

The Sinequa Espresso Guide to

Intelligent Search for the Health and Life Sciences Sector





What is an Espresso Guide?

Welcome to our latest Espresso Guide from <u>Sinequa</u>. An Espresso Guide is a concentrated, concise e-book that will help you understand a subject in the time it takes you to brew and drink an espresso (or two).

This particular guide is meant for CIOs in the health and life sciences sector - or anyone who's interested in better using data and search in HLS for that matter. The type of person who is kept awake at night thinking about the combined challenges of implementing new technology, managing the speed of change, and working out how to best handle vast quantities of siloed data. It's no wonder you're drinking espressos.

We'll provide you with food for thought on how your organization should access and use the information you store.

Allow us to be your guide on using intelligent search in your organization. We'll give you information on what intelligent search is, how it can reduce business risk, and accelerate innovation.

Sound good? Grab that espresso and sip away.





But before we start the search industry owes you an apology

The search industry got carried away with superlatives and forgot about the basics.

You hear about insight engines, cognitive search, even ambient search and finally, intelligent search. As if that wasn't enough, along came intelligent experiences and the even more abstract, Al-powered digital transformation.

Another espresso as quick as you can, please...



The adoption of the terms cognitive search and insight engines by Gartner and Forrester has not been helpful. CIOs depend on both companies for clear advice and are now confused about whether 'cognitive search' and 'insight engine' are synonymous. If they are not what is the difference between them?"

- Martin White, Technology Analyst

On behalf of the search industry, we apologize wholeheartedly. We're so sorry! But good news - we can help you out of this conundrum.

A rose by any other name

Whatever you want to call it, all roads lead to one simple truth: you need an effective way to access the mountains of internal and external content dispersed across your organization.

Google already solved search for the world wide web. If we're not sure where to go to find something, we turn to the search bar. It's almost a subconscious reflex. And yet in an industry where data is so crucial, there is no one search bar to rule them all.

This begs the question - why does search in health and life sciences organizations leave so much to be desired?

This Espresso Guide will simply and clearly explain intelligent search, the benefits it brings, and how to get there.





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Introduction: The world we're in

There's no avoiding the truth: Getting pharmaceutical drugs to market is a long and expensive process with no guarantee of success.

<u>Deloitte</u> estimates that the average cost of the R&D process is currently US\$2.2 billion per drug, and it's only getting more expensive. The drug discovery phase, involving the discovery of novel and innovative compounds, consumes about a third of that investment, and takes <u>10 to 12 years</u>. The success rate in the first phase of trials is under 10 percent and has not increased in a decade. To make things worse, the expected return on investment from drug development declined from <u>10.1 percent</u> in 2010 to under 2 percent in 2018!

You're in one of the most competitive sectors on the planet. Time is of the essence. Time is money. And most importantly, time saves lives.

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Rapid delivery of safe, cost-effective medicines that cure disease or that offer life-changing benefit to individuals with disease is the driving force for pharmaceutical research and development. Speed delivers economic advantage but more importantly, it's the right thing to do for people waiting for medicines that can change their lives.

Access to the right data at the right time is the key to research and development moving quickly and safely. Whether it is internal or external, structured or unstructured, a web app or legacy system, comprehensive search and data management approaches are essential."

- M. Hall Gregg, Ph.D., Technology Leader and Advisor

So, how do you drive innovation, accelerate research, and shorten drug time-to-market when the amount of information you have to sift through is growing exponentially?

This is where intelligent search comes in.



Intelligent search is the oil that lubricates the gears of your organization. It enables employees to:

- Find the right document they need to respond to an FDA request.
- Discover the most knowledgeable person on a particular topic.
- See all the information related to an early-stage compound.
- Compare cohorts across clinical trials.
- Assess the safety profile of a drug in real-time and with confidence.

Intelligent search reduces friction, speeds up access, and provides the context you need to make informed decisions.







The fuel that powers a well-functioning machine

Pharmaceutical companies are experts in creating and using data to bring life-changing therapeutics to market. Data is the fuel that powers the engine of a well-functioning health and life sciences organization. Data informs research and drives decision-making throughout the process of drug development, whether that is during the selection of a target pathway, the confirmation of efficacy and safety through clinical trials, the delivery to market, or its ongoing monitoring.

So, given the value of data to research and development, why are researchers still stymied when it comes to finding the precise information they seek?

