

Connecting the Dots

**The Secret to Building a
Winning Business Case for Enterprise Search**



Enterprise search problems are no secret in today's business environment.

It's not about what we're finding.

It's about the way we (try to) find it.

We send out email requests and ask someone else for help. We look in different locations. We keep doing the same thing over and over.

Why? Because we're used to it. But, it's unproductive.

There's a better way.





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Search challenges aren't new. And, you know your organization needs a better search solution.

But, do your executives? The decision makers who sign off on a funding request?

It's probably not even on the radar.

It's time to make a solid case for enterprise search and the cost savings that come with it. Show how this will occur once employees have a simplified way to get the information they need, when they need it.

You need a business case that will make them pay attention – and sign on the dotted line for a solution that will change the way your organization works and grows.

Here's why...

The time it takes workers to engage in fruitless searches that ultimately turn up nothing relevant erodes productivity. The statistics speak for themselves.

25%

of an employee's time is spent searching for data.

44%

of the time, employees can't find the data they need.

61%

of workers access four or more systems regularly.

When they can't find this data, they recreate it. Ultimately, information can wind up being duplicated, a waste of time and resources.

These percentages add up to:

*INEFFICIENCY
DUPLICATION OF EFFORT
FRUSTRATION*



These beasts slow time to market. They decrease productivity and increase costs. And, they have the potential to cripple your company's ability to grow business and turn a profit.

That's where the power of an efficient enterprise search solution comes in.



Of all the problems your C-suite executives face, search isn't one that bubbles up and grabs their attention. But, that doesn't mean selling enterprise search to decision makers is hopeless.



A strong business case can:

- Help your funding request stand out.
- Categorize and explain your rationale for a search project in a logical, user friendly way.
- Make executives hear you – and respond positively.



You can stop inefficiency in its tracks!

It's possible to win the marketplace and foster a workforce that's innovative, productive and profitable through enterprise search.

But, first, you need to understand how search will work for your company and its business model.

It's time to assess your search situation.

