

Bryan Soltis  
Kentico Technical  
Evangelist  
Microsoft Azure  
MVP

It's 2018.  
Why aren't you  
using  
Azure Search?



**United States**

**Mexico**

ONTARIO

QUEBEC

WASHINGTON

MONTANA

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MINNESOTA

OREGON

IDAHO

WYOMING

SOUTH DAKOTA

WISCONSIN

MICHIGAN

Ottawa

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NJ

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San Francisco

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OKLAHOMA

ARKANSAS

TENNESSEE

NORTH CAROLINA

Dallas

MISSISSIPPI

SOUTH CAROLINA

ALABAMA

TEXAS

LOUISIANA

GEORGIA

Houston

FLORIDA

Gulf of California

Gulf of Mexico



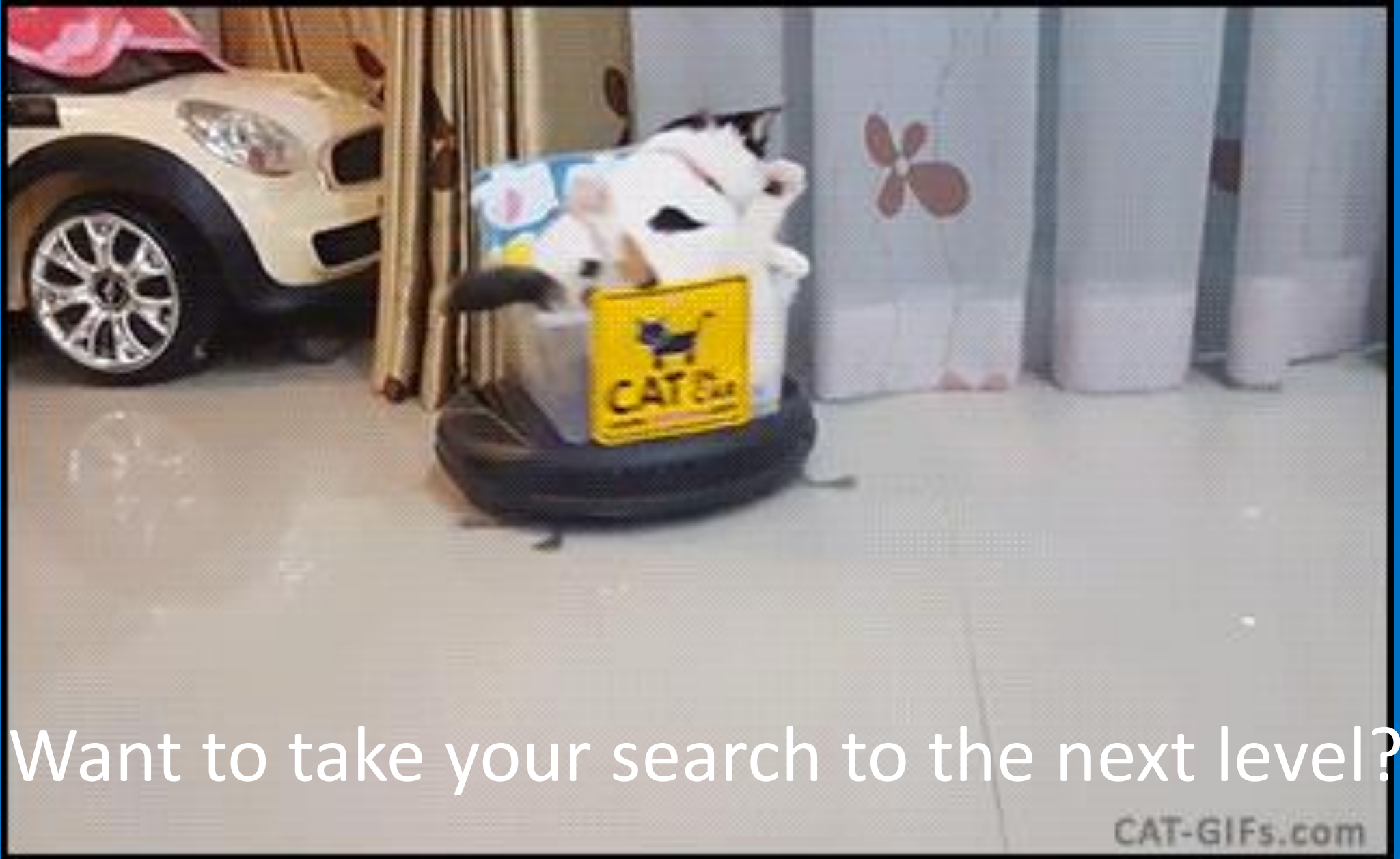
Does your current search not fit your needs?

