

## Leading health and human-services company boosts services, reduces risks with Google Search Appliance



### At a Glance

#### What they wanted to do

- Easily find important content – manuals, policies, procedures
- Reduce compliance and business risks
- Increase adoption of intranet as primary business communication tool
- Reduce IT overhead

#### What they did

- Linked the GSA to Oracle Stellent ECM
- Combined content management with industry-leading search

#### What they accomplished

- Mobilized enterprise search for 10,000 users
- Ensured high-quality services to clients
- Enhanced search relevance through such features as Self-Learning Scorer
- Reduced risks through comprehensive information access
- Provided accurate acronym search
- Delivered “plug and play” search with minimal maintenance

### Organization

ResCare’s name derives from Respect and Care. These core values are the bedrock of the company’s philosophy, a set of principles captured in its mission statement and expressed in its practices. Over more than three decades, ResCare has served vulnerable populations, such as the elderly, troubled youth, and people with disabilities. It is committed to providing quality care and measures its success by the success of the people it supports. The company employs nearly 46,000 people worldwide.

### Challenge

Information is central to ResCare’s business. Health and human-services professionals in 41 states, Puerto Rico, and Canada help people in homes, schools, and workplaces, regardless of location. Because they must observe stringent guidelines and client-information security procedures, ResCare’s workers rely on access to policies and manuals as well as the latest forms. Company activities, campaigns, and news, while less vital, also are important to building a cohesive culture for this far-flung workforce.

“We operate in a highly regulated and specialized industry,” says Karen Lasley, ResCare communication director. “Whether they are helping people get in and out of bed or dealing with a crisis situation, our employees need the resources and information to do their jobs swiftly and properly.”

To improve information access across the organization, ResCare launched a new intranet based on the Oracle Stellent Enterprise Content Management (ECM) system. Gaps in Stellent’s search functionality soon began to emerge, however. Searches delivered high returns but poor relevance – an issue made worse by frequently used acronyms.

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*—Kevin Cowherd, application business analyst, ResCare*

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“CER, PTO, and PAF are acronyms that we use daily in our business. Yet, the Stellent solution was not intelligent enough to recognize an acronym versus part of a word. As a result, our employees were without the ability to find the right information and forms,” says Kevin Cowherd, ResCare application business analyst. “Search within Stellent simply wasn’t working for us,” adds Lasley. “We felt that employees would quit using the intranet as a result. But we wanted our intranet to be our primary communication tool.”

## About the Google Search Appliance

The Google Search Appliance is an integrated hardware and software search solution that extends Google's award-winning search technology to websites of all kinds, including corporate sites and intranets. Organizations can use Google Search Appliance to make data on servers, content management systems, databases, and business applications instantly and securely available from a single familiar UI search box. More than 35,000 companies worldwide use Google Enterprise search solutions.

For more information visit  
[www.google.com/gsa](http://www.google.com/gsa)

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*—Kevin Cowherd, application business analyst, ResCare*

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## Solution

Acknowledging that fast, relevant, intuitive search was a cornerstone for success, ResCare put the intranet project temporarily on hold and began looking in earnest for a more robust search option. Management wanted a solution that worked well immediately, without a lot of configuration or continuing maintenance and resources.

Cowherd contacted Google partner TEAM Informatics to identify a secure enterprise search solution that would integrate well with Stellant ECM. ResCare and TEAM Informatics evaluated three solutions. They realized that only one – the Google Search Appliance (GSA) – met all their requirements.

"In the Google Search Appliance, we found a solution that would allow people to find what they needed within our ECM, without having to figure out the logic or the navigational steps," says Cowherd. "People today trust the Google brand and expect to type in a search term and get the information they need. That's the kind of functionality people are accustomed to in their everyday lives – so they also expect it in their professional lives."

## Results

Based on the Google brand, simplicity, and search relevance, ResCare chose the GSA for enterprise search. Working with TEAM Informatics, ResCare found it was relatively simple to connect the Google Search Appliance to the Stellant ECM, then begin crawling the many manuals, policies, and procedures stored in the Stellant system. "TEAM Informatics provided expertise, but they also had the 'inside track' with Google and a strong relationship that helped us with a successful installation," Cowherd says.

Nearly 10,000 ResCare employees now access the intranet and tap into documents from the ECM through the GSA's intuitive search box. The company will soon extend its intranet to more employees. With the Google Search Appliance, ResCare has improved employee productivity and effectiveness while reducing compliance risks. Relevance is exceptional, according to the ResCare team. And it keeps improving, thanks to the GSA's Self-Learning Scorer, which analyzes employee clicks and behavior to fine-tune and improve built-in relevance automatically.

"We're a hands-on company, operating in a high-risk environment," says Lasley. "With the Google Search Appliance, we're helping our employees provide high-quality care and services to the people we serve. And our use of the intranet for key information is on the rise."

All this is happening with great efficiency across the organization. "We kept a close eye on the GSA in the first week, but we haven't needed to do much on it since," Cowherd says. "The GSA is easy, right out of the box. That's rare in the world of technology."