



Elastic App Search Getting started with the new self-managed version

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Housekeeping & Logistics

- Chat with us in the zoom chat
- **Recording** will be available after the webinar

Search Solutions powered by
Swifttype are a vertical slice
through the Elastic Stack

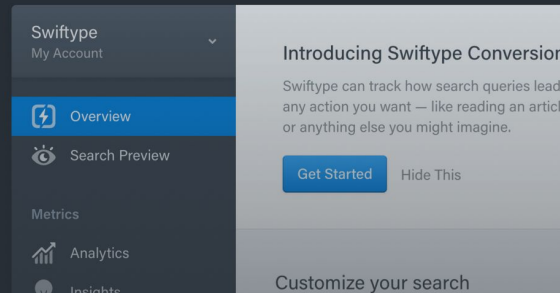
Adding value by abstracting
away optimizations for
case-specific work





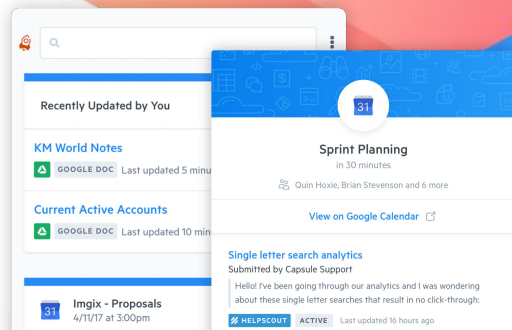
Elastic Site Search

Create and manage a tailored search experience for your website with world-class relevance, intuitive customization, and rich analytics.



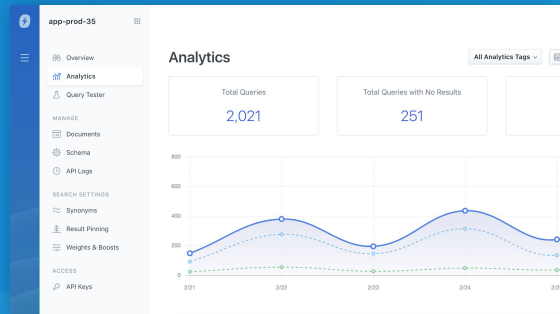
Elastic Enterprise Search

Instantly search across all the tools you use at work, including Dropbox, Salesforce, G Suite, Office 365, Zendesk, and more.



Elastic App Search

A powerful set of APIs and developer tools designed for developers building rich, user-facing search applications.





Elastic App Search

Built on Elasticsearch and the Elastic Stack

6



A powerful set of APIs and developer tools designed for developers building rich, user-facing search applications

Out-of-the box features include:

Optimized relevance for search use cases

Typo-tolerance

Relevance tuning

First-party API Clients and robust APIs

Detailed API Logs & Analytics

Automatic Scaling & Operational Support

The screenshot displays the Elastic App Search interface for a 'rent-a-car' application. The search query is 'sedan'. The results are categorized into 'Curated Results' and 'Organic' results.

Curated Results for "sedan"

Aliases: fourdoor (Add Alias)

Promoted

ID	make	model	year	tags
66867a	BMW	335i	2017	child safe, power steering

Organic

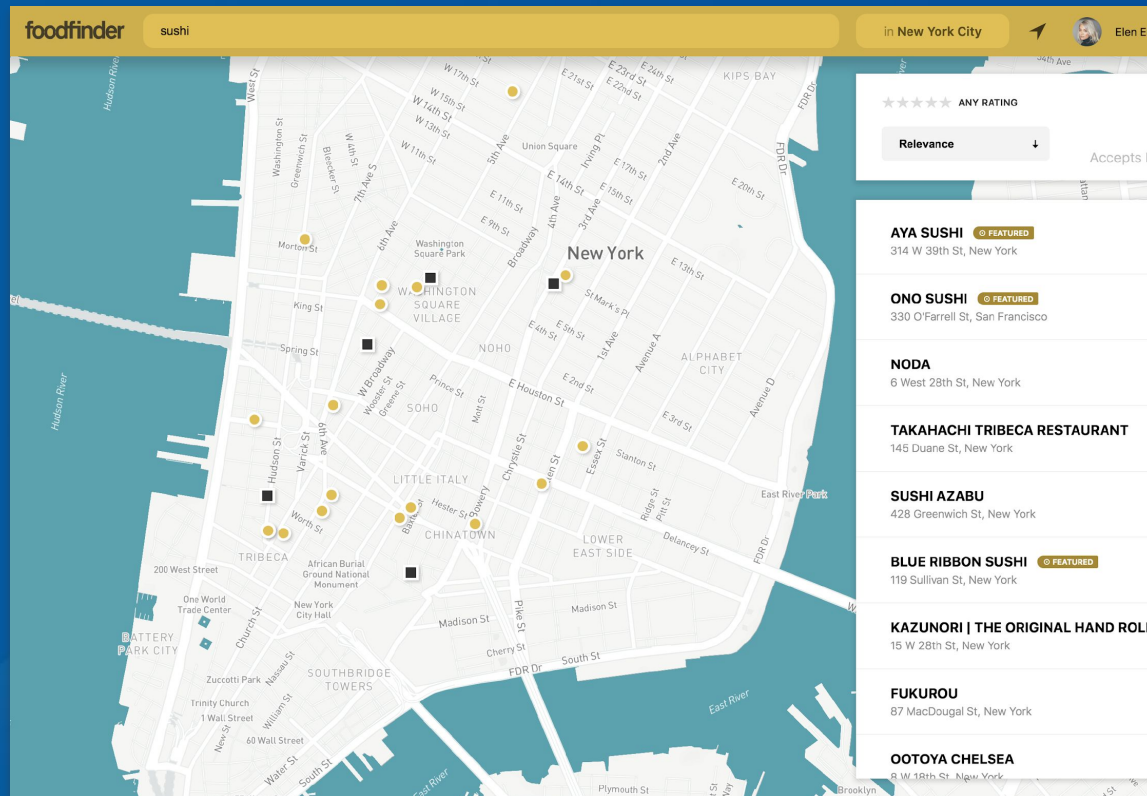
ID	Score	year	make	model
441376183	7.751	2017	Toyota	4Runner
doc-5b5981b7eaa0b257869924bd	7.751	2014	Toyota	
doc-5b2d8a18a1f25378c949f1ab	7.751	2014	Toyota	
doc-5b28058914cc8a7351fe410a	7.751	2014		
doc-5b2bc3f2a1f253717422a143	7.751	2014		
doc-5b2d8a3714cc8a7a503e0771	7.751	2014		
doc-5b2bd82c8db231308576c473	7.751	2014		
doc-5b2d8a878db2312092732	7.751	2014		
doc-5b2d8a85fc91929f	7.751	2014		
doc-5b2d8a85fc91929f	7.751	2014		