The data problem

Extracting value from structured data is relatively straightforward, thanks in large part to decades of investment in data warehouses and analytic tools. But unstructured text? Not so much. How do you find the paragraph in a document with the information you need when there may be hundreds or thousands or even millions of documents to search? Unstructured content holds enormous potential that is largely untapped because you don't have time to read it all, you don't know where the nugget you need is stored, and understanding how to use your existing search tool (if you have one!) requires a PhD.

According to <u>Gartner</u>, unstructured text comprises almost 80 percent of all global content. Life sciences companies are no exception. "But we already have a search engine," you say, "so what's missing?" The answer is findability. Most existing search engines rely on keywords and are limited in their scope. Intelligent search mines unstructured text - regardless of where it lives or how it's formatted - to ensure you get all the relevant information for faster, better-informed decision-making.

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Our existing filtering capabilities were ineffective. Connecting structured and unstructured data via a search UI is an advancement of core capabilities."

- Employee in Product Development



The hidden depths of unfound unstructured data

In the health and life sciences world, document types vary widely, are vast, and are stored in multiple systems. Documents range from laboratory study reports, pre-clinical safety reports, clinical study reports, safety summaries, presentations, to emails. This makes finding the precise information you need a time-consuming effort with no guarantee of success.

And that's not the only problem. External data is also important.

The volume of information is a sizable challenge in itself. It is estimated that over <u>3 million</u> research papers are published each year in over 33,000 journals. Just reading the summary of every paper, it would take the average person 85 years to cover everything published *in one year!* And it's growing every year! The ability to centralize and manage this unstructured data long-term is more challenging than ever before.

Your teams not only need to find the right content, but they also need to understand its context - who created it? When was it last updated? Is there something more recent? The current ability to find information often depends on how companies govern their data and how it is tagged. Unfortunately, most content is not tagged correctly or systematically (or at all!) and important information goes unnoticed.

Content and data in the biopharmaceutical industry are complex and growing at an exponential rate. Terabytes from research and development, lab reports and patients reside in sources such as databases, emails, scientific publications and medical records. Information in emails, videos, recorded

patient interviews, and social media could be crucial to research but is often neglected."

- Scott Parker, Director of Product Marketing, Sinequa







Do you have invisible content that could be mined for success?

Think about your own organization and ask yourself the following questions:

- Is your organization's information spread across various systems and silos? Do you have content on-premises and in the cloud? In documents, emails, presentations, and chats?
- Do you have untapped unstructured data that could be harnessed to provide new and valuable insights? Could it help you advance research and development?
- Do your employees struggle to find the information they need to work effectively?
- Have you ever lost intellectual capital when an employee left your company?
- Is your content classified properly and consistently?
- Do information requests from regulated sectors take days to arrive?
- Are your data lakes slowly turning into data swamps?
- Do you find that employees are redoing work that's already been done?

If you answered yes to any of these questions, you have a problem – content that is valuable but isn't being used, because it is effectively invisible. But don't worry, there is a way out of content chaos. And, you're not alone.

The M-Files Intelligent Information Management Report 2019 surveyed 1,500 organizations across the globe and identified these three pain-points:

- INFORMATION MAZES: Almost half of all survey respondents said it was challenging to find the right information.
- VERSION GAMBLES: Over two-thirds of respondents said it was difficult to find the right version of a document. This problem has become greater in 2020 with employees working remotely.
- 3. **DUPLICATION OF WORK:** More than 8 in 10 respondents who found locating the right version difficult admitted that they had to recreate a document that already exists because they couldn't find it on their corporate network.



