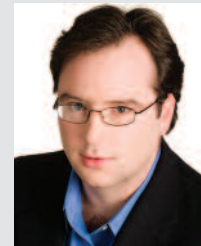


# Stop Moving Data

## The Central, Unified Index Becomes a Serious Alternative

By Laurent Simoneau, President and Chief Executive Officer, Coveo



Laurent Simoneau

Laurent Simoneau is president and chief executive officer of Coveo, and is considered one of the industry's top enterprise search experts. Simoneau is responsible for leading Coveo's day-to-day strategic operations and positioning the

company for continued success. Simoneau brings to this position a wealth of business and technical experience, stemming from his early years of developing and bringing to market some of the most innovative search products to date. Prior to his leadership role at Coveo, Simoneau was chief operating officer at Copernic, a leading desktop search technology company.

Most knowledge managers know (according to Gartner) that data is doubling every 18 months, and that unstructured information volumes grow six times faster than structured. Clearly, workers spend far too much time—about 20% of their time, on average, looking for, not finding and recreating information. Once they find the information, 42% of employees report having used the wrong information, according to a recent Accenture survey.

To combat this reality, for years, companies have spent hundreds of thousands, even millions, to move data to centralized systems, in an effort to better manage and access its growing volumes, only to be disappointed as data continues to proliferate outside of that system. In fact, in a recent survey by the Technology Services Industry Association, more than 90% of its members have a single support knowledgebase in place, yet all report decreases in critical customer service metrics, due to the inability to quickly locate the right knowledge and information to serve customers.

Despite best efforts to move data to centralized platforms, companies are finding that their knowledgebase runs throughout enterprise systems, departments, divisions and newly acquired subsidiaries. Knowledge is stored offline in PCs and laptops, in emails and archives, intranets, file shares, CRM systems, ERPs, home-grown systems and many others—across departments and across geographies.

Add to this the proliferation of enterprise 2.0 application use (including social networks, wikis, blogs and more) throughout organizations and it's no wonder that efforts to consolidate data into a single knowledgebase—a single “version of the truth”—have failed... and at a very high price.

The bottom line is, moving data into a single knowledgebase is a losing battle. There remains a much more successful way to effectively manage your knowledge ecosystem—all without moving data.

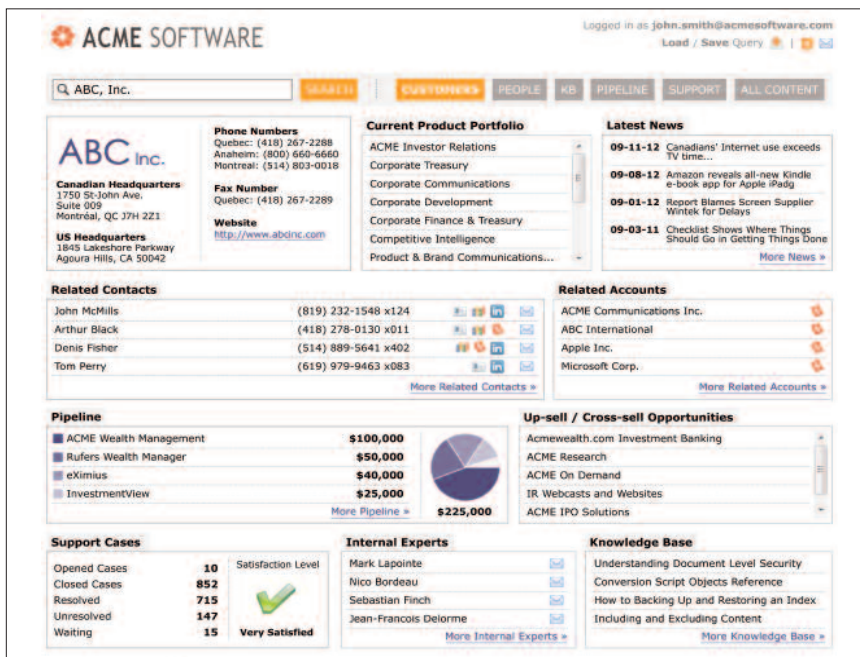
The key is to, as Coveo puts it, “stop moving data” by combining structured and

unstructured data from virtually any enterprise system, including social networks, into a central, unified index. Think of it as an indexing layer that sits above all enterprise systems, from which services can be provided to multiple departments, each configured to that department's specific needs. This approach enables dashboards, focused on various business departments and processes, which contain just-in-time analytics and 360-degree information about, for example, a customer or a prospective customer. Such composite views of information provide new, actionable perspectives on many business processes, including overall corporate governance. The resulting juxtaposition of key metrics and information improve decision-making and operational efficiency.

This approach allows IT departments to leverage their existing technologies, and avoid significant costs associated with system integrations and data migration projects. It also helps companies avoid pushing their processes into a one-size-fits-all, cookie-cutter framework. With configurable dashboards, companies decide how/what/where information and knowledge is presented, workflows are enabled, and for what groups of employees. Information monitoring and alerts facilitate compliance. There is virtually no limit to the type of information and where it is pulled from, into the central, unified—and, importantly, highly secure—index: structured, unstructured, from all corporate email, .PST files, archives, on desktops and in many CRMs, CMS, knowledgebases, etc.

