

Revolutionizing Knowledge  
Management With

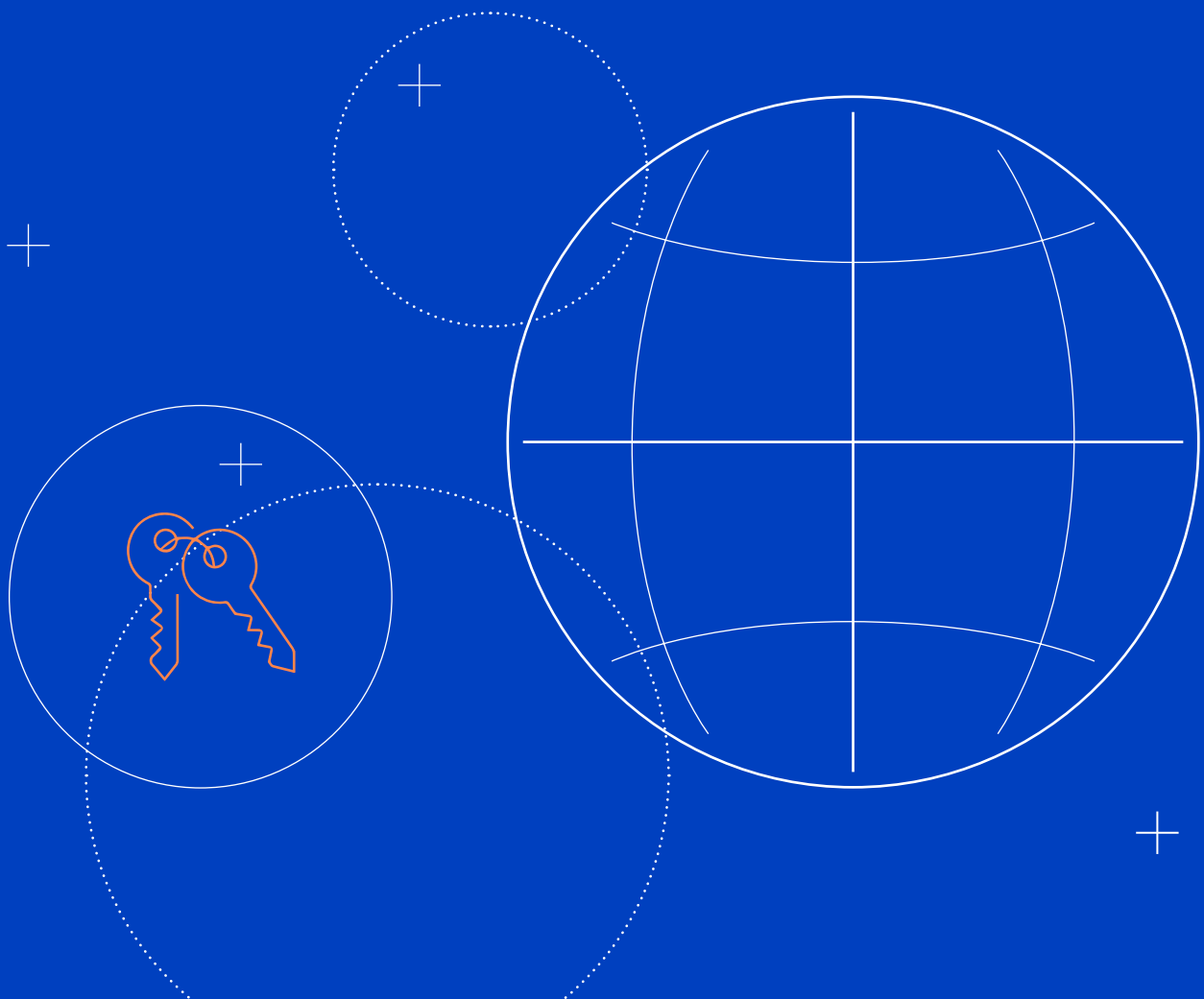
# AI-Powered Search

# Access to Knowledge is the Ultimate Business Advantage

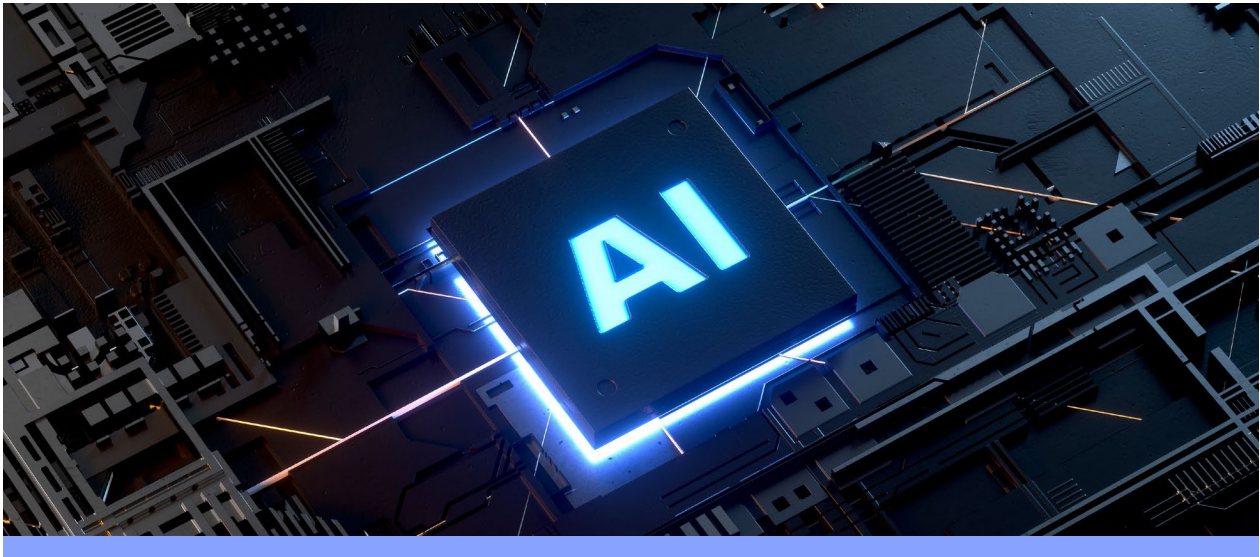
Any company's institutional knowledge constitutes a competitive business advantage today, regardless of industry. It's no longer enough to collect and store information—a good knowledge management strategy now needs to take into account how teams find, use, and build on the valuable knowledge that your organization has painstakingly acquired over the years.

Today, uncovering knowledge and expertise at work starts with a simple search. But when your company has too many different systems that employees need to trawl through, they waste time and miss valuable insights. This leads to increased frustration and hampers productivity.

Your employees deserve a better way to search for knowledge and expertise.



# The Engineer's Perspective on Digital Transformation



Knowledge is the lifeblood of any organization. When employees search for knowledge, they seek fast, contextually relevant, and actionable “know-how” that they can build upon. So what’s the secret to a winning knowledge management strategy?

## **AI-powered, centralized search that connects to all your systems.**

By harnessing advanced algorithms, machine learning, and natural language processing (NLP), a new generation of AI-powered search solutions has emerged.

These solutions possess the remarkable ability to understand context, semantics, and user intent, resulting in precise and personalized search results that surpass the limitations of simple keyword queries.

With AI-powered search, the corporate search bar finally becomes the intuitive gateway to an organization’s knowledge management system.

By considering the user’s context and role, this powerful tool can guide each individual towards the specific content that best aligns with their unique needs.

# Making Knowledge Management Your Company's Superpower



Successful knowledge management strategies need to include efficient ways to create, store, and share knowledge. But what is often an afterthought are the growing challenges around finding and re-using that knowledge. And what good is a knowledge management strategy if the knowledge can't be found and reused?

As a knowledge management leader, you already understand the importance of search. You want to empower the people at your company to work faster and smarter by granting them a secret “superpower”—**the ability to find the exact information they are looking for right when they need it.**

Simply put, the ability to pull key information from the depths of your company's data stores and business applications as quickly and efficiently as possible can make a world of difference to the employee experience, eliminating frustration and giving teams a real sense of purpose and pride in their work.

Even better, having a world of knowledge at your fingertips can be the make-or-break difference between an average business and an efficient and innovative market leader.

# The Struggle is Real: Challenging the Status Quo

You know that access to knowledge is important, but finding the time and resources to improve your employees' ability to do this is a different story. Numerous projects compete for your attention, and it can be very tempting to take the path of least resistance and accept native search tools across your siloed systems as "good enough."

