

SharePoint 2010 Search Overview

Matthew McDermott, MVP
AbleBlue

matthew@ableblue.com

@MatthewMcD





About Me

- 4 Time SharePoint Server MVP
- Author, Blogger, Dog Guy
- Independent Consultant AbleBLue, LLC.
- Founding Member – Aptillon, Inc.
 - <http://www.aptillon.com>
- Instructor - Critical Path Training
- Blog: <http://www.ableblue.com/blog>
- Twitter: @MatthewMcD
- Email: matthew@ableblue.com





Microsoft®
Search Server 2010
Express



Microsoft®
SharePoint Server 2010



Microsoft™
FAST Search Server 2010
for SharePoint®

Quick, easy, powerful
search (for free!)

Complete intranet
search

High-end search delivered
through SharePoint

FAMILY VALUES

- Common UI Framework
- Social search features and integration
- SharePoint platform integration
- End user and site administrator config
- Common Connector Framework (BDC)
- APIs and developer experience
- Admin & deployment capabilities
- Operations advantages (SCOM, scripting)

Demo

Search Center Walk Through



Befo

P D C

L P E D

P E C F D

E D F C Z P

F E L O P Z D

D E F P O T E C

Feature	SharePoint Foundation 2010	Search Server 2010 Express	Search Server 2010	SharePoint Server 2010	FAST Search Server 2010 for SharePoint
Basic search	✓	✓	✓	✓	✓
Best Bets		✓	✓	✓	✓
Visual Best Bets					✓
Similar Results					✓
Duplicate Results					✓
Search Scopes		✓	✓	✓	✓
Search Enhancement based on user context					✓
Crawled and Managed Properties		✓	✓	✓	✓*
Query Federation		✓	✓	✓	✓
Query Suggestions		✓	✓	✓	✓
Sort Results on Managed Properties or Rank Profiles					✓
Relevancy Tuning by Document or Site Promotions		✓	✓	✓	✓*
Shallow Results Refinement		✓	✓	✓	✓
Deep Results Refinement					✓
Document Preview					✓
Windows 7 Federation		✓	✓	✓	✓
People Search				✓	✓
Social Search				✓	✓
Taxonomy Integration				✓	✓
Multi-Tenant Hosting				✓	✓
Rich Web Indexing Support					✓

