



A Comprehensive Guide to Enterprise Search Tools in the GenAI Era

🔍 password reset

🔍 how to request PTO ✨

🔍 benefits

🔍 Q2 roadmap

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Introduction

Information retrieval: a costly problem

Why is knowledge discovery so crucial for enterprise companies?

Let's crunch some numbers. The average employee wastes 3.6 hours per day searching for information. That's 18 hours per week, or around 900 hours per year. At an enterprise company with hundreds or thousands of employees, that number reaches staggering levels.

This lost time affects more than just productivity—it also impacts employee morale. [42% of workers](#) surveyed said their confidence was undermined when they couldn't find the right resources. Lower confidence yields lower engagement – and the cost of disengaged employees is higher than you think.



The average employee wastes 3.6 productive hours per day searching for information.

3.6 hrs/day
x 5 days = 18 hrs/week
x 50 weeks = 900 hrs/year
x 2,000 employees = 1.8 million hrs/year wasted

Source: Coveo's 2022 Workplace Relevance Report



The cost of disengaged employees

Low engagement costs the global economy \$8.8 trillion or 9% of global GDP

Source: Gallup's 2023 State of the Global Workplace Report

Enterprise search: a powerful solution

How can you take back these productive hours and prevent revenue loss? Invest in enterprise search software that solves knowledge discovery for your whole organization.

This guide is here to help you understand enterprise search and how you can use it to your company's advantage. It will define various aspects of enterprise search, cover strategic benefits of AI-powered options, and compare SaaS options with key features.

Evolution and trends in intelligent search

Large companies have always struggled with resource management, and digital tools have offered less-than-perfect solutions for decades. Previously, lexical search was the main search tool available. This type of search requires specific keywords and queries adapted to computer syntax, so you have to know exactly what you're looking for.

Now, many enterprise search tools can interpret human language to surface relevant insights. GenAI has transformed this process by powering search with machine learning and natural language processing.

❌ Traditional lexical search

"customer story AND Chegg AND Pat"

✅ Natural language search

"Where can I find an interview with someone who achieved productivity gains using our product?"



Both return a customer story about Pat, a fast-paced marketer at Chegg

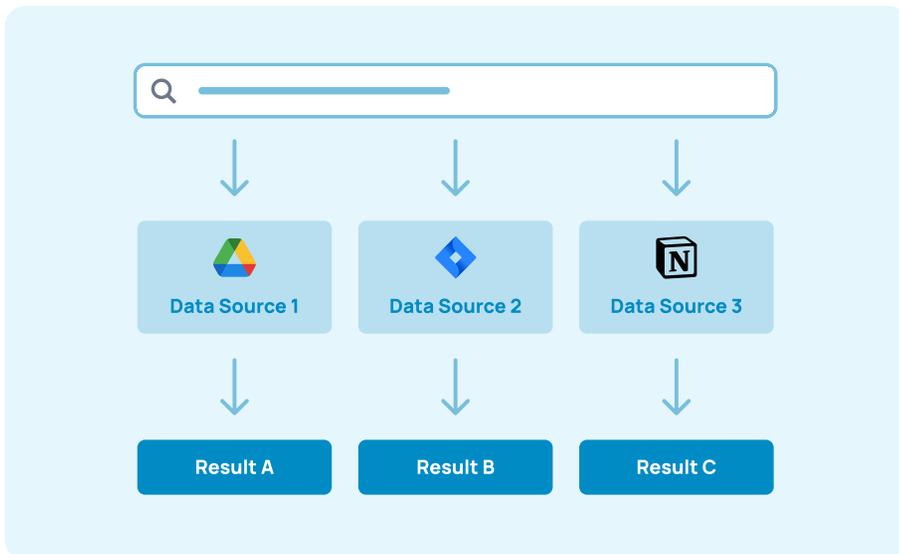


Companies building intelligent search solutions are following two main approaches.

