Information Builders

WebFOCUS

Magnify Search End User Manual

Release 8.2 Version 01M

August 30, 2018

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Contents

Preface 5
Conventions 5
Related Publications 6
Customer Support 6
Information You Should Have 7
User Feedback 8
Information Builders Consulting and Training 8
1. Introducing Magnify Search 9
About Magnify Search 9
Accessing Magnify Search 9
2. Conducting a Search With Magnify Search 11
Searching With Magnify 11
Advanced Search. 17
Navigating Magnify Search Results 18
Tabular View. 20
Sorting Search Results. 22
Viewing Magnify Data 25
Word Cloud. 25
List View. 30
Chart View. 31
Usage Considerations. 32
Viewing Content With Drill-Down Links 33
Using the More Like This Link. 35
Accessing Magnify on Mobile Devices 35
A. Glossary 37

Preface

This documentation describes the features of the Magnify search page and explains how to navigate and interpret search results. It is intended for the end user.

How This Manual Is Organized

This manual includes the following chapters:

	Chapter/Appendix	Contents
1	Introducing Magnify Search	Introduces the Magnify search home page.
2	Conducting a Search With Magnify Search	Explains how to use Magnify Search to conduct a search of enterprise content and how to interpret and navigate search results.
A	Glossary	Provides a glossary of terms used throughout the manual.

Conventions

The following table describes the conventions that are used in this manual.

Convention	Description

`THIS TYPEFACE`
or
`this typeface`
	Denotes syntax that you must enter exactly as shown.

`this typeface`	Represents a placeholder (or variable) in syntax for a value that you or the system must supply.
`underscore`	Indicates a default setting.
this typeface	Represents a placeholder (or variable), a cross-reference, or an important term. It may also indicate a button, menu item, or dialog box option that you can click or select.
Key + Key	Indicates keys that you must press simultaneously.
`{ }`	Indicates two or three choices. Type one of them, not the braces.

Convention	Description
[ ]	Indicates a group of optional parameters. None are required, but you may select one of them. Type only the parameter in the brackets, not the brackets.
|	Separates mutually exclusive choices in syntax. Type one of them, not the symbol.
. . .	Indicates that you can enter a parameter multiple times. Type only the parameter, not the ellipsis (...).
. . .	Indicates that there are (or could be) intervening or additional commands.

Related Publications

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Do you have questions about this product?

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You can also access support services electronically, 24 hours a day, with InfoResponse Online. InfoResponse Online is accessible through our website, *http://www.informationbuilders.com*. It connects you to the tracking system and known-problem database at the Information Builders support center. Registered users can open, update, and view the status of cases in the tracking system and read descriptions of reported software issues. New users can register immediately for this service. The technical support section of *www.informationbuilders.com* also provides usage techniques, diagnostic tips, and answers to frequently asked questions.

Call Information Builders Customer Support Services (CSS) at (800) 736-6130 or (212) 736-6130. Customer Support Consultants are available Monday through Friday between 8:00 a.m. and 8:00 p.m. EST to address all your questions. Information Builders consultants can also give you general guidance regarding product capabilities. Please be ready to provide your six-digit site code number (*xxxx.xx*) when you call.

To learn about the full range of available support services, ask your Information Builders representative about InfoResponse Online, or call (800) 969-INFO.

Information You Should Have

To help our consultants answer your questions effectively, be prepared to provide the following information when you call:

- ❑ Your six-digit site code (*xxxx.xx*).
- ❑ Your WebFOCUS configuration:
  - ❑ The front-end software you are using, including vendor and release.
  - ❑ The communications protocol (for example, TCP/IP or HLLAPI), including vendor and release.
  - ❑ The software release.
  - ❑ Your server version and release. You can find this information using the Version option in the Web Console.
- ❑ The stored procedure (preferably with line numbers) or SQL statements being used in server access.
- ❑ The Master File and Access File.
- ❑ The exact nature of the problem:
  - ❑ Are the results or the format incorrect? Are the text or calculations missing or misplaced?
  - ❑ Provide the error message and return code, if applicable.
  - ❑ Is this related to any other problem?
- ❑ Has the procedure or query ever worked in its present form? Has it been changed recently? How often does the problem occur?
- ❑ What release of the operating system are you using? Has it, your security system, communications protocol, or front-end software changed?

- Is this problem reproducible? If so, how?
- Have you tried to reproduce your problem in the simplest form possible? For example, if you are having problems joining two data sources, have you tried executing a query containing just the code to access the data source?
- Do you have a trace file?
- How is the problem affecting your business? Is it halting development or production? Do you just have questions about functionality or documentation?

User Feedback

In an effort to produce effective documentation, the Technical Content Management staff welcomes your opinions regarding this document. You can contact us through our website, *http://documentation.informationbuilders.com/connections.asp*.

Thank you, in advance, for your comments.

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Chapter 1

Introducing Magnify Search

This section provides an introduction to Magnify Search from the user perspective.

In this chapter:

- About Magnify Search
- Accessing Magnify Search

About Magnify Search

Magnify Search is an enterprise search solution that helps users find business content across the entire organization and then understand that information using Business Intelligence. Users are provided a single entry point to search structured and unstructured data stored in nearly any location. The Magnify search page is a simple and interactive interface, where users can find and access real-time information by drilling down on links to WebFOCUS reports. With Magnify Search users benefit from features such as:

- Business content that can include information stored in databases, email, and files.
- Magnify searches specific collections of information. Magnify can be organized by departments (for example, Administration, Human Resources, Professional Services, Sales, Support, and so on) or business units (for example, iWay, WebFOCUS, Magnify, and so on).
- Use the Dynamic Categorization Tree, as well other sorting and viewing options, to narrow result sets. Magnify also provides charting and filtering features based on various metrics and dimensions stored within the search content.

Note: Developers can transform data into search content for Magnify search index libraries that are specific to the information architecture of each organization. For more information, see the *Magnify Search Developer's Guide*. Administrators can separately configure the Magnify search-based application experience. For more information, see the *Magnify Search Security and Administration* manual.

Accessing Magnify Search

The following is the default address of the Magnify search page. The location of your search page can vary from the default address. Contact your Magnify Administrator to confirm the location of your Magnify search page.

