

# Five Ways **Google Cloud Search** Takes Charge of Lost Institutional Knowledge

Finding Information Doesn't Need to Be Like Looking for a Needle in a Haystack

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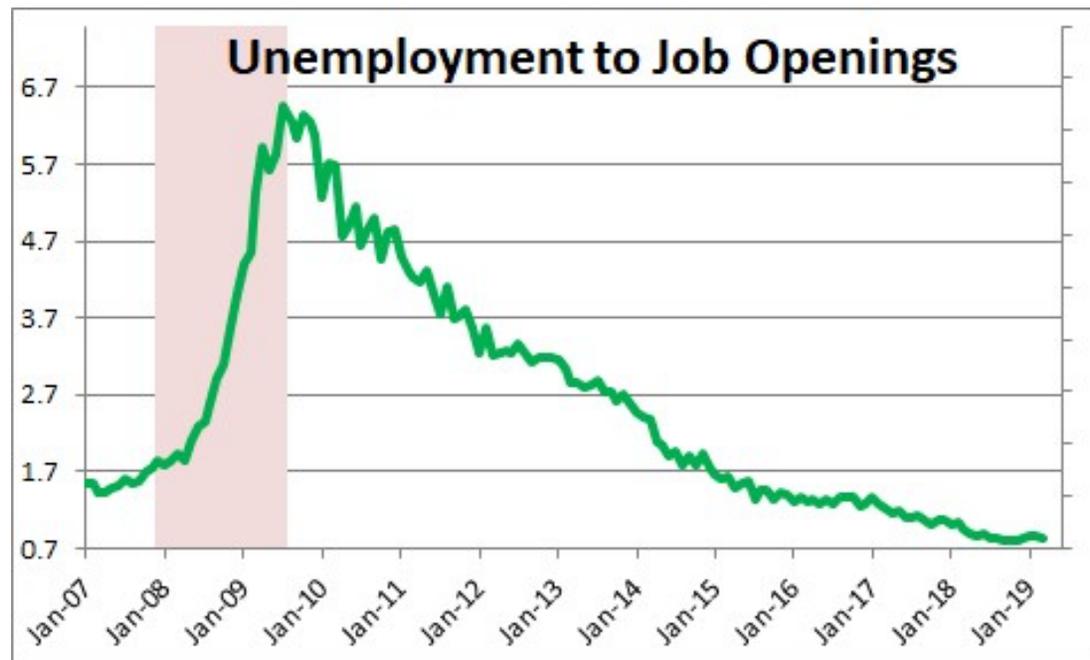
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When the first wave of **baby boomers** began turning 65 in 2011, it set off alarms for policymakers and business leaders. How would **the maturing of America** affect companies? What would happen to organizations as boomers retire?

**Fast forward eight years.** With an estimated 10,000 baby boomers retiring daily and the U.S. experiencing a 3.6 percent unemployment rate—the lowest unemployment rate since 1969,—there are currently more jobs open than people available to fill them. This reality is expected to be with us for another decade, eventually peaking by 2030 when approximately 70 million Americans will be 65 and older, many of whom will choose to leave the work world behind.

As shown in the chart below, there are currently 0.8 unemployed workers for every available job. Think of that; — there are more job openings today than there are unemployed workers. Prior to the recession, this ratio stood at 1.7, so the labor market is clearly in far better shape now than it was before the recession. Further, at the end of the recession, there were 6.6 times as many unemployed workers as there were job offers. So clearly, the job market has come a long way in the past 9-1/2 years.



Source for unemployment vs job opening image-Bureau of Labor Statistics. Site link: <http://www.nummernomics.com/nomicsnotes/?p=7268>

Companies that want to **stay ahead of the curve** are looking for new, more innovative ways to tap into boomers' institutional knowledge before these key people walk out the door. After all, employees spend a lot of time searching for information, collaborators to work with — and finding answers to their questions. Time wasted on ineffective searches affects not only productivity, but it can also make employees feel like they're looking that needle in a haystack.

