

REDLINK SEARCH

Redlink Search Engine - White Paper September 2015



Meaningful Web search is essential for completing our daily information tasks. In business, more and more enterprise tools are now available as web applications- from intranet and extranet to specific business applications.

Redlink Search is a web and intranet search that can index content from any web page irrespective of Content Management System.

Your Benefits

- You own the data and search experience.
- You can easily elevate results to the top of the list.
- You can align search suggestions and results according to your business needs.
- You can easily monitor the search terms used and point keywords to the exact match.
- With the analysis dashboard you can manage the search experience without software hacks.

It also supports databases as a content source for the index.

Redlink Search is based on Solr 5.0, and provides advanced techniques to extract metadata, keywords and titles from over 200 document formats. The keywords are then leveraged in the autocomplete and autosuggest to provide the user with an intuitive search experience.

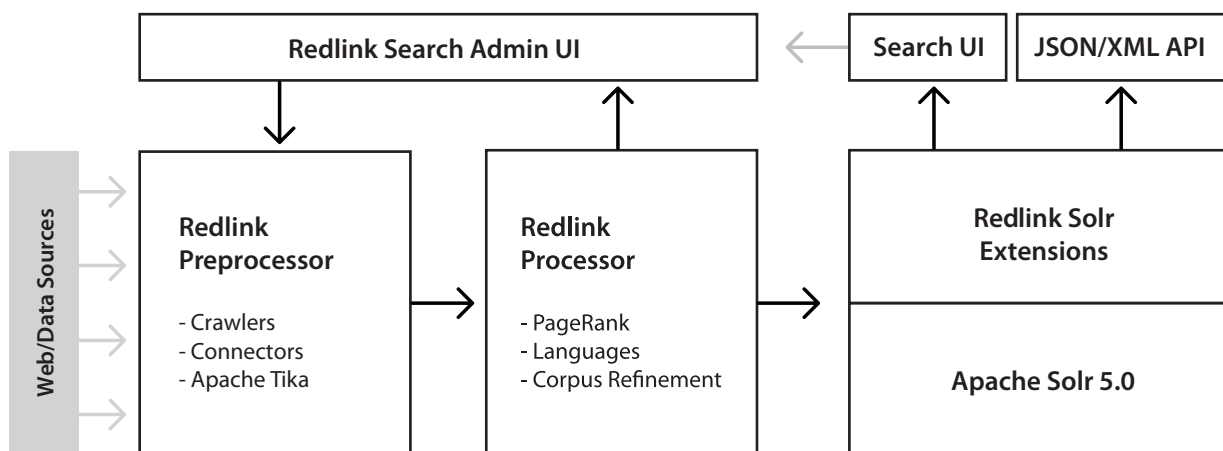
The Redlink Search Engine is extensible and can be configured according to the needs of digital managers without IT support, and is also easily integrated into existing applications.

The Key Redlink Search Features

1. The Redlink Engine extends the full text search through an advanced extraction of keywords, based on TextRank¹. We detect named entities such as people, locations and organizations and use this information for filtering search results.
2. Users are supported by advanced auto complete, based on titles, automatically generated keywords as well as other emphasized phrases.
3. Search results contain title and content snippets, as well as thumbnails of images, videos and documents.
4. The Redlink search is „mobile ready“, search UI is designed as a responsive web application.
5. Page elevation can be set automatically, i.e. pages are automatically aligned to the pre-defined search terms. Which makes it an ideal tool for product search and advertising.
6. Content managers can manage keywords and synonyms, provide elevation and exclude duplicates directly on the platform, without IT support.
7. The Dashboard monitors user search behavior and provides a set of easy to use management tools to improve the search experience “on-the-fly”.

Technology Stack

- Based on the open source Apache Solr search platform 5.0², uses Apache Tika for over 200 document formats.
- Runs as a Java application in a Tomcat container.
- Supports Postgres, Oracle and many other well-known databases.



¹ <http://web.eecs.umich.edu/~mihalcea/papers/mihalcea.emnlp04.pdf>

² <http://lucene.apache.org/solr/>

Roadmap

Version 1.3 (November 2015)

- Connectors for JDBC, file system and data
- Scalable Autocomplete based on FSA, also available as standalone Solr-Plugin
- Easy to use Search as a Service and configuration via Browser Plugin

Version 2.0 (January 2016)

- Direct Integration of Search Analytics and Configuration, new UI concept
- Plugins for several ECMS and WCMS
- Keyword-Seeding and Taxonomy Management

Our offer

Hosted Search

- One Search Solution for you, Product upgrades
- Integration via REST API, initial configuration

On-premise Search

- One Search Solution, unlimited Documents and Sources
- Product Upgrades to Version 2.0 included, Configuration and Training
- Specific components (processors, connectors) on request

Find details about our offer at

redlink.co/search-engine

Redlink GmbH
Morzger Straße 75d
5020 Salzburg, Austria