

SearchUnify's Unified Cognitive Platform for Appinium

Appinium is a leading provider of content distribution and tracking solutions on the Salesforce App Cloud. Designed exclusively for Salesforce clients, it provides unparalleled capabilities around content access control and consumption analytics. However, to extend these capabilities beyond the Salesforce ecosystem and deliver outstanding **user experience** as a whole, it needs a unified cognitive platform. This is where **SearchUnify kicks in**. From seamless information discovery to rich dynamic snippets, SearchUnify unlocks the true potential of your enterprise multimedia and learning content within the Appinium console. **Let's see how.**



Steve Jacobson

Founder and CEO, Appinium

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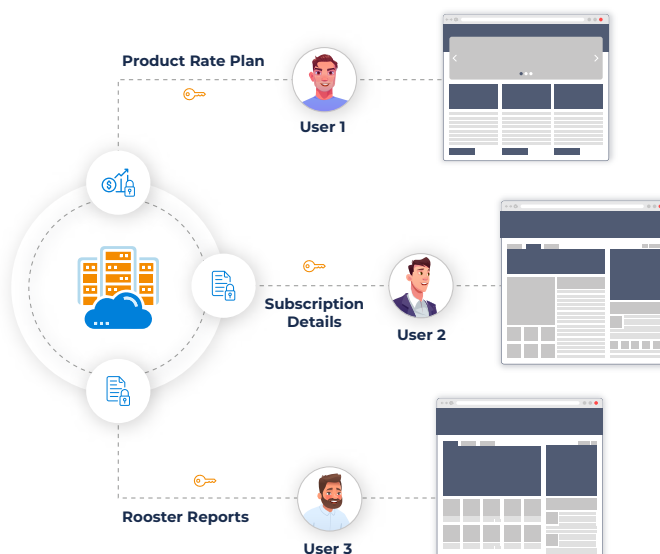
Brightree became such a better customer of Appinium and Salesforce Experience Cloud when they brought SearchUnify up. No question that, when they had your technology put in and it was optimized and I appreciate all the work that you did to make our stuff better. But SearchUnify specifically made a better experience for the Brightree customers and they had more success.

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Key Features

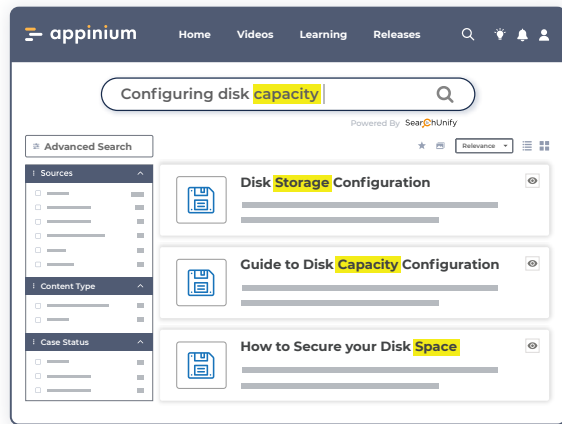
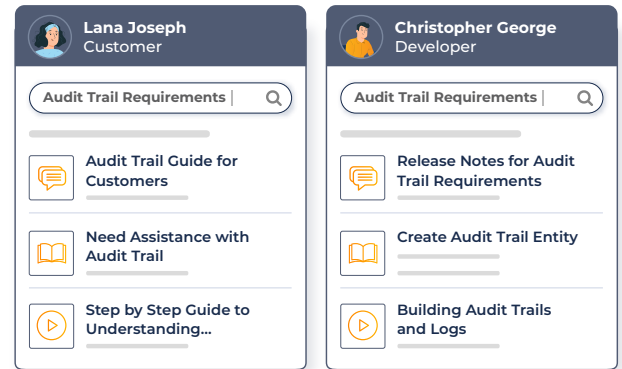
01. Manage Accessibility and Permissions Side-by-Side

Make Appinium content easily searchable across Salesforce to facilitate learning with the engine only showing results to users with adequate access.



02. Drive Engagement with Personalization

Using deep learning, cognitive engines factor in behavioral and historical data to understand user intent and accordingly provide highly relevant results.

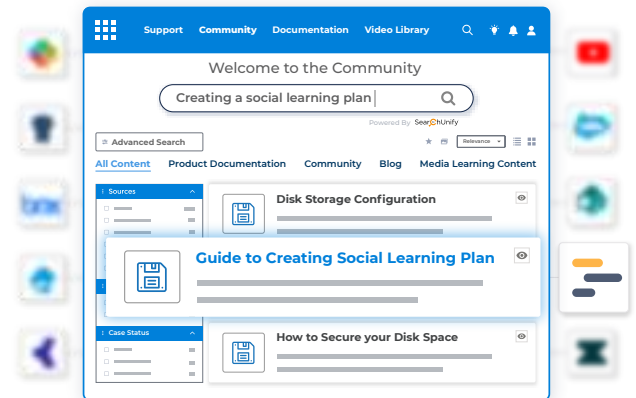


03. Understand User Intent with NLP

NLP helps you analyze every query and match it with apt results and enhance the user experience by connecting people with your latest and most engaging learning guides and tutorials.

04. Elevate Discovery with Cross-Channel Search

Enable users to freely access learning content from Appinium on any enterprise platform and furnish relevant results from any other channel within Appinium. This helps you drive content consumption.



05. Optimize Learning Database with Real-time Analytics

Leverage deep analytics to see how users search for learning resources and then engage with the results. This gives you a good opportunity to plug any gaps in your content.