Concepts

Search Center - UI for users to issue queries and interact with results

Query Servers - Accept query requests from users and return results

Query Federation - Return results from non-SharePoint Indexes

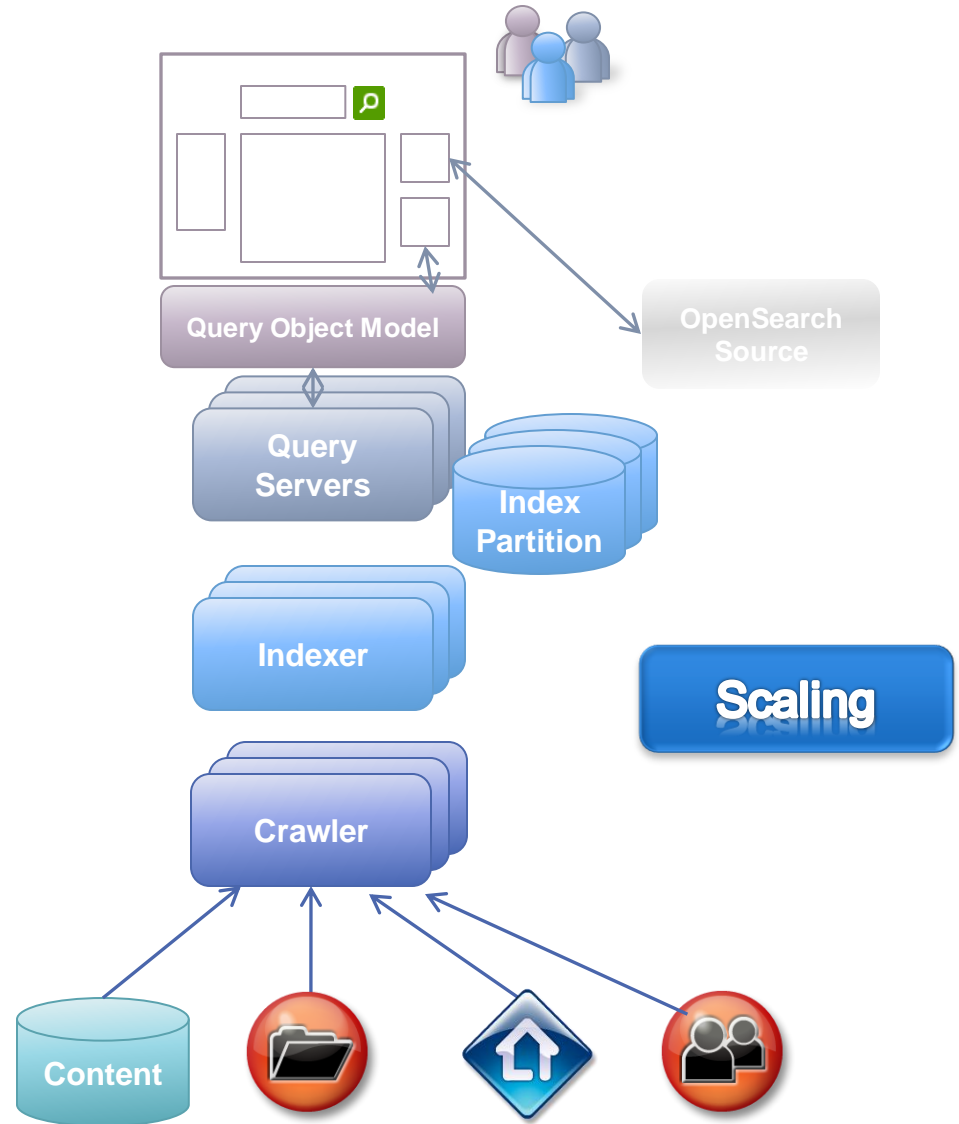
Indexing - Extract information from items to enable efficient matching

Index Partition - Subset of the overall index

Crawling - Traverse URL space to record items in search catalog

Connectors - Know how to process different content sources

Content Sources - Host the content we want to return in main results



Scalability 2007

“The whole index”



Query

“Bottleneck”

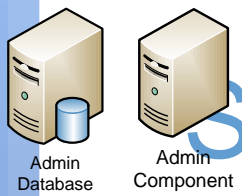


Query

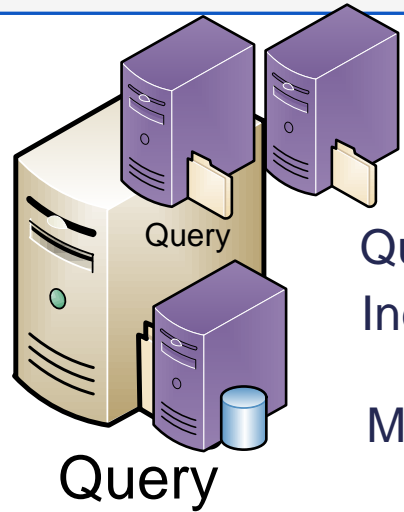
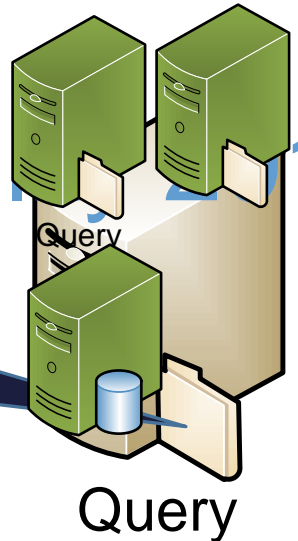
“Single point of failure”

“Bottleneck”

Scalability 10



“The whole index”

