IBM OmniFind Discovery Edition V8.4.1: Powerful Search and Navigation for eCommerce and Self-Service Applications

Highlights

- *User-friendly tools empower your business users to completely manage the end user experience, without involving IT*

- *A sophisticated contextual understanding engine determines the real intent behind your customer's search and navigation requests*

- *An adaptive presentation engine delivers the most appropriate information to your customers at the right time in a format that best suits their needs*

- *Prepackaged industry vocabularies, configuration logic and application UIs speed implementation times and your time to ROI*

When your customers can't find what they want online, whether it's products they want to buy or answers they need, they abandon self-service channels, turn to live assistance or even seek out alternative vendors. IBM OmniFind™ Discovery Edition helps organizations address this problem with a broad suite of content discovery capabilities that help customers quickly and easily find the information they are seeking online.

Divining end user intent

IBM OmniFind Discovery Edition has the ability to understand both end user intent and the application context of end user requests. It's able to process a wide variety of requests including keyword searches, phrase searches, questions, faceted navigation clicks, guided navigation selections and even long form comments like online help requests and support emails. It automatically corrects for poor spelling and understands concepts such as synonyms and broader and narrower relationships. In addition, the system can incorporate information on application context, such as end user location on a Web site or product preferences, to derive the implicit meaning of a request.

Unlike the standard "list of links" search result paradigm, OmniFind Discovery Edition uses adaptive presentation to guide the content discovery process. Instead of a page of links, end users are presented with answers, navigational refinement options and proactive guidance in a format that helps them take action. These capabilities can be used in self-service environments to determine when and how to display glossary definitions or frequently asked questions, in retail environments to determine when and how to display cross-sell or up-sell promotions and in online support environments to determine when and how to display escalation paths.

A system business users can manage

The tools for managing OmniFind Discovery Edition solutions are designed for non-technical personnel—enabling business managers to control the online experience for their customers without engaging IT. Using detailed business intelligence about how end users are interacting with the system, business managers can continuously fine-tune for optimum performance by extending the vocabulary of the system, tweaking relevance, crafting targeted promotions and modifying page layout.

Seamless integration extends investment

OmniFind Discovery Edition integrates seamlessly with IBM WebSphere Commerce to deliver a richer search and navigation for shoppers, helping retailers maximize online revenue and improve customer satisfaction. OmniFind Discovery Edition understands the WebSphere Commerce product catalog, including product attributes and data model, and indexes catalog data out-of-the-box, accelerating deployment by weeks. Other integration components include support for WebSphere Commerce e-Site Concepts and e-Spots, merchandising capabilities for defining business rules to promote, cross-sell, and up-sell products, as well as sample layouts and tools for quickly

and easily building and customizing the user interface.

In addition to a packaged integration with IBM WebSphere Commerce,[1] OmniFind Discovery Edition solutions include:

- Self-Service Module for OmniFind Discovery Edition: increase portal adoption and reduce customer service costs by enabling customers, partners and employees to easily tap information across intranets, extranets and corporate portals.
- Contact Center Module for OmniFind Discovery Edition: enable customers, business partners and contact-center employees to answer questions and solve problems efficiently, with information from CRM and case management applications, file servers, content management systems and the Web.

Platforms
- IBM AIX® V5.3
- Sun Solaris™ 10
- Red Hat Enterprise Linux® 4.0 ES
- Red Hat Enterprise Linux 5.0
- SuSe Linux Enterprise Edition 10.0
- Microsoft® Windows® 2003

Content Connectors
- Web
- File Systems
- XML

- Lotus Notes®
- DB2®
- Microsoft SQL Server
- Oracle
- MySQL
- Siebel
- Interwoven TeamSite
- Generic ODBC
- Generic JDBC
- WebSphere Commerce Server catalog
- Custom (written in either Java or Python)

Languages
- Latin-1 based languages supported
- Latin-2 based languages and Unicode-based languages

Product Features
- Filters for all popular file formats, including HTML documents, Microsoft Excel® documents, Microsoft PowerPoint® presentations, Microsoft Word® documents, PDF documents, Plain Text documents, Rich Text Format (RTF) documents and XML documents
- Out-of-the-box support for extracting extended metadata for crawled content (URL, title, entitlements and so on)
- Powerful rules-based engine for generating custom metadata
- Native support for acquiring content from commonly-encountered database schemas (e.g. category information stored using hierarchical schema)

