

Case Study

Global Dairy Manufacturer Achieves a Revolutionary Unified Search Experience



INDUSTRY

Dairy Manufacturing

COMPANY

Global Dairy Manufacturer

This company is responsible for 30% of the world's dairy exports and generates over \$20 billion in revenue annually.

Nestled amidst the thriving **dairy production sector**, our client, with an annual revenue of over \$20 billion, encountered a common obstacle shared by numerous businesses, regardless of industry: dispersed data across various platforms. This organization began a revolutionary journey with BA Insight's enterprise search solution because of its desire for efficiency and unified access to vital data needed to make critical business decisions in a timely manner.



This organization tamed their scattered search landscape and built a truly unified experience.

A scattered search landscape made search a dreaded process.

This organization had previously tackled search with their deployment of Microsoft's Azure AI Search, allowing them to search efficiently across all of Microsoft's Office 365 applications, creating an efficient process from end-point to end-point within the Microsoft ecosystem.

Outside of the walls of Microsoft, a scattered landscape of applications made search a dreaded process. Employees grappled with the constant inefficiencies of bouncing back and forth between applications. While they had a dynamic search product in some of their repositories, others like Salesforce, Jira, Confluence, and OpenText did not. They recognized a dire need for a search solution that excelled at integrating with Azure AI Search and extended out into their other critical business repositories. BA Insight became their catalyst for success.

Building a truly unified search experience.

BA Insight offered an innovative search experience that extended well beyond the Microsoft ecosystem and opened the possibility of scaling with the growth of their business.

Now, using an intuitive singular portal for all their content, employees can explore OpenText, Salesforce, Jira, Microsoft applications, and all other repositories with swift search. Armed with this new tool, productivity has surged as teams across departments experience the simplicity and effectiveness of BA Insight's enterprise search capabilities. Employees now concentrate on their essential duties, not getting sidetracked or lost in the intricacies of numerous systems.



Industry transformation, made possible by a unified search experience.

Connecting multiple systems was critical to organizational success.

Securely and reliably integrating with multiple systems was crucial to this organization. Sales teams effortlessly accessed customer information through Salesforce, while Project Management teams accessed Jira and Confluence with the ease of a singular interface connecting it all.

They leveraged the use of Azure Open AI on top of their own data. Where BA Insight was absolutely vital was ensuring that their content was securely trimmed into line of business applications like OpenText to provide generative answering capabilities.

Overwhelming success leads to industry transformation.

In the competitive world of dairy processing, where time is of the essence, this organization found the secret to success: efficiency, unity, and expedited search procedures.

By applying BA Insight's technology intelligently and partnering with Microsoft's Azure AI Search, this organization has become a part of an industry transformation propelling this major player in the market to newer heights.

Upland BA Insight leverages AI technology to deliver an advanced AI content search experience with results that are relevant, personalized, and actionable. The connector-based technology works with enterprises, customer portals, and websites, turning searches into actionable insights, regardless of where content or users reside.