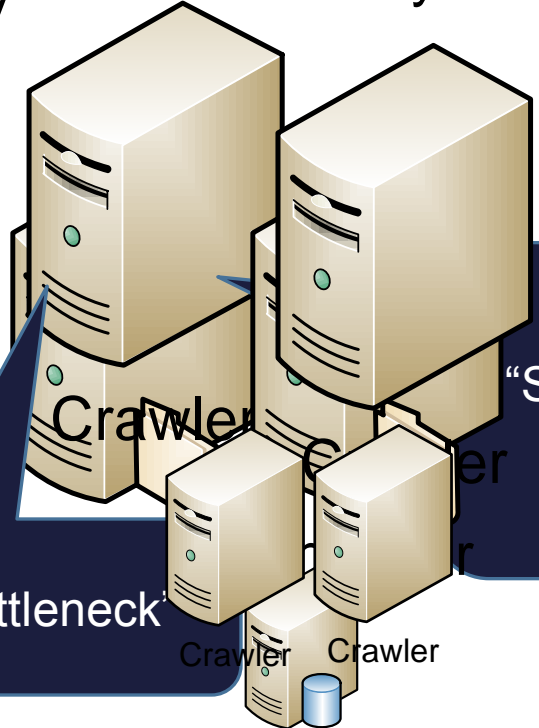


Multiple Indexers
Stateless Crawlers
Crawl Distribution

Query Mirroring
Index Partitioning

Multiple Property DBs
Admin Database +
Admin Component

“Bottleneck”



“Bottleneck”

“Single point of failure”



Index Scale

Product	Scale
SharePoint Foundation 2010	10M Items per search server
Search Server 2010 Express	300,000 items with SQL Server Express 10M Items with SQL Server
Search Server 2010	100M Items when scaled out
SharePoint Server 2010	100M Items when scaled out
FAST Search Server 2010 for SharePoint	Over 1B Items

Management and Tuning

- Regular expressions in Crawl Rules
- Native support for crawling case sensitive repositories
- Ability to prioritize Content Sources so as to distribute crawler resources
- New 'Crawl Policy' to define how crawler treats error conditions
- Low indexing downtime Search Backups

Connect!

OpenSearch Federation

Factiva



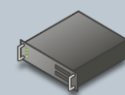
Easy to Connect



Enterprise Content Mgmt Systems



Custom Apps



Asset Mgmt systems



Line of Business Apps

Indexing Connectors



Files



Web



Databases



SharePoint



Exchange Server



Documentum



Lotus Notes

New Query Syntax

- Support for Boolean operators for FreeText queries and property queries
 - (“SharePoint Search” OR “Bing Search”) AND (title:“keyword syntax” OR title:“query syntax”)
- Prefix matching support for keywords and properties
 - Micro* author:bill*
- Improved operator support for property restrictions
 - =, >, <, <=, >=
 - Used for range refinements

Search is Social

- People and Expertise Location
 - Email mining improves interests and colleagues
 - Phonetic name and Nickname matching
 - Relevance models tuned specifically for people search
 - Metadata refinement with recently authored content
- Social behavior drives search quality
 - Search click through behavior drives relevance ranking
 - Query suggestions mined from search logs
 - Social tagging influences relevance ranking
 - Vanity search drives user participation

Demo

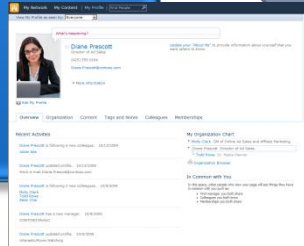
Social Search Demo



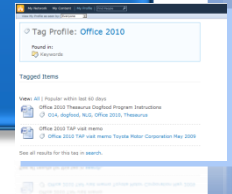
The social search system

AD, LDAP,
other
repository

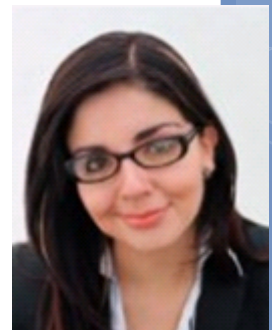
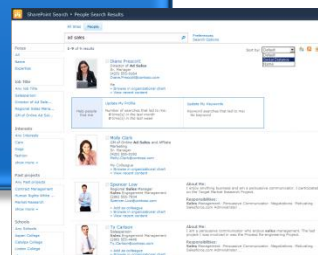
User Profile Service
Application



Managed Metadata
Service Application
(Taxonomy)



Search Service
Application



Visual, Conversational Search

Sorting on any property

Visual Best Bets

Result Type
Any Result Type
Microsoft PowerPoint (11)

Company
Any Company
SAP (2)
Microsoft (2)
Schneider Electric (1)

