SharePoint 2010 evolution Conference MMX

What's new in SharePoint Search 2010 for end users

IW109

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About Mirjam

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Agenda

- Overview of Enterprise Search in 2010
- Improvements to the user interface
- Social Search
- Customise the search UI

Enterprise Search from Microsoft in 2010

Quick, easy, powerful search (free)

Complete intranet search

High-end search delivered through SharePoint

FAMILY VALUES

- Common UI Framework
- Social search features and integration
- SharePoint platform integration
- End user and site administrator enablement
- Common Connector Framework (BDC)
- APIs and developer experience
- Admin & deployment capabilities
- Operations advantages (SCOM, scripting)

Search Technology Concepts

Concepts

Search Center - UI for users to issue queries and interact with results

Query Servers - Accept query requests from users and return results

Query Federation - Return results from non-SharePoint Indexes

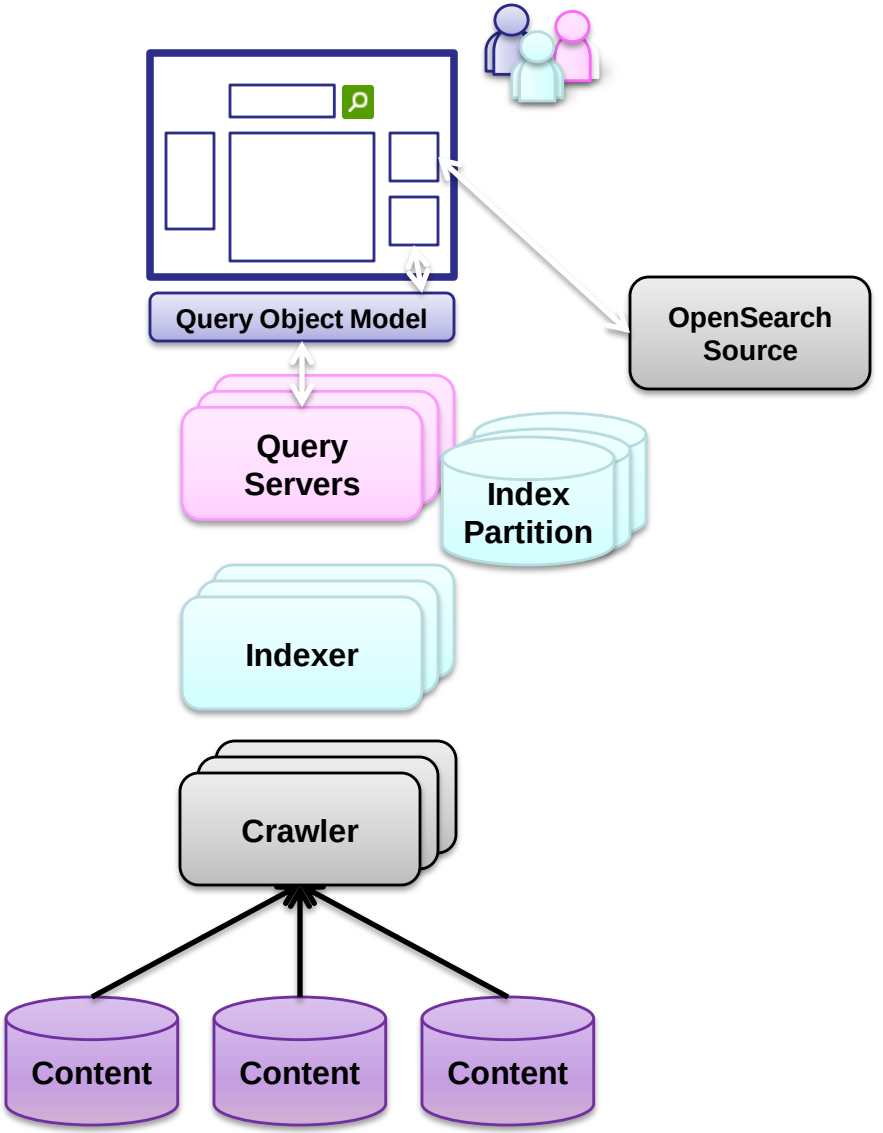
Indexing - Extract information from items to enable efficient matching

