

Whether they're using search to make money or to save money, customers rely on Search Technologies' team of experienced technical professionals and its laser-focus on search to maximize the value – and the capabilities – of their enterprise search investments using best-in-class FAST technology.

SEARCH TECHNOLOGIES

**Search Technologies
Corporation Headquarters:**
United States: Herndon, VA

Core Business:

Search Technologies is expert at developing FAST-based enterprise search solutions to meet customers' business requirements and ensure a maximum return on their IT investment.

Objective:

Search Technologies leverages best-in-class FAST search technology and its own team of technical search resources to provide innovative, cross-industry solutions that maximize the full value and potential of its customers' search investments.

Key Markets:

Commercial Markets, Public Sector

Solution:

The Search Technologies-FAST partnership delivers powerful, search-based solutions that restore a company's surplus of unmanageable data to a valuable information source. The results are secure, relevant answers and insight that accelerate decisions, improve performance, and increase profits on both sides of the firewall.

Benefits:

- Search Technologies' experienced technical professionals and laser-focus on search help its clients maximize the value and capabilities of their enterprise search investments
- Expertise in both ESP and SharePoint® provides a better overall solution for customers
- Its history with Convera and partnership with FAST positions Search Technologies to support RetrievalWare customers with their current installations and in migrations to ESP

Making Search Work

The founders of Search Technologies each has been in the search business for more than 15 years. Beginning their search careers with search product pioneer Convera, they understood – earlier than most – the benefits of this amazing, yet complex technology in helping companies derive business value from a surplus of unmanageable data. Search products such as Convera's were available and up to the task. The bigger challenge they saw was that customers typically didn't have the skill set to implement their enterprise search investment effectively to maximize its value or capabilities.

"In 2002, we founded Search Technologies – a company that would provide expert search resources, couple those resources with the right software, and make search projects successful in the enterprise marketplace," explains Kamran Khan, the company's president and CEO.

Headquartered in the U.S., Search Technologies also has offices in the U.K. and a technical center in Costa Rica. Its international footprint gives the company flexibility to deliver its search-based solutions to a global base of customers across multiple industries. "We have the skills to help anybody who is trying to implement enterprise search in a complex environment, regardless of their industry," says Khan.

Search Technologies' 40 experienced technical search professionals are one of the largest teams focused singularly on the search space. Trained and certified to implement FAST technology, this search team possesses the expertise and breadth of experience necessary to develop, implement, and manage custom search applications effectively through the entire life cycle. "The depth and exclusivity of our technical bench – as well as our

partnership with FAST – are what set us apart," says John Back, the company's director of sales.

A Compatible Partnership

Initially partnered with Convera, Search Technologies was introduced to FAST technology by Back when he worked as a sales regional vice president there. Khan notes, "FAST is compatible with the Convera product. We found that the FAST search engine was very similar to many of the installations that we were already supporting"

"What really drove things forward was the fact that the product does what it says it will do," explains Vice President of Technology, John Steinhauer. "It's reliable, you can get support for it, it really does scale, and there are large customers out there who have built substantial installations that are supporting public-facing Websites. Those factors, combined with the support we got from the FAST technical services team were big drivers in choosing to partner with FAST."

Search Technologies has been a notable FAST partner now for three years and was named FAST *Partner of the Year* in 2006. Khan notes, "Our own experiences in implementing FAST have shown that it really is the best product on the market. Whether the customer is using search to make money or to save money, FAST ESP® works well in both environments."

Movin' On Up

As a result of its history with Convera, the number of former Convera people on the Search Technologies' team including the author of Convera's RetrievalWare product, and its expertise with FAST ESP, the company is well-positioned to support the RetrievalWare customer base – which FAST acquired from Convera in 2007.

Although FAST continues to support RetrievalWare, the majority of its investment and innovation will be in FAST ESP. "FAST intends to help RetrievalWare customers migrate successfully to ESP," explains Khan. "But this is not a trivial task for those customers that have implemented RetrievalWare widely." Currently, Search Technologies is in the midst of a major migration for a large financial services customer. "Having someone who knows exactly where the pitfalls are," says Khan, "and how to overcome the inevitable problems are valuable benefits we offer that help assure the project's success."

Tailoring a Plan

One area that has helped drive the success of the company's customized search implementations is its assessment methodology. A practical way to evaluate a customer's situation and to determine the solutions to whatever problems they're facing, the Search Technologies Assessment – which recently won a product award from *Knowledge Management* magazine – places a team at the customer site for three-to-five days.

"Each solution is tailored to each case – one customer already may have search installed, another may have nothing yet," says Khan, explaining the process. "We run through everything – review the technical and the business aspects; speak to IT, the users, the business owners; and detail all the steps that need to take place in a project plan along with the estimated costs. When the customer gets this report, there is nothing unknown about what we're proposing." The Assessment helps Search Technologies know where to focus its resources to deliver high-value services quickly.

Expanding Expertise

Since Microsoft's acquisition of FAST, Search Technologies has actively been moving toward its goal of becoming a Microsoft® Gold Certified Partner. The company has already earned its Microsoft Certified Partner status with a Search specialization and an Information Worker Solutions competency. Khan says that they are already engaged in projects with SharePoint® and FAST ESP. "With FAST

being made available in a more tightly coupled way with SharePoint, it opens up the market significantly. More customers are going to be working with the FAST ESP product, so our skill set across SharePoint and ESP is going to apply to a larger universe of customers – and can also support those Microsoft partners whose technical bench does not include search."

In the end, says Khan, "If people are implementing a search project based on FAST ESP, then we'll be able to help them do that faster and more cost-effectively – and at the same time, help them get the most out of their search investment." If the company's many successful customer implementations are evidence, Search Technologies not only knows search – but also knows how to make search work.

About Search Technologies

Search Technologies recommends, installs, integrates, and maintains FAST-based, enterprise search platforms around the world. Founded in May 2002 and headquartered in the Washington, D.C. area, Search Technologies is a privately held, profitable provider of comprehensive FAST-based search solutions. The company operates from offices in North America, Central America, and Europe. Through its professional services and FAST software, Search Technologies helps commercial and public-sector organizations create business value from mountains of electronically stored information.

About FAST, A Microsoft Subsidiary

FAST is the leading global provider of best-in-class enterprise search technologies for the most demanding applications. FAST's flexible and scalable enterprise search platform (FAST ESP), empowers people and businesses, allowing them to explore and assimilate vast amounts of data regardless of format. By creating unique user experiences and changing the way people interact with information, FAST technologies can uncover new revenue streams, improve business decisions, and increase productivity.

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