**What if *finding answers* within the enterprise could be as familiar as Google search?**



## Knowledge Management is Important to the Bottom Line

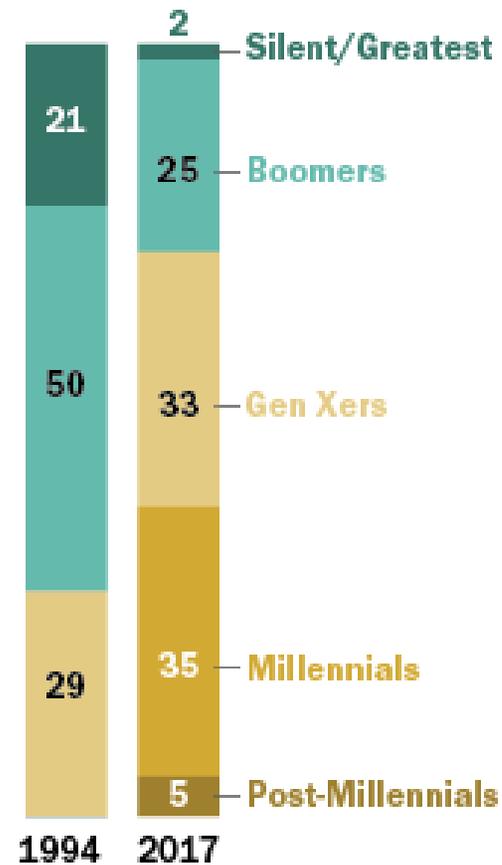
When institutional knowledge is managed throughout the entire enterprise, the company's bottom line benefits. It makes onboarding new people more efficient and less costly. According to Bersin™ by Deloitte, the average company spends about \$4,000 and 24 days to hire a new employee. Once hired, the onboarding process can add another \$12,500 per year.

The way your enterprise helps transfer knowledge between retiring boomers and generations X, millennials and Z still in the workplace is just as essential to manage

organizational costs, if not more so. A Pew Research Center analysis of U.S. Census Bureau data found that the generational makeup of the workforce has shifted, with millennials now comprising more than a third of the American labor force. Yet they are the least likely group to know where information is located. Unlike boomers, they aren't familiar with your enterprise systems or to know other colleagues to whom they can turn. For younger employees, it's more likely to be not only "Do you need to know what you are looking for?" but also "Which needle is in that haystack?"

# Labor Force Composition by Generation

*% of the U.S. labor force*



Note: Shares are based on the annual average in 1995 and the first quarter average in 2015. Due to data limitations, Greatest generation not identified in 2015 and Silent generation is overestimated in 2015. Source: <https://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>



## It gets even more **complicated.**

International Data Corporation (IDC) research found there is a high cost to not finding information when new and existing employees spend huge amounts of time searching for information in multiple repositories. IDC estimates that

- **25 percent of an employee's time is spent searching for data.**

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- **61 percent of workers access four or more systems regularly.**

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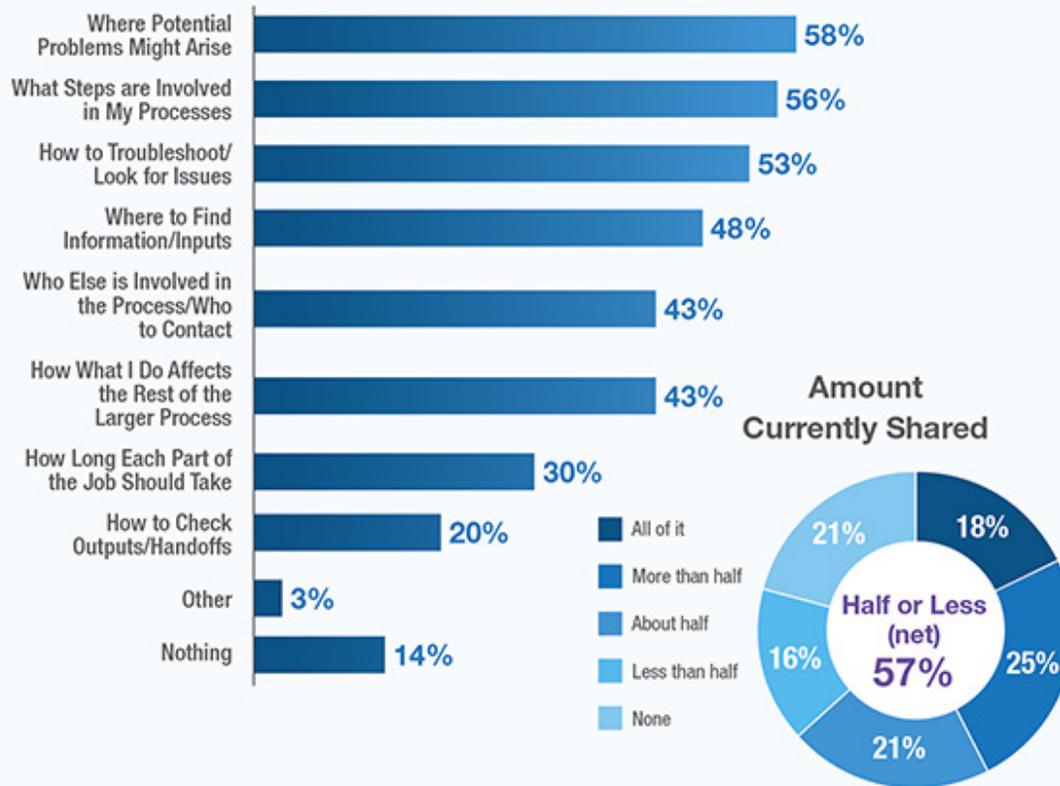
- **44 percent of the time employees can't find the data they are looking for.**