Index Partition - Subset of the overall index

Crawling - Traverse URL space to record items in search catalog

Connectors - Know how to process different content sources

Content Sources - Host the content we want to return in main results



IMPROVEMENTS TO THE USER INTERFACE

End-User UI

- Out-of-box refinement
  - Refine over key results properties
  - Metadata, taxonomy and social tags based results refinement
  - Easy to extend over custom properties
- One-stop Search Center
  - Scopes, web parts, best bets, advanced search
  - Query federation - native support for OpenSearch
- Core search experience
  - Improved *did you mean* suggestions
  - New pre-query and post related query suggestions
  - "*View in browser*" link (for most office docs)
  - Improved query syntax

End-User UI

- Improved relevance ranking
  - URL fuzzy matching, social tags, results click through, implicit phrase matching, extracted metadata, etc.
  - Improved low-noise snippets in summaries
- Enhanced multi-lingual support
  - Automatic detection of language of many document types and part of documents
  - Compound word handling - e.g., vulkaanuitbarsting” and ”vulkaan“, “uitbarsting”
  - Improved ranking of documents in multilingual collections
  - Manual selecting of language to use at query time

New Query Syntax

- Support for Boolean operators for FreeText queries and Property queries
  - (“SharePoint” OR “Bing”) AND (title:“Keyword Syntax” OR title:”Query Syntax”)
- Prefix matching for keywords and properties
  - Micro* author:bill*
- Improved operator support for property restrictions
  - =, >, <, <=, >=
  - Can create range refinements

Great Search Experience OOB

Get more relevant results
through a search center with hit highlighting, results summaries, related queries, and enhanced query syntax

Find information faster
with metadata-driven refinement, query suggestions, search scopes, and federated results which help pinpoint information

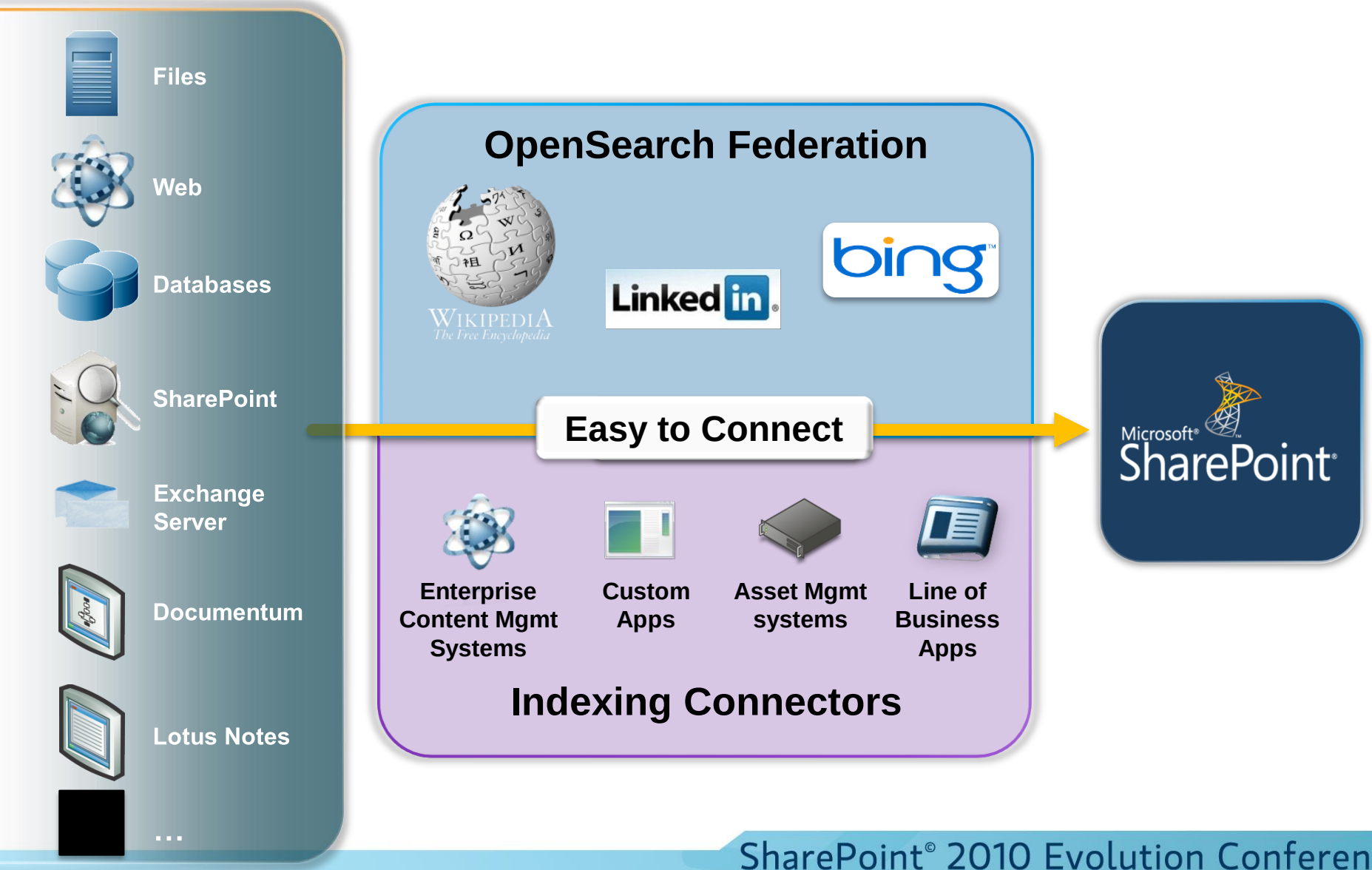
Search from anywhere
Including mobile and desktop integration; Office Web Apps speed access to results; enhancements for multi-lingual

