



Forget “One Size Fits All” – Search is an Iterative Process

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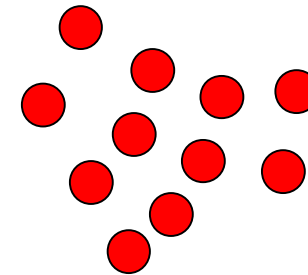
- Founded in 1988 in Sydney, Australia
- Releasing Version 9 in the Summer of 2008
- Roots in desktop and embedded search, and select vertical markets:
 - Government
 - Legal
 - Law Enforcement
 - Intelligence
- Select OEM partners: EMC, Autodesk, TOWER Software, World Software Corp (WORLDOX)

Search is an Iterative Process

- Swimming With the Sharks
 - Assessing the Vendor Landscape From Safe Ground
- Rules of Engagement
 - Don't Chum the Waters
 - Define. Prioritize. Ask. Confirm.
 - Hunt One Shark at a Time
 - Rinse and Repeat
- Classic Examples

Vendor Landscape

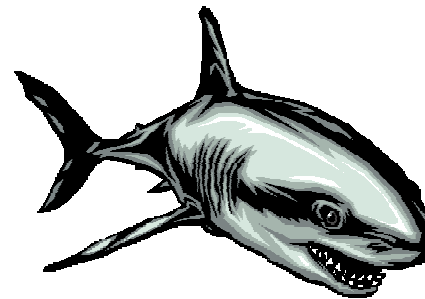
What vendor literature tells us ...



“... the leading provider of ...”

Four simple tips:

1. Know the analysts
2. Read the books
3. Troll the blogosphere
4. Trust your gut



Rules of Engagement

Rule #1: Don't Chum the Waters



Rule #2:

- Define – what problem am I trying to solve?
- Prioritize – what problem am I trying to solve *today*?
- Ask – and ask it twice, until it's clear
- Confirm – make the vendor prove it

Rule #3:

- Hunt one shark at a time
 - Proposal department
 - General counsel
 - Regional branch intranet
 - Field staff
 - Public-facing website and/or portal
 - Discovery request

Rule #4:

- Rinse and Repeat
 - What lessons did I learn?
 - Did my vendor fail me? Why?
 - Did I fail myself? Why?
 - Measurement. Measurement. Measurement.
 - Return to the start and (re) Define.

Classic Examples

- **Office of the California Attorney General:**
<http://www.isys-search.com/customers/success/californiaattorney.html>
- **Perkins Coie:**
<http://www.isys-search.com/customers/success/perkinscoie.html>
- **PCT Engineers:**
<http://www.isys-search.com/customers/success/pctengineers.html>

Questions? Comments?

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