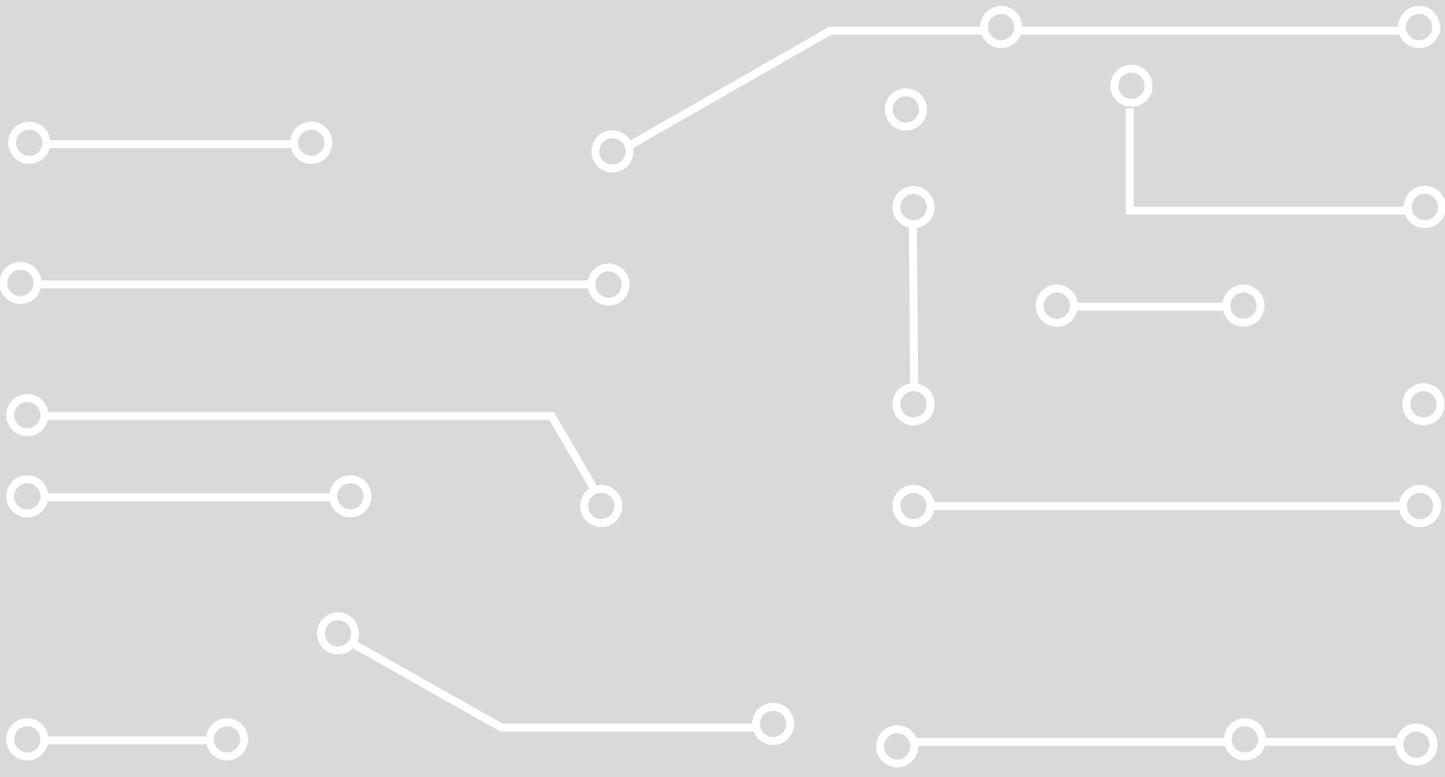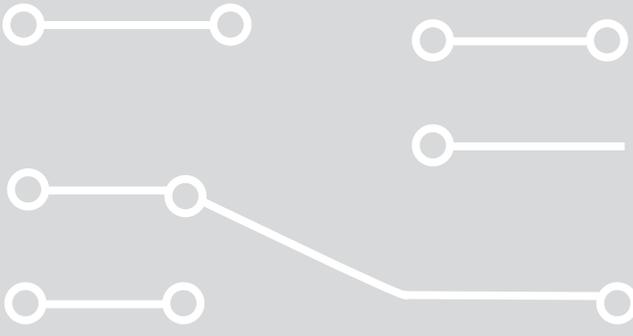# TAIGER

SUCCESS STORY
BANCO SANTANDER

SMART SEMANTIC SEARCH:
INTRANET AT ITS FULL POTENTIAL

Santander

INDUSTRY BACKGROUND

Founded in 1857, Banco Santander is the first Eurozone bank being amongst the 15 biggest banks worldwide according to exchange capitalization, and present in the ten most important markets. It is the main financial group in Spain and Spanish America, with very solid and relevant positions in the United Kingdom, Portugal, Germany, Poland, and the northeast of the United States of America. Through Santander Consumer Finance, it performs its banking activities in the Nordic countries and other European nations. Its shares are quoted in the stock exchanges of Madrid, New York, London, Lisbon, Mexico, Sao Paulo, Buenos Aires, and Milan, and it is in 63 different indexes. The firm manages funds amounting to 1.4 billion, belonging to more than 102 million of customers, and through 15,000 branches. It has 3.3 million of shareholders and 193,000 employees.