The default address of the Magnify search page is:

`http://host:port/wf_context_root/search`

where:

host:port

Is the machine name and port number where WebFOCUS is installed.

wf_context_root

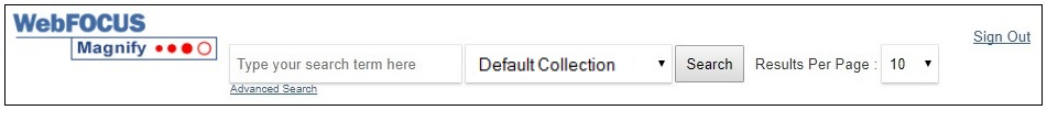
Is the WebFOCUS context root for the WebFOCUS web application deployed on the Application Server. The default context root is ibi_apps.

Note:

- By default, users are given permission to access Magnify search-based applications. See your administrator for appropriate Magnify permissions.
- Sample or default URLs are for informational purposes only and may not resolve correctly, if at all.

The Magnify search page provides many familiar features of a typical search interface, such as the query input field, a list of search result links, and a bread crumb trail to trace your navigation through the search results. These items are described in *Conducting a Search With Magnify Search* on page 11.

The following image shows the initial display of the default Magnify search home page, which includes a search field to enter terms, a drop-down menu of collections of index libraries, and a Search button that initiates the search.



Note: The screen shown in the preceding image is customizable and may be updated by administrators to include, limit, or present the features shown differently.

Once you have started using Magnify, you can return to the search home page by clicking the Magnify button.

Chapter 2

Conducting a Search With Magnify Search

This section explains how to use the Magnify Search interface, navigate to the best suited search result, and drill down into WebFOCUS reporting.

In this chapter:

- Searching With Magnify
- Navigating Magnify Search Results
- Viewing Magnify Data
- Viewing Content With Drill-Down Links
- Accessing Magnify on Mobile Devices

Searching With Magnify

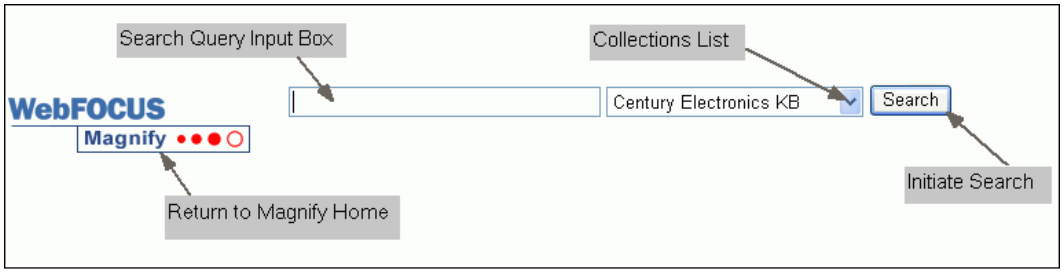
In addition to the typical features of a search interface, Magnify can include a drop-down menu of collections to search. Collections are groups of logically partitioned information that help to narrow your search. For instance, information from an enterprise might be grouped into collections titled Sales, Marketing, Inventory, Employees, and so on. A single collection can also be a combination of two or more collections, for example, Sales and Marketing.

You can return to the Magnify search home page by clicking the Magnify button located at the upper-left of the page.

To initiate a search:

In the query search input box, type a word, phrase, or number that is contained in or related to the information you want to locate. For syntax guidelines, see *Search Syntax Rules* on page 16.

The following image shows the initial Magnify search page with a query for DVD.

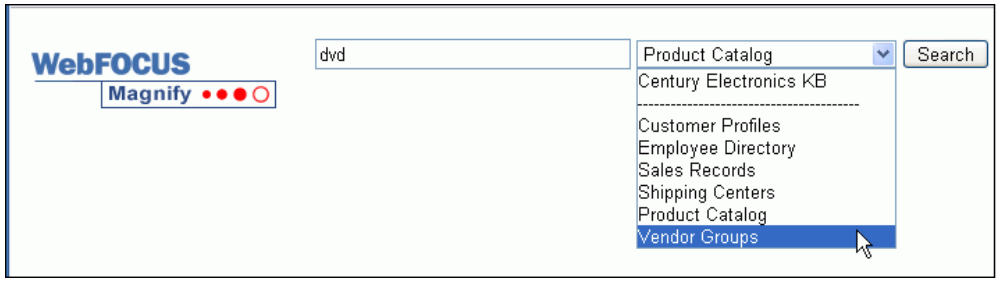


1. Select a collection from the drop-down list to the right of the search input box. Selecting a collection will narrow your search to that specific data.

   Note:

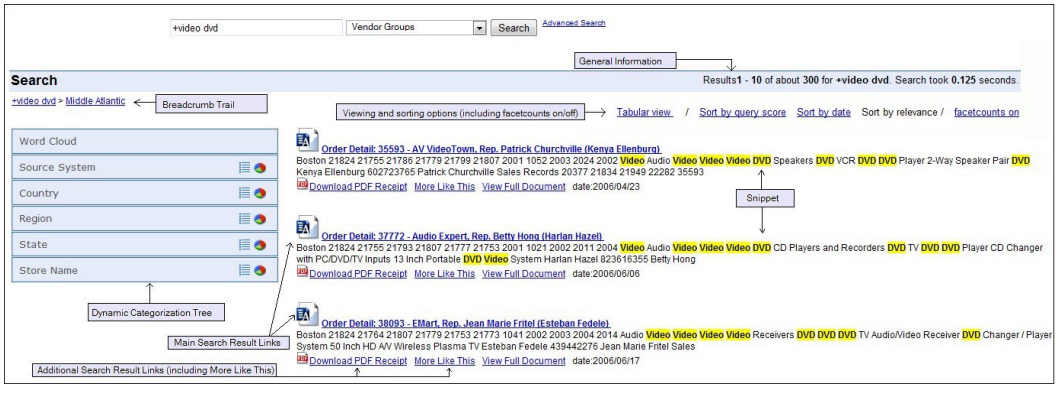
   - The collections list is an optional feature in the Magnify search page and may not be present in your application.
   - If collections are available in the search page and you do not choose one, Magnify uses the currently selected collection, which searches the entire search engine index.
   - If you are searching only one index library, the collections drop-down may not display.

