The Onlyness Test

A simpler way to
choose cognitive search
and insight engines

sinequa™

Is This Guide For You?

If you are considering an enterprise search solution, then this guide is for you. It spotlights the essential business and technology factors needed to select the right solution for what Forrester calls "cognitive search" and Gartner labels "insight engines." Critical factors include market reputation, platform scalability, and company strength.

We organized this guide around "onlyness" -- an emerging concept that describes the state of being the only one in a category. This concept streamlines the enterprise-search decision. With up to 70 enterprise-search vendors to choose from, the decision appears complex. But it doesn't have to be.

One path to simplifying the decision is to understand the implications of the analyst reports. Specifically, only Coveo and Sinequa have been leaders in Gartner's Magic Quadrant for Insight Engines and Forrester's Wave for Cognitive Search every year since 2015. They are the only two vendors to achieve this. Both have onlyness.

Why Read This Guide

There are three reasons to read this guide.

1   First, this guide offers a new, simpler way –
      The Onlyness Test – to think about your decision
      on enterprise search software.

2   Second, it helps you make better decisions by finding the
      enterprise search software that fits your requirements best.

3   Third, this guide will save you time. Evaluating many vendors can obscure the
      solution that truly serves your needs. Instead, screening a smaller set of vendors
      using The Onlyness Test saves both time and reveals the best fit for your needs.
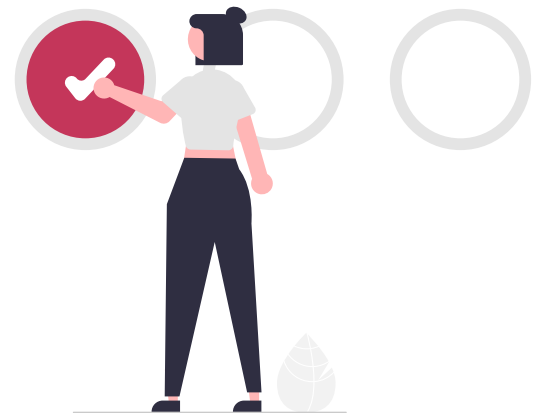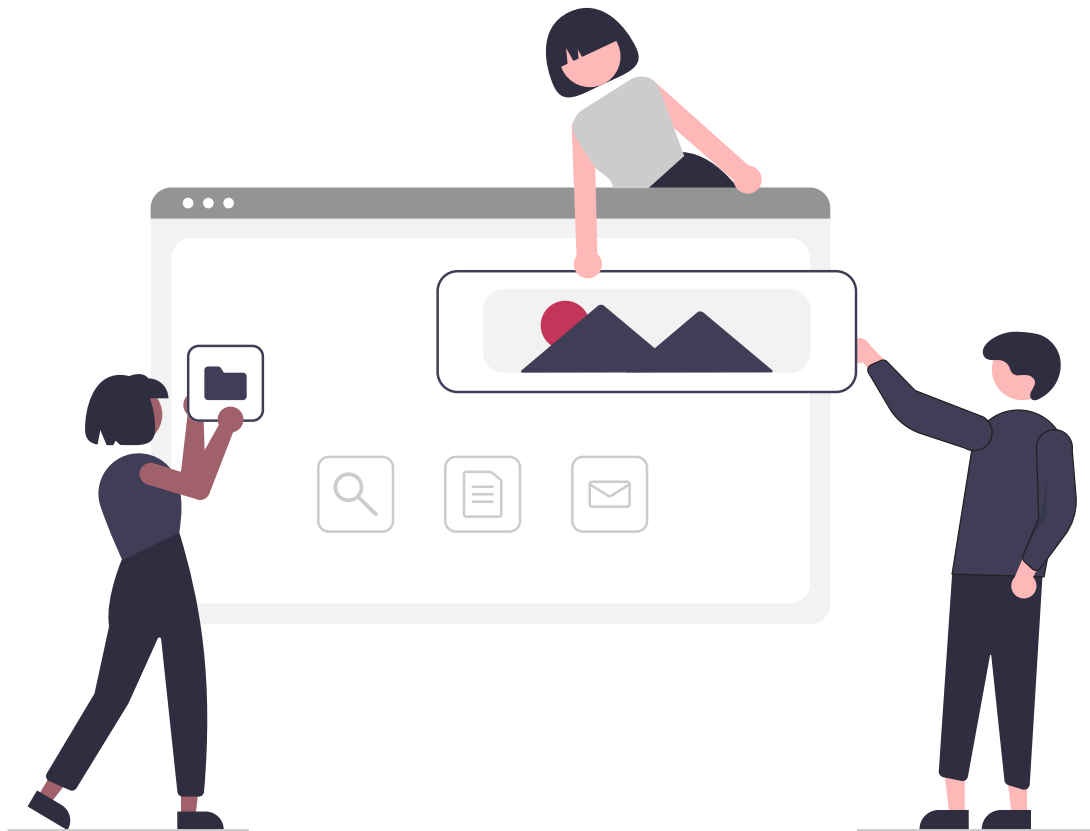
Why We Created This Guide

