

traction® software

Traction Software, Inc.

Headquarters:

Providence, Rhode Island

Core business:

Enterprise blog and wiki software.

Objective:

To help knowledge workers communicate and collaborate faster and more effectively.

Solution:

FAST InStream®

Benefits:

- Top-notch relevance ranking.
- FAST InStream navigator adds meaning to search results.
- Strong support for searching all attachment formats and languages.
- Supports both structured and unstructured data.
- Supports flexible and efficient permission filtering.
- Smart linguistics avoid the need for exact search terms.
- Comprehensive SDK makes upgrades easy.
- API allows on-the-fly updates of the index.

These days, blogs and wikis are everywhere, letting opinionated authors and correspondents sound off on everything from politics to paleontology. But in the last few years, businesses have warmed to the tools' potential for everyday communication and collaboration. Companies as large as Enel — a Global 100 power company — and as small as your community bank are using Traction blogs and wikis to improve how managers communicate with employees on project teams and to collaboratively create and share information ranging from competitive intelligence analysis to HR policies. Traction Software has helped business bloggers from day one, with an offering that's faster, easier and more flexible than traditional intranet and collaboration solutions. As Traction blogs and wikis grow and proliferate, Traction customers leverage these information assets using the FAST InStream embedded search technology platform.

FAST Adds Smarts to Enterprise Blogs and Wikis

Background

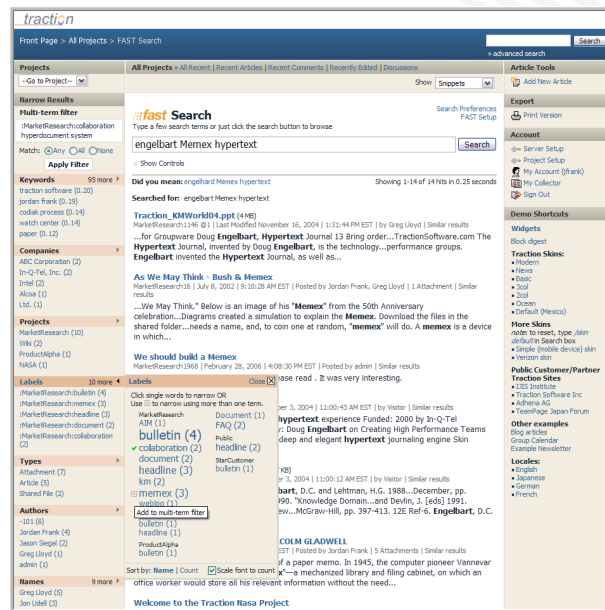
Traction Software provides business and government organizations with a software platform that allows teams to communicate more effectively. Traction's products combine the best of blog and wiki models with built-in sharing and versioning of page content and office documents. Its easy-to-use TeamPage™ solution creates a secure communications hub that collects, organizes, links and shares information in context, over time. TeamPage is used for applications ranging from product development and project management to marketing field communication, sales, and competitive intelligence. For example, the software forms the hub of a bank's system for tracking dozens of IT projects. Metadata allows users to view all of the information related to a given project milestone. Key events are visible to the project team, and emails can be sent to TeamPage rather than being left in an individual's inbox. Inline comments make it simple to hold discussions and share analysis in context.

Challenge

Traction's top managers were well aware that popular search engines such as Google had raised the bar for business users. "Enterprise users would rather search the Internet than search their own intranets," says Jordan Frank, Vice President of Marketing and Business Development. That explains why Traction put plenty of effort into developing its own search solution from the get-go — a permission-filtered search tool that responded quickly and could be updated in seconds. But "better than Google" search became an imperative. "We could do full Boolean search on title, text, labels, projects, authors and time range. But we didn't have functionality that customers could use to fully exploit their growing Traction content," recalls Frank. Among the most pressing needs: relevance ranking to improve search effectiveness and data mining features like entity extraction.

'Partnering with FAST enables us to provide the most scalable search and content navigation for our customers and ensures that our solutions can be integrated throughout the enterprise.'

Greg Lloyd
CEO and Founder
Traction Software, Inc.



Entity and Keyword extraction along with drill-down navigation provides navigable context over and above simple search. Entities based on automatic extraction and Traction metadata appear like Tag Clouds, so you can apply single or multi-term filters to narrow your results.

Solution

Traction's management team soon drafted their shortlist of potential OEM search partners. They wanted a provider whose Software Development Kit (SDK) would be easy to work with and whose product would easily handle searching attachments. Relevance ranking was a must-have, with particular focus on attributes such as entity extraction and drill-down content navigation. The solution also had to have capable permission-filtering. "Having an index is one thing, but having it calculate all of your permission-filtered results in an instant, on-the-fly, is another," says Frank. FAST InStream quickly made the shortlist. When the Traction management team turned their attention to a business partnership, FAST became the partner of choice. Not only did the search leader have the depth and breadth of international experience that would help boost growth opportunities overseas for Traction, but it also had a compelling technology roadmap and partnership mentality that spoke volumes. "I feel like FAST will carry us with them," says Frank. He and his colleagues knew they had chosen well when their developers, working with the FAST technical team, completed

the FAST InStream integration in less than two months.

Benefits and Results

Traction Software can now bring its growing list of clients a powerful solution that enables their knowledge workers to collaborate more effectively. At one leading pharma company, analysts gathering competitive intelligence find that the FAST InStream navigators help them understand search results and produce better recommendations, faster. And at a large optical products company, search helps the team make faster decisions about product development. "By virtue of integrating FAST InStream, we have the best possible enterprise search capability," says Frank. Traction's next quest: the company plans to harness its boost

in search power to go after bigger projects at larger enterprises in government intelligence, manufacturing and finance sectors.

Why FAST? Powerful Navigation

The FAST InStream navigators ensure speedy and accurate searches and add meaning to search results.

Quick, Simple Implementation

FAST InStream was integrated in a few weeks, and Traction's clients can still install with wizards.

Global Experience

FAST InStream supports multiple languages, allowing OEM partners to market globally with confidence.

Robust Technology Roadmap

FAST's clear strategic direction gives OEM partners a reliable platform for growth.

Dedicated Support

FAST works closely with its OEM partners long after implementation.

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