But the urgency to fix your search problem is real, and the pool of knowledge you need to access and manage is growing faster than ever. A poor employee experience, increased operational costs, an inability to collaborate effectively across teams and complete projects on time, and generally struggling to stay ahead of the competition are all very real direct consequences of a knowledge management strategy that has pushed search to the bottom of the priority list for far too long.

# Beat the Status Quo with AI-Powered Search



By putting **AI-powered search** at the top of your priority list, you can transform teams into top performers who harness knowledge effectively to do their jobs.

Equipped with **AI-powered search**, employees can work better, faster, and smarter than ever before.

SEE PRIORITIES





# Unify Organizational Silos

Disparate, disconnected systems with growing masses of knowledge are the bane of any employee's existence. From new hires to seasoned employees who have become accustomed to "the way things are done around here," the struggle is real.

**AI-powered search** allows you to connect to all your siloed systems so that knowledge workers can find what they need faster than ever before.

Breaking down knowledge silos brings benefits that go far beyond better productivity. Employees can collaborate in real time with quick access to experts and their work. When they can find existing work, they avoid wasting time duplicating tasks and eliminate the risk of making mistakes. And it creates opportunities to innovate simply by providing the means to build on knowledge.

**50%**  
of employees are  
confused about where  
information is stored.

Source:  
*Knowledge Isn't Power When You Can't Find It* | [APQC.org](https://apqc.org)

**45%**  
of employees say there are  
too many disconnected  
systems to search.

Source:  
*Knowledge Isn't Power When You Can't Find It* | [APQC.org](https://apqc.org)

Up  
to **35**  
Employees are forced to  
switch between up to 35  
job-critical applications  
nearly once a minute –  
or more than 1,100 times  
every day.

Source:  
*Demystifying the desktop: What workforce intelligence  
reveals about technology and employee productivity.*

# Find a Needle in a Haystack

Breaking down silos is just the first advantage of AI-powered search. The hard-to-solve challenges lie in the fact that the sheer volume of knowledge in any organization today is massive. Organizations are generating new digital content and data at an accelerated pace, contributing to the ever-growing findability problem. Even if an employee is searching for information in the right system, they can waste tons of time sifting through information to find what they need, and often come up emptyhanded. And every minute a worker spends searching for information costs the company in money and employee morale and impacts decision-making.

**AI-powered search** gives employees the ability to uncover the knowledge your company has painstakingly acquired over the years and instantly pinpoint the information they are looking for.

## 400 hours

Today, individuals still spend at least 400 hours each year searching for information, resulting in millions of dollars in operational costs and lost business opportunities.

An intelligent Search solution **cuts down search time by half while delivering information twice as accurately.**

KMWorld, Kyndi



# Handle Unstructured and Semi-Structured Data

Unstructured data (i.e., scientific publications, equipment manuals, financial prospectuses) and semistructured data (i.e., HTML code, CSV documents, emails) are types of information that don't fit neatly into a database.

This data is challenging to efficiently process, search, and analyze, but it is some of the most critical to access.

**AI-powered search** simplifies the complexity this data brings by automatically processing, organizing, and enriching it, ultimately making it easily discoverable. It recognizes patterns in text and relationships

within data, and extracts contextual insights—continuously learning and adapting as more data is used and processed. And it taps into the power of natural language processing (NLP) to deeply understand what people are searching for using their natural language and their search intent, returning the results that will be the most relevant to their search.

**Gifted with this superpower, employees can better understand your customers, competition, and company and make wellinformed decisions that give your organization a serious strategic advantage.**



# Overcome Information Overload 30%

Most systems where knowledge is stored are often siloed and filled with massive amounts of information that people have to sift through. Between decades in business, thousands of workers, worldwide subsidiaries, and hundreds of applications, hundreds of millions of documents may be stored across many systems, locations, and formats.

When employees are unable to find what they are looking for, they end up duplicating work and solving the same problem repeatedly. This not only costs hours in lost productivity and expensive delays, it further adds to the information overload, and creates the unnecessary risk of making mistakes simply because you are doing work over and over again.

Employees with access to **AI-powered search** can outsmart information overload by quickly sifting through the noise and extracting powerful knowledge right when needed.

