

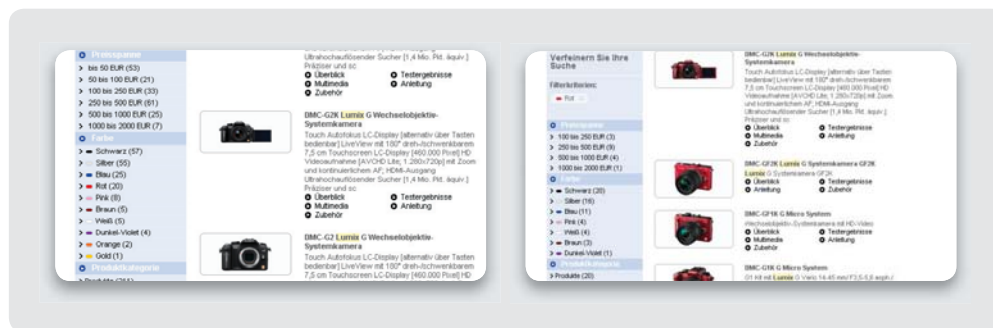
# CASE STUDY: ENTERPRISE SEARCH WITH APACHE SOLR FOR PANASONIC MARKETING EUROPE

## A search function for over 30 national pages

In order to ensure its customers a comprehensive overview of the company and its products, Panasonic, the Japanese electronics giant, operates more than 30 national websites in Europe alone. To extract information on a product range, or look for a single item, a professional and high performance search engine is essential.

Thanks to the new, platform-independent search function, our entire product line-up can now be appropriately indexed. As a result we can reduce the rate of drop-out from our search visitors from 40% to 5%. The solution AOE media have implemented here represents a genuine value boost for our business.

**Hubert Baumeister**  
Online Communication Manager,  
Panasonic Marketing Europe



## The challenge

Above all, Panasonic wanted a search function, which would fulfill two criteria: it should be available quickly, and it should integrate easily into the existing CMS, without having to discard the latter. The electronic goods manufacturer decided on the Open Source full-text search-engine Apache Solr, and entrusted the realization to AOE media.

## The solution

Solr is a search solution equal to the challenge. Based on Apache Lucene, Solr is capable of searching vast quantities of data in short order and delivering the relevant results in a user-friendly form. Integration into the existing CMS merely required the introduction of a straightforward HTML snippet.

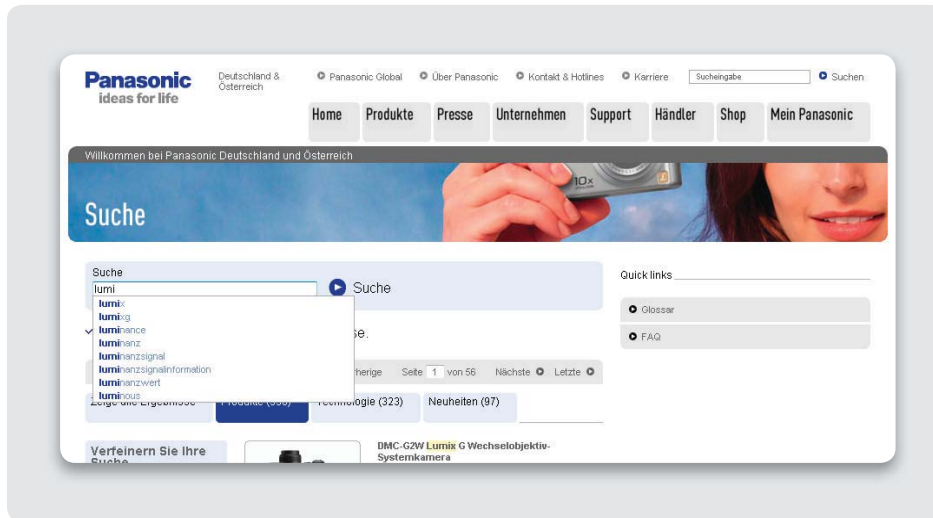
The crawler, developed especially for Panasonic by AOE media, indexes the available pages and not only reads the content, but also identifies the semantic structure using predefined samples. Thus it can sort search results according to type, such as news items or product information and is able to automatically recognize defining product characteristics.

Unique selling point:

**The search engine does not need to be pre-fed a database of XML files!**

The search includes such modern features as auto-suggest, error-tolerant and fuzzy search, facets as a filter function and much more. The engine can handle up to 1,000 simultaneous search requests per second per Solr index. For maintenance purposes, an administration zone can be accessed by Panasonic, which also enables the editing of special functions, such as blacklists or "positioned search results".





## Panasonic: IDEAS FOR LIFE



### About Panasonic Europe:

Panasonic is a leading global performer in the development and production of all types of electronic devices: from domestic hi-fi, through telecommunications hardware, to white goods. The company employs around 385,000 people worldwide, who create an annual turnover of nearly 80 billion USD.

### The challenge

- Faceted search: results can be filtered according to particular criteria. Thus, in just two clicks, you can find all digital cameras over 10 megapixels resolution that are available in blue.
- Optimized ranking: in an organic page ranking system, undervalued documents can be treated preferentially by assigning boost factors to increase their visibility in the search results.
- For example, hits categorized as news items or product-related are better organized and more easily found.

### Conclusion

Online shopping and online searches are learnable: the search options provided by eBay or Amazon have induced high consumer expectations with regard to speed, reliability choice and relevance. Even major global players must aim to fulfill all such expectations if they are to remain competitive. Thanks to Apache Solr and AOE media, the search engine on Panasonic Europe's sites is now also a world class player.



AOE media is a leading provider for Open Source-based Portal development, Web Content Management and e-Commerce. A global company with its headquarters in San Francisco, California and Wiesbaden, Germany, AOE media has handled hundreds of implementations for major names, such as Cisco WebEx, Deutsche Telekom, Palm, Nvidia or Panasonic. Read more at [www.aoemedia.com](http://www.aoemedia.com).

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