Search Federation

- Query Federation
  - Bring external search results into the SharePoint experience
  - Based on Open Search standard
  - Exposed through UI + public federation Object Model
    - Enables scenarios like Bing and Yahoo, could even be extended to scenarios like custom web services

Search Federation

Connect to information outside of SharePoint



Demo

IMPROVEMENTS TO THE USER INTERFACE

SOCIAL SEARCH

Search is Social

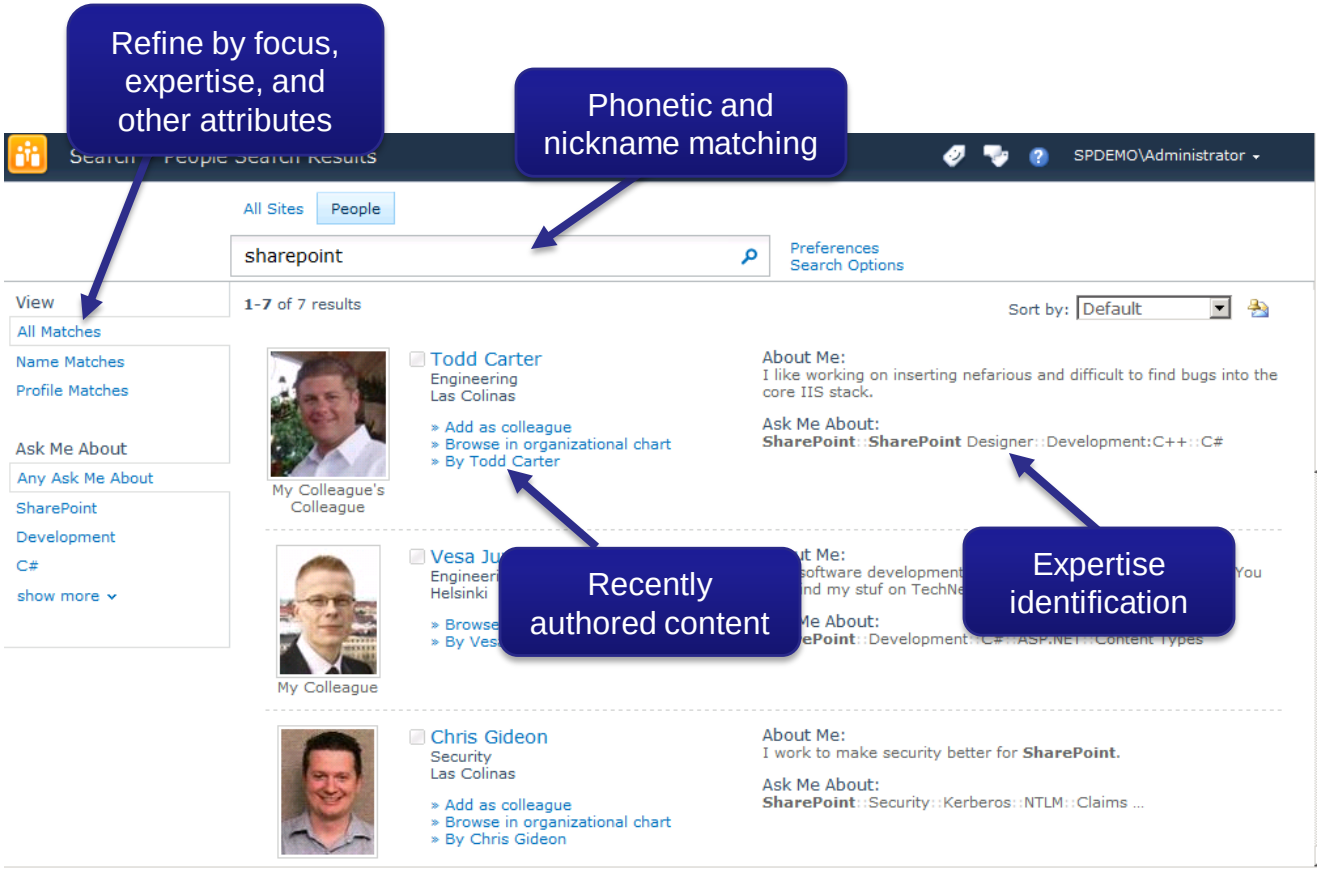
- People finding experience
  - Front door to the office social network
  - Better expertise & interest search
    - Email mining to bootstrap profiles with interests and colleagues
  - “Address book style” search
    - Phonetic name matching
    - Nickname matching
  - Relevance models tuned specifically for people search
  - Metadata refinement, better hit highlighting, recently authored content

