



Enabling Effective Human-Machine Interaction

François Bourdoncle

Co-founder, Chairman & CEO

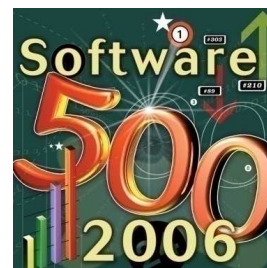
Search Engine Meeting, April 23rd 2007

Agenda

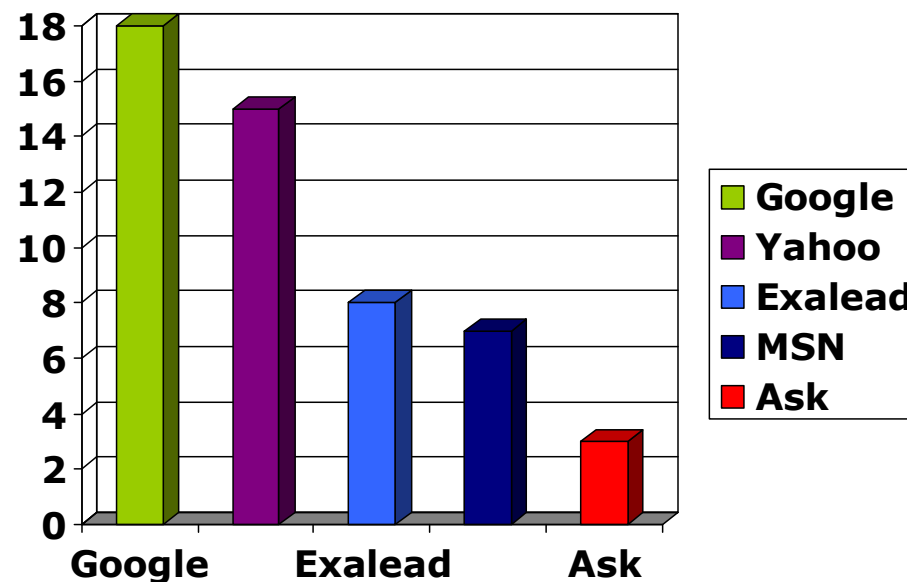
- ▶ Exalead, in brief
- ▶ Consumerization of enterprise search
- ▶ Search 2.0 trends
- ▶ The redesign of exalead.com
 - > *An exercise in human-machine interaction*
- ▶ Vertical search in Wikipedia
- ▶ Conclusion

Exalead, in brief

- ▶ Founded in 2000 by two ex-AltaVista team members
- ▶ Unified enterprise search platform (one:search™)
- ▶ Developed & operates a Web search engine
- ▶ Headquarters in Paris & New York City
- ▶ Subsidiaries in the U.K., Germany, Italy
- ▶ 80 employees and more than 100 customers



- ▶ Full-blown **Web search** engine (since Oct 2006)
- ▶ Present in **several countries** (com, de, fr, it, es)
- ▶ **Fully internationalized** (54 languages)
- ▶ Already **8 billion** Web pages indexed



"Knowledge is power"

...*Sir Francis Bacon*

- ▶ We live in a **knowledge economy**
- ▶ Information is critical for **business decisions**
- ▶ The challenge is **information access**
- ▶ Relevant information is **semi-structured**
 - > *IDC: "80 percent of an organization's information is unstructured"*
- ▶ The **consumerization** of Enterprise Search
 - > *Consumer products are more polished*
 - > *Enterprise workers are used to those products*
 - > *Gartner: "Consumerization will be most significant trend affecting IT during next ten years"*

User interface issues/challenges

- ▶ Consumer user interfaces are **too simplistic**
 - > *Search/browse result list/next page*
 - > *Good for **unstructured Web pages***
- ▶ Enterprise applications are **more complex**
 - > *Taxonomies, ontologies, tags, meta-data*
 - > *Need for **multifaceted navigation on meta-data***
- ▶ Need for a **unified user experience**
 - > *Many incompatible products*
 - > *Universal browsing tool for **semi-structured information***
- ▶ The importance of **search by serendipity™**
 - > *Patented technology*

Search 2.0 trends

- ▶ Major Web 2.0 trends = Search 2.0 trends
 - > *Bookmarking & Tagging* (*del.icio.us, Flickr*)
 - > *Tag clouds as a navigation tool*
 - > *Personalization* (*search, UI*)
 - > *Vertical Search Engines*
 - » B2C: hybrid web/proprietary content (e.g., Yellow Pages)
 - » B2B: industry-specific crawl & navigation (e.g., life sciences)
- ▶ **New school** players
 - > *Technical offering is too simplistic (no navigation)*
 - > *"One size fits all" approach*
- ▶ **Old school** players
 - > *Cannot handle **Web crawl/search** well*
 - > *Do not invest in **user interfaces***
- ▶ Need for a **Search 2.0 platform**

