

NATIONAL INSTRUMENTS SELECTED ATTIVIO PLATFORM FOR SUPERIOR SEARCH FUNCTIONALITY



“ We concluded Attivio was the best choice to provide important new functionality and resolve technical pain points, helping us achieve a new level of business success more quickly.

Kenn North,
Senior Product Manager, Search,
National Instruments

THE CUSTOMER

Since 1976, National Instruments (NASDAQ: NATI) has equipped engineers and scientists with innovative computer-based products that accelerate productivity, innovation, and discovery. The company has more than 6800 employees.

THE CHALLENGE

National Instruments was concerned about the future state of its enterprise search solution. Microsoft's FAST ESP was no longer offered as a stand-alone product and it was marked for end-of-life, effective July 2013.

THE SOLUTION

After a competitive, multi-vendor review, National Instruments chose the Attivio platform to power its site search including e-commerce, Intranet, and CRM search. The company appreciated Attivio's strength in the following urgently-needed features:

- Global language support
- “ Do you mean...?” query completion
- Reliable, tunable relevancy
- Auto-categorization
- Elimination of data denormalization

THE OUTCOME

The Attivio platform provided a superior cost-benefit profile and a much faster-time-to market than competing search providers. The data unification platform enabled the company to meet strategic objectives, including:

- Providing site visitors with a more engaging search experience
- Optimizing customers' online shopping experience to increase revenue
- Providing highly personalized information to National Instruments' global workforce
- Improving sales and marketing reporting and forecasting