MONOPRIX BOOSTS AGILITY THROUGH UNIFIED INFORMATION ACCESS

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MONOPRIX

"WHAT CAN WE DO FOR YOU TODAY ?"

Monoprix's signature tagline reflects the company's deep commitment to customer satisfaction. It also captures the spirit of the Monoprix Information Systems (IS) team in addressing staff information needs. This team continually seeks innovative solutions to help employees carry out their daily duties faster, more easily and with greater effectiveness. And it is this commitment that led the Monoprix IS team to select EXALEAD CloudView™ as the Group's information access platform of choice. With CloudView, Monoprix has been able to replace fractured searches, complex forms and rigid navigational schemas with single text-box access to resources company-wide, including Share-Point content, company and store directories, news, and operating procedures. The intuitiveness of the system and the high relevance of search results led to immediate user adoption - with no training - and to an 85% jump in Intranet portal consultations in just 15 days. Employees clearly appreciate this new service (which they rate as having 'exceeded their expectations'), and customers no doubt appreciate the cheerful responsiveness of employees that are well-informed and well-equipped to meet their needs.

Monoprix's Needs
• Break down information silos to improve efficiency, day-to-day decision-making, and customer responsiveness
• Provide an intuitive and accurate search tool to improve employee efficiency and self-reliance
• Expand information access while improving data security

EXALEAD Solution Benefits
• A single point of entry to data from applications everywhere
• Familiar, Web-style search of both structured and unstructured data
• Helpful search aids (auto-completion, query suggestions)
• 'Fuzzy' results matching (e.g., lemmatization)
• Search refinement by dynamic categories and clusters (facets)
• Strong, tunable relevance
• Solid, infrastructure-level security

ABOUT MONOPRIX

A joint subsidiary of the Casino Group and Groupe Galeries Lafayette, the Monoprix Group operates more than 400 supermarket and specialty retailing stores in France. Monoprix is also the leading urban retailer in France, with a presence in more than 85% of cities with more than 50,000 inhabitants. Founded in Rouen in 1932, the Group now includes five chains (Monoprix, Monop', beautymonop, dailymonop and Naturalia) and employs 20,000 people, 19,000 of whom are store employees. In 2010, the Group earned revenues of €4 billion.

To maximize customer responsiveness and staff efficiency, Monoprix wanted to give employees a single point of access to all information resources. Their goal was to deliver this unified access and complete visibility without painful data or systems integration – in fact, without any impact at all on underlying business applications.

A NEED FOR UNIFIED ACCESS TO GLOBAL INFORMATION

"We created our Intranet back in 2002," states David Decarrière, IT e-Solutions Director, "and today more than 4,500 employees access it from headquarters, stores, warehouses, and logistics hubs." In addition to contact information for all personnel, the portal offers commercial, administrative and operational information. It is also used to keep employees abreast of PR and marketing activities and campaigns.
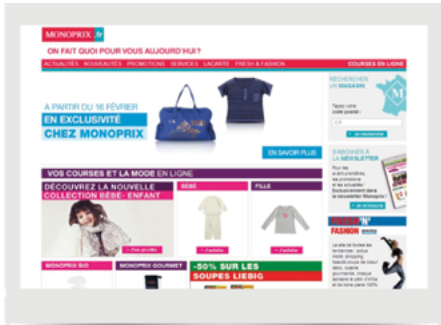
In 2009, Monoprix migrated the portal to Microsoft SharePoint Server, with content drawn from multiple applications: "We opted for a mashup approach, aggregating - but not integrating - information from other systems," specifies Decarrière. In this context, each application had its own search

engine, which had its limitations: *"When users searched for information, they first had to select a source and search it, and then repeat the process for every application until they found what they needed."* In addition to this search inefficiency, the information was so compartmentalized that users were not even aware of the abundance of information actually available through the portal.

And though the portal did offer a native search utility, it was in fact a database search function that did not meet the needs of users accustomed to consumer Web search engines: *"You can't really talk in terms of 'indexing' for that kind of conventional database search. Plus, the tool had very limited features and did not support natural language functions like lemmatization [using word stems and roots for approximate, or 'fuzzy,' search term matching], nor did it suggest alternatives in case of typos or spelling errors,"* says Decarrière. Lastly, confidential information used to show up in the search results: *"Any employee might have come across confidential information that should have been protected by restricted access,"* adds Monoprix Operations Manager Marc Frogé.

"Our employees were struggling to access the data they needed. At a minimum, they were always at least four to five clicks removed from the information they needed."

