



Business Intelligence Built on Search: The FAST Adaptive Information Warehouse (AIW) Solution

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February 2008

fast

FAST
The company

A decorative background pattern consisting of a grid of grey ovals. The ovals are arranged in a way that creates a sense of depth and movement, with the pattern appearing to curve and recede into the distance. The ovals are of varying sizes and are set against a white background.

Corporate Overview

– Leadership

- Founded in 1997
- Public company (OSE: 'FAST')
- Employees 750 (+400 since 1.1.05)
- 160 developers, 30 in Germany
- Profitable and well capitalized
- Central EMEA organization 65 employees
- > 3,500 installations
- Enterprise search position:
 - #2 in revenue size
 - #1 in market cap



Key Facts

Key Facts

- Founded in 1997
- Headquarters: Oslo & Boston
- Employees: 730
- Revenues 2006: USD 162.2M

Main acquisitions

- AltaVista
- Next page
- Platefood
- AgentArts
- Convera RetrievalWare

FAST Customers



fast

...and many more

fast

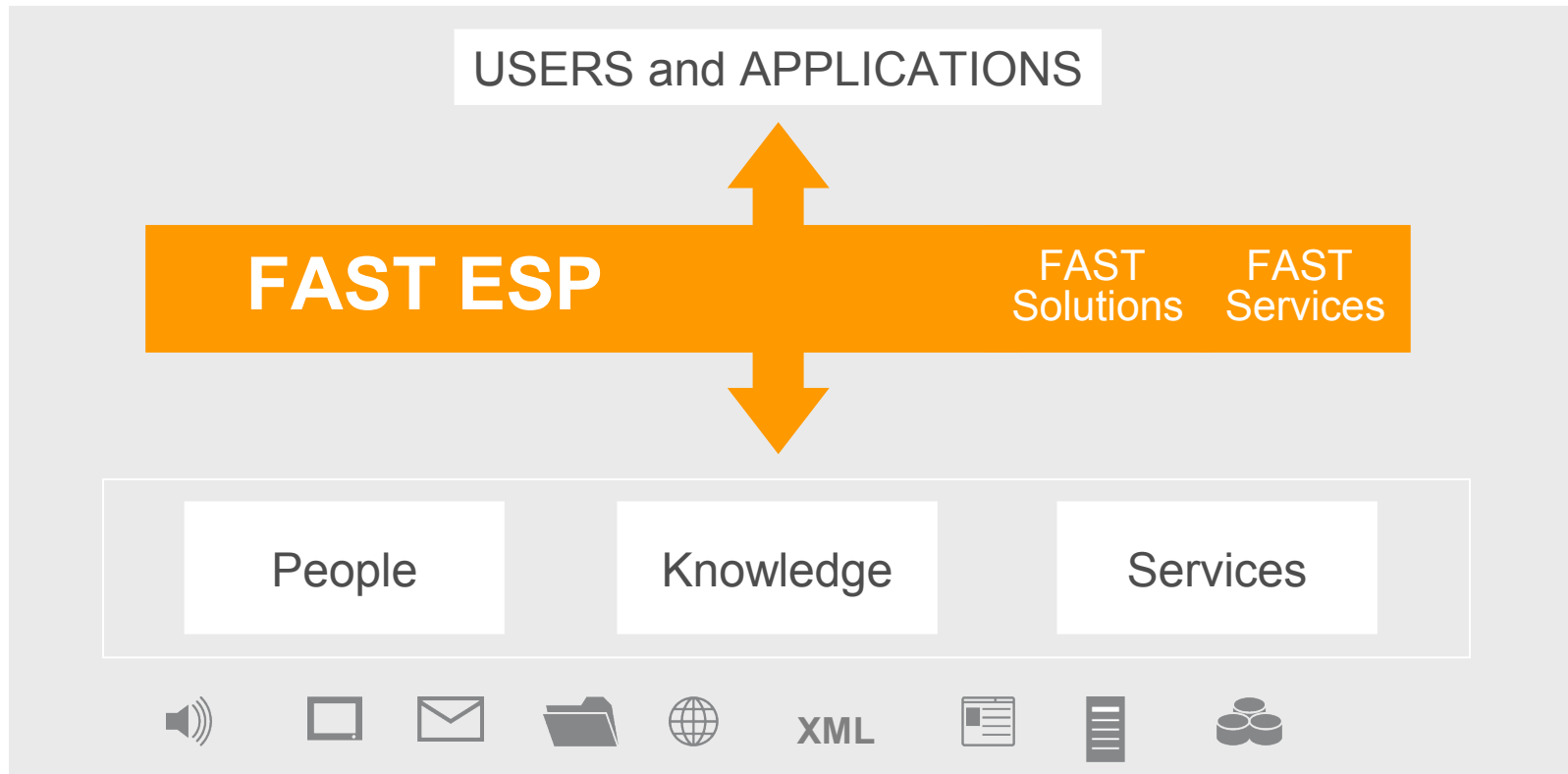
FAST

The solutions

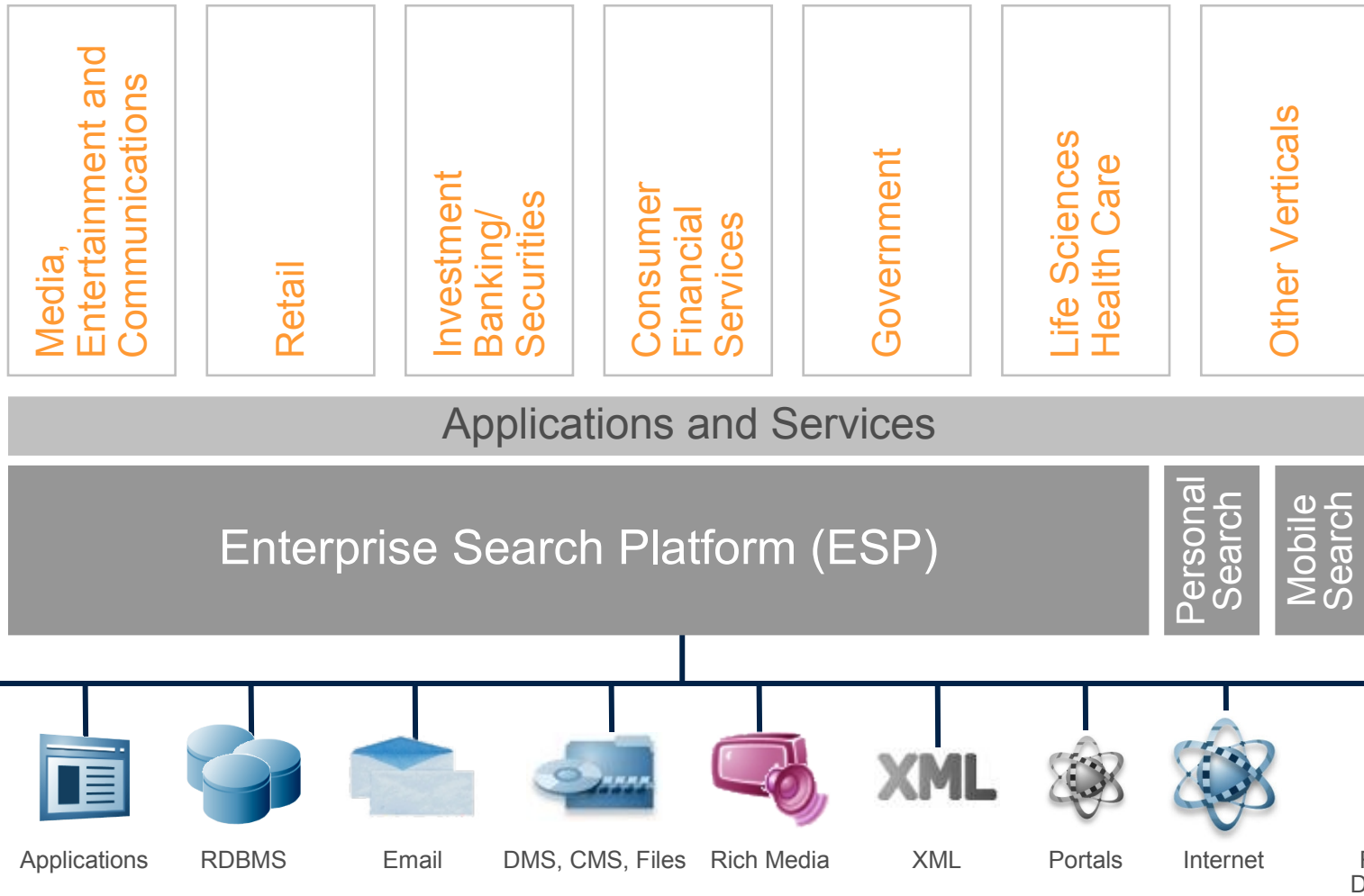
A decorative background pattern consisting of a grid of grey dots and ovals. The pattern is composed of small grey circles in the upper left and transitions into larger, vertically-oriented grey ovals in the lower right, creating a sense of depth and movement.

FAST Value Proposition

FAST Connects Users To People, Knowledge & Services



The Search Platform Concept



FAST ESP5

Value-Added Solutions

FAST solutions are **operational** at over **3,500** mission critical installations and in many cases replace alternative, existing technologies.

FAST SOLUTIONS

Market Management

FAST Marketrac

Risk Management

FAST Regulatory Compliance

FAST Policy Compliance

FAST Litigation Protection

Surveillance & Enforcement

