

ENTERPRISE SEARCH AND FINDABILITY SURVEY 2013

EXECUTIVE SUMMARY

ENTERPRISE SEARCH PROVIDES an untapped potential for any organisation to increase the value from their existing information. With amounts of data stored growing by the hour, finding information when needed becomes increasingly critical. The need for Enterprise Search is becoming more important by the day.

This report shows that organisations need enterprise search to avoid and overcome the information overload that is facing knowledge workers of today. Not finding information, or even worse: finding the wrong information is reality for most organisations.

According to the survey, the biggest obstacles to overcome for information to be findable are:

- Poor search functionality
- Inconsistencies in how information is tagged
- People do not know where to look or what to look for

However, solving these issues are not a top priority. Most organisations do not have a strategy, budget or resources for search.

Nevertheless, interest is definitely growing and most organisations plan to improve this before 2016. Based on experience, we know that addressing these issues can give great returns with a relatively small investment.

The survey also reveals that :

- Awareness and use of enterprise search is growing steadily.
- The Leaders (those identified as most satisfied) are the ones with a search strategy in place and those that have been working with their metadata and taxonomies. They also perform regular usage testing, analyse search logs and have support routines in place for search.
- The decisions on enterprise search remain in the realm of the IT manager rather than the business manager.
- A lot of organisations' unstructured data is still not indexed.
- Open source search solutions are growing rapidly due to innovation and the lack of tie-in.

ABOUT THE RESEARCH

IN FEBRUARY 2013, Findwise released the second annual Enterprise Search and Findability Survey aimed at investigating how search is being managed and used globally. Over a hundred Enterprise Search practitioners (mainly from Europe and North America) have responded, providing unique insight into how search is currently being managed. In this survey we focus on the practitioner view of Enterprise Search, hence search vendors and integrators have been excluded, resulting in 101 unique responses from 18 countries.

Our ability to deliver these unique insights has partially been made possible with external help. A special thanks to [Martin White of Intranet Focus Ltd.](#) for sharing research and research resources, the good people of [Information Today](#) for having us present the results at the Enterprise Search conferences, Tony Russel-Rose, Charlie Hull and Miles Kehoe for support and comments on the survey and to Mark Morrell and Kurt Kragh Sørensen for reviewing this report and many, many more.

If you prefer a more visual approach to this Enterprise Search and Findability Survey, you can also watch [a video](#) or [view the result slides](#) as presented at several conferences during May 2013.

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If you have any questions about this report, please contact Kristian Norling, kristian.norling@findwise.com

About Us

Findwise are world leading experts within search and findability. Put briefly, we help companies find and use information. We create strategies for search and combine this with helping customers to choose, design, implement and maintain any search solution based on any platform.

Founded in 2005, we are now a rapidly growing company with consultants in Sweden, Denmark, Norway, Poland and Australia. Our ambition, besides helping our customers, is to be the best workplace in the industry, enabling us to attract and retain the best talents.

Technology Partners

Findwise is a vendor-independent search technology expert. Our consultants create solutions based on any market leading search platform such as Autonomy IDOL, Microsoft (SharePoint and FAST Search products), Google GSA, IBM ICA/OmniFind and Oracle Secure Enterprise Search. We also provide expertise in open source search technology such as LucidWorks Enterprise and Apache Lucene/Solr.

INTRODUCTION

ENTERPRISE SEARCH AND FINDABILITY are topics being increasingly discussed within organisations. Companies are looking to provide relevant information from internal and external sources to both employees and customers. However, it needs to be simple and it needs to be quick. With the constant growth of stored data, finding the right information not only becomes more difficult but also more critical for business success. Employees spend countless hours every month trying to find desired information and they often need to verify that what they found was indeed the right and correct information. This means massive costs for organisations and frustrated employees. [Aberdeen group](#) states that having trustworthy information has wide-spread impact for organisations.

It is a well-known fact that organisations produce, store and use information every day. The digital universe will experience a 50-fold growth between the beginning of 2010 and end of 2020 [according to IDC](#). At this rate, data volumes may measurably reach the point of too much information – in other words, the amounts of information actually interfere with productivity rather than contribute to it. Time is spent searching for, gathering and recreating information that already exists but can't be found. For many organisations information overload is already a fact and it is becoming expensive to find the right information when needed.

Enterprise Search to the rescue! It helps people navigate increasing amounts of data, providing the needed information without delay or hassle. Developing a search strategy is the first step towards turning information overload into an information asset and moving from simple search to information discovery and true findability.

One can hardly overestimate the importance of information access. Still most organisations

fail to take a strategic approach to enterprise findability. They see a need for search and simply plug in a search engine. However, they do this without considering overall enterprise goals, without measuring expected outcomes and without assessing the expected return on investment.

Even though the problem is huge, only a small portion of companies get the full potential out of their search solutions. The important question is why? And this is why we have created this detailed report.

The purpose of this survey was to map the adoption of enterprise search solutions and awareness of how they can reduce the negative effects of "information overload".

About this Survey

To get a better understanding of the practitioner approach to Enterprise Search and Findability, we conducted: our second annual survey. In this study we asked what business value can come out of Enterprise Search? Between February-May 2013 we gathered 101 responses globally to answer this question.

Multiple perspectives help us get closer to the truth. For this reason the survey questions were categorised into four findability dimensions:

- Business
- Organisation
- User
- Information

Based on experience, we know these perspectives are important when talking about search. As a consequence, the report starts off with a general Enterprise Search section followed by four chapters, each with a different perspective on search. More information about these perspectives is provided in each chapter. The reader is encouraged to read the entire report, in the order presented.

GENERAL APPROACH TO ENTERPRISE SEARCH

This chapter contains information about the general characteristics and approach to Enterprise Search in organisations that participated in the survey.

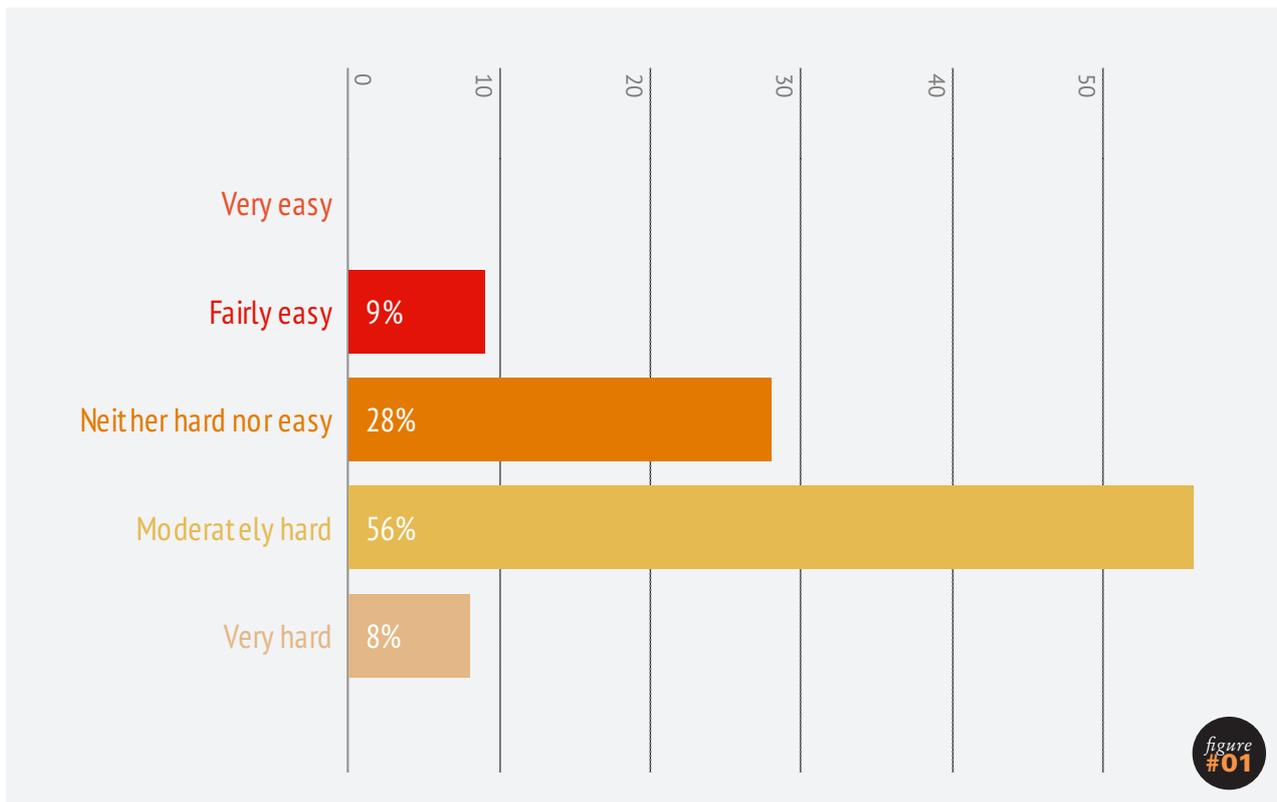
73 % OF RESPONDENTS come from organisations with more than 1000 employees and 43 % from organisations with over 10 000 employees.

Considering that 60 % are global organisations it is not surprising that 63 % of responding companies can search in more than one language.

However, most of the global companies (81 %) have only one official corporate language.

When asked the question “How much do you think the amount of searchable content in your organisation will be in 3 years?” a large majority (86 %) answer that more content will be searchable and 8 % believe that **everything** will be searchable!

»Is it easy to find the **right information** within your organisation today?«



ONLY 9 % OF THE respondents think it's fairly easy to find information and a large majority (56 %) think it is moderately hard or very hard (8 %). At the same time, the information economy of today emphasizes finding the right data and information needed to support decision-making as a critical success factor for businesses. Often this is expressed as not having enough information or data:

“Structured or unstructured, most executives feel they don't have enough data to support their decision-making.”

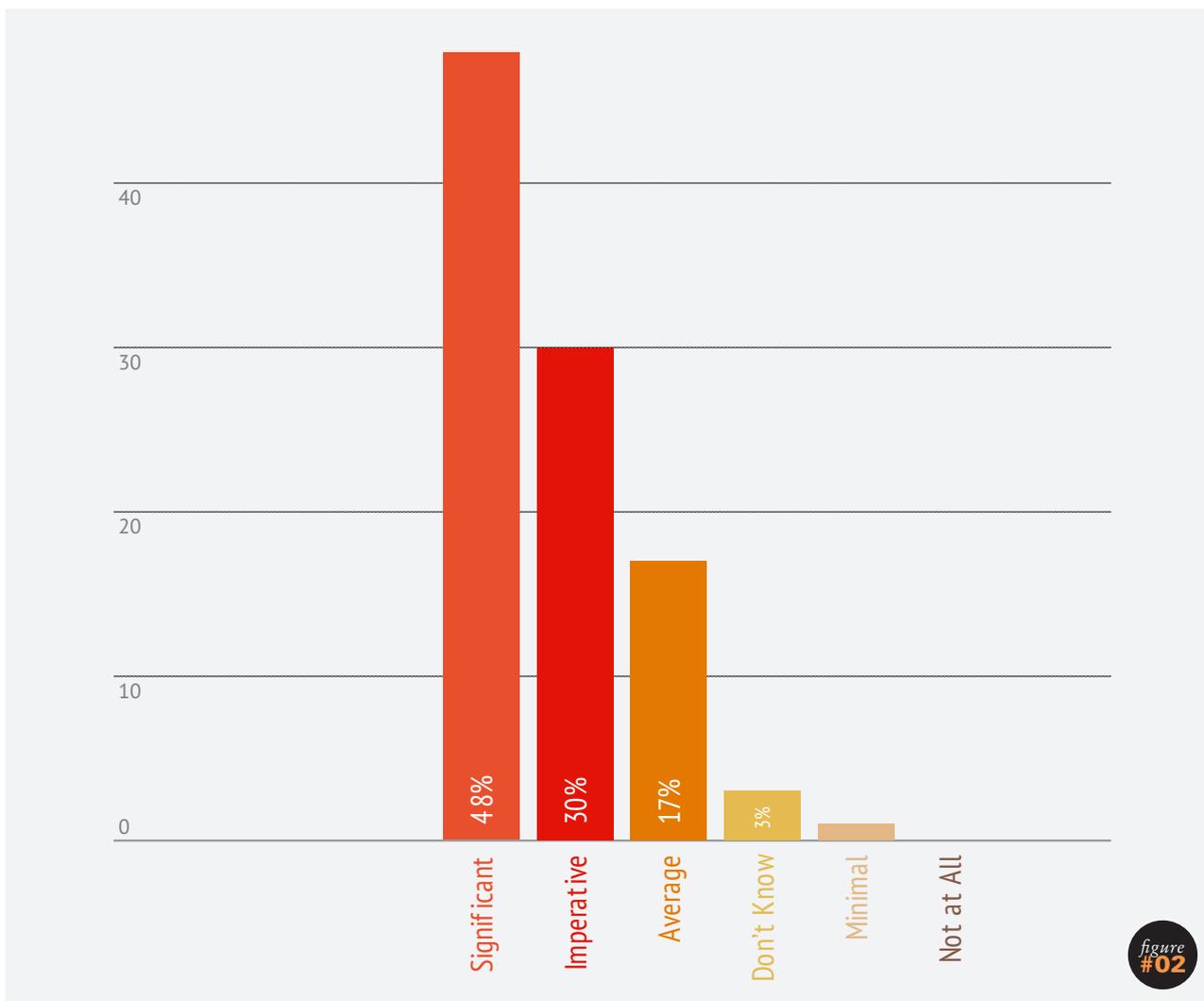
[The Deciding Factor: Big data and decision-making, Economist Intelligence Unit 2012](#)

At the same time it is risky to base decisions on available data that may be outdated, or even worse: wrong. Governance of data and information is certainly needed but often not a top priority:

“...do not have or are not aware of governance procedures in place for unstructured data, suggesting that much of this kind of data is haphazardly being distributed and managed across enterprises.”

