Improve your odds with Infosys Predictability

? Right Questions
! Business Insights
+ Integrated Solutions
✕ Value Multipliers
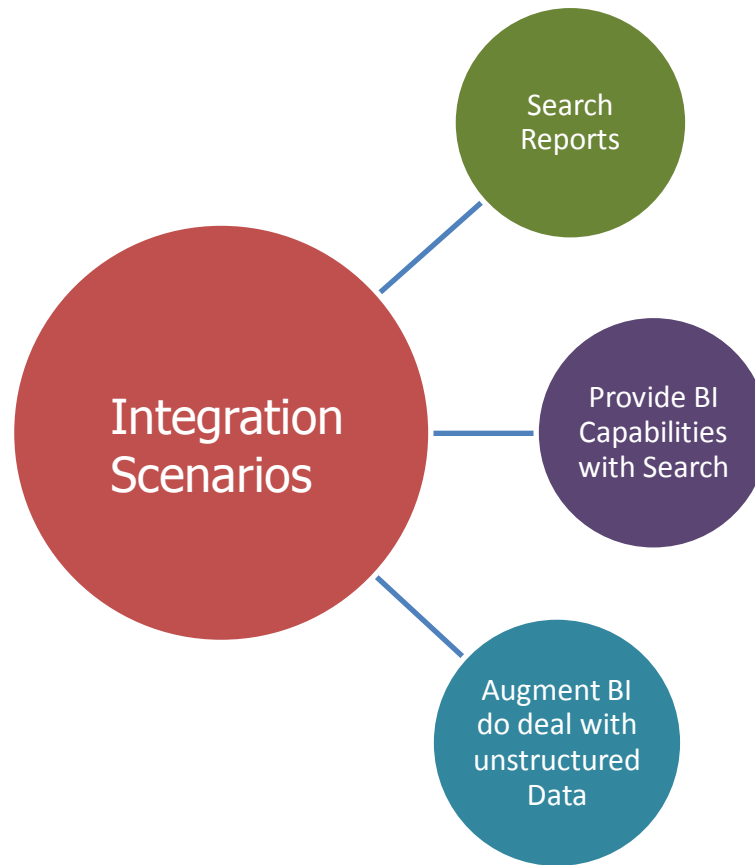
Integrating Search and Business Intelligence – Delivering Customer Insights

Swaminathan N, IM Group, SETLabs, Infosys

Infosys®
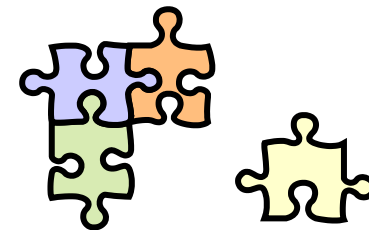
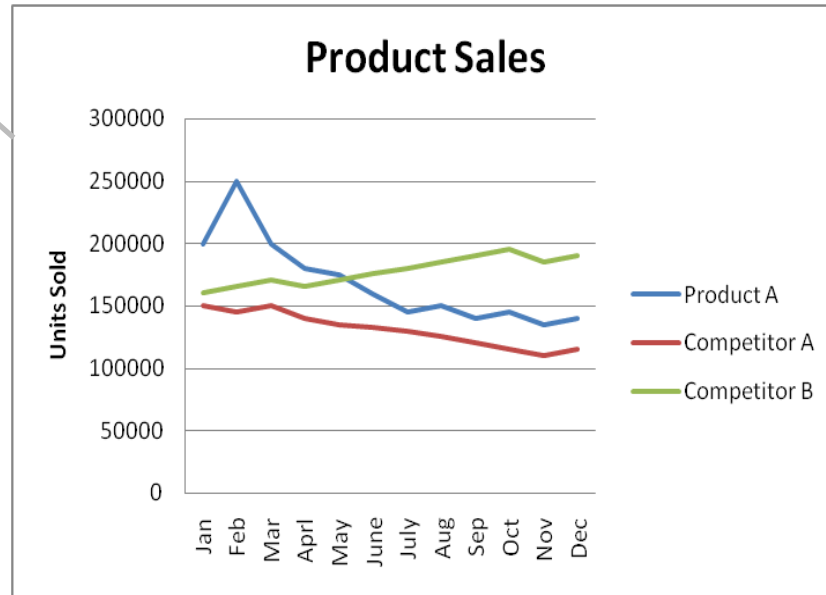# Search and BI - Integration Scenarios

Focus of session on - Augmenting BI Applications do deal with Unstructured Data

The Missing Piece of the Puzzle – Customer Insight!

