Improving Enterprise Search with BA Insight and Azure Cognitive Services

BA INSIGHT

Azure Services Improve Search

- Azure Text Analytics – Metadata Creation
  - Entity Extraction
  - Language Detection
  - Sentiment Analysis
  - Summary Generation

- Azure Computer Vision – Image Analysis and Tagging
  - Object Identification
 - Text Extraction

Azure Services (Cont.)

- Azure Video Indexer – Video Analysis and Tagging
  - Transcript Generation for Audio and Video files
  - Object Identification

- Azure Machine Learning
  - Taxonomy Training and Tagging

- Azure LUIS for Natural Language Query
  - Language Understanding
  - Intent Detection

Suggestions As You Type

As the user types in the search box, a variety of suggestions are provided.

In this column there are:
- Suggestions from the search engine
- Metadata matches
- Learn to Rank suggestions generated by applying ML to Analytics data
- Results – People in this example
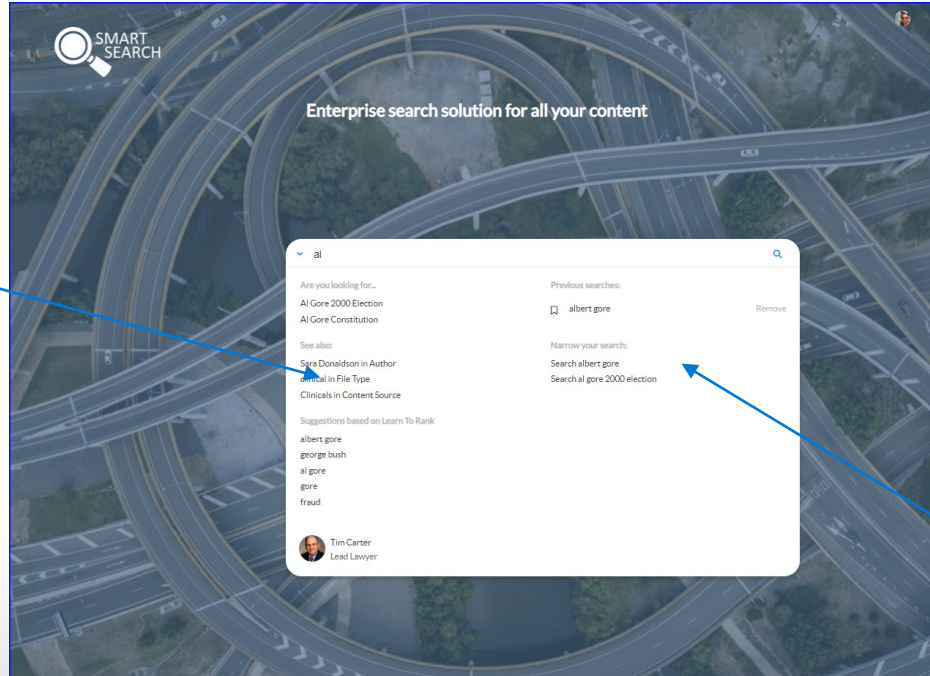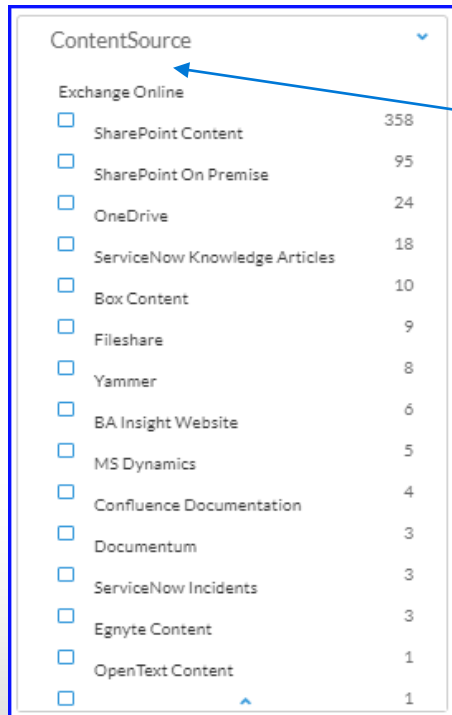
Here you see:
- Previous searches by the current user
- Previous successful searches by other users

Connectivity

Connectors enable secure indexing of content from over 80 sources to provide a unified search experience. Users will only receive search results to which they have access in the underlying source system.

ContentSource

Exchange Online

	SharePoint Content	358
	SharePoint On Premise	95
	OneDrive	24
	ServiceNow Knowledge Articles	18
	Box Content	10
	Fileshare	9
	Yammer	8
	BA Insight Website	6
	MS Dynamics	5
	Confluence Documentation	4
	Documentum	3
	ServiceNow Incidents	3
	Egnyte Content	3
	OpenText Content	1
		1

The expanded "Content Source" facet shows a list of all the source from which results match the current search criteria.

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Natural Language Query

In conjunction with the Azure LUIS service, SmartHub enables users to search in natural language. The request is transformed into a query which is processed by Azure Cognitive Search.
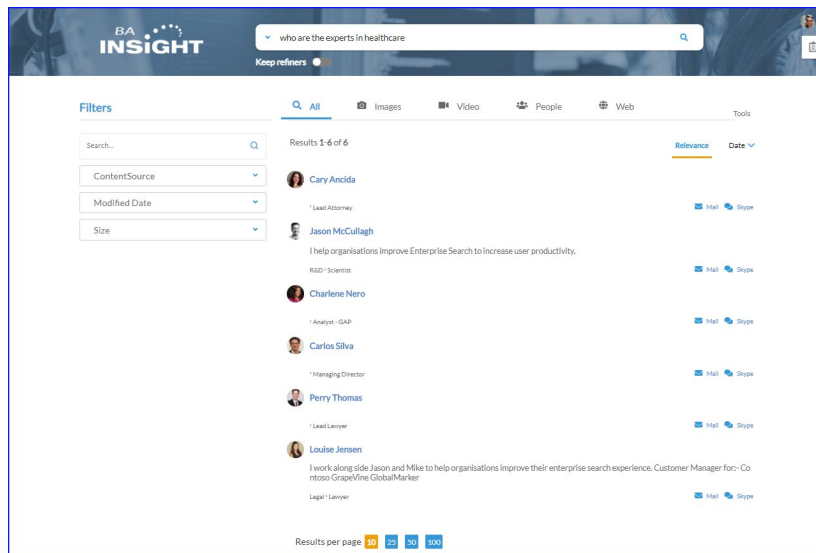
The view below is an expanded view of what was entered in the search box. Note that it is all based in natural language rather than search syntax.

Document Preview

Smart Previews enables users to quickly locate relevant information inside documents returned by search.

The Hit Map shows all pages where any of the user's search terms appear. The preview opens automatically to the page with the most hits.

Search terms are automatically highlighted in the preview, so the user does not have to search inside the document.

Personalization

Content is proactively delivered to users, reducing or eliminating the need to search.

This is administratively promoted information such as links to commonly used systems. All users see the same links

These tabs represent content that is personalized to the user based on aspects of their persona such as Interests, Department, and Job Role. Users can be allowed to set Preferences to control what information is presented.