   The following image shows an example of a collections drop-down list with the Vendor Groups collection selected. The default collection in this example is Century Electronics KB.



2. Click *Search*.

The following image shows our example query search results and identifies the main features of the results display.



The main features provided in a Magnify search results page are:

- **Search Result.** The search result links appear in a list on the right. The display that accompanies a result link can include a brief portion of the content that you will find at that link (known as a snippet) and an image that can act as a visual aide to identify the search result content. Each main search result can also include additional links that provide related information. These links can open a report, a webpage, or any URL-based application.

  Our example shows that each result includes a snippet, an image, and additional links to reports for Current Inventory, In Store Returns, and Nearby Stores.

- **General information about your search.** This information appears in the upper-right area and includes the number of returned items, the number you are currently viewing, and the amount of time it took to perform the search.

  Note: By default, 300 results are returned at a time. This is configured by an administrator.

- **Sorting Options.** Allows you to sort the search results based on several ratings. For more information, see *Sorting Search Results* on page 22.

- **Dynamic Categorization Tree.** This tree appears on the left and provides a way to further narrow your search to a smaller subset of results. The tree contains a series of main categories and related items under each category. The number next to each item within a category indicates the number of search results returned for that selection.

  The number next to each item value can represent the number of matches specific to the result set or to the index library. This can vary based on installation configuration. A single search result can be associated with more than one item value.

When you select an item in the tree, Magnify sends the search request for the item and returns the related results. The Dynamic Categorization tree and the search results on the right refresh to display the new search results.

Note: The Dynamic Categorization tree and Tabular View may not be available when accessing the Magnify search application from older mobile devices. This can be configured by an administrator.

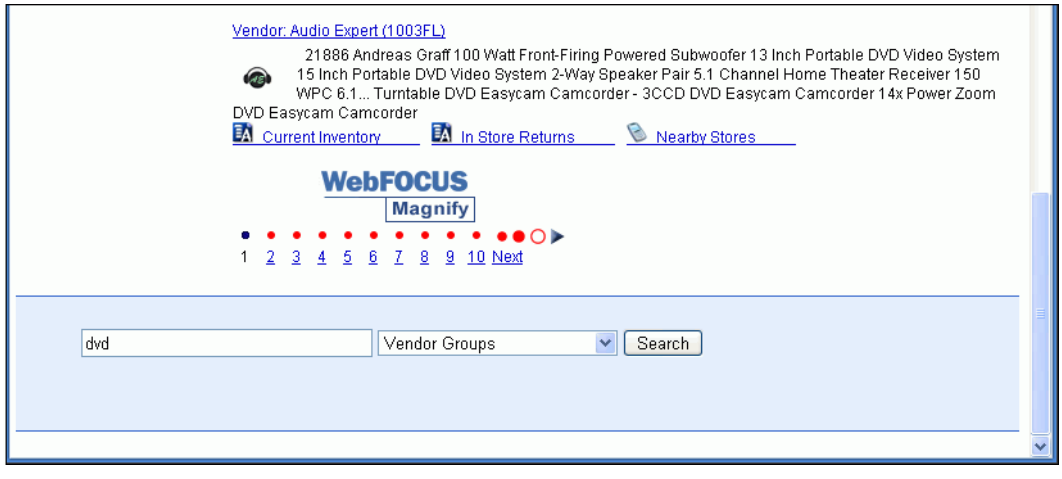
- **A bread crumb trail.** As you navigate through the Dynamic Categorization Tree, a bread crumb trail appears above the tree to show your location. This may result in duplicate values on the bread crumb trail, if the same category is selected more than once. Since the trail is a series of links, you can also use it to navigate back to a previous location by clicking any link in the trail.

The following image and table illustrates and describes the specifics of a typical search result.

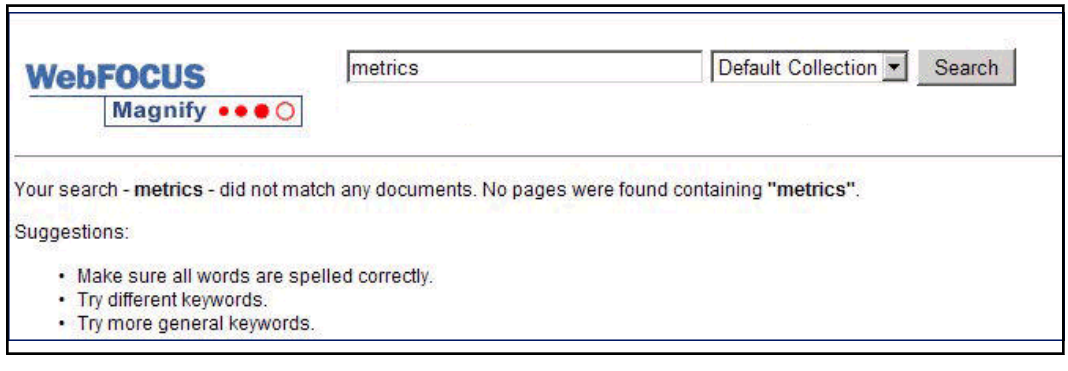
#	Part	Description
1	**Title**	Every search result has a title which is a string that uniquely identifies the item. It can be a combination of one or more fields.
2	**Category Tree**	Search results can include specific attributes for categorization. These are typically high-level groups when aggregated. In the instance of demographics, this could include gender, nationality, and age range. In order for special characters to display in the category tree, all special characters added to the Magnify Search FEX file must be typed in URL Encoding format. For example, the ASCII Encoding format for > is %3E. For more information, see the W3Schools website.
3	**Search Body**	When a user searches for specific terms, the terms are matched against a master index generated from the searchable content. This can include any structured or unstructured database field or document.

#	Part	Description
4	**Additional Links**	These links provide access to similar results, business intelligence reports, or other related information.
5	**Other Details**	Additional information can be appended to the search result to display an image, date, or other information.

