



Salesforce の情報を インテリジェントに活用

Salesforce Search That Works

“Salesforce を導入した効果が、
Kona の優れた検索機能によって劇的に高まった”

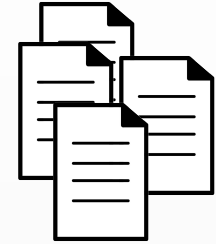
“Adoption of Salesforce has skyrocketed because of Kona’s ‘Search on Steroids’”



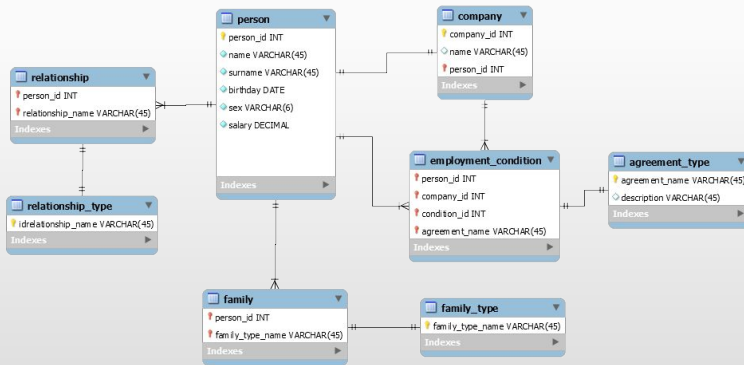
UnitedHealth Group

The Problem

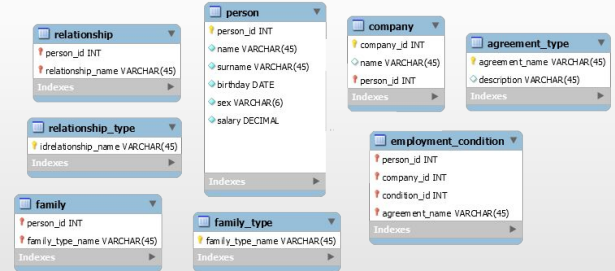
Search sees everything as files



FILES



DATABASE SCHEMA



Where are the relationships?

DATABASE TABLES

**Relational databases (SQL) treat text
like numbers...**

No concept of relevancy

Salesforce is a traditional relational database “unfortunately” populated predominantly with text

Consider the following query:

(synonym: mobile) TITLE
*Cell number for CEO I spoke to in
Boston about Salesforce search*
LOCATION COMPANY ENTITY

Natural
Language
Processing

Email (unstructured)

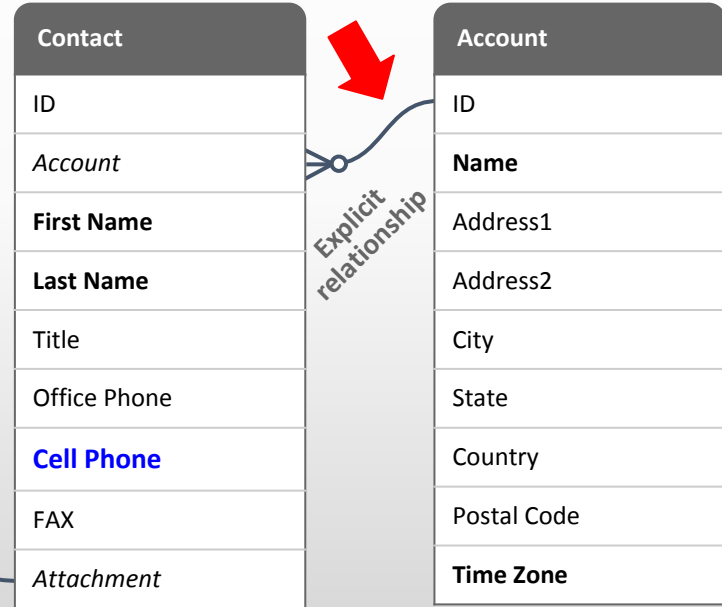
CONTACT DATA → Subject: **Intro Meeting**
 From: me
 To: Sales@company.com
 Date: Fri, Oct 19, 4:40 PM (2 days ago)

ACCOUNT DATA → Body: Met with **CEO** of **KonaSearch** for an hour. Discussed ways to bring search into our company. We should trial their product in our Salesforce org.

query terms

Implicit relationship

Records (structured)



Other Examples

	Structured	Unstructured
Product sentiment	product records	service notes online reviews
Sales buy signals	opportunities activities	contact notes emails
Employee churn risk	personnel records	Glassdoor social data

