

Case Study

**Fortune Global
500 Oilfield
Services Firm
connects
multiple systems
to search
capabilities.**

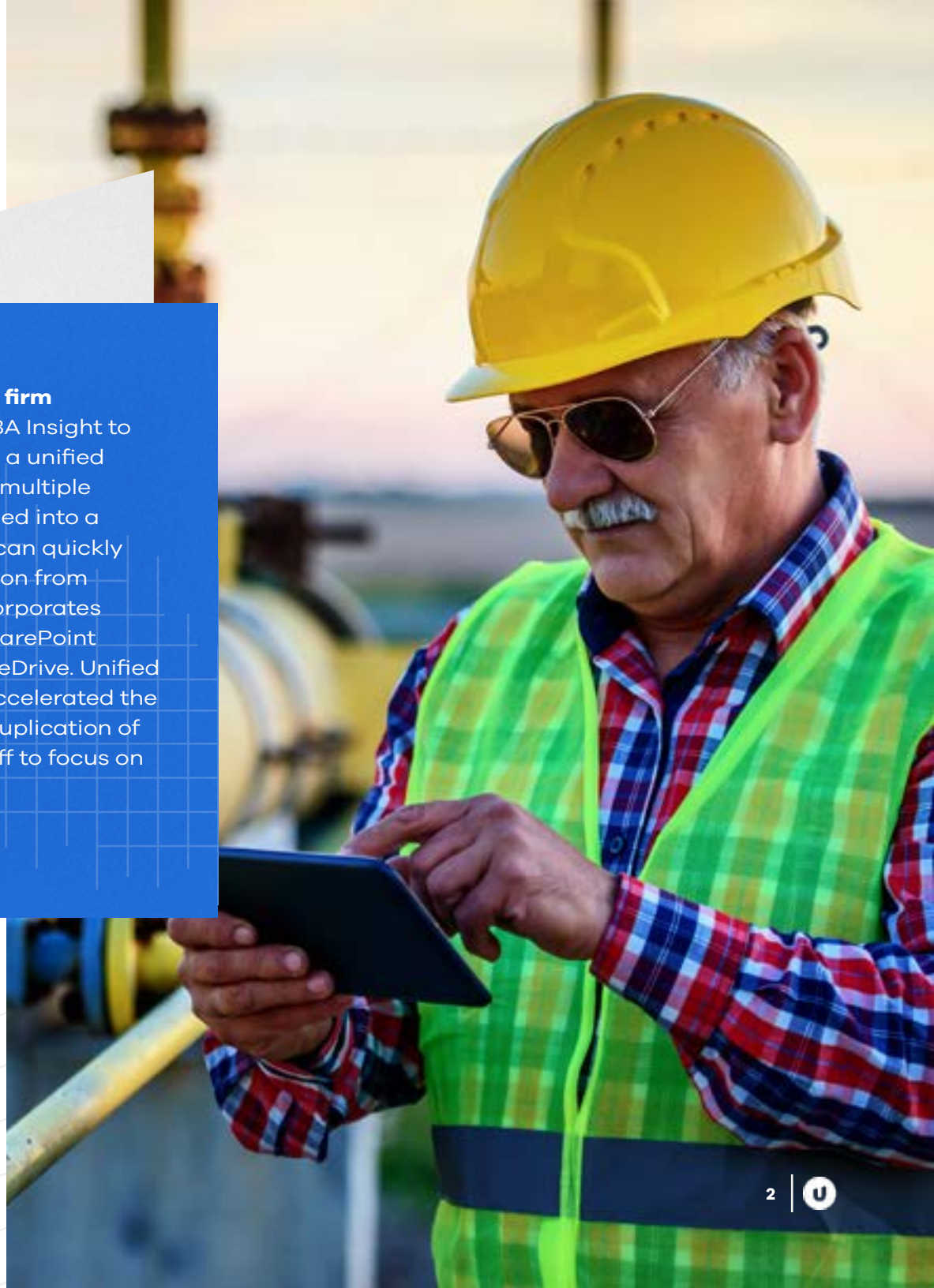
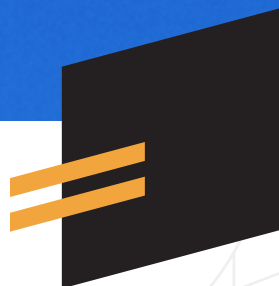


INDUSTRY
Oilfield Services

COMPANY
Fortune Global 500
Oilfield Services

This multi-national customer is comprised of over 100,000 people across 140 different nationalities and serves more than 120 countries. They are the world's leading provider of technology for reservoir characterization, drilling, production, and processing to a global energy industry. They help their customers fuel industries like agriculture, medicine, science, space, technology, and transportation.

This Fortune Global 500 firm partnered with Upland BA Insight to define the vision around a unified search experience, with multiple content sources cataloged into a single index. Now users can quickly access critical information from a single search that incorporates information stored in SharePoint Online, Yammer, and OneDrive. Unified enterprise search has accelerated the pace of work, reduced duplication of efforts, and freed up staff to focus on more high-value work.



This client's most pressing issue was a lack of information availability.

This Fortune Global 500 Company needed an enterprise solution that would connect to multiple systems.

Historically, this firm had used the Google Search Appliance with some success, but Google retired the product. They moved to Microsoft 365, and transitioned from basic site search and implemented a more robust and functional internal search using Microsoft 365 as the platform. Their users also lacked a single pane of glass search for content within SharePoint, Yammer, and OneDrive and a document preview capability that worked for all content independent of where it resides.

Upland BA Insight helped index them into a single source.

BA Insight worked with this organization to define the vision around a unified search experience, with OneDrive and Yammer content cataloged into a single SharePoint Online index by combining the following capabilities:

- Connectors to return Yammer, OneDrive, and structured database content results within the same results rather than as separate searches.
- Ability to search and find documents and the most relevant pages within them in a single search for all content rather than only SharePoint Online content so that users have a consistent experience. Users can also get instant document previews and assemble new documents using BA Insight's workspace feature.



They implemented search solutions at both the business unit and department levels.

BA Insight provided this customer with a solution that unites their systems.

This customer was able to provide users with a single place to search for critical information, increasing adoption of SharePoint Online and Microsoft 365. Users can now find information stored in their new cloud environment quicker and easier, reducing duplication of efforts and freeing them up to contribute to the organization positively.

Further expansion of search is in the works.

The customer is continuing to make additional capabilities available (i.e.,

chatbots, best bets, etc.) to the employee search experience, moving away from a SharePoint interface to an internet-like user interface and incorporating additional structured data into their search environment.

The key components to this next phase of activity are:

- Implementing BA Insight's SmartHub to provide an AI-driven platform that uses natural language query, bots, autocomplete, recommendations, and personalization to move their internal search to the next level, modernizing it to be more internet-like.

- Deploying AutoClassifier to automate the tagging process with an integrated AI-driven and rules-based approach that provides taxonomy management and entity recognition/extraction with machine learning and cognitive services from Microsoft and Google to power metadata creation, document summaries, image OCR, audio transcripts, and more.