The following image shows the bottom of the Magnify search page. When there are multiple pages of search results, a series of page numbers appears at the bottom of the search page. Click *Next* or a specific page number to view the next group of search results. For your convenience, the criteria of your search (query, collection, and security option) are also displayed.



The following image shows the message displayed when there are no search results. If spell checking is enabled, a search suggestion may be presented.



Note: If search results are not found for your query, then (depending on your configuration of Magnify) you could be redirected to another page, receive a message, or be provided with alternative search queries to enter.

For more information on enabling the spell checker, see the *Magnify Search Security and Administration* manual.

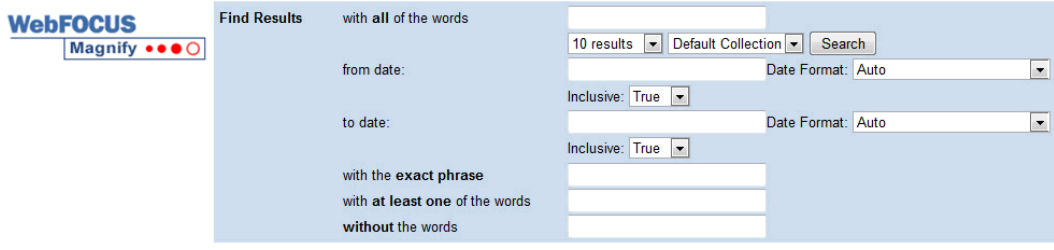
Reference: Search Syntax Rules

This section provides the basic syntax rules for a search query.

- Queries are case-insensitive, so you can enter your query in uppercase, lowercase, or mixed-case.
- Punctuation marks, such as period (.), colon (:), semi-colon (;), and comma (,) are ignored during search.
- Use logical operators such as OR, AND, and NOT (case sensitive) to link groups of terms for a more powerful search. To search for results that contain *music teachers* or both *MP3* and *VHS*, but not *New York*, use the query (*music teachers* OR (MP3 AND VHS)) NOT *New York*.
- The wildcard character (*) can match words with a given prefix. For example, *esc** matches the terms ESC and escape.
- To search for an exact match, enclose the search query in double quotation marks. For example, "Magnify Search".
- Use the ~ (tilde) to search for words with similar spellings. For example, searching for the term *cover~* returns words like *cover*, *power*, or *over*. To search for results similar to *CenturyTablet* with spellings of *CenturyTablt* or *CenturyTable*, use the query *CenturyTablet~*.
- Use a plus sign (+) in front of keywords that must appear in the search results. To search for results that must contain *plasma* and may contain *TV*, use the query TV +plasma. Use a - (minus sign) in front of keywords you want to exclude from your search. To search for results that contain *stores* but not *United States* use the query -United States.

Advanced Search

You can use Advanced Search to conduct a more focused search using specific dates or other underlying information stored within search results. For example, you can search for an exact phrase or one that excludes certain words, as shown in the following image.



You can search for records using date formats. The following formats are available:

- EEEE, dd MMM yyyy hh:mm:ss a
- EEEE, MMM dd, yyyy hh:mm:ss a
- MM/dd/yyyy hh:mm:ss
- MM/dd/yyyy
- yyyy-MM-dd
- MM-dd-yyyy
- MM d, yyyy
- MMM dd, yyyy
- MMM dd, ''yy
- M/dd/yyyy hh:mm:ss
- MM/d/yyyy hh:mm:ss
- "M/dd/yyyy
- MM/d/yyyy
- M/d/yyyy hh:mm:ss
- M/d/yyyy
- M/d/yy hh:mm:ss

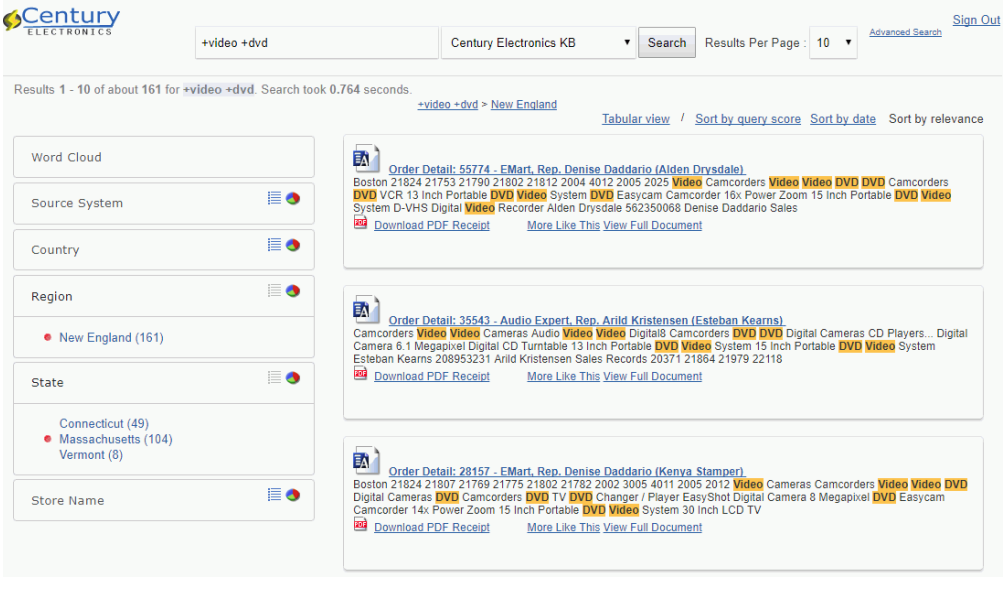
- M/d/yy
- yyyymmdd hh:mm:ss Z
- yyyymmdd hh:mm:ss