[The Post-Relational Reality Sets In: 2011 Survey on Unstructured Data, Unisphere Research](#)

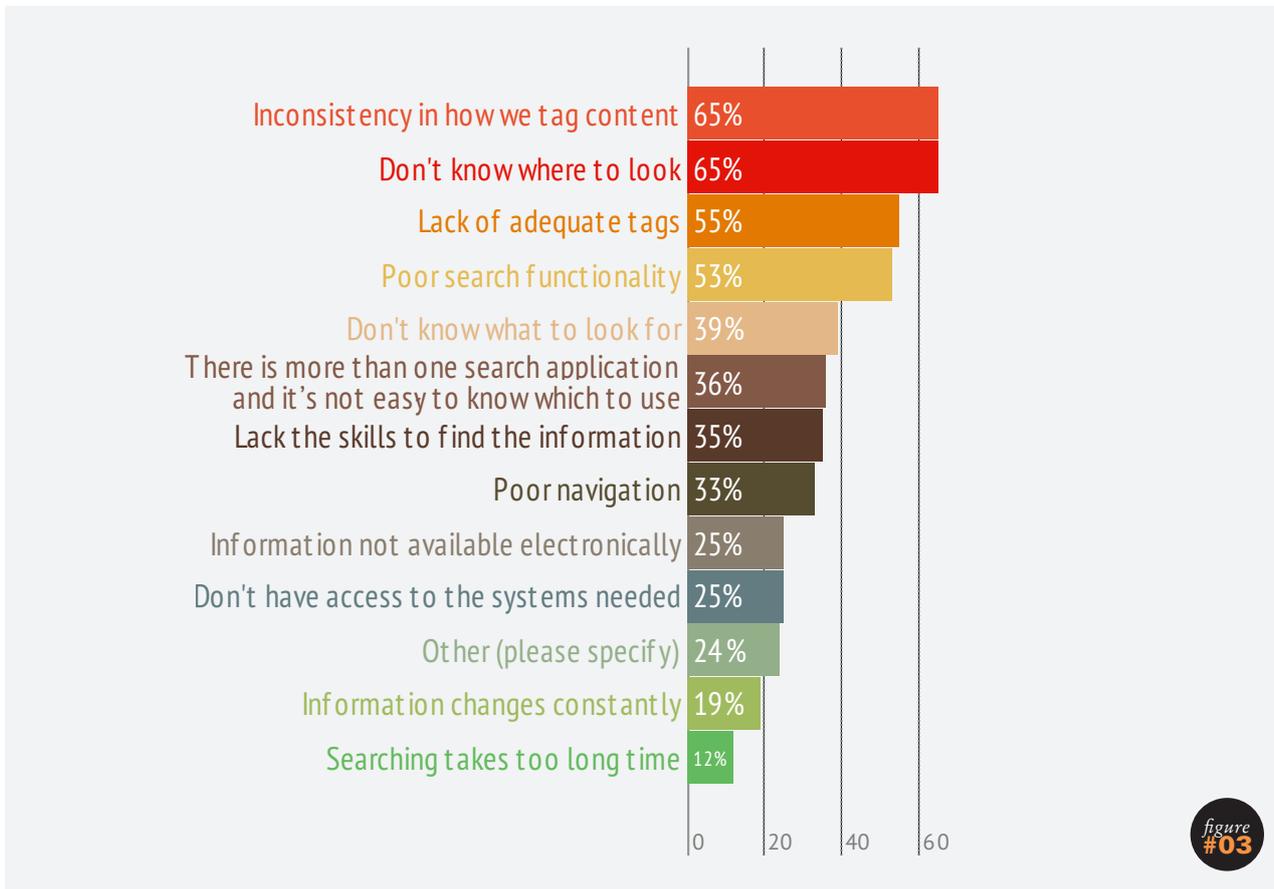
»How critical is finding the right information to your organisation's business goals and success?«



79 % OF RESPONDENTS think it is imperative/significant to find the right information and that applies whatever the size of the responding organisations. This means there is no significant difference between organisations with less than

1000 employees and those with + 50 000 employees. However, we can assume this percentage will increase over the coming years, corresponding to the constantly growing information loads.

»What are the obstacles to finding the right information?«



THE BIGGEST OBSTACLE from our 2012 survey, “poor search functionality” has fallen from first to fourth place, from 63 % to 53 %, and the new main obstacles are: “Inconsistency in how we tag content” along with “Don’t know where to look” (both at 65 %).

The third placed obstacle at 55 % is related to poor metadata (figure 4): “Lack of adequate tags”. Finding information should be easy but looking at these results, there are still obstacles to overcome. These obstacles are typically found within data management, which is business critical for high-growth firms:

“High-growth firms have also done more to reform their structures and leadership around data, suggesting greater internal

maturity on this issue. In particular, they are more than twice as likely to have a well-defined data management strategy in place.”

[The data directive: How data is driving corporate strategy—and what still lies ahead, Economist Intelligence Unit 2013](#)

It is important to investigate the reasoning behind the perceived “poor search functionality” and this may vary in different parts of the same organisation. Sometimes there may be a lack of knowledge, one simply doesn’t know what a good search solution can do for the business. Figure 4 - Metadata (“data about data”) strongly affects quality of search results

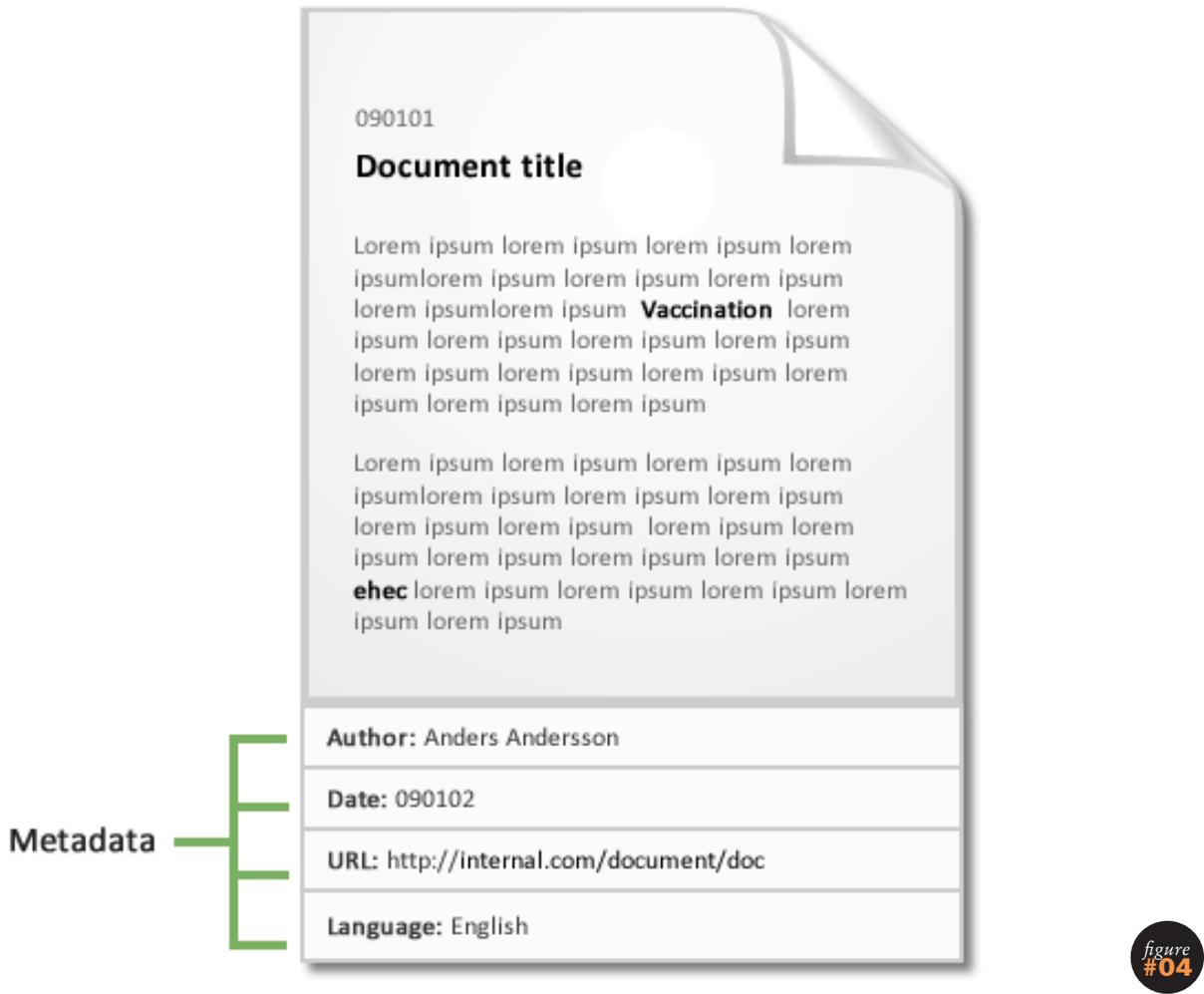
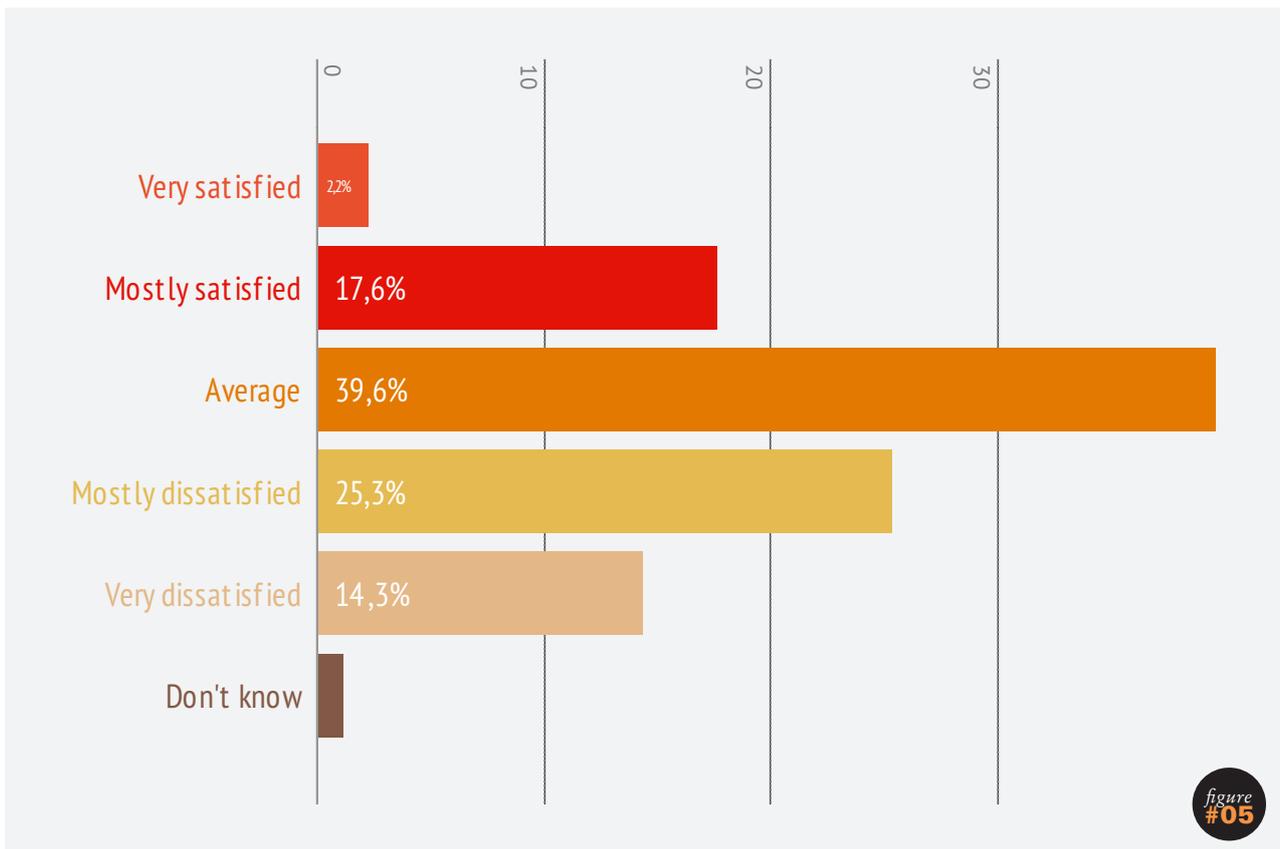


Figure 4 - Metadata (“data about data”) strongly affects quality of search results

THE RISE OF “Don’t know where to look” is possibly due to most organisations (89 %) having more than one search application and only 31 % using the same application in- and outside of the firewall. This is likely related to the question “Is

it possible to search across multiple repositories with a single query?” where only 58 % say they can. And 44 % say that they can search across several systems with one query.

