

# Google™@Work



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productivity



fun workplace



collaboration



search



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usability



geospatial



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idea



satisfaction



geospatial

# Site Search

## Google Search Appliance



The screenshot shows the Apple website's search results for the query 'ipod'. At the top, there is a navigation bar with links for Store, Mac, iPod + iTunes, iPhone, Downloads, and Support, along with a search input field. Below the navigation bar, the search results are displayed in a grid format. The first row contains three results: iPod shuffle (Only \$79), iPod nano (From \$149), and iPod (From \$249). Each result includes a small image of the device and a brief description. Below the grid, there is a search bar with the query 'ipod' and a result count of 'About 8870 results found for 'ipod''. A 'Products' filter is active, showing '10 results of about 603'. The main content area lists several product categories: Apple - iPod nano, Apple - iPod + iTunes, Apple - iPod shuffle, Apple - iPod - Accessories, and Apple - iPod + iTunes. Each category has a short description. On the right side, there are two sidebars: 'All Categories' with links to Products, The Apple Store, Downloads, iTunes, Markets, Support, and Company; and 'My Most Recent Searches' with 'ipod' listed and a 'Clear recent searches' link. Below that, there are 'More Search Tools' including Products Guide, Support, Developer, and The Apple Store, along with a 'Search Tips' link. At the bottom of the search results, it says 'Top 5 Shown | View next 5 Results'.

Improve the customer and prospect experience

# Two “Software as a Service” delivery options

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## Hosted by Google

- Leverage Google.com index and relevancy model
- Up and running in 10 minutes
- Full look and feel customization of results
- No software or server deployment, no ongoing maintenance



## Hosted by You

- Plug-n-play **appliance** for easy deployment
- Full control over crawl coverage and frequency
- Complete customization and advanced search features
- Ability to index protected content (e.g. support portal)



# Site Search offerings

	<b>CSE</b>	<b>Google Site Search</b>	<b>Google Appliance</b>
<b>Deployment</b>	hosted	hosted	appliance
<b>Relevancy &amp; Speed</b>	✓	✓	✓
<b>Interface Customization</b>	✓	✓	✓
<b>Results - XML API</b>		✓	✓
<b>Comprehensive Index Coverage</b>		✓	✓
<b>Index Frequency</b>			✓
<b>Searchable Content</b>	public	public	public & protected
<b>Enterprise Support</b>		✓	✓
<b>Advertising</b>	required	optional	optional
<b>Pricing</b>	Free	Starting at \$100	Starting at \$2,990

# GSA vs CSE

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- Ability to control the crawl
  - Frequency to ensure current content
  - Depth and breadth
- Customize the search results
  - Display
  - Collections
  - Keymatch, synonyms, query expansion
- OneBox

# Site Search Options

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- **Google Site Search (GSS)**
  - Up to 1M documents, 3M search queries / year \$15,000 US
  - Up to 2M documents, 6M search queries / year \$30,000 US
- **Google Search Appliance (GSA) (bundled 2 yr all in cost)**
  - Up to 500K documents \$30,000 US (\$24,000 EDU)
  - Up to 1M documents \$50,000 US (\$40,000 EDU)
  - Up to 2M documents \$100,000 US (\$80,000 EDU)

# Our Approach: **Simplicity for IT**

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Google offers a complete site search solution – not a “toolkit” that you piece together on your own

## **Software does the heavy lifting**

Quality results without requiring meta-tags, customization and algorithm re-writing

## **“Software as a Service” solution**

Fast and simple to deploy, minimal maintenance

## **Discovers content automatically**

Come-as-you-are approach to indexing

## **Flat pricing**

Simple contract



# Sample University sites

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- U of T <http://www.utoronto.ca>; [www.mcgill.ca](http://www.mcgill.ca)
- Univ of FL <http://www.ufl.edu>
- Duke <http://www.duke.edu>
  
- Penn State: <http://www.psu.edu>
- University of MD <http://www.umd.edu>
  
- Towson University <http://www.towson.edu>
- Univ. of Indiana: <http://www.indiana.edu/>
  
- Univ. of Cincinnati: <http://www.uc.edu/>
  
- Ohio State: <http://www.osu.edu/>
- Depaul Univ.: <http://www.depaul.edu/>