How to Build
an AI-Powered Digital Workplace

Unlock the power of your company's knowledge and your workforce.

Executive Summary

The workplace is evolving at breakneck speed. Large companies are rapidly adopting cloud solutions to enable hybrid work and quickly adapt to changing ways of working without sacrificing strong collaboration, productivity, or security. To truly evolve into the modern, highly efficient workplace your company strives to become, more and more tools are being adopted to improve employees' daily lives and their work. But those tools often come with added complexity. Massive volumes of data and institutional knowledge are created faster than ever before – to the point where companies consider themselves tech companies more than anything else. They know that this institutional knowledge and data are their competitive advantage. It's where innovation happens, customer relationships are improved, employees feel empowered, and operational costs are controlled. But for many companies, putting this into practice is more challenging than ever. Why? This fast-growing data stored in increasingly siloed systems is often never seen again. A problem that's only increasing.

Businesses expect more from employees, and employees expect more from technology.

You hear it all the time: *"Do more with less." "Work smarter, not harder."* As companies invest in more tools that enable better productivity and collaboration, business leaders expect faster, higher-quality work in return. At the same time, employees expect workplace technology to improve the way they work and fit seamlessly into their daily lives. But the reality is, people still spend [25% of their workday searching for the information](#) they need to do their job. And when information can't be accessed, decisions rely more on guesswork. In business areas that involve complex, high-risk decision-making, guesswork can cost an organization not just time, but millions of dollars. You deserve a better way to work – and that starts with a better way to search.

Source : [KM World](#) & [Economictimes](#)

As much as [95% of the data](#) in many organizations will never be re-accessed 90 days after it was created.

The AI-Powered Workplace

Today's leading global companies have made significant strides in managing – and optimizing – their workplace's growing complexity. They're embracing AI to power their workforce, adopting processes and tools that are connected, seamlessly integrated into existing workflows, adaptable, and future-proof. With AI being integrated into everything from communication tools like Microsoft Teams to business intelligence tools that optimize data analysis, the potential for harnessing AI as a critical driver of workplace success is limitless.

AI–Powered Search is the Backbone of Your Digital Workplace

Companies that use AI–powered tools to improve how work gets done know that the ability to find and reuse knowledge dictates how well people can do their job. Knowledge and expertise are any company's lifeblood, enabling employees to make the best decisions possible, collaborate better, and innovate faster. This is where AI–powered search comes in. Designed to help employees break through the noise, the best search solutions enable quick access to strategic insights – right when they're needed.

> "With the ability to connect to different sources, organize all your content, and deliver relevant information, AI–powered search brings fragmented organizations back together and finally makes knowledge and expertise discoverable."

A few questions to determine if your organization needs AI-powered search:

- Is your business document heavy? Data heavy?

- Do your employees have to search for information across several different siloed tools on a daily basis?

- What's the risk for your business if employees can't find the relevant information they need to do their job?

Benefits of AI-Powered Search

AI-powered search provides several proven benefits for large, complex organizations. By enabling employees to quickly and easily search for relevant knowledge and expertise, they're equipped to achieve more, duplicate less, and make better daily decisions.

Improved Productivity and Time Savings

On average, half of all employees are confused about where information is stored in their company. AI-powered search eliminates the need to know where information is stored and instead creates a central access point to relevant knowledge and expertise. When employees have quick access to this information, they spend less time searching and more time producing the high–quality work they're there to do.

Minimize Duplication and Mistakes

In many organizations, it's often easier to re–do past work than it is to find what's already been done. And when work is re–done instead of reused, you run the risk of making mistakes caused by human error. AI–powered search makes it easy to locate past work and expertise within your organization, helping employees work faster and produce better business outcomes.

Improve Client Satisfaction

Effectively supporting clients requires a complete view of your company's history with them, quick access to relevant processes, and supporting documents and data. Without it, you risk hurting your client relationships, increasing churn, and losing new opportunities. AI-powered search equips client-facing teams with a 360-degree view of all relevant information needed to support better client outcomes.

Source: APQC & Pega

Employees **switch between up to 35 job–critical applications** nearly once a minute – or more than 1,100 times daily.

50% of employees say they're confused about where information is stored.

What to look for when evaluating
AI–powered search solutions

At first glance, all search technology may look the same. But when you look under the hood and at how other companies benefit from these tools, you'll see they can be vastly different. Over the years, search has advanced in many different ways. Simply connecting to various content sources to provide employees with a single entry point to information is essential, but that's only the start. Returning the most relevant results with every search is where the magic happens.

> "Most workers toggle between apps ten times an hour, costing organizations 32 days per worker, per year of workplace productivity."

Seamless integration into your workplace.

It's essential to ensure the platform can connect to all your content sources, is easy to access and use, and delivers value quickly. The issue that many organizations face today is that new technology often creates more silos in the organization for several reasons. Today, most workers toggle between apps ten times an hour, costing companies 32 days per worker per year of workplace productivity. The search platform you choose should also take a human-centric approach instead of a technology-centric one to avoid perpetuating issues that create more siloed ways of working. Understanding how different teams work across the business - both within these teams and how they collaborate across teams - will help you evaluate search solutions accordingly.