- Powerful rules-based engine enables content cleaning
- Extension APIs enable programmatic customization of content cleaning and metadata generation processes
- Allows administrators to override individual fields in the search indexes
- Provides a rules-based engine for overriding multiple fields in the search indexes
- Supports full, incremental, delta and live modes for building search indexes
- Provides optional real-time updates of search indexes
- Supports scheduling of search index generation and update
- Powerful business rules engine for merchandizing promotions, escalation options and result order configuration
- Merchandising Rules templates that make it easier for business users to create merchandising business rules to promote, cross-sell, and up-sell products

Processing Search or Navigation Requests
- Configurable stop word, respelling and stemming behavior
- Configurable ontology (vocabulary of concepts)
- Configurable understanding and weighting of synonymous, related, broader, narrower and sibling relationships
- Configurable question understanding
- Business rules engine can weight results, promote results directly to top, filter results, sort results, display HTML promotions or escalation options, display auxiliary results sets and more
- Business rules can trigger depending upon characteristics of an end user search or navigation request, characteristics of the actual results returned to an end user, or the context of the end user

Server
- Accepts search requests via HTTP/HTTPS GET or POST requests
- Returns an XML, HTML or SOAP response
- Runs as a multi-threaded process
- Zero-downtime restarts of server processes
- Native support for load-balancing, fault-tolerant fail-over and monitoring
- Can optionally use commercial, off-the-shelf HTTP tools for load-balancing, fault-tolerant fail-over and monitoring

Front End
- Optionally return XML, which is translated into HTML by XSLT
- Optionally have an ASP.NET front end
- Optionally have a JSP front end
- Fine-grained API for front end components and controls
- Includes several sample front end layouts
- Packaged front end layouts for Commerce (product comparison pages, etc.)
- Supports multiple groups of faceted navigation controls
- Supports guided navigation controls
- Supports phrase, wildcard and Boolean searching
- A stateless front end ensures that there are no issues with using a load balancer or other such tools
- Provides dynamic, configurable extracts for unstructured fields
- Supports search term highlighting
- Supports categorization and summarization views of results
- Supports Direct Answers for FAQ and Glossary content
- Supports Direct Navigation to results
- Improved user interface presentation components (Layout Editor), including AJAX-driven product preview, query auto-suggest, and multi-value navigation

Administration
- GUI for administrative tasks
- User-friendly GUI for business user tasks
- Zero-install .NET application

Reporting and Analytics
- Static HTML reports
- Optional Ad Hoc interactive reports with advanced analytics capabilities
- 20 pre-packaged reports, including:
  - *Top Queries with No Results*
  - *Top Queries with No Results Clicked*
  - *Top Queries with Low Relevance*
  - *Business Rule Utilization*
  - *Content Utilization*

- Build your own reports
- Option to export report data in Comma-Separated Value (CSV) format and use a reporting solution of your choice
- Option to use the Report Database together with a reporting solution of your choice

System Requirements

For OmniFind Discovery Edition, Self-Service Module, and Contact Center Module:

- For servers based on the Intel platform:
  – *Processor: Intel x86, or equivalent, with processor speed greater than 2.8 GHz*
  – *Memory: 2 GB of RAM, plus 2 GB of RAM for each additional processor*
- For servers based on the UltraSparc platform:
  – *Processor: Enterprise class CPU, with processor speed greater than 1.65 GHz*
  – *Memory: 2 GB of RAM, plus 2 GB of RAM for each additional processor*

For Case Resolution Module:

- For the server:
  – *Processor: Intel x86, or equivalent, with processor speed greater than 700 MHz*
  – *Memory: 256 MB of RAM*
  – *Hard disk space: 100 MB*
- For the clients:
  – *Processor: Intel x86, or equivalent, with processor speed greater than 400 MHz*
  – *Memory: 128 MB of RAM*
  – *Hard disk space: 20 MB*

For OmniFind Discovery Edition Management Software (Management Console):

- *Processor: Intel x86, or equivalent, with processor speed greater than 1 GHz*
- *Memory: 512 MB of RAM*

For Ad Hoc Reporting Module (optional):

- *Processor: Intel x86, or equivalent, with processor speed greater than 1 GHz*
- *Memory: 2 GB of RAM*
- *Hard disk space: 2 GB*

About IBM

For close to a century, IBM has transformed how people communicate and collaborate using technology – around the world and across many industries. IBM Discovery offerings help organizations find lost or disorganized content, organize it for more effective use, and leverage it to optimize business decisions, drawing on innovative technologies for content classification, content analytics, content access, and enterprise search.

For more information

To learn more about IBM OmniFind Discovery Edition, visit

ibm.com/software/data/enterprise-search

1 Beginning with IBM OmniFind Discovery Edition V8.4.1, Commerce Module for OmniFind Discovery Edition, formerly a separate chargeable component, is now integrated with the core IBM OmniFind Discovery Edition product at no additional charge.