FAST Threat Detection

FAST Fraud Detection

FAST Criminal Investigation

FAST IP Policing

Online Media

FAST "Triple Play"

FAST Newspaper Publishing

FAST Magazine Publishing

FAST Directory & YP Publishing

FAST Cable & Broadcast

FAST TV & Radio

FAST Portal & Vertical Content

FAST ProPublish

FAST Entertainment

eCommerce

FAST ImPulse

Information Management

FAST AIW

FAST Database Offloading

FAST Data Cleansing

FAST Reference Library

Corporate Operations

FAST Site Search

FAST Intranet

Mobile

FAST mSearch

Embedded Applications

FAST InStream

Many Search Flavors

Corporate Search



SIEMENS

DAIMLERCHRYSLER



Provide all employees with a single and simple information access point

Consumer Search



REED ELSEVIER

Provide all viewers, listeners and other consumers with a great and complete user experience

Structured Search



Provide faster, cheaper, more flexible access to all structured relational data

Paid Search



Provide potential customers with quick and precise access to digital content they will want to buy

fast

FAST

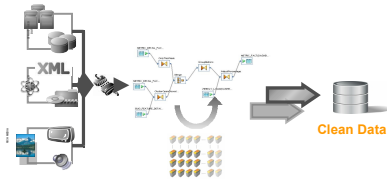
**AIW (adaptive information
warehouse)**

What is the Adaptive Information Warehouse?

The first business intelligence solution built on search.
Redefining how organizations access, interact with and exploit information.

The Adaptive Information Warehouse (AIW)

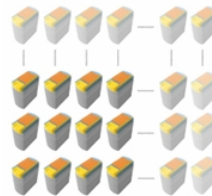
Better business decisions
with accurate data



Advanced data
integration and
cleansing

Data Cleansing

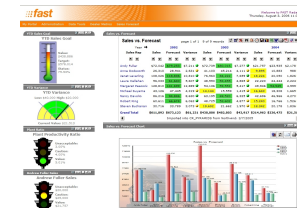
Increased productivity
with flexibility and ad-hoc
performance



Dynamic, real-time
structured and
unstructured data

FAST ESP

Increased user adoption
with simple access



Integrated intuitive
business intelligence
portal

Radar

fast

FAST

Data Cleansing

Data Accuracy - The Problem



What is the problem?

