

# THE HIGH COST OF SEARCHING

F O R I N D U S T R Y I N T E L L I G E N C E

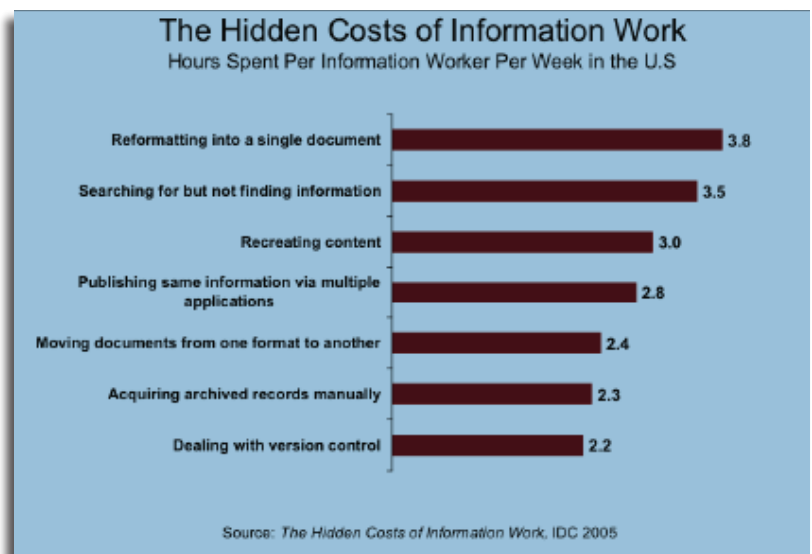
## Research has shown –

- Roughly 50% of most Web searches are abandoned
- Knowledge workers spend 15% to 35% of their time searching for information
- Searchers are successful in finding what they seek 50% of the time, or less
- 40% of corporate users report they cannot find the information they need to do their jobs on their Intranets
- Knowledge workers can spend 90% of time recreating information that already exists

(Source: IDC – The high cost of not finding information.)

## Facts –

- There is too much information
- Information is scattered in multiple repositories and databases
- No one knows where the information is located
- Every knowledge worker has become a “searcher”
- There is no “roadmap” or training for searching
- Most people don’t know where to look or how to ask for what they are searching



### Challenges:

### Industry Intelligence Solutions:

A single search on a global database (Google, Factiva, WSJ) can yield upward of 5,000 results.

The Industry Intelligence interface delivers only intelligence relevant to your business needs.

Search results are poorly organized and contain irrelevant content.

Search results are departmentalized by context and content.

Boolean logic operators are cumbersome to use and remember.

Our proprietary technology pushes relevant information forward (eliminating the need to know any type of search logic).

Search results can be difficult to duplicate and repeat.

Searches on our platform are easy to save. Once saved, they update in real time, always delivering up-to-the-minute results.

Exploring within search results makes it difficult to navigate to results page.

Built-in search and advanced search tools easily navigate news articles far back as five years.