



FAST Unity™

Orchestrating the
search experience.

FAST Unity enables organizations to increase Web site traffic and content consumption through the addition of relevant content from a variety of data sources and the orchestration of the search experience. You can create one-stop, dynamic search-driven stakeholder portals and provide a coherent search experience for your users using a combination of internally-owned and external content.

Orchestrating the search experience

Providing a unified, complete search experience and supplementing existing content with additional value-add content from various internal and external data sources play a vital role in enabling user-centric search, increasing Web site traffic and content consumption, and growing business.

FAST Unity can help you here. It enables you to create Web 2.0-enabled portals and dashboards based on aggregated, personalized search-driven results. FAST Unity takes a search query and sends it to multiple data sources. Results from these data sources are then returned as a cohesive result set to the application, enabling the realization of the “search is the portal” vision and making search the main vehicle for orchestrating the user experience. Your users get coherent and more complete result sets from corporate file systems, intranets, extranets or the Internet, with a simplified approach for viewing and consuming information. Your IT department is able to quickly add new search sources, as your business requirements dictate so.

Speeding time-to-market

Faster time-to-market is the length of time it takes from a service being conceived to its being available for consumption or sale. Time-to-market has become a critical element in a number of industries characterized by keen competition.

FAST Unity speeds time-to-market for new, innovative search-driven services by making the front-end easier to develop and manage. It also allows you to quickly bring together content from a variety of different data sources and consolidate and present the search results based on your pre-defined business logic.

Personalizing search

The ability to add and tailor relevant content offerings to target specific customer segments has become critical to retaining existing customers and attracting new ones. This fact, combined with the ability to provide a personalized user experience based on the queries and interests of users, is the key ingredient for increasing Web site traffic and content consumption and optimize monetization.

FAST Unity enables personalized search by providing a number of built-in mixing techniques to mix results from the various sources - both FAST and non-FAST sources - according to your business needs.

Gaining architectural flexibility

Enabling federated search efficiently and cost-effectively requires a flexible, pluggable architecture. Ultimately, this allows your users to search almost any data source.

FAST Unity provides an extremely flexible framework, which allows the rapid creation of custom plug-ins to enable searching a variety of different data sources. It also supports asynchronous results delivery, so the performance will not be limited by the slowest results. This can help you minimize complexity and maximize the quality of service needed for quickly responding to evolving business needs.

The bottom line

The ability to offer a coherent, relevant search experience for your users using a combination of internally-owned content, partner content, and external paid subscription services helps you stand out and improve operational efficiencies. Harness the power of FAST Unity to orchestrate the search experience and create innovative search-driven services that make a difference.

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