Navigating Magnify Search Results

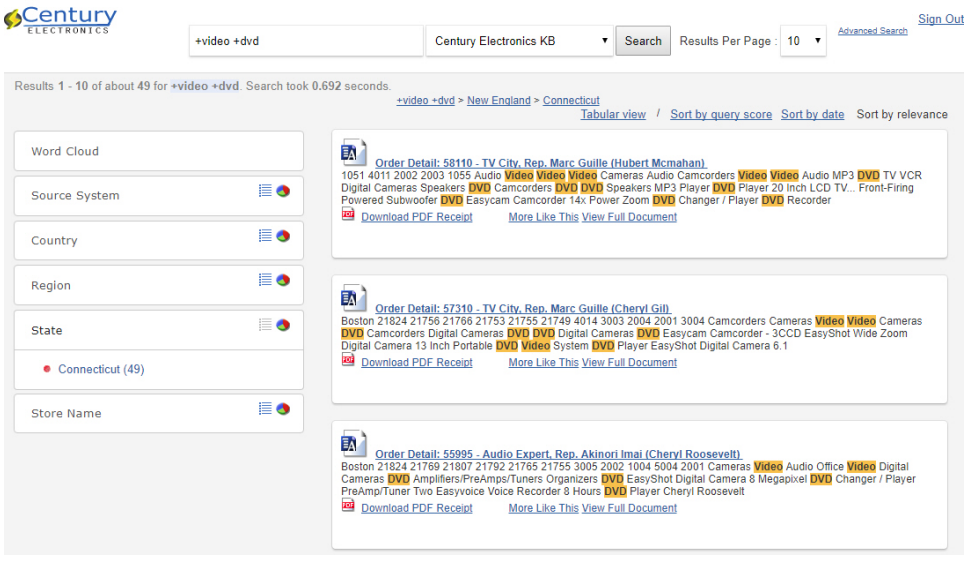
In addition to standard search page features, Magnify includes enhancements that allow you to:

- Narrow your search in a guided manner through the Dynamic Categorization Tree.
- Obtain a search suggestion, if spell checking is enabled.
- Convert search results to a dynamic tabular view, allowing for simple, yet powerful analysis of the results.
- Connect to dynamic reports to return the most up-to-date information.

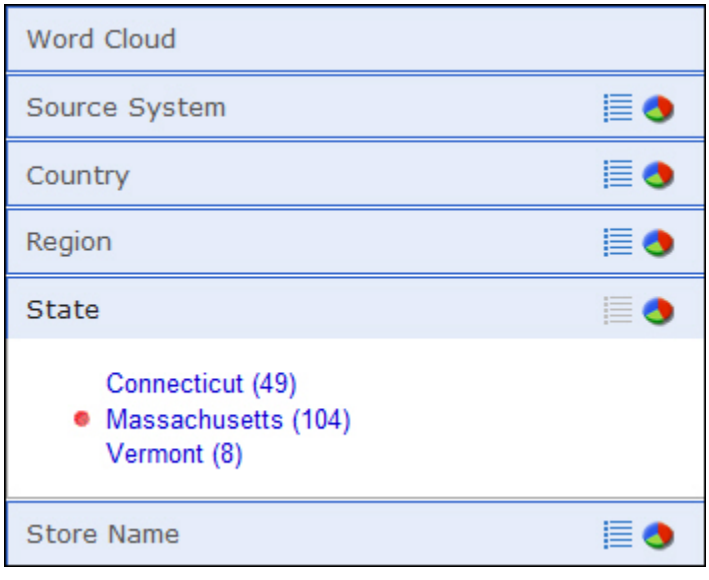
To locate information of interest, expand a category in the Dynamic Categorization Tree and select an item within that category. In this example, *New England* was selected from the *Region* category, and the *State* category was expanded, as shown in the following image.



Notice that the number next to *Connecticut* is 49. This indicates that there are forty-nine results associated with this item. The following image shows the results after selecting Connecticut. Also note that the bread crumb trail traces your path from dvd and video to New England to the current selection of Connecticut.



You can expand a category to see the breakdown of subcategories. For example, in the following image, the State category lists the subcategories (specific states) that met your search query criteria (New England). The State category lists three subcategories, Connecticut (49), Massachusetts (104), and Vermont (8). Note that the subcategory with the largest number of search results is denoted with a red dot.



Tabular View

Magnify provides a tabular view of the search results. The tabular view presents each search result in an Active Technologies Report, which provides the ability to sort, filter, calculate and chart the results. For information on active reports, see the *Active Technologies User's Guide*.

To view a tabular presentation of the search results, click *Tabular view* at the top of the results list. The following image is an example of search results in a tabular format.

Title	Source System	Country	Region	State	Store Name	Product
Order Detail: 59509 - EMart, Rep. Jean Marie Fritel (Jordy Cornejo)	Sales Records	United States	Middle Atlantic	New York	EMart	
Order Detail: 73861 - EMart, Rep. Jean Marie Fritel (Peggy Crunk)	Sales Records	United States	Middle Atlantic	New York	EMart	
Order Detail: 28011 - EMart, Rep. Jacky Li (Harlan Grantham)	Sales Records	United States	Middle Atlantic	New York	EMart	
Order Detail: 28341 - EMart, Rep. Jean Marie Fritel (Esteban Isbell)	Sales Records	United States	Middle Atlantic	New York	EMart	
Order Detail: 28814 - EMart, Rep. Jacky Li (Brenden Dahlin)	Sales Records	United States	Middle Atlantic	New York	EMart	
Order Detail: 34826 - EMart, Rep. Jacky Li (Jordy Alston)	Sales Records	United States	Middle Atlantic	New York	EMart	
Order Detail: 35874 - EMart, Rep. Jacky Li (Leroy Mccane)	Sales Records	United States	Middle Atlantic	New York	EMart	
Order Detail: 36129 - EMart, Rep. Jean Marie Fritel (Peggy Schaeffer)	Sales Records	United States	Middle Atlantic	New York	EMart	
Order Detail: 38011 - EMart, Rep. Jacky Li (Jamya Celestin)	Sales Records	United States	Middle Atlantic	New York	EMart	
Order Detail: 38093 - EMart, Rep. Jean Marie Fritel (Esteban Fedele)	Sales Records	United States	Middle Atlantic	New York	EMart	