Quality-example: Britney

488941 britney spears	121 bridney spears	44 britney spears	21 brtiany spears	12 btriney spears	8 britanys spears	6 brtanny spears	4 bnritney spears
40134 brittany spears	121 britainy spears	39 brienty spears	19 birney spears	12 btritney spears	8 britley spears	6 brittany spears	4 brandy spears
36315 brittney spears	121 britmey spears	39 brritney spears	19 brirtney spears	12 rittany spears	8 britneyb spears	6 bruttany spears	4 brbritney spears
24342 britany spears	109 brietney spears	36 bbritney spears	19 britnaey spears	11 braitney spears	8 britnrey spears	6 brytany spears	4 breatiny spears
7331 britny spears	109 brithny spears	36 briitny spears	19 briitney spears	11 brettney spears	8 britny spears	6 bitny spears	4 breetney spears
6633 briteny spears	109 britni spears	36 britanney spears	19 britony spears	11 britamy spears	8 brittner spears	6 pretny spears	4 bretiney spears
2696 britteny spears	109 brittant spears	36 briterny spears	19 brittany spears	11 britery spears	8 brottany spears	6 ritany spears	4 brfitney spears
1807 briney spears	98 bittney spears	36 britneey spears	19 britttney spears	11 britnary spears	7 baritney spears	5 bbritany spears	4 briattany spears
1635 britny spears	98 brithey spears	36 britnei spears	17 birtny spears	11 brittent spears	7 birtney spears	5 bbrittney spears	4 brieteny spears
1479 britney spears	98 brittiany spears	36 brittiany spears	17 brieny spears	11 bruttney spears	7 biteney spears	5 biitny spears	4 briety spears
1479 britanny spears	98 bititney spears	32 britbey spears	17 brintty spears	11 pritny spears	7 bitiny spears	5 bitny spears	4 briitny spears
1338 britiny spears	89 brietny spears	32 britneu spears	17 brithy spears	10 bitaney spears	7 breateny spears	5 breathny spears	4 briittany spears
1211 britnet spears	89 brinety spears	29 britent spears	17 brittanie spears	10 brenty spears	7 brianty spears	5 breney spears	4 brinie spears
1096 britiney spears	89 brintny spears	29 brittnany spears	15 brinney spears	10 bristney spears	7 brintye spears	5 brethney spears	4 brinteny spears
991 britaney spears	89 britnie spears	29 britttany spears	15 briten spears	10 britay spears	7 britianny spears	5 brettny spears	4 brintne spears
991 britnay spears	89 brittney spears	29 btiney spears	15 briterney spears	10 britinny spears	7 britly spears	5 bridny spears	4 britaby spears
811 brithney spears	89 brittnet spears	26 birttney spears	15 britheny spears	10 brittaany spears	7 britnej spears	5 brigney spears	4 britaey spears
811 brtiney spears	89 brity spears	26 breitney spears	15 britneny spears	10 brittanys spears	7 britneyu spears	5 britttney spears	4 britainey spears
664 birtney spears	89 ritney spears	26 brinity spears	15 brittamy spears	10 brittini spears	7 britniy spears	5 brinaty spears	4 britinie spears
664 brittney spears	80 bretny spears	26 britenay spears	15 brittmeey spears	10 brittniy spears	7 britnnay spears	5 brinay spears	4 britinney spears
664 briteney spears	80 britnany spears	26 britneyt spears	15 brytnei spears	10 brtieny spears	7 brittian spears	5 brinetty spears	4 britmney spears
601 bitney spears	73 brinteny spears	26 brittan spears	15 btiimey spears	10 brutany spears	7 briyny spears	5 brinitty spears	4 britnear spears
601 brinty spears	73 brittainy spears	26 brittne spears	15 rittney spears	9 bitteny spears	7 brittany spears	5 brinny spears	4 britnel spears
544 brittany spears	73 pritney spears	26 biittany spears	14 brinet spears	9 brinttany spears	7 brttiney spears	5 brintrey spears	4 britneuy spears
544 brittnay spears	66 brintany spears	24 beitney spears	14 britneyy spears	9 brittanay spears	7 bititny spears	5 britary spears	4 britnewy spears
364 britey spears	66 britnery spears	24 birteny spears	14 britten spears	9 britinany spears	7 brittany spears	5 britbney spears	4 britnmeey spears
364 brittiny spears	59 briitney spears	24 brightney spears	12 beritney spears	9 britn spears	6 beritny spears	5 brithany spears	4 brittaby spears
329 brtney spears	59 britinay spears	24 brintny spears	12 bretiny spears	9 britnew spears	6 bhritney spears	5 brittieny spears	4 brittery spears
269 bretney spears	54 britneay spears	24 britanty spears	12 briatny spears	9 britneyn spears	6 birthney spears	5 britiy spears	4 britthey spears
269 britneys spears	54 britner spears	24 brittenny spears	12 brieny spears	9 britney spears	6 breathney spears	5 britnt spears	4 brittneay spears
244 britne spears	54 britney's spears	24 britini spears	12 brinany spears	9 brtiny spears	6 breaty spears	5 britnys spears	4 brittnat spears
244 brytney spears	54 britnye spears	24 britnwy spears	12 britaany spears	9 britttney spears	6 bretany spears	5 britrny spears	4 brittneny spears
220 breatney spears	54 britt spears	24 brittini spears	12 britan spears	9 brtny spears	6 briatany spears	5 brittenny spears	4 brittnye spears
220 brittiany spears	54 brttany spears	24 britttne spears	12 britiie spears	9 brytny spears	6 brint spears	5 brittnee spears	4 britttney spears
199 brittney spears	48 bitany spears	21 birittney spears	12 britnea spears	9 britney spears	6 britteney spears	5 brittnt spears	4 briutney spears
163 britrny spears	48 briny spears	21 birtany spears	12 britnes spears	8 birtiny spears	6 britian spears	5 brney spears	4 briyeny spears
147 breatny spears	48 brimey spears	21 biteny spears	12 britnez spears	8 bithney spears	6 britinty spears	5 broitney spears	4 brnity spears
147 brittiney spears	48 britant spears	21 bratney spears	12 britrny spears	8 brattany spears	6 brititney spears	5 brotny spears	4 brtteny spears
147 britty spears	48 britnety spears	21 britani spears	12 brittenay spears	8 breitny spears	6 britnsy spears	5 bruteny spears	4 brttiany spears
147 brotney spears	48 brittanny spears	21 britanie spears	12 brittneys spears	8 breteny spears	6 britrey spears	5 btiyney spears	4 brney spears
147 brutney spears	48 brttney spears	21 briteany spears	12 brittony spears	8 brightny spears	6 britsny spears	5 brittney spears	4 brythney spears
133 brittney spears	44 birttany spears	21 brittay spears	12 brteny spears	8 brintay spears	6 brittine spears	5 gritney spears	4 brytne spears
133 briyney spears	44 brittani spears	21 brittinay spears	12 bitany spears	8 brinttey spears	6 brittrny spears	5 spritney spears	4 brytni spears
121 bittany spears	44 brityney spears	21 brtany spears	12 biittney spears	8 briotney spears	6 brittsny spears	4 bittny spears	4 brytnie spears

