

# Morello Google Appliance Plug-In

- **Plug Morello into your corporate enterprise search strategy**
- **Get more relevant results by leveraging Morello metadata**
- **Deliver personalized appropriate content through search with a common user access model**
- **Exceed your visitor expectations, with a site search experience that currently sets the bar**
- **Do it all today, with zero integration effort**



The Google Search Appliance delivers similar results for enterprise information that Google.com achieves for information on the internet. As an integrated hardware and software solution, it searches content and other data stored on a company's web servers, file servers, content and document management systems, relational databases and business applications and makes it instantly available from a single familiar search box.

## What is it?

The Morello Google Search Appliance Plug-In pushes content from the Morello content repository to a Google Search Appliance (GSA), by listening to page update, create and delete events in Morello, packaging these items into XML and posting them as a feed to the Google Appliance.

## Relevancy is King

Most people's expectations for searching for information are predominantly based on their own experience on the web and market share indicates that this will almost certainly be Google. By implementing a Google Appliance you will be giving your visitors something they are very familiar with and trust. Not only that, but by utilizing Morello metadata and taxonomy management capabilities you can give your search results additional relevancy, based on your own information management strategy, your organization and experience.

After all, it's not about *searching*, it's about *finding*.

## Enriched Search Results

In addition to your visitor finding a page they like, they would like *more like this* - they want the page to suggest other articles that might be of interest to them, about the same subject, by the same author or published on the same day. In Morello you can easily describe your content with multiple ways of adding metadata or associating it with taxonomy terms. This can be used by the Google Appliance to discover similar content more accurately and consistently.

## Maintain Security

One of the key challenges we have seen at Mediasurface when integrating to a third party search engine is ensuring that only authorized people can see restricted documents in the search results. A Morello delivered page 'knows' who's allowed to view what, seamlessly displaying appropriate content to the appropriate audience and our customers naturally want to maintain that in the search results.

Typically this means that the search engine is given a safe user to index the Morello site, only indexing content that is publicly available. But, what if you want to share content that's pre-published or classified as internal use only? In this case the Google Search Appliance can make an authentication request to Morello and only show the results that the user performing the search can see.

## Boost Adoption

One of the key success criteria of any web application, whether inside your enterprise or on the web, is the hits, its popularity, and its adoption by your intended audience. Many people now use search as their primary navigation tool when arriving on a site, that's why we've always had embedded search in Morello. The tight integration to a Google Appliance can give your web initiative a quick win, by delivering lot's of content, from many sources, including databases, back office applications and other websites.

## Did you mean?

One of the cool features of the Google search interface is its spell checker that is contextual to the content that it has indexed: It suggests terms that are not just plucked from a dictionary, but mean something to you and your organization. With the Morello plug-in, you can shape this contextual dictionary with the metadata that is pushed to it.

## More like this

Another useful feature that can be leveraged by the Morello content author and website visitor is the creation of synonym relationships between terms. For example, if you search for "USA", Google could suggest searches for "America", "United States" and "United States of America". Alternatively, might just include those synonym terms by default.

## Do More

Just as you can get a weather forecast, movie listings or stock quotes directly from the search box on Google.com, you can now access up-to-the-minute enterprise information right from the search box on your Google Search Appliance – called Google OneBox. This allows you to slot your enterprise applications right into your Morello search results. For example when searching for a person's name a Google OneBox can provide a business card from your phone directory. Or search for a product and Google OneBox could find out its stock level from your ERP system – consistently with the rest of your site, from within a Morello driven page.

## What's Hot?

Many sites are now implementing 'most popular search' functionality on their sites or using the search logs to discover trends. It is incredibly powerful to get this insight if you know what people are looking for. Perhaps you'll discover what products the visitors want to buy from you, what content they can't immediately find using the sites navigation; it's a great barometer of what your audience are interested in. Helping you plan and manage your content and site better – making what you publish more relevant and compelling for your audience.

This all helps with the adoption of your web initiative, the popularity of your site, not only with attracting visitors, but keeping their interest. It all makes for a 'sticky' site; a site that people will spend time on and return to often.

## It's Easy

One of the strengths of the Google Appliance is its ease of implementation; you plug it in and start indexing. The Morello Plug-In is the same, a simple server configuration option starts the process within the Morello Application Engine and you can be indexing your content in minutes.

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