We developed this guide so you can rely on the rigor of leading technology analysts without poring over every detail of their exhaustive research. As an illustration, Gartner reviewed 15 vendors for their 2021 *Magic Quadrant for Insight Engines* and 11 capabilities for their 2019 *Critical Capabilities for Insight Engines* report. For their part, Forrester evaluated 13 vendors across 26 categories for their *Forrester Wave™: Cognitive Search, Q3 2021*. It's a lot of reading to keep up with, especially if you want to review reports from previous years as well. Hopefully, this guide will simplify and clarify your decision on the enterprise search solution that fits you best.

When To Use This Guide

Use this guide at any (and all) of these decision stages when you need to:

- Inform your thinking as you research the enterprise search market.

- Consider and build a shortlist (hint: you usually only need two).

- Influence or unstick a decision around enterprise search.

- Replace an existing search vendor who no longer meets your needs. Or, maybe, they decided you do not fit their business model. For example, when they withdraw support for on-premise deployment.

- Convince executives when the time comes to make the final decision.

What is Onlyness, Anyway?

Onlyness is a similar concept to uniqueness but adds the notion of suitability. When a product has onlyness, it combines market differentiation with a good fit with the requirements of a specific customer category.

The onlyness idea is spreading.

" Brands need strong positioning because customers have choices—if you don't stand out, you lose…to win the positioning game, you have to answer one simple question: What makes you the 'only'?"

Marty Neumeier put it this way in his book, ZAG

" Being the only person in a group to have a certain characteristic or life experience."

American academic Nilofer Merchant

" The quality or state of being the only one of an indicated or implied category."

Merriam Webster dictionary

The Onlyness Test

The Onlyness Test boils down the decision to a handful of fundamental questions regarding cognitive search and insight engines. If you answer "yes" to all or most of these questions, then, Sinequa has the onlyness your organization needs to succeed with search.

Here are the questions:

1. Do you have high-value use cases, such as research and development, product development, or risk management?

2. Do you approach search strategically, with one platform serving many use cases (now and into the future)? In contrast to a tactical approach, where you address one use case at a time.