Amplify Impact of Knowledge & Expertise

Connect with expertise
using improved matching from mined Outlook mailbox data and SharePoint My Site profiles

Improve relevance with use
based on how people tag content in SharePoint and on click-through of search results

Find people
through nickname and phonetic matching, people specific refinement, tuned relevance models



Search Use in Social Data Delivery

- Search is used for data retrieval and trimming in other SharePoint social features

Feature	Action	Query
My Site Host home page	What's New web part	Retrieves up to 40 recent activities from colleagues
Profile Page (person.aspx)	Recent Activities web part	Retrieves up to 10 recent activities for user
Tags and Notes page	Activities for Month web part	Retrieves up to 40 tags or notes based on activities for the specified month for user
Outlook Social Connector	OSC synchs every hour for every user. The response sends updates for colleagues since the last time OSC synched	Retrieves all recent (since the last synch) activities from colleagues

Search Depends on Social

- Some of the functionality in Search also depends on data from Social
- Only difference between SS and FS for social FS doesn't index social tags

Feature	SS	FS
Core Results Page showing social tags (up to 5) for search results		
Core Results Page Refinement by social tags		
Core Results Page Refinement by Taxonomy data / Authoritative tags		
All features on the people search tab - searching for people, searching for expertise, refining by people properties etc.		

Demo

SOCIAL SEARCH

- Adjusting the search user interface without custom code

CUSTOMISE THE SEARCH UI

Customise Search using the UI

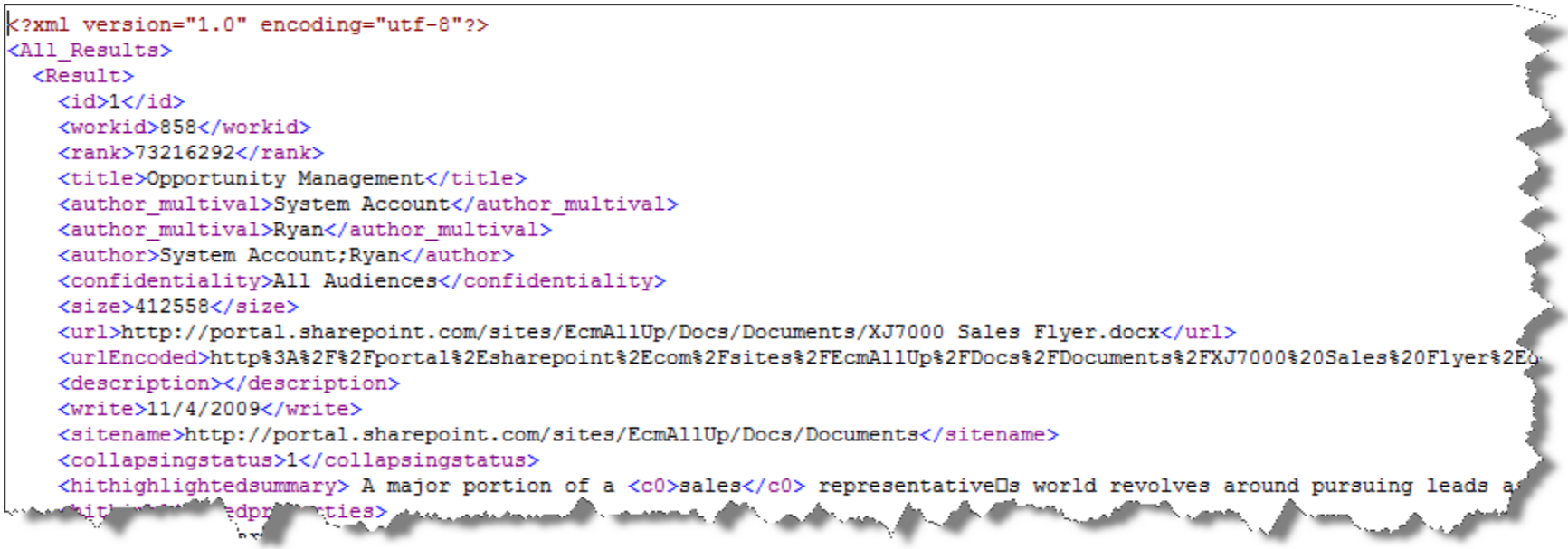
- Edit the pages in the search center
- Add your own scopes and tabs
- Scopes can be based on
  - Web Address (http://portal.sharepoint.com/sites/evolution)
  - Managed Property (author = mirjam)
  - Content Source