Simple Search Contextual Search Similarity Search **Fielded Search**

Search for: In field: Find: [Add more...](#)
 DISC [Remove](#)

Advanced Controls

Artist	Album	Year
mozart	Von Gluck, Mozart, Van Beethoven, Von Weber, Wagner, Tchaikovsky / Les Grandes Ouvertures d'Opéras (2/2)	1995
wolfgang amadeus MOZART	Wolfgang Amadeus Mozart / Mozart Naturally	
wolfgang amadeus MOZART	Wolfgang Amadeus Mozart / Die Hochzeit des Figaro(hist. Aufnahme)	
mozart	Mozart / The Man & His Music	1995
mozart	Mozart / モーツァルト名曲集	
mozart	Mozart / For Relaxation	
wolfgang amadeus MOZART	Wolfgang Amadeus Mozart / MISSA in C K.317 "CORONATION"	
mozart	Mozart / Famous classical works	
mozart	Mozart / Mozart Naturally	1994
wolfgang amadeus MOZART	Wolfgang Amadeus Mozart / Mozart: The Piano Concertos 7 - Bilson	1988
mozart	MOZART / MOZART	2006
wolfgang amadeus MOZART	Wolfgang Amadeus Mozart / Intégrale De L'oeuvre Pour Piano À Quatre Mains (CD1)	1990
mozart	Mozart / Violin Concerto No.4 in D major, K.219; Violin Concerto No.5 in A major, K.219	
w.a. mozart	W.A. Mozart / Salzburger Saitenklang	
w.a. mozart	W.A. Mozart / Das klinget so herrlich - Mozart und die Salzburger Volksmusik	

Artist (100)

- mozart (2810)
- wolfgang amadeus MOZART (1980)
- Mozart, Wolfgang amadeus (370)
- W. A. MOZART (175)
- Mozart (Complete Works) (152)
- w.a. mozart (139)
- w.a.mozart (47)
- WOLFGANG AMADEUS MOZART (1756-1791) (39)
- MOZART WOLFGANG AMADEUS (37)
- Mozart, Wolfgang Amadeus (1756-1791) (34)
- Mozart, W.A. (28)
- Mozart, W. A. (27)
- London Mozart Players (17)
- wolfgang amadeus mozart (17)
- WA Mozart (16)
- Wolfgang A. Mozart (16)
- Wolfgang Amadeus Mozart (12)
- MOZART FESTIVAL ORCHESTRA (12)
- Wolfgang Mozart (11)
- W A Mozart (10)

80 more...

Genre (100)
Year (94)

Simple Search Contextual Search Similarity Search **Fielded Search**

Search for: In field: Find: [Add more...](#)

 [Remove](#)

Advanced Controls

Artist	Album	Year
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / Mozart valogatas cd2	1990
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / Divertimenti KV 247, 251, 287, 334 (Disc 1)	1995
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / Requiem, KV 626	1966
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / Divertimenti KV 247, 251, 287, 334 (Disc 2)	1995
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / Folge 1 (CD 2) - Die Grössten Klavierkonzerte	
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / Integrale delle sonate per pianoforte [2/4]	
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / Violin Concertos Nos. 4-5	1989
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / Klavierkonzert No. 16 & 19 Christian Zacharias - RSO Stuttgart	
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / 4 Hornkonzerte Fagottkonzert	
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / Piano Concerti - Nos. 20 & 27	1975
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / ヴァイオリン協奏曲《トルコ風》	
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / The Mozart Experience 2 - Symphonies Nos. 31, 35 and 36 [disque 1/5]	
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / Diet	
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / MOZART REQUIEM - Harnoncourt	2003
Wolfgang Amadeus Mozart	Wolfgang Amadeus Mozart / Best Of The Classics: Amadeus Mozart	1998

Artist (6)

- Wolfgang Amadeus Mozart (1998)
- Mozart Festival Orchestra (10)
- Leopold Mozart (7)
- Mozart & Haydn (4)
- Mozart - Beethoven (4)
- Beethoven Mozart (3)

Genre (40)

Year (73)

Simple Search Contextual Search Similarity Search **Fielded Search**

Search for: In field: Find:

elvis presley	artist1	All Words	Add more...	<input type="button" value="Search"/>	<input type="button" value="?"/>
DISC	category	Exact Phrase	Remove		
rock	genre	All Words	Remove		

Advanced Controls

Artist	Album	Year
Elvis Presley	Elvis Presley / Elvis Presley 2	
Elvis Presley	Elvis Presley / Elvis Presley II	2003
Elvis Presley	Elvis Presley / The Essential Collection	1994
Elvis Presley	Elvis Presley / Elvis insn't dead	
Elvis Presley	Elvis Presley / Love Me Tender	
Elvis Presley	Elvis Presley / the first hits	2005
Elvis Presley	Elvis Presley - 20th Aniversary - Disk 2 / Elvis 20Th Aniversary. His Greatest Love Songs Cd 2	1998
Elvis Presley	Elvis Presley - 20th Aniversary - Disk 1 / Elvis 20Th Aniversary. His Greatest Love Songs Cd 1	1998
Elvis Presley	Elvis Presley / Rubberneckin (Limited Edition) (Single)	2003
Elvis Presley	Elvis Presley / 18 greatest love songs	1992
Elvis Presley	Elvis Presley / Top Ten Hits, The (Disk 2)	
Elvis Presley	Elvis Presley / Raqs To Riches	1997
Elvis Presley	Elvis Presley / The Top Ten Hits - Disc 2	1995
Elvis Presley	Elvis Presley / All Shook Up	
PRESLEY Elvis	Presley Elvis / "Can't Help Falling In Love"	1993