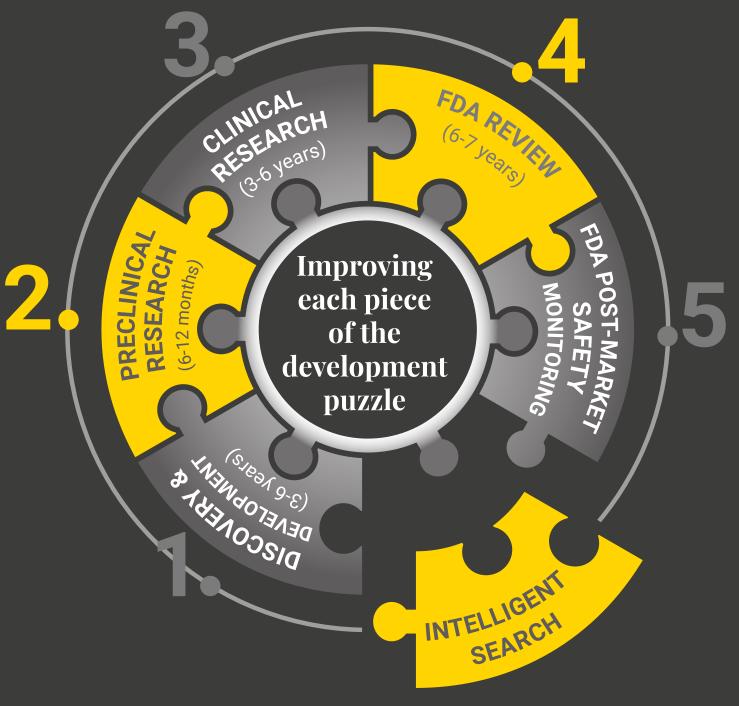
Intelligent search is oil for the gears of your organization

And so, it all comes back to the basics. Where is the information I need? How can I find the right expert? What insights are hidden in existing content? What prior work can I leverage so I don't have to start from scratch? How can I use this data to be innovative?

Fully leveraging your information assets is a competitive advantage, but many pharmaceutical organizations still struggle to capitalize on their knowledge. As CIO, you have the key to help your organization make the most of its knowledge, research, and intellectual capital. With intelligent search, you can be a hero for every department in your organization by helping them become information-driven.







The drug development pipeline is complex, with many intricate steps. Each step includes multiple information challenges that can be improved with intelligent search. Sinequa customers use multiple applications powered by intelligent search to increase the efficiency and effectiveness of each step of the process.





So, should you really invest your time?

If you've been reading this guide with a glass of skepticism that's bigger than your cup of espresso, who can blame you? We get it. You'll need proof that there will be a return that justifies the investment. Here are seven reasons you should get started.

DATA WILL ALWAYS FUEL DRUG DEVELOPMENT

Drug development defines the future for a pharmaceutical company. Doing it right means making the most of the institutional knowledge - the content and the expertise - in your organization.

MANY HEALTH AND LIFE SCIENCES CHALLENGES ARE KNOWLEDGE-BASED

The top ten pharmaceutical R&D companies in the world spent \$82 billion identifying and investigating new drugs, diagnostics, and vaccines in 2019 - a \$4 billion increase from 2018. The vast majority of this investment is in creating and capturing information about compounds and their potential.

PHARMACEUTICALS ARE UNDER IMMENSE PRESSURE

Pharmaceuticals are under pressure from patients, governments, and health authorities to develop drugs at a faster pace whilst maintaining or improving their quality. Intelligent search surfaces insights and expands knowledge - quickly - that improves the quality, confidence and speed of critical go/no go decisions.

RECOUP TIME LOST FROM INADEQUATE TOOLS

Wouldn't it be great to get back even a few minutes of your day? What if everyone in your organization could get a few minutes back, not just today, but every day?





ADVANCES IN AI AND ML ARE INCREASING COMPETITIVE PRESSURES

Pharmaceuticals are well-versed in how to manage and use data to create life-altering drugs – it's in their DNA. Hyper-automation, including the use of artificial intelligence (AI) and machine learning (ML), was the biggest strategic technological trend of 2020 – and perhaps the biggest opportunity of the decade. These trends will continue. An information strategy without these technologies risks being left behind.

Insufficient indexing of research data limits our ability to uncover and reuse data. Increasing the volume of data indexed moves us closer to a robust infrastructure for analytics and AI."

- Employee in R&D

MITIGATING REGULATORY RISK IS AN IMPERATIVE

Complying with the plethora of regulatory controls and requirements in each jurisdiction is another constantly-evolving challenge. Employees must comply with internal policies and protocols as well as external regulatory requirements and data protection laws. And the information stored in all those various repositories must have the same protections - and yet somehow be easily accessible by the people who need it.

A Spotlight On Regulation

According to a 2020 Deloitte survey, nearly two-thirds of biopharma employees believe that policy and regulatory activity is one of the most significant issues that will affect their company over the coming year. Alleviating this issue not only generates healthier revenues and healthier people but builds that vital ingredient of trust with regulators. And that's just one example.

