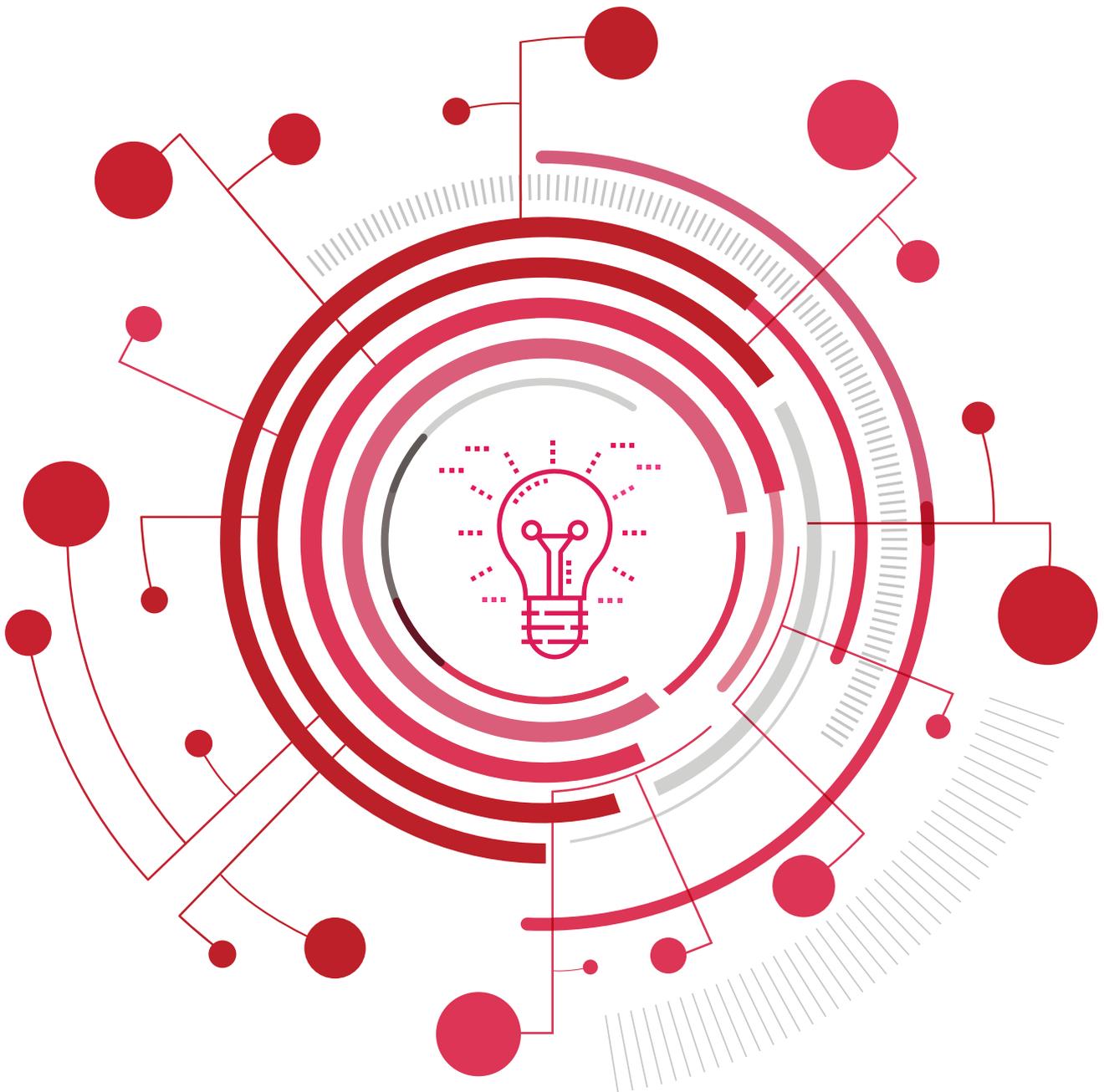


# Accelerate Innovation

How intelligent search paves the way for big ideas



“Innovation” is perhaps the most used term in the business world. There’s a reason that it continues to be the star of websites, pitch decks, annual reports, and pieces like this one year after year: Innovation is essential to an organization’s success and longevity.

Globalization has led to increased competition in both national and international markets. This intense competition demands that organizations maintain or exceed the current standards for product quality, production technology, marketing, and customer experience. New ideas transform into commercial benefits through innovation, including positive changes in efficiency, productivity, quality, competitiveness, market share, and more. It is through innovation that companies can outcompete in the global market. The alternative—settling for the status quo or failing to adapt to change—can have dire consequences.

In other words, if you rest, you rust. Like Kodak, Blockbuster, and Borders (to name a few), who failed to innovate—and paid the price.

## **Innovation can happen in many places...**

Innovation is how you gain a competitive edge and add new revenue—either from introducing something new or improving something existing. There is a widespread misconception that that “something” needs to be a product or solution. Not so.

As far back as 1998, Doblin, part of Deloitte, identified ten types of innovation. These included not only new products and processes, but also improvements in things like business model, brand, and customer engagement.

It can happen in many ways...

For every problem or area of opportunity, there is a unique way to innovate. R&D teams and acquisitions to add new capabilities work, but they’re not the only path to finding improvements. Many companies get locked into one way of innovating, which can lead to missed opportunities or mismatched solutions.

Expanding your vision of where and how innovation can have an impact can deliver significant financial benefits.

## **...but innovation can’t happen without information and collaboration.**

Progressive organizations pursue a culture of innovation by empowering employees to be creative. This often means a shift away from command-and-control hierarchies to a more decentralized and distributed organizational structure.

