

TECHNOLOGY TRANSFER PRESENTS

THERESA **REGLI**

Enterprise SEARCH

technology and how

to optimize it

NOVEMBER 6-7, 2008

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

The ability to find information is a vital requirement in every organization, and yet it is increasingly difficult to find what we seek. In this course we will provide a thorough introduction to and grounding in Enterprise Search technologies. We will explain clearly, in a step-by-step manner, how Enterprise Search technology works. We'll look at why Enterprise Search is of increasing importance to you and your organization, how to better manage content for findability, and explore the current Search technology available. We will explore the phenomenon of Google, looking at cultural impact of the company's brand, and then take a deep dive into the strengths and weaknesses of Google's Enterprise Search offering versus the many others on the market, including Autonomy, Microsoft/FAST, Oracle, Lucene, and others.

As we look at the Enterprise Search vendor marketplace, we'll explore how the technology has evolved from straightforward Search technology to more of a platform for not only searching but faceted browsing and Business data analysis/Intelligence. We'll look at strengths and weaknesses of each vendor and explore where potential conflicts may arise, in particular, the challenges of searching unstructured content. We'll then explore different methods for improving your Search results via better Content Management and tuning the Search technology itself. The course will remain strictly vendor-independent and will give real-world examples and methods. Overall this will be a highly practical course, suitable for both technical and more Business-Oriented attendees alike.

WHAT YOU WILL LEARN

- A thorough understanding of Enterprise Search technologies
 - A step-by-step guide to how Enterprise Search technology works
 - Typical challenges that arise when implementing Enterprise Search technologies and how to combat them
- A foundation in which to structure potential Enterprise Search projects
 - Enterprise Search technology dependencies
 - Typical project approach and structure
- How to manage content for better Search results
 - Content Management for Search including structured vs unstructured content and Metadata approaches

OUTLINE

1. Understanding Enterprise Search technology

- Why Enterprise Search is of increasing importance
- What is Search technology and how does it work?
- What are the different pieces of Search technology? A step-by-step guide

2. The Enterprise Search technology landscape

- What technologies are currently offered in the marketplace, and what are the strengths and advantages of each? How do they approach Search differently?
- How is the technology evolving and what does the future of Search look like?
- What are some typical Search scenarios (both Enterprise and Web Search) and what tools work in which situations?

3. Managing content for better findability

- What is “findability,” and how do I know if my content is “findable”?
- How can I analyze my content and understand its structure vis-à-vis Search?
- What can I do with my content to make it work better with Search engines?
- How can I use Metadata to achieve better Search results?
- What are the proven Best Practices for information design and Search?

4. Enterprise Search implementation and tuning

- How should I structure a typical Enterprise Search project?
- How can I “tune” my Search results to achieve better findability?
- How might I better use the Search technology I already have?
- How should I deal with the challenges of content security?

WHO SHOULD ATTEND

This course is suitable for both technical and Business people interested in understanding or improving the findability of Enterprise information. Attendees will typically work at mid to senior levels of IT organizations with an interest in Information Management or Information Architecture. You may already be dealing with Enterprise Search technology and wish to improve your results or migrate to a new tool.

- Enterprise Architects
- Information Architects
- Senior developers
- Web Managers
- Consultants
- Systems integrators
- Enterprise Search Project Leaders

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 1200</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within October 22, 2008</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 6787 di Roma Iban Code: IT 34 Y 03069 05039 048890270110</p>	<p>GENERAL CONDITIONS</p> <p>GROUP DISCOUNT</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>EARLY REGISTRATION</p> <p>The participants who will register 60 days before the seminar are entitled to a 10% discount. The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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October 6-7, 2008
Residenza di Ripetta
Via di Ripetta, 231
Rome (Italy)

Registration fee:
€ 1200

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

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Stamp and signature

Send your registration form with the receipt of the payment to:
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SPEAKER

Theresa Regli is a Principal at CMS Watch, a vendor-neutral analyst firm that evaluates Content-Oriented technologies, publishing head-to-head comparative reviews of leading solutions. She specializes in Web Content Management, Enterprise Portals, and related technologies and practices. Previously, she was with Molecular, Inc. a Boston-based technology consulting firm. There she developed Content Management internationalization and Information Architecture solutions for several Fortune 100 organizations. Prior to Molecular, she was Director, Content Management with CMGI, one of the first Internet operations, development, and incubation companies.