



You're a Solr Shop. What's Next?

Build Better Digital Commerce Apps, Faster

You've got Solr deployed in production. It's a reliable workhorse that scales like crazy, never falls over, and your engineers love that it's open source. But your team keeps spending time on creating and recreating basic functionality like security, ETL pipelines, rules, and indexing. With Lucidworks Fusion, we've created a powerful framework for your next Solr app, so you can put resources where they matter most.

“We absolutely saw a bump in search conversion as soon as we started implementing the more elegant search algorithms that Fusion helped us to bring together.”

JACOB WAGNER, IT DIRECTOR, **BLUESTEM**

Six Ways Fusion Makes Solr Apps Better

In the age of Amazon® and Google®, customers don’t want to learn your site; they expect it to learn them.



1 Superior Conversion Through Better Relevance

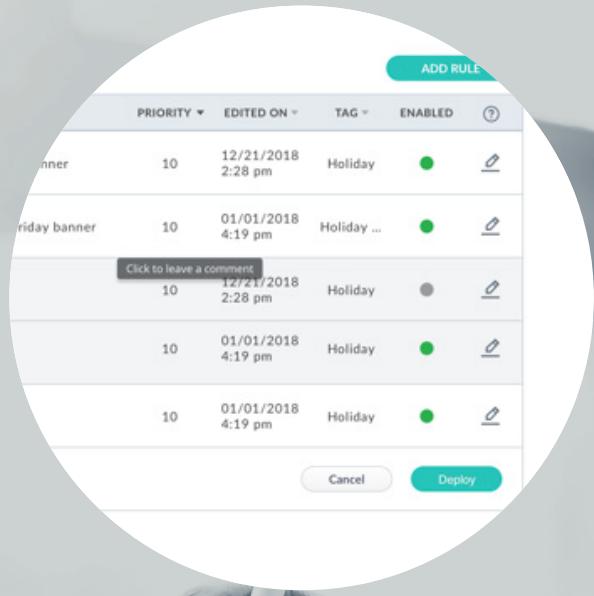
Solr bases results on text descriptions, but retail demands more. You must capture the way people use the site and what they click on, so you can automatically tune relevance with machine learning integrated throughout a self-learning system.”

2 Know Your Customers and What They Want

Customers visit but then leave without buying. Or they search but never click. Or click but never buy. Whatever they do, those customers are telling you about themselves, their needs and desires. Fusion ships with visual analytics that allow you to see what customers are doing as a group or drill down for insights into specific customers.

3 Recommendations Your Customer Can Use

Your best customers are your most easily influenced. By recommending products before they’ve even started shopping, you can improve your service and your sales. By offering like and complimentary items based on purchases by previous customers, you can make even better recommendations to new customers.



4

Head-n-Tail Analysis

Product catalog listings have typos. Customers make mistakes. We don't all call things by the same name. Instead of manually fixing each misspelling or variant, Head-n-Tail analysis automatically detects and fixes customer queries.

5

Predictions With Both ML and Rules

Rules are great until they pile up and become a maintenance nightmare. Use ML-powered search to rely on the stats and reduce the work of managing rules. But rules are a merchandiser's best friend, so don't throw them all out! Instead, use them for boosting seasonal items and adjusting to new trends. You're an expert merchandiser, so Fusion lets you share that expertise with your algorithms.

6

Index All Your Data and Reduce Complexity

Solr has tools to recognize a lot of different types of data and you've got code or XML configs that pulls from one place, manipulates the data and inserts it into Solr. That's a lot of extra code to maintain. Fusion gives you both the connectors and tools to import and transform data from all of your data sources, with little or no code.

COMPARING DO-IT-YOURSELF SOLR WITH LUCIDWORKS FUSION

FEATURE	DESCRIPTION	DIY SOLR	FUSION
AI-POWERED MERCHANDISING	Leverage AI to automatically suggest and generate rules sets based on sitewide user behavior	✗	✓
SIGNAL-DRIVEN RELEVANCY	Capture user signals like clicks and queries to fine-tune relevancy and move popular products to the top of results	✗	✓
ANALYTICS	Derive detailed real-time reports and visualizations from user signals	✗	✓
HEAD-N-TAIL ANALYSIS	Alert business users to misspellings in queries and potential query re-writes to automatically improve relevancy	✗	✓
A/B TESTING WITH EXPERIMENTS	Manage A/B test query pipelines with metric-based goals such as conversion and click-through rates	✗	✓
AI-POWERED SPELL CHECK	Automatically generate spelling and synonym lists that include common misspellings and misplaced blank spaces	✗	✓
AUTO-SUGGEST	Leverage existing business signals to generate auto-suggests as user types in the search box	✓	✓
INTERFACE FOR RELEVANCY TUNING	Manage boosts, blocks, and other business rules from an easy-to-use interface for relevancy tuning	✓	✓
AI-POWERED RECOMMENDATIONS	Leverage existing signals to generate related product recommendations	✗	✓
PERSONALIZATION	Personalize the end-user experience to improve conversion and click-through rates	✗	✓
CONTENT CATEGORIZATION	Use the existing product catalog and signals to automatically classify and tag new products	✗	✓
NATURAL LANGUAGE PROCESSING	Allow users to use natural human language to search for items	✗	✓
INCREMENTAL UPDATES	Index fast moving data such as inventory and pricing changes	✗	✓
SCALABILITY	Grow your site to the largest scale, on a smaller infrastructure footprint than required for a DIY Apache Solr cluster	✗	✓

AI-Powered Search With Lucidworks Fusion

Lucidworks Fusion offers AI-powered search that allows companies to create and curate a best-in-class digital experience for their customers. For more information or to start using Fusion, contact us today at lucidworks.com/contact or call 415-329-6515.