Customise Search using the UI

- Customise results to highlight metadata that matters
- Change web part properties – no code
  - Modify XSLT
  - Modify config XML
    - Refinement panel – control metadata available for refinement
    - Advanced search – control metadata available for advanced search queries

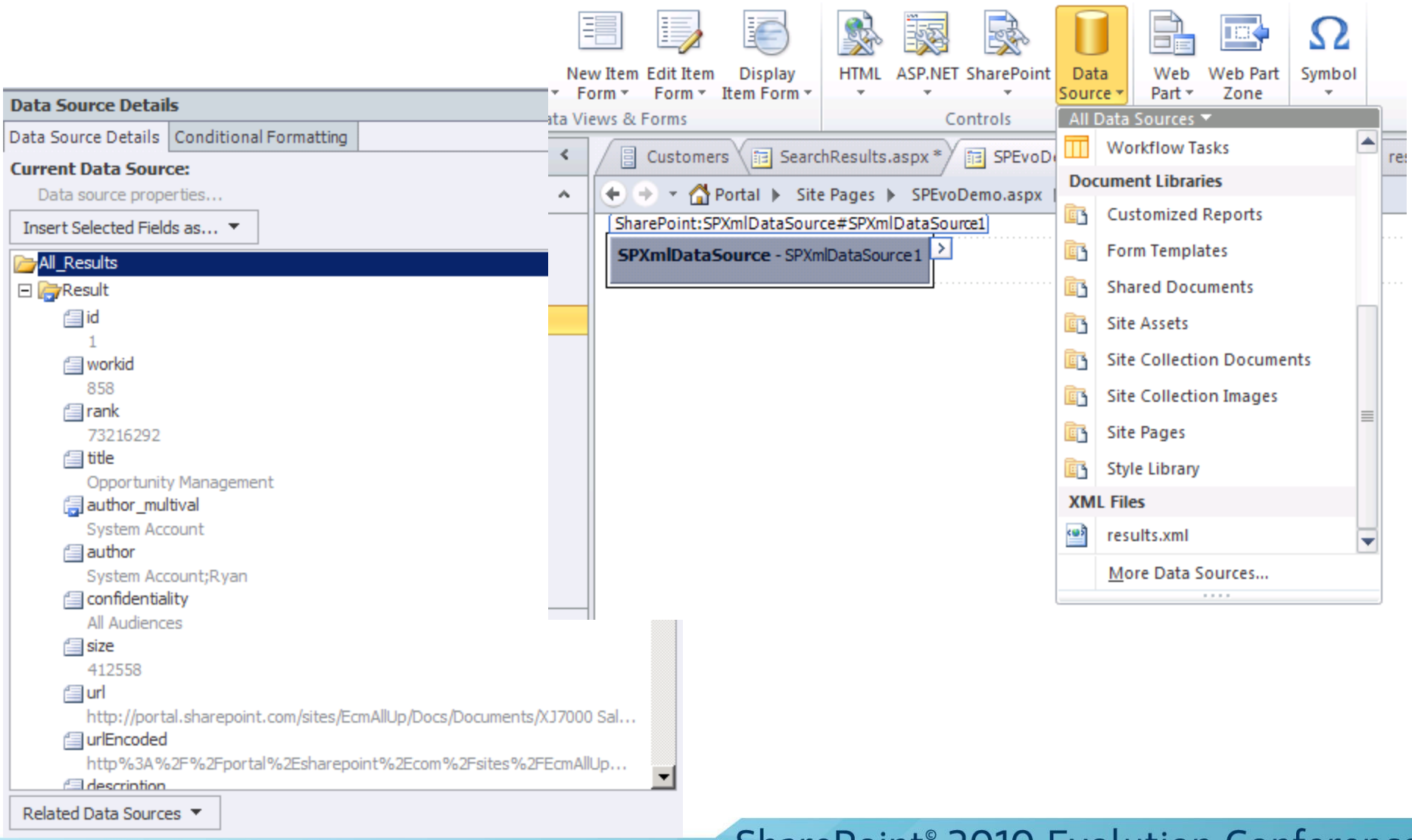
Get raw search results XML

```xml
<?xml version="1.0" encoding="UTF-8"?>
<xsl:stylesheet version="1.0" xmlns:xsl="http://www.w3.org/1999/XSL/Transform">

    <xsl:output method="xml" version="1.0" encoding="UTF-8" indent="yes"/>

    <xsl:template match="/">
        <xsl:copy-of select="*"/>
    </xsl:template>

</xsl:stylesheet>
```



```xml
<?xml version="1.0" encoding="utf-8"?>
<All_Results>
  <Result>
    <id>1</id>
    <workid>858</workid>
    <rank>73216292</rank>
    <title>Opportunity Management</title>
    <author_multival>System Account</author_multival>
    <author_multival>Ryan</author_multival>
    <author>System Account;Ryan</author>
    <confidentiality>All Audiences</confidentiality>
    <size>412558</size>
    <url>http://portal.sharepoint.com/sites/EcmAllUp/Docs/Documents/XJ7000 Sales Flyer.docx</url>
    <urlEncoded>http%3A%2F%2Fportal%2Esharepoint%2Ecom%2Fsites%2FEcmAllUp%2FDocs%2FDocuments%2FXJ7000%20Sales%20Flyer%2E
    <description></description>
    <write>11/4/2009</write>
    <sitename>http://portal.sharepoint.com/sites/EcmAllUp/Docs/Documents</sitename>
    <collapsingstatus>1</collapsingstatus>
    <hithighlightedsummary> A major portion of a <c0>sales</c0> representative□s world revolves around pursuing leads a
```