PROMOTED

Car Image	Model	Price	Dealer Rating	Features
	BMW 335i	\$126.05 Per day	★★★★★	Unlimited Mileage, 1.2 mi
	Toyota Camry	\$126.05 Per day	★★★★★	625 Free Miles, .8 mi
	Nissan Altima	\$126.05 Per day	★★★★★	Unlimited Mileage, 1.4 mi
	Lexus IS350	\$126.05 Per day	★★★★★	Unlimited Mileage, 2.1 mi

Use Cases

- Geo Search
- Internal Search
- SaaS / Web Apps
- Ecommerce





Use Cases

- Geo Search
- **Internal Search**
- SaaS / Web Apps
- Ecommerce

The screenshot displays the Foodfinder application interface. At the top, there is a search bar with the letter 'A' and filters for Category, Order By, and Status. Below the search bar, the results are categorized into three sections: USERS, ACCOUNTS, and RESTAURANTS. Each section lists items with their names, email addresses, and member/creation dates. A 'See more' link is provided for each category. To the right of the search results, there is a dashboard with several analytics cards and charts. The cards show metrics such as '856 New Signups', '5.0% User Churn', '\$1.19M Annual Run Rate', and '\$125.78 Average Revenue Per User'. Below these cards, there is a 'Live Stream' section showing recent payments. At the bottom, a table displays revenue data for various companies.

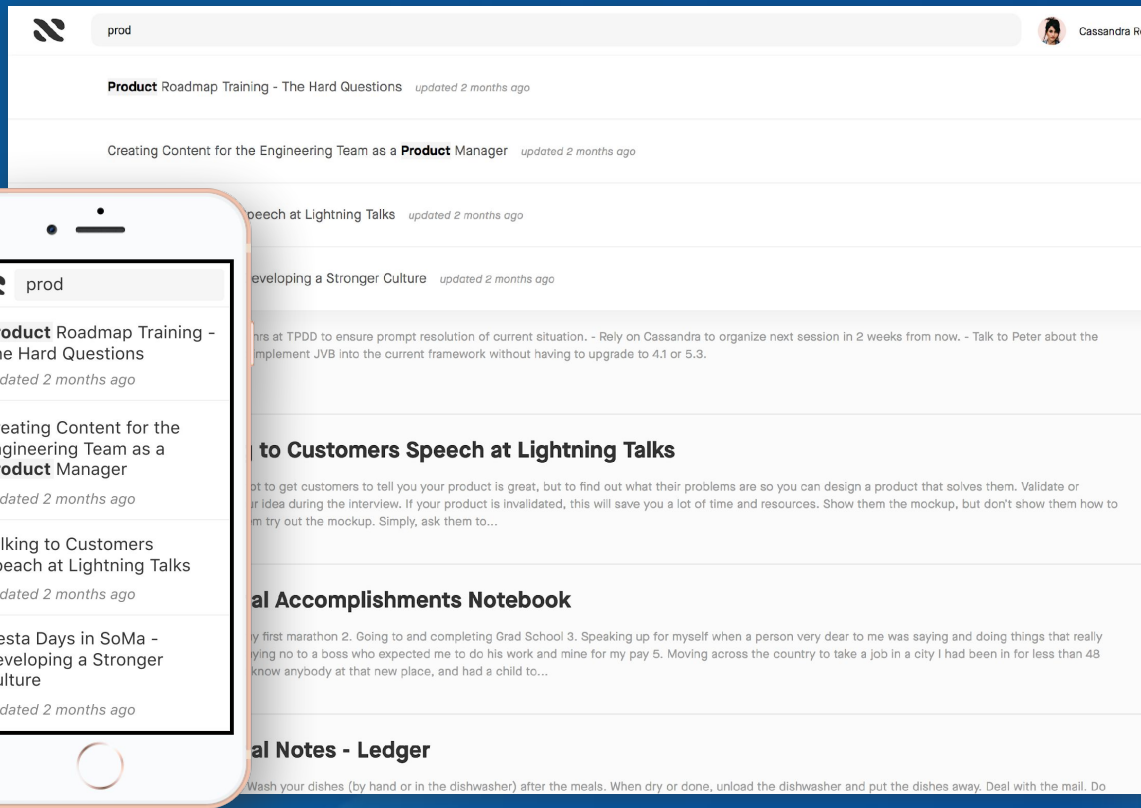
Company	Count	Score	Revenue
A Great Company	3426	3.02	\$ 4,876.09
Awesome Company	2987	3.00	\$ 4,746.12
Another Company	3152	2.78	\$ 4,644.22

