# Solution Guide for Enterprise Search

INGENIUX

Content beyond boundaries

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Search is an integral feature of every website and mobile experience. Getting the most relevant information at the right time not only increases customer satisfaction but helps improve conversions.

The information you offer is only valuable if your visitors can find it. And the most relevant information is located within your CMS and collaboration platforms, as well as across a range of enterprise content repositories. A seamless search experience improves content discoverability by centralizing access to your content and data.

# What is InSite Search

Part of the Ingeniux platform, InSite goes beyond traditional search to provide a native search-based architecture that leverages the semantic XML structure of your content, taxonomy, and metadata improving the speed and the quality of search results.

InSite provides a rich set of capabilities out of the box, including federation, faceted or guided search, secure search, and multilingual search. You can customize your search results by configuring search rankings and creating a custom search results UI. InSite Search is built on Lucene.net, a powerful search platform for enterprise and website search.

**ENTERPRISE SEARCH**

Unlike other search applications that run disconnected from the content platform, Ingeniux InSite is deeply embedded in the Ingeniux platform, delivering superior results faster, lower cost of implementation, and easier upgrades.

# How Search Improves the Customer Experience for a Hospital

Ingeniux InSite Search benefits a number of use cases across organizations and industries. For example, imagine a hospital that wants to meet the needs of patients and providers. Here are a few ways it could use InSite search to improve access to services and providers.

### 1. Improved Keyword Search

A visitor or patient wants to quickly find information such as visiting hours or location of services. A structured, faceted search enables visitors to quickly click through options to narrow down the information they need.

### 2. Location-based Search

Patients want to know where the closest clinics are in town. A map search easily helps them see what's close to them, using their current geolocation or the ability to enter a different location (near me).

### 3. Searching Provider Profiles

Visitors want to quickly narrow down a search to find a specific doctor or clinic. For example, a visitor wants to find an ENT Doctor that specializes in pediatrics and is located in the Washington area. This is not a keyword search, rather, the user clicks through a set of choices to narrow down the results until they find the provider they want.

Take a few minutes and think about how Ingeniux InSite Search can benefit your organization. Can you provide a better customer experience using these capabilities?

# InSite Search Capabilities

## At a Glance:

| Federation | Secure by Audience | Faceted/Guided Search |
|---|---|---|
| A plug-in architecture to connect to and index the content in third-party repositories and applications | Restrict access to content and filter research results based on the permissions of the user | Integrate taxonomy to break down search results into facets or provide a guided set of results |
| **Proximity-based Search** | **Custom Search Results UI** | **Control Search Rankings** |
| Search by location or proximity to locations. | Customize the results UI to reflect the brand and personalize based on user profile or location | Prioritize and control search results through various features |
| **Search and Taxonomy** | **Multilingual Search** | |
| Create indexes using defined taxonomy including faceted search, topic navigation, related content, etc. | Index content in multiple languages and provide results based on language of the site. | |

# Federation

The InSite search library can index multiple sources. Each source has its own configuration file. InSite's federated plug-in architecture can connect to a range of data sources, including Ingeniux websites, portal instances, Salesforce/Dynamics CRM, file shares, Active Directory and other external CMS and third-party APIs.

InSite provides an HTML Indexer out of the box and a RESTful API to connect to additional external data sources.

Federated search indexes multiple sources in one index enabling customers to perform a single query and receive one result set that covers multiple sources.

You can exclude certain fields or complete schemas from indexes. Exclusions can apply to all publishing targets or only specific targets. You can also boost the relevance of certain fields or schemas in the index, and for all publishing targets or selected targets.

# Secure by Audience

You can restrict access to content and filter search results based on user access rights. InSite can filter search results down to the item, or even elements within an item, to ensure that only users with permission can access key content and data.

You can hide results from users, or provide security paywalls for people to discover the results, but not view them without permission.

Security is based on the Ingeniux Runtime Authentication or by coding site-specific application logic.

# Faceted/Guided Search

One approach to improving a visitor's search experience is to provide faceted, or guided search, to organize search results and make it easier and quicker to find the right information. Integrate Ingeniux taxonomy to automatically build facets based on categories, content types, and other metadata.