Health and life sciences companies are required to keep records (eTMF data, clinical study reports, lab notes) for long periods, and in some cases, indefinitely. Regulatory authorities must have readable access to this archive for inspection purposes or if they need to reconstruct a clinical trial. With more robust data standards, patient-centric



regulations such as HIPAA, GDPR, CCPA, and quality-focused regulations, intelligent digital solutions provide the only fix to an ever-expanding need for strong information governance.

7.

MERGERS AND ACQUISITIONS ARE COMMONPLACE

According to <u>Deloitte</u>, the pharmaceutical companies achieving the highest return on investment spent an average of 35 percent of that investment on M&A. M&A activity can yield great benefits as two companies combine their intellectual property, but it's not easy. Research shows that mergers often fail - and almost always struggle - at the business process and information integration levels. Intelligent search leapfrogs painstaking integration projects and instead relies on indexing content right where it already lives. The result? Faster merging of information assets without the time and expense of data integration and migration projects.





A Spotlight on Employee Time

Pharmaceutical companies hire talented individuals to complete significant and complex tasks. Efficient staff make companies run smoothly. So why waste their time?

On average, according to Sinequa's own research, people working in pharmaceuticals spend an average of 35 minutes per day searching for information – around three hours a week. When the information isn't readily available, even simple tasks can take hours.



The process of advancing knowledge is complex. Whether it's a researcher, a scientist, a clinician, or an employee furthering the business, learning and advancing the state of the art is similar. The process typically involves six steps, although it's frequently iterative rather than linear. Each step involves significant mental effort – or cognitive burden – on the part of the employee. Intelligent search reduces the cognitive burden of the first five steps.



So you're convinced. How do you make the business case?

Sometimes it's a struggle to make the business case for search. It can be seen as a nice to have. After all, you have managed so far without it.

But the status quo is not the way to get ahead, particularly as companies continue to invest in capabilities to capitalize on their information assets. You might not be able to quantify the competition, but you can often quantify the benefits for your organization.

THE ESPRESSO GUIDE To Intelligent Search for the Health and Life Sciences Sector

Don't just take our word for it: Tackling Business Challenges at a Multinational Biopharmaceutical

This company is one of the world's leading biopharmaceutical companies, discovering and developing over 170 different medicines and vaccines each year to improve the lives of millions of people around the world. It needed a strong business case in order to get leadership buy-in from senior executives.

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CHALLENGE

The company already had a basic form of search which provided information but was unable to refine the search. The medical team spent a lot of time handling data, often having to search for answers to medical questions in 27 different data sources and unaware of new data that was being added in real time. Similarly, biostatisticians were frustrated with the inability to conduct full text searches within SAS datasets when researching for global product development.

Finding expertise had always been a tough problem to solve. Information becomes outdated very quickly and employees only update their profiles once or twice a year.



SOLUTION

This company implemented intelligent search to tackle all of these issues. Sinequa was integrated to allow:

- Biostatisticians to improve clinical design trials and better understand its clinical data
- Employees to identify relative efficacies among various drugs and potentially bring medicines to market faster and at a better cost
- To index all the data they believed could extract expertise and combine it with profile information to make a robust "expertise and skills" application



RETURN ON INVESTMENT

This company worked with Sinequa to create a portal for the team, to find information faster and build trusted relationships with health care providers. This enabled it to spend more time with customers and less time looking for information.

It gave the company the added value of being able to speak globally with one medical voice – previously a very challenging task.

It is very helpful to all our colleagues."

- Employee Feedback

Ok, I'm convinced. How do I get there?

Deploying intelligent search can be a significant undertaking, but it's not at all like most enterprise IT projects. It's quick and easy to get an initial use case up and running - in as little as two or three months. From there, you can expand to reach more people, more content, and more use cases across the organization.

THE ESPRESSO GUIDE To Intelligent Search for the Health and Life Sciences Sector



Don't take our word for it: A Case Study of deploying intelligent search at AstraZeneca

AstraZeneca is a biopharmaceutical company with R&D at its core. The company's business goals are to provide innovative, effective medicines that make a real difference to patients. It focuses on six specific areas within healthcare: cardiovascular, gastrointestinal, neuroscience, respiratory and inflammation, infection, and cancer. With over \$4 billion invested annually in R&D for over 15,000 professionals in 8 countries, accessing and analysing information are key components of the company's strategy.