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Terms | Privacy



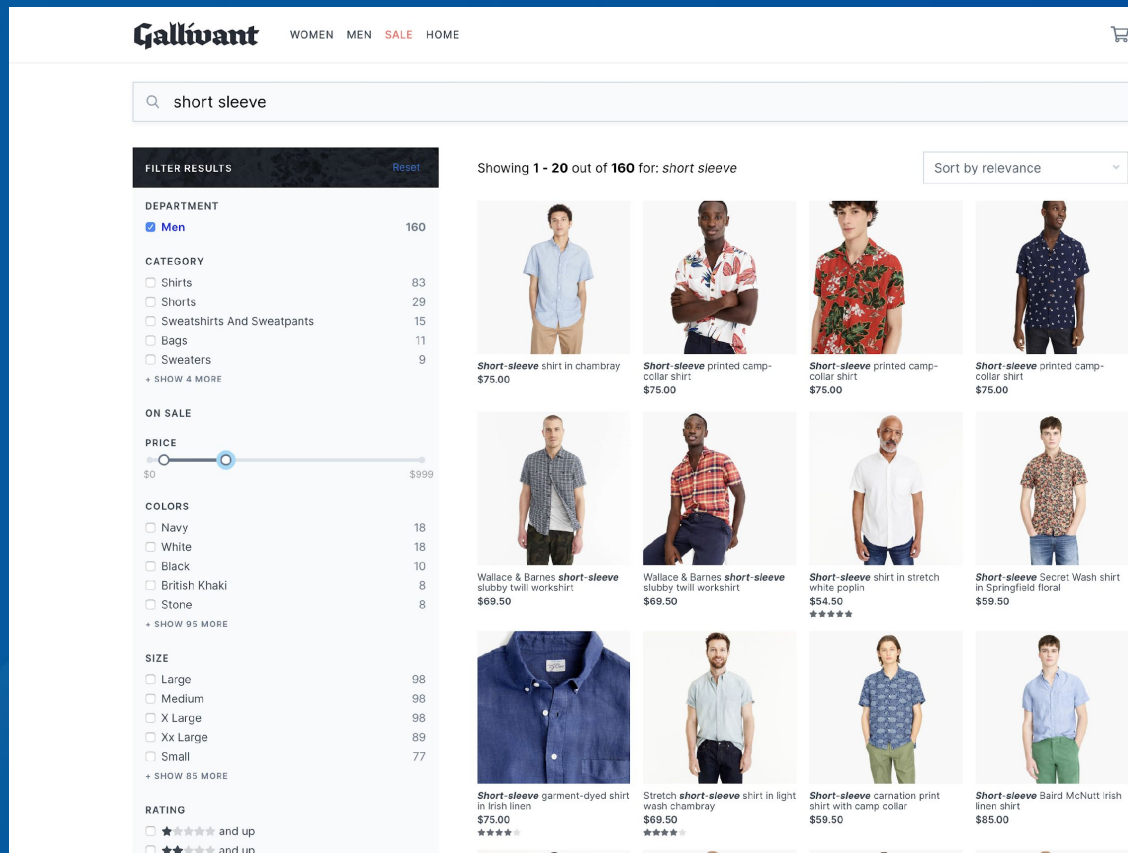
Use Cases


- Geo Search
- Internal Search
- **SaaS / Web Apps**
- Ecommerce



Use Cases

- Geo Search
- Internal Search
- SaaS / Web Apps
- **Ecommerce**



Gallivant WOMEN MEN **SALE** HOME 

Q short sleeve

FILTER RESULTS [Reset](#)

DEPARTMENT

- ☒ Men 160

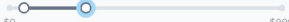
CATEGORY

- ☐ Shirts 83
- ☐ Shorts 29
- ☐ Sweatshirts And Sweatpants 15
- ☐ Bags 11
- ☐ Sweaters 9

+ SHOW 4 MORE

ON SALE

PRICE

\$0  \$999

COLORS

- ☐ Navy 18
- ☐ White 18
- ☐ Black 10
- ☐ British Khaki 8
- ☐ Stone 8

+ SHOW 95 MORE

SIZE

- ☐ Large 98
- ☐ Medium 98
- ☐ X Large 98
- ☐ Xx Large 89
- ☐ Small 77

+ SHOW 85 MORE

RATING

- ☐ ★★★★★ and up
- ☐ ★★★★☆ and up

Showing 1 - 20 out of 160 for: short sleeve [Sort by relevance](#)

Short-sleeve shirt in chambray
\$75.00

Short-sleeve printed camp-collar shirt
\$75.00

Short-sleeve printed camp-collar shirt
\$75.00

Short-sleeve printed camp-collar shirt
\$75.00

Wallace & Barnes short-sleeve slubby twill workshirt
\$69.50

Wallace & Barnes short-sleeve slubby twill workshirt
\$69.50

Short-sleeve shirt in stretch white poplin
\$54.50
★★★★★

Short-sleeve Secret Wash shirt in Springfield floral
\$59.50

Short-sleeve garment-dyed shirt in Irish linen
\$75.00
★★★★★

Stretch short-sleeve shirt in light wash chambray
\$69.50
★★★★★

Short-sleeve camation print shirt with camp collar
\$59.50

Short-sleeve Baird McNutt Irish linen shirt
\$85.00



What's New App Search: now with more flexibility

Two deployment options to suit your needs

SaaS

Highly available hosted service

- Fully managed by Elastic
- Predictable monthly fee
- Auto-scaling
- Maintenance-free
- No need to worry about sizing or infrastructure

Ideal for everyone. Provides hands-free App Search solution. Great for getting started quickly, rapid rollout.

