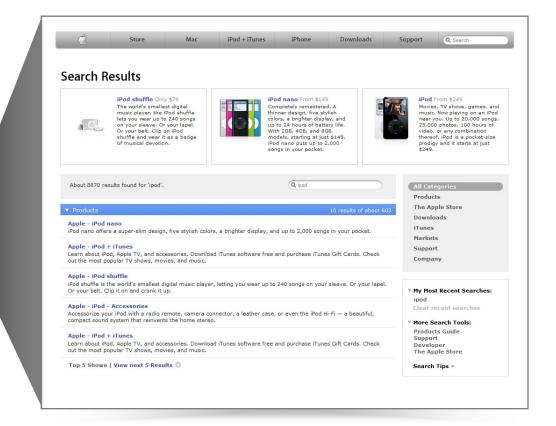




Site Search

Google Search Appliance





Improve the customer and prospect experience



Two "Software as a Service" delivery options

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

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

GSA vs CSE

- 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

- 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

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

Google"



Flat pricing Simple contract



Sample University sites

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