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CHALLENGE

AstraZeneca used an early form of search that provided basic information but lacked search-refining filters and real-time results. The ability to locate critical content was too often unreliable, inaccurate, and inefficient. AstraZeneca needed comprehensive information collection, aggregation, and discovery that encompassed all content - both inside and outside the company.



SOLUTION

AstraZeneca started with Sinequa's intelligent search for its global R&D. That foundation was quickly expanded to role-based search applications for workers throughout the company. These search-based applications were made available from an app store for anyone who needed them. The benefits were so readily apparent and the information needs so widespread that AstraZeneca built over 10 applications in the first 3 months.

The company gained a competitive advantage by using technology and increasing the existing value of IT investment. The business-centric app store drives an information-driven culture across AstraZeneca departments and employees by accessing the latest technologies. It creates an environment for innovation to cultivate innovative ideas. And it nurtures ideas that deliver immediate value to the business.





ADVANCED FEATURES

Video transcription

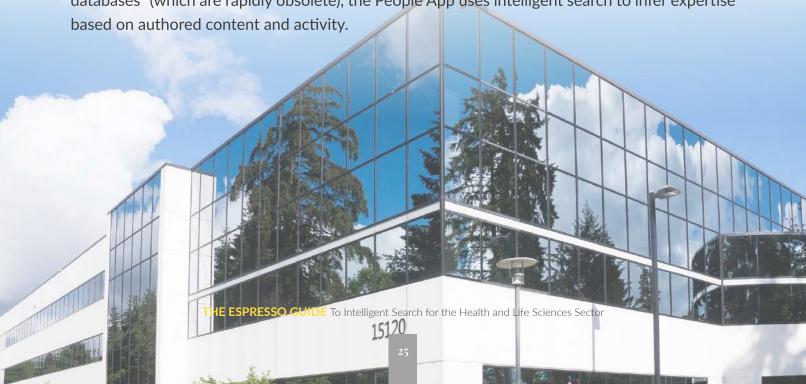
AstraZeneca had never been able to capitalize on their large library of videos. With intelligent search, employees are now able to incorporate this content into their daily work, by easily discovering relevant conference presentations, webinars, training videos, etc. and jumping straight to the applicable part of the video.

We've been able to transcribe the audio from videos and that text has been indexed into Sinequa. That not only allows us to search within the metadata, but also the audio within the video, bringing back specific sentences that match your search."

— **Steve Sale**, Search and Taxonomy Architect, AstraZeneca

Search on the move: The People App

AstraZeneca's People App gives employees the ability to find subject matter experts to enhance collaboration and properly staff project teams. Instead of relying on manually-curated "skills databases" (which are rapidly obsolete), the People App uses intelligent search to infer expertise based on authored content and activity.





Don't take our word for it: A Case Study in Overcoming Delayed Responses to Patients and Healthcare Providers

This company delivers innovative and life-changing treatments to patients with cancer and other severe, immune-inflammatory diseases. It is committed to bringing transformative drugs to market and ensuring that patients have access to these treatments.

CHALLENGE



The company lacked timely and information-driven results with data scattered across millions of internal and external files and systems. Nearly 7,500 full-time employees (2,800 clinical) experienced delays in triaging adverse events, creating insights from clinical trial information, and answering patient and healthcare provider questions accurately.



SOLUTION

We all know that compliance and regulations are tough. It is also tough to keep patients and providers satisfied. They need answers to high stake questions rapidly and accurately.

The new solution gives employees easy and rapid access to millions of internal and external sources for clinical, regulatory, quality, and corporate content all through a single, unified interface. Thanks to Sinequa, meeting obligations is now a breeze.



RETURN ON INVESTMENT

With intelligent search, the company saved an enormous amount of valuable time and money. In total, the company reduced adverse event query time by 98%, saving \$14.2 million



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Finding relevant or duplicative adverse events that used to take 5-7 minutes can be done in 5 seconds with Sinequa. Clinical trial scientists that had to go to about 14 places now have one place to look. There is productivity. There is cost avoidance. We have 2,000 drug safety operators who were querying multiple systems...what used to take 15 minutes is now done in 30 seconds."

- Executive Director, Global Data, Information & Analytics



Don't take our word for it: A Case Study about Getting lost in the information maze

Science-driven and research focused, this world-renowned biopharmaceutical company's products are used to treat some of the most challenging healthcare problems such as cancer and cardiovascular, metabolic, respiratory, inflammatory, and autoimmune diseases.