Why is Product Sales from Competitor A picking up?

What aspects of our product don't Customers like?

Product Sales

- Product A
- Competitor A
- Competitor B

What do customers like about Competitor A's Product?

Current BI Applications miss out on providing the complete picture that Business Users seek – The ability to provide answers to "Why"

Customer Insight? - What does it look like?

"… had a quick chat with Staples procurement manager, looks like competitor B offered huge volume discounts…."
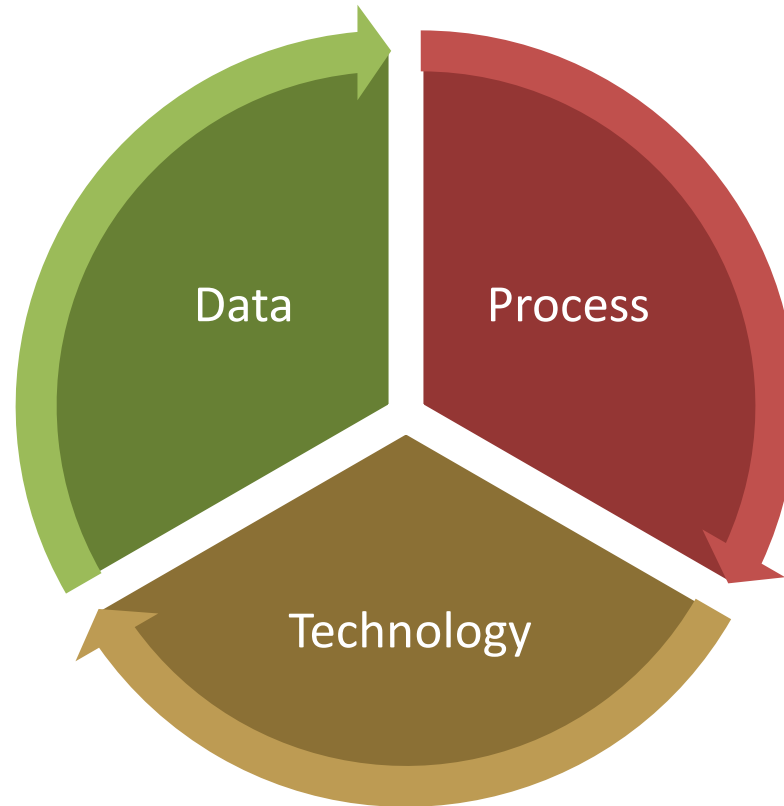**Sales Memo June 2009**