I search from my home page

[Sign in](#) | [Preferences](#)



[Web](#) | [Images](#) | [Wikipedia](#) ^{BETA} | [More »](#)

Web Search

[Advanced search](#)

All the web Pages written in English



Wikipédia



CNN



Amazon



eBay



Technorati



Flickr



Techcrunch



[Add a shortcut](#)

[Add more shortcuts](#) - [Hide edit buttons](#)

Visual search experience

exalead | [Web](#) | [Images](#) | [More »](#) | [francois.bourdoncle@exalead.com](#) | [Sign out](#) | [My account](#) | [Preferences](#)

mad cow [Advanced search](#)

Web Results 1-10 of about 1,370,950 for mad cow

All results - [Only recent results](#) | View:

Do you want [audio results](#) for **mad cow** ?

Official Mad Cow Disease Home Page
The Internet's largest and most authoritative site for prions, **mad cow** disease (bovine ... 2 cows per 1000 **mad** Dec 07.. Half-measures: 30 month **cow** Dec 06..
www.mad-cow.org/ - 27 Dec 2003 - 22k - [Add to shortcuts](#)

Madcow .Com and Stuff
Mad Cow - Official Website ... Consider a few bits of data: **Mad Cow** Disease (BSE) has up to a 50 year dormancy period where it waits, ...
www.madcow.com/ - 13k - [Add to shortcuts](#)

... MADCOW ... a part of MILK - audio video editing and ...
ENTER keyword correlate: studio di registrazione musicale, arrangiamenti, sala prove Firenze Siena Toscana
www.madcow.it/ - 1k - [Add to shortcuts](#)

Refine your search

Related terms

- [Mad cow](#)
- [Case of mad cow disease](#)
- [Mad cow disease](#)
- [Cause mad cow disease](#)
- [Bovine spongiform encephalopathy](#)

Multimedia

[Audio](#) [Video](#) [RSS](#)

Languages

- [English](#)
- [French](#)

Directory

- [News and Media](#)
- [Europe](#)
- [Society and Culture](#)

File types

- [Acrobat \(.pdf\)](#)
- [Text \(.txt\)](#)
- [Word \(.doc\)](#)

Search by Serendipity™

Refine your search

Your refinements

Directory

- Science and Environment [remove](#)
- Technology [remove](#)
- Food Science [remove](#)

Related terms

- [Mad cow disease](#)
- [BSE in cattle](#)
- [BSE-risk](#)
- [BSE-positive](#)
- [Form of CJD](#)

Multimedia

[RSS](#) [RSS](#)

Directory

- Consumer Concerns
- BSE - Bovine Spongiform Encephalopathy

[More choices »](#)

Refine your search

Your refinements

Multimedia

[Audio](#) [remove](#)

Related terms

- [Mad cow disease](#)
- [Case of mad cow disease](#)
- [Bovine spongiform encephalopathy](#)
- [British beef](#)
- [Creutzfeldt-Jakob disease](#)

Multimedia

[Video](#) [RSS](#) [RSS](#)

Languages

- [English](#)
- [French](#)

Directory

- News and Media
- 2000
- Arts and Entertainment

[More choices »](#)

Refine your search

Your refinements

Related terms

- Bovine spongiform encephalopathy [remove](#)

Related terms

- [Mad cow disease](#)
- [Variant Creutzfeldt-Jakob disease](#)
- [Case of mad cow disease](#)
- [Creutzfeldt-Jakob disease](#)
- [Case of BSE](#)

Multimedia

[Audio](#) [Video](#) [RSS](#) [RSS](#)

Languages

- [English](#)
- [Japanese](#)

Directory

- News and Media
- Europe
- Europe

File types

- [Acrobat \(.pdf\)](#)
- [Word \(.doc\)](#)
- [Text \(.txt\)](#)

[More choices »](#)



Mad Cow Disease

05/28/02 Welcome to the home of **Mad Cow** Disease - the official page! This is where you wanna be if you are **MAD** for **Mad Cow** Disease!

fatqueen78.tripod.com/ - 2k - [Add to shortcuts](#)

Directory: [Arts and Entertainment](#) > [Music](#) > [Bands and Artists](#) > [M](#)

Audio file: [RecordTake26.mp3](#) - 1.6 Mb

In-context search results preview



The screenshot shows a search results page for the query "mad cow". The Exalead logo is in the top left. The main search bar contains "mad cow" and a "Go" button. A navigation bar at the top indicates "4 terms found: mad cow" and provides "previous" and "next" links. The search results are displayed in a preview window, showing a list of links related to BSE (mad cow) news and inquiries. The first result is "New Details from the BSE Inquiry", which is highlighted with a yellow background. Below it are several other links, including "2 die on same street in Doncaster", "Wrinkle creams exposed women to BSE: 'ladies are rubbing cow brain and placenta onto their faces'", "74 years old, confirmed nvCJD: experts confounded", "Millions watch death of Zoe Jeffries on TV", "TV-audio clip of Judge Phillips (off-site, requires RealAudio; recommended highly)", "Ag Minister: death toll 'may be much, much larger'", "Hear, hear: Lacey put up for Knighthood", "A culture of secrecy that risked our lives", "British hid BSE danger from Scots, 4 dead", "Business as usual: MAFF and FSA already thumbing nose at Inquiry on calf offal", and "France considers flat ban on animal material in livestock feed".