LOGIF.RU





Are users not able to find what they want?



Want to take your search to the next level?

CAT-GIFs.com



NEW YORK

AUGUST 5, 2018

AUGUST 5, 2018

ALICE



THE DAILY SHOW

THE DAILY SHOW WITH

THE DAILY SHOW

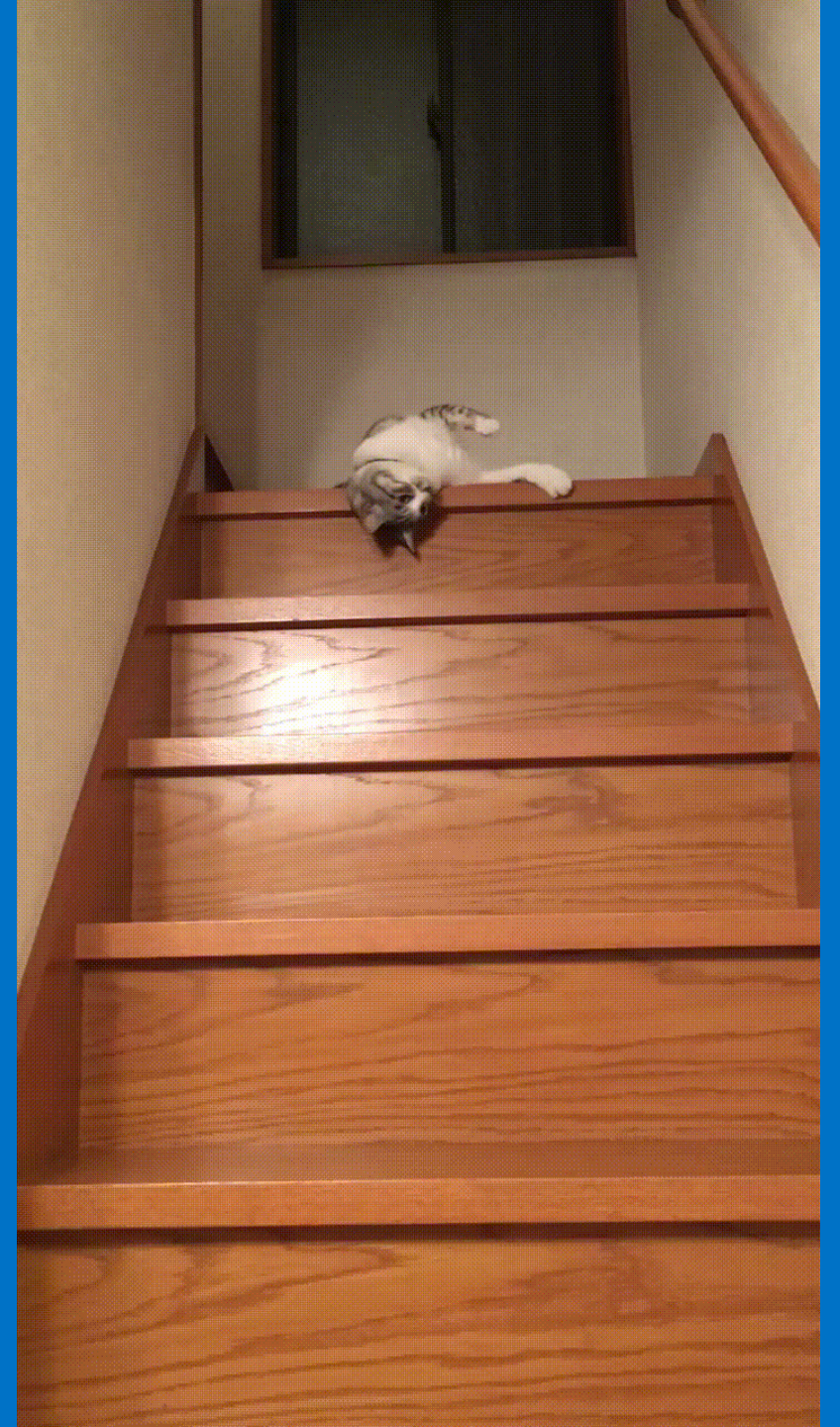
WITH AZURE SEARCH



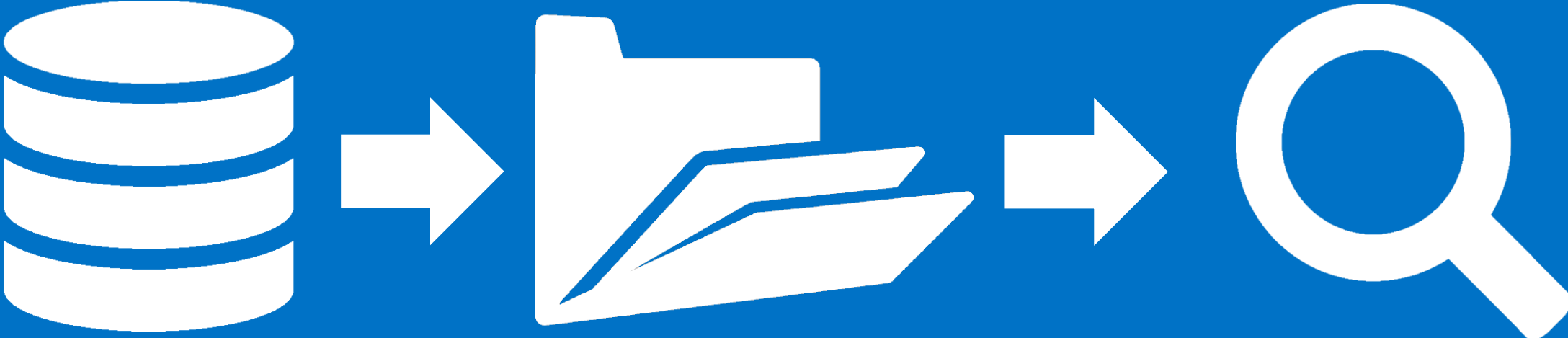


# Why hosted search?

- Search can be complex
- Requires constant rebuilding / tuning
- Needs to be industry / site / context specific
- Difficult to predict load
- If it doesn't work, you'll know really fast
- It's a lot harder than it should be



# The Process





# Creating Indexes

- Data hosted in Azure
- Push / Pull Model
  - Push – SDK / REST APIs
  - Pull = Indexers (SQL Database / VM SQL / Document DB)
- Can have up to 1000 fields in each index
- Field Properties
  - Key
  - Searchable
  - Sortable
  - Filterable
  - Retrievable
  - Suggestions
  - Analyzer



# Searching data

- Single index only
- Full-text queries
  - Prefix matching
- Syntax
  - OData syntax for Boolean
  - Simple query syntax for full-text
- Search=\* (all fields) / Specific columns
- Scoring
  - Scoring Profiles
  - Field weighting
  - Custom functions
- Azure Search SDK / REST API



# Past the TOC

- Facets
  - Schema-driven
  - Define columns to categorize
    - Facet=Rating,value:1|2|3|4
- Filters
  - Used with facets
  - Operators
- Scoring Profiles
  - Weighting
  - Distance
- Highlighting
- Synonym mapping
- Autocomplete