Ingeniux can also search product catalogs for eCommerce integration.

# Proximity-Based Search

Ingeniux provides search by location and proximity search. Narrow down search results by products offered in certain locations, facility listings, facility listings by services offered, and other location-based content. Integrate maps to guide users to specific locations or show surrounding product resellers or services.

# Control Search Rankings

InSite search provides a range of ways to tweak and improve the search experience. Prioritize and control search result rankings using one or more of the following features:

- Auto suggest and wildcard matching
- Stemming
- Similes
- Weighting/keywords
- Keyword matching
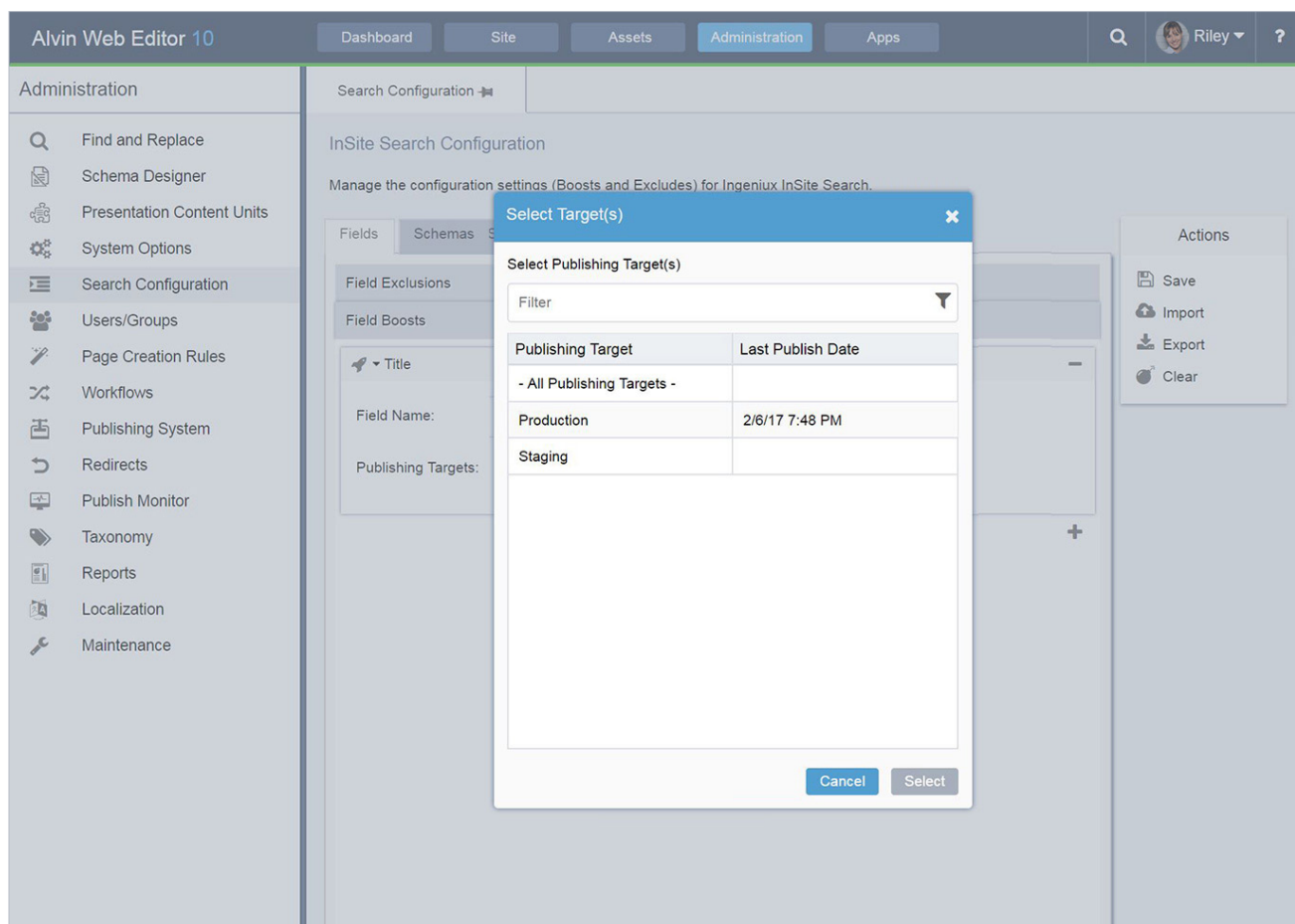
# Customizing the Search UI

You have complete style and branding control over the search experience through CSS and HTML customizations.