"… I don't like the quality of reception of the handset…."
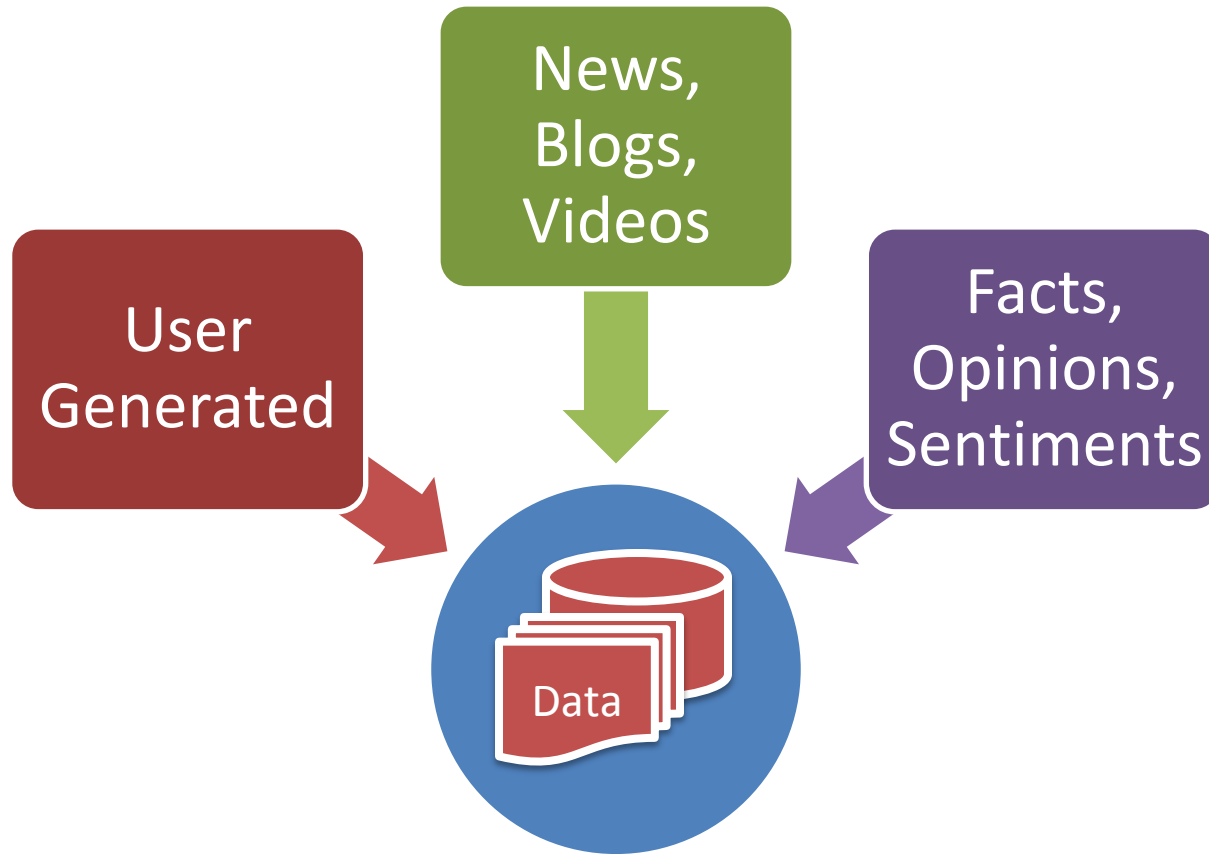**CRM Call Notes. Aug 2009**

"… Competitor B run a successful Ad Campaign for their product which won a Golden Peacock…."
Economic Times July 2009.

