



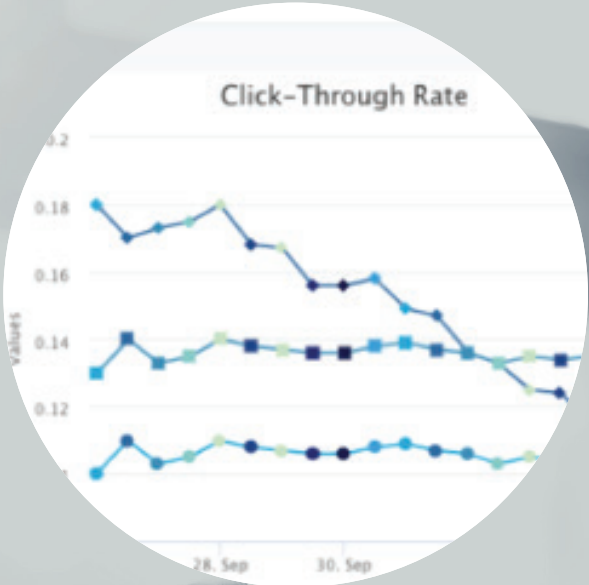
Six Reasons to Switch From Endeca Today

Still have Endeca? Consider this.

When you deployed Endeca, it was the best ecommerce search on the market! Endeca was the platform of choice for most large ecommerce sites because of its state-of-the-art relevance, faceted search, and customer experience tools. But that was then. It's been years since Endeca had a major refresh, and, today, it fails to meet customers' expectations.

“We’ve seen dramatic bumps in conversion rates ... and [have seen] overall key success metrics increase 50% since migration.”

MARC DESORMEAU, SENIOR MANAGER,
DIGITAL CUSTOMER EXPERIENCE, **LENOVO**



Six reasons to switch to Lucidworks Fusion®.

In the age of Amazon® and Google®, customers don’t want to learn your site; they expect it to learn them.

1 AI-powered UX Converts More Browsers Into Buyers

Leverage customer signals and AI-powered search to determine intent and recommend products that meet your customers’ wants.

AI-powered recommendations result in higher average order size—leading to greater transactions and revenue.

2 Data & Expertise Protection

Your customer insights are what drive algorithms. Don’t be fooled into using blackbox products that take your expertise to refine their algorithms—taking away your data, your control, and your merchandising knowledge!

Your algorithms should be just that. Yours.

3 Head-n-Tail Analysis

Customers don’t always describe things in the same terms that your site does. An AI technique called Head-n-Tail Analysis automatically fixes search keywords based on misspellings, word order, synonyms and other types of common mismatches.

4 Stats-Based Predictions

Rules are great. But they can become a maintenance nightmare. Use AI-powered search to rely on the stats and reduce the rules.

But rules are a merchandiser’s best friend! Use them for boosting seasonal items, new trends—or just because your expertise says you should.

5 Powerful Analytics

App Insights allows your analysts to look at customers on both a personal and statistical level. You will also be able to see what works and what doesn’t using A/B testing with experiments.

6 Faster Indexing

You can’t sell what you can’t serve, so faster indexing lets you be more agile in your merchandising.

Further, make ancillary business data from ERP and supply chain systems readily available to drive search results and recommendations.

SEE HOW FUSION COMPARES TO ENDECA

FEATURE	DESCRIPTION	ENDECA	FUSION
AI-POWERED MERCHANDISING	Leverage AI to automatically suggest and generate rules sets based on sitewide user behavior	✗	✓
SIGNAL-DRIVEN RELEVANCY	Capture user signals like clicks and queries to fine-tune relevancy and move popular products to the top of results	✗	✓
ANALYTICS	Derive detailed real-time reports and visualizations from user signals	✗	✓
HEAD-N-TAIL ANALYSIS	Alert business users to misspellings in queries and potential query re-writes to automatically improve relevancy	✗	✓
A/B TESTING WITH EXPERIMENTS	A/B test query pipelines with metric based goals such as conversion and click-through rates	✗	✓
AI-POWERED SPELL CHECK	Automatically generate spelling and synonym lists that include common misspellings and misplaced blank spaces	✗	✓
AUTO-SUGGEST	Leverage existing business signals to generate auto-suggests as user types in the search box	✓	✓
INTERFACE FOR RELEVANCY TUNING	Easy-to-use interface for relevancy tuning and managing boost, blocks, and other business rules	✓	✓
AI-POWERED RECOMMENDATIONS	Leverage existing signals to generate related product recommendations	✗	✓
INDEXING SPEED	Reduce indexing times up to 80%	✗	✓
PERSONALIZATION	Personalize end user experience to improve conversion and click-through rates	✗	✓
CONTENT CATEGORIZATION	Use existing product catalog and signals to automatically classify and tag new products	✗	✓
NATURAL LANGUAGE PROCESSING	Allow users to use natural human language to search for items	✗	✓
INCREMENTAL UPDATES	Index fast moving data such as inventory and pricing changes	✗	✓
SCALABILITY	Scale to the largest commerce sites with a reduced infrastructure footprint vs. Endeca	✗	✓

AI-Powered Search With Lucidworks Fusion

Lucidworks Fusion offers AI-powered search that allows retailers to offer a best-in-class experience to their customers. For more information or to start using Fusion, contact us today at lucidworks.com/contact or call 415-329-6515.