CHALLENGE

With 60,000 workers, 6,000 systems and decades of R&D work behind it, the company faces the same problem that besets all large pharmaceutical companies: a hundred million files containing critical information are scattered across the world in thousands of repositories. This content chaos made it difficult to locate important information stored in disparate systems and turn that research into useful, easily understandable insights.



SOLUTION

The company implemented the Sinequa platform to make the lives of employees easier. By creating intelligent search applications tailored to meet specific information needs, employees receive insights from hundreds of millions of documents. The result? More informed employees, more efficient processes, and faster drug development.



RETURN ON INVESTMENT

The company anticipates millions of dollars in increased revenue and cost savings, as well as reduced risk. The additional revenue comes from faster time-to-market for new drugs. It also comes from an expanded drug pipeline and new research opportunities gained by exposing previously-invisible content. Costs are reduced by increased productivity and rapid identification of experts for collaboration. Better control of information means reduced regulatory and privacy compliance risk

Sinequa is the best for helping us get a drug to market faster by squeezing out as much knowledge as they can from data that may be lying around in various, poorly structured places, such as the 10 million pages of clinical trial data written by people who left the company three years ago."

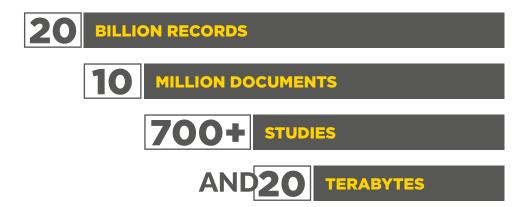
Manager of Programs





Don't take our word for it: A Case Study in Accelerating global drug development at UCB

Sinequa's intelligent search consolidated over



to reduce the time to answer requests from regulatory agencies by 90%: from three weeks to two days. It also gave UCB the ability to quickly analyze related information - drugs, cohorts, events, etc. - across multiple studies.

Sinequa has a unique capability to extract value from billions of SAS rows we have accumulated for the last 15 years at UCB"

- Oliver Thoennessen, Senior Project Manager Global IT Drug Development, UCB



Don't take our word for it: A Case Study in Reducing Time to Market for Drug Development

This company is a world leader in biotechnology, with global sales that exceeded \$7 billion. Its impressive product portfolio improves the lives of people suffering from rare and serious diseases, through the development of therapeutics that treat conditions such as immune and neurological disorders, bleeding disorders, hereditary angioedema, and inherited respiratory disease. It has been a leader in biotherapeutics research and development for more than a century.

CHALLENGE



Medical research is fed by data, yet this company had been limping along for years using the bare-bones search capability packaged into SharePoint. The need to find experts quickly, reduce the time-to-market for new drugs, and address adverse events more seamlessly and at lower cost drove the requirement for better search, and the ability to create search-based applications.

SOLUTION



The company deployed Sinequa's intelligent search to power a number of search-based applications. Each application focused on data analytics in specific areas to improve decision-making and shorten the drug development lifecycle.

RETURN ON INVESTMENT

The result was a 9 to 10-fold increase in the findability and accuracy of information, and a bunch of very happy employees. As a result of faster and more efficient processes, they anticipate accelerated drug development leading to an increase of at least \$340,000 in revenue per day – a potential \$102 million per year.

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We compared it to the Microsoft Engine, and it was 9 to 10 times more effective and accurate. We had 24 people evaluate and search on very specific terms. We didn't do any fine tuning, and it was already that much better."

Director of Enterprise Business Applications





What does the future hold?

In our everyday lives, search is everywhere. Google for the web. Amazon for products. Netflix for movies. Facebook for friends. Maps for driving directions. Apps on your phone. E-mail. Weather. So many experiences start with search, and even more use intelligent search behind-the-scenes to keep you engaged (such as recommendations). But search engines within most enterprises don't yet carry the same sophistication as these examples - and at the same time, search within the enterprise is often much more complex and nuanced. What will intelligent search bring to the table?

There's an app for that - search-based applications

Already, intelligent search-based applications offer tailored user interfaces for specific information needs. Similar to the "search apps" we use every day (although often more sophisticated because of the many information silos), the potential for search-based apps in business is unlimited. Have a specific, information-driven need? There's an app for that. A search-based app.