1. Federated approach

A federated approach doesn't index or store data. Instead, it runs live search API calls on different data sources every time the user wants to search something. These real-time queries rely on indexes and data stored in 3rd-party systems – meaning more factors affect the quality and timing of results.

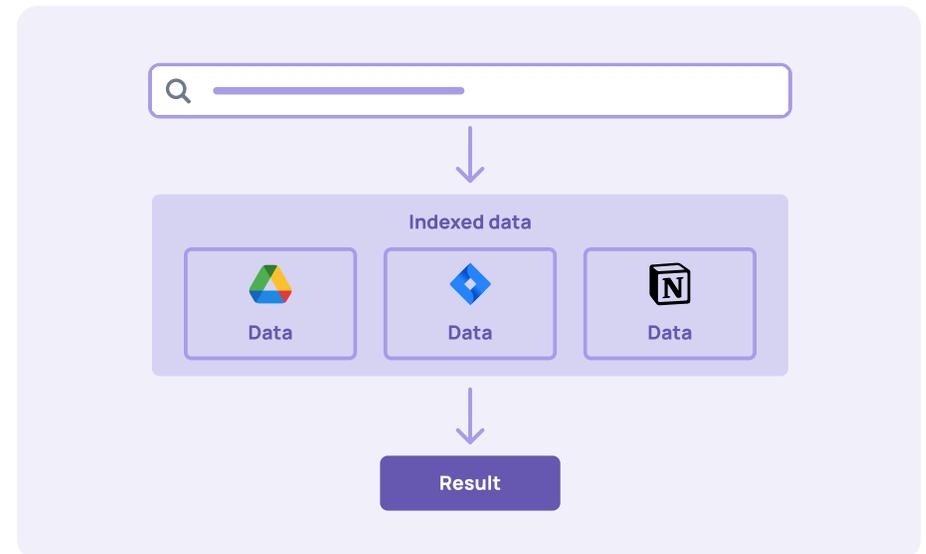
Though you don't have to index your data this way, the federated search platform has to adapt to each external search API, which can constrain search syntax, limit filter use, and mismanage security and access permissions.



2. Unified index approach

With this approach, enterprise search platforms create their own single unified index from all their content repositories. Having information unified can deliver results more quickly than federated search. It pairs with vector databases to power semantic search, so search results don't need exact keyword matches.

Worried about the security concerns of having all your data indexed? A good enterprise search platform will have integrations that have function calling – this means they don't have to index all of your data.



