

## Fast Search & Transfer (FAST)

Oslo, Norway and Needham, MA



### FAST Data Search for Site Search

➤ Search for Public-Facing Enterprise Web Sites

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#### CUSTOMERS AT WORK

Commercial portal companies and business service providers served as reference customers for FAST. Common strategic objectives included:

- Establishing a competitive differentiation against Internet search engines such as Google through search that intelligently combines publicly available information with private content
- Enabling users to *find* relevant and compelling information (not just search for it)
- Scaling the site to accommodate large numbers of users querying huge volumes of frequently updated information

#### WHY FAST DATA SEARCH?

The volume of data is doubling every six to eight months, making it ever harder to find the needle in the haystack. FAST enables companies to present a clear, accurate view of all information repositories: internal or external; unstructured or structured; text, numeric, image, sound or video; new or legacy; and static, dynamic or streamed. With strong taxonomy management, a tunable relevancy model and open APIs, FAST Data Search for Site Search can be customized to deliver exactly the results your user community wants and needs. The technology delivers portal-grade scalability for large user counts, high data volumes and low latency requirements.

#### COMPANY INFO

Fast Search & Transfer is a public company (Oslo Stock Exchange: FAST) with about 215 employees.

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[www.fastsearch.com](http://www.fastsearch.com)

#### BUSINESS IMPACT

*Near-term value:* Reference customers have used FAST Data Search for Site Search to combine material available on the Web with corporate material, exclusive partner sources and pay-for-placement material. The result: portals that deliver better results for their constituents than the most widely used search sites. Just about any way you measure it — raw traffic, click through, revenue or third-party ratings — reference customers have improved the numbers with FAST.

*Enterprise innovation:* Reference customers are very excited about new features of FAST ESP, the underlying enterprise search platform. Customers have proven they can create cohesive search results that sort documents together with database records. This enabled one company to move to a new style of interface not previously possible.

*Technology gains:* FAST Data Search for Site Search delivers the scalability that portal sites need. One reference customer supports a million users generating more than 700,000 queries a week against 160 million documents. Another reference customer's site handles 120-150 queries per second. This site has significantly lowered index time of new postings (within 30 seconds), even while query search time has decreased by as much as an order of magnitude (from 10 seconds to subsecond).

#### SUCCESS FACTORS

*Project strategy:* Take time to understand how your business objectives may (or may not) potentially collide with your search technology partner's strategy. If you need to control your own technical destiny, reference customers say you will be comfortable with FAST's new business model as a pure-play technology provider. There are no marketing or competitive issues potentially obstructing a close technical relationship with FAST.

*Resources:* Customers say that FAST ESP and FAST Data Search for Site Search are highly efficient in terms of both hardware and maintenance personnel. Even so, stronger search will grow traffic. Therefore, plan for success. Be sure that data center operational procedures are ship-shape and will not pose unforeseen obstacles.

*Skills:* Expect to use professional services from FAST. Reference customers have expert development teams working on their portals, typically in strong collaboration with the FAST technical team.

*Fit:* Customers recommend FAST Data Search for Site Search to portals and enterprises for which search is too strategic to rely on a black box, one-size-fits-all solution.

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#### ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven IT products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.