Author

Site
Any Site
<http://www.microsoft.com> (2)
<http://www.microsoft.com> (2)
<http://www.microsoft.com> (1)
<http://www.microsoft.com> (1)

1-10 of 12 results




Emergency department dashboard for medical professionals decision-making more efficiently
> Learn more

Relevance

- Relevance
- freshness (Newest on top)
- freshness (Oldest on top)
- Date (Newest on top)
- Date (Oldest on top)
- Document Size (Ascending)
- Document Size (Descending)
- goodness (Ascending)
- goodness (Descending)
- Site Quality (Ascending)
- Site Quality (Descending)

Refinement with counts on any property

Amplify The Impact Of Your People Business Productivity Infrastructure Built On 2007 Office System




We need to provide employees with rich data-gathering interface they are well familiar with. Kim Taylor, Ortho-Johnson Microsoft Business Intelligence An end-to-end Scorecard Manager 2005 Performance
Authors: System Account Date: 2009-07-31T01:09:49
http://fastdemo76/Shared%20Documents/Demo%20documents/ITPro_BI_Deep_Dive_V2.pptx
Close Preview | View In Browser | Similar Results

Scrolling PowerPoint Previews

Thumbnails



Everyday Work with Windows Vista Best Practices Everyday Work with Windows Vista Best Practices



Understand the enhanced search capabilities, file organization improvements in Windows Vista to help you work smarter.
Authors: System Account Date: 2009-07-31T01:09:45Z
http://fastdemo76/Shared%20Documents/Demo%20documents/EverydayWorkWithWindowsVista_BP_E.ppt
Preview | View In Browser | Similar Results

Similarity Search

FAST Search Extends SharePoint Server

Common query and federation APIs

Common connectors and content APIs





Renee Lo, *Engineer*

What should I know about implementing ERP?



Alan Brewer, *Sales*

What should I know about selling ERP consulting?

FAST Search Search Results Renee Lo

All Sites People

erp Preferences Advanced

Result Type 1-10 of 86 results Sort by: Relevance

Any Result Typ...
 Microsoft Word (79)
 Microsoft Powe... (2)
 Microsoft Exce... (2)

Site
 Any Site
 fastdemo17.fas... (84)

Author
 Any Author
 System Account (84)
 Mike Tiano (8)
 Rob Barker (5)
 Don Funk (5)
 show more v

Modified Date
 Any Modified D...
 Past 24 Hours (0)
 Past Week (84)

People Matches

Kari Furse
 Salesperson
 Sales Engagement
 Management

Justin Thorp
 Manager
 Operations

Ari Suominen
 Engineer
 Engineering
 Operations

View more people >

ERP Implementation Toolkit v5 is here!

★ [ERP Web Design Toolkit now available](#)
 Download the latest ERP web design toolkit. Learn how the Long Distance Learning Engine will improve your productivity and make you a more valuable member of the team!
<http://demo/Customers/Graphic%20Design%20Institute%20-%20Distance%20Learning%20Engine%20Development%20-%20Sales%20Pitch.pptx>

Fourth Coffee - ERP Implementation - Requirements
 ... Considerations 6 Overview The ERP Implementation for Fourth ... Business Objectives In the ERP Implementation, Fourth Coffee ... reporting Constrains The ERP system must be fully ...
 Authors: System Account Date: 10/12/2009 Size: 55KB
<http://fastdemo17.fastsearchdemos.net/Custo...fee-ERP-Implementation-Requirements.docx>
[View In Browser](#) | [Similar Results](#)

Fourth Coffee - ERP Implementation - Statement of Work

FAST Search Search Results Alan Brewer

All Sites People

erp Preferences Advanced

Result Type 1-10 of 86 results Sort by: Relevance

Any Result Typ...
 Microsoft Word (79)
 Microsoft Powe... (2)
 Microsoft Exce... (2)

Site
 Any Site
 fastdemo17.fas... (84)

Author
 Any Author
 System Account (84)
 Mike Tiano (8)
 Rob Barker (5)
 Don Funk (5)
 show more v

Modified Date
 Any Modified D...
 Past 24 Hours (0)
 Past Week (84)
 Past Month (84)
 Past Six Month... (84)
 Past Year (84)
 Earlier (0)