3. Do you have large amounts of content, with multiple formats and languages scattered across silos and systems?

4. Do you want to build insight apps designed for specific roles or specialists?

5. Do you want or need to deploy on-premise?

6. Do you want a technically-complete platform that provides exceptional search experiences and offers high ROI?

Insight apps are applications built on a search platform. You can customize them to the workflow of a specific group of users. An Insight app gives users a search experience tailored to their role, which helps them work more productively and innovatively.
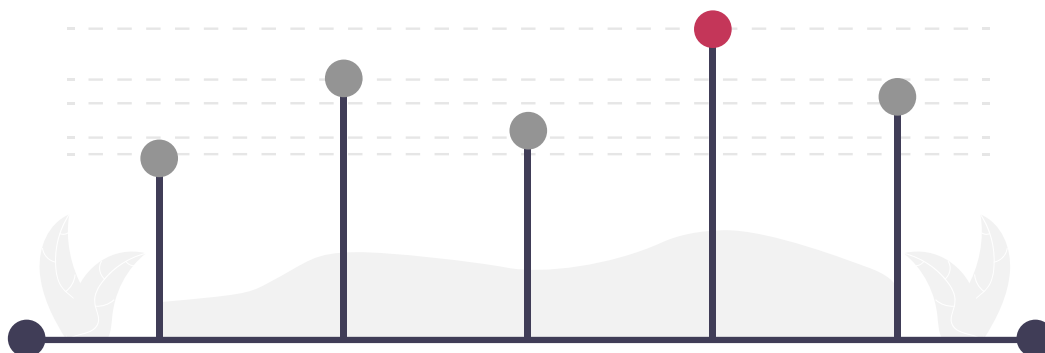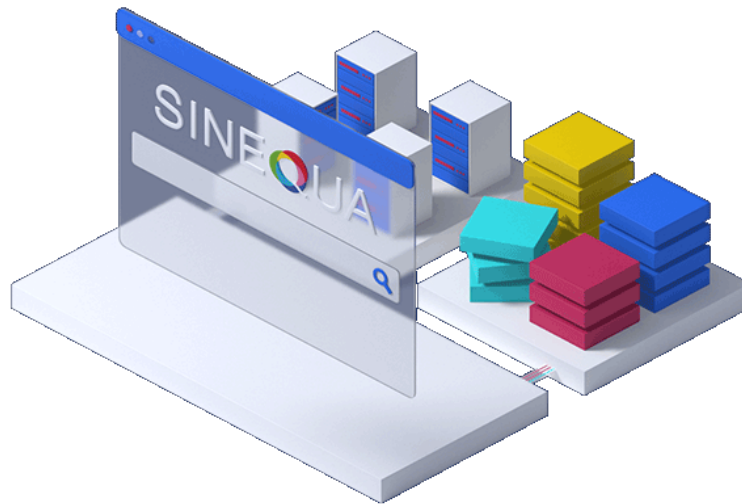
Our Onlyness

Sinequa's onlyness stems from our platform's flexibility, technical innovation, and company strength.

As a platform, Sinequa enables the widest range of cognitive search use cases on the market. It supports your employees, wherever they work, and on any kind of device. And Sinequa makes it easy for your developers to build insight apps tied to specific workflows, which helps staff innovate faster while enjoying a great search experience.

On technical innovation, Sinequa has worked in natural language processing (NLP) since 2004 and continues to invest in machine and deep learning. Our platform connects to over 200 data sources, works with over 350 content formats, and handles 135 human languages. As a result, Sinequa understands natural, human language and gets better using deep learning. As a result, Sinequa provides relevant answers quickly to complex corporate search queries. In addition, Sinequa's platform has enterprise-grade security built-in and scales almost indefinitely.

In addition to our core platform offerings, we offer a full suite of services and support.

As to company strength, Sinequa's onlyness comes from its longevity and financial robustness. Sinequa started as a search company in 2004 and has kept its focus – while several competitors have come and gone. We have grown organically and only accepted outside capital in 2019.

Who Else Likes Our Onlyness?

Our technology powers cognitive search for some of the world's leading organizations. Their stories show why they chose Sinequa's onlyness and the unique results they realized because of this decision.

Pfizer
Injecting insights into R&D

Running one of the world's largest biopharmaceutical companies, Pfizer found itself caught between employees spending too much time searching for content and the inability of the existing enterprise search software to scale further. Pfizer needed an enterprise search platform that could connect employees to all their information, irrespective of format or location, and enable the development of insight apps. They also wanted a cognitive search solution that could identify experts and agile enough to work across multiple use cases.

Pfizer partnered with Cognizant, the global consultancy, to customize and implement the Sinequa platform. Within 18 months, the resulting solution had indexed over 300 million documents. Supporting over 45,00 users, the platform also enabled the deployment of 12 insight apps. These apps have boosted user satisfaction and productivity across medical content and expert discovery, clinical trial design and patient recruitment, and regulatory responsiveness.