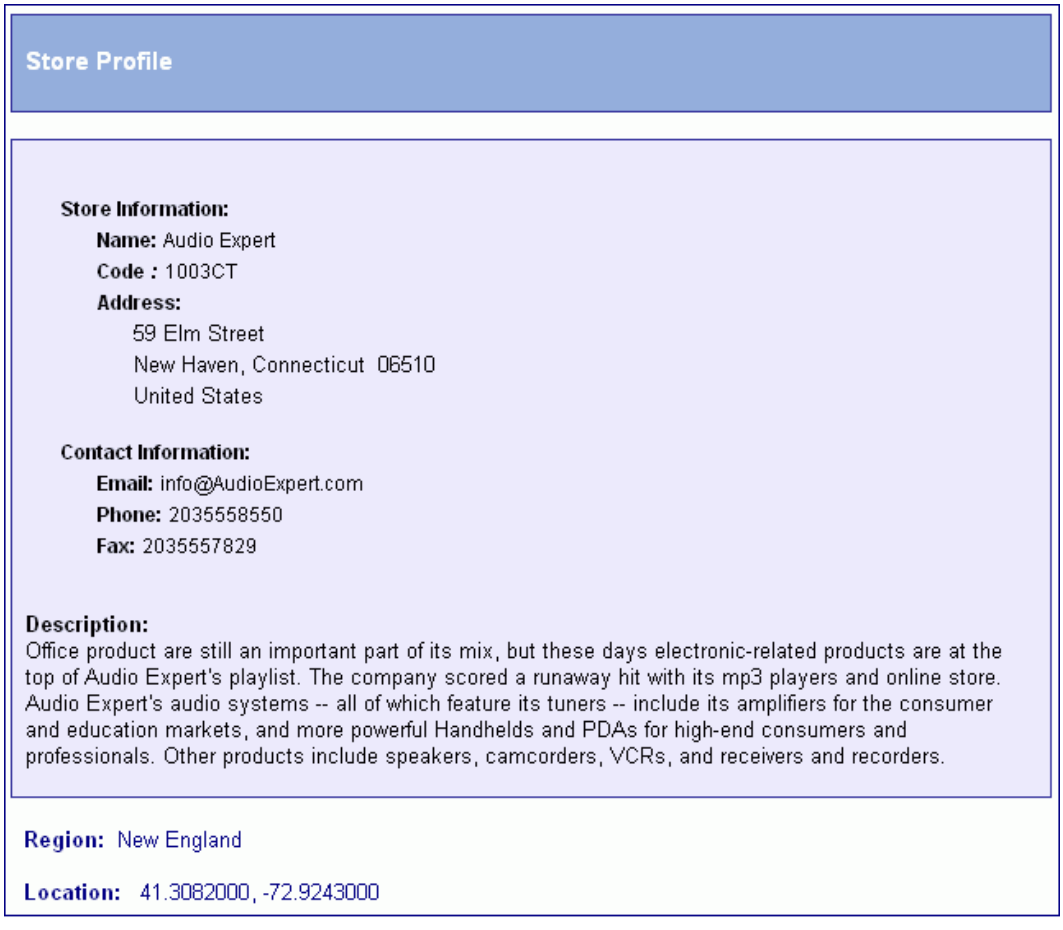
The items in the tabular view *Title* column are the main result links that appear in the original list of search results (known as the Search Results View). The remaining columns correspond to the categories found in the Dynamic Categorization Tree for that particular search. When you click an item within a category, you are presented with the Search Results View filtered on that selection. Note that the tabular view does not include the additional links that might be included with a main search result.

You can navigate through the pages of data using the paging arrows at the top of the report. You can also manipulate the data presentation using standard active report options, which are accessed by clicking the down-arrow icons to the right of the column headings.

To return to the list view, click *Search Results View* at the top of the tabular view.

Note: The tabular view is not available when accessing the Magnify search application using older mobile devices. Mobile access is configured by an administrator.

You can access the search result information from either the links in the search results list or the links in a tabular view. The following image is an example of the information associated with a search result link.



Sorting Search Results

The sort options are available at the top of the search results list. You can sort the items that are returned from a search using the following options:

- **Sort by Sentiment.** This sort option is enabled when the search results have an associated sentiment score. This is previously determined, and is not calculated at sort time.

The Sort by Sentiment functionality sorts a sentiment value for each returned record. The Sentiment value indicates the general tone (positive, negative, or neutral) of an indexed record. This value is calculated based on the sentiment scores stored in your Magnify configuration. Once a search is performed, you can then sort the records using this option.

Note: Items with scores follow items that have scores in both sort orders. When sorting by sentiment, any search results that have not been scored show a sentiment score of n/a.

When you click once on Sort by Sentiment, the search results are sorted with sentiment score in ascending order. When you click on Sort by Sentiment again, the sort order is reversed to sort in descending order. Items that do not have a sentiment score will always be positioned after those with a sentiment score and labeled as n/a by default.

For example, ascending sentiment score order would be -1, -.5, 0, .5, 1, n/a. Descending sentiment score order would be 1, .5, 0, -.5, -1, n/a.

- **Sort by Query Score.** When a search is performed, a query score is calculated for each search result. The Query Score is obtained from the indexed information that is available to the search engine. This is the data that is searched each time you submit a query. The Query Score provides additional information about the overall search results that are returned to you. For example, it can help you to identify popular or frequently used items or more obscure items.

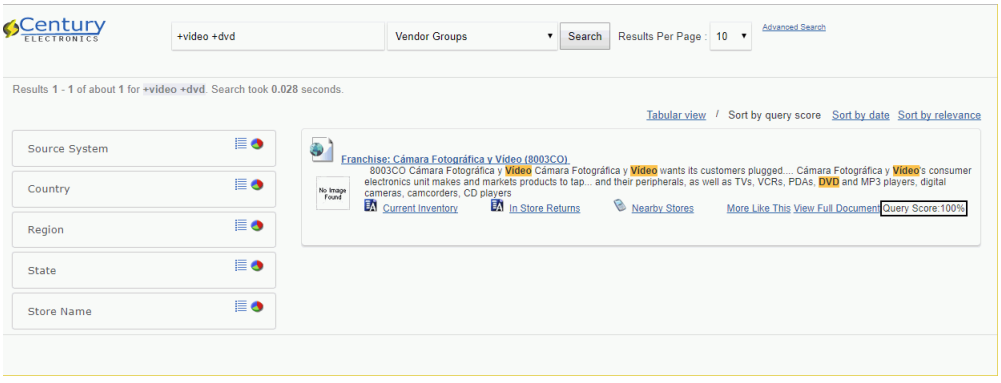
  As discussed earlier, when search results are returned, the Dynamic Categorization Tree provides the number of occurrences for each category in the tree. The Query Score is the sum of the category occurrences for a particular search result, which is then divided among the total to get the percentage.

