



## Google Search Appliance

### Google Search for Your Business



#### What's New

##### User Experience

- **Dynamic Navigation** Filter search results with specific metadata attributes in a single interface

##### Content and Collaboration

- **Cloud Connect** Integrated search with Google Apps, Site Search and Twitter
- **People Search** Search profile information about people in your organisation, to instantly connect and collaborate with them.
- **Sharepoint 2010** Search all content within Sharepoint 2010.

##### Access Control

- **Active-Active Mirroring** Ensures high availability by directing search traffic to multiple appliances
- **Early Binding** for large scale deployments Support for Policy ACLs in the index, enabling early binding even for deployments ranging in the billions of documents.

#### Ordering Information

For more information, visit  
[www.google.co.uk/gsa](http://www.google.co.uk/gsa)

For pricing details, contact us at  
[appliance1@google.com](mailto:appliance1@google.com)

#### Access all of your business content via one search box

With Google Search Appliance 6.8, your company's intranet or website search engine can be as relevant and reliable as Google's – and just as easy to use. Google Search Appliance (GSA) provides universal searching for business – allowing enterprise or website content to be searched via one easy, familiar search box. The Appliance searches intranets, web servers, portals, file shares, databases, content management systems and real-time data in business applications and now, cloud based systems, such as Google Apps, Google Site Search and Twitter.

#### New! Search information in the cloud

With the new Cloud Connect feature, the Google Search Appliance can access public and private content in the cloud, including emails and documents and also search across public resources on the web. Further, through the Appliance's OneBox capability, diverse content can be searched using a single query, providing real-time access to business applications such as ERP, CRM or business intelligence systems.

The screenshot shows the Altostrat search interface. The search bar contains the word 'security'. Below the search bar, there are tabs for 'Intranets', 'File share', and 'Content management'. The search results are displayed in a list format. On the right side, there are sections for 'People' (showing profiles of Ahmed Fabares and Allen Brosnan) and 'Cloud Connect' (showing documents like 'Sample responses to Typical RFP Security Questions' and '2010 - Analyst Report - How to Build a Computer Security Incident Response Team.pdf').

#### Scale effortlessly to billions of documents

The Search Appliance's scalable architecture enables multiple appliances within one organisation to share search indices across vast ranges of content and still provide unified results. This brings scale to existing enterprise search deployments, without disruption or changes to hardware or software and enables unified searching across multiple instances – even across multiple departments or geographies with separate Appliances. The Appliance provides rigid security across millions or even billions of content sources.

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## Specifications

### Search in any language

#### Auto Language Detection

Arabic, Chinese (Traditional and Simplified), Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hebrew, Hungarian, Icelandic, Italian, Japanese, Korean, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish and Turkish.

### File Types

220 file types including HTML, PDF, MS Office and many more

### Content Connectors

(Google provided)

- EMC Documentum
- IBM FileNet
- Microsoft SharePoint
- OpenText Livelink
- Open framework for any other content platform

(Third Party)

- BEA AquaLogic
- EMC Documentum eRoom
- Hummingbird
- IBM Websphere
- Lotus Notes/Domino
- Oracle Content Server (Stellent)
- SAP KM

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## Google Search Appliance Models

### GB-7007

Up to 10 million documents

### GB-9009

>10 million documents, scaling to billions of documents

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## Secure searching, every time

The Search Appliance integrates with your existing security and access control systems so that users only see search results if they have access to the source content. GSA supports numerous authentication and single sign-on mechanisms, including LDAP, basic and NTLM authentication, PKI authentication with X.509 certificates, Kerberos and Windows Integrated Authentication.

The Appliance supports both early binding and late binding options, regardless of the scale of deployment, providing maximum flexibility to customers. GSA integrates across all enterprise security mechanisms, supporting single sign-on systems as well as multiple credentials to ensure secure results.

## Customise search to your exact needs

GSA provides highly relevant results "out of the box", without the complexity and expense of custom-configuring hardware and operating systems. Organisations that wish to customise search further can utilise a full array of intelligent biasing features, such as source, date, metadata, collection and node biasing. Additionally, GSA enables customisation of user interface and security.

