M. DuMont Schauberg
Improving Online Access to Newspaper Archives

Case Study ›

About M. DuMont Schauberg

Founded in 1802, M. DuMont Schauberg (MDS) is the third largest newspaper publisher in Germany. The media group publishes daily newspapers including Kölner Stadt-Anzeiger, Kölnische Rundschau, Mitteldeutsche Zeitung, Frankfurter Rundschau, Berliner Zeitung, EXPRESS, Hamburger Morgenpost, Haaretz and Berliner Kurier. MDS also publishes numerous advertising journals and city magazines, and is active in book publishing, radio and TV broadcasting, Internet publishing, ticket sales, and business services (marketing, market research and advertising).

When MDS needed to improve staff access to their vast newspaper archives, they turned to Exalead, and dramatically improved both search functionality and performance.

At-a-Glance

M. DUMONT SCHAUBERG

MDS's Challenge

- Extend the range of accessible content (19 million database records plus images, full articles & complete newspaper pages)
- Improve search efficiency with a more flexible and intuitive user interface
- Better facilitate collaboration
- Scale to handle higher volumes of data, users and queries
- Deploy an extensible platform that can adapt to current and future needs
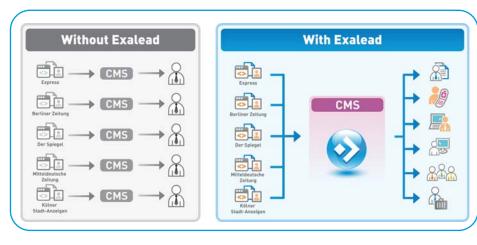
Solution Benefits

- Fully unified access to all publications and file formats
- Easier search and more relevant results with flexible search criteria, 'fuzzy' matching, and rich results filtering
- New export and file sharing options to boost collaboration
- Dramatically improved performance with sub-second responsiveness
- An agile, scalable SOA platform

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Without Exalead

Express

Berliner Zeitung

Der Spiegel

Mitteldeutsche Zeitung

Kölner Stadt-Anzeigen

With Exalead

Express

Berliner Zeitung

Der Spiegel

Mitteldeutsche Zeitung

Kölner Stadt-Anzeigen

CMS

It was clear the system MDS had been using for ten years to access its editorial archives could no longer meet the company's usability, scalability and peformance requirements.

The Challenge

An Outdated System for Accessing Editorial Archives

For the past ten years, M. DuMont Schauberg, one of the largest newspaper publishers in Germany, had been using a web-based Intranet front-end to search the company's editorial archives. By mid-2009, it was clear the system could no longer support the steadily increasing volume of data, users, and queries.

Furthermore, MDS users, who were now well-accustomed to fast, easy search on the consumer Web, were becoming increasingly frustrated with the system's cumbersome interface and sluggish performance. Their search efforts were likewise hampered by the platform's limited options for filtering results and by insufficient integration of full-page articles within the application. And, when they were successful in locating the resource sought, there was no easy way for them to share the information with colleagues.

Criteria for a New Solution

M. DuMont Schauberg needed a complete overhaul of the Web front-end used to access editorial archives. Their goal was to find a solution that could significantly improve search functionality while boosting system performance. It should be able to easily index and update a large data set (19 million records), process queries at a sub-second rate, and scale easily to accomodate future growth.

It should also offer editors the features needed to rapidly and precisely locate resources, including full text indexing, Web-style keyword search, advanced filtering and content previews. In addition, the new solution should be able to integrate multi-format records, including images, full articles, and complete newspaper pages, and faciliate information sharing and collaboration.

The Exalead Choice

M. DuMont Schauberg selected Exalead CloudView technology to meet these objectives. As the only search engine designed simultaneously for the Web and enterprise, MDS knew CloudView could deliver the scale, simplicity and speed of Web search that they were seeking, as well as adroitly processing both unstructured content (like text and images) and structured data (such as database records). CloudView also offered all the advanced search functionality MDS sought, and the system's openess and flexibility meant it could easily be adapted to meet evolving needs. In short, only CloudView offered M. DuMont Schauberg the agility, performance and usability it was seeking.

