



non~linear creations

QuickStart Program

for Google Enterprise Search

| Google Search Appliance |

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THE QUICKSTART PROGRAM

non-linear creations (NLC) has developed a program that unlocks the value of the Google Search Appliance for your enterprise. In four days, NLC's Google-trained consultants will configure the Google Search Appliance so it is generating real value for employees.

At the end of the QuickStart Program, the Google Search Appliance will:

- Successfully return results from critical corporate data sources
- Limit the search results returned to those which the user has the appropriate permissions to view
- Generate a search and results page consistent with your corporate brand and the look-and-feel of the surrounding intranet or website.

In addition, our consultants will deliver a report which documents:

- Additional data sources that can be cost-effectively indexed by Google Search Appliance
- Use of advanced Google features, such as OneBox, to provide access to corporate application data
- Recommendations for making use of features such as Related Query, Collections and KeyMatch capabilities
- How existing metadata might be leveraged in Google Search Appliance results.

THE QUICKSTART PROCESS

The QuickStart Program for Google Enterprise Search involves a telephone interview followed by three days of on-site consulting by a Google-certified consultant.

STEP 1: Before NLC Arrives

Our lead Enterprise Search Consultant will speak with you to:

- Define the business benefits you expect to achieve through Google Search Appliance deployment
- Explore the limitations of any search engine currently in use – ideally, we'll gain an understanding of the types of search your users usually perform

- Identify the kinds of documentation the NLC team will need to complete the QuickStart successfully; this typically includes an environment diagram detailing available data sources and a model of security permissions now in place
- Review the graphic design templates now in use
- Confirm that the Google Search Appliance has been installed in your environment.

STEP 2: Day One: Explore and Define

We have three main goals on the first day:

- **Identify Content Sources**
Document the structured and unstructured content sources that the Google Search Appliance might index
- **Prioritize Content Sources**
Determine which content repositories provide the most value and prioritize their deployment in Days Two and Three
- **Map Permissions to Content**
Review the existing permission model and determine how it relates to the prioritized content sources

STEP 3: Day Two: Index and Configure

On the second day, we will:

- **Initial Configuration**
Configure the Google Search Appliance to index the prioritized content sources and build an initial index
- **Refine the Index**
Identify content that is not being found by the Google Search Appliance and create custom feeds to ensure this missing content is added to the index
- **Apply Permissions**
As required, we will apply the security permissions framework to ensure only authorized searchers see sensitive content

STEP 4: Day Three: Tuning, Pruning and Branding

Our objectives for the third day include:

- **Tuning**
Running sample searches to assess the ranking of results; with your help, we will also identify and remove from the index any content that *should not* have been indexed

- **Initial KeyMatch Configuration**
Defining three KeyMatch terms to ensure that common or important searches return prioritized results
- **Permission Testing**
Simulating searches by users with various permission levels to ensure the rules have been effectively applied
- **Detailed Configuration**
Modifying Google Filters is required to optimize results for your organization
- **Branding**
Applying your style sheet to the search and search results pages generated by the appliance

STEP 5: One Week Follow-Up

Approximately one week after the QuickStart activities have been completed, our consultant will deliver a summary report identifying ways in which you can further leverage the power of Google Search Appliance. Frequently this report will include strategies to take advantage of:

- Google KeyMatch to return selected results for specific searches
- Google OneBox to integrate search with enterprise applications
- Google Collections to categorize search results using industry-specific vocabulary
- Extending the Appliance into additional structured and unstructured content repositories.

GETTING STARTED

NLC's standard QuickStart Program for Google Enterprise Search is a fixed price, fixed time deliverable of \$5,000 USD plus travel expenses as required. To get started, simply drop us a note at quickstart@nonlinear.ca or contact:

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