– Marc Frogé, Monoprix Operations Manager

CLOUDVIEW: THE WINNING SOLUTION

No matter their job function or location, the Group's employees expressed a desire for a tool that worked like an Internet search engine. The existing search tool was simply too counter-intuitive and inflexible: *"If a search request entered did not match the term being searched for to the letter, the tool didn't return any results at all!"* notes Frogé with regret. IT management, for their part, wanted to provide intuitive, Web-style usage while still delivering universal information access through a single tool. Their ideal platform would provide a unified point of entry to all source applications, blogs, and knowledge management tools.

In 2010, the IS team consulted the business owners of the various applications to assess their search and information access needs. After reviewing these needs and examining the available solutions, the Group's IT Management Committee decided on EXALEAD CloudView™.

"It was a choice based on the comprehensiveness of EXALEAD's offer. The solution satisfied all our functional, technical and financial needs," affirms Decarrière.

The indexed data includes structured data (databases, directories) as well as unstructured data (Web content, blogs, documents), and the navigation structure (sections, subsections) reflects the way contributions to the portal are organized and who can access them.

To ensure controlled access, the search solution was combined with the IAM (Identity and Access Management) solution which, since 2007, has managed access rights and identities within the Monoprix IS, along with a personalization system that allows all users to define access rights for their contributions.

WEB SIMPLICITY + ENTERPRISE FUNCTIONALITY

Since December 2010, EXALEAD Cloud-View™ has provided every employee with a single point of access to global information assets through the Monoprix Intranet portal. CloudView further delivers the simplicity and unified access of a Web search engine, yet unlike a Web engine, Cloud-View gives Monoprix complete control over relevancy and the ordering of results. The ranking applied to results depends on the nature of the search, with results refinement likewise tuned by source and theme.

DYNAMIC STRUCTURATION

> *"In the past, rather than seeking information on the portal, employees would call the service desk to find out the location of a meeting room or what equipment was available there... Today, they find this information themselves through the portal."*
>
> *– Marc Frogé,*
> *Monoprix Operations Manager*

For example, results for a person search consist of each relevant person's name, contact information, function/job title, store, and position in the company organization chart. For a document search, the results display document titles, followed by synopses, then format (e.g., PDF, Word, PPT), etc. Search refinement options likewise adapt dynamically to source content. For example, the results navigation panel offers data clusters and categories (called 'facets') that can be used to narrow, expand or redirect a search. These facets are drawn directly from the data itself and from the organizational schema used by the source system. For example, if one enters 'Monop IDF', the data in the store directory is queried and one can filter the results by chain and/or by geographic department within the Ile-de-France (IDF) region. Many other standard CloudView features make search considerably easier than it was with the previous tool. The *"Did you mean?"* feature suggests alternatives in case of misspelled queries or typos. When users entered a query such as 'Daly Monop,' the previous tool did not recognize that they were in fact searching for information on the 'Daily Monop' chain. In addition, CloudView includes a type-ahead query completion feature, which intuitively suggests terms as a user is typing his or her query, and applies fuzzy search-term matching via lemmatization. These features, derived from the world of Internet search, bring new usability and effectiveness to task-based search in the workplace.

INSTANT USER ADOPTION

> *"EXALEAD CloudView™ has enabled us to add new value to our existing applications. The information these applications contain is no longer locked away in silos; it's fully available to authorized users everywhere."*
>
> *– David Decarrière,*
> *Monoprix IT e-Solutions Director*

Today, the portal receives 8,000 to 10,000 visits per day by 3,000 to 4,000 unique visitors. At headquarters as in the stores and warehouses, end user feedback has been very positive. Staff appreciate both the tool's user-friendliness and the relevance of results. In fact, the tool is so intuitive it was adopted by users instantaneously, with no training provided.

"What we did was give them a tool that was as close as possible to Internet search tools in terms of usability, simplicity and relevance," explains Decarrière. Employees instinctively use the tool in the same way they use Web search engines at home. *"Now, with a single click, they can find information on their own that once required numerous phone calls and e-mail exchanges to locate."* The filters are really there as a back-up for imprecise or erroneous queries as for all others the most relevant information appears right at the top of the results list. Another welcome feature is a reporting tool that gives administrators insight into search activity.

"A BIG HIT"

The search reporting tool is complemented by a Web analytics tool that cross-references search and general portal activity. To date, this tool clearly shows that visits are considerably shorter now, while the number of page views has increased. According to Marc Frogé, these statistics prove that the tool has been a big hit with users, helping them find more information, faster.

