

# Case Study

## How Mulsanne Management Went From Idea to App Faster with Lucidworks Fusion



Mulsanne Management is an Ohio-based business strategy, transformation, and technology consultancy providing clients with the speed and agility to compete in an ever-changing business environment. The team has worked with clients in a variety of industries – from retail and healthcare to logistics and transportation – that include large global enterprises as well as small organizations. Insights from these engagements

led them to start a new project called Mulsanne Dashboards, a customized monitoring and search solution to help executives extract business intelligence from big data. Mulsanne Dashboards would surface critical information from a wide variety of digital content sources, uniquely organized for each subscriber. It would provide subscribers a business-oriented version of a President's Daily Briefing.

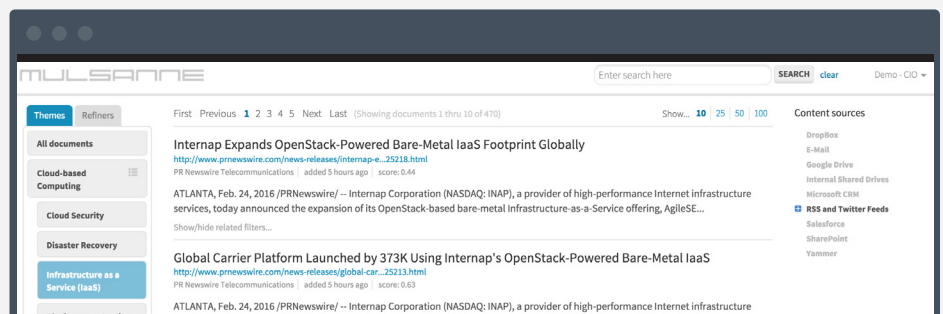
## Finding Fusion Makes it Faster

As the application's design began to take shape, the team began investigating the technology stack needed to ingest and aggregate thousands of data streams. They considered proprietary platforms like Google Search Appliance, Elasticsearch, and Microsoft FAST Search/Sharepoint. A number of factors, including hardware costs and platform limitations led the team to build their pilot app using Apache Solr, the workhorse search technology with a reputation for being powerful, reliable, and scalable. With thousands of production deployments across the Fortune 1000, the team felt that Solr would be more than powerful enough as the foundation for the Mulsanne

Dashboard project. Still, the team would have a pretty high learning curve if they wanted to get the most out of Solr and deliver the project on time. Vanilla Solr lacked several key features that would need to be coded in-house.

While researching Solr, lead developer Joshua Goldstein came across Lucidworks Fusion, an application

development platform with many of the capabilities the team thought it would need to build in-house. Goldstein downloaded Fusion and was up and running in a sandbox environment within an hour. The team was impressed with how the Fusion platform kept Solr's complexity under the hood so they could focus on the parts of the search app most relevant to their project.



**Sacha Clark**  
Founder / CEO, Mulsanne  
Management

“Lucidworks Fusion was instrumental in enabling us to design and deliver a powerful application to our customers.”

## Critical Features Out-of-the-Box

One of the features that the team put to good use was its metadata enhancement capabilities. "Having the Custom JavaScript Stages provided by the index pipeline gave us the ability to do custom work and add metadata to our content before being placed into the index," says Goldstein.

A second Fusion feature the team implemented was the OpenNLP toolkit which enabled the app to

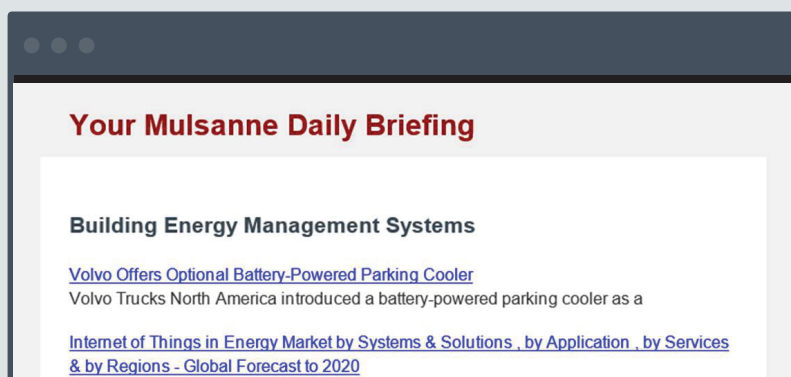
easily add metadata to documents for filtering on the user interface. This was crucial since the app would need to access a partner's API service using the custom JavaScript stages and associate the metadata delivered by them for proprietary content sources.

Finally, Fusion's Data Sources tool has been a critical tool for Mulsanne. According to Goldstein, "It helps us easily configure and monitor the

status of crawling of content sources. We currently use the JDBC connector and it was a plug-and-play experience to configure and troubleshoot crawling our database. Fusion's tool suite lets us quickly test what sources of data will work well." With Fusion, the team was able to quickly build and iterate until they had a version of the product ready to pilot with customers.

## Successful Launch and Satisfied Customers

Early feedback from customers using Executive Dashboard has been overwhelmingly positive with executives able to stay abreast of critically important developments and efficiently locate required information. "We've been very pleased with early customer reactions to the Dashboards," says Mulsanne Founder and CEO Sacha Clark. "We help our customers to create customized views of all the news and data streams they need to monitor in order to accelerate strategic and action able insight. Lucidworks Fusion was instrumental in enabling us to design and deliver a powerful application to our customers."



### About Lucidworks, Inc.

Lucidworks builds enterprise search solutions for some of the world's largest brands. Fusion, Lucidworks' advanced search platform, provides the enterprise-grade capabilities needed to design, develop, and deploy intelligent search apps -- at any scale. Companies across all industries, from consumer retail and healthcare to insurance and financial services, rely on Lucidworks every day to power their consumer-facing and enterprise search apps. Lucidworks' investors include Shasta Ventures, Granite Ventures, Walden International and In-Q-Tel. Learn more at <http://www.lucidworks.com>

## The Future with Fusion

As usage grows, Mulsanne will be able to mine user behavior to identify a variety of derivative differentiators. For example, changes in "hot button" topics for a class of users will provide Mulsanne early insight into shifting trends, priorities, and solution needs. Mulsanne will use this insight for further development of product and services offerings. As Mulsanne adds to the breadth of content sources and types, it will offer further value-added knowledge management offerings. This will become particularly compelling as the business use of social media platforms grows. And Lucidworks Fusion will make it happen.