Artist (11)

Genre (24)

- rock & roll (859)
- rock (623)
- classic rock (43)
- rock'n roll (9)
- rock n' roll (8)
- rock'n'roll (6)
- rock 'n' roll (6)
- rock/pop (4)
- rock / pop (3)
- folk-rock (3)
- alt. rock (3)
- rock and roll (2)
- rock & roll danc (1)
- rock & roll, rockabilly (1)
- rock 'n roll (1)
- rock & roll - elvis presley (1)
- karaoke rock (1)
- rock `n roll (1)
- hawaiian; rock (1)
- rock&roll (1)
- general rock (1)
- rock`n roll (1)
- slow rock (1)
- southern rock (1)

Top 10.

Year (54)

Simple Search Contextual Search Similarity Search **Fielded Search**

Search for: In field: Find:

 [Add more...](#) [Remove](#)

 [Remove](#)

Advanced Controls

Artist	Album	Year
Elvis Presley	Elvis Presley / Elvis! His Greatest Hits (CD 3)	1997
Elvis Presley	Elvis Presley / Hawaii USA	
Elvis Presley	Elvis Presley / 1954-1961	
Elvis Presley	ELVIS PRESLEY / Love Songs	1999
Elvis Presley	Elvis Presley / A Hot Winter Night In Dallas	1976
Elvis Presley	Elvis Presley / There's Always Me - Vol.2 - CD1	1998
Elvis Presley	Elvis Presley / 1970-07-16 - - MGM Studios, Stage1, Culver City, CA (Bootleg)	1970
Elvis Presley	Elvis Presley / Alvis at the sun cd1	
Elvis Presley	Elvis Presley / 50s Masters Cd1	
Elvis Presley	Elvis Presley / Brazilian 5 Vinyl LP Box Set - Disc 3 (Of 5)1989 - OS ANOS 70	1989
Elvis Presley	Elvis Presley / 30 #1 Hits	2002
Elvis Presley	Elvis Presley / Holding Back The Years	1995
Elvis Presley	Elvis Presley / The Ultimate Collection - Elvis Ballads	1999
Elvis Presley	Elvis Presley / Stand By Me Vol.2	
Elvis Presley	ELVIS PRESLEY / MEGA ELVIS	

Genre (13)

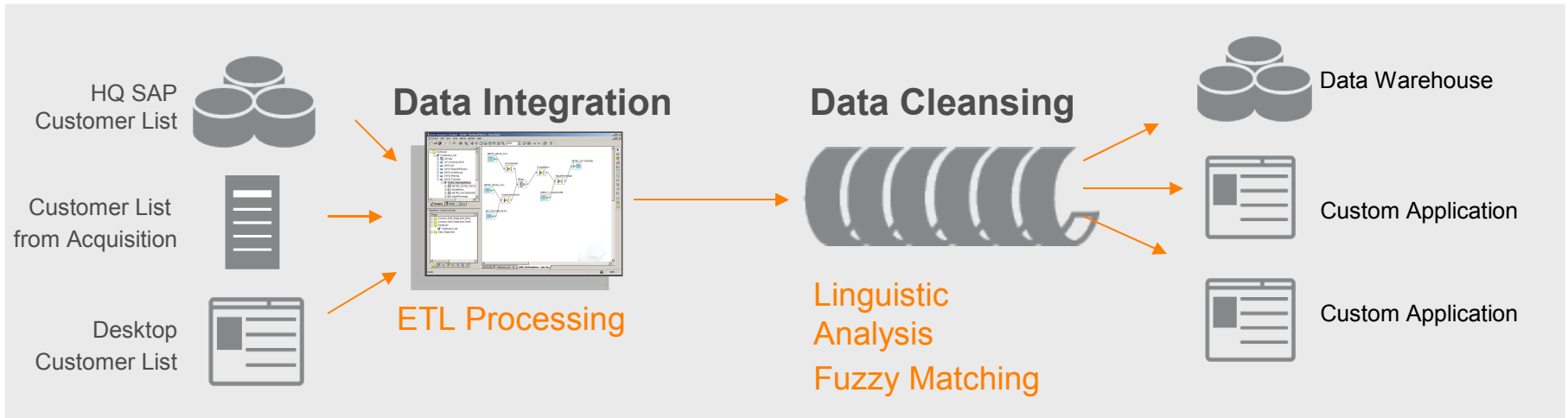
- rock and roll (866)
- rock (598)
- classic rock (40)
- pop rock (6)
- alt. rock (5)
- folk-rock (3)
- general rock (1)
- hawaiian; rock (1)
- rock & roll - elvis presley (1)
- rock & roll danc (1)
- rock & roll, rockabilly (1)
- slow rock (1)
- southern rock (1)

[Top 10...](#)

Year (55)

Data Cleansing Example

End to End Overview



Process example:

- HQ SAP customer list is processed to **create a master index**.
- The next repository is feed into the index and **compared row by row** to determine if there is a match.
- The cleansed data is then passed to any/all data warehouse or application.

fast

FAST

BI built on search

BI and Search?

“The BI/Search marriage is not the ability to search for your reports.

It is the enablement of dynamic information discovery for all business users built on the speed and flexibility of modern search technology.”

Limitation of Today's Business Intelligence

The Survey Says.....

