

# Haystack On Tour - Paris

[opensourceconnections.com](https://opensourceconnections.com)

Station F, November 21st 2022

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# Welcome to Haystack On Tour!

Station F, November 21st 2022

- 
- Who are we?
    - OpenSource Connections
    - Adelean
  - Why is search still so hard to get right?
  - What is Haystack on Tour?

# Who are OpenSource Connections ?

- A [team of search engine specialists](#) with deep knowledge & decades of experience
- Our approach is data-driven, scientific and focused on business needs
- We help [organizations in the USA and EU](#) build powerful, scalable, accurate and relevant search applications by **empowering their teams to succeed** with a mix of [tools](#), [processes](#), [training](#) and [consultancy](#)

[www.opensourceconnections.com](http://www.opensourceconnections.com)

- We write books & reports



- We host leading search events...



[www.haystackconf.com](http://www.haystackconf.com)

...and present at many more



Enterprise Search  
& Discovery 2022

>BLN  
BZZ/  
WRDS

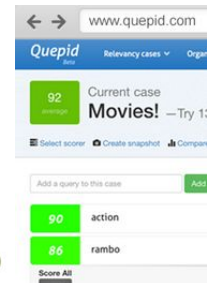


- We build open source, free tools for tuning search engines

```
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2   "query": {  
3     "query": {  
4       "matching_query": {  
5         "query": "notebook"  
6       },  
7       "query_fields": [ "title^3.0", "brand^2.1", "shortSummary",  
8         "rewriters": [ "common_rules" ]  
9     }  
10  }  
11 }
```



Elasticsearch Learning to Rank GO



# Who are adelean?

EXTRACT TRANSFORM SEARCH

- 
- A team of experts in search technologies
  - We build and deploy **a2**, a software platform for search in e-commerce
  - We provide **consulting services** and **training**
  - We are working on a future public, decentralized, open search engine: **all.site**

That's us!



# Why is search still so hard to get right?

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# I don't speak your language!



French press\_

Search  
engine

?? 0 results ??



"Cafetiere"  
"Coffee maker"  
"Espresso pot"  
...

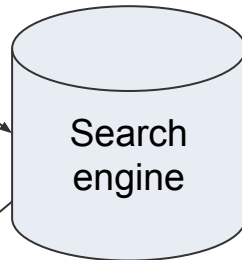


# I don't know what you want!



Cafetiere glass\_

*Offer 29,75€ !*



“Actually I wanted some new glass for my old broken cafetiere.....”



Intention is hard to guess.