NASA
Innovation in outer space

The US government's National Aeronautics and Space Administration (NASA) is a pioneer in scientific discovery. NASA faced the challenge of providing enterprise-wide data tools to increase decision-making effectiveness. The agency's leaders realized that effective data management, data access, and innovation were critical to achieving its vision and mission. They needed to handle the increasing demands of their scientific, engineering, and business communities. They wanted a cognitive search solution that could help them digitize, innovate, and increase overall productivity.

Sinequa delivered a search solution for NASA that simplifies a complex data universe for engineering and missions. It securely connects to multiple content sources and provides an easy-to-use yet powerful platform to explore and discover critical insights immediately. In terms of ROI, Sinequa has enabled NASA to enhance the productivity of all knowledge workers. In addition, the solution increases the value per employee with its expert-finder functionality. Sinequa further contributes to efficiency at NASA by eliminating duplicate inventory parts and lowering the cost of managing programs.

The NASA case reveals our onlyness because Sinequa emerged as the obvious choice—based on our experience helping companies tackle large, complex manufacturing processes. With Sinequa, NASA sought and received the better knowledge discovery system it needed to accomplish its transformational mission by tapping into the millions of critical, unstructured data sources it had amassed over the years.
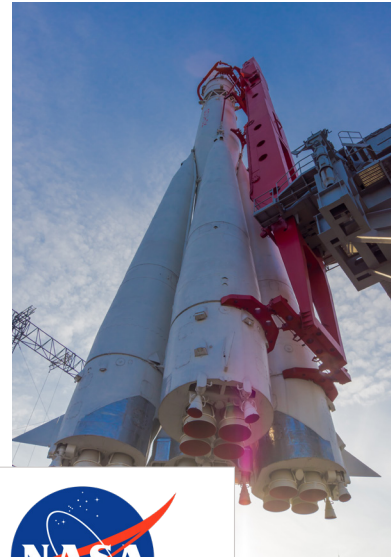
Alstom
Knowledge that moves

Alstom, a global leader in integrated transport systems, needed a simpler, more efficient internal research platform to support their digital transformation program. In addition, business leaders wanted to connect employees to all the company's information, starting with technical, reference, and regulatory data.

Working with Sinequa, the company implemented a cognitive search solution with the central Alstom Management System (AMS) that enables the company's 32,000 employees to access relevant information via a personalized user interface. Thanks to this system, Alstom employees benefit from enriched data they can use to create new search-based applications tailored to the needs of each business group. Other aspects of Sinequa's onlyness that appealed to Alstom included strong security controls and contextual abilities, along with powerful NLP and machine learning features to create a comprehensive view of information and its meaning.

Franklin Templeton
Invest in information everywhere

As a global leader in investments and asset management, Franklin Templeton needed to offer employees a better system for finding information across multiple systems. The goal was to improve customer engagement and satisfaction while increasing product distribution. The system would have to work with departments that spanned sales, marketing, and product—overcoming decentralized content and data, lack of personalization, mobile access, and limited knowledge re-use.

Working with Sinequa, Franklin Templeton developed and deployed what it calls its Global Information Platform (GIP). Powered by Sinequa, the GIP has led to the building of insight applications for multiple use cases, including service and sales, investment research, technology and operations, and M&A. These efforts have resulted in a significant ROI from saving employee time, with an estimated value of $4.6 million per year. In addition, GIP has led to a reduction in the need for hiring customer service staff, with an estimated value of $16.8 million per year. The solution also enhances Franklin Templeton's brand reputation.

The GIP project highlights our onlyness because we were the only vendor to address the company's lengthy list of pain points. We were selected due to our platform capabilities and strengths in system integration (out-of-the-box connectors), harmonization, enrichment, and security. We also demonstrated onlyness in our ability to provide regional support, which was an essential requirement for Franklin Templeton.

Skadden
Apps for experts

Skadden is one of the world's leading law firms. One of the biggest challenges facing the firm's law practitioners has been retrieving information from many different collections and sources, both internally and externally. Across the globe, thousands of lawyers need to find information and expertise fast. Often, this knowledge is buried within millions of documents spread over multiple silos within the organization.