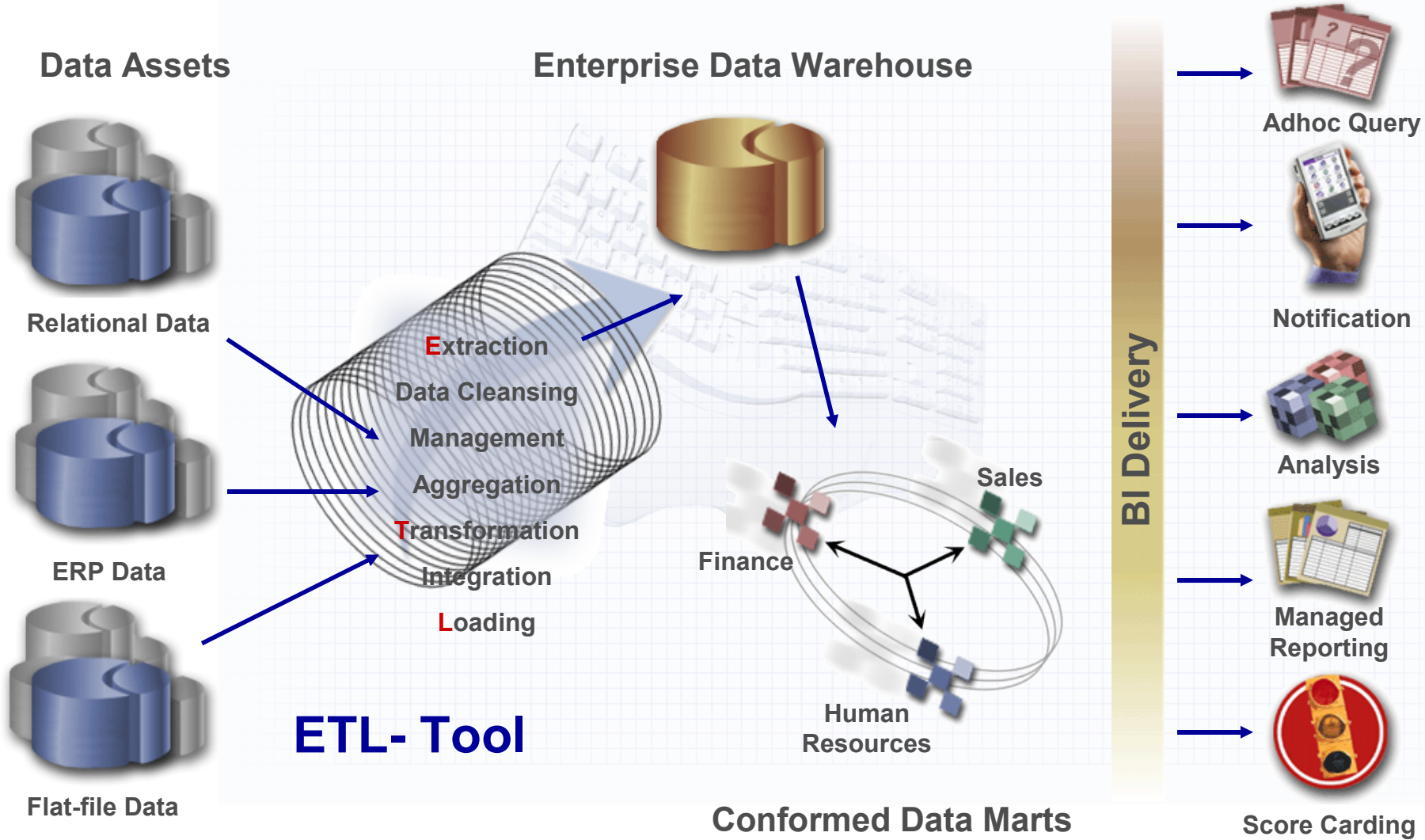
“83% of respondents reported that their organizations have suffered problems due to poor data quality.”¹

“64% stated that it would be very important to relatively important to have a BI tool that enabled ad-hoc BI query and reporting.”²

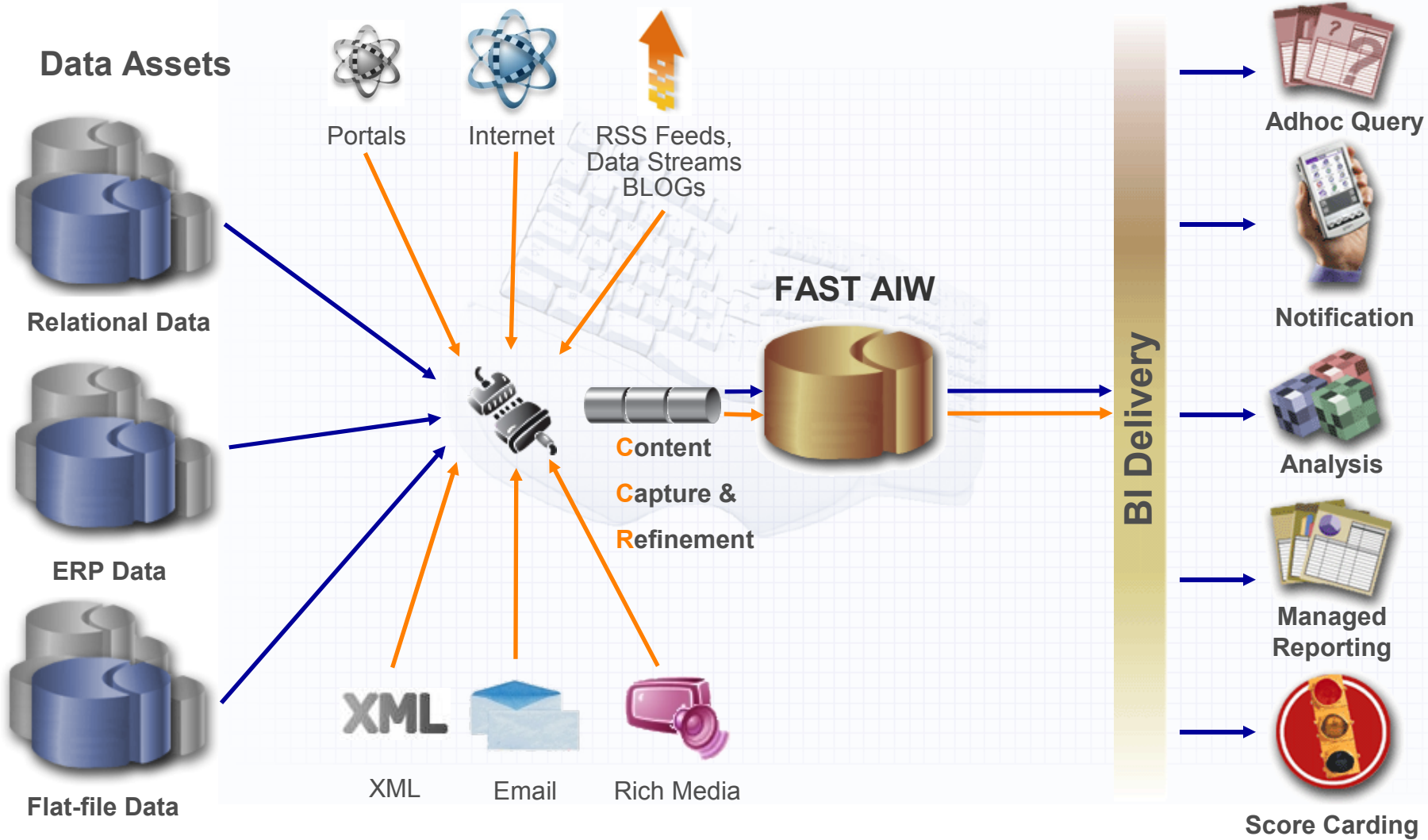
“25% said BI is used by 5 or fewer people, while 47% said, it's used by fewer than 10”²

