

Three biggest Challenges (almost like real estate)

- Enterprise:
 - ▶ In Line: Affecting business processes
 - ▶ Key Challenge: process monetization more important than ad monetization
- Enterprise:
 - ▶ In Context: On Business Objects
 - ▶ Key Challenge: how to build business objects, and what does “good customers” as a search mean?
- Enterprise:
 - ▶ On All data: Web pages, email, html, call center records, transactions, reports, ...
 - ▶ Tons of Key Challenges: An example: what is OLAP on text documents?
- Going from DWIS to DWIM, from Search to Discovery