## User Experience

GSA offers end users many of the same benefits that they have come to expect from Google.com, but with specific enterprise enhancements that make searching easy, useful and intuitive.

**New! Dynamic Navigation** Filter search results by using specific metadata attributes. When a user clicks on an attribute value, the search results are narrowed. Users can select multiple attributes and can easily back out of their selections to navigate the result set and quickly locate the results that they are looking for.

**New! Sidebar elements** Control the presentation of specific information, such as personal results from Apps Search, employee information using People Search, competitive intelligence from external Site Search or real-time information from Twitter, as sidebar elements alongside indexed content.

**Self-Learning Scorer** Uses advanced statistical regression to analyse and score specific links and user behaviour, making results increasingly precise even without admin intervention.

**Composite collections** Provides an easy way for admins and users to group content and create collections addressing specific user needs.

**Advanced Language Phrase Segmenting** Offers phrase segmentation across any language, including Chinese, Japanese, Korean and Thai.

**Query suggestions** The GSA search box suggests query refinements, helping users to type less and navigate quickly.

**Customised search experience** Let admins adjust search results for different user groups based on department or function.

**Social Search** Enables users to weight the best results for any search query with User-Added Results.

**Alerts** Employees can subscribe to email alerts for key topics and documents on the schedule they choose.

**Automatic spell check** Guide users to accurate results, even with typos or misspellings. GSA automatically suggests corrections, even on company-specific terms and phrases. Works in English (US & UK), French, Italian, German, Spanish, Portuguese and Dutch.

**Dynamic Result Clustering** Enable users to drill down on specific subjects and refine searches more easily with automated grouping of search results by topic.

**View as HTML** Automatic reformatting of more than 220 file formats into HTML enables document display without requiring the original client application.

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## Google Search Appliance Customers

- Alabama Department of Homeland Security
  - American Express
  - Apple Computer
  - Boeing
  - BP
  - British Airways
  - ConocoPhillips
  - Discovery Communications
  - Essilor
  - U.S. Food and Drug Administration
  - Honeywell
  - HP Enterprise Services
  - Illinois State University
  - Kimberly-Clark
  - Medtronic
  - Morgan Stanley
  - National Park Service
  - National Semiconductor
  - Northern Trust Bank
  - PBS
  - Reuters
  - University of Florida
  - Vodafone
  - World Bank
  - Xerox
  - Ziff Davis
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**Date and number sorting** Prioritise documents by date range or age, number ranges or numerical values.

**Advanced Boolean Search** Perform complex queries with Boolean parameters.

**Related Queries** Define and suggest queries for company-specific acronyms or terminology.

**Keymatch** Define preferred results to appear above the main set of search results in response to special search queries.

### Content and Collaboration

The Search Appliance helps you maximise the return on your content management investment by accessing all of the content in your enterprise: file shares, web servers, document management systems and enterprise applications. The Appliance leverages proprietary signals to deliver the highest quality, most relevant documents, no matter what content sources or formats are searched.

**New! Cloud Connect** Enable your users to search secure and public content in the cloud and see the results along with those from the search appliance's index. This includes private content from Google Apps domain – Gmail, Docs and Sites – and public content from industry specific websites, with Google Site Search or even real-time information from Twitter.

**New! People Search** Search profile information about people in your organisation, to instantly connect and collaborate with them.

**New! Sharepoint 2010** Search all content within Sharepoint 2010.

**File types** Seamlessly search more than 220 file types, including HTML, Microsoft Office, PDF, PostScript, WordPerfect, Lotus and many others.

**SharePoint integration** GSA enables search directly from the SharePoint UI, enabling fast, accurate searching across your organisation, no matter where content resides.

**Lotus Domino compatibility** Integrate with Lotus Notes environments using fast, efficient crawling of Lotus Domino servers.

**Content connectors** GSA includes pre-built connectors for Documentum, FileNet, SharePoint and Livelink. Customers also have access to third-party connectors for Lotus Notes, Hummingbird, Oracle Content Server (Stellent), among others. In addition, Google's Enterprise Partner network offers connectors for many other systems.

