

# 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