Source: Forbes

What to look for when evaluating a search solution:

Seamless integration in your workplace

Technology that goes beyond basic keyword matching

Personalization of the search experience

Features that promote collaboration

Robust security mechanisms

Future–proof

Search that goes beyond basic keyword matching to address the complexity of today's workplace.

Not all search is created equal. The complexity of data and knowledge in any organization arises from the sheer volume, variety, and intricacies of data sources, along with the challenges of maintaining data quality, privacy, and security. Search platforms that can handle this complexity don't just match keywords based on what's searched and what's in your documents. They can understand natural language - both the language used in documents and the language used in the search. Large Language Models (LLMs), for example, understand context, can identify similar searches, find patterns in text, and make contextual recommendations. As a result, employees are able to surface more relevant and complete insights compared to less advanced search technology.

Personalization of the search experience.

One major challenge employees face today is that they all have to deal with the generic search functionality embedded within different applications. An advanced search platform delivers personalized experiences for every user. One of the benefits of an AI-powered search solution is that it adapts to how people work, and the results and recommendations they get will be different than that of their colleagues.

Features that promote collaboration.

Good collaboration is where the best work gets done, requiring more than just solid communication tools. Often, employees don't know who they should talk to or where relevant expertise lives – they just know what they are trying to accomplish. A good search solution enables real–time collaboration, connecting employees with experts on a specific topic and their work right when they need it - and without knowing where to find it.

workplace **search**
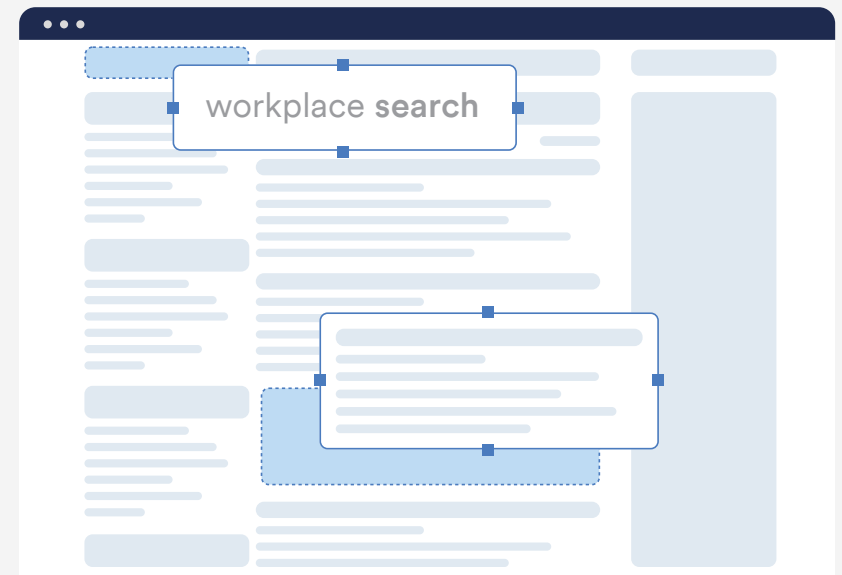
Robust security mechanisms.

While security may not be the most exciting part of a search platform, it is by far the most important. The volume of sensitive data within any organization is growing faster than ever, and it's becoming increasingly difficult for IT teams to manage manually. Every employee must access any search tool securely; the information they find should only be information they are authorized to view. This becomes increasingly complex for IT teams to manage as different systems have very different security rules, and the search platform should have mechanisms to handle this without requiring added and manual resources to do so. Without these mechanisms, your company is put at risk of exposing sensitive information.

Future–proof solution.

Like any technology your organization uses, finding one that can scale as your business grows and evolves is essential. Investing in new technology is a strategic decision and the search platform you choose needs to allow for the optimization of the search experience as business needs evolve. A future-proof search solution should be able to handle not just millions but tens of millions of documents, be able to easily add new connectors, and allow you to optimize the search experience as business objectives and employee needs change.

Questions to ask:

- Can the platform use your existing security rules from your corporate and application-specific directories?
- How does the search platform enable employees to find experts and their work?
- Is the personalization of the search experience automated, or is manual input required?
- How does the search platform apply AI to make the search experience relevant?
- How can I analyze and optimize the search experience?

Conclusion

AI-powered search has the potential to make the workplace go from good to great, and transform companies into industry leaders. By breaking down siloes that fracture workflows, hurt collaboration, and weaken morale, employees can make start making better, faster decisions. And thanks to the latest search innovations, building an AI-powered workplace is no longer possible for only the world's largest companies with seemingly endless resources. At a time when it's never been more critical, companies of all sizes have the opportunity to bring AI-powered search to their workforce.

About Sinequa

Sinequa enables organizations of all sizes to put their content to work through the Sinequa Search Cloud. Customers trust the Search Cloud to connect, organize, and enrich all their content, learn from employee interactions, and present contextually relevant information with every search. Employees are empowered with the knowledge, expertise, and insights needed to make fast, informed decisions. Sinequa helps customers accelerate innovation, reduce duplicate work, foster real-time collaboration, and increase productivity. For more information, visit www.sinequa.com.

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