That lack of information costs more than dollars and cents. It can lead to poor decisions, duplicated efforts and security issues that can threaten the enterprise, lost sales — and lost productivity.

Despite this, many organizations haven't addressed how to preserve and manage boomers' institutional knowledge. A survey of boomers conducted by staffing company Express Employment Professionals reveals that 21 percent of the study's 1,500 respondents didn't share any knowledge with those taking over their jobs. Another 57 percent indicated they shared 50 percent or less of the key information needed to perform their jobs with their replacements.

## KNOWLEDGE SHARING OF U.S. WORKING BOOMERS

### ASPECTS OF JOB NEEDED TO BE SHARED



This poses business and financial risks to a company, which include:

- **Increased costs**
- **Inefficiencies from reduplication of work or time spent searching for information**
- **Lost productivity from bottlenecks and unnecessary procedures**
- **Frustration and loss of confidence in existing systems**

Source for knowledge sharing graph-Express Employment Professionals. <https://www.expresspros.com/Newsroom/America-Employed/New-Express-Poll--Boomers-Staying-in-and-Returning-to-the-Workforce.aspx>

# Imagine if a search in the enterprise was as easy as Google?

It would help manage the transfer of knowledge in five ways:

**1. Ease the challenges of enterprise searches.** You have a job to do, and have a question. Or, you're trying to accomplish a task and want to find the information that moves you forward. Maybe the information already exists in a document or involves other people that can help you with your discovery process. With Google Cloud Search, users can quickly find answers to their questions and discover knowledge, encouraging the sharing and reuse of corporate knowledge.

**2. Scalable within the enterprise** Most employees work with multiple systems. Google Cloud Search simplifies how users search for specific content and information found in G Suite products and services. They'll be able to search for people, teams, schedules,

email content, and documents that are shared with them or in your enterprise's shared drives. Cloud Search can also search across any system in the enterprise, such as Salesforce, SAP, Workday and other critical enterprise systems.

**3. Designed to aid with recall, relevance and ranking.** Google Cloud Search brings the best of Google.com and powerful machine learning algorithms to enterprise search, ensuring users find everything they are looking for, and that the most relevant results are right where users expect them to be, top ten, page one. This experience helps build trust so Cloud Search becomes a trusted source.

**4. Integrates seamlessly.** Google Cloud Search provides you with

the tools that integrate into your organization's technology and security systems, creating value and supporting speed and flexibility throughout your enterprise. Google Cloud Search seamlessly integrates with both G Suite Business and Enterprise editions, as well as with other third-party systems, including cloud-based storage, SaaS applications — and custom applications.

**5. Creates a more productive user experience.** We look for information in more ways than just using a search bar, with platforms such as mobile, Assistant and Chat Bots. Google Cloud Search gives users what they are really looking for — and creates that intuitive experience employees have all come to expect from Google.

## Ready to **find the content** you're looking for?

We're the best partner you can have on your journey toward a better enterprise search solution.

In fact, for more than 15 years, we at Onix have provided solutions and services for hundreds of customers in corporate, education and federal, state and local government organizations.

**Now, we can do it for you. For more information on Enterprise Search, [click here](#) for a FREE assessment today!**