Add XML as datasource



Adjust results in SPD

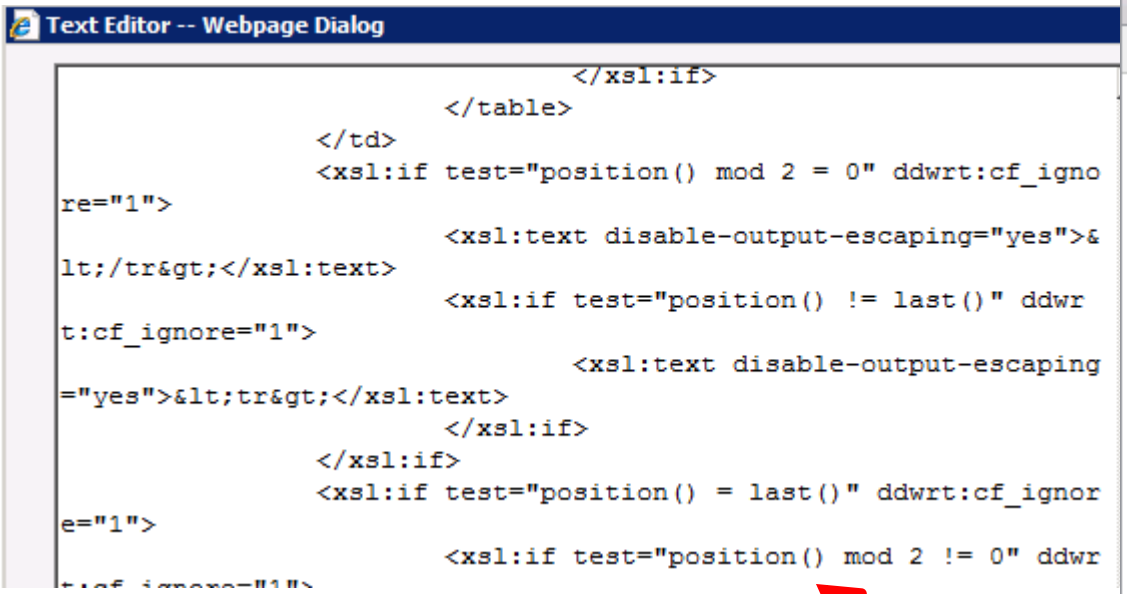
Portal ▸ Site Pages ▸ SearchResults.aspx ▸ Advanced Editor

