



## Why Enterprise Search Fails in Most Cases... and How to Fix It

# Why Enterprise Search Fails in Most Cases... and How to Fix It

## First Generation Enterprise Search Failed

Organizations widely deployed enterprise search tools in recent years, yet most business workers still complain that they cannot find the critical information they need to do their jobs. There are many reasons that business workers and IT are disaffected with traditional enterprise search:

### Not user-friendly

Most search interfaces present like a Web page with a series of links to document titles, without in-line document preview or iterative refined search.

### Failure to address the bulk of business professionals' information

By ignoring end users' email and local documents, most enterprise search solutions miss about 80 percent of the end users key business data.

### Misplaced reliance on web search methodology

The "Google paradigm" of web search uses organic linking or user rankings to determine the rank order of results, but that approach provides little value in the enterprise.

### Massive IT effort to scale

Traditional enterprise search solutions have become "science projects" burdened by long deployments and high cost of ownership.

## Three Distinct Forms of Enterprise Search

Each distinct form of search is appropriate for various use-cases and, to be effective, requires that the search engine, methods of analysis and workflow be specifically designed for the particular use case:

	Informational Web Search	Big Data	Business Productivity Search
<b>Data Author</b>	Someone else	Data Center / No one	Self or a colleague
<b>Search Type</b>	Inquisitive	Analysis	Retrieval
<b>Method of Analysis</b>	Programmatic	Programmatic	Personal
<b>Analytical Engine</b>	Algorithms; relies on organic linking	Algorithms	Human brain
<b>Interface</b>	Web page; links to results	Dashboards; charts and graphs	Single pane of glass for emails, files, and more; attachment preview; integrated metadata filters
<b>End User Control</b>	No	No	Yes
<b>Results Tuning</b>	Global	Intra-organization	Personal

The traditional approach to enterprise search has focused on informational web search and Big Data use-cases, but those account for only 20% of the use-cases for enterprise search. It is no wonder that business workers cannot find anything – enterprise search has never focused on the core requirement of end-user business productivity.



### Addressing Enterprise Search Today

In order to avoid being mired in this disastrous cycle, the top priority for “enterprise search” should be the enablement of user-friendly productivity search because:

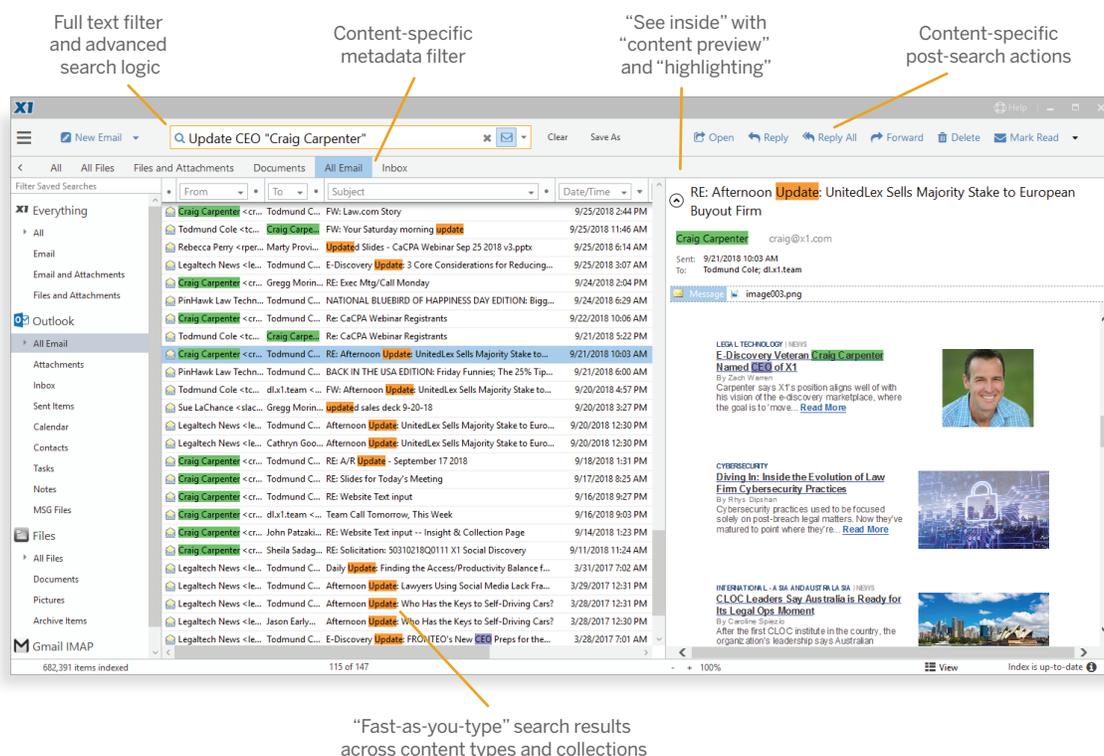
- The consumerization of IT requires solutions that business users will not only adopt, but also embrace. Search is by definition driven by end-user experience, and enterprise search initiatives will fail unless the top requirement focuses on “UX” – not checklists authored by system integrators.
- Business worker access to information for business productivity purposes is best enabled when the human brain, not big data algorithms, is the main analytical engine behind the search.
- To be effective, business productivity search must incorporate search and review of users' email, attachments, documents, SharePoint and other key enterprise data all in a single interface.
- Traditional approaches to scaling enterprise search are heavy, requiring huge investment in infrastructure and human resources to support.
- Flexibility is key for today's IT environments that mix on-premise data centers with cloud-based and virtualized solutions to create a hybrid of infrastructure elements to deal with.