### Leveraging Enterprise 2.0 Content

Enterprise 2.0 applications have proliferated throughout organizations, becoming rich with content. And yet all of that knowledge and all of that content remain locked



A configurable dashboard. Here, customer data on a specific account is pulled from multiple repositories to show customer satisfaction, open cases, sales opportunities and contact information.

## Cost Saving and ROI

With more than 20,000 employees and growing, one of the largest insurance companies turned to Coveo to implement a single, easy-to-use search solution to ensure its employees had quick and easy access to corporate best practices, policies and knowledge, that were stored in multiple systems across the organization.

After its Coveo implementation, they experienced increased global efficiency and collaboration and reduced errors in agents using the wrong information. More than 90% of the queries now returned the expected result in position #1, a relevancy unmatched by any other search engine they had experienced.

What's more, the company measured an impressive two-week ROI on the project. They are now expanding their use of Coveo into their call center operations, in an effort to improve customer experience and retention by providing agents with instant access to customer data and information, which is stored across multiple repositories across the organization. This, the customer reports, will significantly reduce amount of time spent on the phone helping customers, increase customer satisfaction and retention rates, and result in millions of dollars in cost savings and cost avoidance while better serving customers.

within the community, often not even easily available to the members themselves.

Now, it is possible to leverage the "wisdom of crowds," communities and more, in enterprise search efforts. User rankings, best bets and the ability to find people through the content they create are all social search elements that provide the context employees—and customers—have come to expect from their interactions with online networks.

Imagine one of your sales executives attempting to upsell one of your company's largest accounts. They access a composite, 360-degree-view of that company, and see not only the account history, upsell opportunities, contact details, prior email conversations, proposals, contracts, customer service tickets and

more, but also that customer's recent comments to a blog post, complaints about service or questions posed within your customer community. Armed with this knowledge, your sales executive is in a more informed position to better assist and upsell that customer when the time comes. Without moving a piece of data, your sales executive has a single, composite view of information that strategically informs the sales process.

Ubiquitous knowledge access allows employees to "search where they work." Once you've stopped moving data and created the central index, you need to provide your employees with anytime/anywhere access to pertinent information and knowledge. For many organizations, employees

spend most of their time in Outlook. Other organizations with large sales teams need easy access to information on the road.

Also valuable is the ability to conduct secure searches within enterprise content directly from a BlackBerry, including guided navigation. Even when systems are disconnected, including laptops, users can easily find information from these systems, directly from their mobile device. Again, without moving data, organizations can enjoy immediate, instant access to pertinent knowledge and information, anywhere, anytime.

## The Upside

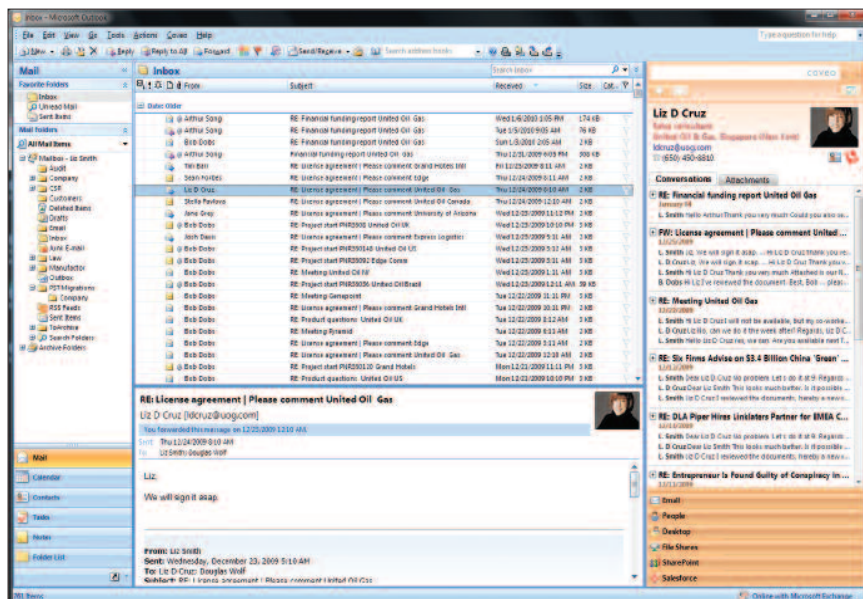
Organizations that "stop moving data" have reported tremendous benefits, cost savings and productivity improvements.

For example, CA, a leading independent IT management software company, helps customers optimize IT for better business results. Among the initial results of its unified information index layer from multiple repositories to speed customer-issue resolution include:

- ◆ Significant reduction in dedicated support resources and upgrade costs for the legacy system which was replaced;
- ◆ 10% increase in self-service customer satisfaction, and
- ◆ Now getting 50,000 queries per day on average; average response time = 0.2 seconds. ■

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Anytime, anywhere access to your knowledge ecosystem.