



# Coveo Case Study

## Yellow Pages Group



*Yellow Pages Group (www.yellowpages.ca) is Canada’s largest directory publisher. Today, with more than 340 directories, an online reach of 42 percent of all Canadians, approximately 2,000 employees, and revenue of nearly \$1 billion (Canadian), the company is a leading media company in Canada.*

*Yellow Pages Group’s network of Web sites includes Canada’s most visited online directories—YellowPages.ca™, Canada411.ca, SuperPages.ca and CanadaPlus.ca (which regroups local sites for Montreal, Quebec, Ottawa, Toronto, Edmonton, Calgary and Vancouver). These directories attract an average of 9 million unique visitors each month.*

### Millions of Canadians Depend on Fast and Accurate Find Engine™

Our information society is awash in unorganized content; however, Yellow Pages Group, through its online search capabilities, is improving the situation by leveraging the Internet to its fullest and making directory services more powerful and easy to use for millions of Canadians. To accomplish its goals, the group required a search-powered information access solution able to quickly deliver secure and accurate information over thousands of Web sites. Furthermore, to accommodate the rapidly growing volume of online information, Yellow Pages Group had to offer unstructured search capabilities for keywords and phrases. As the owner of the sixth most visited network of Web sites in Canada, the company needed more than what traditional structured result sets could offer, so it turned to Coveo—a leading provider of search-powered information access solutions.

Stephane Lacombe, Program Director at Yellow Pages Group, explains the project’s main difficulty: “We are working with millions of documents so supporting this level of content search was a definite challenge.” Yellow Pages Group initially considered other options such as hiring more personnel to organize the information or outsourcing the new capabilities, but none of these solutions was cost-effective.

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### BENEFITS & LESSONS LEARNED

Thanks to Coveo’s sophisticated architecture, YellowPages.ca main features include:

- The possibility to organize unstructured information in order to improve user experience
  - The ability to process millions of documents in minimal time
  - A low cost of ownership resulting in reduced document processing expenses and efficient re-using of information
  - The potential to monetize keywords.
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For an efficient automated solution, Yellow Page Group turned to Coveo Enterprise Search for Intranet to provide an important part of the YellowPages.ca infrastructure. The new YellowPages.ca site was launched formally in early September 2006—after a successful beta version incorporated feedback from more than 15,000 users.

## Coveo's Enterprise Search Solution Crawls Hundred Thousands of Sites and Indexes Millions of Documents

In the new YellowPages.ca site, users can search by keyword or phrase and quickly navigate a structured result set comprising categories such as payment methods and hours of operation—which allow to locate and compare advertiser services. The new Web site also includes an expanded universe providing information from publicly available URLs as well as proprietary data—including paid advertisements, business profiles, menus and maps.

To achieve these results, Coveo Enterprise Search for Intranet crawls hundred thousands of advertiser Web sites and PDF files and indexes millions of documents. Then, advanced rules and algorithms leverage a powerful query language to analyze the information and automatically extract key categories.

Mr. Lacombe explains the impact of Coveo's software on YellowPages.ca: "By leveraging existing IT investments, Coveo Enterprise Search for Intranet offers a highly configurable solution with a low total cost of ownership and minimal administration. YellowPages.ca differs from other information access solutions because it provides more depth and accuracy of content thanks to Coveo technologies and the work of the Yellow Pages Group sales force.

“YellowPages.ca is essentially an online 'find engine.' Users have access to a wealth of proprietary business information and we are now able to push relevant and structured results for their benefit.”

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