Along with look and feel, you can personalize the search experience in a few ways.

- Using the customer's profile setting or past website traffic history, bring relevant content to the top of the search results.

- Localize search results using geo-location information. For example, you want to provide a Store Finder that could show the store(s) closest to the visitor using their geolocation.

InSite search results pages are also mobile compatible supporting both responsive and adaptive mobile design.

# Search and Taxonomy

A good taxonomy drives a great search. Taxonomy is a powerful tagging and classification system for applying topical categories to content.

You can use the Ingeniux taxonomy feature to create more relevant search indexes and clusters of information, including browse-by topic navigation, faceted and guided search, related content and audience segmentation.

# Multilingual Search

Many organizations have a global presence and require a web experience that supports a range of regions and languages, including English, Spanish, French Canadian, German, Simplified Chinese, and Japanese, among others. Ingeniux CMS offers a full feature-set of localization services that includes access to a range of language packs and character sets.

Thanks to its tight integration with the CMS, InSite Search supports the ability to search across regions and languages and deliver results in the language of the visitors. Also, because you can translate Ingeniux CMS taxonomy into multiple languages, InSite can deliver search facets, audience targeting, and browse-by-category capabilities in the language of choice.

# Other Uses for InSite Search

In addition to providing the essential search feature for your web experience, you can also leverage InSite Search for other areas of your website.

Use InSite Search to create recommended content widgets on web pages. These

widgets are connected to taxonomy, enabling the system to automatically identify recommended content by content type, content assets or other metadata.

You can also use InSite Search to support search-based navigation.

# Performance Considerations

Ingeniux InSite Search is installed either as a component of the Ingeniux DSS for small and medium-sized websites, or as a separate standalone service for larger websites. Installing InSite as a separate service supports the ability to offload the service as the website needs to scale.

Based on Lucene, InSite can scale to hundreds of millions of records. It does all the heavy lifting and calculations during the indexing process in the background so query performance is near instant.

# Configuring InSite Search

Ingeniux InSite Search is built on the open source Apache Lucene.NET search engine framework. It integrates with an Ingeniux Dynamic Site Server (DSS) site, indexing the XML structure of all text-based content from published sites.

InSite also indexes PDFs and Word documents as a part of the Ingeniux CMS publishing model. You can include media metadata in indexes to expand search results to digital assets stored within the Ingeniux CMS.

You can configure InSite Search in two ways.

Follow the standard configuration which implements a Dynamic Execute Search Component. Standard configuration supplies a basic search results page schema and view. You can configure the search indexing in the Administration Pane. Most implementations use the standard configuration approach.

Implement a custom configuration. Custom configuration can include how the index is built and queried, adding search facets, and working with key matches.