Searching video and audio using transcription

We're increasingly storing video and audio documents – videos of keynotes, recordings of webinars, even Zoom meeting with remote workers. These recordings contain useful gems of information, but to find them, who has time to re-watch all these recordings? Intelligent search of transcripts means that the knowledge in these recordings is never lost (or invisible) but is always available, right when and where it's needed.

Conversational UI

In our homes we're conversing with intelligent assistants using voice - Alexa, Siri, Google Home, Cortana, even your TV remote. This capability is coming to enterprise search too, giving employees the information they need even with their hands full.

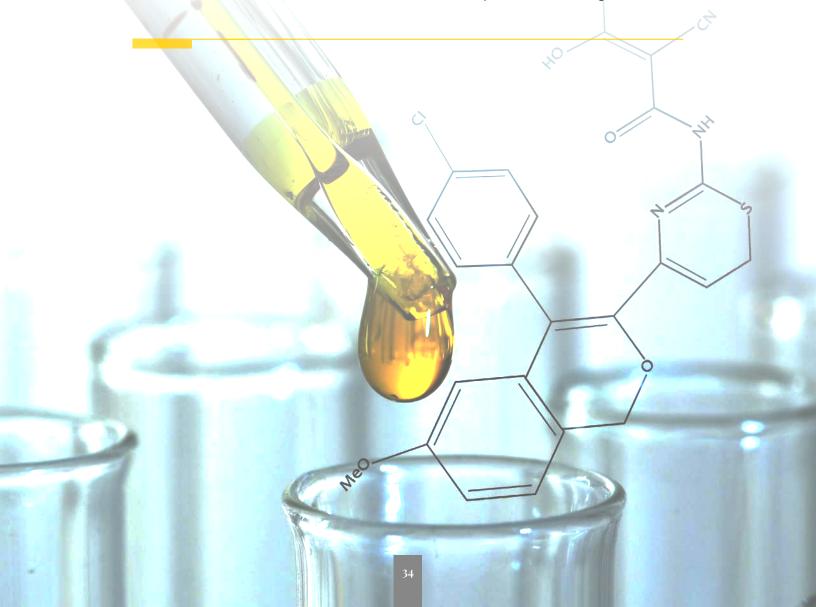


Understanding you

Intelligent search is learning who you are and what's important to you, to tailor results to better match your job and how you work - and to improve over time. This means intelligent search knows the intent behind your questions, for better results.

Understanding language

The latest deep-learning models (a kind of machine learning) are rapidly improving language understanding too. With better meaning comes better results and keener insights through document enrichment and classification and more precise information extraction. The result is a shorter path to knowledge.





Conclusion

For many years there's been a gulf between the tools we use as consumers and the tools we use at work. Why is it that we can instantly find the answer to the most obtuse and bizarre questions on the internet, yet it takes 20 minutes to find the document that a colleague sent two weeks ago?

Yes, the enterprise is a more complex beast - more disparate content, a wider variety of formats, more data silos, more nuanced information needs, and different personas with vastly different goals. But we should demand better. From unstructured data to information hidden in plain sight, we're spending a significant portion of our work life just looking for data. Isn't it about time for a better solution?

We think so. And we're here to help.

By now, you've probably finished your espresso and might be contemplating another...or perhaps something stronger. But we thank you for reading our Espresso Guide and we do hope it's given you food for thought, or at the very least, enlightened you to the power of intelligent search.





Sinequa is comfortable with big data. We know how to make a company information-driven quickly and at scale and currently have individual deployments in production with:

- 450 million documents
- Clinical trials information with over 30 billion records
- 360,000 users and 500 queries per second

Sinequa serves both large and complex organizations with the most complete enterprise search, ever. Customers employ our intelligent search platform to connect all content (both text and data), derive meaning, learn from user interactions, and present information in context. This solves content chaos and informs employees through a single, secure interface.

We've spent over two decades in the most demanding environments: high volume, high security, highly distributed with diverse and soiled content. We've packaged that experience into our platform to create a fully-integrated solution that rescues employees from data swamps and digital landfills.

With Sinequa, they find the information they need - regardless of source, format, or language - and gain unique advantages with purpose-built applications powered by intelligent search. This means your employees always have the knowledge, expertise, and insights they need to excel at their work and do more, faster. Make informed decisions, accelerate innovation, reduce rework, foster collaboration, ensure compliance, and increase productivity.

Become Information-Driven™ with Sinequa.

For more information visit www.sinequa.com