


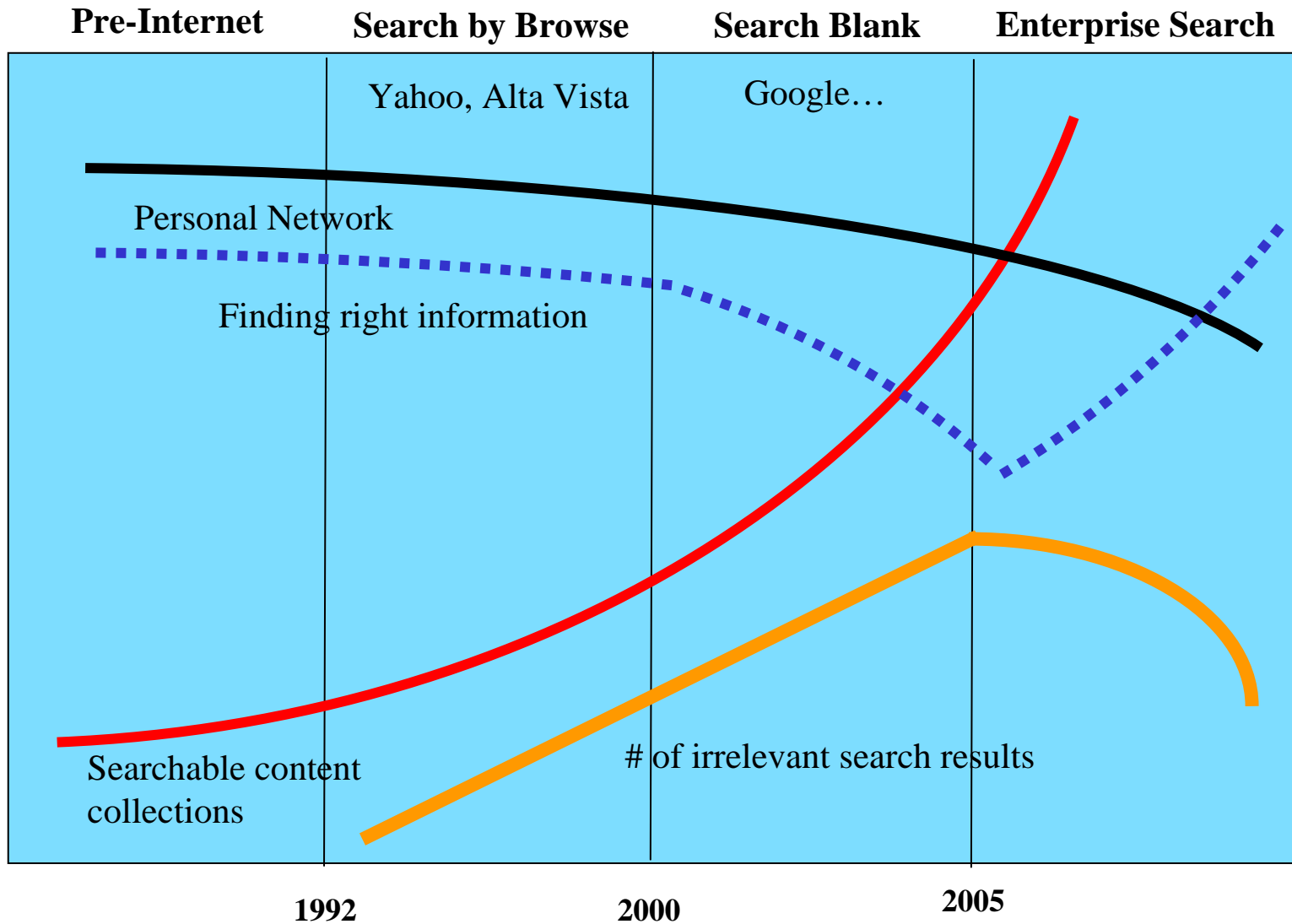


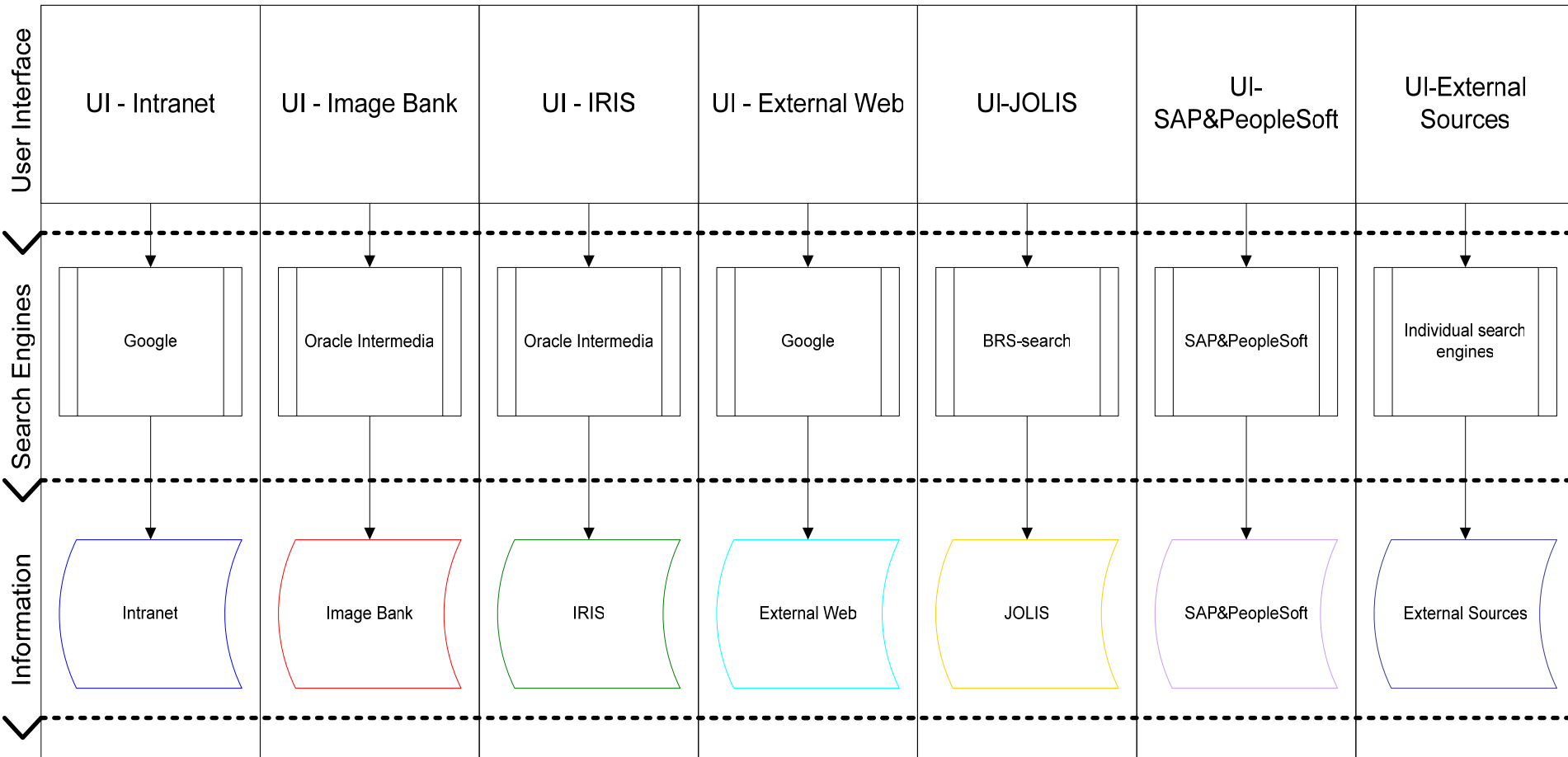
# The World Bank Enterprise Search Program

Luisita Guanlao  
The World Bank Group  
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-  Background
-  Enterprise Search Strategy
-  Key Challenges and Lessons Learned

