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S O F T W A R E
A Kofax Company

NetApp Expands Enterprise Search with Kapow Software™

Delivering a search experience that is comprehensive in scope yet provides accurate and relevant results to users.

Overview

NetApp
• Sunnyvale, California

Industry
• Storage Systems and Software

Solution Area
• Enterprise Search

Challenge
• Access to internal and external content sources
• Content had missing or non-standard metadata
• Strict access control policy needed to be enforced

Solution
• Kapow Katalyst accessed all relevant internal and external systems
• Kapow Katalyst implemented automated business logic to update content metadata
• Kapow Katalyst delivered a standard set of reusable feeds

Results
• Project was completed at 50% of original budgeted cost
• All searchable content was compliant with access control policy
• Customer satisfaction improved, Customer Service costs reduced.

NetApp creates innovative storage systems and software solutions that help customers around the world store, manage, protect and retain one of their most precious corporate assets— their data. With annual revenues reaching $5 billion, NetApp employs over 10,000 employees worldwide.

The Challenge

NetApp was looking to deploy an Enterprise Search solution that would allow customers to find the critical customer service information. By doing so, NetApp hoped to greatly reduce customer reliance on costly and inefficient phone-based support and to enable customers to easily locate the answers to their support questions online. Implementing an Enterprise Search Solution would give NetApp a rare opportunity to both increase customer satisfaction and reduce cost.

The project required access to new and legacy content in distributed repositories across the organization—support communities, bugs database, case notes, intranet sites, mailing list archives, etc. Additionally, much of the content had limited, non-standard metadata, or none at all. The difficulty of accessing all of the content, combined with the poor state of the metadata, made the prospect of a successful search implementation slim.

They needed a solution that was robust and flexible—enabling them to automate and perform the following:

• Access multiple systems each containing critical content
• Add, enhance, transform, normalize metadata
• Deliver a fully enriched feed to an enterprise search engine

In addition, they needed to enforce a stringent access control policy so that users of the system, which included employees, partners, customers and guest users, would only be able to access the content they were authorized to view.

The Solution

Kapow Katalyst was used to rapidly extract content from all of the relevant
sources, enhance the metadata using automated business logic and feed the
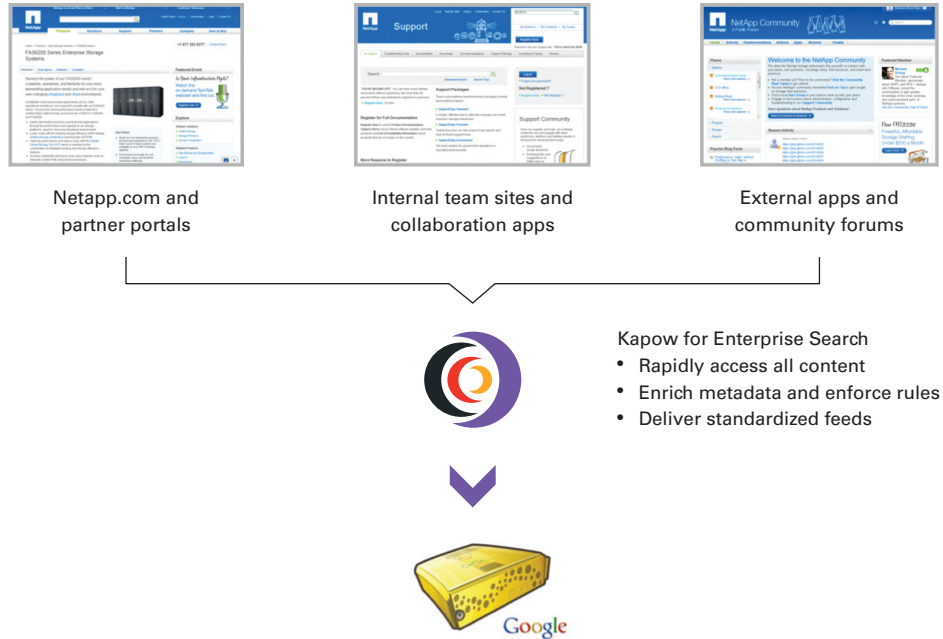content to their search appliance.

Netapp.com and
partner portals

Internal team sites and
collaboration apps

External apps and
community forums

Kapow for Enterprise Search
• Rapidly access all content
• Enrich metadata and enforce rules
• Deliver standardized feeds

Figure 1. More content combined with richer metadata resulted in improved customer search
experience.

The Results

NetApp was able to include all of the valuable 1 million+ content items residing
in 150 repositories in their search initiative. Additionally, the content is delivered
to the search appliance with fully enriched metadata ensuring the best, and most
secure, results. The entire project came in at 50 percent of initial estimated cost
while providing 80 percent more functionality. Most importantly, NetApp enabled
their customers to use online search to answer their support questions and to
deliver just the content they needed on-demand.