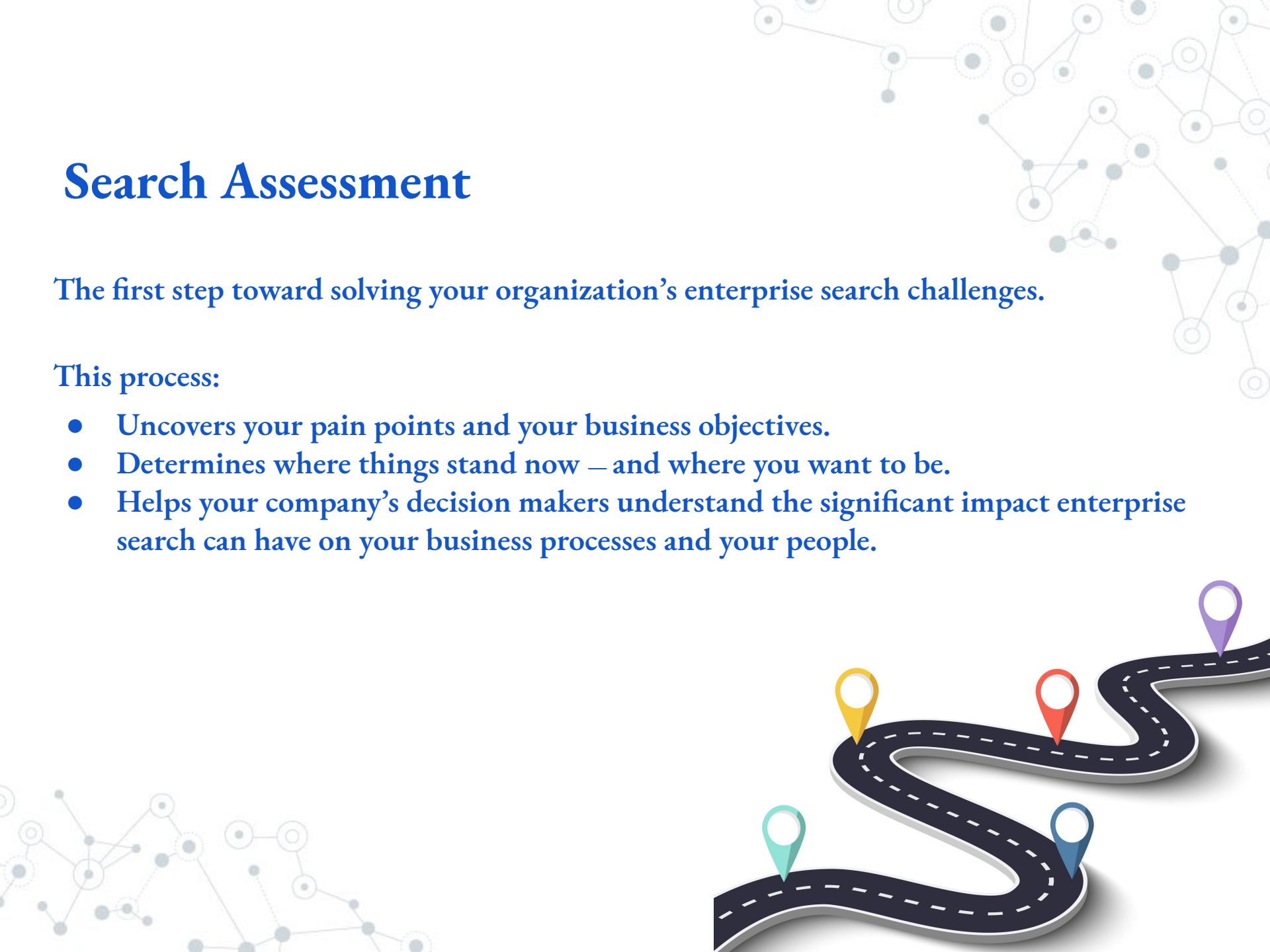


Search Assessment

The first step toward solving your organization's enterprise search challenges.

This process:

- Uncovers your pain points and your business objectives.
- Determines where things stand now – and where you want to be.
- Helps your company's decision makers understand the significant impact enterprise search can have on your business processes and your people.





Build your Business Case

Use your assessment knowledge to help you better understand your operational challenges and what you need to do to move forward.

Then you can make a business case for enterprise search to share with your executives.

This positions you to secure the funding to leverage an optimally targeted search solution.



Changing your organization's digital infrastructure is a big investment.

But, you can maximize it to its fullest potential through careful assessment and planning.

Throughout the assessment process, you'll define your options and discover right search path for your company

The journey is simple – and enlightening.

You'll take this trip through four workshops that culminate in a strongly crafted business case that will compel your executives listen and respond.

The 4 Phases of Onix's Search Assessment

Discovery Assessment

At this phase, it's all about value — the top and bottom line impacts.

You'll launch your search journey by examining how your organization currently searches; pain points, data constraints and the key use cases and personas applicable to your situation.

Then you'll create a gap analysis examining your current state versus your desired state.

Discovery Findings

Here, you'll learn about the "Art of the Possible."

You'll review assessment findings and discuss ways you can improve search, increase value and ROI — and create targeted, customized architecture and deployment options.

You'll walk away with a renewed focus on improving your business with an enterprise search solution.

Solution Validation

Next, you'll build a prototype, complete with relevant business cases to show top- and bottom-line impacts.

