



„As an Austrian technology portal I'm pleased to be able to integrate an Austrian search on futurezone. It fits our concept perfectly of putting Austrian ideas and companies in the limelight. With Mindbreeze we've gained one of the leading search machine developers as a partner. This allows us to fulfill and understand the information needs of our website visitors with more speed and more precision.”

Leading Technology Portal Searches With Mindbreeze InSite

futurezone.at (Technology news portal), Vienna

With over 1 million visits per month futurezone.at is among the leading technology news portals in Austria. Topics from politics, economy and IT are edited compactly and made available to its readers. The content not only changes multiple times per day but per hour. Permanently up to date search results are a major success factor. In order to rise above the competition with a professional search, market-leading search solutions were evaluated. A solution was sought that should not only be user friendly but also offer readers concrete added value in comparison to the existing search.

Task

The portal originally used Google as its website search. This delivered search results but often without the expected added value for the reader. The simple listing of search results wasn't enough for futurezone.at as a reader service. Management therefore decided to implement Mindbreeze InSite in order to offer website visitors an improved reader service.

Overview

Customer/Internet Portal

futurezone.at is Austria's leading technology portal with information, interviews and analysis from digital life, IT business and network policy. The portal publishes economic reports about technology companies, news from technology stock exchanges, information on operating systems and deals with topics such as privacy and data protection. www.futurezone.at

Solution

Mindbreeze InSite is the semantic search machine for websites. With just one search query all relevant information and correlations are displayed. Search tabs and facets ensure a quick overview. Further cost-efficient advantages of the cloud service are the quick and flexible integration, the elimination of maintenance costs and the highest availability.

Chronology

2 steps to an intuitive search

Step 1 Embed the search box

Paste this code into your html-templates wherever you want the search box to appear.

```
<span id="mindbreezeSearchInput"></span>
```

Step 2 Embed the config

Paste the following code just before the closing `</body>` element of your templates.

```
"/apps.mindbreeze.com/insite/styles/insite.css", "showFacets": true, "tenantid": "at#COO.6505.100.1.777143#strg.myfuturezone.at", "views": [{"id": "Everything"}, {"id": "Netzpolitik", "constraint": "id:Netzpolitik"}]
```

Instantly ready for use:

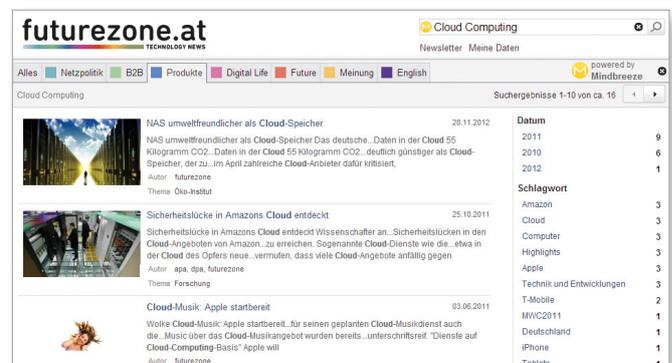


Facts and Functionalities

- More than 40,000 search queries per day
- Around 50 new articles a day
- New articles are instantly detectable
- The index is updated every 10 minutes
- Semantic search function
- Better information of website users

Solution

With Mindbreeze InSite searching should become an experience for website visitors. As the first news portal provider in Austria, futurezone.at made the intuitive search available to its readers. The clear arrangement of search results using facets, search tabs and other further refinement suggestions (e.g. date, year, author) ensures easy orientation for the user.



Implementation

To convince the futurezone.at team of the advantages of Mindbreeze InSite, an online demo system was set up where all the solution's functions could be tested. During the course of this demo environment, with real data from the real system, the adaptation of the search tabs and the optimization of the facets (date, year, author) for the further refinement of the search took place. Once the entire editing team had completed the test phase the settings were transferred to the real system. The search was then instantly available to the readers.

Objective Met

The changeover was smooth without any interference with the search on the portal. Approximately 14,000 pages were searched through and their content indexed. The added value of the search was instantly available to the visitors. With the service, readers find the information they need quicker. This improved reader service is also reflected in the many positive comments about the search on the futurezone website.