BA INSIGHT

LONGITUDE SEARCH
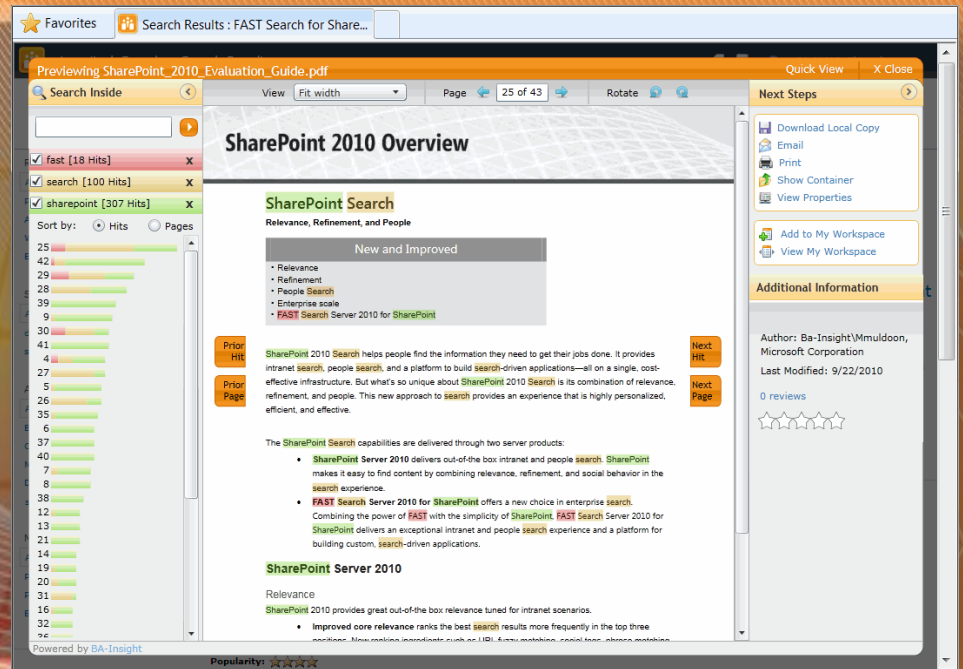## For SharePoint, FAST, and Search Server

NEXT GENERATION SEARCH USABILITY AND RELEVANCE OPTIMIZATION

Instant, Rich Previews with Actionable Search Results

Find Content 10X Faster with Rich, Interactive Document Previews

Review all search results content instantly and navigate to most relevant pages with dynamic hit highlighting and mapping.

Turbo-Charge Relevance with AptivRank

Longitude's Patented AptivRank technology automatically tunes the SharePoint / FAST ranking algorithm, monitoring the entire search session, detecting when relevant content is found and acted on, and automatically optimizing the algorithm without the traditional burden to IT.

Bridge the Gap between Search and Action

Take immediate action upon content directly from the results interface, quickly assembling and delivering composite documents in a variety of formats.

Longitude Search optimizes the enterprise search experience by making search results relevant, insightful, and actionable.

Longitude's unique preview technology empowers the user to quickly find what they seek, by presenting an instant preview of the entire document regardless of its format or location. Each page is fully hit highlighted, enabling the user to rapidly evaluate each document for relevance. When useful content is found, users can take instant action on the content directly from the preview, without the need to download the native file.

To optimize future searches, Longitude automatically tunes the relevance ranking algorithm so users are always presented with the most relevant content.

LONGITUDE SEARCH
Features and Benefits

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INSTANT FULL DOCUMENT PREVIEW

Longitude delivers rich, full previews of all search result contents, regardless of file type or location. Text-based, fully formatted previews empower users to assess relevance in seconds and without the need to download the file.

FULL HIT HIGHLIGHTING

All query terms are hit-highlighted throughout every search preview enabling users to efficiently assess relevance and identify the most important sections of every document/file.

HIT MAP NAVIGATION

The Longitude Hit Map is a graphical representation of where all hits reside within the previewed document, enabling users to see and navigate to the most relevant page in a single click.

IN-CONTEXT 'SEARCH INSIDE'

Longitude's Search Inside capabilities provide the user with full text search within the previewed document, with full Boolean and Wildcard functionality.

ACTIONABLE SEARCH RESULTS

A user can act on relevant content directly from the search result the moment it is found, including format-preserved copy/paste, download, email, print, jump to file location, and composite document assembly.

AUTOMATIC RELEVANCE TUNING

Longitude's patented *AptivRank* technology monitors user activity as they search, and automatically promotes/demotes content based on explicit actions taken upon content. Users tune the ranking algorithm without any burden on IT.

AUTOMATIC CONCEPT TAGGING

All relevant content is automatically tagged with key concepts based upon previous searches and the actions end users took upon those results. This constant aggregation of rich metadata optimizes future searches and helps the search engine become more intelligent.

PREVIEW DOCUMENT LIBRARY CONTENT

Whether you're collaborating with colleagues or simply trying to find a document that you've worked with in the past, Longitude's Document Library instant preview capability lets you identify relevant content fast.

DOCUMENT ASSEMBLY

A leading analyst firm recently concluded that assembling content was one of the most time consuming activities performed by information workers. Longitude delivers instant access to relevant content, then lets them save to the Silverlight-driven Longitude Workspace, and assemble it in a variety of ways and in a variety of file formats – all while maintaining native formatting and image layouts.

TAKE RELEVANT CONTENT OFFLINE

Users can search against content stored in a variety of different data repositories, and add relevant documents to their Workspace. This content can be easily exported to a zip archive for offline access and delivery.

REDUCED BANDWIDTH CONSUMPTION

Out-of-the-box enterprise search technologies require the user to download each document to assess relevance, consuming significant bandwidth. Longitude previews are only 10kb, resulting in dramatic bandwidth savings.

SUPPORTED PREVIEW FORMATS

- PDF, Tiff – automatically OCR'd during preview
- Word & Excel (2000, 2003, 2007, 2010)
- PowerPoint (2000, 2003, 2007, 2010)
- Zip, Email with Attachments
- Images (Gif, Png, Jpg), Text & RTF, HTML
- Additional file types upon request.

SUPPORTED MICROSOFT TECHNOLOGIES

- Microsoft SharePoint 2010
- FAST Search Server for SharePoint 2010
- Microsoft Office SharePoint Server 2007
- Microsoft Search Server 2008/2010 & Express

About BA Insight: Founded in 2004 and headquartered in New York City, BA Insight maintains sales offices and research facilities throughout the United States and Europe. BA Insight's global team, fortified by an expansive network of certified partners and resellers, has helped millions of users gain instant and actionable access to information. BA Insight is a Managed Microsoft Partner.

Call 1-800-656-1537 | E-mail info@BAinsight.com | Visit www.BAinsight.com