THE NEED

The need Banco Santander is facing is a current and common problem every single big and middle firm has to solve: optimizing the information access in the corporate environment. Banco Santander is interested in improving its ability to search over corporate information and increasing the precision of results around the content available on its intranet. Traditionally Web search technology based on keywords has been implemented in intranets. Nonetheless, results have been mediocre; what works on the Web –with certain limitations, it must be added- offers poor results upon being applied to proprietary corporate information and intranets. And the reason behind is simple: search engine results are ranked based on the links shared and provided from one page to another. The problem is that corporate documents do not share links among them and traditional ranking is not possible. Consequently, on the one hand result pages turn out being a list of documents ordered –in some cases- alphabetically instead of according to the relevance to the query; and on the other hand corporate users cannot find what they are looking for producing frustration, poor user experience, and lack of efficiency.

Furthermore, the intranet search engine of Banco Santander was experiencing serious problems regarding the information retrieval. For instance, on launching a simple query such as "*Car allowance*"-, some of the results displayed by the search engine were faulty in the sense that the engine recovered by mistake a document titled "*123 Credit Card*", just because the letters "*c*", "*a*", and "*r*" of the term "*card*" matched partially the name of the concept "car" of the initial query. Likewise the search engine recovered by mistake a document titled "*HR00399_AUG12 RIF Guidance Notes – Internal Candidates (1).pdf*", because it matched – again faulty- the numbers 00 with the letter "*o*" of the word "*allowanc*e".

All this made us think that the logic behind the search engine of Banco Santander was the typical one of a common morphological or keyword-based search engine: only able to match characters without considering the meaning of words.

ORGANIZATION
Banco Santander
www.bancosantander.es

CUSTOMER BASE
193,000

COUNTRY/REGION
Spain

INDUSTRY
Banking

BUSINESS NEED
Intranet search

LINK-BASED INTRANET SERP

"PENSION PLAN ELIGIBILITY CRITERIA"

4
3
17
1

RESULTS ORDERED ALPHABETICALLY

TAIGER SEMANTICS-BASED INTRANET SERP

"PENSION PLAN ELIGIBILITY CRITERIA"

1
2
3
4

RESULTS ORDERED ACCORDING TO THE QUERY MEANING

SUCCESS STORY
BANCO SANTANDER
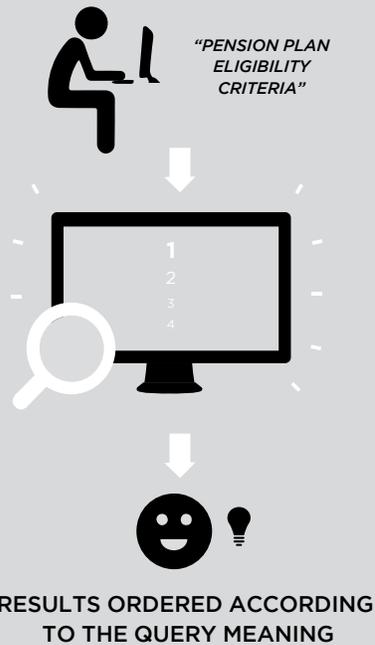
THE SOLUTION

The best and most convenient way for Banco Santander to meet this need was Taiger iSearch solution. iSearch is a semantic search and annotation engine, specifically targeting corporate intranets, able to exploit the meaning of information in order to understand users' queries, to clarify ambiguities, to expand searches -serendipity-, and to recover the corresponding documents efficiently and precisely.Upon using this solution, Banco Santander users are able to complete highly complex queries such as "British real estate portfolios with an average yearly yield above 7%", obtaining accurate results and listing documents in the proper order to gain the desired knowledge.

THE ADVANTAGES

The implementation of this solution means several advantages for Banco Santander: better and more precise search results; access to an advanced user interface, to structured and unstructured content, and to an homogeneous search mechanism on several repositories, social media, or cloud infrastructures.
iSearch also allows to search on audio, text, and video files and features automatic annotation and metadata generation facilities for better information access.
Summing up, through this solution of Taiger Banco Santander can transform and greatly improve the holistic search user experience, at the same time as it does better employees' productivity and efficiency upon searching and retrieving internal knowledge.

TAIGER SOLUTION
iSearch

FUNCTIONALITY
- Contextual indexing & search
- Semantic technology.
- Natural language processing.
- Content federation.
- Search+
- Advanced text analysis.
- Automatic tagging and notation.

LANGUAGE
Spanish

TECHNICAL INFORMATION
Platform
Linux

Type of Content
- Internal, external, and user-generated content
- Content in Spanish
- Textual content.