»What is your level of satisfaction with the existing search applications?«



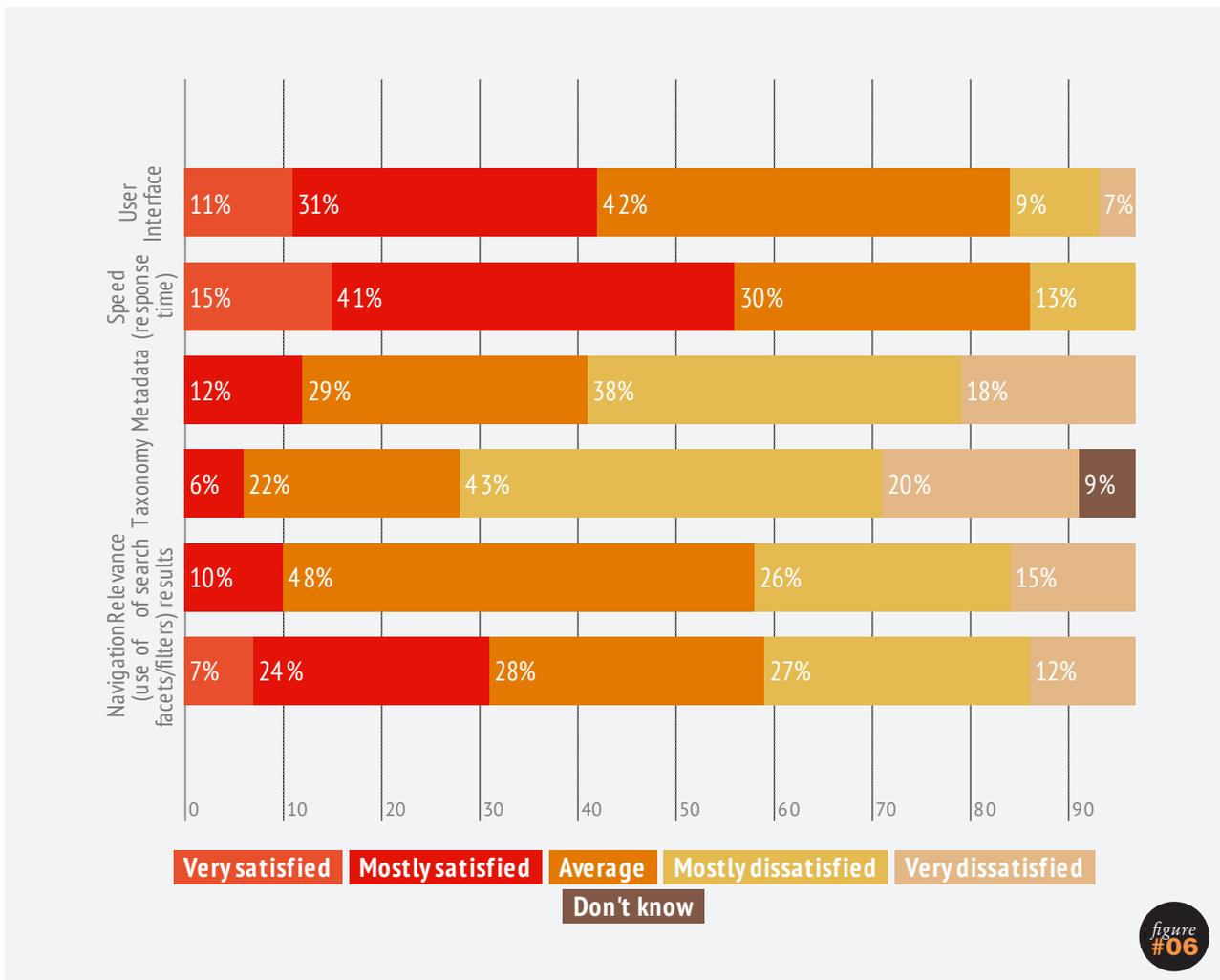
40 % OF ORGANISATIONS are dissatisfied with their current search solution. This is double the amount of satisfied organisations at 20 %. The number of satisfied organisations has stayed about the same since the last survey. The difference is we have fewer dissatisfied organisations and more companies finding their search application ok. In 2013 40 % answer their search solution is average which is a slight increase. We are looking forward to next year's survey, when we hopefully can start to plot trends.

20 % of the respondents in 2013 are very or mostly satisfied with their current search

solution. We call this group **the Leaders** and we will further explore this group for establishing a best practice for others to adopt. **The Leaders** are satisfied with their current search solution and looking at the characteristics of this group, we see they are more active in the governance of search related issues. Compared to others, they also have more resources allocated and a larger budget.

Now we know about the general satisfaction with existing search solutions, let's go into detail and look at the features of search.

»What is your level of satisfaction with the following features of search in your organisation?«



RESULTS FROM THIS YEAR reinforce results from 2012 where metadata and taxonomy were the least satisfactory features of search. Also, yet again we see that organisations are quite satisfied with the speed and user interfaces of their search solutions.

Note that “navigation” is doing fairly well (*figure 7*). This is interesting as navigation is strongly linked to the use of metadata and taxonomies, both of which appear at the top when it comes to dissatisfaction.

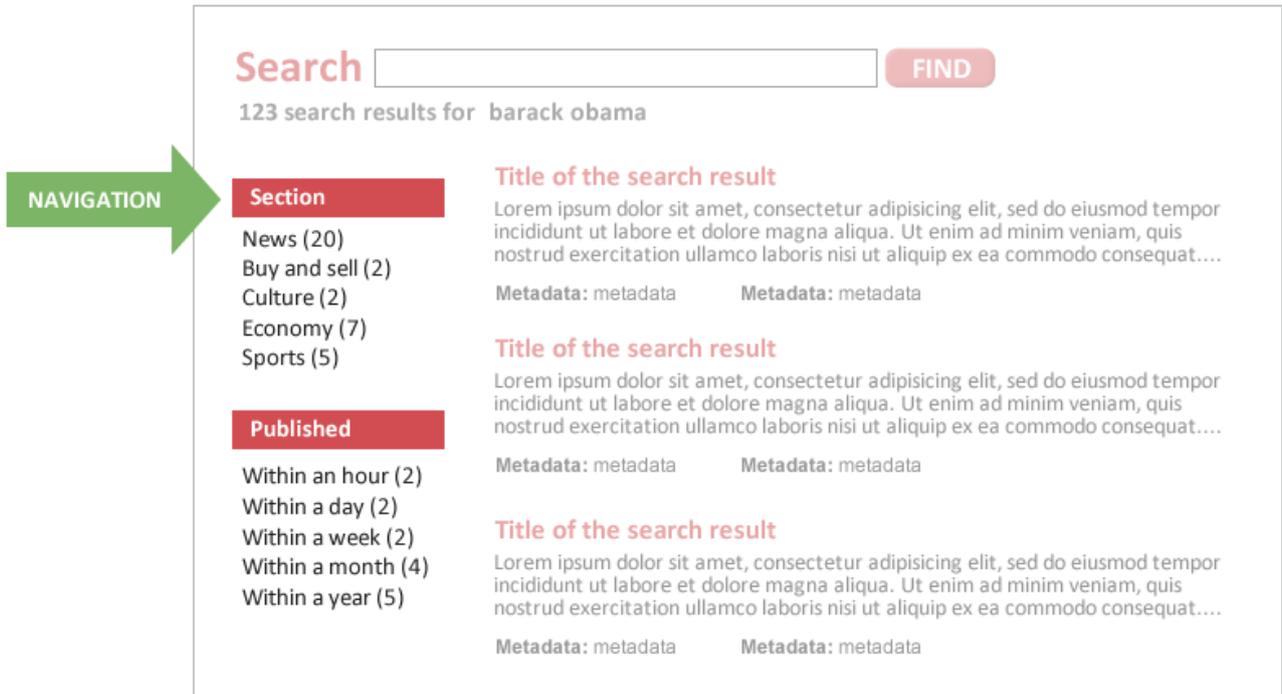


Figure 07 - Categories for filtering and navigate search results (facets, navigators).



SOLUTION

- Focus on consolidating search applications as illustrated in figure 8.
- Enable search across more sources AND systems with one single query (figure 8).
- Focus on improving metadata and use of taxonomies.

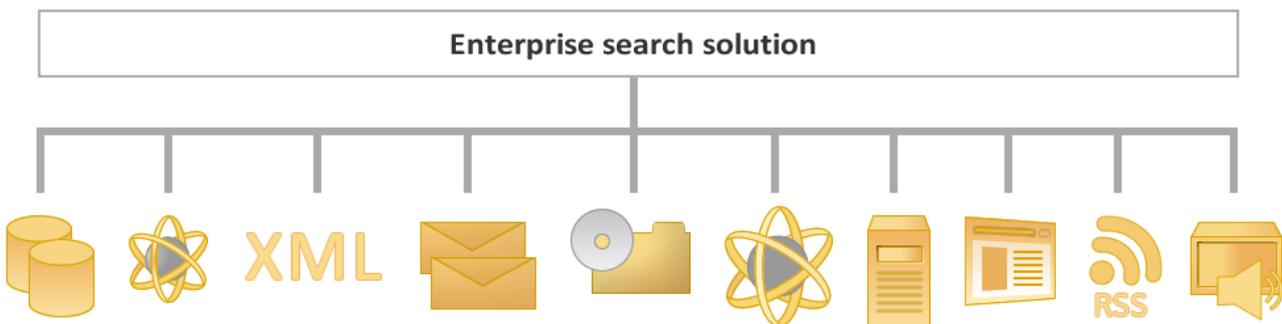


Figure 8 - Use one search solution for all sources and users.



BUSINESS

The business perspective focuses on how search technology is best used to support organisational goals and strategies. This chapter is about the planning and use of search to benefit organisations.

THE MAIN REASON for using search is the need to find information fast and not having to recreate what has already been done. This is clearly illustrated with results from the question:

What is your primary goal for utilising search technology in your organisation?

Most respondents (83 %) find “Accelerate retrieval of known information sources” significant or imperative, followed by “Improve reuse of content (Information / knowledge)” at 67 %.

We find at 51 % these results:

“Eliminate redundant efforts”

“Raise awareness of ‘What We Know’”

“Eliminate siloed repositories”

Notable is the need to find and connect people with expertise and other information. From

experience we know this is a recurring need, which is confirmed by 54 % of respondents finding “Accelerate brokering of people / expertise” and “Increase collaboration” important.

What is your primary business case for investing in search?

Below are some of the respondents answers in their own words:

“Knowledge is a strong company asset - so we need to be able to leverage, share and apply the knowledge better.”