  For example, a search query returns 200 results and the results are distributed throughout the categories in a Dynamic Categorization Tree, as follows:

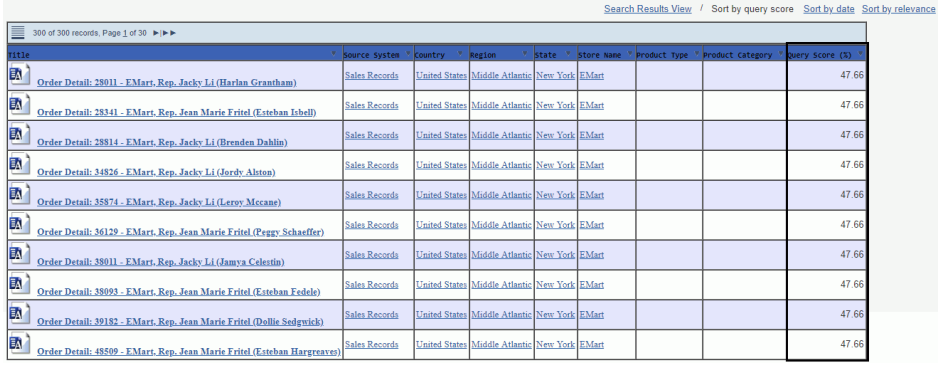
  - Car
    - Volvo (10)
    - Saab (80)
    - Fiat (10)
    - Peugeot (100)

  If every category is associated with a particular result, then the Query Score for that result would be 200, thereby resulting in 100%. This is the sum of all the occurrences in the tree (the sum of each Car). If a particular result returns Saab and Fiat, then the Query Score is 90 (Saab = 80 and Fiat = 10, for a sum of 90, or 45%).

The following image shows the Query Score for a search result.



The following image shows an example of a tabular view with Query Scores appearing in the far-right column. Query Scores are always truncated to two decimal places.



- **Sort by date.** This option sorts and displays the search results according to the date that the data was entered into the search index. This sorting type identifies how current the search results are, relative to each other.

- **Sort by relevance.** This option sorts the results based on how closely the results match the query entry. Results are sorted from the most relevant appearing first, through to the least relevant. Search results are returned in this order by default.

When you select a sort option, the search results list is refreshed and sorted accordingly.

Viewing Magnify Data

When you conduct a search, the returned data is sorted into categories. These categories can be any type of dimension, range of values, or other high-level groupings, such as Gender (Male) or Country (US). These are defined as part of the indexing process created by developers. Magnify presents these categories to allow users to discover high-level attributes and drill down on them to refine searches. The following image shows an example of categories that are returned by a search.

There are two views, list and chart. By default, the values within a given category are loaded on demand when expanding each category. They display in list view by default. Otherwise, if a view was previously selected, that view is presented.

Word Cloud

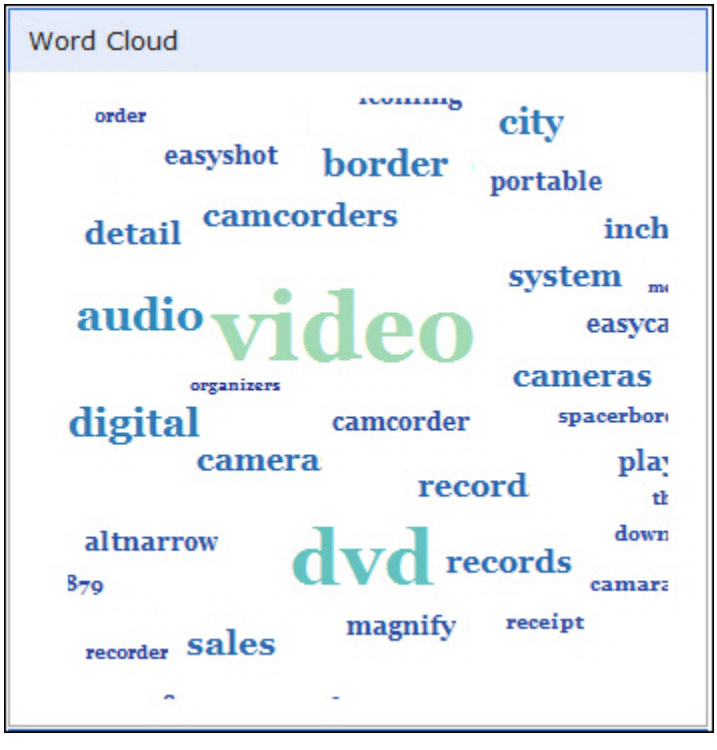
The Word Cloud is a textual chart that is built into Magnify to make it easier to narrow a search. The Word Cloud is an accumulation of the most frequently found words across the search results returned. The Word Cloud always shows words as part of the latest result set.

Word Cloud presents words related to your search in a cloud-like image. You can click on these words to quickly refine the search.