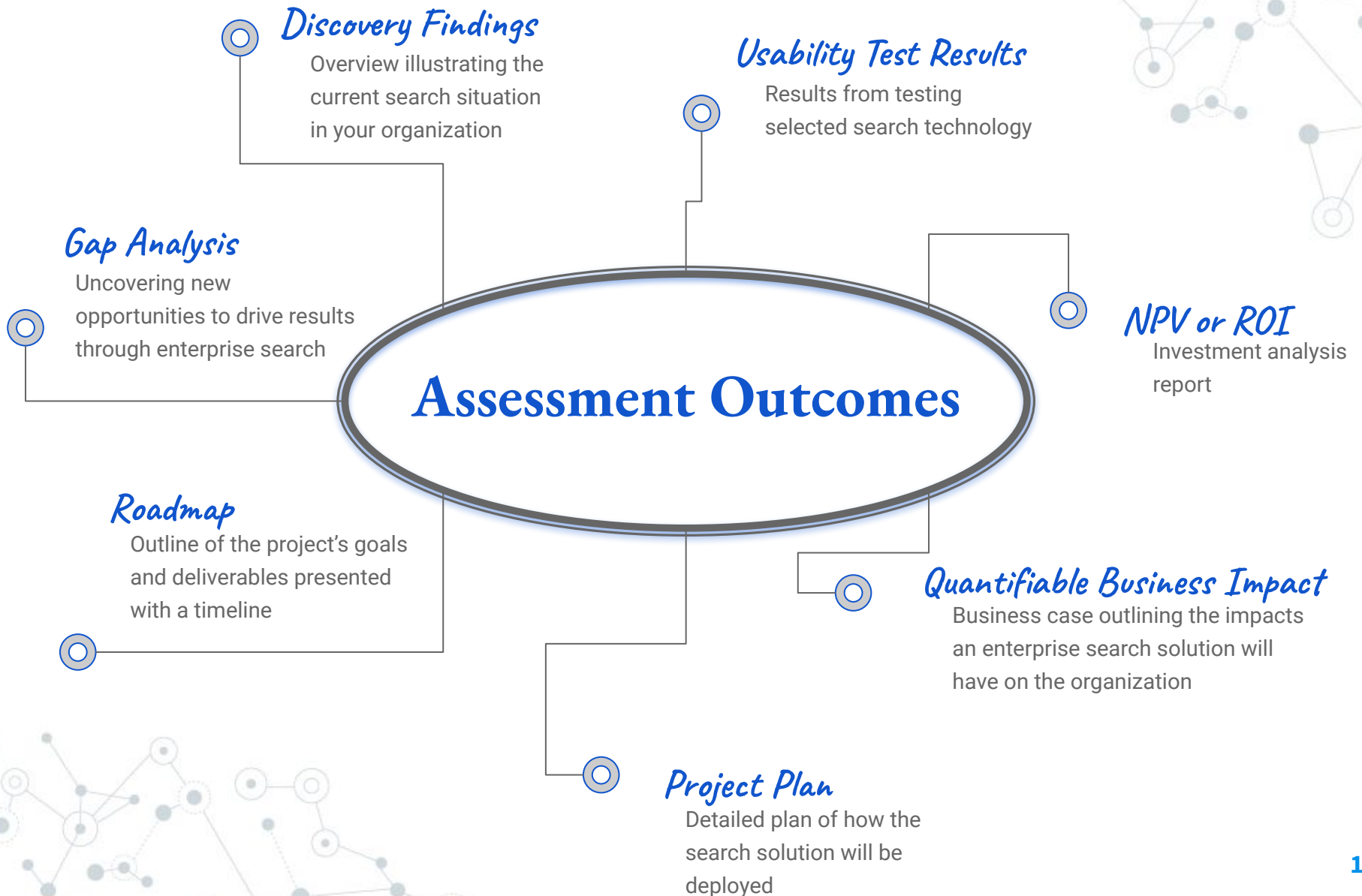
You'll understand its validity by participating in a usability workshop that shows how enterprise search delivers quantifiable business value.

Deployment Planning

Lastly, you'll create a roadmap that leverages search so your company can create maximum value and productivity.

You'll examine content sources, architecture, user experience, security and metrics and measurement.

Finally, you'll incorporate everything you've learned into a phased approach and investment analysis that considers both NPV and ROI.



So what's the business impact?

Search drives results. Here's what some major enterprise players across the manufacturing, healthcare and retail sectors have enjoyed, thanks to search:

- *Supplier Consolidation*
- *Increased Buyer Power*
- *Accelerated Speed to Market*
- *Increased Productivity*
- *Reduced Duplication*
- *Increased Conversion Rates*
- *Accelerated Support Resolution*
- *Reduced Inventory Carrying Cost*
- *Improved Innovation*
- *Improved Regulatory Compliance*

Connecting the dots will help you find enterprise data and achieve more!



Key Takeaways

- Finding information takes time, eats into productivity and costs money.
- Search has a business impact, but it's soft — often overlooked by C-suite decision makers.
- You can stop inefficiency in its tracks and compel executives to pay attention.
- The Onix Search Assessment can help you create a viable business case for enterprise search.
- You'll build this business case through four workshops: Discovery Assessment, Discovery Findings, Solution Validation and Deployment Planning.
- Once completed, you'll have a thorough business case that demonstrates NPV and ROI to C-suite executives so you can secure funding for an enterprise search project.

Ready to transform your business?

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

In fact, for more than 15 years, we at Onix have done this for hundreds of customers in corporate, education – and federal, state and local government organizations since 2001.

Now, we can do it for you.

For more information on Enterprise Search, click [here](#) for a free consultation today!