A looser structure provides employees the freedom they need to innovate. But it also results in disconnected employees working in silos, which hinders the ideation process. This is further compounded by the rise of the digital workplace, which separates employees from the organization and from each other.

At the same time, data creation continues to increase at exponential speeds. The need to equip employees combined with the push for efficiency and the trend toward “everything online” means that everything gets its own app. These apps are disconnected, limiting information access and collaboration, and blunting innovation.

Digital collaboration platforms (like Slack and Teams) seek to address this - but these platforms are not interoperable and still leave out most enterprise content. This, too, results in disconnected employees - working in silos, looking for things only in systems with which they are familiar.

## Let's innovate the way we innovate.

Decentralization and digital transformation have made it difficult for employees to find the information and experts they need. The result is wasted time, missed insights, and lost opportunities.

If innovation is the application of knowledge towards economic and social benefits, then finding new ways to connect employees to knowledge can significantly improve the process. An innovation to the way organizations innovate.

## Intelligent search is the solution.

Intelligent search connects highly innovative organizations without compromising creativity. With intelligent search, organizations can link stakeholders to knowledge and experts by intelligently mining and surfacing information and insights. As the connector and facilitator of content across your organization, intelligent search:

- **Smooths** the innovation process by saving time
- **De-risks** the process by improving accuracy and ensuring compliance
- **Supports** all types of innovation, from new products to streamlined processes and beyond

Sinequa serves large and complex organizations with the most complete intelligent search. 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. They get the knowledge, expertise, and insights needed to make informed decisions and do more, faster.

Accelerate innovation, reduce rework, foster collaboration, ensure compliance, and increase productivity—all with Sinequa.

See how Sinequa helped others innovate:

### Insight Apps for Innovation

World's 15<sup>th</sup> largest Pharma by sales revenue  
 Awarded most innovative Pharma in 2018/19  
 \$24.4B revenue  
 Customer since 2015

Challenge	Solution
Surface new biological insights with the aim of increasing R&D innovation and productivity.	Sinequa provided Insight Apps for both scientific and corporate content. Most content in SharePoint and indexing Box across the entire user community, for shared documents.

### Results

- Improved Productivity**  
Superior Findability and Accuracy of Knowledge and Experts within the company
- Increased Revenue**  
Reduced time-to-market for creating and delivering new products
- Empowering Innovation**  
Connecting both internal and external data for better market insights
- Ensured Compliance**  
Ensures scientific data is "FAIR" – Findable, Accessible, Interoperable, and Reusable.

### Insight Apps for Innovation

Global Test and Measurement Technology  
 \$9.8B in revenue  
 Customer since 2020  
 20,000 end users

Challenge	Solution
With a wide range of customers building very different products, this manufacturer saw their costs increasing because of high volume of internal data. Their first step was to create a single source of truth for their customers, but with 50% of the data unstructured, their legacy systems were unable to do it.	Sinequa and KLA built an enterprise-wide search solution that brought together all the knowledge points. As KLA, knowledge is highly regarded as IP and being able to utilize that knowledge is a competitive advantage.

### Results

- Cost Optimization**  
Field and parts engineers save some of the major benefits of Sinequa. Because of the ease of returned parts almost immediately, as these engineers were able to locate information that was previously hidden.
- Platform Flexibility**  
It is by reason why KLA chose to work with Sinequa was because of its flexibility allowing them to build insight apps that are tailored to their unique business needs.
- Competitive Edge**  
Improving access to knowledge gives KLA a competitive edge. Sinequa's technology is the leader when it comes to unstructured data which makes up 70% of KLA data.

### Insight Apps for Innovation

The second largest pharmaceutical company in the world by market capitalization.  
 \$40B revenue  
 Customer since 2015

Challenge	Solution
Novartis wanted to revolutionize access to corporate information through an initiative called OneNovartis.	As part of OneNovartis, search was totally reimagined in order to provide access to (primary) SharePoint, Sandstorm, the Employee Directory, and Patents.

### Results

- Improved Productivity**  
Unlocking the full potential of today's scientific advancements and sophisticated analytical tools
- Increased Revenue**  
Accelerate time to market for drugs and vaccines
- Digital Dexterity**  
Meets all modern architectural requirements such as open APIs, cloud-hosted, multi-tenant, and horizontal scaling capabilities
- Regulatory Compliance**  
Reduce time and effort when answering questions coming from regulatory authorities

### Insight Apps for Innovation

An independent agency of the United States Federal Government responsible for the civil space program, as well as aeronautics and air space research.

Challenge	Solution
Marshall Space Flight Center Engineers were frustrated with the time it took to locate mission-critical pieces of information across a series of internal, engineering applications, non-engineering apps and external resources.	Deployed Sinequa to unify mission information from complex PLM instances (including Windchill) into insight apps for Missions, Parts, Logistics, etc.

### Results

- Improved Productivity**  
Providing secure, real-time access to critical mission data and logistics
- Enable Project Reuse**  
Easily reuse previously undiscoverable content and data trapped in multiple repositories
- Cost Efficiency**  
Streamline access to relevant information across sources, formats, and security systems
- Accelerate Innovation**  
Optimize the capabilities of NASA's scientific, engineering, and business communities

## About Sinequa

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. They get the knowledge, expertise, and insights needed to make informed decisions and do more, faster. These organizations accelerate innovation, reduce rework, foster collaboration, ensure compliance, and increase productivity. Become Information-Driven™ with Sinequa. For more information visit [www.sinequa.com](http://www.sinequa.com).