“Make information Acc3 accountable accessible accurate”

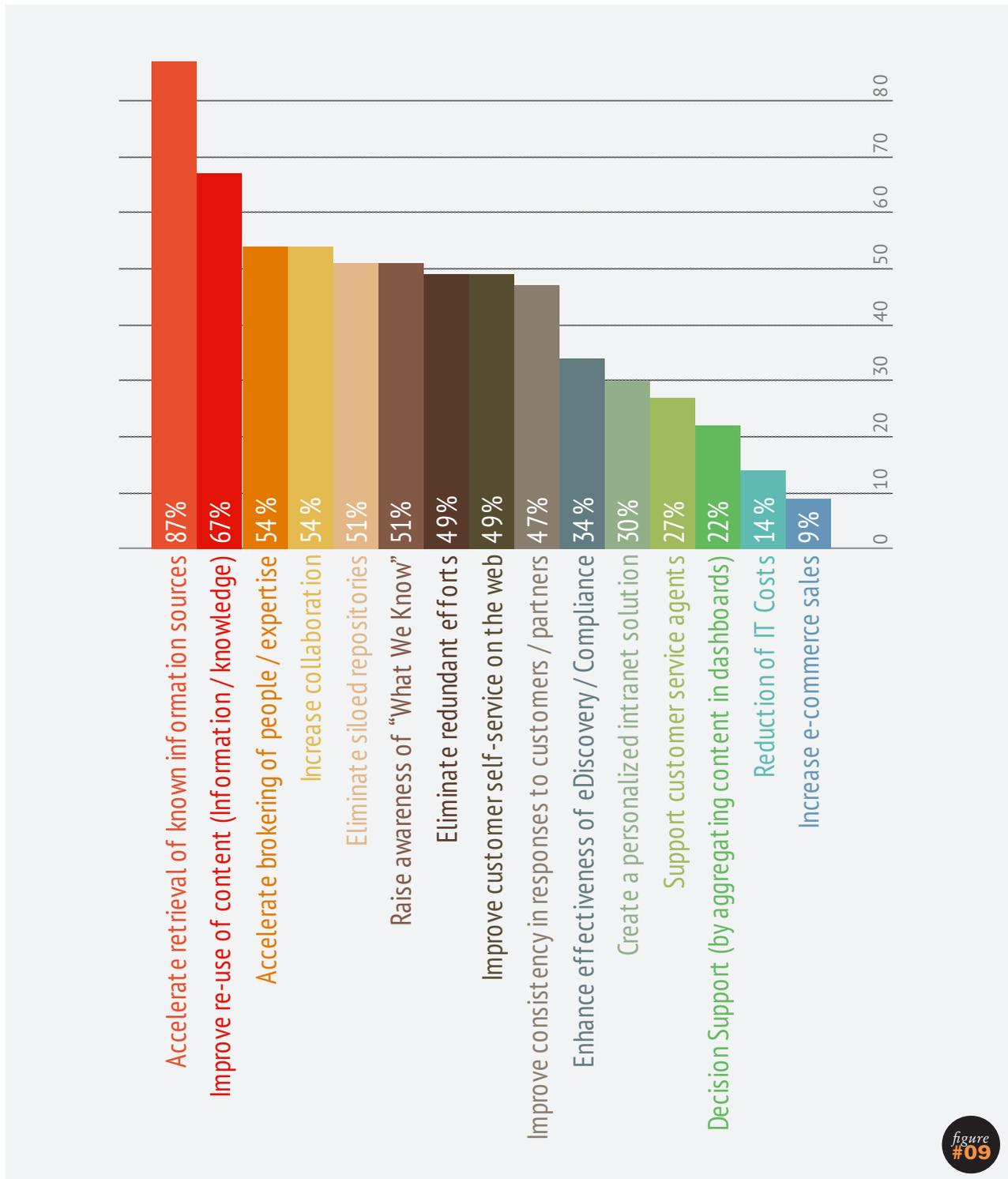
“Increase reusability”

“Improved quality in business decisions, saving time, harmonizing our offering globally”

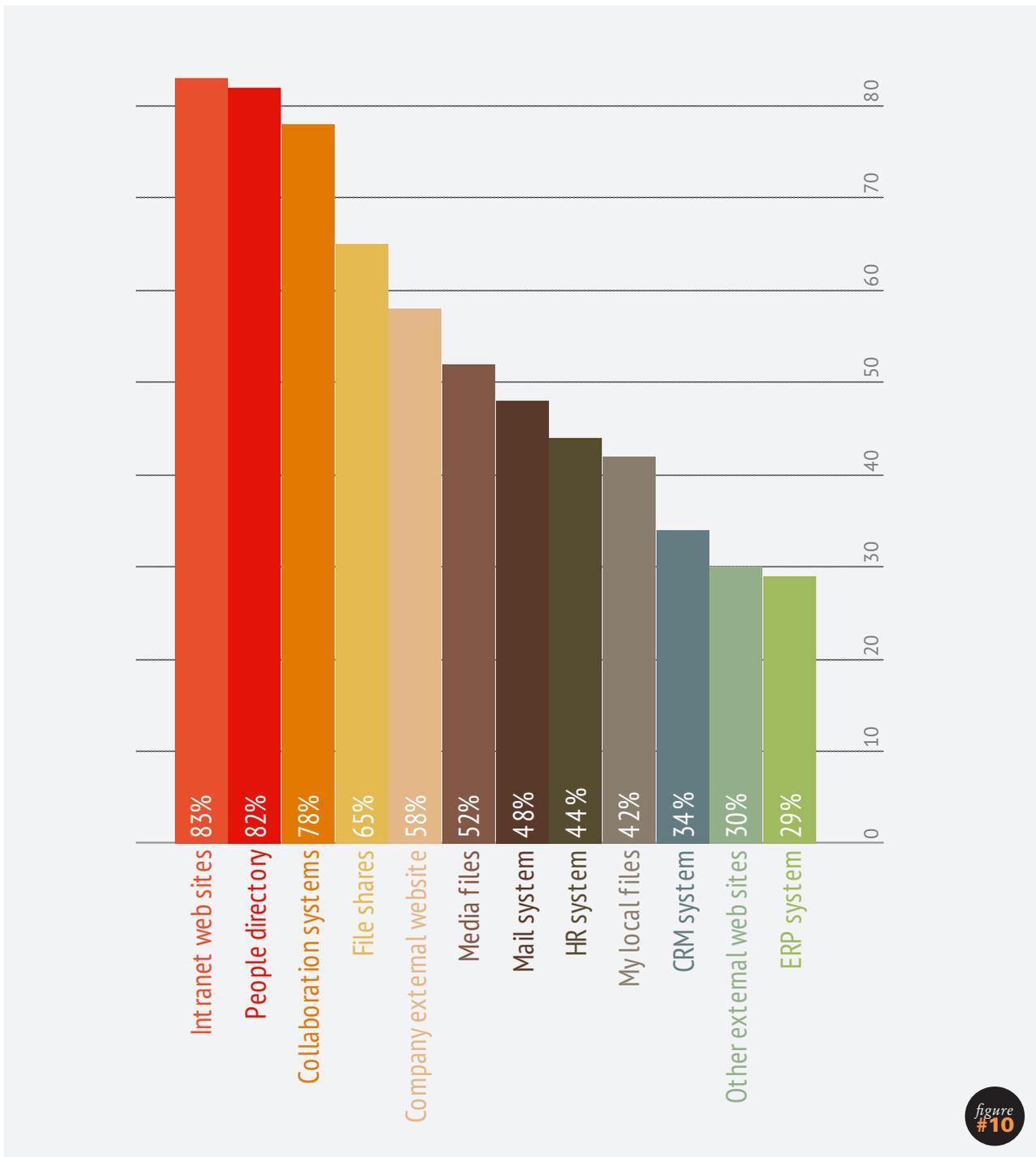
“To find information, make information accessible, avoid duplicates”

“Increase efficiency by reducing time spent searching for information”

»What is your primary business case for investing in search?«



»Rate the importance of being able to search the following sources and systems«



WHEN LOOKING AT information sources in the context of our previous question, it's hardly surprising that searching people directories is rated most important (*figure 11*). Answers "Imperative" at 53 % and "Significant" at 29 % give a total of 82 %.

Almost as important is "Intranet web sites" at 83 % - notable here is that 48 % considered it imperative and 35 % significant. Other sources considered important are:

- Collaboration systems at 78 %
- File shares at 65 %
- Company external website at 58 %.

(All of the above numbers are the sum of the individual percentages for Imperative and Significant)

48 % state that searching mail systems are imperative or significant. Considering the lack of mail search support in most Enterprise Search platforms this is rather surprising. This means many organisations recognise mail as an **untapped source of information**. Such an insight could lead to more effort being made in this area.

The more business critical the information - the more focus should be put on search. Many organisations understand the value of information as a competitive advantage:

"...63 percent – nearly two-thirds – of respondents report that the use of information (including big data) and analytics is creating a competitive advantage for their organizations."

[Analytics: The real-world use of big data, IBM 2013](#)

Compared to other applications, a search solution is unique in being both simple (just type a search query) and complex (typically thousands of users, each with a specific need). This means there is rarely only one business case. A small group within a specific department may get huge value from a tailored search solution to address their specific business needs and goals. As search can meet various needs within an organisation, search strategy becomes increasingly important.



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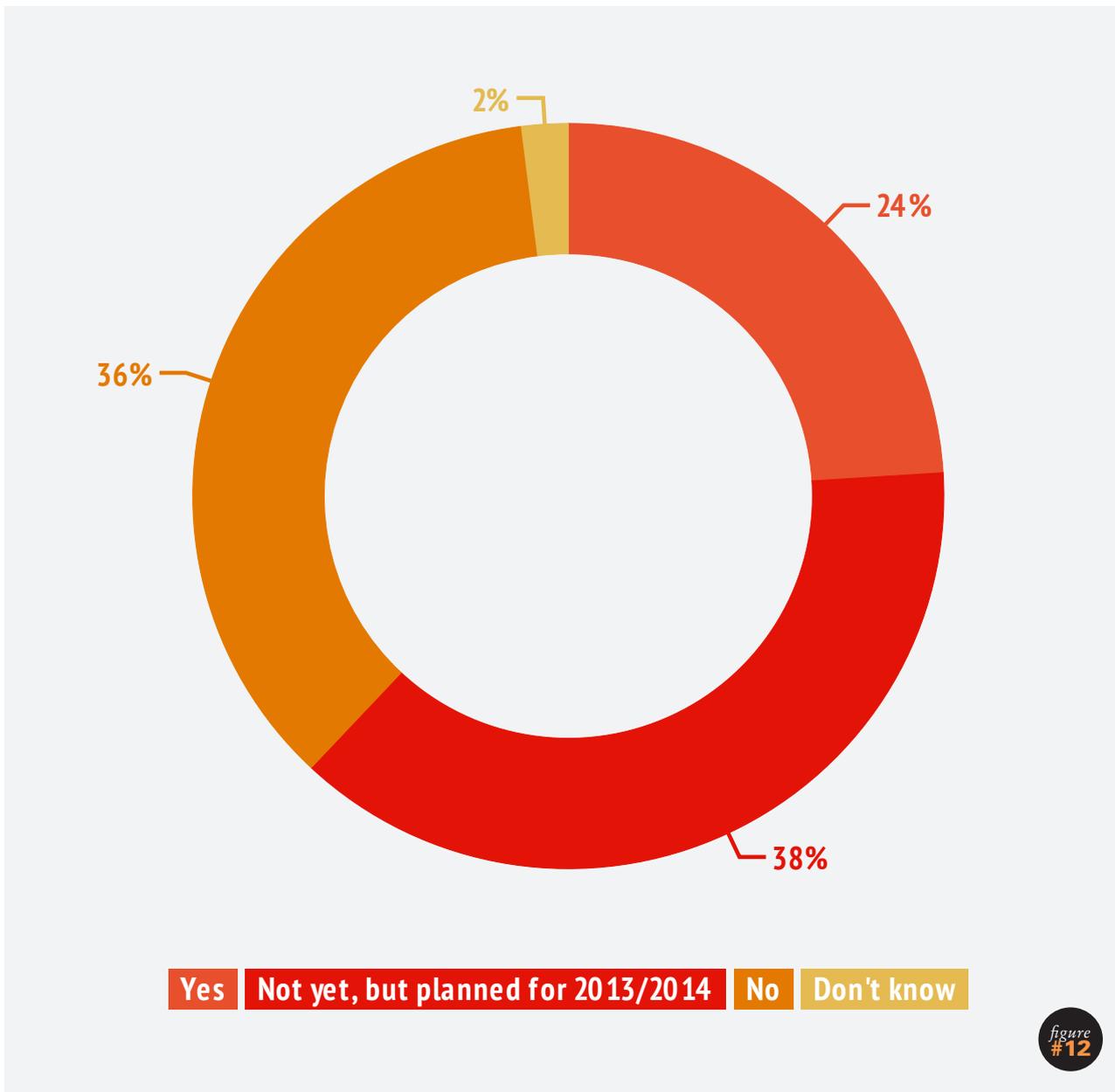
[view Helges profile](#)

office: Oslo

Figure 11 - Searching for people and competence is viewed as important.



»Do you have a **search strategy** in place?«



A SEARCH STRATEGY is essential to plan, prioritise and make informed decisions regarding search investments. Such a strategy should include measurable effects expected from your search solution and always be linked to overall business goals. This is important not only when actually designing, implementing and maintaining the solution but also when it comes to getting an adequate budget.