# History







**Search Does Not Work!**




1. Absolute success rate per search: 93%. *However, this result is achieved sometimes at a high cost in terms of staff time and productivity;*
2. Absolute success rate per search task: 43.18%
3. The source with
  - fewest number of steps: Colleague or Personal Contact
  - greatest number of steps: External Web Search Browse;
4. Intranet search
  - most logical place to look for information in over 65% of cases
  - success rate for the Intranet search: 35%
5. Colleagues or contact people selected as last resort, *even though they were always successful when they did – this may mean that they have good expectations that using other sources such as the Intranet search or browse;*

## 6. Types of searches

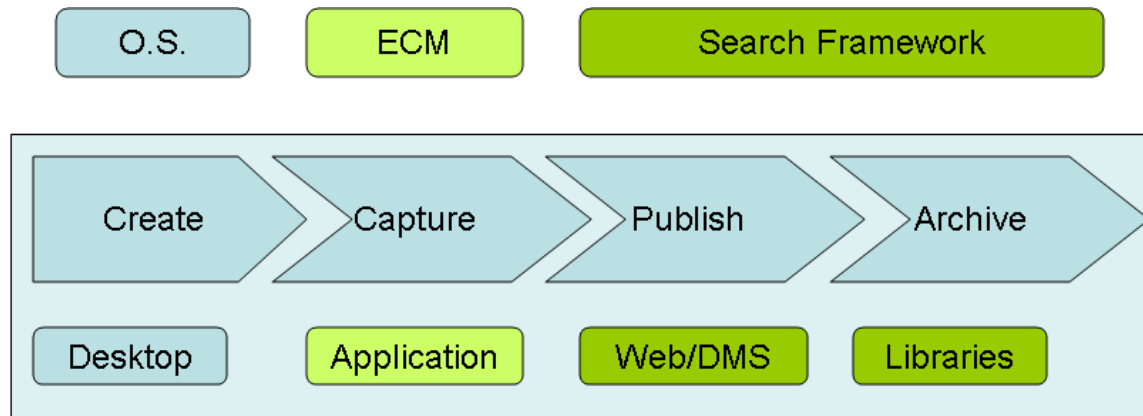
- known items (48%),
- learning and discovery searching (20%),
- searches by multiple parameters (14%)
- topical searching (10%);

7. The quick reference and directional kinds of search tasks had success rates higher than the research-oriented searching;