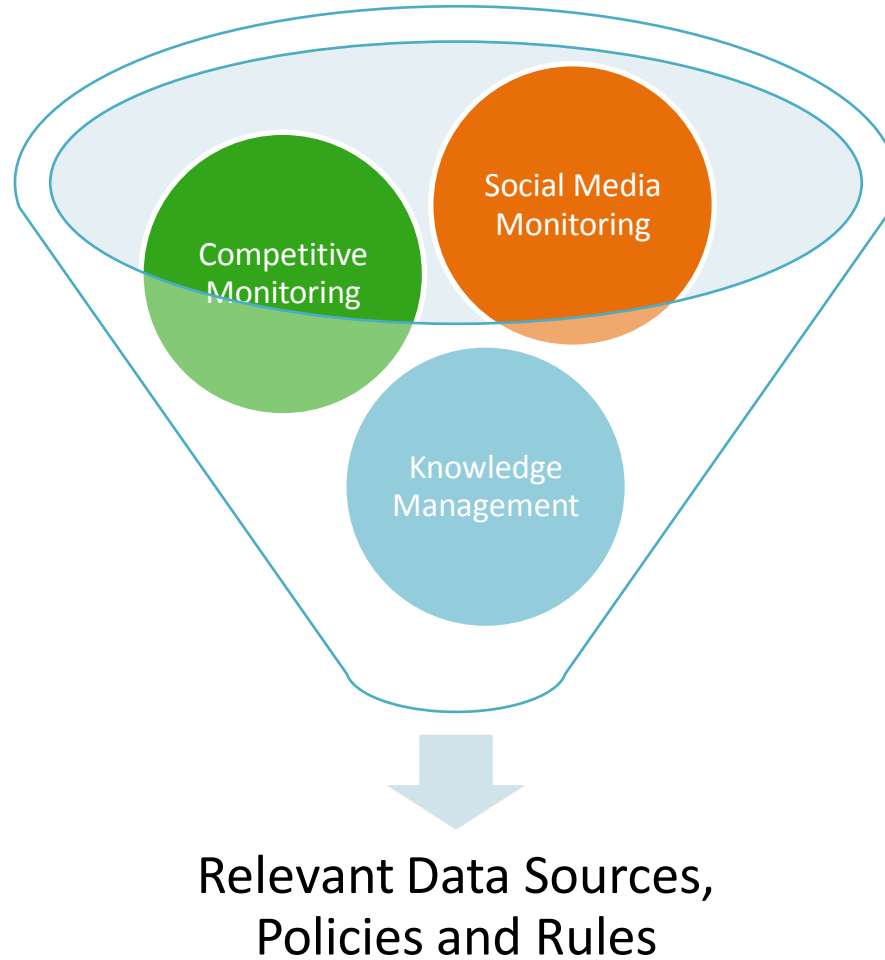# What does it take to deliver Insights?

