BEYOND SEARCH

Extracting insight and automating processes with unstructured data
For most enterprises, analytics is about **crunching the numbers**
Hidden value
80% of enterprise data is unstructured

Documents, PDFs, emails, messages, images, audio, video, etc..
Document Search*

was our first attempt to manage the consumption of unstructured data

*later Enterprise Search
Results were... MIXED
The Internet reset the bar:

“Make it work like Google”
200+
Dedicated Experts

Search and content analytics at Accenture*

*Formerly Search Technologies, Inc.
Over the course of time...

we’ve seen a lot of change...

in Technology and Data
Beyond Search

Natural Language Processing (NLP)

Computer Vision

Machine Learning

Knowledge Graphs
Expectations remain the same

“Make it work like Google”
But Google is not the same!
Search + AI is Everywhere

More powerful, better, and smarter than ever.

Google, Siri, Uber, LinkedIn, eBay, Amazon, Match.com...
Voice search
Smart navigation
AN EXAMPLE IN RECRUITING
Matching jobs to resumes: The Old Way

Search
“List all Java programmer CVs.”

Manual compare resumes to job descriptions

Make a lot of calls to vet the candidate

Send long list of candidates to hiring company

“We don’t really like any of these”

Start over
Matching jobs to resumes: The Better Way

Search
List all Java programmer CVs

navigate
Show all Java programmers within 20 miles of the job location

Analyze
Score and list the 10 best candidates for this job description

Learn
Machine Learning uses feedback to improve future matching

Improve search relevancy
Add advanced capabilities like GIS search
NLP and machine learning to automate matching
Get automated feedback to improve future matching
Business Results

- 6% increase in fill rate
- 30% reduction in time to place a candidate
- 20% reduction in spending on job board ads
Smarter search and search-based applications

Find / see what’s there
Search

Understand it
AI: NLP, Machine Learning
Knowledge graphs

Make it useful
Knowledge Management
Document & Content Mgt
Process Automation
POINT #1

Search + AI is Everywhere

IT’S POWERFUL
POINT #2

Unstructured data = untapped value
Growing at tremendous rate
What are you waiting for?