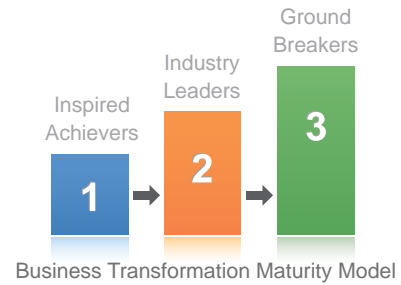


Business Transformation for Search

Transforming business into the enterprise evolution

Our mission is to propel organisations into the enterprise evolution by leveraging the latest Google technology, to unlock massive business value, and transform them into market leaders.



With an appetite for technology, consumers have enthusiastically embraced the rapid pace of innovation into their modern day lives. For the face of business however this transition is not always so simple. The threat of disruption and cost can deter many organisations from making the shift – producing an increasing gap between technology and business consumer adoption. It is paramount that we embrace technology as it evolves and use it to our advantage, to transition to a better way of achieving effective outcomes, in our day to day lives and in the way we do business. The Business Transformation Maturity Model, detailed below, provides a framework to determine the maturity level of your organisation with clearly defined initiatives designed to transform your business into a market leader moving forward into the enterprise evolution.

1 Inspired Achievers

Inspired Achievers recognise that the IT industry is rapidly evolving and understand the need to utilise advances in technology. They are motivated to shift the way they do business in order to streamline operations, free up resources, improve access to information and grow their organisation.

Maturity Level 1

Transformation Initiatives:

- Google Search for public website.
- Google Search for a subset of internal content.
- Google Commerce Search for a better user experience on your retail website.

2 Industry Leaders

Industry Leaders are aware of the rapid advances in consumer technology and the need to evolve with it. They are actively seeking to bridge the business/consumer technology gap, unlock massive business value, break away from their competitors and take their organisation to the next level.

Maturity Level 2

Transformation Initiatives:

- Google Search for an enterprise-wide federated search solution.
- Combine Google Search and Google Earth Enterprise for geospatial search.
- Google Commerce Search to increase sales on your retail website.

3 Ground Breakers

Already an Industry Leader, Ground Breakers are inspired to innovate, stay ahead of the curve and leverage the latest technology to propel their organisation into the enterprise evolution.

Maturity Level 3

Transformation Initiatives:

- Google Enterprise Innovation Centre and HEDLOC IaaS.

Transformation Criteria: Search

		Google Mini	Google Commerce Search	Google Search Appliance	HEDLOC IaaS
Level 1	Reduce complexity of search solutions.	✓	✓	✓	
	Allow customers to easily access information on your public website.	✓	✓	✓	
	Allow staff to easily search for internal data and files.	✓		✓	
	Make organisational data and schedules more accessible to staff.			✓	
Level 2	Increase sales conversions on your retail website.		✓		
	Enterprise-wide federated search solution leveraging your company's existing authentication model.			✓	
	Search integration with your existing internal applications and 3rd party software.			✓	
	Geospatially enable search.			✓	
Level 3	Dedicated innovation facilities & capability.				✓

A subset of the Business Transformation Maturity Table, highlighting search transformation criteria and corresponding Google Enterprise solutions

