



# Reference Case

proximus

## Implementing Enterprise Search at Proximus

The Proximus websites are vital communication and marketing channels to attract and inform customers.

In order to enhance the user's search experience and effectively direct customers to relevant content across various channels, a powerful and cutting-edge search solution is essential.

With Google decommissioning Google Search Appliance (GSA), Proximus urgently needed an alternative, with at least the same feature-rich search experience like filters, suggestions, synonyms and key-matches.

As the trusted partner, [Elk Factory](#) identified and implemented a flexible and future-proof solution with Elastic Cloud Enterprise.

We started out with an MVP phase, implementing existing GSA functionality and delivering it into a tight schedule before GSA's end of life.

In the following phases, **new requirements were identified**, not only improving the digital content experience for customer, but also facilitating content editors to manage search result relevance and tuning.



## The Elastic stack

Elastic Cloud Enterprise indexes content and metadata, providing a speed layer for instant search results, even during peak moments in website traffic.

Delivering a powerful search experience on websites, starts with the indexing of all websites or web content management systems in scope. A thorough data-mapping analysis lays the foundation on how content can be searched and displayed.

We implemented web crawling, and scheduled to automatically add updates or new content to the index. The application retrieves each web page and collects the most important keywords from the text in order to obtain the actual metadata from the page. Other content types, like links, images and videos are also indexed and referenced with metadata.

By building a search API we integrated the index with the content management system, so that search queries are handled instantly and deliver accurate and relevant results from all the available content on the different websites.

With search, the goal is for users to experience and navigate content in a natural and frictionless way.

Our solution, based on **Elastic Cloud Enterprise**, provides a state-of-the-art enterprise search solution with features like:

- Type-ahead, auto-correction & key-match suggestions
- A drop-down menu that directs suggestions to targeted sections within the website
- Filtering on metadata (faceted search)
- Document previews

**Results for "epic"**

epic

Results from the whole website | Blog (34) | Products (25) | Help (9) | Forum (1259) | MyProximus (0)

**Recommended**

**Epic: what's that? How to become Epic?** Result in [Help](#)  
What are the Epic subscriptions and applications? Does 'endless' really mean 'endless'?

**Epic combo: at home & on the go** Result in [Products](#)  
Epic combo, that's endless data for your apps + calling minutes, Internet at home and TV everywhere via the Proximus TV app.

**See also on the Professionals segment**

- > [TV on phone or web: how much of your data bundle does it use up?](#)
- > [List of channels on TV and TV app](#)
- > [How to record remotely?](#)
- > [How to watch live TV with the Pickx app or on the web?](#)

## About Proximus

Proximus Group (Euronext Brussels: PROX) provides digital services and communication solutions operating in the Belgian and international markets. Delivering communication and entertainment experiences for residential consumers and enabling digital transformation for enterprises, we open up a world of digital opportunities so people live better and work smarter. Thanks to advanced interconnected fixed and mobile networks, Proximus provides access anywhere and anytime to digital services, data and a broad offering of multimedia content. Proximus pioneers in ICT innovation, with integrated solutions based on IoT, Data analytics, cloud and security.

Proximus has the ambition to become the reference operator in Europe through next-generation networks, a truly digital mindset and a spirit of openness towards partnerships and ecosystems, while contributing to a safe, sustainable, inclusive and prosperous digital Belgium.

In Belgium, Proximus' core products and services are offered under the Proximus and Scarlet brands. The Group is also active in Luxembourg, as Tango and Telindus Luxembourg, and in the Netherlands as Telindus Netherlands. The Group's international carrier activities are managed by BICS, a leading international communications enabler, key global voice carrier and leading provider of mobile data services worldwide.

With 12,931 employees, all engaged to offer customers a superior experience, the Group realized an underlying Group revenue of EUR 5,686 million end-2019.



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