# I don't know how good my search is!



Cafetiere\_

Search  
engine

*Offer 29,75€ !*



*Offer 130,50€ !*

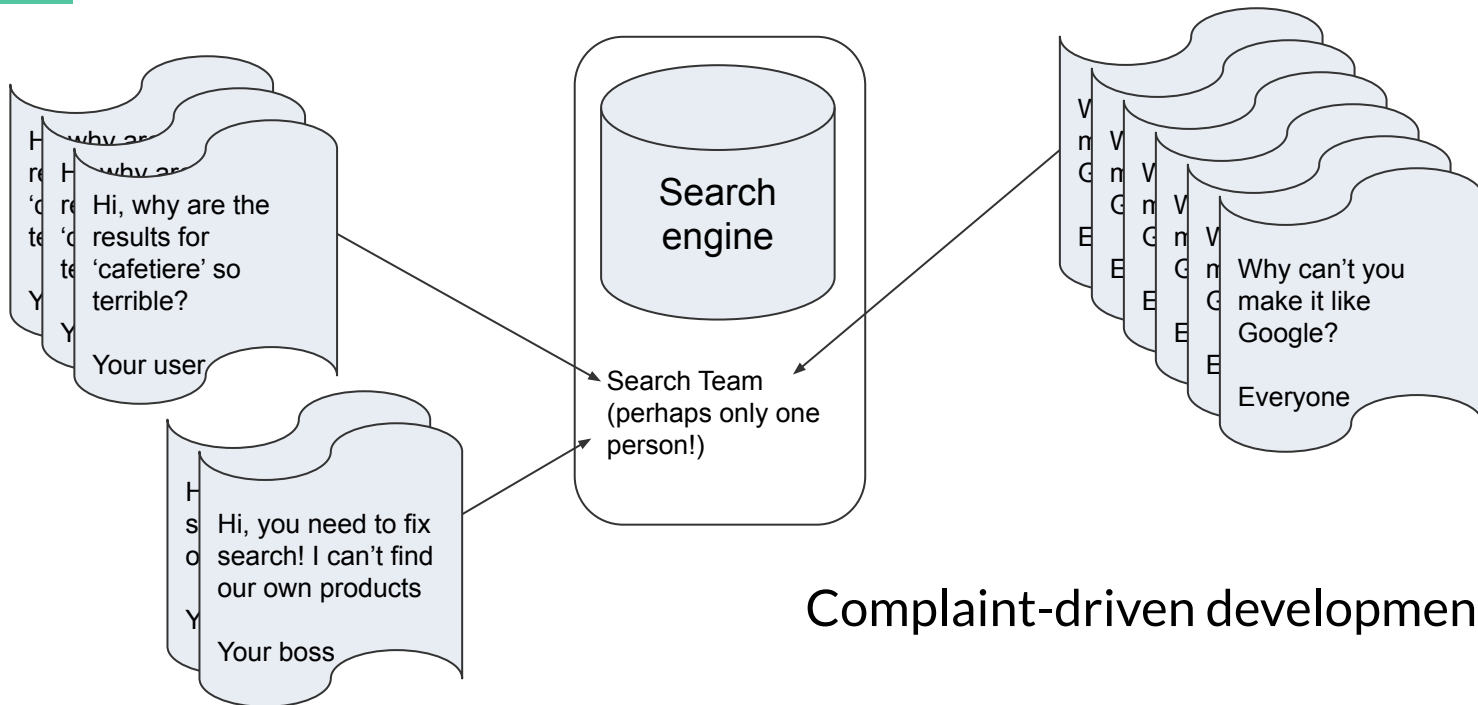


Are these results relevant?  
How can I measure this?  
What metrics can I produce?

Relevance is subjective.



# Everybody hates my search engine!



Complaint-driven development

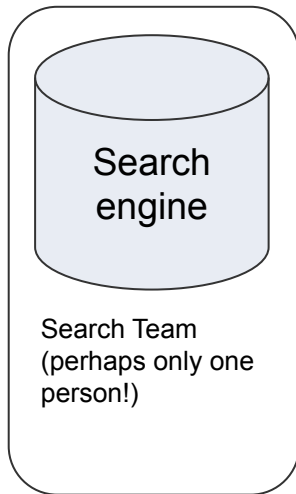
# Too many choices!

## Commercial platforms



On-prem?  
SaaS?  
PaaS?

## Open source platforms



## Vector search



Weaviate  
Open Source

“All that glitters is not gold”

# A wicked problem

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*“This helps to explain why an approach which takes individual elements of a search solution and tries to solve them **will almost certainly fail**. The requirement is to work as a team across multiple elements of an Enterprise Search implementation with a leader with the experience to challenge and then work with a team to resolve an element. Even then **there is a high probability that not all the elements can be resolved**, which is why Enterprise Search applications need to be well supported with a search team post a nominal implementation.”*

*a **wicked problem** is a problem that is difficult or impossible to solve because of incomplete, contradictory, and changing requirements that are often difficult to recognize. (Wikipedia)*

<https://www.linkedin.com/pulse/why-enterprise-search-wicked-problem-martin-white/>

# A wicked problem

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# What is Haystack On Tour?



# Haystack Events since 2018

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- Haystack US - April, Charlottesville x 4
- Haystack EU - Sep/Oct, London x 1, Berlin x 2, ??
- [Haystack LIVE! Meetup](#) - every 4-6 weeks, Thursday 5pm CET
- Most talks available as recordings on [Youtube](#)
- *"Haystack is the conference for organizations where search, matching, and relevance really matters to the bottom line. For search managers, developers, relevance engineers & data scientists finding ways to innovate, see past the silver bullets, and share what actually has worked well for their unique problems. Please come share and learn!"*

# We want to....

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- Help you with today's search problems

# We want to....

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- Help you with today's search problems
- Show you what's coming next in search



# We want to....

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- Help you with today's search problems
- Show you what's coming next in search
- Encourage mutual support:
  - Help you learn from each other
  - Give you a chance to make new contacts
  - Build the French search community

Building amazing search is hard.

Let's try and make it easier,  
together!

# Agenda

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Time (CET)	Session	Notes
0930-1000	Registration	
1000-1030	Introduction	OSC & Adelean
1030-1100	"Towards systematic search improvement"	Rene Kriegler, OSC
1100-1115	<i>break</i>	Get to know each other
1115-1145	"How do other French companies solve their search problems?"	Case studies from OSC & Adelean
1145-1230	The Search Doctors - ask our experts anything about search	OSC & Adelean
1230-1315	<i>lunch &amp; networking</i>	
1315-1345	"What does the future hold for search?"	OSC & Adelean
1345-1400	Summary & next steps	

# Thank you.

