

FROM KEYWORDS TO CONTEXT THE JOURNEY OF ENTERPRISE SEARCH

1990s-Early 2000s •

The Early Days of Search

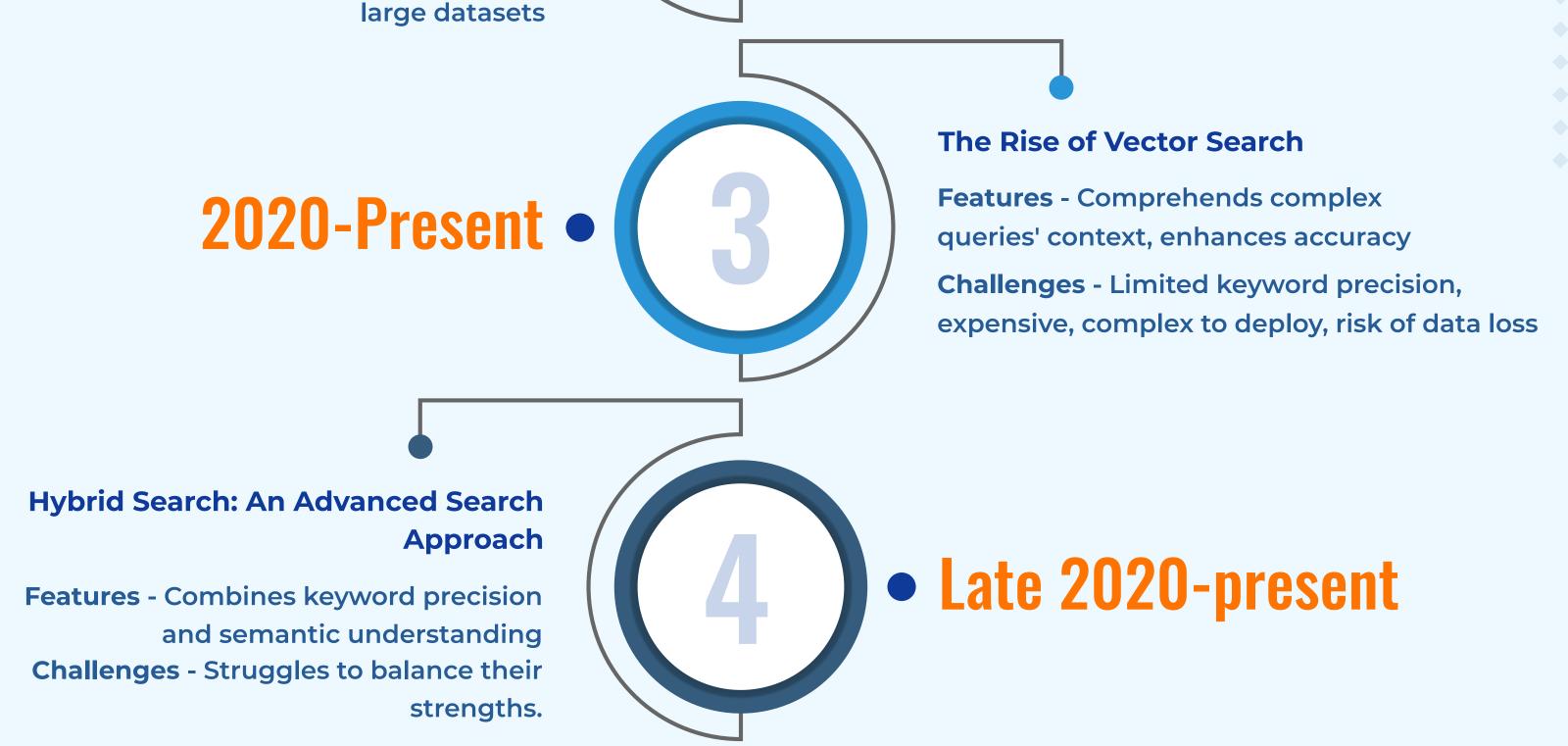
Features - Exact keyword matching, limited search capabilities.

Challenges - Inferior search relevance, lack of context understanding, struggled with large datasets

Semantic Search Takes Center Stage

Features - Deciphered intent and meaning, improved search relevance Challenges - Struggled with complex queries, and scalability issues with

• 2000s-2010s



A Breakthrough in Hybrid Search Relevance SCORE Framework

Intelligently combining both keyword and semantic search & overcoming traditional

hybrid search limitation. Here's how



Intelligent Ranking ------

A sophisticated reranking algorithm scores all retrieved documents by semantic similarity, ensuring the most relevant results are shown.

Semantic Tuning Model

A semantic tuning model fine-tunes search relevance by incorporating customer inputs, keywords, content sources, user behavior, and whatnot.





Flexible Semantic Ratio Control -

Granular control over the balance between keyword-based and semantic search algorithms to create dynamic search experiences.

No More Self-service Struggles!

Flexera Achieves 75% Self-service Success with SearchUnify Cognitive Search

Increase in Global Self-service Success on Community

Cumulative Self-service Success







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