

IDOL Search Optimizer

Easily fine-tune the enterprise search experience with OpenText IDOL Search Optimizer.

Product Highlights

The OpenText™ IDOL Search Optimizer is a Web-based tool that helps business administrators, digital marketers, and campaign managers control and refine the end-user search experience. IDOL Search Optimizer provides a robust set of wizards to improve search relevance and streamline the delivery of highly targeted results to end users. The home page dashboard offers a statistical view into search patterns to help you build a more effective search.

Key Benefits

With IDOL Search Optimizer, you can:

- **Learn:** Use search-related analytics to better understand the search experience and easily take actions to improve search results.
- **Promote:** Highlight documents to promote based on a defined trigger (e.g., place the Model X laptops at the top whenever the user searches for “laptops” or “computers”).
- **Optimize:** Improve the search relevance with the use of synonyms and blacklists.
- **Assess:** Preview search results that would be returned with different business rules, and fine-tune those rules.

IDOL at a Glance:

- **Harness virtually any data:** With connectors for 150+ sources and support for over 1,000 data types, you can access virtually any data inside and outside your firewall, and index data without relocation or disruption.
- **Advanced analytics for text, video, image and audio in one platform:** Get the actionable insights by unlocking patterns, trends, and relationships from any unstructured data by using the latest innovations in machine learning and Deep Neural Networks.
- **Enterprise grade security:** Make sure the right data gets to the right people. Preserve and stay up-to-date on security entitlements without compromising performance by using strong data access protection.

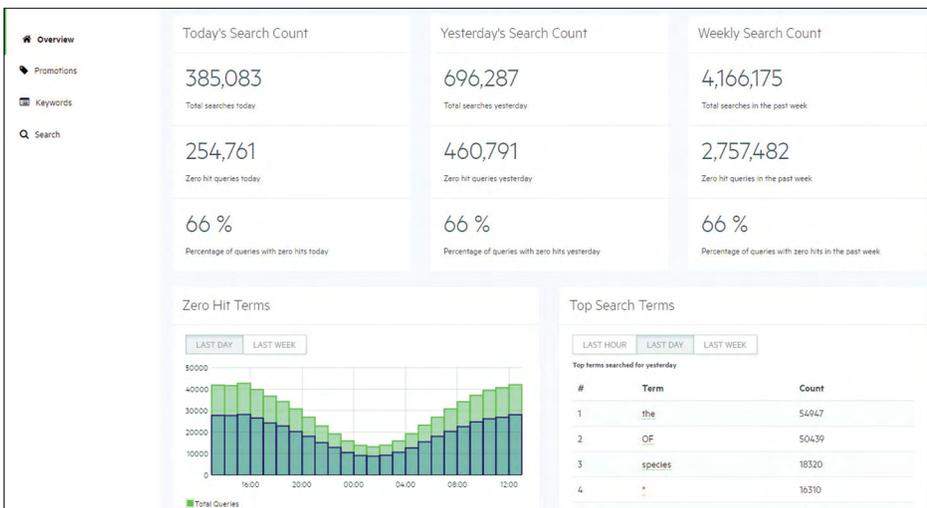


Figure 1. The IDOL Search Optimizer provides business administrators with a dashboard view of various statistics.

Key Features

Gather Information Quickly to Improve the Enterprise Search Experience

IDOL Search Optimizer's home page dashboard displays data analytics statistics geared to helping you better understand search behavior, so you can take action, if needed. The dashboard shows both positive statistics such as top search terms, and negative statistics such as query terms that yielded zero hits.

The IDOL Search Optimizer provides suggestions for refinements to help you quickly improve the enterprise search experience. For instance, clicking on a term that yielded zero hits directs you to the keywords creation wizard, where you can associate synonyms for this term in an effort to induce more results.

Here are some examples of the questions that can be answered by the dashboard's actionable statistics:

- "What terms and concepts are users most searching for?" The answer can suggest to the business administrator what additional content they should create for the user.
- "What terms and concepts are users searching for and not finding?" The answer should lead the business user to set up synonyms for the zero-hit query terms, create promotions for related concepts, and/or create content to fill the missing gap.
- "What are the search patterns throughout the day?" This information can alert the administrator on how to intelligently schedule downtime, if needed.
- "What are the top and bottom promotions?"
- "What are the total search counts for various time frames (e.g., today, yesterday, last week, etc.)?"
- "How many pages of results are users browsing through for different queries?"



so that the promotion is generally active, or only occurs during a specific period.

Enhance Enterprise Search Results with Simple Tuning

With the IDOL Search Optimizer, you can fine-tune search results that are returned from a query with synonyms and blacklists. You can create a synonym group so that when users search for a term from that group, they see results from the entire synonym group. The blacklist management tool enables you to set up and manage a list of terms that are automatically excluded from any query.

Easily Test Business Rules with Admin Search View

The IDOL Search Optimizer Admin Search View enables business administrators to preview search results to specific queries and fine-tune business rules to improve the search experience. For instance, if you find that a query is not returning all the results you want, you can associate synonyms with that query. Then, you can toggle between the options of viewing the results with the new business rules applied or simply viewing the original results with no manipulation. In this testing mode, you can also select a document and preview it to make sure it is relevant to the query without leaving the admin screen.

Learn more at
www.microfocus.com/idol
www.opentext.com

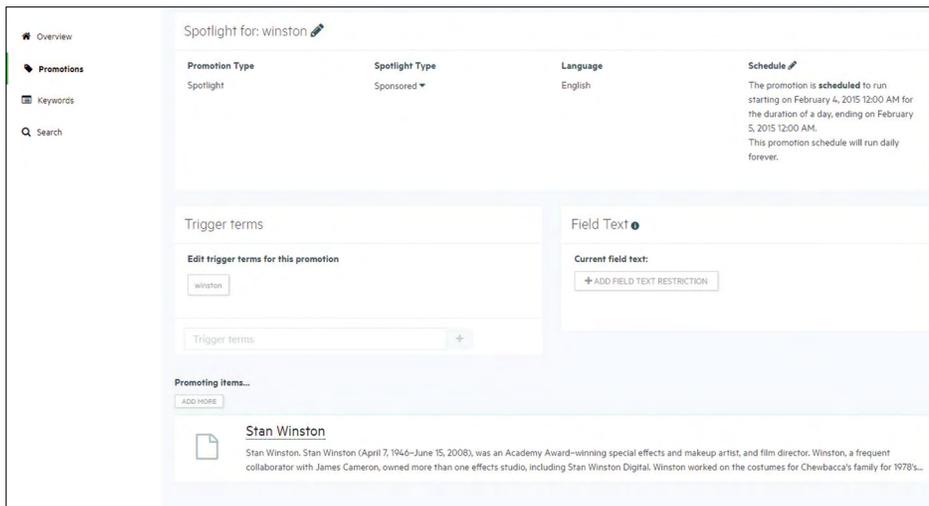


Figure 2. Business managers can easily promote certain documents and associate them with trigger terms.

Deliver Highly Targeted Results with Promotions

IDOL Search Optimizer gives you the ability to spotlight a document or a set of documents based on a specified trigger. You can manually select the document(s) to promote or choose to display top documents from a specific query, and then enter the keywords and phrases to trigger the promotion. For instance, if you are a business manager responsible for

a high inventory of a certain model of laptops, you can create a spotlight promotion for that model by selecting related links and choosing words and phrases to trigger the promotion (i.e., laptops, computers).

You also have flexibility in configuring the promotion; for instance, you can spotlight the document(s) or pin documents to fixed positions in the result list. You can create schedules