

What We Do

We provide software that transforms SharePoint intranets and portals into powerful, Internet-like applications that significantly improve the way organizations find and work with content. This enables them to:

- **Boost productivity**
- **Reduce costs**
- **Increase business insight**

How Well Is Your Intranet Serving Your Employees?

Like it or not, your employees' experience with internet applications sets their expectation of your intranet. However, most intranets do NOT meet users' expectations.

Think about the great internet applications you use in everyday life. Now think about the most elegant and useful apps. From shopping, to booking travel, or searching for knowledge, these apps help us make better decisions -- fast. They're practical, modern, and elegant. Most of all, these apps are making our lives easier every time we use them.

But what about the average intranet experience? Why aren't the successful elements of our internet experiences being applied to corporate intranets? Thriving, modern organizations are taking action -- helping employees work smarter, faster, and more enjoyably. They are investing in these core practices:

Tagging content.

Internet applications use a "search and refine" approach. They don't expect users to enter a perfect query. Thus, effective search results demands quality metadata.

Providing access to content from all authoritative sources.

Forcing users to seek information from multiple sources is frustrating and kills productivity.

Providing tools and applications to improve users' productivity.

Creating a compelling intranet requires addressing a variety of applications, with search squarely at the intersection of users and machine.

Impact of Not Investing in Corporate Intranets

When searching for information, users are often engaged in larger tasks and making search actionable is critical to them. However, too often senior management doesn't recognize the importance of search to employees and their opinion is that intranets do not enable vital business activities nearly as well as external websites. This is reality.

Yes, making investments in intranets can be hard to justify-- even when productivity gains are obvious. Yet, investments in external websites is considered strategic. Ironically, they always seem to get funded. They support your brand and help customers find what they need so they can transact -- quickly and easily.

But what about your most valuable internal customers? Just like your website drives your customers' brand experience, your intranet determines employee satisfaction and productivity. No company can win in the long run without employees who believe in the corporate mission and are actually able to achieve it -- without fighting against technology.

Most intranets cause employee frustration and lost productivity. Does yours?

We are a proud partner of Microsoft



Imagine Being Able to:

- Deploy SharePoint-based intranets at a dramatically reduced cost, time, effort, and risk.
- Reduce implementation time by more than 50%.
- Improve relevancy by automatically and accurately tagging content.
- Provide applications that let users find information in seconds or minutes.
- Eliminate custom code.
- Increase user adoption and satisfaction.
- Speed up IT responsiveness to business.



"We have adopted BA Insight as part of our architecture for delivering information. The combination of Apache's existing technology with BA Insight's software is helping our IT organization quickly deliver efficient, powerful tools that match the way the business would like to see their work performed. This technology is changing the way our business looks at search."

- Travis Osborne, Director, Information Management at Apache.



Our Software



Applications

Smart Previews, Visual Refiners, User-Generated InfoSites, and Matter Comparison help users find relevant information faster for improved productivity.



Classification

Auto-tagging, metadata generation, and text analytics make content findable.



Connectivity

Secure connectors and federation to a wide variety of content systems enable unified views of all knowledge assets.

How We Service Our Customers

BA Insight's Professional Services and Customer Support Teams consist of individuals with deep expertise in search-driven application implementations, SharePoint, and our software portfolio. They have a strong background in software engineering and proven planning and project management skills to ensure the success of each project.

A standard customer implementation includes planning and design, installation and configuration, validation and testing, production deployment, and preparation for ongoing operation. We offer a variety of training programs that provide comprehensive instruction, combined with structured exercises, to enable our customers to be self-sufficient with implementations and upgrades.

Our customer support personnel provide post implementation support for complex IT environments to maximize performance, achieve high availability, and reduce risks. Our Customer Support Portal provides access to a comprehensive knowledge base, documentation, software downloads, discussion forums, FAQs, and case submission/management to enable our customers to optimize their usage of our technology.

Who We Serve

We serve visionary organizations such as...



Delivering Value to our Customers

Our focus is on providing a comprehensive software portfolio implemented by our team of passionate experienced professionals and supported by a single vendor. The breadth of our software products, combined with the depth of our experience, is unmatched in the industry. This combination allows our customers to:

- Eliminate customizations through the implementation of our software
- Deploy our software's capabilities all at once or in a phased approach
- Leverage our insightful and passionate team's hundreds of years of experience implementing enterprise search applications
- Join the hundreds of organizations and millions of users who benefit from our software on a daily basis