

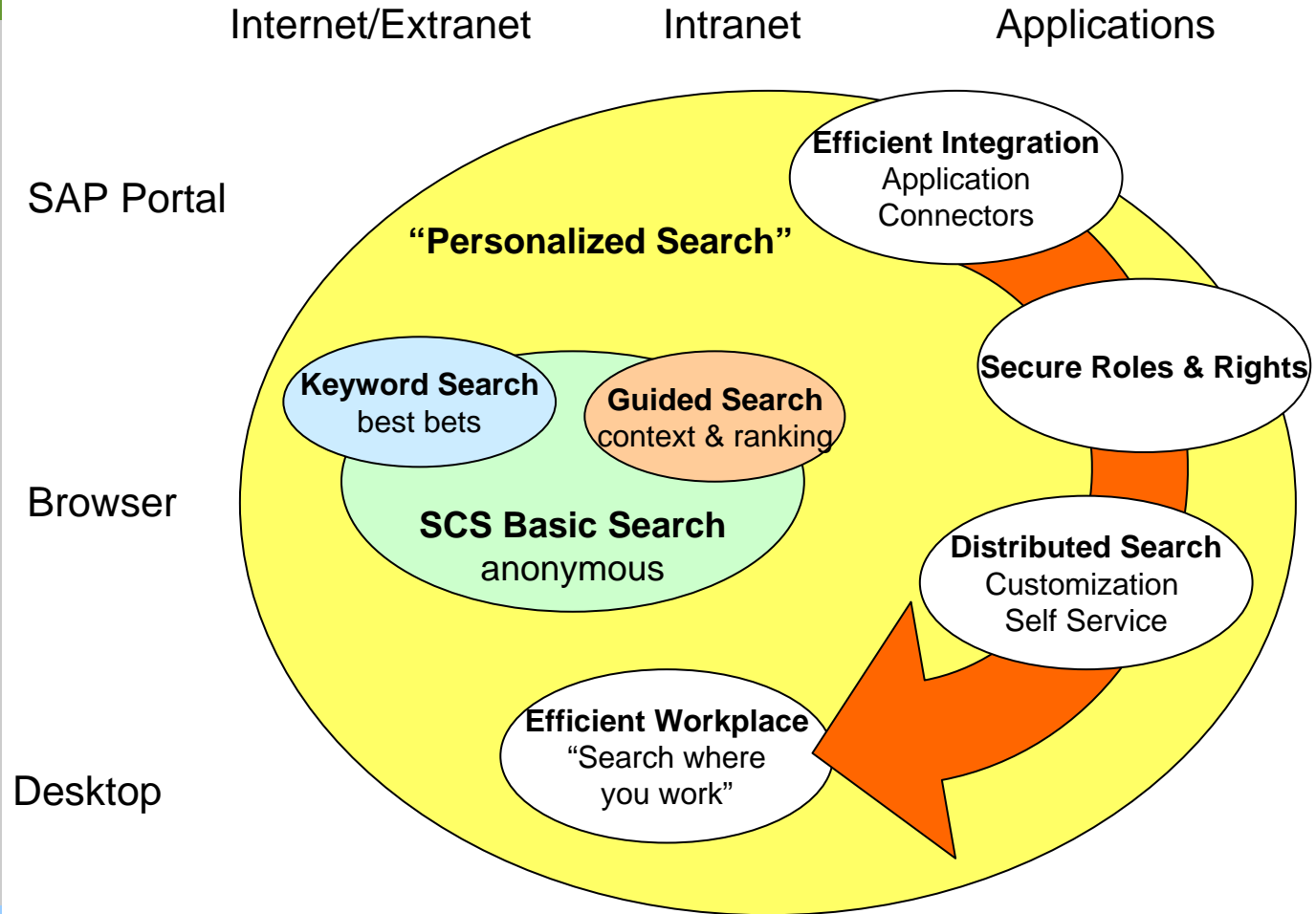


Search vision - Beyond Simple Search

We are already heading in the right direction

SIEMENS

CIO – creating value for business



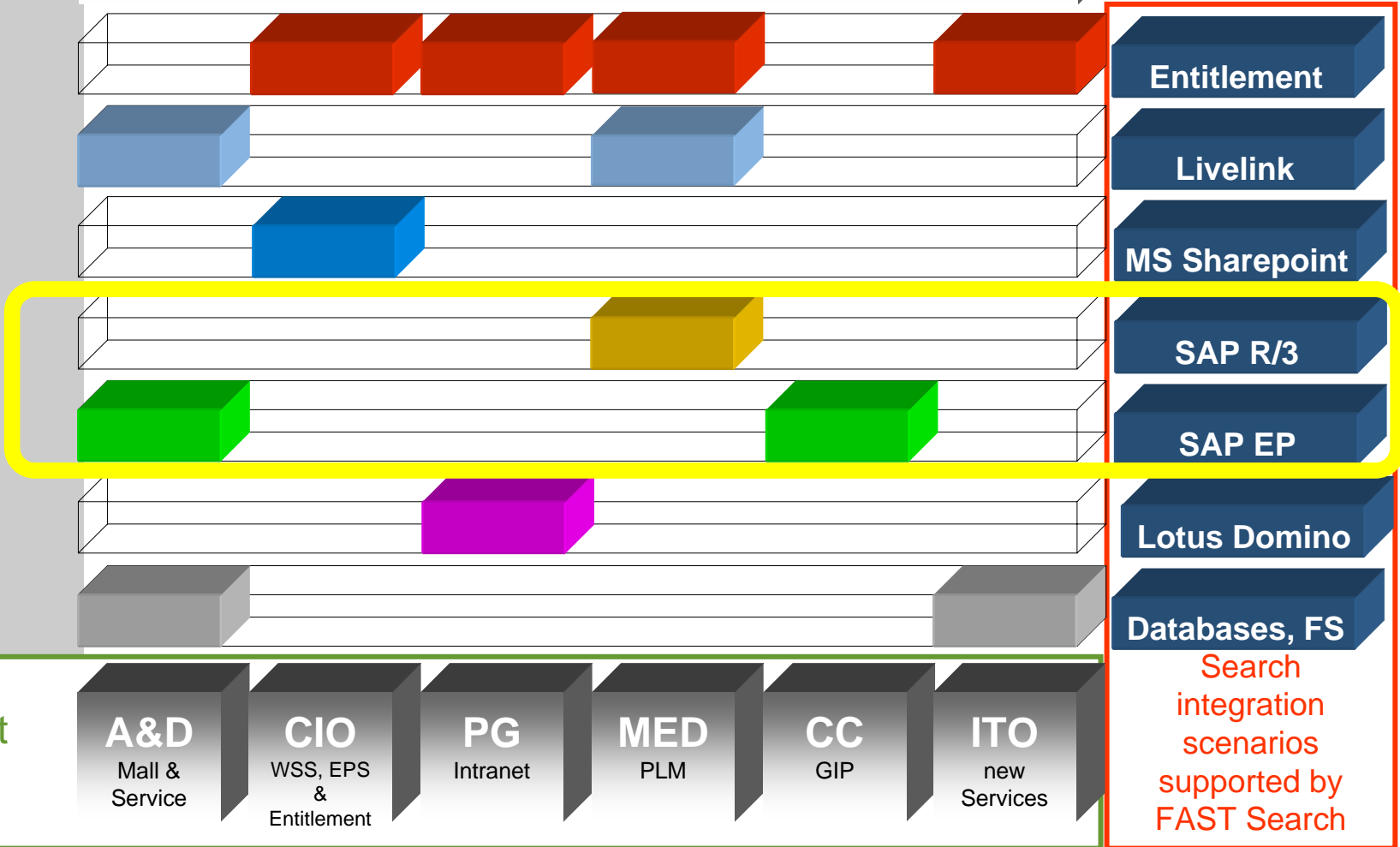


Current Search pilots cover Siemens strategic and Business Unit specific applications

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CIO – creating value for business

Basic Siemens Corporate Search





CIO – creating value
for business

Example: Lead generation on Siemens.com Simple Search service value reflection

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- Siemens.com has about 2.3 Mio search queries per month
- 22% of the queries are relevant for Catalog systems, E-Business Applications, Blogs and other repositories with „High Quality“, „High Business Impact“ content which is not searchable right now, but will be with the new Enterprise Search Framework
- 506.000 queries give bad results and are lost for lead generation!
- If only 0.15% of the lost queries would generate a lead, the **value of search is between 2 and 3 mil €/year**
 - In this calculation other mentioned benefits like; routing value, service value, customer satisfaction and other strategic vision is not covered