Ingeniux uses InSite for both back-end content management search and customer-facing search applications, so you only have one search engine to support.
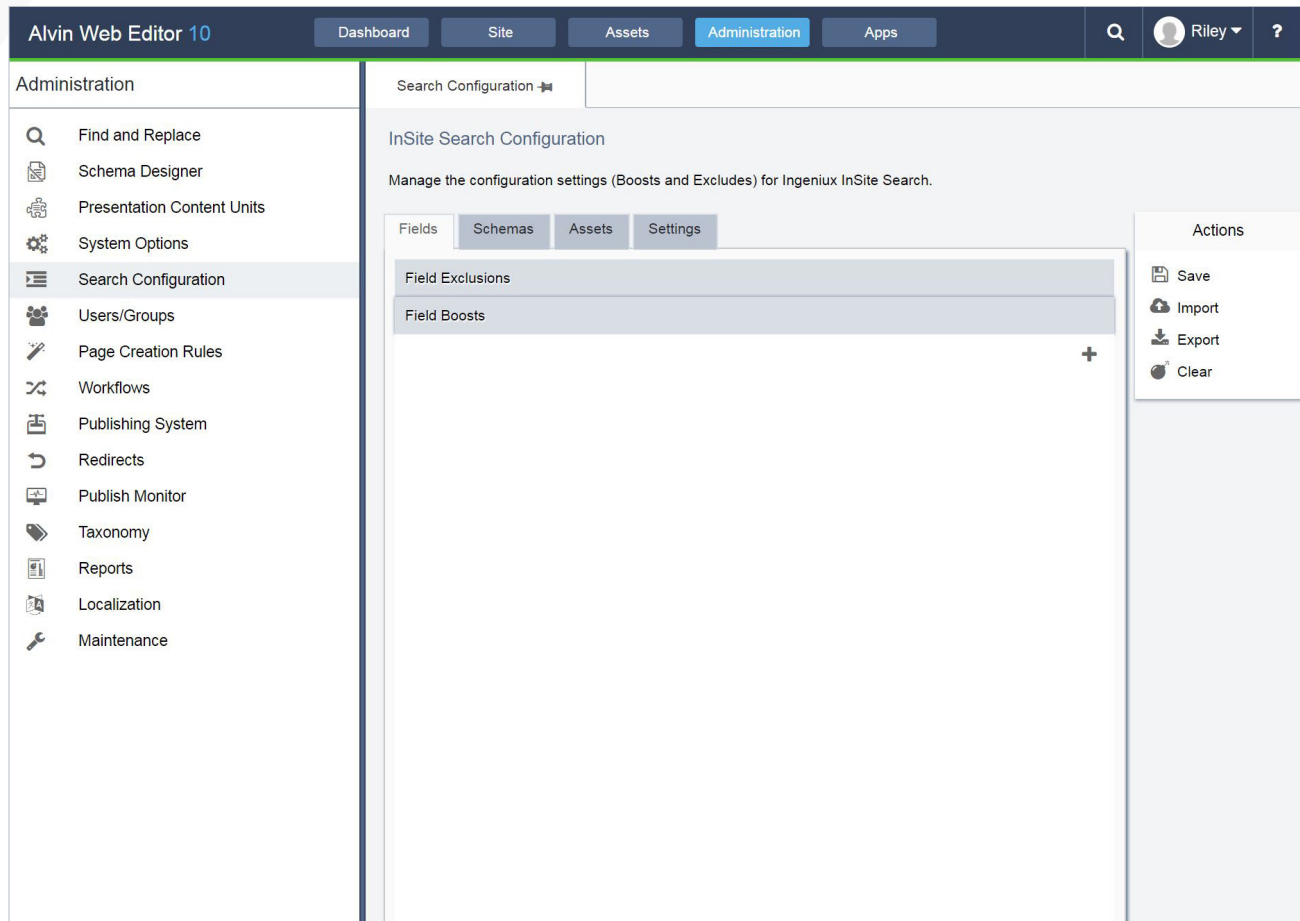
# Summary

Search is a primary method of finding information on websites, so it's critical that you create an optimal search experience that brings the most relevant information to the top for every visitor. Ingeniux InSite Search is tightly integrated into the Ingeniux CMS, providing a wide range of functionality such as secure search, federated search, multilingual search and more that enable you to create the best experience possible. You can also leverage search to create custom navigation and recommended content widgets used throughout the website.

InSite Search is built on the Lucene indexing framework, making it highly scalable, and completely customizable.

## About Ingeniux

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

We build content management software with an unparalleled focus on the content itself. The Ingeniux CMS is designed to manage and deliver modern websites, customer support portals, online communities, and other customer touchpoints.

We believe in intelligent "structured" content. We design our software to enable content reuse, enable true mobile and multi-channel content delivery, and insightful content discovery. Our unique content-as-a-service capabilities deliver content into web and mobile applications, and other key channels.

Ingeniux software is available as a fully managed software service or an on-premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more, visit us at http://www.ingeniux.com.

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