Self-Managed

NEW

Now available for download

- Feature parity with SaaS version
- You manage the underlying Elasticsearch infrastructure and hardware.
- FREE, alongside the default deployment of the Elastic Stack (7.2+)
- Easy to download and deploy for proof of concept and testing
- Manage own upgrades and scaling

Ideal for those who want to manage their own infrastructure and control the scale of their own search experiences



Why did we introduce a self-managed option?

Our goal is to make App Search available where you need it

We know that not every organization is ready for cloud

- Regulatory requirements
- Company policies
- Data location concerns
- Preference for testing and trialling
- Or any other number of reasons



App Search Self-managed Licensing

App Search inherits features from the underlying Elasticsearch instance.

Of note:

	Gold	Platinum
Cross Cluster Replication		✓
Security: Audit Logging	✓	✓
Security: Encryption at Rest, SAML		✓
Alerting	✓	✓
Support	✓	✓



What's Next

- Client libraries and integrations
- Query results management
- Meta-engines
- User-experience improvements



Typical Deployment Sizes and Scaling

It depends!

A reasonable production deployment could look like:

2 x App Search nodes @ 4GB RAM

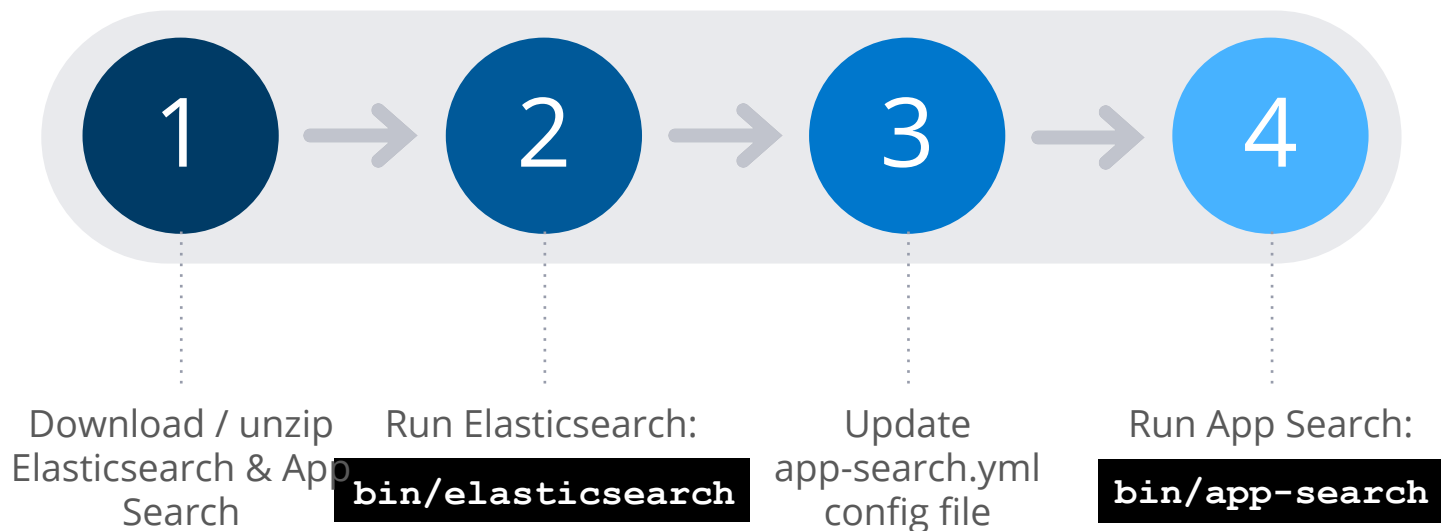
3 x Elasticsearch nodes @ 4+GB RAM

Defer to Elasticsearch best-practices for cluster sizing, except 2.5x the data size.

