

Reuters.com increases search use by 500% and counting; delivers real-time news, stock quotes, images, video and more with the Google Search Appliance



AT A GLANCE

What they wanted to do:

- Combine search results from a variety of media sources and formats into accurate, unified results

What they did:

- Implemented Google Search Appliance to rapidly search diverse media and deliver relevant data on their highly-used public website

What they accomplished:

- Increased number of search queries by more than 500%; sustained growth over time
- Increased relevance by delivering unified results from news feeds, rich media, and multiple content sources so that users found the information they needed
- Provided native-language search to users worldwide

Business

As the world's largest multimedia news agency, Thomson Reuters produces trusted text, graphics, video, and pictures for media organizations, financial institutions, and consumers across the globe. As one of the web's most-read news sources, Thomson Reuters reaches users worldwide in their offices, homes, and on their PDAs, giving them quick access to the news and data they need to make decisions. Known for currency and accuracy, the Reuters.com news site, a part of Thomson Reuters Media, updates financial data up to 23,000 times per second and contains billions of record fields on 38,000 companies worldwide. The sites receive nearly 10 million page views on average per day – more than 300 million page views monthly.

Challenge

At Reuters.com, the publishing adage “Read All About It!” tells only part of the story. As a leading online news agency, Reuters relies on a variety of media sources and formats – video, images, and graphics, to name a few – to give readers the news they need, and to help those readers find the right story when they need it. To ensure this, Reuters.com required a robust search solution with the ability to search multiple sources of content and to query constantly-updated news databases in real-time.

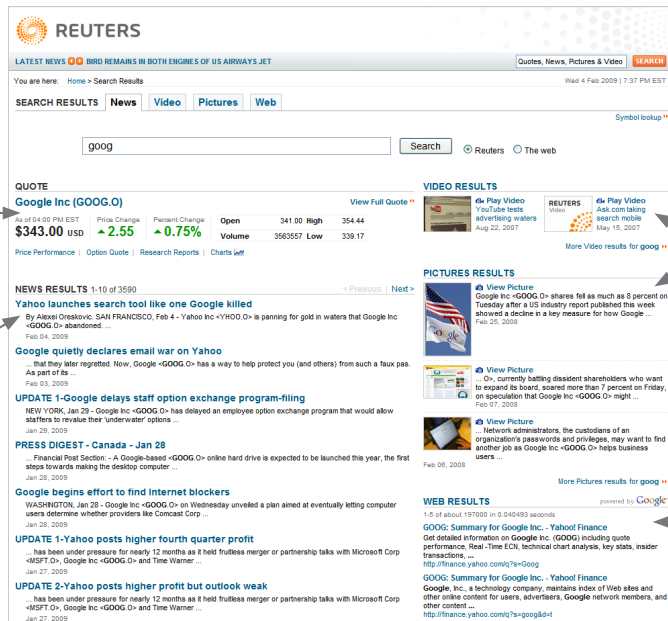
Solution

When the team at Thomson Reuters set out to rebuild the underlying search platform for Reuters.com, they turned to the Google Search Appliance (GSA) to improve search relevance and provide unified search results for users making queries about



Real-time query into a stock quotes database by using the Google OneBox for Enterprise feature

News results from Reuters databases



Integrated video and image search results

Related results from the Web (non-Reuters properties)

Figure 1 Integrated search results on Reuters.com

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Leon Shklar

EVP of Technology for Reuters Media

ABOUT THE GOOGLE SEARCH APPLIANCE

The Google Search Appliance (GSA) is an integrated hardware and software search solution that extends Google's award-winning search technology to websites of all kinds, including corporate sites and intranets. Organizations can use Google Search Appliance to make data on servers, content management systems, databases and business applications instantly and securely available from a single familiar search box. More than 20,000 companies worldwide use Google Enterprise search solutions.

For more information, visit
www.google.com/gsa

a company. Rather than get ticker information on one screen, news and editorial information in another, and images in yet another, the team needed a way to provide site visitors with universal search across all media by presenting accurate results – whether from stock ticker information, text, news feeds, pictures, video, or other sources – on a single screen.

“Based on usability studies and understanding the dynamics of our audience, we knew that unified multimedia search results would give us a competitive edge and provide a needed level of service to the end-user,” says Leon Shklar, EVP of Technology for Reuters Media. “The ability to search images and videos really adds value for our users.” According to Shklar, the team selected Google because they were confident that Google would provide a search solution that would hold up under heavy traffic and deliver relevant, accurate results. Additionally, the Google Search Appliance offered the ability to search databases and other systems – a critical requirement – in real-time through the Google OneBox for Enterprise feature.

By implementing the Google Search Appliance, the Reuters search team enabled end users to view relevant information from multiple sources, including databases that are populated from ongoing news feeds and continuously updated stock market data. The Reuters team went one step further by leveraging the XML results delivered from the Google Search Appliance, and developing a completely customized, branded front-end that is easy for users to navigate. The team also created their own algorithms that work with the Google Search Appliance to accurately predict what users want in their search queries. “Google gave us the power and flexibility to create our own customized front-end interface and search results,” continues Shklar. “Users have easy access to business information in one place at one time to help them make informed financial decisions faster.”

Currently, the Reuters.com document search archive contains about two million documents, but search is on the rise. The company has recently upgraded to the Google Search Appliance GB-7007, licensed to search up to 10 million documents on a single server. This will enable Reuters.com to scale its search functionality and add even more third-party sources of content including news feeds and videos.

Results

Once the Google search solution was launched, the number of search queries immediately soared 500% in the US alone – and continues to grow. The site has garnered steady 150% growth in the number of US searches since launching search with the GSA. Further, as Reuters.com expands its website features internationally, it provides rich, native-language search support in Africa, the UK, Japan, China, Italy, India, and in the US through the GSA.

“Users are definitely pleased to have the capability to search stock quotes, videos, images, background information, and breaking news, all from one search box,” says Shklar. “Since implementing the Google Search Appliance, both our search queries and our page views have grown tremendously – and feedback has been overwhelmingly positive.”

