

## Roundarch Integrates Powerful FAST Search Technology Inside Rich Internet Applications, Altering the Visual User Experience and Placing Users in Command of Their Information

### ROUNDARCH

**Roundarch Headquarters:**

New York, NY  
Chicago, IL

**Core Business:**

Full-service interactive, Web design, and technology services provider

**Objective:**

Roundarch advances Web user experiences through the integration of user-centric design, technology, and innovative FAST search to create next-generation, cinematic user experiences.

**Key Markets:**

- Government
- Financial Services
- Media

**Solution:**

Customized user-centric and interactive solutions that combine Roundarch's technical services offerings and the FAST Enterprise Search Platform (FAST ESP®).

**Benefits:**

- Rich, cinematic user experience provides unprecedented access and manipulation of content and other digital assets from a single workspace, changing the way the user interacts with information
- Elegant visual user experience places the user in command of information
- Enables competitive advantage by meeting emerging user demands

### Revolutionizing the User Experience

Years ahead of the marketplace in his thinking, Charles Fiesel, managing director of Roundarch, predicted at the 2006 AJAXWorld that integrating search inside Rich Internet Applications (RIAs) would define the next generation of user experience.

Today, his prediction is coming true. And as the industry gets a grasp on the evolving interactive landscape and emerging user-centric demands, Roundarch is at the forefront, applying its own deep technical expertise in the interactive space and embedding innovative FAST search technology into RIAs to create what Fiesel refers to as "cinematic" user experiences.

Cinematic user experiences place users in command of their information by breaking out of the mold of traditional thinking—removing the virtual boundaries of page-based Web design as well as those of the familiar search box. "One of the benefits of integrating search in RIAs," Fiesel explains, "is that it moves us away from the linear, page-based paradigm to a three-dimensional user experience."

Many companies have yet to take advantage of integrating search alongside RIAs, but, Fiesel says, "that wave is about to hit the shore."

### Taking a Broad View

Recognized as one of the top interactive firms, Roundarch is a leading full-service Web design and technology services provider that is advancing Web user experiences through the integration of user-centric design and innovative technologies such as search.

"There are many companies that say they are full-service interactive," says Fiesel. "Roundarch truly is." The company's breadth of capabilities is as diverse as its client list, enabling it to provide support at all touch points in the interactive life cycle.

Roundarch also has the critical understanding of the underlying technology that enables it to create user experiences that truly change the way people interact with information.

In contrast to the many consulting services organizations that place their focus on a single aspect of the interactive experience, Roundarch is clearly more comprehensive in its view and its capabilities. "It's not good enough to say, 'I create user experience design' without knowing how the underlying infrastructure and technology supports that design," says Fiesel. "The interconnectivity of search with content management, information architecture, experience design, and creative design should not be overlooked. It's really about relationship modeling of all these different components."

It's also about finding the right technology partners. "Our choice of FAST had to do as much with its people as its technology," says Fiesel. "FAST has a similar commitment to excellence and innovation, a great culture, and the best search technology in the marketplace. They understand that search is not about a rectangular box—it's about evolving the user experience."

Ultimately, it is the fluid access and movement of the information between the behind-the-scenes content management system and the user interface that is critical to an effective user experience. And search is what brings it all together.

"When implemented correctly, search has the capacity to break down information silos and other barriers throughout an organization to deliver optimal user experience," says Fiesel.

### Search "Unboxed"

Roundarch developed a prototype as a vehicle to illustrate the concept—and potential—of the rich, cinematic user experience to businesses that are straining to meet growing user demands. Because search is integral to its solution, Roundarch's prototype was premiered at FAST*forward* '08, an industry event that spotlighted search-driven innovation and its impact on The User Revolution.

In the prototype, the user—a financial advisor who is building a portfolio of research for a particular customer—can access and interact with information and other users, all from a single screen or workplace.

Fiesel explains, "The advisor's interaction with the user experience initiates different calls for content and other digital assets and displays these relevant components in one cinematic view." Based on the interaction, search updates and hones assets dynamically. The advisor can hone them further, organize them into folders, save them, and even email them without ever leaving the workspace.

"By adding search into the capabilities of RIAs," says Fiesel, "new interaction models evolve. Dragging and dropping search results into a workspace yields refined content that moves away from typical 'most popular' results and reveals emerging concepts and content," he explains. "Here, the depth of the Web can be unlocked more precisely with a softer, more human and focused touch."

As can be expected, Fiesel describes it as a "wow" experience when people see the interaction model. "It truly throws out the notion that search is just about a rectangular box," says Fiesel.

Many of Roundarch's clients are already benefiting from the advanced capabilities of this next-generation user experience as well as the competitive advantages gained by delivering on today's emerging user-centric demands.

### Defining the Future

In addition to an already impressive client roster that includes History Channel, the United States Air Force, and Avis, Roundarch is currently working with Water's Corporation, one of the top life sciences companies in the world, to develop their client portal. The sophistication of the underlying technology framework will enable scientists and lab technicians around the globe to capture and access—in real time—critical research results and information on topics that range from food safety to water purification. "It's a stunning user experience," says Fiesel, "very powerful, and FAST search is integral to the user experience."

Moving ever forward, Roundarch will persist in its mission to create elegant information architectures that allow robust technology deployment. Fiesel expects Roundarch's productive partnership with FAST to continue to spark remarkable innovation for the user experience and the interactive design space.

### About Roundarch

Roundarch fuses user-centric experience design with technology to deliver enterprise-scale Web initiatives and rich, cinematic user experiences. Our deep expertise in the Web channel as well as with cutting-edge technology, including RIAs, AJAX, and search, allows us to translate a company's business goals into an effective, seamless, online strategy.

### 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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