Sinequa helped Skadden deploy a cognitive search solution that allows the firm's partners to assemble teams of expert attorneys quickly and accurately. True expertise in an area of law is verified using explicit traits such as seniority and experience and backed up by looking at documents and timesheets. In addition, Skadden has built over 30 insight apps for its different practice areas.

This expertise-finding application attests to our onlyness. Only Sinequa was able to devise a solution that ingests and understands millions of records and documents. These include attorney biographies, legal matters, time notes, and more. With this uniquely rich access to information, the solution can suggest attorneys with relevant expertise based on matter information and other legal accomplishments.

The Onlyness of Others

Different vendors have their own onlyness and focus on particular market niches. You can't be everything to everyone. Sinequa specializes in serving the search needs of the largest, most complex organizations. In short, the Global 2000.

But other vendors, who don't focus on this market segment, have their own onlyness. Coveo, for example, is the other member of what we call "The Only Two" group. Coveo is the only other company that has been named a leader by Gartner and Forrester in every report since 2015. Coveo gets high marks from analysts for the administrator experience, though their NLP capabilities are comparatively limited. They concentrate their onlyness on customer experience and the customer service function across a wide range of industries.

Mindbreeze, a Gartner leader, is viewed as easy to start with and customize. However, if you need use cases tailored to an industry, this isn't their onlyness. Intrafind, an MQ challenger, has onlyness that focuses on knowledge management. Their solution is known for scaling well. However, they do confine their onlyness to Europe, rather than North America.

Beyond The Onlyness Test

If you want to dig deeper than The Onlyness Test, you can. Specifically, the central question for enterprise search is: do you want to be strategic or tactical?

To make enterprise search strategic, a cognitive search or insight engine should be:

Complete. A strategic search platform supports any content in any format and any language. It should be agile enough to enable multiple use cases and support the development of insight apps. Proven enterprise-grade security is non-negotiable. And it needs to help you today and tomorrow with a clear vision for the future of enterprise search reflected in a coherent product roadmap.
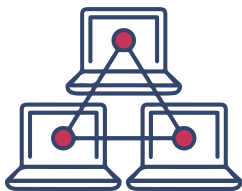
Adopted. Without adoption, the software is a tool without fuel. Successful enterprise search software should be adopted by as many employees as possible and support a wide range of use cases. Designing the search experience and focusing on the users before starting implementation helps accelerate adoption.

Insightful. Offer search technology built to ingest, enrich, and learn from large volumes of varied content and diverse data. This approach gives employees relevant insights and information with every search. A search platform built for insights enriches content with semantic extractors for structured and unstructured text. It also builds in advanced search relevance with self-learning that automatically improves search results and personalizes the user experience -- in any language.

Valuable. Part of maximizing ROI is deploying rapidly and minimizing the time between choosing the solution and putting it into operation. An enterprise search platform with solution accelerators will help. Accelerators can include open-source user interface (UI) tools that quickly build and update insight applications for specific use cases, semantic and NLP skills, integrations and dictionaries. A robust support and services community is also essential to creating value, inclusive of platform experts, partner ecosystem and training resources.

Conclusion

We created this decision guide to simplify and speed up your decision on enterprise search. As in any market, the strongest vendors are clear about their product, how it's different, and and who it's designed for.. They have onlyness.

To sum up, Sinequa's onlyness is threefold. First, we offer a platform that's agile enough to support many use cases and enable the quick development of insight apps. It also scales almost indefinitely. Second, we are dedicated to innovation in enterprise search. We have been investing in natural language processing for almost two decades. And we continue to push enterprise search into the future with substantial investments in adding deep learning to our product. Third, Sinequa started as a search company in 2004 and has kept its focus – while several competitors have come and gone. We have grown organically, are financially robust, and only accepted outside capital in 2019.

If you are a large, complex organization (similar to the customer stories above) and believe you are a good fit with our onlyness, please let us know. We would be delighted to explore if, and how, we can partner together.

Contact Sinequa for a custom demo.

www.sinequa.com