


With a shared vision for search's ability to leverage and enhance the value inherent within an organization's content, InfoSolutions is partnered with FAST to apply the full potential of best-in-class search to innovative, cross-industry solutions that address business and information management challenges.



InfoSolutions Headquarters:
Crestview Hills, KY
(greater Cincinnati, OH area)

Core Business:
InfoSolutions' innovative search-based solutions address business and information management needs, solve technology challenges, and ensure customer satisfaction.

Objective:
InfoSolutions leverages the full potential of FAST best-in-class search within innovative, cross-industry solutions.

Key Markets:
Commercial Publishing, Government (all levels), Financial Services, Associations

Solution:
InfoSolutions' customized, end-to-end solutions are based on the best-in-class search capabilities of FAST ESP® and help organizations – across industries and the globe – prepare, publish, and provide meaningful access to content.

Benefits:

- Customized, end-to-end solutions utilize the full potential of search to address information management needs and solve technology challenges
- InfoSolutions applies FAST in market segments that need to unify disparate data sources, access relevant information, and enforce strict access guidelines
- InfoSolutions recognizes search's potential for increasing worker productivity and extending the value of information in collaborative environments such as SharePoint®

Growing Up Search

InfoSolutions was founded in 1991 by three entrepreneurs with a vision for search technology as a valuable and powerful way to serve a variety of information management needs. "We were intrigued by search and excited by what it could do for our customers," explains Cofounder and CEO Jerry Junker.

Since the beginning, the pioneering company has focused its business on delivering innovative, search-based solutions for customers across multiple industries and around the world. But it wasn't always easy to build user-focused solutions around search, especially in those early days when the technology didn't have the capabilities – or the momentum – it has today.

"It was a different world," recalls Junker. "Search wasn't the hot topic and the central IT reality that it is now. We've used different search technologies over the years, and we always believed that someday there would be something out there that could help us fulfill our vision based on the promise and the value that we saw for search."

A Shared Vision

That vision came into clear focus when InfoSolutions found FAST. On the leading edge of search innovation in an industry that was about to explode with opportunity, FAST's vision and technology were a perfect match. InfoSolutions Cofounder and Vice President Jim Richter explains, "FAST is clearly the best of the search technologies that we've represented in our 17 years. Its high-end, high-caliber product lets us leverage what our core mission has been all along."

Partnered with FAST now for over four years, InfoSolutions finally has a best-in-class search engine that enables the company to apply the full potential of search innovation to its customers' business challenges.

Bob Berberich, Cofounder and President reflects, "We've always specialized in helping people find the real value in their data – not just results, but real answers. Now, instead of saying, 'what if,' or 'if only,' we actually have the tools to support our vision. It's very exciting."

Delivering on the Vision

InfoSolutions' search-based solutions address business challenges both inside – and outside – the firewall. Berberich explains, "FAST's flexibility allows us to apply our creativity to bring an appropriate and unique solution in each case."

One of the market segments that InfoSolutions specializes in is commercial publishing – companies whose business is the creation, aggregation, and sale of their own or others' intellectual assets. Publishers need to provide very secure and finely discriminated access to their high-value content.

Berberich says, "Our end-to-end publishing solutions can provide that access with search-based tools and interfaces that make the data more valuable for the end users, through customization, personalization, or bookmarking – or by creating collaborative environments."

The company also has government clients that span the U.S. municipal, county, state, and federal levels, as well as international governments. The isolated nature of many government agencies – in terms of geographic location and relative

to how they store their data – is the perfect application for FAST search, which unifies disparate data sources, provides contextual capabilities that return highly relevant information, and enables the enforcement of strict content access guidelines.

In both cases, InfoSolutions' search-based solutions enable corporate and government knowledge workers to access information from across their organizations and retrieve relevant data quickly, dramatically improving their productivity and informing their decisions.

Collaborating with SharePoint, ESP

Particularly positive about Microsoft's recent acquisition of FAST, all three InfoSolutions cofounders see multiple benefits for customers in the present and future integration possibilities of the FAST Enterprise Search Platform (FAST ESP®) with Microsoft® SharePoint®.

"With Web 2.0, so many changes occurred very rapidly, even by this industry's standards," explains Richter. "Blogs and sites such as YouTube and Wikipedia have transformed the Internet community into collaborative meeting and networking places where the participants expect to contribute to the conversation, not just passively consume information. SharePoint is a great example of that kind of progress for the business model," says Richter. Junker agrees, and notes, "SharePoint enables you to customize interactive environments in which employees and knowledge workers can work together to produce, refine, and consume content and documents."

But exactly how do InfoSolutions – and search – fit into the new Microsoft-FAST relationship? "The relationship extends our ability as FAST ESP search specialists to offer the higher-end ESP search capabilities to SharePoint customers," explains Berberich. While SharePoint has its own search capabilities, FAST ESP can take search beyond the search box and create compelling, dynamic user experiences driven by search. We're betting that Microsoft and FAST got it right and that there will be a lot of companies that want that high-end functionality and extensibility."

Core Values

Throughout its 17 years of providing highly effective, customized search solutions, InfoSolutions' strengths have been its commitment to creating value for its customers and maintaining a high level of customer satisfaction. "Relationships are at the core of our business philosophy," Richter explains.

An early adopter and veteran in an industry where many are just beginning to dabble, InfoSolutions has witnessed a dramatic evolution in search. Committed FAST ESP search specialists, the InfoSolutions team looks forward to exploring the new opportunities for search afforded by the Microsoft acquisition.

In the meantime, the company continues to demonstrate – for an impressive roster of cross-industry, global customers – the tremendous power and potential of search.

About InfoSolutions

Since 1991, InfoSolutions has been partnering with clients to find innovative, search-driven solutions to a variety of information management needs. Using best-in-class FAST technology and drawing from our broad, cross-industry experience, we tailor search solutions that meet customers' goals, timelines, and budgets. We specialize in designing user-focused solutions for editing, converting, indexing, searching, distributing, updating, and archiving online and off-line 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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