Reliable and flexible access to high quality data
can drive BI adoption and success

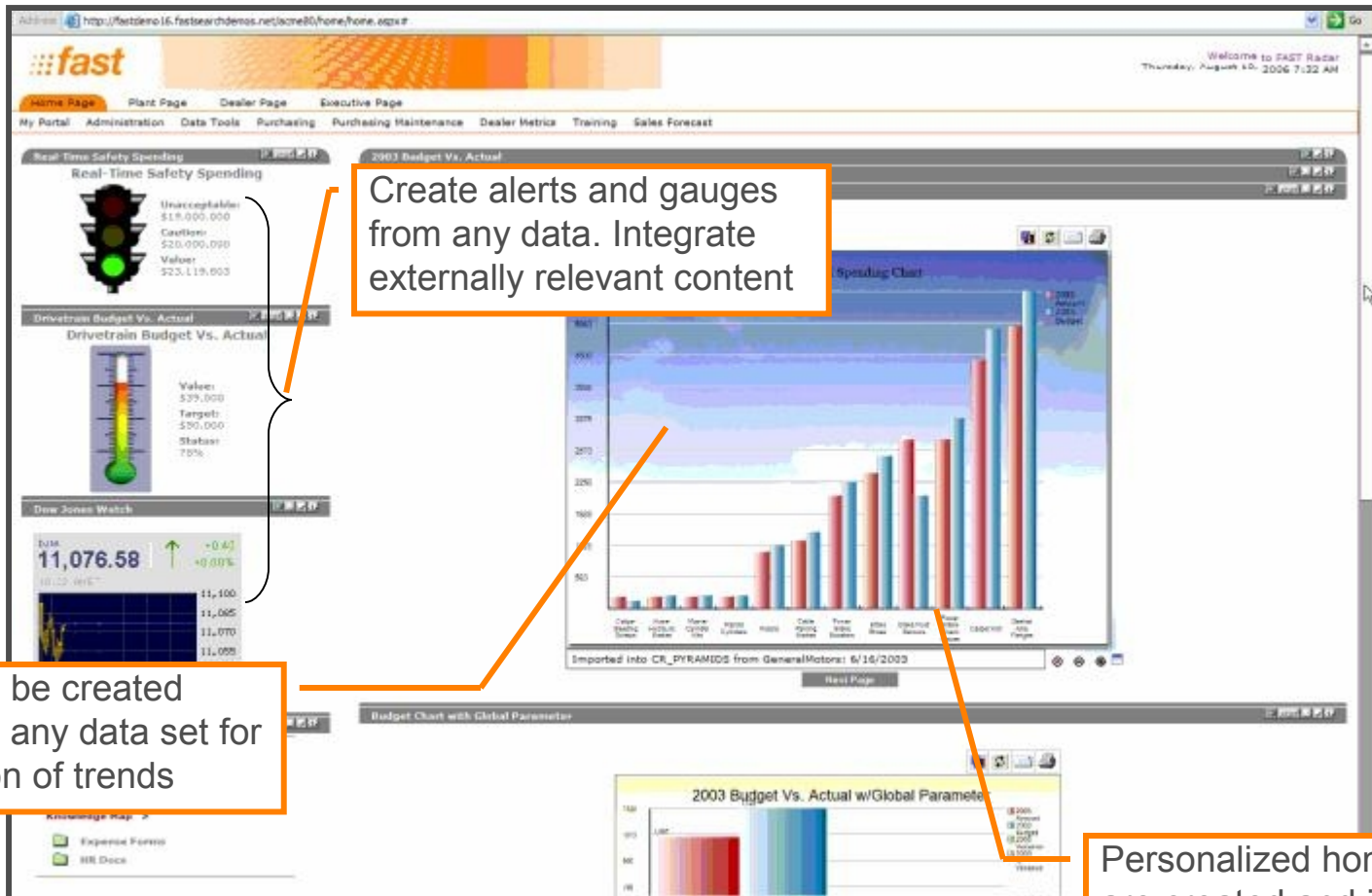
Enterprise Business Intelligence common style



Enterprise Business Intelligence FAST style



FAST Radar - Intuitive and Personalized Interface



FAST Radar - Combining structured with unstructured intelligence

The screenshot displays the FAST Radar web application interface. The top navigation bar includes 'My Portal', 'Administration', 'Data Tools', and 'Search'. The main content area is divided into several sections:

- Sales YTD:** A table showing sales data for 2007, 2006, and 2005 across four regions (North, South, East, West). The table includes columns for Sales, Qty, and Share. A bar chart below the table visualizes the sales data for the West region.
- Search:** A search bar with the query 'ytd' and a search button. Below it, search results are displayed, including file names like 'Executive Summary YTD', 'Sales Marketing 2006 Strategy Document', and 'Sales Marketing 2007 Strategy Document'.
- Keywords (14):** A pie chart and a list of keywords such as 'fast radar', 'us distributors', 'us sales', 'asia pacific', 'business intelligence', 'executive summary', 'fast radar's', 'first quarter', and 'japan 51'.
- Inventory & QTD Sales:** A section showing 'QTD Sales' with a thermometer gauge and 'Inventory' with a traffic light gauge.

