ATTIVIO HELPS TAME THE WORLD'S LARGEST REPOSITORY OF FOREIGN LANGUAGE MEDIA

SCOLA

> **When you have 84,000 videos in 200 languages, trying to find the right content for a themed lesson is overwhelming. With the Attivio search function, the user sees relevant results instantly. The behind-the-scenes processing complexity is completely hidden.**
>
> — Maggie Artus,
> Project Manager, SCOLA

> **What we do is unique, so being flexible and customizable is important to us. Attivio supported keyword search in several languages that are important to us, including including Arabic and Chinese.**
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> Project Manager, SCOLA

THE CUSTOMER

SCOLA is a non-profit organization devoted to language learning and cultural understanding. Subscribers search in any language within the organization's extensive repository of 85 terabytes of multimedia content, including individualized language learning units with vocabulary lists, customized content focused on particular lessons, and quizzes. The exclusive content that SCOLA provides is not available anywhere else on the Internet and subscribers are free to use the material they find for educational purposes now and into the future.

THE CHALLENGE

SCOLA houses a wide array of valuable information and resources, but there was no easy way for users to find it. The fact that SCOLA content is in 200 different languages with different alphabets added to the complexity of the search challenge because a single English language search box wouldn't be sufficient. Additionally, these massive amounts of data from multiple sources around the globe that arrived in many different file formats, needed to be indexed to populate the site's search engine.

THE SOLUTION

After researching several search solutions, SCOLA determined that Attivio's cognitive search and insight technology rose to the top of the list with three key differentiators:

1. Multi-language support
2. Flexible and customizable
3. Quick time to deployment

SCOLA selected the Attivio platform and redesigned its entire website to center the user experience around the organization's new search functionality that would allow a single keyword to bring up content of all types, in all languages. With the previous system, subscribers could search only one media content type at a time and users were unable to search across source types and formats.

THE OUTCOME

The Attivio platform is helping SCOLA make multimedia content instantly accessible. The results of implementing advanced search have been dramatic:

- 35% increase in site usage
- Average time on site increased from 45 minutes to 75 minutes
- Extremely positive feedback about the ability to find information they need in seconds with no delay, influencing customer retention