Considering the above, it is reassuring that the number of organisations that have (24 %) or plan for (38 %) a search strategy is higher than last year. In 2012 only 14 % had and 30 % were planning for a search strategy. Hence, the trend is clear: more organisations have already or are beginning to see the importance of a search strategy. This is good news!

Implementing a search strategy along with a process for continuous maintenance and improvement, will strongly benefit organisations implementing search as a core business and IT

service. There are usually several internal stakeholders and beneficiaries, thus creating a shared search service is a logical step for many organisations. However, all organisations are different and one size does not fit all. Prior to creating a road map and getting the most out of search, one always needs to carefully analyse target groups, information needs and desired business effects.

In most organisations, implementing search-as-a-service based on a common search platform involves a new way of working. This means most organisations with such an approach do not get the most out of it. However, the situation is likely to be different in the future. Application landscapes are changing due to new business requirements and application life-cycles. For many organisation shifting to modern platforms like the cloud is a constant and ongoing process. In a near future we are likely to see more organisations fully leverage search from a central and shared search service.

SOLUTION

- Add sources to your search index.
- Focus on People search if you do not have it yet.
- Create a strategy for search and findability.
- Index external websites - competition or other valuable information
- Look into making mail systems searchable.

ORGANISATION

The organisational perspective focuses on the organisational framework and process to manage and refine the search solution for future needs. This chapter is about this important and unfortunately often forgotten perspective.

Owner of search and final decision?

Search is typically owned by IT. This goes for 65 % of the organisations responding in this survey. Consequently, the final decision when it comes to investments in search technology also falls under IT (67 %). Occasionally, ownership is elsewhere but nevertheless IT has the final say. After IT, the second most common owner for search is Corporate Communications at 25 %.

To ensure that organisations get the desired effects from search, they have to involve stakeholders from several parts of the enterprise. This goes for decisions regarding use of search along with investments, programme and strategy. This year the final decision for search is more in the hands of line managers or C-level executives (other than CIO). Numbers have increased from 15 % to 25 %. This is encouraging and we hope to see this continue in next year's survey. That would indeed be a positive trend.

Search ownership is however a bit tricky, as succinctly put by Martin White:

“This is probably because there are no business and compliance-critical workflow processes that are supported by enterprise search. Look around at the main enterprise systems and they are owned by the manager responsible for the workflow; Sales Director, Operations Director, HR Director and so on.”

Enterprise Search (2012) by Martin White

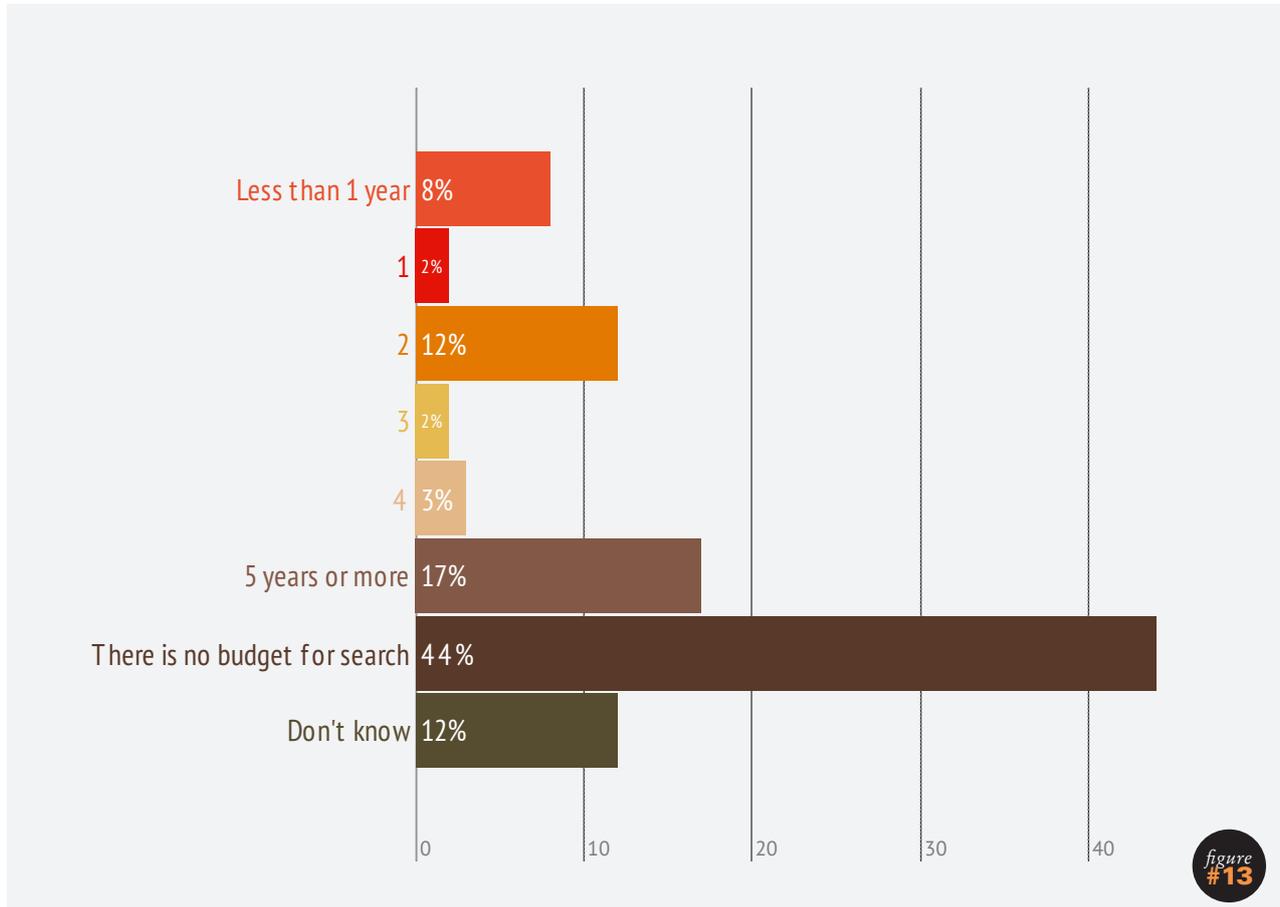
Search ownership is clearly related to information ownership, which will be discussed further in the Information chapter.

How many years has search had its own budget?

Looking at budgets for search, a rather depressing fact is that 44 % do not have a budget for search and 12 % **don't even know** if they have or haven't. Perhaps this is a consequence of search being owned by IT and not by a manager within the organisation and therefore being part of the general IT budget.

For those with a budget, the Leaders (satisfied with their current search) once again prove that budget is important for doing search well and to being happy with the solution. Amongst the Leaders only 23 % lack a budget whereas 51 % have had a budget for 3 years or more!

»How many years has search had its own budget?«



AMONGST ORGANISATIONS THAT do have a budget, 35 % have a budget of less than 50 000 Euros. This is hardly enough to support a full-time employee working with search. On top of this there will be the cost for software, hardware and support. Only 19 % of organisations have a budget of more than 100 000 Euros, which should be considered a minimum for enabling a basic search programme. The Leaders are not only more likely to have a budget, they are also (at 28 %) more likely to have budgets of more than 100 000 Euros.

47 % of organisations have less than 1 full time

equivalent (FTE) person with search, which is not a great result. When asked how many FTEs will be working with search in 2016 it looks a bit more encouraging. Only 18 % will have less than 1 FTE working with search whereas 30 % will have 1-2 FTE people. However, the “Don’t knows” increased from 7 % to 28 %, which is not surprising considering that 2016 is still a few years away.

We believe this indicates an increasing awareness amongst organisations. One cannot install a search engine and just sit back and watch the magic. As with most things in the enterprise,

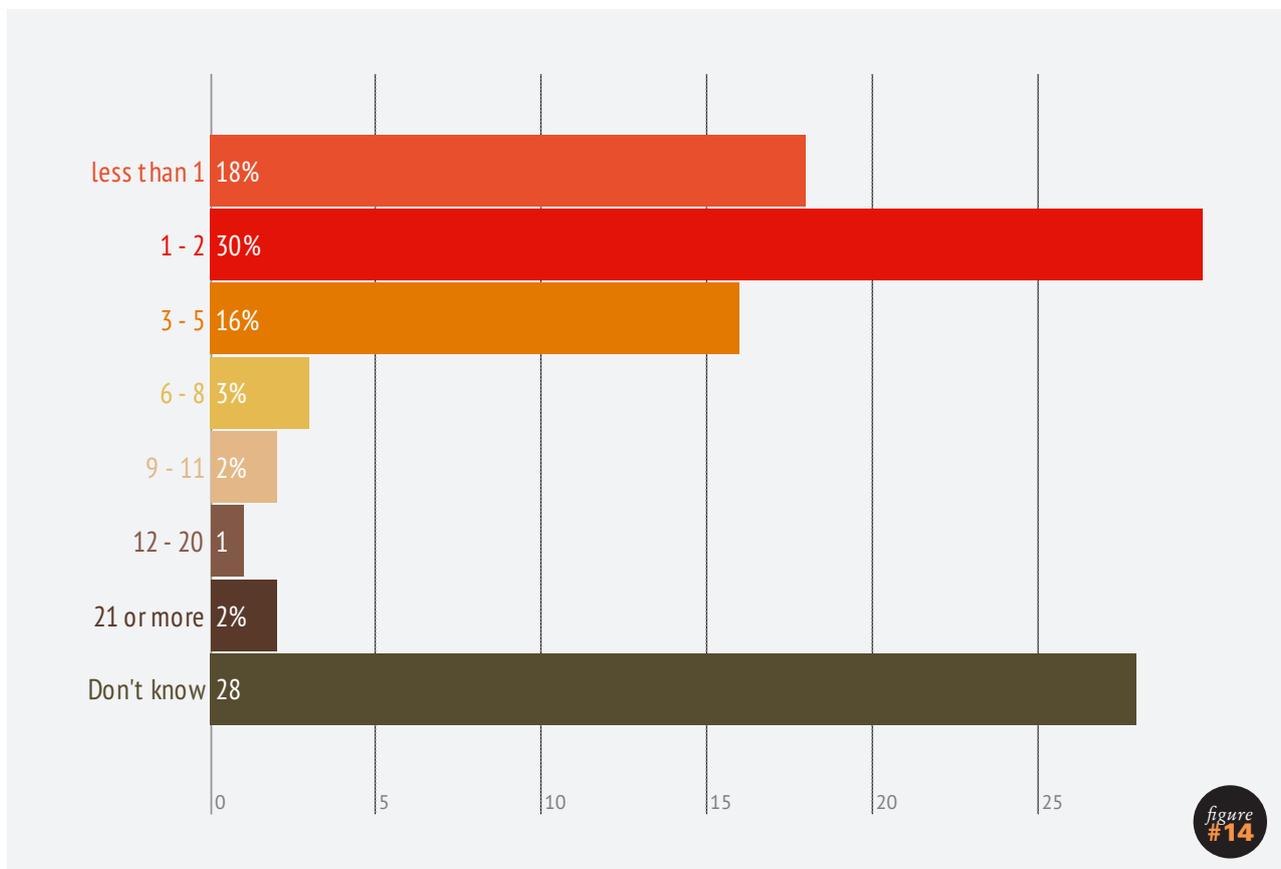
without proper engagement and resources the end-result will be disappointing. Search is no exception. One probable cause for the lack of resources is that search is not serving the core processes within the organisation. It is an additional service on top of HR, Finance etc. Our experience is that organisations that involve search into their core processes have larger budgets. There is a big opportunity for improving decision-making and efficiency by putting more resources on search. The lack of resources and management attention is hindering

organisations from getting more value out of their information, as identified by recent research:

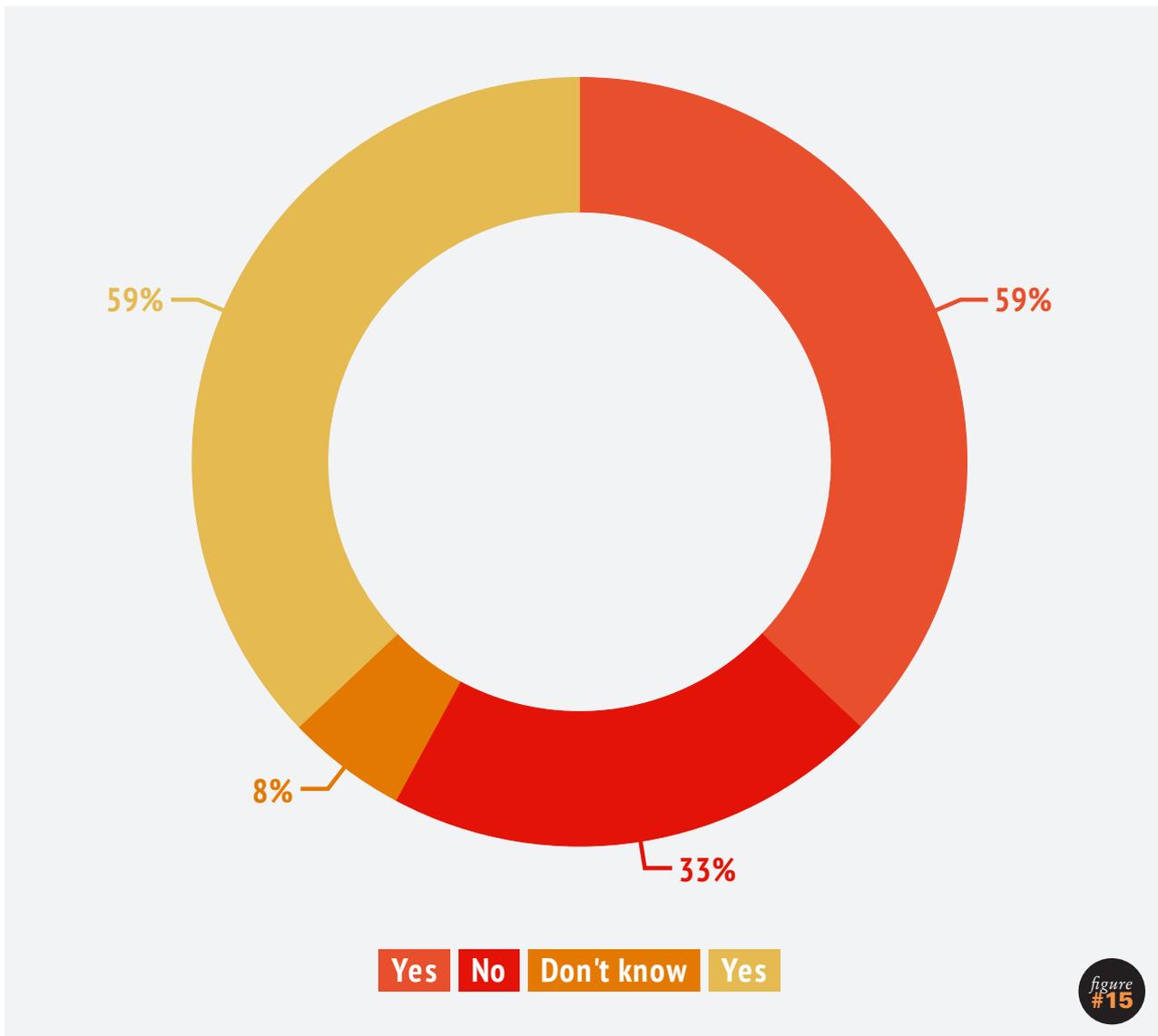
“A large segment, 43%, say the lack of budget holds them back, while 35% are also concerned with a lack of skills. About a third cite both data governance issues as well as lack of urgency from business management, two highly interrelated issues.”

[2013 Big Data Opportunities Survey, Unisphere Research](#)

»How many **employees (FTEs)** are working on search within your organisation?«



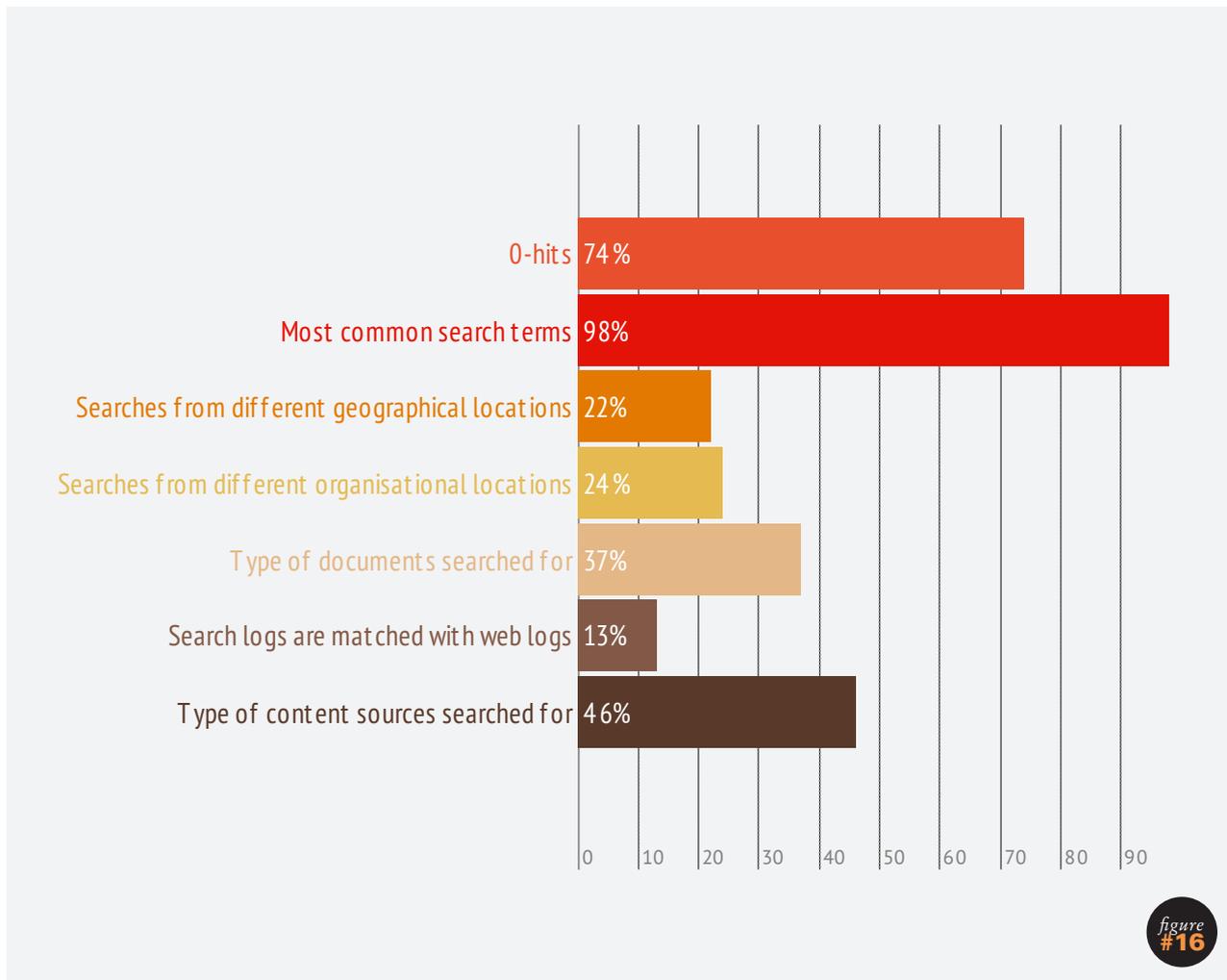
»Do you analyse search logs?«



59 % OF ORGANISATIONS analyse search logs which is a good thing. Analysing search logs is important in order to know how to improve the search experience by for example adding synonyms, best bets and avoiding zero-hit-results (*figure 17*). As a search practitioner you

also need to understand how the solution can respond to organisational needs. Analysing and acting on user behaviour is a best practice that all organisations can benefit from. As we pointed out last year: even a few hours per month can give great results.

»What kind of search analysis is done?«



WHEN LOOKING AT SEARCH analysis we see the top two types from 2012 at the top of the list again this year. Amongst the ones engaging in search analysis, a vast majority look at the most common search terms (98 % - same as 2012) and zero-hit-results (74 % compared to 72 % in 2012). The Leaders clearly use search analytics more and most of them look at all types of analysis. However, searches from different

organisational locations (46 %) and “Type of content sources searched for” (54 %) are more common. The very dissatisfied group only look at zero-hit-results and most common terms.

Interestingly 25 % of all responding organisations have Key Performance Indicators (KPI) for their search solution. Amongst our Leaders the corresponding number is at 39 %.

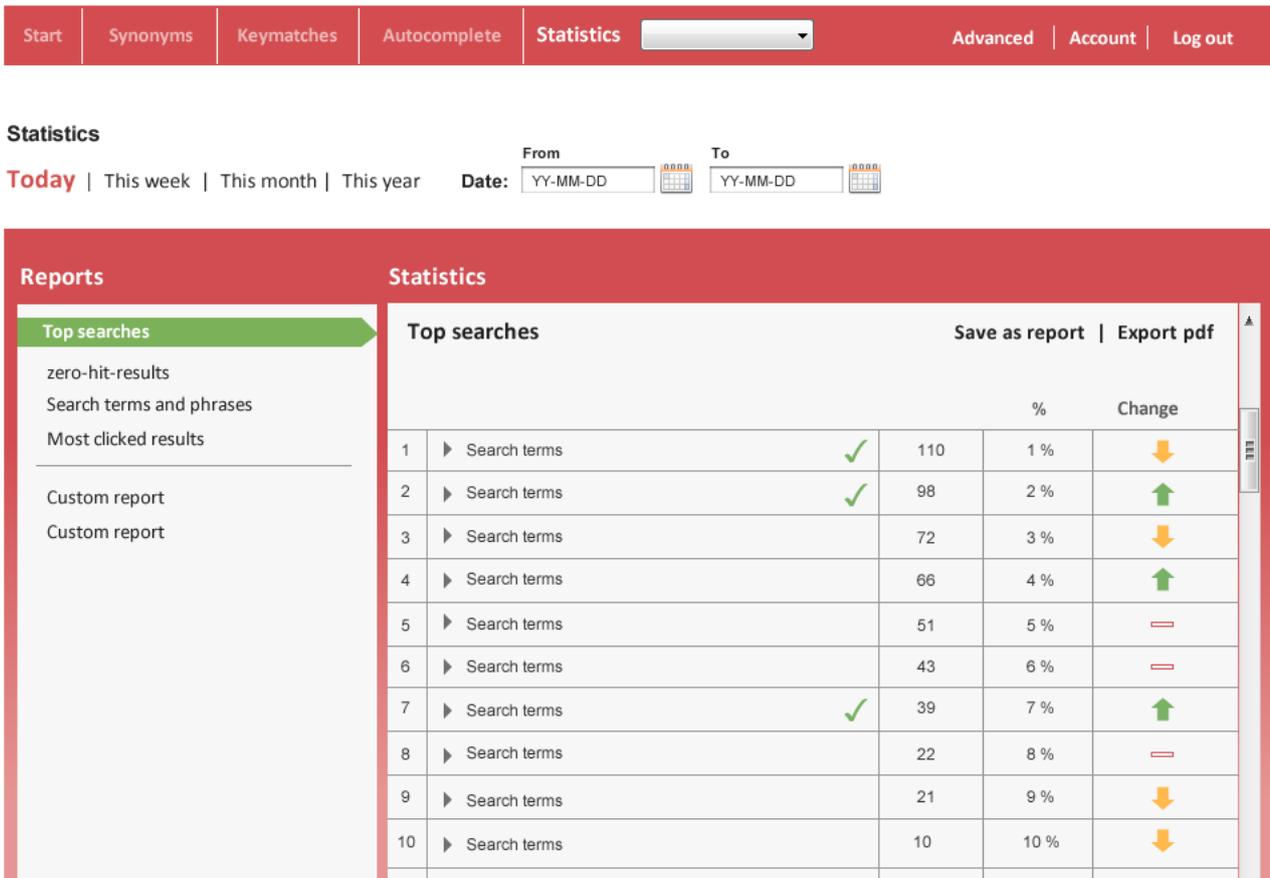


figure #17

Figure 17 - Search Analytics

SOLUTION

- Analyse your search logs.
- Focus on the following metrics:
 - The zero-hit-results
 - The top 200 terms searched for
 - The number of documents with metadata.
- Use Search analytics to prove the business value of search. Using improvements in metrics.

USER

The user perspective perspective focuses on the people and ensuring the solution is designed and tailored to fit their needs and capabilities. This chapter is about how people are involved in improving the search solution.

THOUGH SEARCH LOGS is a great tool for analysing user behaviour it can only get you so far. To create a truly useful application (of any kind, not just a search application) you have to involve real users. When it comes to search it's all about understanding information seeking behaviour, information needs and users view of their own information landscape (corporate language, types of information, sources etc.)

When asking the question:

Have you done any user experience tests on your existing search applications?

we learn that 71 % of the Leaders have done usage testing compared to 53 % of those who are dissatisfied. Amongst all responding organisations, 59 % have performed user experience tests.

Do you use target groups or personas when designing your search application interfaces?

