

Customer Reference



Search solutions for Audi PartnerNet

Provision of a complete hit list with high quality results while taking complex authorization structures into account.



INTRAFIND

Starting Point

One of the objectives of the project was the replacement of the existing search in Audi PartnerNet (APN) with an easy-to-use search solution which provides the Audi partners with a clear, high quality and complete list of matches while considering his individual access rights.

Audi PartnerNet, which includes more than 10,000 documents, is AUDI AG's personalized distributor information portal and is used for communication throughout Germany between the manufacturer Audi and its distributors. Audis wish to optimize the quality of search results was crucial for replacing the old APN search engine. With the old solution search results would often not match. Outdated or less relevant matches were ranked high, while the latest relevant information was not available on the first page of result list.

Customer Profile

The German car manufacturer, AUDI AG, with headquarters in Ingolstadt, Germany, employs more than 90,000 people in seven locations in Europe and Asia. With sales of more than Euro 55 billion (2019) Audi, the „brand with the four rings“ and part of the Volkswagen Group, is one of the world's most successful automotive companies.

Solution

After an intensive evaluation phase, Audi decided to implement a search solution by IntraFind, which now supports Audi's distributors in the production business with their research processes in Audi PartnerNet.

An important requirement of Audi was the consideration of the complex legal concept which is the basis of Audi PartnerNet. Thus, for example, users may never be offered suggestions for search terms in the auto-completion nor could they be shown matches for which they have no access authorization. The controls of access rights also extend to search filters which are displayed to the user for an intuitive limitation of his search query.

Benefits of iFinder

- + Intuitive search solution
- + Individual access rights are taken into account for the hit list and the preview of search results
- + Aggregation of search results across all documents that are linked in an article

All filters show only content that the logged-on user is authorized to use. The filter content is presented here with the correct number of matches. This helps the user to use the search-related filters relevant to him.

Technical Implementation

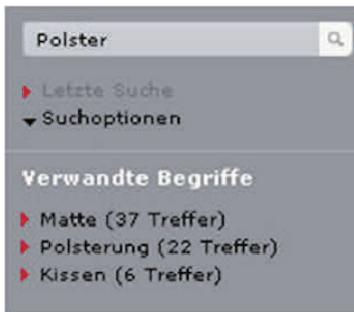
IntraFind prevailed in the selection process preceding the award of the project with its trial phase mainly because of the completeness and relevance of matches, the linguistic quality of search results as well as the semantic search capabilities as compared with other providers. For IntraFind Project Manager, Manuel Brunner, the particular challenges of the project lay in the support of a simple and intuitive search interface with iFinder and a complete and self-explanatory list of matches.

„For this we were allowed to seize a lot of great ideas from the project manager at Audi, Ms. Daniela Simonis, and were able to create significant added value with our iFinder modules and IntraFind linguistics compared to the old APN search. The results speak for themselves: especially the auto-completion function and the simple but effective search filters facilitate Audi partners to navigate through large numbers of matches“, said Manuel Brunner.

„IntraFind stands for high-quality technological products and reliability and has also a good understanding of what customers need.“

Thomas Müller

Head of Trade Marketing Germany
AUDI AG.



+ Figure 1: Search support by displaying synonymous terms in the search for „cushion“

The functions of the new APN search engine underwent extensive trials before its transition to the production operation, achieving consistently convincing results. The documents expected for each of the retrieval queries were among the top 5 results of the results list - a testimony of the excellence of the IntraFind search.

The Audi-specific design concept of the list of results and the highlighting of search terms directly in the found article also brought a significant usability advantage over a standard results list. Furthermore, results are always outlined under a main article in the APN, which immensely favors the clarity of the list of results.

For example, if the search term entered by a user is contained in a pdf document that contains further information about a main article of the APN and is linked thereto, then the main article is displayed first in the result list of matches, and then one can see the indented pdf document that contains the search term displayed under it.

„The result speaks for itself: especially the autocomplete function and the simple but effective search filters make it easier for Audi partners to navigate.“

Manuel Brunner
Project Manager AUDI AG
IntraFind

„The search specialists at IntraFind quickly understood our needs in terms of the functionalities of the new search and were able to convey their understanding of the solution - that’s how one feels ideally protected as a customer.“

Thomas Müller
Head of Trade Marketing Germany
AUDI AG.

Summary

IntraFind could implement all the project requirements to the satisfaction of the client and the Audi APN users with the new search in Audi PartnerNet.

A few months after the project’s completion, Audi participated in a study of the independent market research service provider, Psyma, which analyzed and compared the extranet offers of a group of major automobile manufacturers in the context of an online user survey.

The results showed that 74% of the participants expressed their satisfaction with Audi PartnerNet. The APN search function was evaluated as being the best by far in comparison with other extranet solutions in the automotive sector regarding ease of use, filter possibilities and presentation of results. Ease of use, speed and the wide variety of filter options of the APN search were rated as being particularly satisfactory.

In addition, Audi sales partners which participated in the survey provided valuable feedback and suggestions for additional search capabilities and optimization which will be implemented by Audi as part of a follow-up project along with IntraFind.


INTRAFIND

IntraFind Software AG
Landsberger Straße 368
80687 München
Germany

+ 49 (0) 89 3090446-0
marketing@intrafind.com
www.intrafind.com