Two callout boxes provide additional context:

- Drill-deeper through underlying intelligence for complete insight and sentiment:** This box points to the 'Sales YTD' table and bar chart, indicating the ability to explore data in depth.
- Ad-hoc search capabilities across all unstructured content for a 360-degree view:** This box points to the search results pane, highlighting the system's ability to search through unstructured data.

Business Intelligence Built on Search - A Lifecycle Roadmap

From Quality Data to Enterprise Intelligence



Business Intelligence Built on Search - A Lifecycle Roadmap

From Quality Data to Enterprise Intelligence

4.



Analysis & Monitoring

- Visual Charts
- Key Performance Indicators
- Gauges & Alerts



- Actionable information at a glance
- Alert notification via email, mobile phone or PDA
- Real-time access to KPI analysis

5.



Enterprise Intelligence

- Commodity server architecture support
- Decreased time to deployment

- Adopt FAST AIW as enterprise standard for Quality Data and Business Intelligence across structured and unstructured data for decreased TCO
- Align intelligence initiatives with business objectives

6.



Customer Intelligence

- High performance
- Consolidated Information

- Adopt FAST AIW to support high-volume e-commerce application demands
- Providing sub-second updates to customer base
- Setting IT standard for search internally & externally for increased TCO



FAST local certified partner



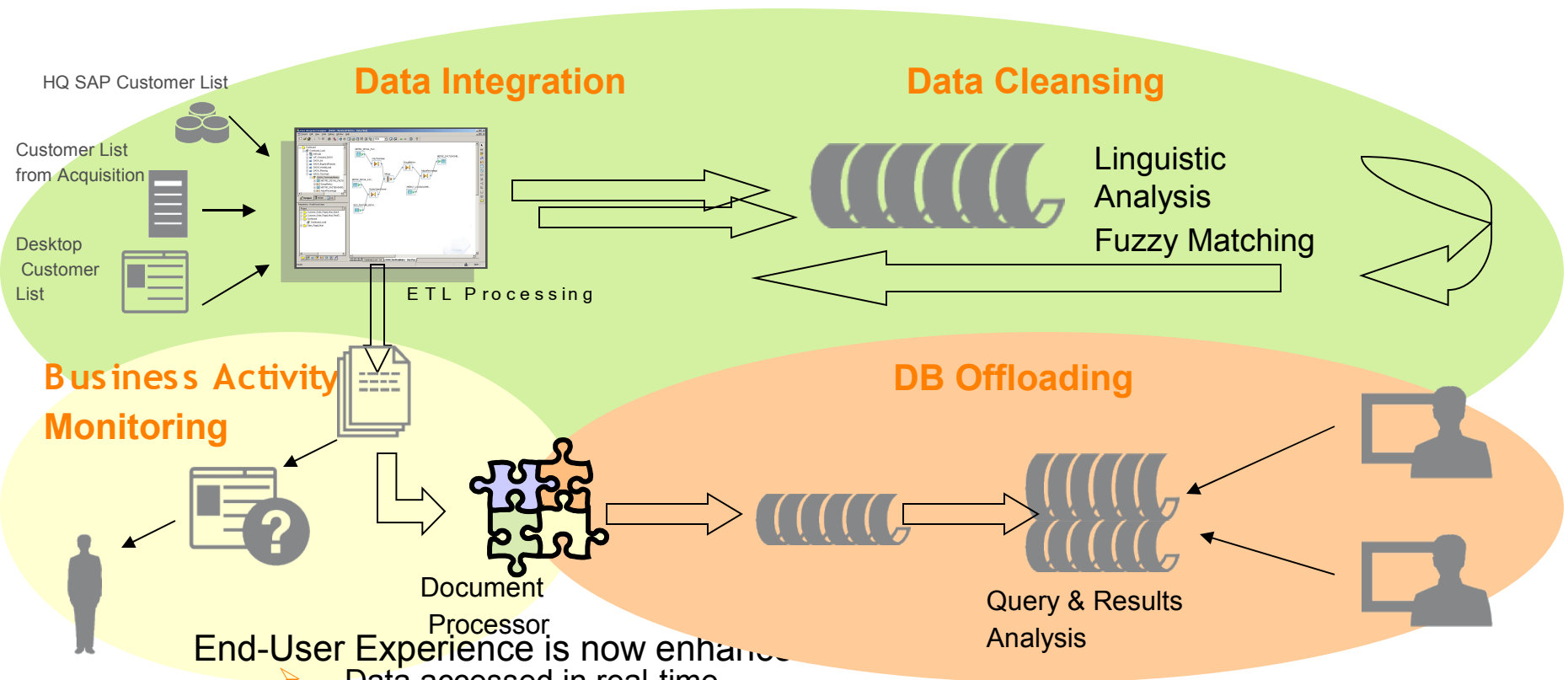
INCAD, U krčského nádraží 36, 140 00 Praha 4 - Krč

we help you to get the most from your information ...



Thank you

FAST AIW - Data Cleansing, BAM, and DB Offloading



End-User Experience is now enhanced

- Data accessed in real-time
- Natural language queries and intuitive navigators make finding information easy and quick.
- Structured and unstructured data can be viewed in one consolidated interface
- Sub-second response time with high QPS