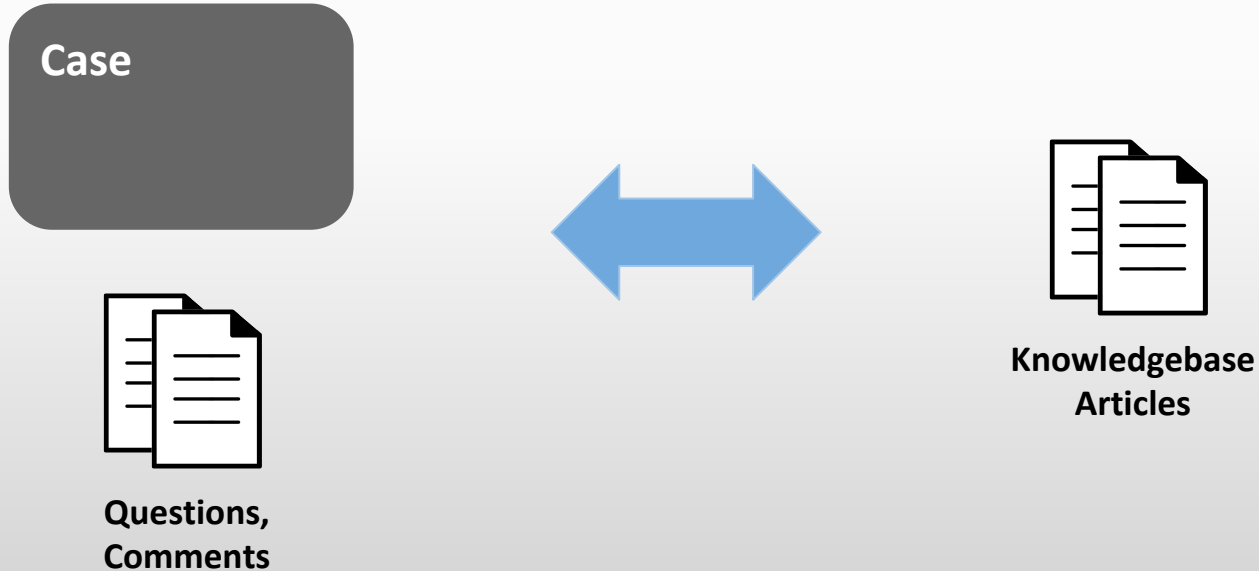
Search as Matching Engine

Recruiting



Search as Matching Engine

Self-Service, Call Centers



KonaSearch は、AI技術に基づく自然言語検索やマッチング・エンジン機能を備えた検索エンジンです。Salesforce のすべてのフィールド、オブジェクト、添付ファイルのほか、Box、SharePointやデータベースなど他のデータソースも高速に検索します。

AI-driven natural language search and matching that searches every field, object and file in Salesforce, through relationships and across orgs, and searches other data sources like SharePoint & databases, all from the same index.

活用事例

Markets

人材採用

Recruiting

求人内容と候補者の最適なマッチングを促進

Find the best candidates for job orders

顧客管理

Account Mgt

百万単位のレコードから契約内容や営業案件を検索

Find contacts & opportunities from millions of records

セルフサービス

Self Service

ナレッジ記事を探させ、迅速に正確な回答を導き出す

Resolve cases faster, more accurately

購買

Purchasing

百万単位の在庫から、注文内容を満たす商品を特定

Fill orders from millions of SKUs

ディスカバリー

Discovery

金融取引等における身分詐称の検知

Uncover identity fraud

Why KonaSearch Works

- ✓ Search **difficult** object data (multi-picklists, formula fields)
- ✓ Search documents **together** with object data (attachments)
- ✓ Search through **relationships**
- ✓ Search across **organizations**
- ✓ **Complex** filtering (dependent picklists, recursive tables, geo-search)
- ✓ **Automated** schema alignment (slave objects, schema patterns)
- ✓ **Profile-based** field-level relevance biasing
- ✓ **Index-based** security (security records part of query)
- ✓ **Matching engine**

A New UX: Search & BI together

FROM SEARCH

- ✓ Single, global **search box**
- ✓ **Natural language queries**
- ✓ **Dynamic facets** for point-and-click filtering
- ✓ **Relevancy** ranking
- ✓ Document **extracts** (like Google)

FROM BI

- ✓ Ability to save and **share queries**
- ✓ Field-level **filtering**
- ✓ **Tabular** results
- ✓ **Exact** record **counts**

Next on the List

- ✓ SQL and search as one language (SOQL, SOSL)
- ✓ AI for auto-improving field-level relevancy biasing
- ✓ AI for auto-improving matching engine profiling
- ✓ Document parsing & text mining (e.g. resumes)
- ✓ Search-driven events and triggers