**Content Feed API** Push non-web accessible content – from portals, content management systems, file shares – into your GSA with a simple XML conversion.

**OneBox for Enterprise** Provide users with real-time access to business data, such as ERP, CRM or business intelligence systems.

**Continuous crawler** New content is crawled on an ongoing basis, ensuring that new content quickly appears in search results.

**Proxy server compatibility** Include externally hosted company content via crawling of proxy servers.

**External Meta Data Indexing** Index external meta data repositories and their associated documents to enable easy searching across annotated and enhanced content in document and content management systems.

**Language recognition** Restrict search results to any of 27 auto-detected languages.

### Security and Access Control

GSA's access control integrates with enterprise security systems and enforce existing policies for content systems and applications, ensuring that users find only the content that they're meant to see. GSA supports complex and heterogeneous security configurations, letting admins enable users to securely and seamlessly search across multiple systems protected by multiple credentials.

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### Our Customers Say...

*"I would recommend the GSA to any organisation. It works tremendously and has advanced WellStar's capabilities, knowledge and efficiency."*

**—Robert Zanin, Systems Analyst Manager, Wellstar Health System**

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*"Even if our 19,000 employees save just a small fraction of time searching for information, then our increase in productivity pays off the Google solution very quickly."*

**—Haroon Suleman, Global IT Enterprise Architect, Mercer**

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*"With an average handling time of around 12 minutes, if we can shave a minute and a half or two minutes off that, that's 10-15% savings in our business. We believe that the Google Search Appliance will bring the benefits to our business and enable us to save that money."*

**—Ray Coyle, Global Workplace Services Manager, HP Enterprise Services**

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**New! Early Binding for Large Scale Deployments** Support for Policy ACLs in the index, enabling early binding for even deployments ranging in the billions of documents. Customers have the flexibility to deploy early or late stage binding options, depending on their security requirements.

**Universal Login** Dynamically generates unique login pages and securely passes login information to back-end systems, even if using heterogeneous authentication protocols.

**SAML Identity SPI** Provides multiple SAML SPI identities, letting admins customise access control to specific needs.

**Multiple cookie domains** Support for multiple cookie domains, enabling single sign-on systems to access content across multiple domains.

**SAML batch processing** Enables custom security authentication and authorisation using SAML, including batch processing for more efficient authorisation.

**Enterprise Single Sign-On** Integrate with LDAP, NTLM, Windows Integrated Authentication, as well as forms-based single sign-on, including Oracle Access Manager and CA SiteMinder.

**Kerberos support** Provide native support for Kerberos, enabling a silent authentication experience.

**X.509 Client Certificates** Serve secure results to users using X.509 client certificates.

**Secure Web Content** Enable secure searching of information protected by basic HTTP authentication or NTLM.

**Content API** Search across secure content using Google's SAML Authorisation API to integrate into existing access control systems.

### Architecture and Scale

The GSA delivers unlimited scale in the speed and number of documents crawled and the number of queries that it can concurrently process. This architecture is built into two product models: the GB-7007, supporting installations of up to 10 million documents and the GB-9009, for installations of 10 million pages or more, with unlimited capacity.

**New! Active-Active Mirroring** Provide high availability by directing search traffic to both the primary search appliance and replicas in a GSA replica group. Load balancing enables automatic failover to distribute search requests among nodes so that all nodes can serve results. This builds on GSA's existing mirroring architecture, which enables multiple boxes to process index updates in real time and ensure that crawling only occurs once; replicas can be used to handle additional query load or serve as hot backup units.

**Dynamic scalability** Add scale without disrupting existing deployments.

**GSA Merge Groups** Link multiple appliances, enabling intercommunication and the delivery of unified results while supporting data integration across departments or geographies.

**Distributed crawling** Multiple GSAs in a Work group distribute tasks intelligently to speed up indexing. Distribution is dynamically recalibrated as additional GSAs are added to networks.