## The Right Productivity Search Solution

Because business worker adoption of a search solution is the foundational element to achieving return on investment, organizations should prioritize productivity search. The critical elements of a good productivity search solution are:

- A unified, actionable interface
- Leveraging the human brain as the driving analytical force
- Search of user email, local documents, SharePoint and other key enterprise data in a single pane of glass
- Providing IT flexibility
- Ability to deploy in any IT environment, including virtual and hybrid cloud

Given these requirements, X1 emerges as the best choice for a business productivity search solution. The X1 Search 8 interface is award-winning and beloved by users (try finding users that love traditional enterprise search). Business professionals can search emails, files, SharePoint, and the other content they need to do their jobs in a single-pane-of-glass interface that is actionable. Directly in the UI, users can respond to emails, for example, or check out SharePoint documents.



With this kind of user interface, business workers can use their brains to find information. They can instantaneously filter and preview directly in the UI, providing an iterative search process, making it possible to find that critical document in a matter of seconds.

## Conclusion

Business workers and IT staffers alike will admit disappointment with traditional enterprise search solutions. That is because most of those solutions use a web search or a Big Data analytics approach to enterprise search. Those approaches address about 20% of the use-cases for search in any given organization: use-cases that involve heavy analytics or hardware-intensive indexing. The other 80% of use-cases involve business workers needing to find and take action on their information – productivity search. It is possible to roll out an extremely user-friendly productivity search experience to business workers and to do so in a cost-effective manner. With X1's approach to business productivity search, organizations can give users fast access to information no matter where it lives. The result is happy business workers and happy IT staffers – the holy grail of any IT project.

---

X1 ([www.x1.com](http://www.x1.com)) creates exceptional solutions for people and organizations that need to find information, whether on individual desktops, company networks or social media at the fastest speeds in the industry. Powered by award winning and patented technology, X1 customers range from individual users, small businesses, law enforcement and federal agencies to Fortune 500 companies, where we have implemented hundreds of thousands of licenses.

Please contact X1 at [info@x1.com](mailto:info@x1.com) or visit [www.x1.com](http://www.x1.com) for more information.

For more information, please contact  
[info@x1.com](mailto:info@x1.com)

**X1**  
130 West Union Street, Pasadena, CA 91103

877-999-1347 tel  
626-535-2701 fax

©2019 X1. All rights reserved. X1 and the X1 logo are either registered trademarks or trademarks of X1 in the United States and/or other countries. All other trademarks are the property of their respective owners.

---