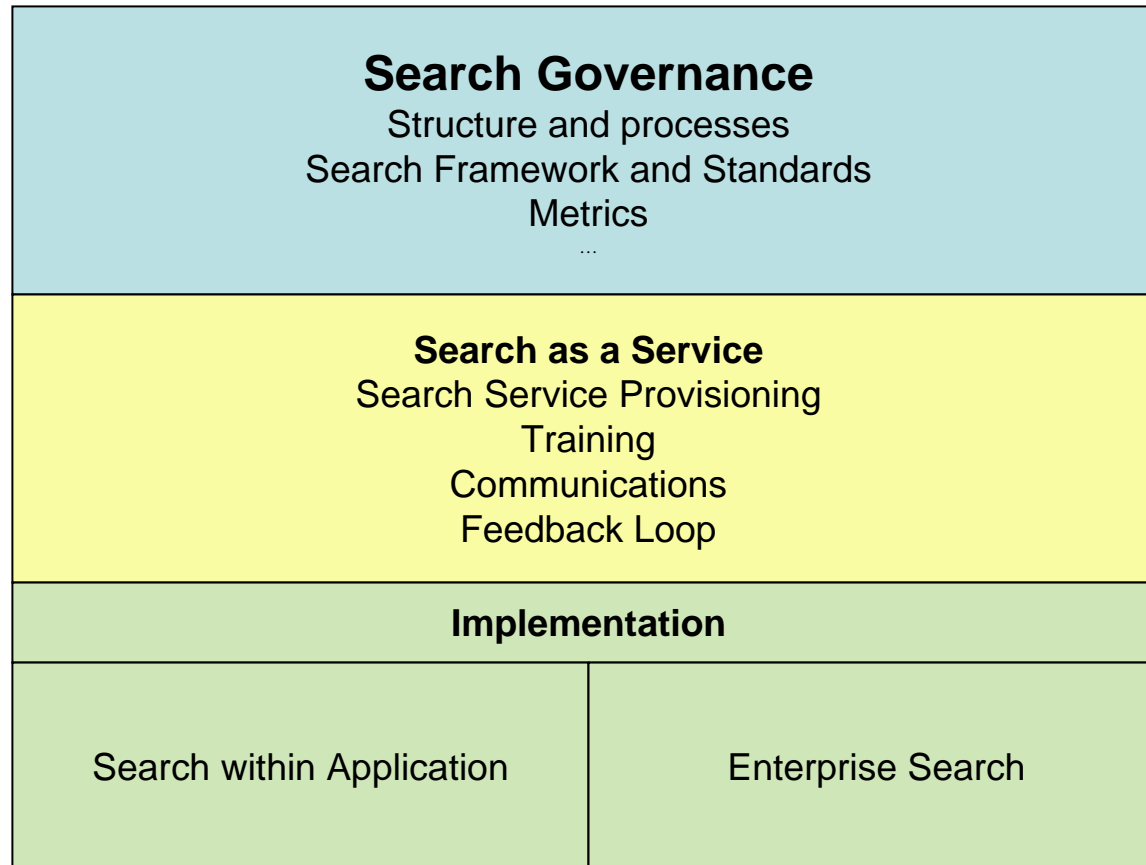
8. Each source has its own behavior, business rules, functional architectures – users need to learn each system;
9. Search experience generally consists of multiple steps and multiple searches within and across sources;
10. Disconnect between what/why we publish to the Intranet or External Web sites and users' expectations regarding what we will find;
  - There are several searchable resources and users do not know where to start looking – the purpose of and expected content in our individual repositories is not always clear;

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- On the whole, staff are looking for:
  - An enterprise view that encompasses all WB institutional repositories and external collections;
  - Ability to support known item searching;
  - Ability to find the “right answer” to their information query;
  - Lowest level of effort to achieve successful search result;
  - Consistent behavior across sources;
  - Ability to extract & customize content based on individual needs.