Part 1

**What is enterprise search
as a service?**



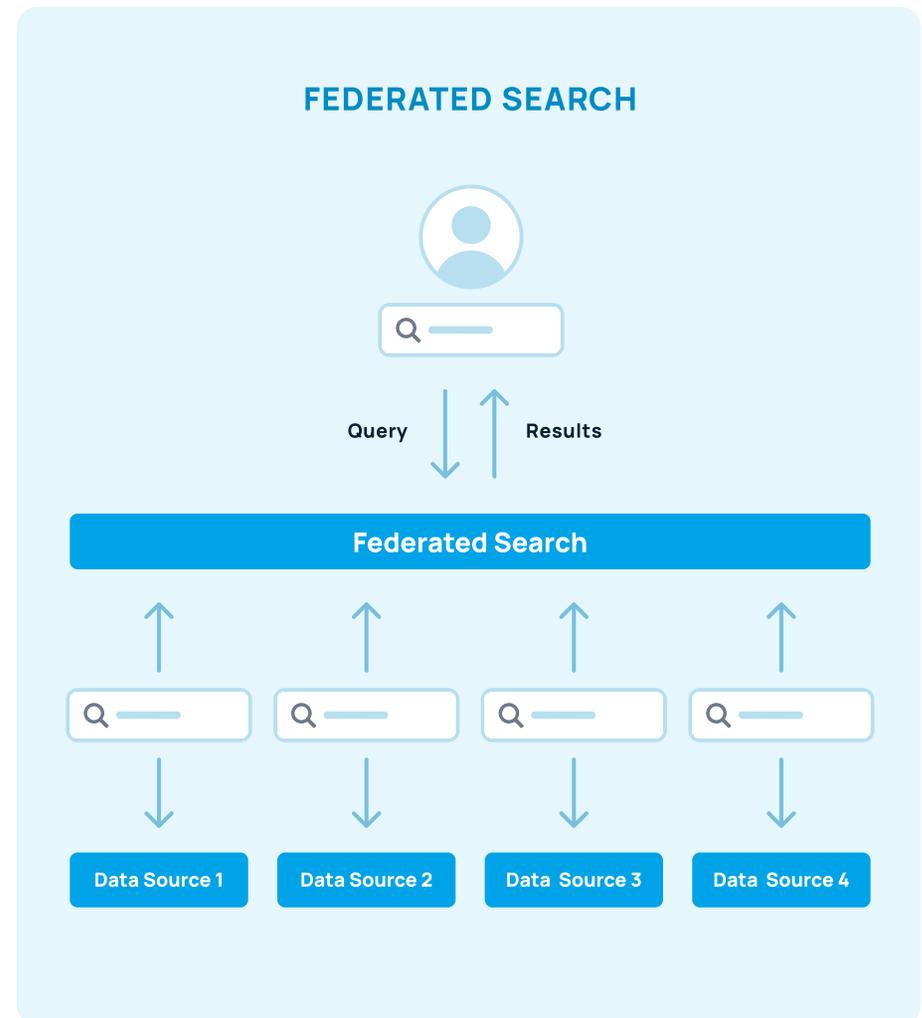
Think of this section as a glossary to get you up to speed on how enterprise search works and what underlying tech powers it.

Search as a service

Enterprise search is a specific type of SaaS product. Think of it as an internal search engine; it connects to all your company's data and lets internal teams search and access that content. The software-as-a-service model means it's built, managed, and improved by a software company – so there's no heavy lifting on your end. This search is distinct from federated search.