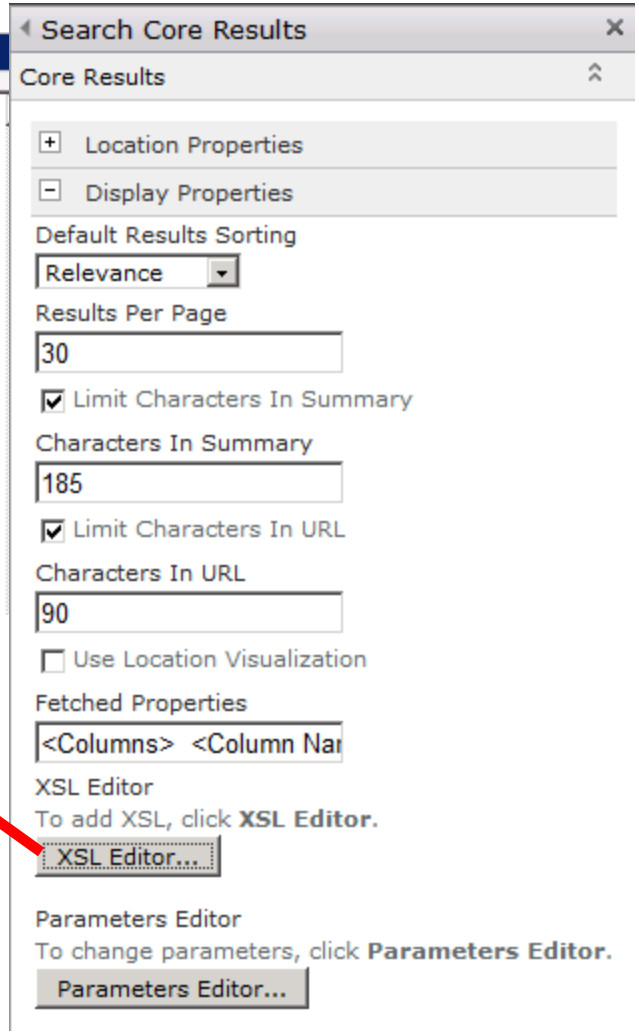
```
32      <ParameterBinding Name="UserID" Location="CAMLVariable" DefaultValue="CurrentUserName"/>
33      <ParameterBinding Name="Today" Location="CAMLVariable" DefaultValue="CurrentDate"/>
34  </ParameterBindings>
35  <DataFields>id;workid;rank;title;author_multival;author;confidentiality;size;url;urlEncoded;description;write;sitename;coll
36  <Xsl>
37  <xsl:stylesheet version="1.0" exclude-result-prefixes="xsl msxsl ddwrt" xmlns:ddwrt="http://schemas.microsoft.com/WebParts/
38      <xsl:output method="html" indent="no"/>
39      <xsl:decimal-format NaN=""/>
40      <xsl:param name="dvt_apos">'</xsl:param>
41      <xsl:param name="ManualRefresh"></xsl:param>
42      <xsl:param name="FileName" />
43      <xsl:variable name="dvt_1_automode">0</xsl:variable>
44
45      <xsl:template match="/" xmlns:asp="http://schemas.microsoft.com/ASPNET/20" xmlns:__designer="http://schemas.microsoft.c
```

ScriptManager - ScriptManager

Title:	Opportunity Management	
Author:	System Account Ryan	
Confidentiality:	All Audiences	
Title:	The Vulcan	
Author:	Tai Lee	
Confidentiality:		
Title:	LOB Connectivity Customization for Ofx	
Author:	System Account Thomas Coon	
Confidentiality:		
Title:	Opportunity Management	
Author:	System Account Sangya Singh	
Confidentiality:	Internal Only - All FTEs	