David Decarrière concurs, adding that the CloudView platform has freed employees from having to dig laboriously through the portal's tree structure to find information. Now they can access the content they

want directly, thanks to a unique portal entry point, simple natural language search, and highly relevant results. *"From the first week the tool was available, we had an 85% increase in the number of visits for certain content,"* notes Decarrière.
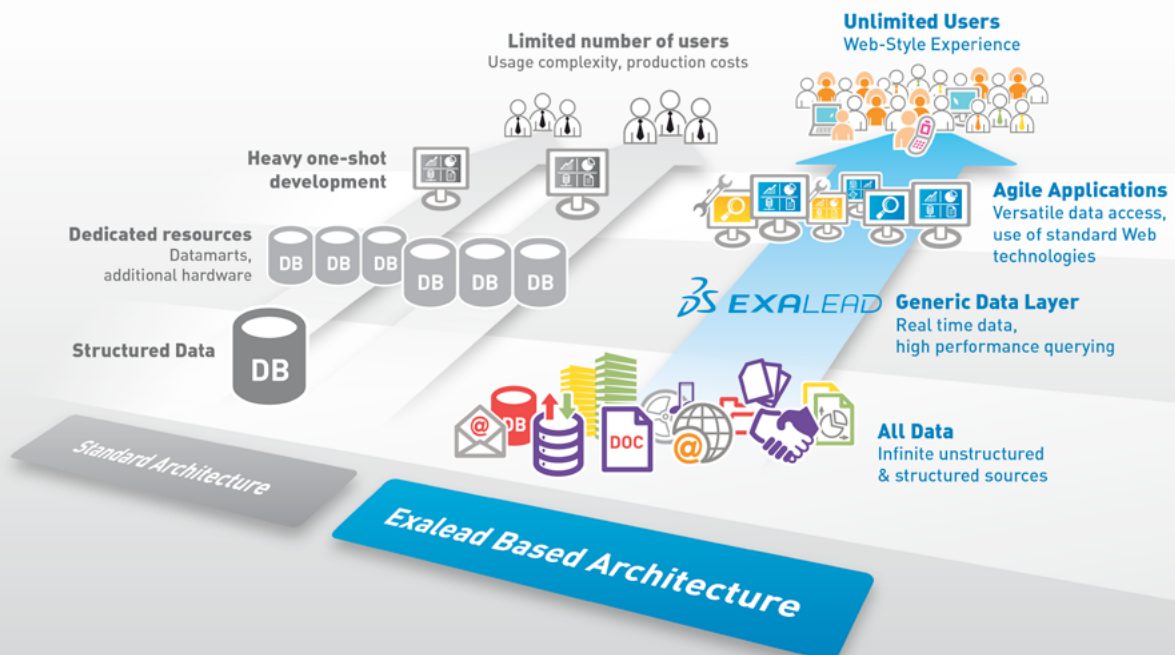
TOWARD FULL AUTOMATION

IT management is currently completing the indexing of source applications. *"We have indexed about half of the target content. We should finish the rest in the coming three months. We're working in project mode during the indexing, but once this step is completed, there won't be any maintenance required; everything will be fully automated,"* says Decarrière. This includes update processes which can be adapted to each individual application or application type: e.g., daily for directory data, every three or four days for other departments in which changes occur less often. In the next phase, all the IT team will need to do is to monitor usage and make refinements as desired based on usage. The team also has other projects in the plans, like creating a data dictionary for managing acronyms. The EXALEAD/ Monoprix collaboration has just begun...

EXALEAD CloudView™

EXALEAD CloudView™ is a non-intrusive software platform that collects, analyzes and organizes large volumes of structured and unstructured data across a company's information cloud. With EXALEAD CloudView™, companies can bring dramatic new pertinence, usability, timeliness and scalability to information access. It is a technology that can help you achieve a decisive market advantage whether you are implementing standard enterprise search services or constructing agile business applications built on search technologies (Search-Based Applications, or SBAs).

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About EXALEAD

Founded in 2000 by search engine pioneers, Dassault Systèmes EXALEAD® provides search and unified information access software that drives innovation and performance in the enterprise and on the Internet. The company's EXALEAD CloudView™ platform is the industry's most sophisticated and scalable infrastructure for Search-Based Applications (SBAs), with over 30,000 business decision makers, half a million enterprise search users, and 110 million Internet users relying on EXALEAD to make their information universe accessible and meaningful.

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