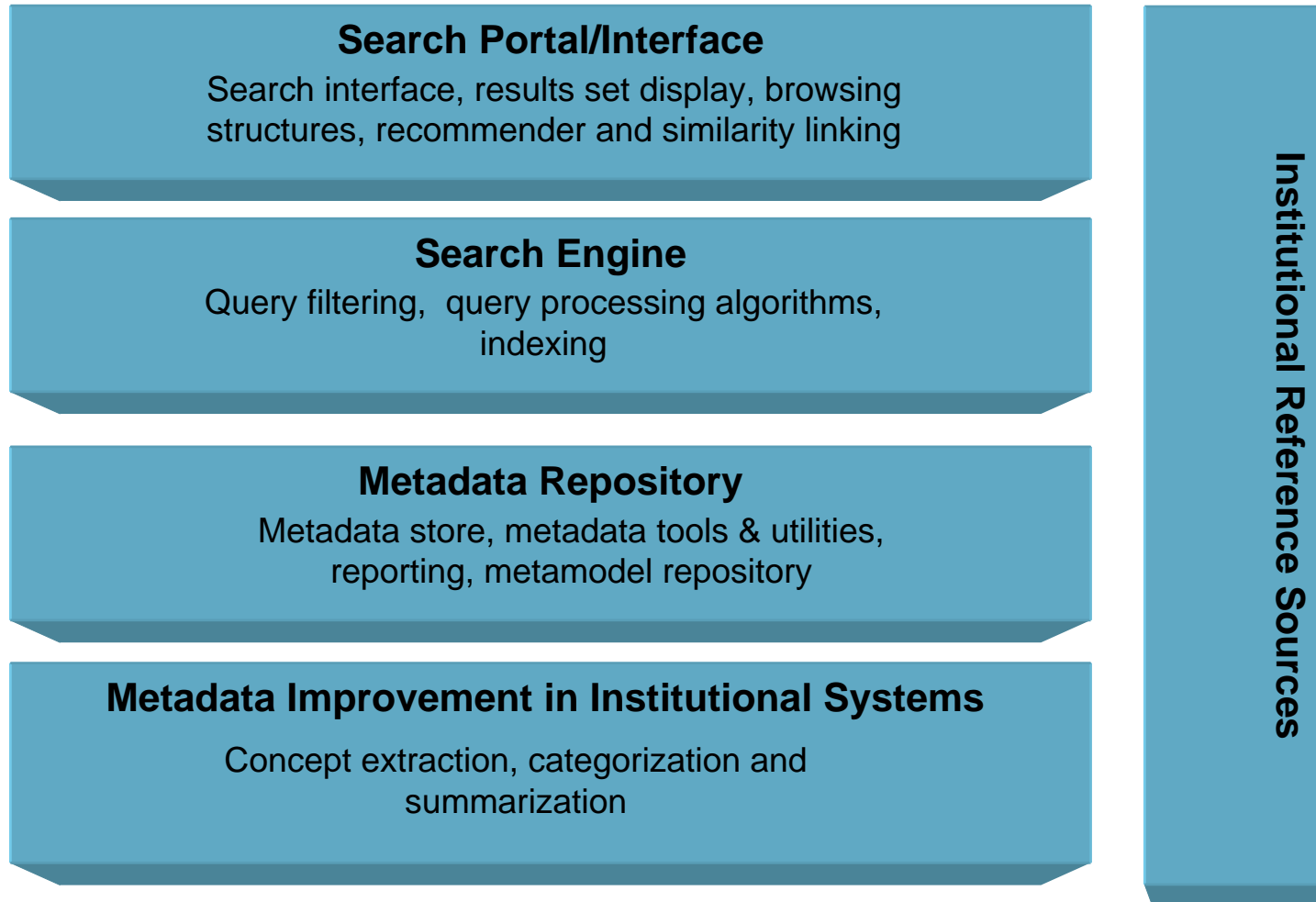
- Does not preclude Search within existing systems
- Deals with the “findability” problem
- Goal: fewer and more relevant results
- Initial focus is on surfacing information stored in institutional repositories
- Email, files in network drives and desktop not in initial scope