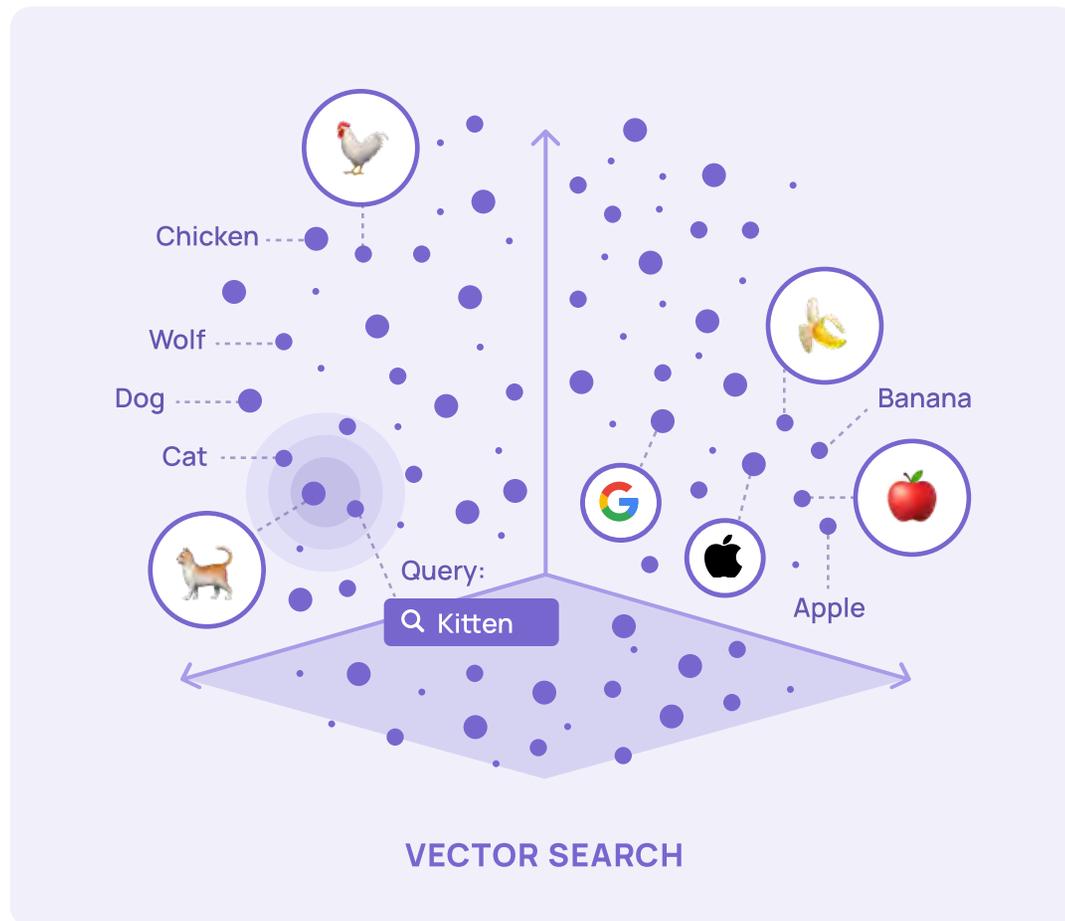
Federated search

Federated search is the process of searching each data source independently and then combining the results. In that way, it acts as an intermediary – you type one search query and get results from the federated search platform, which retrieves those answers from several data sources using separate searches. It doesn't index data but relies on external systems' indexes.



Vector search

Vector search adds machine learning to the data index to improve result relevance. It assigns a numerical value, or “vector embedding,” to all indexed data – whether that’s text, image, video, etc. The search platform then converts users’ queries into vectors and searches for relevant results based on quantified proximity within the vector database.



Data indexing

Data indexing is like a library card catalog. The enterprise search platform crawls all connected internal information sources and creates an index, or navigational guide, that’s frequently updated. This improves the user experience, since the pre-made index makes information retrieval lightning-fast.

Semantic search

Semantic search is AI-driven search with a human-like understanding of intent, meaning, and relevance. It relies on natural language processing (NLP) to analyze semantic context and decipher intent behind the search query, and it can use vector search to improve semantic accuracy. This powers faster, more relevant information retrieval.

Part 2

Benefits of AI-powered enterprise search

7 strategic benefits of AI + enterprise search

1 Find what you need with relevant, conversational search

AI-driven enterprise search interprets human language to surface relevant insights. This contextual understanding is powered by semantic search and generative AI, so you don't have to adapt your query to computer syntax.

2 Put time & productivity toward quality work, instead of busy-work

AI enables faster retrieval of relevant data and requires less manual searching. It also gives related search suggestions to improve discoverability, and it can compile information from multiple sources to give a comprehensive answer.



64% of businesses expect AI to increase productivity



AI is expected to see an annual growth rate of **37.3%** from 2023 to 2030



97% of business owners believe ChatGPT will help their business



The majority of organizations will be using generative AI within **12 months**

3 Access information from all your integrated sources

Enterprise search connects to cloud storage, knowledge bases, intranets, and more for a unified search experience. It searches structured and unstructured data, powering access to relevant information no matter where it lives or how it's formatted.

4 Lock down data with powerful privacy and security

With permission-aware access, AI can determine the underlying permissions of a data source and enforce appropriate access restrictions. This keeps sensitive information – like personnel files or private emails – out of public channels.

5 Ensure your growing business stays competitive at scale

AI-powered search systems can handle high volumes of data and heavy traffic, allowing your enterprise to scale-up seamlessly. It also helps you maintain a competitive advantage as a majority of businesses start using generative AI.

6 Gain insights and analytics to inform company decisions

In-depth analytics provide insights into users' behavior, which can shape business strategies and clarify content needs. For example, resource analytics indicate what people are using and highlight content gaps.