Infosys®

Improve your odds with Infosys Predictability

Data – Contains the Customer Insights
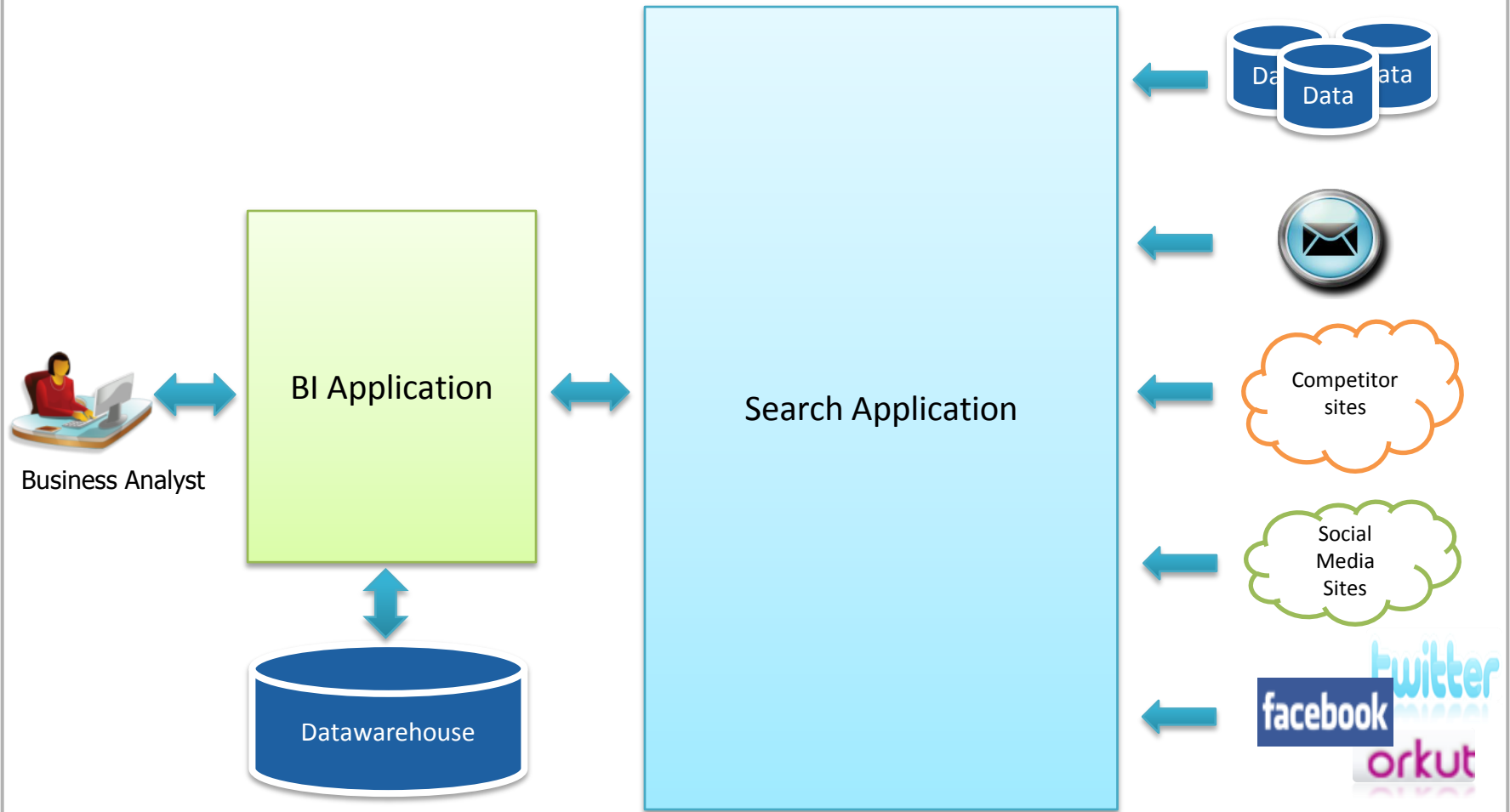

User Generated

News, Blogs, Videos

Facts, Opinions, Sentiments

Data

Data – Sources for locating Customer Insights

Processes – Required for Identifying and maintaining Relevant Data Sources

Competitive Monitoring

Social Media Monitoring

Knowledge Management

Relevant Data Sources,
Policies and Rules

Technology – Solution Components

Business Analyst → BI Application ↔ Search Application

BI Application ↔ Datawarehouse

Search Application inputs: Data, Competitor sites, Social Media Sites, facebook, twitter, orkut

Improve your odds with Infosys Predictability

Search Application Architecture

Client Application → Client API → Query and Response Processing (×3) → Search Index ← Document Processing (×3)

Datastore Adapters ↔ Datastore

Client API ← Enterprise Application

Crawler ↔ Web Content

Infosys®

Improve your odds with Infosys Predictability
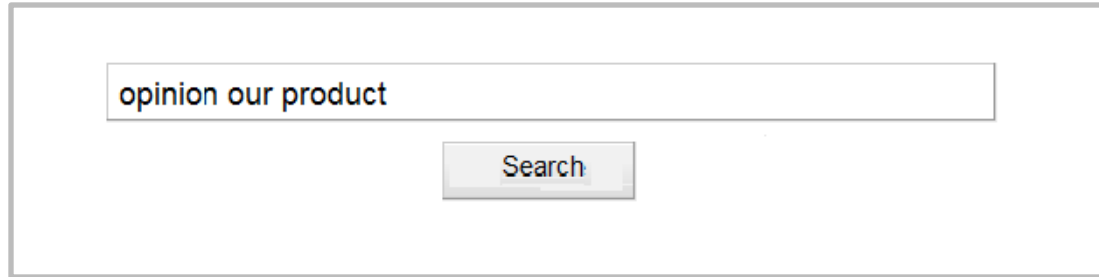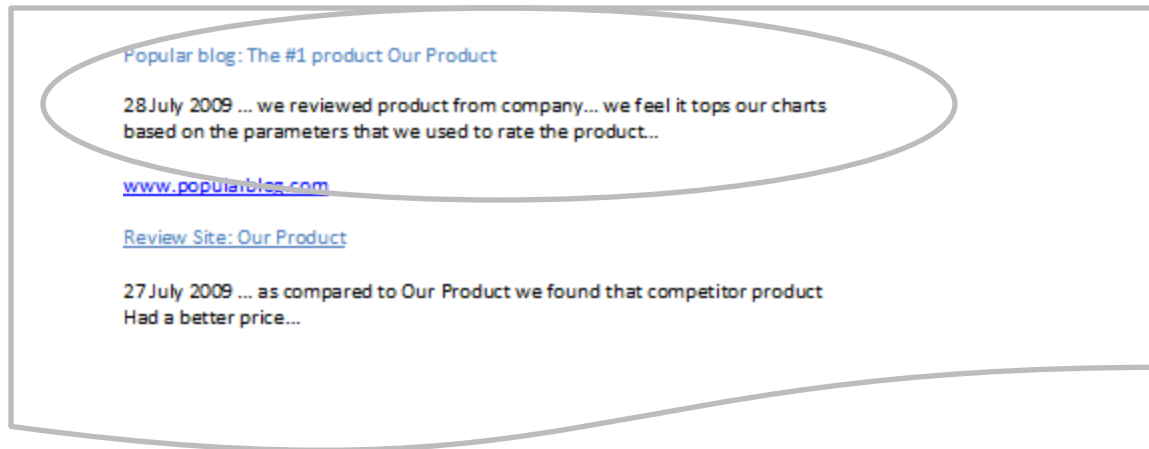
Search Application : What Users expect