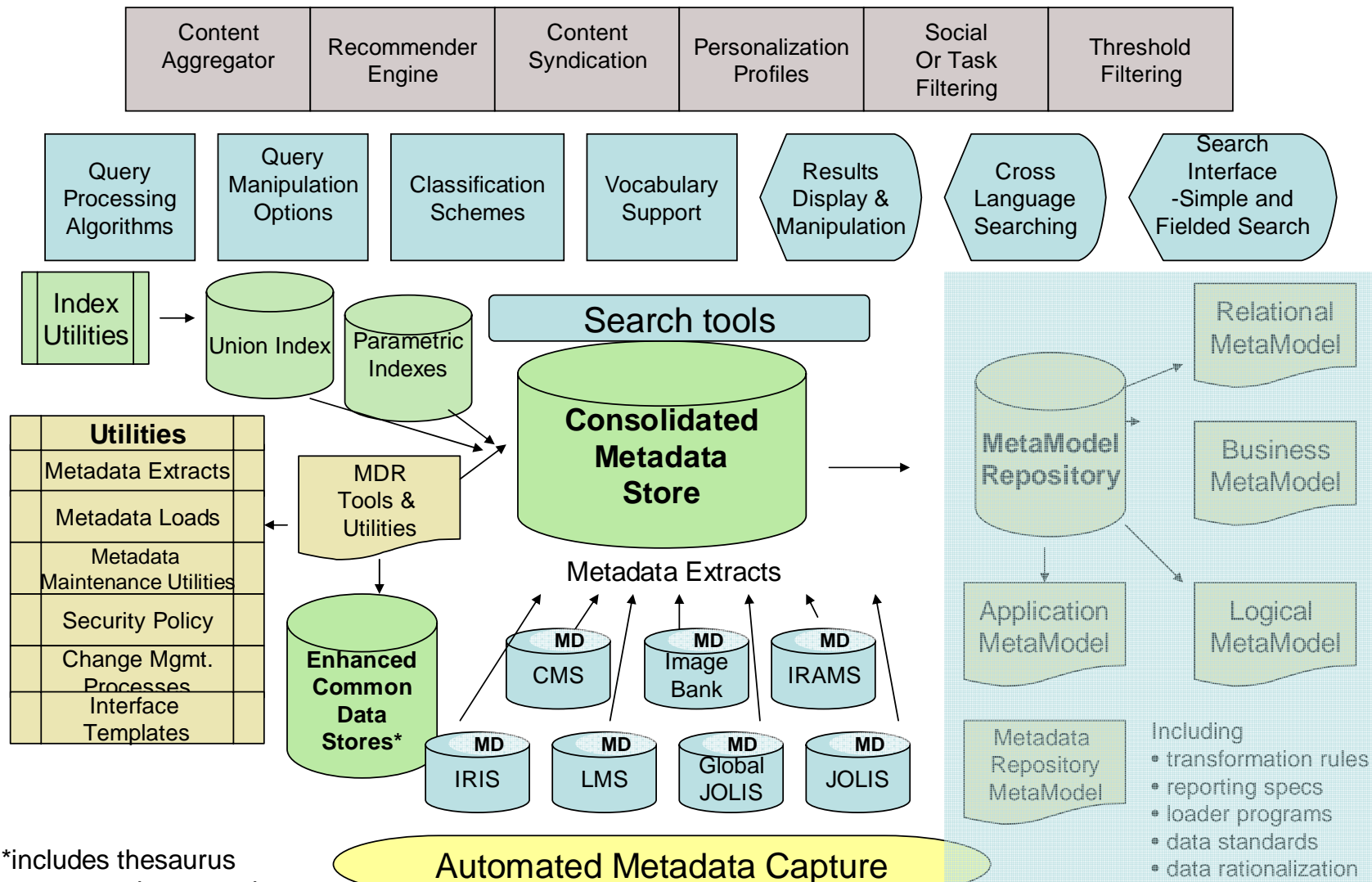
- **Data driven search with disciplined Data**
  - Metadata enrichment
  - Institutional Reference Sources
- **Standardize Search**
  - Enterprise Search
  - Existing Systems
- **Continuous Improvement Through Metrics**
- **Governance Process**

- Business Sponsorship
- Alignment with corporate priorities
- Policies
- Standards
- Metrics
- Funding




- Support
- Training
- Change Management/Communications



## Positioning for Semantic Search



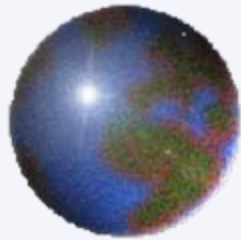
\*includes thesaurus support and taxonomies

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- Quality of Metadata in Institutional Systems
- Comprehensiveness of collection
- Multi-lingual support
- Cross-lingual Search
- Relevant results set
  - Contextualized
  - Personalized
  - Recommendations
- Expanded content types (e.g., video)
- Googlesque

- Full text searching
  - Not doable given volume of information at Bank
  - High noise level/irrelevant results set
- Google
  - Limited to text documents not other formats (e.g., audio, video)
  - Limitations of a search blank
  - Lacks ability to provide personalized or contextualized results

- Search is not a project; it is a program
  - Search projects are never complete
- Search is not solely a technology problem
- Search is not a byproduct of application systems (storing vs. access)
- Contextualization, semantic interoperability begins in legacy systems
- Establish metrics to benchmark progress in Search investments
  - Continuous improvement through metrics
- Search competency center
  - Information management
  - Technology management
  - Metrics management
  - Program management
  - Domain experts



Thank You

[lguanlao@worldbank.org](mailto:lguanlao@worldbank.org)