### Administration and Customisation

GSA provides intelligent tuning parameters to let administrators customise search to their specific needs – yet is easy to deploy, maintain and scale as needs evolve.

**Real-time diagnostics** Promote greater transparency for debugging and troubleshooting with real-time admin diagnostic tools.

**Administrative API** Streamlines or automates common tasks and integrates with existing system management tools.

**Node and collection biasing** Enables administrators to bias the results from selected search appliances, even across geographies.

**Ranking Framework** Easy-to-use framework enables admins to feed server logs or other document-related information into GSA, further improving results.

**Source biasing** Easily identify your organisation's authoritative content sources to enhance the relevance of search results.

**Date or metadata biasing** Promote or demote documents based on age and/or metadata.

**Advanced reporting** View and export daily and hourly result sets, top queries, special feature usage and more. Report on any query, including which queries receive no clicks, as well as click patterns on sponsored links vs. organic or OneBox results.

**Google Analytics integration for public websites** Understand how visitors are using your website to improve search results.

**Localised Administration** Manage your GSA around the globe in 27 different languages.

**Sitemap auto-generation for Google.com** Automatically generate a site map for easy submission to Google Webmaster Tools, enabling your public website's content to be crawled and discovered by Google.com.

**SNMP monitoring** Monitor system health and appliance crawling via a standard simple network management protocol (SNMP) interface.

**Web-based admin console** Easily configure multiple logins and administrative roles for crawling, serving and monitoring.

**Filters** Easily restrict searches to specific languages, file types, web sites and/or meta tags.

**Front-end customisation** Customise search results layout pages using XSLT stylesheets or the GSA's layout design wizard. Provide different branding on different areas of your site.

**URL tracking** View analysis of all crawled content to quickly identify usage patterns, problematic servers, errors and sources of content.

**RAID support** Provides redundancy to minimise impact from disk drive failures, increasing reliability and uptime.

**Remote diagnostics** Simplify maintenance via optional remote diagnostics from Google Support.

**Google Enterprise Professional** Get access to GSA experts for specialised assistance with integration and customisation.

#### **Innovation from Enterprise Labs**

Google Enterprise Labs gives businesses early access to the latest search experiments for evaluation and feedback purposes.  
(<http://www.google.com/enterprise/labs/index.html>)

Experimental features include:

**New! OpenSearch with GSA** – Integrate to the OpenSearch protocol, enabling access to the search box directly from a browser or a Windows 7 client.

**File System Connector** Connectivity to file shares has is now significantly more extensible with our open source connector, which administrators can customise to search any file share, including NFS, DFS, CIFS/SMB and more.

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## About the Google Search Appliance

Google Search Appliance (GSA) is an integrated hardware and software search solution that brings the ease of Google search to intranets and websites of any size. Leveraging algorithms specifically designed for enterprise content, Google Search Appliance provides users with fast, highly relevant results. Organisations can use GSA to make data on servers, content management systems, databases and business applications instantly and securely available from a single familiar search box. More than 35,000 companies worldwide use Google Enterprise search solutions.

For more information, visit  
[www.google.co.uk/gsa](http://www.google.co.uk/gsa)

For pricing details, contact us at  
[appliance1@google.com](mailto:appliance1@google.com)

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**Database Connector** Connectivity to databases is now significantly more extensible with our open source connector, which administrators can customise to search any database.

**GSA Connector for Salesforce** Search data within Salesforce.com, the popular cloud-based CRM system, directly from GSA.

**Side-by-Side** Compare search results from GSA alongside results from any other search engine or alternative appliance configurations.

**Cross-language enterprise search** Leverage Google translation engine to provide real-time translation of the queries or search results across 51 languages globally.

**Related web results** Enable users to see public search results from a **Google Site Search** right next to GSA search results.

**Google Sites integration** Search your domain's public Google Sites with your GSA.

**Search-as-you-type** Dynamically presents suggestions and auto-completes queries as the user input information into the query box.

**Search Quality Feedback Toolkit** Improve search quality and user satisfaction with an easy way to give feedback. The Search Quality Feedback Toolkit provides a set of automated feedback tools that you can easily add to your GSA.