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Implementation

MDS consultant and Exalead partner Kernpunkt GmbH headed up the redevelopment of the archive portal and the integration of the CloudView search engine.

Existing Investments Preserved

Under the new architecture, essential data continues to be recorded and stored in the existing Open Text SQL database, with continually updated content fed to the CloudView search index. The CloudView engine is used for primary information access, breaking through the performance and usability barriers associated with direct database search.

Flexible Search Criteria

With the new solution, editors can focus their search according to criteria such as source newspaper, time period, format (images, articles, etc.) and author. Users can also decide whether they would like the results displayed with or without images or graphics, and whether or not they would like to include longer articles in their search. Users can further hone in on the resource sought by directing their search toward a particular content type such as editorials, reader letters, reviews (exhibitions, records, books, etc.), interviews, or biographies.

Robust Results Refinement

CloudView further returns rich, dynamic search refinement options for each results set. Built dynamically from the content itself, these options include date, source, title,
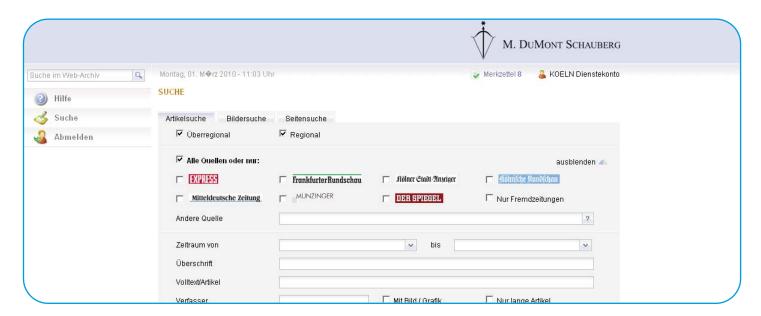
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kernpunkt optimiert is an internet agency optimising work processes and communication channels. kernpunkt GmbH offers all services related to the conception, creation and implementation of Internet and Intranet projects. The company is certified by Bundesverband Digitale Wirtschaft as a Quality Agency, has received the award "Committed to Excellence" from EFQM. The company is ranked among the 100 largest internet agencies in Germany and the customer list includes Bayer AG, Vaillant Deutschland, Wirtgen Group and Police Department in NRW.

department, topical categories and more. For example, whether searching articles, images or complete newspaper pages, a researcher can choose among related topics and terms, journalistic forms, places, people, or businesses. If the user wants to further evaluate a search result, he or she can simply click on "detailed view" for a rich content preview.

Easy Export & Collaboration

Once a researcher locates the sought-after resource, he or she can cut and paste the content to their computer's clipboard, print the material with or without images, or export the data in text, PDF or image format. With one click, users can also share their search results with colleagues via email or an RSS feed.

The Results

The new platform has been exceptionally well received by management and users alike. It has:

- Enhanced staff productivity and efficiency with faster, more successful search
- Increased employee collaboration
- Delivered dramatic performance gains at a low TCO
- Preserved MDS's existing IT investments

In sum, M. DuMont Schauberg publishing house editors now have a robust, scalable and highly user-friendly tool for accessing their vast archives, and an agile foundation that can adapt to evolving conditions for years to come.

> "Hours of long searches and an uncoordinated presentation of results have come to an end"
>
> **Dieter Martens**
> **MDS Editorial Archive Manager**

Results Highlights

- Efficient indexation of 19 million records
- Integration of multi-format content
- Easier, quick response time
- More relevant results
- One-click file export and sharing options
- Automatic data classification and clustering
- Dramatically improved performance
- Preservation of existing IT investments
- Scalable, service-oriented architecture

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