## 50%

**of employees' weeks are spent trying to find the right knowledge and expertise.**

## 20%

**Employees spend 20% of their time duplicating work.**

Source:  
<https://www.alteryx.com/>

# Combat Brain Drain

When employees leave or retire, they can take invaluable knowledge and experience with them—information that lives in their heads is buried in emails, recorded in notebooks, or stored on personal hard drives. Moreover, more senior employees often come from a time when information was documented and stored differently. With this generation poised to retire en masse, 40+ years of expertise may potentially walk out the door with them.

Documenting and storing this knowledge is a critical first step—but documenting all the information in the world won't help if your teams cannot find it later. A powerful **AI-powered search** solution makes it easy for employees to access decades of accumulated knowledge stored in the company's historical hive mind, giving them the power to travel back and forth through time and stopping brain drain in its tracks.



# Equipping Your Team: What to Look for in an AI-powered search solution



Now that you know the importance of **AI-powered search** as part of your knowledge management strategy, what's next? There are a wide range of solutions out there, and identifying which is the right one for you is key.

Make sure you consider the following important questions when evaluating these solutions:

SEE SOLUTIONS



#### Solution 01

## Can the solution connect all your data sources?

Most systems where knowledge is stored are often siloed and filled with massive amounts of information people have to sift through. The right search solution will connect to all these sources to create a single entry point to knowledge and make finding that knowledge fast and easy.

And it should have security mechanisms in place so that employees can access it securely, and with the right access controls available to keep sensitive data out of the wrong hands.

#### Solution 02

## Will the search experience be disruptive or fit into employees' workflow?

Even the most powerful search solution will only perform well if your teams see value in the solution and don't feel like it disrupts their work day. A poor UX can quickly have frustrated employees abandoning your shiny new tool and reverting to clunky old ways of digging for or re-creating information.

An AI-powered search solution with a great UX could fit seamlessly into every employees' day. This ensures they will see it as an added value to their day, improving their work and your company's bottom line.

# Does the search solution support your most valuable use cases?

Another important consideration is whether the solution supports how people work and what they are searching for. For example, for internal use cases, employees often search for documents, specific information within them, and for expertise. Natural language processing is a critical function for doing this, as it closes the gap between how humans speak and how technology understands and processes text. NLP can be used in several ways, including organizing and enriching content and understanding the natural language used in search queries. If your goal is mainly website search and digital commerce, choose solutions designed to understand variables like buyer intent and product catalogs.

Looking under the hood at the capabilities that power the search experience is key. Major advances have been made in the world of **AI-powered search**, and you have the power to harness them. Innovative technologies like AI, NLP, and machine learning can understand and learn from data and the natural text we use as humans to search for information, and make better decisions based on that understanding.



#### Solution 04

## Can the solution be easily configured? Is it customizable?

Does the solution come ready to go out of the box? Is it easy to configure to your specifications? Businesses have different needs, so having the option to customize the search experience is critical.

At the same time, you can't overload your IT team with tons of dev work when they're already stretched for time, so a standard plug-and-play solution that can be customized is ideal.

#### Solution 05

## Is the solution scalable and flexible?

Your business and your search needs will grow and evolve. You need a solution that can adapt to the changing needs of your employees and can scale as you need to connect to new sources, add more content, and address new use cases.

#### Solution 06

## How precise does it allow you to be?

Precise searching is essential. It's not just about finding the right document—it's about pinpointing the exact information you're looking for within that 100-page document as quickly and efficiently as possible.

An effective AI-powered search solution will both allow you to be as precise as possible in your search and then take you precisely where you need to go to get the answer you need.



# Saving the Day with AI-Powered Search



**AI-powered search** done right is a game changer. By pushing past the status quo and gifting your team with the ultimate superpower—the ability to quickly and easily find what they are looking for—you are equipping them to overcome information overload, organizational silos, and all the other common obstacles standing between them and workplace success.

The right search solution for your business will give you and your team the power to make more informed decisions, share knowledge and better collaborate with colleagues, and execute and innovate faster. The results can range anywhere from greater customer satisfaction, greater agility in the workplace, and better operational efficiency, to increased employee satisfaction and talent retention.

The knowledge lies in your hands—but with great power comes great responsibility. Use it well, choose wisely, and you can take your team and organization faster, further, and higher with AI-powered search than ever before.

Sinequa. Your Company. Augmented.

[www.sinequa.com](https://www.sinequa.com)