Demo Time



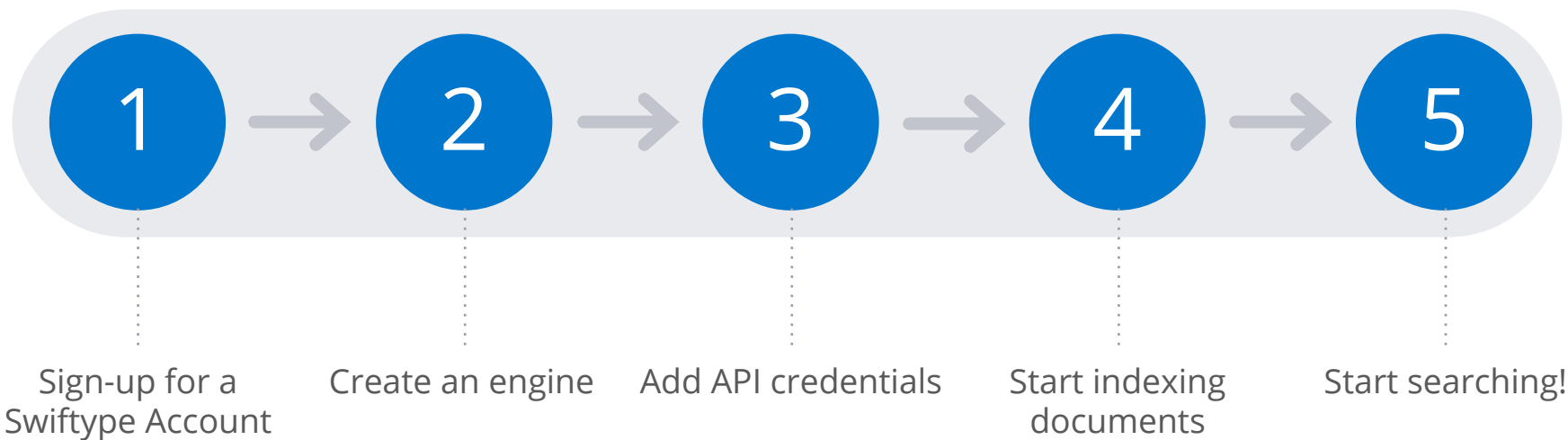
Getting Started with App Search Self-managed





Get started with App Search Service

Getting started with our free trial could not be easier





Thank You

- Learn more about App Search or get started:
www.elastic.co/products/app-search
- Read the App Search self-managed GA announcement:
www.elastic.co/blog/elastic-app-search-7-2-0-released
- You'll receive an email with the recording



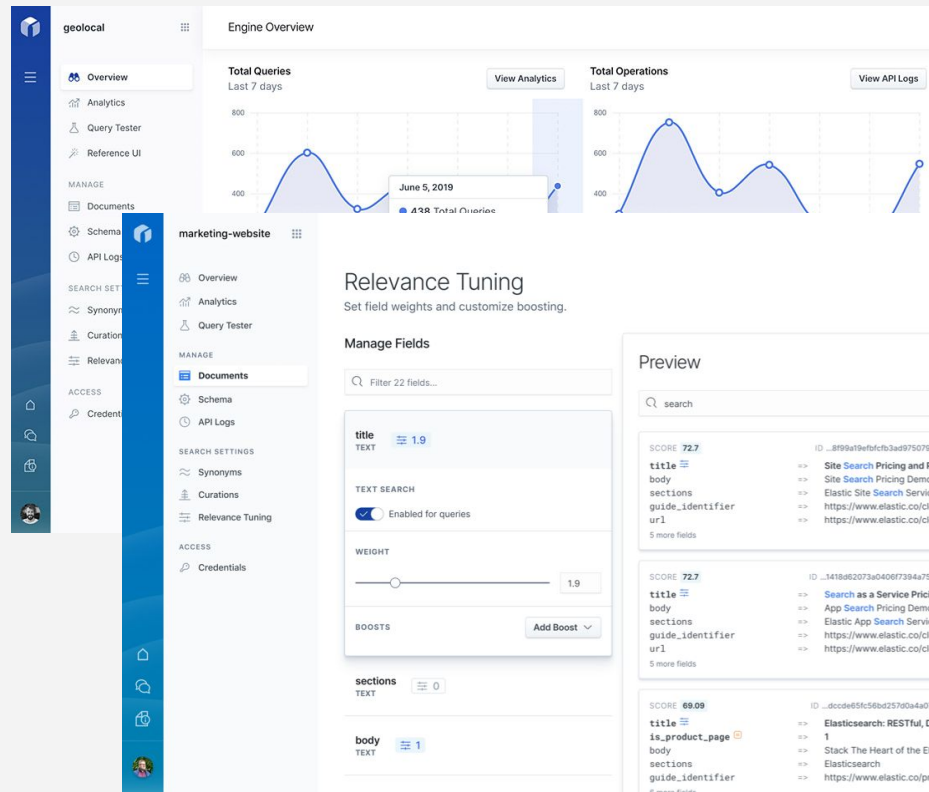
Questions?

SUPPORTING SLIDES

Add Search to any application

Use App Search to add powerful search, effortlessly

- SaaS / web applications
- Advanced ecommerce
- Mobile apps
- Geo search
- Application dashboards
- Internal search
- Self-service / case deflection
- Marketplaces
- And more



APIs that let you get started in minutes

Index any JSON object

Index your data with one of many API clients

API endpoints to ingest data easily

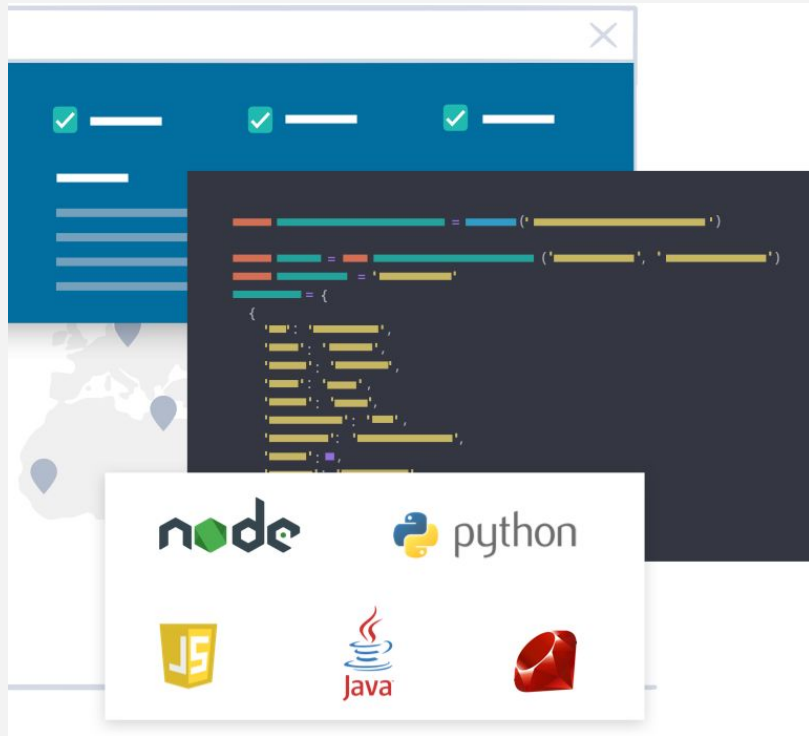
Includes support for Java, JavaScript, Node.js, PHP, Python, Ruby