34 % do so and 23% are planning to do so in

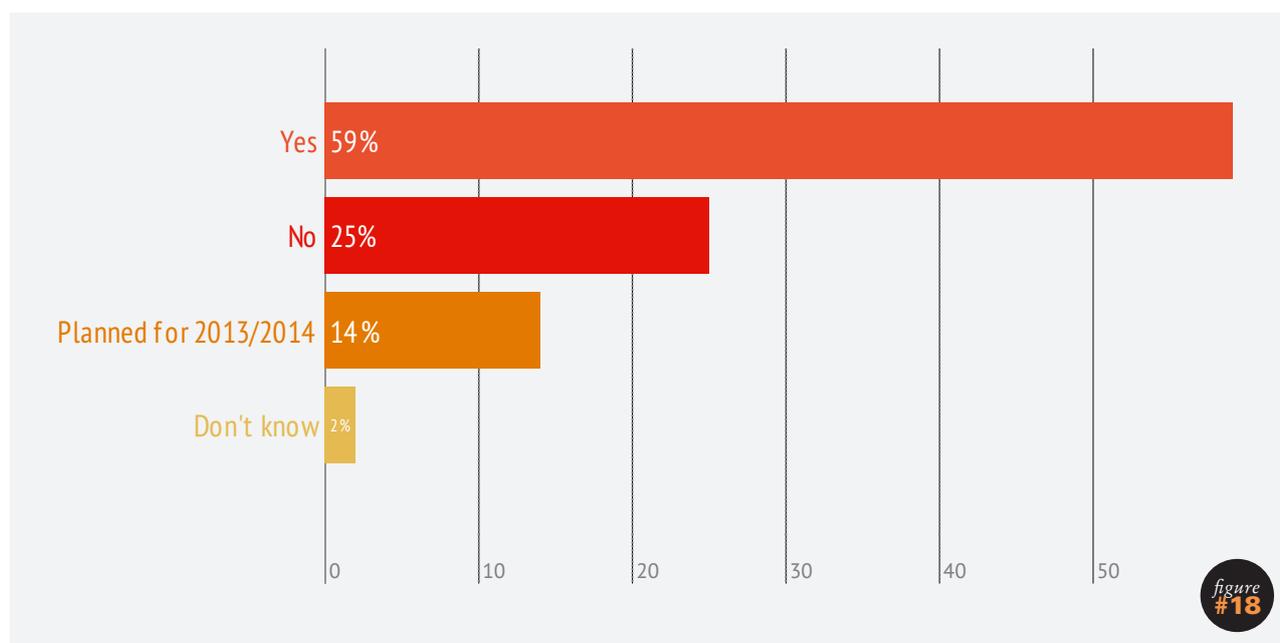
2013/14. With a total of 57 %, this is a small but notable increase from last year (52 % in 2012).

Is there a person or group responsible for analysing user behaviour and improving the solution?

Overall, 59 % have someone appointed to this task, which is a fairly good number. However, following the same pattern as we have seen throughout this report, only 43 % in the dissatisfied group have someone appointed to this task. This compared to our group of Leaders where the corresponding figure is 86 %.

19 % of respondents let users influence result relevance by using likes, +1 or similar. In addition, 30 % are planning to do so in the coming years. Here the Leaders stand out with only 23 % using such features and 11 % are planning to use them. To top it off, in the dissatisfied group 13 % have this feature and 40 % are planning to use it! A qualified guess for the difference between the Leaders and the rest is that the Leaders actually have tried it and have bad experience from letting users influence relevancy.

»Can users provide feedback or suggestions on improving the search application and results?«



72 % SAY THEY EITHER have a feedback form or plan to implement one in 2013/14. These numbers are almost identical to those in 2012. A larger part (84 %) of the Leaders already have or plan to implement feedback forms whereas only 47 % in the dissatisfied group have them.

A simple feedback form on your search result

page provides a cheap and easy way to collect valuable input from users. If you are planning to implement such a form, always combine it with a routine for someone to quickly respond to feedback. 76 % of the Leaders have such routines in place and our experience says this is a need-to-have feature!

SOLUTION

- Make someone responsible for analysing user behaviour and collecting user feedback.
- Think about setting up a Search Customer Service/Helpdesk for search.
- Add a feedback form to your search result page.

INFORMATION

The information perspective focuses on content quality and ensuring that information is published and structured to become findable. This chapter is about how organisations work on improving information quality.

“The most striking item on the list of planned investments is “information architecture, taxonomies and tagging”. This is clearly a result of the need felt as the digital work environment has become more fragmented in the last 12 months.”

[Digital Workplace Trends 2013 by Jane McConnell](#)

Those with an owner of information are more satisfied with search than those with no owner. 70 % of those very or mostly dissatisfied with their existing search, have no information owner!

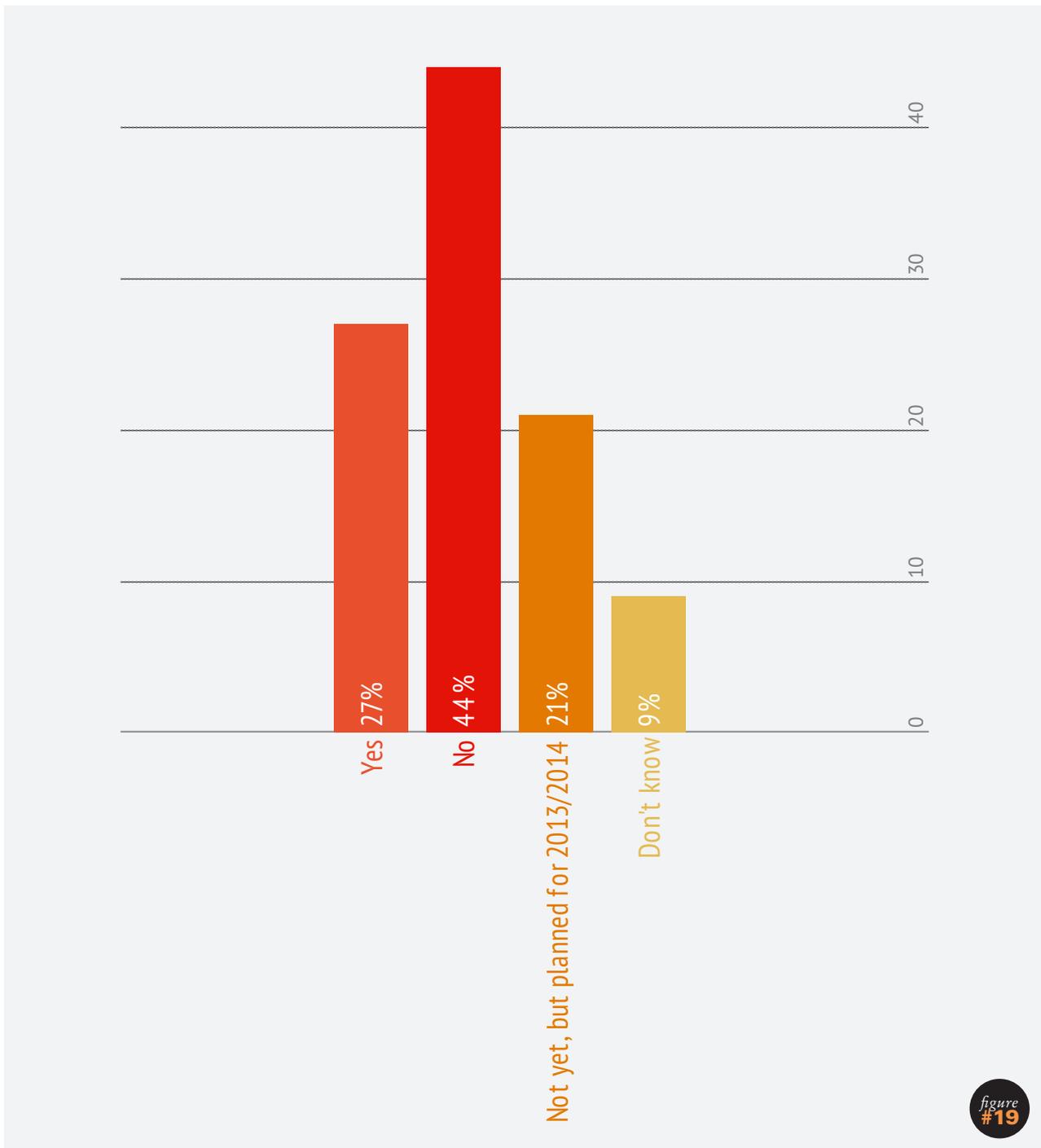
“Because information is not seen as an information asset, with an associated information management strategy,

organizations have no view on the scale of the problem. As a result no one is taking ownership of the problem because ‘there is no problem.’”

[Enterprise Search \(2012\) by Martin White](#)

To make sure information does not get ROT (Redundant, Outdated and Trivial) we need processes to handle our constantly growing amounts of information. If we can limit the amount of ROT - search will become much better! Hence, there needs to be clear and concise rules for how to handle information. Simply put, when should we archive, keep or delete information? A good way to keep ROT from our information is to enable a Content Lifecycle Management process. How many organisations have that today? The answer is 27 % but we are encouraged by the fact that 21 % are planning for it in 2013/14. In our 2012 survey the corresponding numbers were 24 % and 16 % and if this continues next year we can start talking about a trend!

»Do you have a **content/ information** lifecycle management process in place«



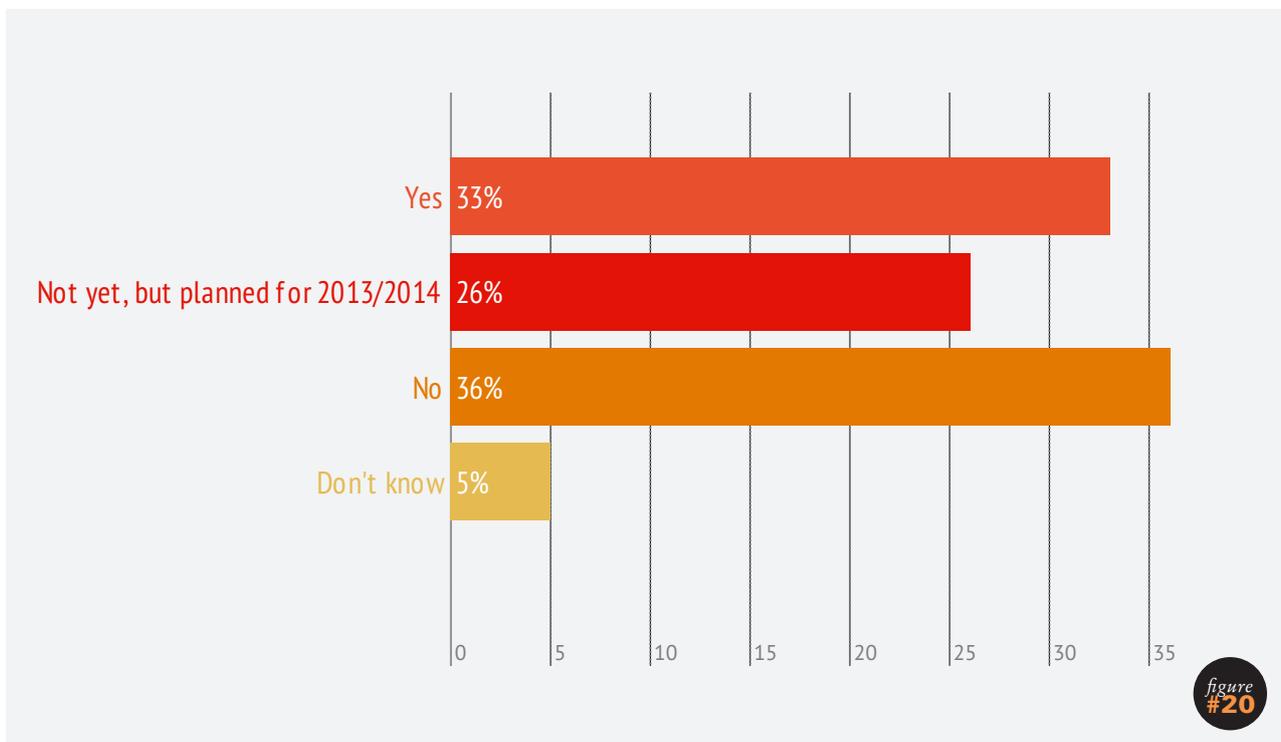
» Do you have a taxonomy in place?«

OVERALL, 42 % ANSWER yes and amongst the Leaders 47 % say yes. Amongst our respondents, taxonomies are typically used for:

- Navigation, thesaurus and data classification
- Organisational and product hierarchy used to assign metadata tags and attributes to content
- Common vocabulary to help tag content consistently to help filter information
- Filtering values in search facets, navigation (future)

Navigation, Refiners, content tagging Taxonomies are indeed useful for creating quality search results. The chance of getting the right information for any given query increases when using taxonomies. Organisations using taxonomies are definitely more satisfied with search than those without. In fact 40 % of those without a taxonomy are dissatisfied with their search.