7 Improve users' experience (and their output)

AI enterprise search delivers personalized content based on users' search history, access permissions, private data connectors, or even job title. GenAI chat remembers earlier parts of the conversation, so you get follow-up answers with context.

Use cases

Compile insights from multiple sources



🔍 What's the status of our iOS app project?

This sprint, the team is focused on building push notifications. Version 4.2 of the app was released to the App Store last week. View the roadmap and notes here.

Orient faster with company-wide answers

🔍 What are our core values?

Here are the company mission statement, workplace values, and core beliefs.

Find resources even if you don't know where to look

🔍 How can I sell our product to a HR leader?

Here are marketing one-pagers, case studies for a Human Resources persona, and email sequence templates for sales.

Get 24/7 support from GenAI chat

🔍 How can I reset my password?

Access the password reset guide here, or reach out to Ellie Peña on the IT team.

Access people data from non-private channels

🔍 Who might want to play basketball in San Fran?

Here's a list of coworkers who live in the Bay Area and like basketball.

Part 3

Selecting the best enterprise search software

Selecting the best enterprise search software

Key features to look for



Competitive pricing with a positive ROI



A built-in GenAI chatbot with a conversational search experience



Reliable performance for enterprise with 99.9% uptime SLA



An index that updates in real time to keep search results relevant



A user-friendly interface, including an intelligent tab experience where you can launch searches from a new browser and view company announcements, upcoming meetings, and personalized recent content.



Insightful analytics based on your search data



A high number of data integrations with company-wide and personal connectors



Highest-standard security/privacy, with enhanced control measures like BYO cloud and LLM API key

Enterprise search should have all the functionality users expect from Google – like relevance rankings, filtered search, predictive suggestions, related search suggestions, and natural language processing. Beyond these, we've listed the features that distinguish the good from the great in enterprise search software.



Even though a majority of companies are experimenting with generative AI, only 18% plan to spend more on AI in the coming year.

Source: [VentureBeat](#)

Planning your enterprise search strategy

When you're considering a new SaaS option, you need a clear plan for seamless execution and successful adoption. Here are the main steps you should follow when planning your enterprise search strategy:

Step 1: Choose your implementation team

Select someone to lead this process – probably an IT leader or subject-matter expert. You should also involve people from various departments, since everyone will have different insight into what features will be most useful for their team.

Step 2: Assess company needs and goals

Consider your main needs and the goals of your enterprise search strategy. These will help you decide on must-have features. Identify the priority level and potential impact of enterprise search, which can help you set a budget and execution timeline.

Step 3: Research and select your platform

Decide on a platform that meets the needs you identified. The chart on the following pages can help—it compares the key features offered by leading enterprise search platforms, so you can see what checks the right boxes.



Questions to ask

- What is our budget and anticipated ROI?
- What are our security requirements?
- What are the main goals we need enterprise search to accomplish?
- How soon do we need this solution?

Competitor analysis

Key Enterprise Search Features	GoSearch	Glean	Guru	Dashworks	Qatalog
High functionality, low cost	✓	×	×	×	×
Data indexed in real time	✓	✓	×	×	×
# of data integrations (as of Oct. 2023)	100+	100+	<10	<30	<50
Searchable people data	✓ (+ AI enhancement)	✓	×	×	✓
Built-in GenAI chatbot at no additional cost	✓	×	×	✓	×
99.9% uptime SLA	✓	✓	✓	×	×
User-friendly new tab search landing page	✓	✓	×	✓	×
Search within Slack	✓	✓	✓	✓	×
Analytics that the whole company can use	✓	×	×	×	×
Verified resources	✓	✓	✓	✓	✓