Schemaless Indexing

No need to alter your data or specify your schema, it's all done for you at index time

Support for large files

No document splitting required, with excellent text search performance



Best-in-class, scalable relevance

Index once, sort all you want

Filter / sort on a single index, without needing replica indices

Out-of-the-box support for

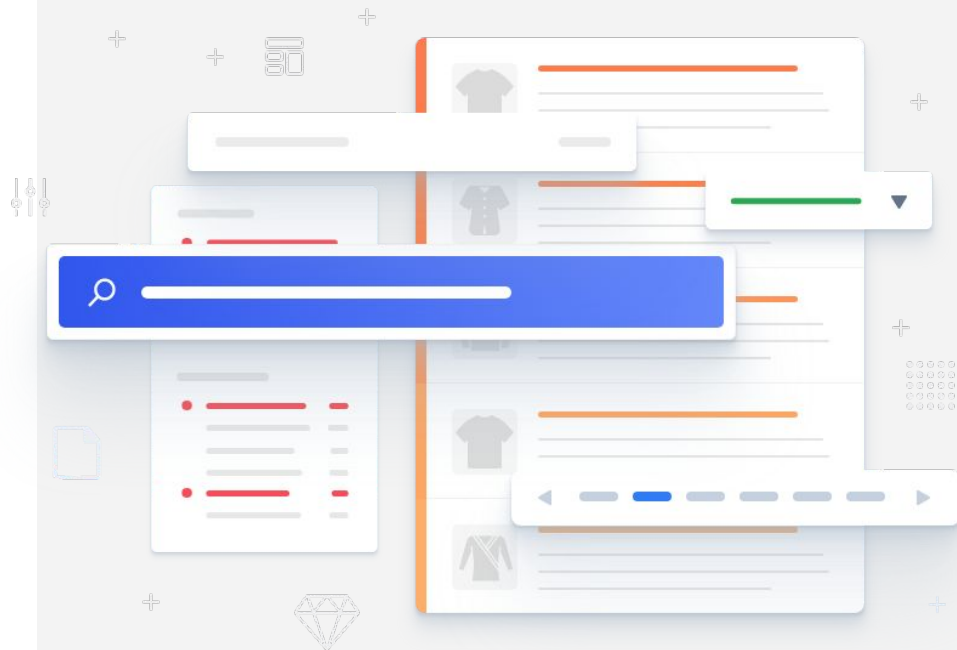
- Spelling correction
- Bigram matching
- Stemming
- Phrase matching
- Language specific models

Powered by Elasticsearch

All of the incredible speed, scale and best-in-class relevance you need

Scaleable to grow with your business

Deliver relevance at scale, regardless of how many users, documents or queries you have



Relevance tuning made easy

Empower business users

User-friendly dashboard to enable them to promote results and tune ranking without intervention or risks

Intuitive tuning tools

Refine ranking to match your needs using

- Curatons
- Synonym sets
- Weights
- Boosts
- Drag and drop reordering

The screenshot shows a web application interface for 'marketing-website'. On the left is a blue sidebar with navigation icons and a menu. The main content area is titled 'Relevance Tuning' with the subtitle 'Set field weights and customize boosting.' Below this is a 'Manage Fields' section. It features a search bar 'Filter 22 fields...' and a list of fields. The 'title' field is selected, showing its type as 'TEXT' and a weight of '1.9'. Below the field name are three sections: 'TEXT SEARCH' with a toggle switch labeled 'Enabled for queries', 'WEIGHT' with a slider set to '1.9', and 'BOOSTS' with an 'Add Boost' button. At the bottom, two other fields are partially visible: 'sections' (TEXT, weight 0) and 'body' (TEXT, weight 1). On the right side, there is a 'Preview' section showing search results. It displays a 'SCORE' of 72.7 for the 'title' field, followed by a list of fields: 'title', 'body', 'sections', 'guide_identif', and 'url'. Below this, another result shows a 'SCORE' of 72.7 for the same fields. At the bottom, a third result shows a 'SCORE' of 69.09 for the same fields. The interface is clean and modern, with a focus on user-friendly controls for relevance tuning.

marketing-website

Overview

Analytics

Query Tester

MANAGE

Documents

Schema

API Logs

SEARCH SETTINGS

Synonyms

Curations

Relevance Tuning

ACCESS

Credentials

Relevance Tuning

Set field weights and customize boosting.

