



Flax, specialists in open source search software, have delivered a new print media monitoring system for Medianet Monitoring, a division of Australian Associated Press and one of Australia's leading media monitoring agencies, providing monitoring of print, broadcast and internet media clips and tailored media analysis reports. Based on a modified version of the Apache Lucene/Solr open source search engine, the solution provides powerful, scalable and innovative monitoring of news data for hundreds of Medianet Monitoring's clients.

Kylie O'Reilly, Managing Director of Medianet said 'We were previously using a system based on a closed-source search engine that didn't allow us the flexibility we required to demonstrate innovation when we analyze the thousands of articles we monitor for our clients.'

*However we have significant investment in stored profiles that encapsulate our clients' interests – so any new solution had to be able to speak the same 'search language' as the old system.'*

*every aspect of the new system – we can't afford to miss any articles of relevance to our clients', said Kylie O'Reilly. 'When we first saw the new system in action we were astonished how fast it was.'*

#### The Media Research Group ● ● ●

Flax modified the Apache Lucene search engine to make it compatible with the dtSearch software previously used by Medianet Monitoring and to return extra information about the exact position of any important words found in an article, which is essential for any monitoring application. The Flax media monitoring system then uses Lucene to carry out tens of thousands of searches on each incoming article in under a second, working 20 times faster than the previous engine.

*'Flax worked with our development team very closely to identify our requirements and to test*

Flax has previously worked for other media monitoring companies, such as the UK's Gorkana Group, and is currently developing the Flax Media Monitor into a complete end-to-end monitoring solution for print and other media in conjunction with industry partners. Charlie Hull says 'As content volume increases and with the need to monitor multiple sources including online social media, advanced open source search technology is becoming the most flexible and cost-effective way to continue to deliver high-quality, highly scalable, media analysis'.

### Flax in the Cabinet Office

Flax has overhauled the search functionality for the UK government's e-petitions site, run by the Government Digital Service, a new team within the Cabinet Office. Search has an important function on the site; users are forced to search for existing petitions which cover their area of concern before creating a new one. This cuts down on the number of near-duplicate petitions, and makes petitions more effective.

The website is implemented in Ruby on Rails, using the Sunspot Solr client library. There are currently only 22,000 petitions, of no more than a few kilobytes each – easily enough to fit into the cache of a standard server. Despite this, the previous configuration was performing badly and retrieval was poor, with no results at all found for queries like "EU".

The Flax system works very well – the new server can handle search loads 5 times or greater compared with the previous one, and the CPUs are never maxed out (despite the server having only 4 cores compared with the previous 8). The new system can handle misspelled content with a Solr phonetic filter ranking, and retrieval is also greatly improved; searches for "EU" now return relevant petitions!

### Enterprise Search Open Day

Flax partnered with Sirius to deliver an Enterprise Search Open Day in July.

Mike Davis, well known and highly experienced analyst, opened the talks giving an engaging talk on why open source enterprise search software should be your first port of call.

Effective search is a key requirement for Intranet, websites and many business work flows. With the age of social, and big data, and mobile and Open upon us, Search is increasingly the key to building systems that people want to, and can, use.

#### About Flax

Flax is highly active in the information retrieval market with international clients from sectors including academia, public relations, e-commerce, government and private businesses. Flax's clients include The Financial Times, Accenture, the Newspaper Licensing Authority, The University of Cambridge and Reed Specialist Recruitment.

Flax delivers a cutting-edge enterprise search solution, using the power of open source software to drive down costs and provide world beating search performance with no software licence fees. Flax is an authorized partner of Lucid Imagination, the commercial company behind Lucene & Solr.