Security Features	GoSearch	Glean	Guru	Dashworks	Qatalog
Non-indexed private data	✓	✗	✗	✓	✓
SOC 2 Type II certified	✓	✓	✓	✓	✓
GDPR compliant	✓	✓	✗ (GDPR ready)	✓	✓
Top-tier data encryption in transit and at rest	✓	✓	✓	✓	✓
SSO for company-level access control	✓	✓	✓	✓	✓
Permission aware access for individual-level control	✓	✓	✓	✓	✓
Bring your own cloud option	✓	✓	✗ (no option listed)	✗ (no option listed)	✗ (no option listed)
Integrate your own LLM API key	✓	✗ (only OpenAI options)	✗ (no option listed)	✗ (no option listed)	✗ (no option listed)
Disable AI answers	✓	✓	✓	✗	✗

Implementing enterprise search at your org

Once you've decided on a solution, you can start putting it in place. Here's a sample timeline we drew up, which covers the technical steps between choosing and using your enterprise search platform.

Launch timeline



Kickoff (30 min)

- Decide on personalization
- Set up SSO
- Add chatbot to Slack



Integrations (30 min)

- Connect apps
- Index data



Admin onboarding (30 min)

- Check content
- General feature training



Launch day (15 min)

- Announce product
- Push chrome extension

Tips on encouraging company-wide adoption

1. Set up a lunch & learn where you show a demo and highlight major benefits.
2. Encourage leadership to use it and set a top-down example.
3. Solicit employee feedback to identify and resolve pain points.
4. Contact your designated Customer Support specialist for additional onboarding help.

Conclusion

Getting started with AI-powered enterprise search

In the market of AI-driven search engines, [GoSearch](#) is a stand-out solution. Your IT team can trust its top-notch security standards, and your employees will love its frictionless UX.

GoSearch delivers all the features of top-grade enterprise search in one SaaS product. This means you get access to the benefits of AI-powered search with no heavy lifting and you can count on our team of experts to innovate at a startup pace.

The math is simple. Instead of wasting thousands of hours, give your employees the tool they need to find resources quickly, effectively, and painlessly. They'll thank you for it—and so will your bottom line.

[Book a demo](#) to find out how GoSearch can power knowledge retrieval across your organization.

The screenshot displays the GoSearch interface with a search bar containing 'Design sync'. Below the search bar, there are navigation tabs for 'All', 'Files', 'Go links', 'Tasks', 'People', and 'Answers'. The 'All' tab is selected. Below the tabs, there are filters for 'Sort by: Most relevant', 'Modified: Any', and 'Owner: Anyone'. The main content area shows a search result for 'GoAI assistant' with a description and a 'Design sync' result. The 'Design sync' result is a 'Weekly Design team meeting notes' document by Lucy Chang, modified 6 months ago, with 246 views. Below the document, there are 'GO LINKS' for 'go/design-drive' and 'go/design-retro'. At the bottom, there are 'PEOPLE' listed: John Langston (Director of Design), Lucy Chang (Sr. UX Designer), Jake Miller (Product Designer), and Katherine Cu... (Product Designer). On the right side, there is a sidebar with a search bar and a list of integrations: Coda, Confluence, Drive, Figma, GoLinks, Jira, and Linear.



AI-powered search across all your apps for instant answers

Schedule a demo

A screenshot of the GoSearch interface. At the top, a search bar contains the query "Where can I find the Nova product requirement docs?". Below the search bar, the "GoAI assistant" provides an answer: "See Nova PRD at [go/nova-prd](\"#\"). For more details, see the [Nova pitch deck](\"#\"). You may also contact [Robert](\"#\") or [Amber](\"#\") on the product team if you have questions." Below the assistant's response are three buttons: "Ask a follow up", "go/nova-prd", and "Nova pitch deck". To the right, a smaller chat window shows a question "How do I reset my password?" with an answer: "Visit [go/password](\"#\") to access the password reset guide." Below the main search results, there are sections for "GO LINKS" (with buttons for "go/nova-prd" and "go/nova-designs"), "PEOPLE" (with profile cards for "Robert Peppers" and "Amber Meadows"), and "APPS CONNECTED" (a grid of various application icons).