Manage Fields

Filter 22 fields...

title TEXT 1.9

TEXT SEARCH

☒ Enabled for queries

WEIGHT

1.9

BOOSTS

Add Boost

sections TEXT 0

body TEXT 1

Preview

search

SCORE 72.7

title

body

sections

guide_identif

url

5 more fields

SCORE 72.7

title

body

sections

guide_identif

url

5 more fields

SCORE 69.09

title

is_product_pa

body

sections

guide_identif

Tools to effortlessly build rich user interfaces

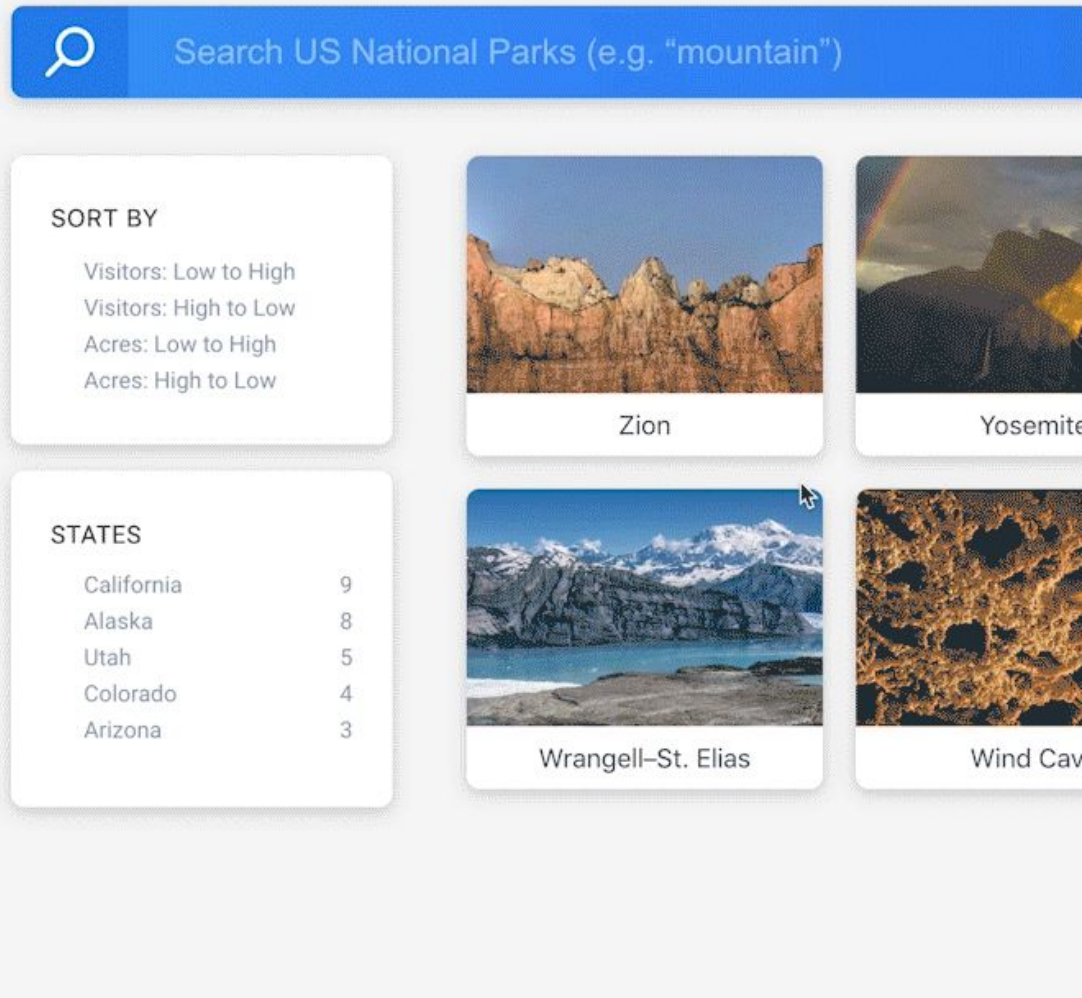
Search UI

An open source JavaScript UI framework freely available for you to use

Available out-of-the-box components include:

- Typo tolerance
- Dynamic filtering & facets
- Search box display
- Global language support
- Query suggestions & autocomplete
- Search as you type