Minimal Search Inputs

opinion our product

Search

The Best Answer at the top of the page

Popular blog: The #1 product Our Product

28 July 2009 ... we reviewed product from company... we feel it tops our charts
based on the parameters that we used to rate the product...

www.popularblog.com

Review Site: Our Product

27 July 2009 ... as compared to Our Product we found that competitor product
Had a better price...

Search Application : Managing the Search Experience

UI

Enhancing or Re-writing the User Query

Query Disambiguation

Faceted Browsing
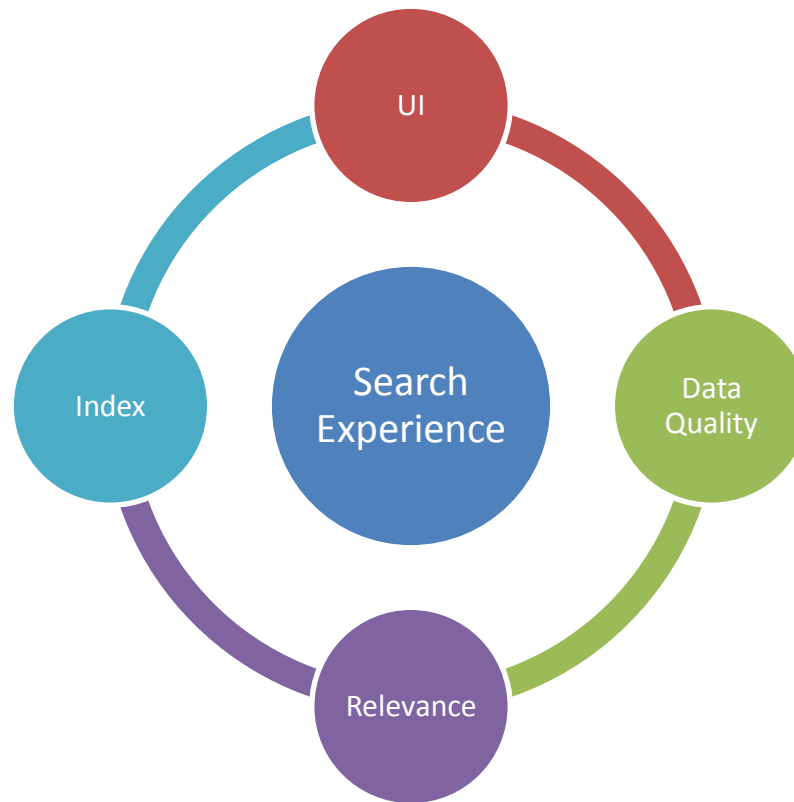
Taxonomy Browsing

Tracking Queries

Index

Mirror Document Structure

capture the Document Metadata

Summary Fields

Have fields to aid in Faceted Browsing and Taxonomy browsing etc.