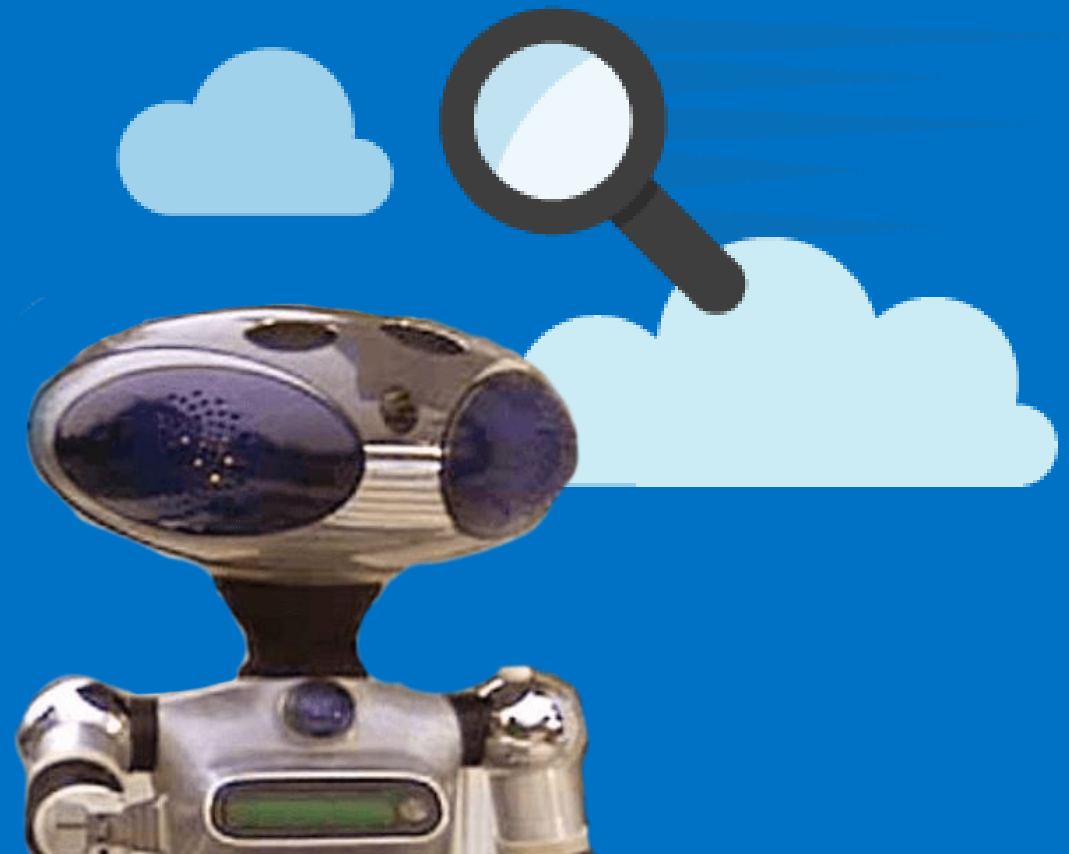


Some real stuff



# AI-Powered Search

- OCR
- Data extraction
- Image analysis
- Language processing



# Analyzing Your Data

- Power BI Content Pack
  - Free!
  - Contains major data points
- Search Reports
  - Most Common Search Queries
  - Searches Over Time
  - Number of Searches
- Indexing Reports
  - Indexing Requests
  - Documents Indexed
  - 503s Report
- Service Reports
  - Results Over Time





# Pricing

	<b>FREE</b>	<b>BASIC</b>	<b>STANDARD S1</b>	<b>STANDARD S2</b>	<b>STANDARD S3</b>
Storage	50 MB	2 GB per service	25 GB/partition (max 300 GB documents per service)	100 GB/partition (max 1.2 TB documents per service)	200 GB/partition (max 2.4 TB documents per service)
Max indexes per service	3	5	50	200	200 or 1000/partition in high density <sup>2</sup> mode
Scale out limits	N/A	Up to 3 units per service (max 1 partition; max 3 replicas)	Up to 36 units per service (max 12 partitions; max 12 replicas)	Up to 36 units per service (max 12 partitions; max 12 replicas)	Up to 36 units per service (max 12 partitions; max 12 replicas) up to 12 replicas in high density <sup>2</sup> mode
Data transfer	Standard rates apply	Standard rates apply	Standard rates apply	Standard rates apply	Standard rates apply
Price per unit	Free	\$0.101/hour	\$0.336/hour	\$1.344/hour	\$2.688/hour

# Learn more

- **Azure Search**  
<https://azure.microsoft.com/en-us/services/search/>
- **Azure Search Documentation**  
<https://docs.microsoft.com/en-us/azure/search/>
- **Azure Search Documentation**  
<https://azure.microsoft.com/en-us/blog/tag/azure-search/>
- **Integrating Azure Search with Kentico**  
<https://devnet.kentico.com/articles/integrating-azure-search-with-kentico>
- **Azure Search Roadmap**  
<https://azure.microsoft.com/en-us/roadmap/?query=azure+search/>
- **Cognitive Search Demo**  
[https://github.com/Microsoft/AzureSearch\\_JFK\\_Files](https://github.com/Microsoft/AzureSearch_JFK_Files)
- **Azure Search SKUs**  
<https://docs.microsoft.com/en-us/azure/search/search-sku-tier>



# Bryan Soltis

E-mail: [bryans@kentico.com](mailto:bryans@kentico.com)  
Twitter: [bryan\\_soltis](https://twitter.com/bryan_soltis)  
GitHub: [github.com/bryansoltis](https://github.com/bryansoltis)  
MVP: [bit.ly/BryanSoltisMVP](https://bit.ly/BryanSoltisMVP)

[soltisweb.com](http://soltisweb.com)

[devnet.kentico.com](http://devnet.kentico.com)

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