



# Killer App for Knowledge Management: Mobile Email Search

## BLACKBERRY® AND WINDOWS MOBILE GET SECURE, FLEXIBLE, EFFICIENT ACCESS TO ACTIVE AND ARCHIVED EMAIL, INCLUDING ATTACHMENTS.

If you access corporate email on a mobile device like BlackBerry® to keep in touch when you're out of the office, then you most likely also know the limitations of trying to find email-based information.

At first, the "standard" email search usually found on these devices seems to be just what you need. But most businesspeople soon discover that they don't have smartphone access to everything that they initially think they do—attachments, older emails or archived email-based information, for instance.

This may be mildly irritating when the need for this kind of information isn't critical or time sensitive. But it can have a substantial negative impact when you're in a situation where getting to email-based information can make the difference between closing or losing a deal, making a profitable or unprofitable decision, or having a happy or angry customer.

And the frustrating part is that you know the information you need is sitting right there, somewhere, in email. You could probably get to it if you were sitting in your office. But you're not, and so, you can't.

It's a problem that most of us who work at least some of the time outside the office have experienced. It's also a problem that has been solved by Coveo's G2B™ for Email information access solution.

### A SIMPLE APPLICATION, AN ELEGANT SOLUTION

As it happens, even in the office, people have similar challenges finding and accessing "the information I need" somewhere in email. And the simple and effective solution to that office-based problem not only enables mobile email search capabilities, but also makes the most efficient use of your mobile time and takes up the minimum of space on your BlackBerry or other mobile device.

Consider, for example, one of the more irritating aspects of retrieving information

via mobile: the document download. You're not sure which of several attachments is the one you're looking for, so you pick the most likely one. It takes time to download to the device, and then open. No, that's not the one. So you move to the next most-likely document. In the process, you're chewing up time that you'd rather be spending more productively (and less expensively).

The better alternative is a simple search, refine and display scenario that enables users to navigate, locate and quick-view attachments – like PDF, Word or Excel, for example. So you can now locate and view only the information you're looking for, not hit-or-miss guesses. This accelerated discovery process is especially helpful when you're in a spot with poor or intermittent wireless speeds.



Mobile real estate and processing loads are also considerations. On the device itself, all you need is a small 'midlet' that connects you to your enterprise email search servers – active and archive. All the processing happens there, which means minimal impact on your device.

### IT'S ALSO A QUESTION OF ECONOMICAL SCALABILITY™

Any discussion of enterprise-class capabilities must include the questions of scalability and total cost of ownership (TCO), especially these days.

It's easy to create simple, elegant solutions on a small scale. It's not so easy when you're talking about rapidly accessing enterprise collections that range up to billions of documents, accessed from thousands of locations, and growing larger by the minute.

It's easy to design a search system that runs on its own hardware and storage resources. It's not so easy when you make "a minimal impact on the existing IT infrastructure and resources" a design requirement.

Yet, when you understand the needs of today's modern enterprise—from the viewpoints of both "the organization" and the people in it—you also understand that scalability and TCO are just as important as ease of use and speed/relevancy/security of access. These are two of the factors that drove the development of Coveo's G2B™ Information Access Suite, which includes G2B for Email.

So, G2B solutions are capable of indexing millions of documents per hour, hundreds of millions in a few days, and upwards of a billion documents within a few weeks. This was proven by tests held in conjunction with Hewlett Packard early in 2008 that included a mix of standard Office, PDF, HTML, and XML documents.

A third, and equally important, design factor was to make it simple, but not simplistic, both for the users and for the enterprise.

For the users, a familiar, consumer-like browser gives access to the full range of search functions. After all, if it's cumbersome to use, then people won't use it, which makes scalability and cost of ownership irrelevant.

From an enterprise point of view, the solutions typically run on the hardware you already have; they don't require the purchase of high-end servers, for example. In fact, the drive for simplicity is so embedded that the full solution can be downloaded—not a trial version, but the actual, full solution—and implemented on your servers in typically less than a day. One result: people can be experimenting with and proving mobile and office-based email search before the typical enterprise solution has even left the manufacturer's shipping dock. ■

Coveo's entire G2B Information Access Suite is available for download now and can be tried for thirty days with full support. Visit us at [www.coveo.com/CRMKM](http://www.coveo.com/CRMKM)