Support for multiple clients



Actionable search analytics

Track query performance

See best and worst performing queries, results gaps, and more, out-of-the-box

Click-through tracking

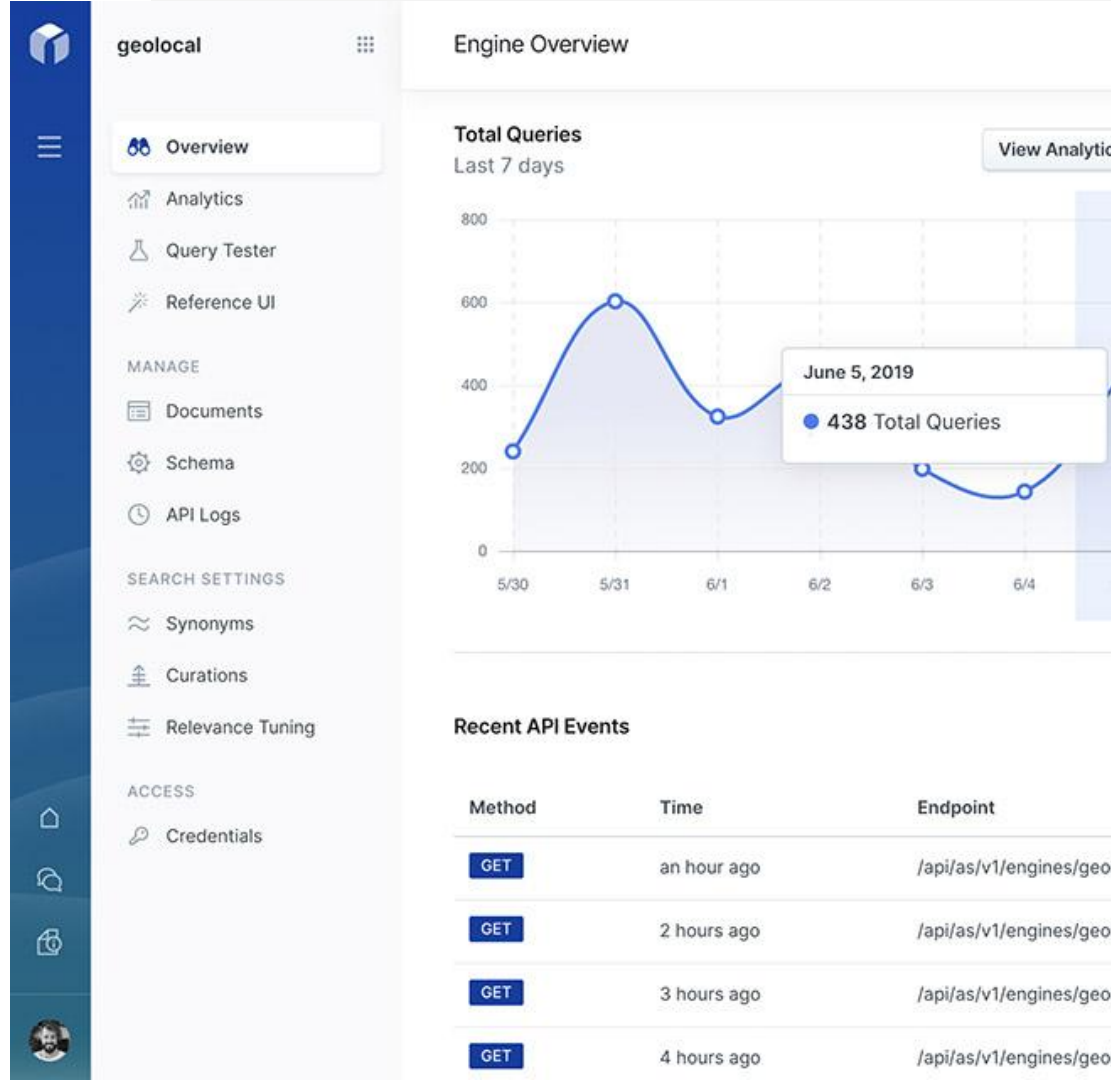
Dig deeper into search behavior and patterns to spot areas for improvement or gain insights into what your users want

API logs

Monitor the health of your engine and debug problematic requests

Generous history retention

Customized based on your business needs



Enterprise-grade security

Security is in our DNA

Built with your data security in mind

Including

- **Role based-access control**
- **Data encryption in transit and at rest**
- **SAML based SSO**
- **Granular content permissions**
- **State of the art data centres**
- **SOC2 compliance**

Highly available

99.999% uptime for hosted App Search Service

 App Search

Engines

Credentials

MY ACCOUNT

Users

Settings

Billing

Sign Out

 Swifttype Home

 Contact Support

 Visit the Documentation

 **Tara Castillo**
tcastillo@company.dev

Manage Users & Roles

Define role mappings for federated authentication.

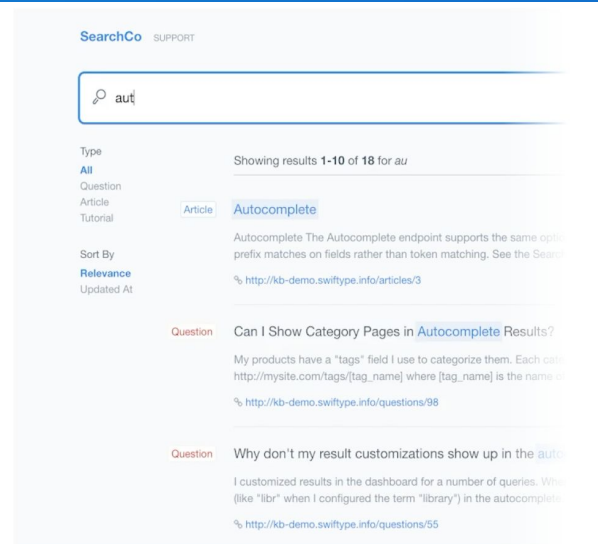
External Attribute	Attribute Value	Role	Engine Access
group	engineering	Admin	All
group	ba	Admin	prod-west admin-search customer-data
group	marketing	Dev	marketing-website



Includes facets, filtering, search bar, results layouts and more

```
const connector = new AppSearchAPIConnector({
  searchKey: "search-soaewu2ye6uc45dr8mcd54v8",
  engineName: "national-parks-demo",
  hostIdentifier: "host-2376rb"
});

export default function App() {
  return (
    <SearchProvider
      config={{
        apiConnector: connector
      }}
    >
      {() => (
        <div className="App">
          <SearchBox />
          <Results titleField="title" urlField="nps_link" />
        </div>
      )}
    </SearchProvider>
  );
}
```



Elastic App Search

SaaS/Web Applications

Advanced Ecommerce

Mobile Apps

Geo Search

Application Dashboards

Internal Search

Self-service / case deflection

Marketplaces

