



"We want stand out from the crowds with a top internet presence. Mindbreeze InSite is a part of this strategy. Our readers value the service of a perfect search. Regardless in which of our portals the information is available, Mindbreeze finds what you're looking for. Since the search function is operated as a Cloud service, we save time and money."

New Dimensions of Finding with Intelligent Search

Computerwelt (Info Technologie Verlag), Vienna

A professional internet presence is a quality criterion for a leading IT publication. COMPUTERWELT is published on different websites, such as the company database www.top1001.at and the portals Seitenclique, IT-Heads and it-termine.at. Each week brings more than 300 new articles. Searching with Mindbreeze allows readers to filter out relevant information from all online portals. Mindbreeze is easy to use and combines personal preferences with enterprise needs. A particular advantage is that Mindbreeze InSite recognizes semantic connections and thus delivers pinpoint accurate results.

Task

The existing search was database-based, static and incapable of displaying semantic connections. Furthermore, the search was only possible via an online portal. This not only failed to comply with the requirements of a modern search, but also with the needs of the readers. It was therefore decided to search for a better solution.

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Overview

Customer/Media Publisher

COMPUTERWELT (translated „Computer World“) is Austria's leading IT publication for information technology and telecommunication. Its target group are enterprise decision makers where IT and telecommunication play a strategically decisive role. Readers receive current and compact information about IT infrastructure, telecommunication, business software and IT management. www.computerwelt.at

Solution

Mindbreeze InSite is the tailored search machine for websites. Semantic search inquiries show connections, tabs give an instant overview. Cost-effective advantages: integration in a matter of minutes, no main-tenance, no own hardware (Cloud service).

Chronology

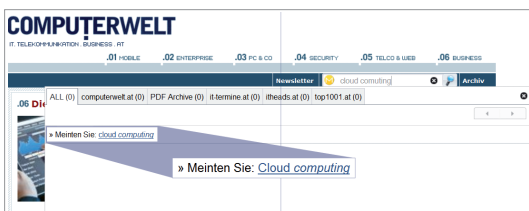
January 2011:
Decision for Mindbreeze InSite



January 2011:
Implementation and testing



January 2011:
Search launch including “Did you mean”-function



Facts and Functionalities

- 600,000 documents and articles
- More than 300 new articles per week
- 20,000 search inquiries per day
- Updated regularly every day
- Relevance via semantic search

Solution

With Mindbreeze InSite, readers can search in all COMPUTERWELT online portals. The user finds relevant information at split-second speed thanks to the program's semantic capabilities. Moreover, the search is easy to use, intuitive and requires no maintenance effort on the client side.

Implementation

The decision for Mindbreeze InSite came after a successful test in an online demo-system which delivered impressive and convincing results. The Cloud service is designed so that COMPUTERWELT editors can configure the search machine themselves according to the requirements of the readers. Tabs were pre-configured, for example, so that results can be displayed sorted by portal. Within 30 minutes the search machine was ready to use; all COMPUTERWELT online portals can now be searched.



Objective Met

Mindbreeze InSite searches through the COMPUTERWELT websites regularly every day looking for changes. These are then processed in the Mindbreeze data centers and made searchable. The key factors of the solution: The client has no maintenance effort and can dynamically refine the Cloud service themselves at any time.