42 hours saved.

- 12,500 minutes per week, and approximately 600,000 minutes (10,000 hours) per year saved.

Multiply that 10,000 hours by $50 (about what a $100K per year employee earns per hour) and this equates to $500,000 per year from saving just half of those 1,000 employees 5 minutes per day in their searching efforts.

You can multiply all the above by 2,000 employees, or 10,000, and the value of even the most modest of improvements is manifold.

Turn to return on value (ROV) and the potential gains are even greater as you consider employee productivity, effectiveness, and job satisfaction.

Improve ROV by streamlining search and discovery.

Increased employee satisfaction

Workers who can readily find the information they need to do their jobs are naturally happier and more productive.

Increased customer satisfaction

Customers who interact with well-informed employees receive the information they need more quickly and have a better overall customer experience.

Increased loyality and commitment

Employees who feel that their employer invests in their success exhibit a higher degree of loyalty than those who don't.

Increased engagement and commitment

When employees are productive and happy, they contribute more and make the company a better place to work.

Decreased dependency on a few experts

Enable your experts to produce more rather than answering repetitive questions.

Global availability of knowledge and expertise

BA Insight can enhance ROI and ROV by helping you unlock a new world of search, a place where your people can harness knowledge more efficiently and more creatively to better achieve business goals.

See it for yourself.

SmartHub, ConnectivityHub, and AutoClassifier are powerful search tools on their own and provide an amazing better-together platform when combined. To fully appreciate how this can help your organization soar, we would love to provide you with a demonstration—using your own data.

Schedule a demonstration.

bainsight.com/request-a-demo/
phone: +1.339.368.7234