exalead

Back to results

GO TO SITE

New Details from the BSE Inquiry

BSE: "ladies are rubbing **cow** brain and placenta onto their faces" 74 years old, confirmed nvCJD: ... ladies are rubbing **cow** brain or placenta on to their ...
http://www.mad-cow.org/00/nov00_stitch_up.html - 12 Feb 2001 - 75k - [Add to shortcuts](#)

Copy of 01 Mar 2007 | Current version | 4 terms found: **mad cow** | [previous](#) [next](#) | [Full page](#)

New Details from the BSE Inquiry Stitch-Up

[Mad Cow Home ... Best Links](#)

[2 die on same street in Doncaster](#)

[Wrinkle creams exposed women to BSE: "ladies are rubbing **cow** brain and placenta onto their faces" 74 years old, confirmed nvCJD: experts confounded](#)

[Millions watch death of Zoe Jeffries on TV](#)

[TV-audio clip of Judge Phillips \(off-site, requires RealAudio; recommended highly\)](#)

[Ag Minister: death toll "may be much, much larger"](#)

[Hear, hear: Lacey put up for Knighthood](#)

[A culture of secrecy that risked our lives](#)

[British hid BSE danger from Scots, 4 dead](#)

[Business as usual: MAFF and FSA already thumbing nose at Inquiry on calf offal](#)

[France considers flat ban on animal material in livestock feed](#)

Intuitive advanced search wizard

Advanced search Close X

All the web Pages written in English

What?

- [exact phrase](#) e.g. "to be or not to be"
- [forbidden terms](#) e.g. cow -mad
- [words starting with](#) e.g. messag*
- [phonetic spelling](#) e.g. soundslike:exalead
- [approximate spelling](#) e.g. spellslike:exlaead
- [adjacent words](#) e.g. (stock NEAR exchange)
- [logical expression](#) e.g. (fast OR speed) AND NOT light)
- [regular expression](#) e.g. /a.c/

Where?

- e.g. country:USA
- e.g. language:en
- [on a given site](#) e.g. site:wikipedia.org
- [in files of a given format](#) e.g. filetype:pdf
- [in the title of the page](#) e.g. intitle:(official website)
- [in the address of the page](#) e.g. inurl:music
- [on pages that contain a given link](#) e.g. link:http://www.exalead.com

When?

- [modified after a given date](#) e.g. after:31/12/1999
- [modified before a given date](#) e.g. before:31/12/1999

Multi-faceted Wikipedia search

- ▶ Showcase for all vertical search engines
- ▶ Search by Serendipity™
- ▶ Automated categorization through entity extraction
- ▶ Use of tag clouds
- ▶ Real-time updating



Bose–Einstein condensate
A Bose–Einstein condensate is a state of matter formed by bosons cooled to temperatures very near to absolute zero (0 kelvin or -273.15°C). Under such ...
en.wikipedia.org/wiki/Bose-Einstein_condensate - [Add to shortcuts](#)


Categories : [Albert Einstein](#), [Condensed matter physics](#)

People : [Satyendra Nath Bose](#), [John Allen](#), [more »](#)

Organizations : [University of Colorado at Boulder](#), [MIT](#), [more »](#)

Locations : [Landau](#), [Sweden](#), [more »](#)

Narrow your search



Showing results in English
[See results in all languages](#)

[Abdus Salam](#) [Acoustics](#) [Amazon](#)
Cambridge University
[Classical treatment of tensors](#) [Cummings](#)
[Publishing](#) [Dirac](#) **Dover**
Publications **Einstein**
notation [Fluid dynamics](#) [Geometry](#)
[Glossaries](#) [Hamilton](#) [Hermann](#)
[Grassmann](#) [Hermann Minkowski](#)
Hermann Weyl [International](#)
[Journal](#) **John Archibald**
Wheeler [Lagrange](#) [Landau](#)
[London](#) [Lorentzian manifolds](#) [Materials science](#) [Mathematical notation](#)
[Maxwell](#) [McGraw-Hill](#) [Michael Freedman](#)
[Minkowski spacetime](#) [Multilinear](#)
[algebra](#) **New York** [Oxford](#)
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[Tensor derivative](#) **Tensors**
[Thermodynamics](#) [Thorne](#) [Toronto](#)
[University of Mississippi](#)

Thank you. Any questions?