»Do you have a standard for metadata in your organisation?«



3 % OF ORGANISATIONS have a metadata standard and another 26 % are planning for it. Metadata is to Enterprise Search what air and water is to humans. When metadata is standardised throughout the organisation it adds even more value. Combine a standard for metadata with an organisation-wide taxonomy and you will have reached the gold standard for Enterprise Search. The importance of metadata can hardly be exaggerated when it comes to search and information management. It should not be overlooked.

It is encouraging to read that investments for information organisation is considered a priority today:

“...because information organization (information architecture, taxonomies and tagging) is the second highest priority for investment in 2013 and 2014.”

[Digital Workplace Trends 2013 by Jane McConnell:](#)

SOLUTION

- Appoint information owner/s
- Set up a Content Lifecycle Management Process
- Use a metadata standard across systems and repositories
- Create and use an enterprise-wide taxonomy for enabling better navigation and filtering

APPENDIX

Methodology used

The survey target group are practitioners responsible for search within their organisation. Typical roles are search manager, intranet manager, product owner, search editor, in-house developer etc.

The aim has been to understand the practitioners view on Enterprise Search. This research will hopefully help both practitioners and the enterprise search industry, providing insights when implementing and understanding the business problems Enterprise Search can solve.

The survey was conducted on the web (using [SurveyMonkey](#)) via a personal email (using [Mailchimp](#)). Only verified practitioners with organisational email addresses were allowed to participate this year. We consider this survey valid and reliable.

Throughout the survey all numbers have been rounded up, for better readability no decimal numbers are presented in the text. In the graphs and illustrations numbers are also rounded up.

The survey results have been presented at [Enterprise Search Europe](#) (London, 15-16 May 2013), [Enterprise Search Summit](#) (New York, 22-23 May 2013) and [Findability Day](#) (Stockholm, 30 May 2013).

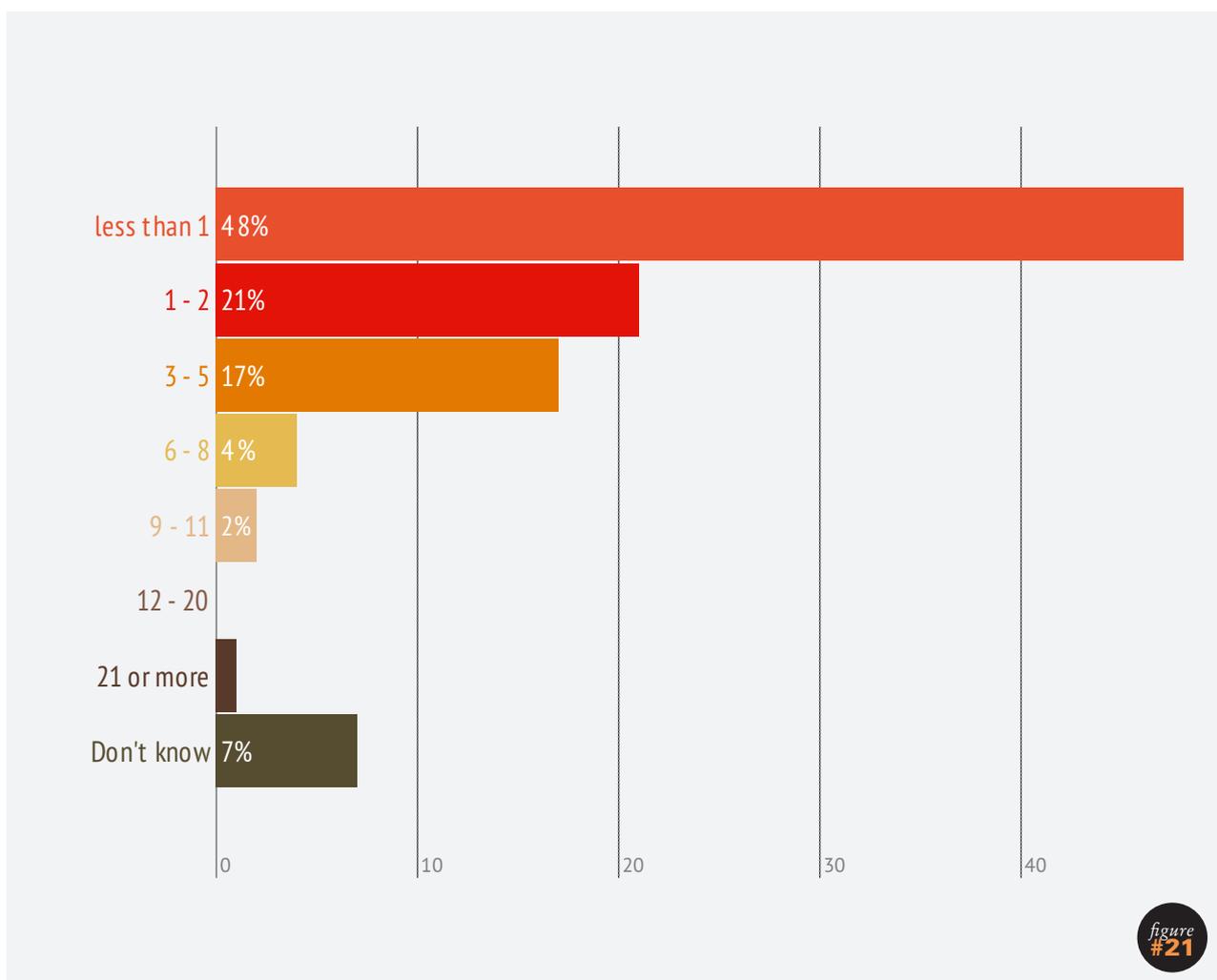
Survey Demographics

The survey respondents have their headquarters mainly in Europe (72 %) followed by North America (21 %) and in total 18 countries are represented. Notable is that 59 % of organisations are global, meaning they have offices in several countries.

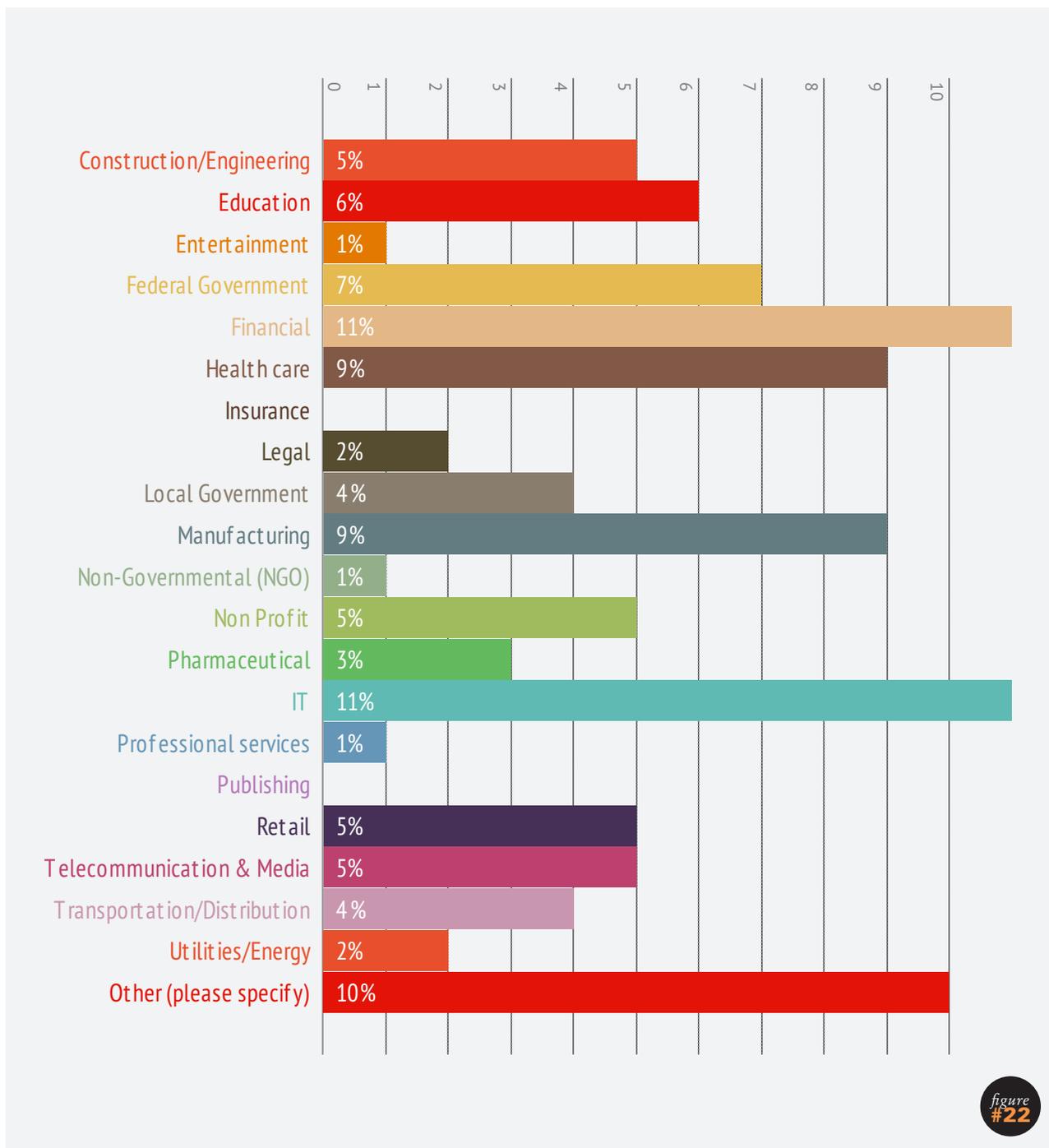
The majority (73 %) of respondents represent organisations with more than a 1,000 employees and a third of respondents are from even larger organisations with over 10,000 employees. Compared to last year, we have more organisations from the private sector at a total of 64 %. No industry is dominating and many industries are represented.

Respondent roles are typically within IT (45 %) followed by Communications (19 %) and Other (18 %).

»How many employees (full time equivalents, FTEs) are working on **administering/developing/implementing** search within your organisation?«



»What **industry** do you work in?«



»Select the alternative that best describes **your role** within the organisation«

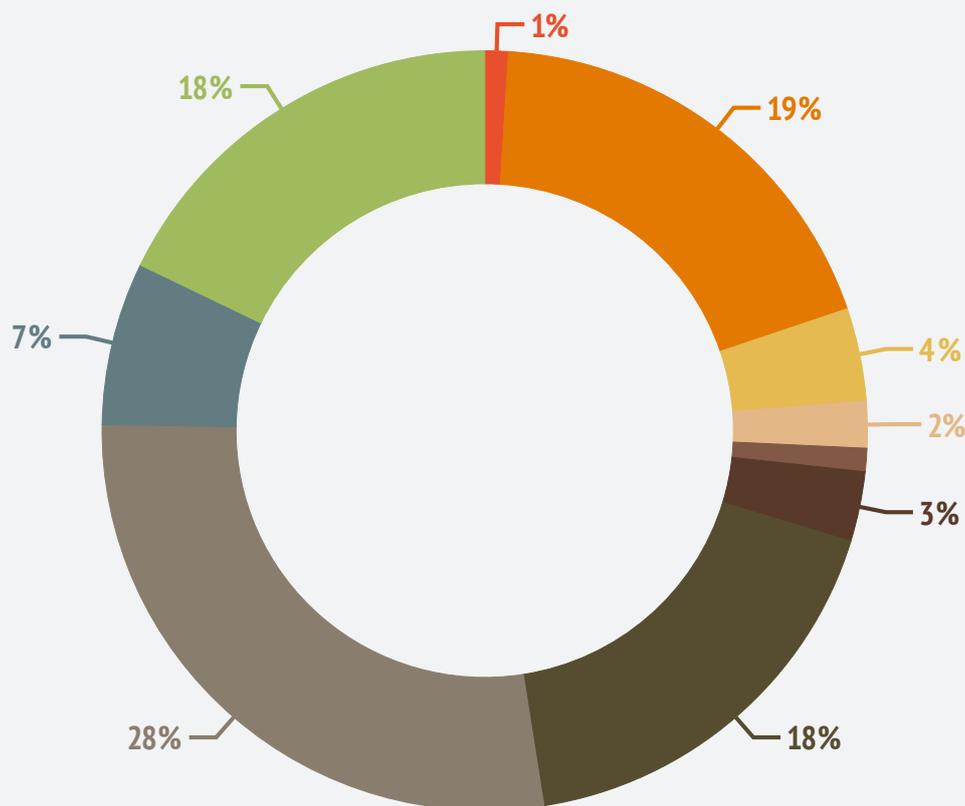


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