

EMC Consulting for FAST Enterprise Search

Why choose EMC for search initiatives?

Search technology capability and innovation is rapidly expanding as it drives next-generation user experiences. Effective use of search helps to distill huge quantities of information into consumable and personalized views, making it easy to find information. Search enables the creation of new revenue streams, facilitates better business decisions, and increases employee productivity. With all this potential, it is critical to find the right partner to help guide strategic decisions and implement solutions with impact and value.

Why EMC[®] Consulting for FAST enterprise search?

Talent with proven deployment experience

- Most partner implementations of FAST in the UK
- Microsoft Certified Professionals, MVPs, and Certified Architects
- Ranked #3 Interactive Agency on the “New Media Age Top 100”
- Ranked by Forrester Wave Vendor Summary as “Leading the Field of European Web Design Agencies”

Comprehensive Microsoft alliance

- Global System Integrator, Global Alliance Partner, Worldwide ISV
- Microsoft Gold Certified Partner with seven competencies
- Eighteen-time “Partner of the Year” winner
- Mercury Partner for User Experience Design

We believe search is part of core infrastructure

By allowing search to be part of core infrastructure, it does not matter where information resides—it will always be accessible. Search helps bridge silos. It will become critical to the way future applications are built.

Our proficiency in user-experience design coupled with deep business and technology experience can help you define and execute a search strategy that connects people to the right information when and where they need it

EMC[®] business consultants are seasoned industry professionals with a broad range of management consulting capabilities and a deep understanding of the industry challenges companies face. Our technology consultants are certified professionals who can help you enhance business productivity by integrating search with collaboration, portals, content management, workflow, electronic forms, and business intelligence. Our user-experience designers create intuitive digital experiences that have enabled EMC Consulting to be ranked as the Number 3 Interactive Agency on the “New Media Age Top 100” list and positioned by Forrester Wave Vendor Summary as “Leading the Field of European Web Design Agencies.”

Extensive e-commerce monetization experience helps you significantly increase revenue and profit from new and existing websites

EMC Consulting can create websites that use search to drive revenue by enhancing users’ ability to find products, by boosting cross-sell opportunities, and by increasing their willingness to make purchases. We know that search is more than finding text strings. It’s about tailoring relevancy and knowledge management by using the right combination of indexing, query, and results processing. We can help you create a website that:

- Builds custom landing pages based on the user’s purchase history or entry point
- Selects what products to show when browsing a site based on business considerations such as margin, availability, proximity, or buyer history
- Provides contextual advertising for up-sell and cross-sell opportunities
- Has functionality such as “other people also purchased this” and “did you mean”
- Incorporates search into audio and video content

We can integrate these capabilities into an interactive user experience that keeps people coming back.

We think outside of the (search) box

New and emerging technologies such as the Microsoft Surface are opening the door to creating applications that enable users to collaborate using gestures and physical interactions. Leverage our “without the search box” ideas to create a completely new experience. As an early adopter of this and other technology, EMC Consulting can help you determine how to create an innovative experience for your users.

EMC Consulting

As part of the world’s leading developer and provider of information infrastructure technology and solutions, EMC Consulting transforms information into business results. Our consultants bring a unique mix of industry, business, and technology expertise to solve today’s toughest challenges. We use field-tested tools, proven methodologies, best practices, and industry standards to minimize risk and optimize time to value in our engagements. We provide a full range of consulting, design, implementation, and support services.



EMC CORPORATION
Hopkinton
Massachusetts
01748-9103
1-508-435-1000
In North America 1-866-464-7381
www.EMC.com

Take the next step

For more information, visit www.EMC.com/consulting or contact your local EMC Consulting representative.