Have fields to point to the location of the complete document

Data Quality

Content Extraction

Meta-Data extraction

Content Enhancement
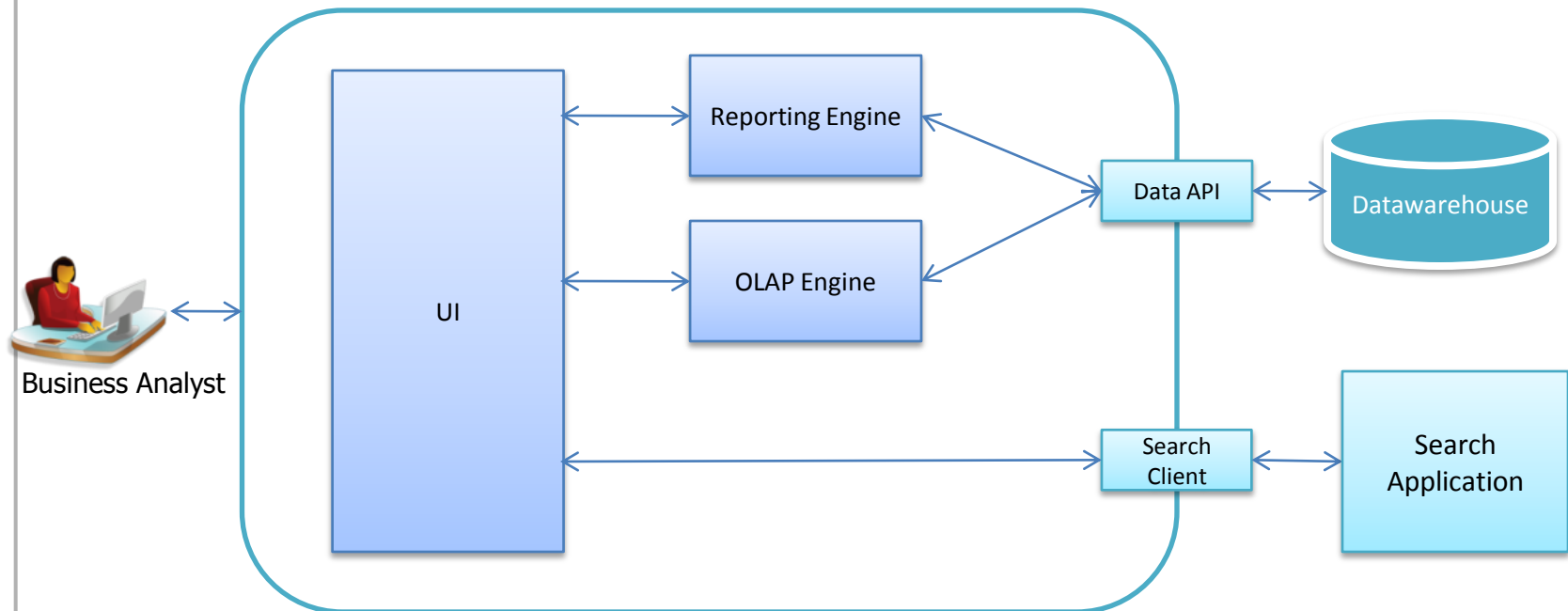
Relevance

Set the Expectation for Accuracy

Baseline Accuracy results
•Measure Precision
•Measure Recall

Periodically perform Accuracy Tests to insure good results

Insure that End-Users are included in this Exercise

UI

Index

Search Experience

Data Quality

Relevance

BI Application Architecture

Infosys®

Improve your odds with Infosys Predictability

Summary

- Different scenarios possible when Integrating Search and BI, Augmenting BI to deal with unstructured data is one of them

- Unstructured data contain insights – we need to have the correct approach in place to benefit form it

- When it comes to Search the old adage "Garbage in Garbage out" holds good – Insure that you have processes around Data Quality

- End user "Search Experience" can make or break the whole implementation – Pay special attention to this

Infosys®

Improve your odds with Infosys Predictability

Thank You

- Mail
  - swaminathan_n01@infosys.com

- Linkedin
  - http://in.linkedin.com/in/nswami