Company
 Any Company

Company

People Matches

Shmuel Yair
 Salesperson
 Sales Engagement
 Management

Kari Furse
 Salesperson
 Sales Engagement
 Management

Justin Thorp
 Manager
 Operations

View more people >

NEW SALES INCENTIVE ON STRATEGY WORKSHOPS

★ [Strategy Workshops for ERP Project Sales](#)
 Come to the Strategy Workshops for ERP Project Sales and learn to deliver compelling Sales Pitches. This Cold Call Sales Guide is just an example of what you will learn.
<http://demo/Customers/Proseware,%20Inc.%20-%20Cold%20Call%20Sales%20Guide%20-%20Sales%20Pitch.pptx>

Fourth Coffee - ERP Implementation - Sales Pitch
 ... Consulting Fourth Coffee ERP Implementation IT Implementation ... team will implement SAP as an ERP system. The Contoso team ... Proposed deliverables: ERP Implementation documentation ...
 Authors: System Account Date: 10/12/2009 Size: 500KB
<http://fastdemo17.fastsearchdemos.net/Custo...fee-ERP-Implementation-SalesPitch.pptx>
[Preview](#) | [View In Browser](#) | [Similar Results](#)

Fourth Coffee - ERP Implementation - RACI
 Contoso Consulting - RACI Matrix: Fourth Coffee, ERP Implementation Responsible Accountable Consulted Informed Discovery Brian Groh Mike Tiano ...
 Authors: System Account Date: 10/12/2009 Size: 422KB
<http://fastdemo17.fastsearchdemos.net/Custo...urthCoffee-ERP-Implementation-RACI.pptx>
[Preview](#) | [View In Browser](#) | [Similar Results](#)

Fourth Coffee - ERP Implementation - Request for Proposal
 ... prospective Vendors for the ERP Implementation. Contoso team will implement SAP as an ERP system... The scope of ... present. DRAFT DRAFT ERP Implementation Page 1 of 3 ...
 Authors: System Account Date: 10/12/2009 Size: 107KB

Demo

FAST Search Center





Great OOB search experience

- Excellent OOB relevance
- Federated results
- PC, phone, or browser access
- Metadata based refiners
- Related searches
- View in Browser
- Phonetic & nickname matching
- Relevance and refiners
- Integrated presence
- Click-through drives relevance
- Colleague & Expertise suggestions
- Query suggestions



Most visual and dynamic user experience

- Same capabilities, *plus*:
 - Broader, better language support
 - Deeper query syntax
- Same capabilities, *plus*:
 - Deep refiners with counts
 - Similarity search
 - Sorting on any property
- Same capabilities
- Same capabilities
- Thumbnails & Scrolling Previews
- Visual Best Bets
- User context from user profile
- Multiple relevance profiles

One-stop search center to *find* answers fast

Refinement to *explore* information quickly

Social search to *connect* with people and expertise

Search gets better with use

Visual cues for rapid recognition of information

Contextual to meet the needs of diverse groups



Area	New Features	MOSS 2007	SharePoint 2010
Social	Connect with People and Expertise <ul style="list-style-type: none"> Better name lookup with phonetic matching Improved Expertise matching – mined e-mail inbox Social behavior improves search, search improves My Sites 	★	★★★
Refinement	Find Information Faster <ul style="list-style-type: none"> Metadata based refiners provide drill-down Related query suggestions show popular queries 		★★
Relevance	Provide Great Search Results <ul style="list-style-type: none"> New parts, more experience -> Better OOB Search Better word breakers in more languages Social distance, tagging, rating influence relevance 	★	★★
Platform	Industrial Strength Search at High Scale <ul style="list-style-type: none"> Index Partitioning -> sub-second latency at 100M items Full Failover Support Connector, BDC Enhancements and tooling support 	★	★★
TCO	Deploy and Operate with less effort <ul style="list-style-type: none"> Virtualization and 64-bit simplify deployment PowerShell, Admin Web Parts, SCOM easier admin 	★	★★
Extensibility	Create powerful applications based on search	★	★★

Tell me more!

- SharePoint Search Evaluation Guide
- FAST Search Server 2010 for SharePoint Evaluation Guide
- Enterprise Search Center
- Enterprise Search Blog
- My Blog (www.ableblue.com/blog)



Questions?