Copy SPD XSLT to Web Part

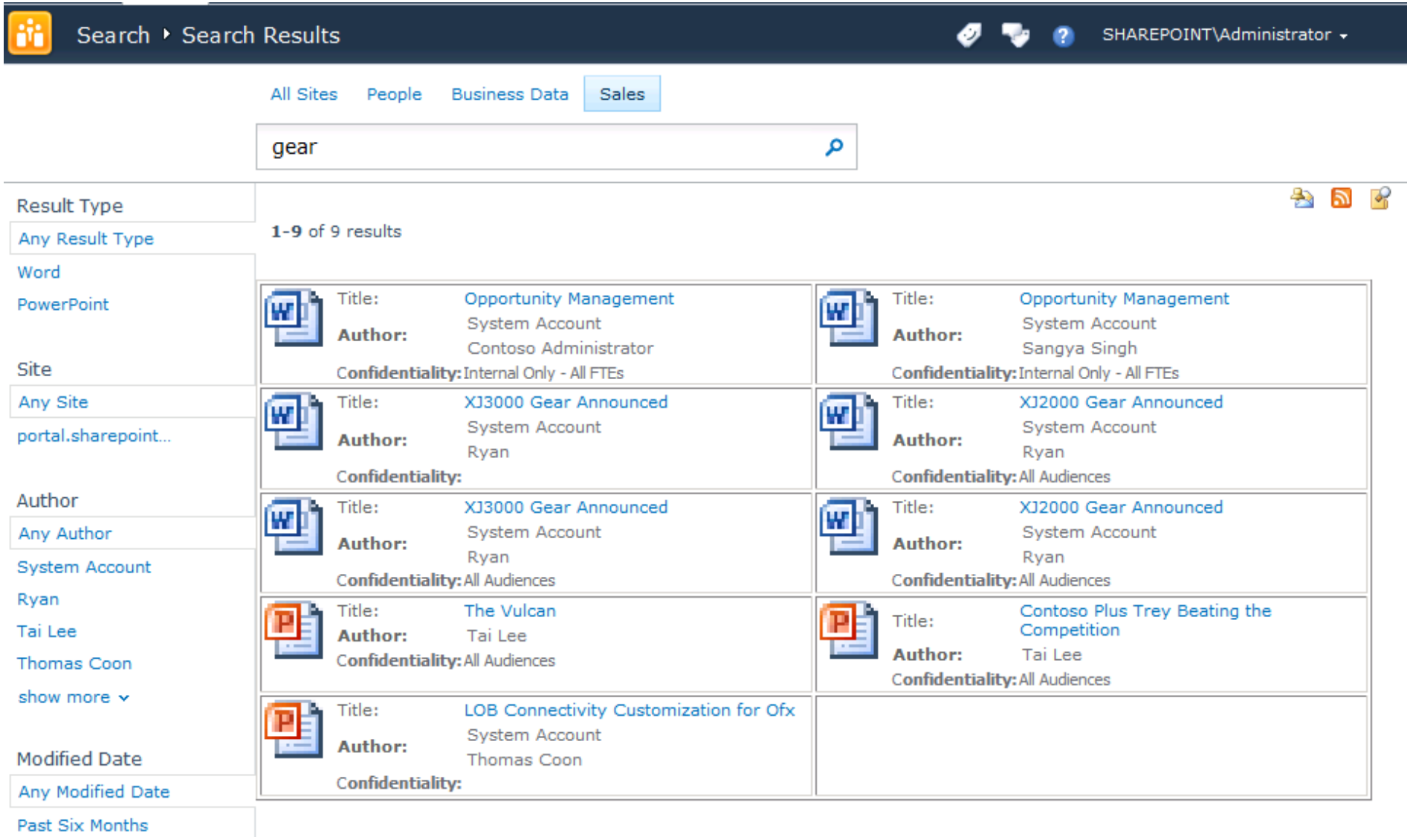




<xsl:stylesheet>

….

</xsl:stylesheet>


Search ▸ Search Results
SHAREPOINT\Administrator
All Sites
People
Business Data
Sales
gear
Result Type
Any Result Type
Word
PowerPoint
Site
Any Site
portal.sharepoint...
Author
Any Author
System Account
Ryan
Tai Lee
Thomas Coon
show more
Modified Date
Any Modified Date
Past Six Months
1-9 of 9 results
Title: Opportunity Management
Author: System Account
Contoso Administrator
Confidentiality: Internal Only - All FTEs
Title: Opportunity Management
Author: System Account
Sangya Singh
Confidentiality: Internal Only - All FTEs
Title: XJ3000 Gear Announced
Author: System Account
Ryan
Confidentiality:
Title: XJ2000 Gear Announced
Author: System Account
Ryan
Confidentiality: All Audiences
Title: XJ3000 Gear Announced
Author: System Account
Ryan
Confidentiality: All Audiences
Title: XJ2000 Gear Announced
Author: System Account
Ryan
Confidentiality: All Audiences
Title: The Vulcan
Author: Tai Lee
Confidentiality: All Audiences
Title: Contoso Plus Trey Beating the Competition
Author: Tai Lee
Confidentiality: All Audiences
Title: LOB Connectivity Customization for Ofx
Author: System Account
Thomas Coon
Confidentiality:

Demo

CUSTOMISE THE SEARCH UI

Thank you for attending!