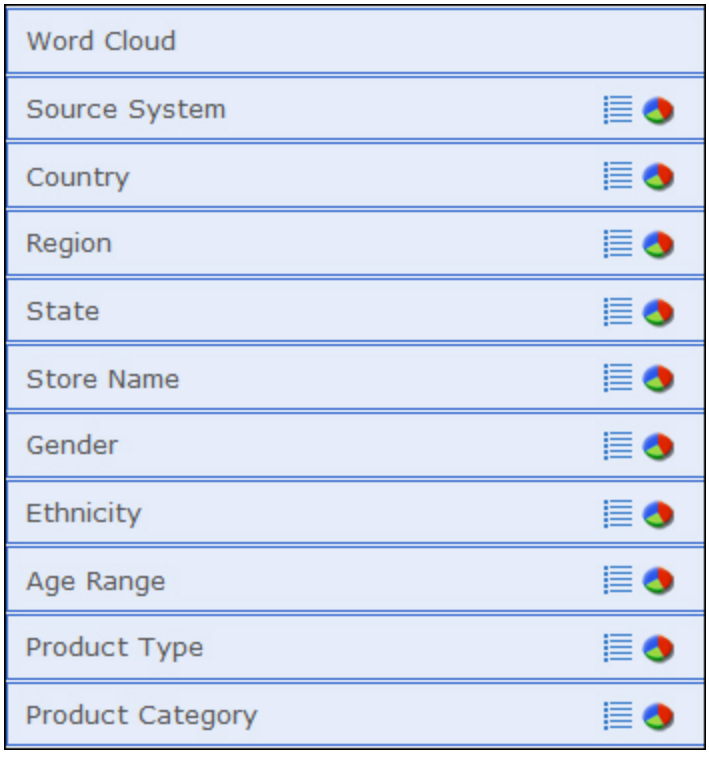
Specifically, when you click on a word or a sequential series of words in the Word Cloud, your search results are modified based on what you select. For example, if a search was conducted on the word video, some of the words that might display in the Word Cloud include DVR, camera, and recording. When you click on one of these words, your results narrow based on that selection. In most cases, the search results in the display of fewer records.

Note: Word Cloud terms are populated based on the most frequent terms found for each search result and then aggregated for all search results returned. In contrast, clicking the *More Like This* link for a search result locates the words that are most frequently found in the index for each search result.

The following image shows the Word Cloud when a search has been conducted on the term *video*.

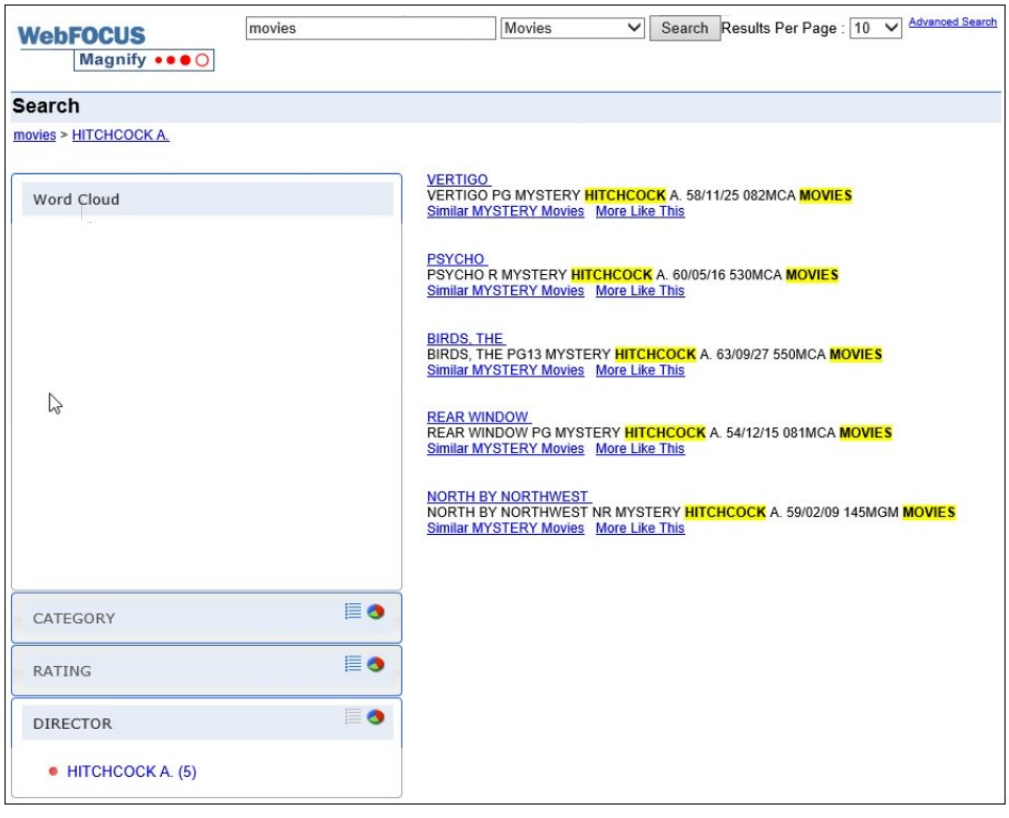


You can access Word Cloud by clicking the top box in the list of categories, as shown in the following image. You can collapse Word Cloud by clicking the box again.

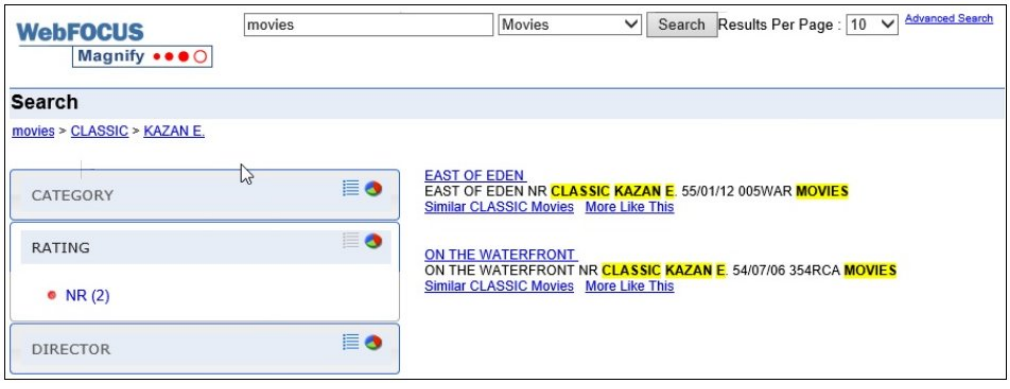


Note: You may encounter instances where the Word Cloud is empty or disappears from the left pane of the search result area. This occurs when performing a search where a very limited number of results are returned or where the original searchable content is also very limited. There may not be a large enough pool of words to create the Word Cloud.

The following image shows an example when the World Cloud is empty for a search result.



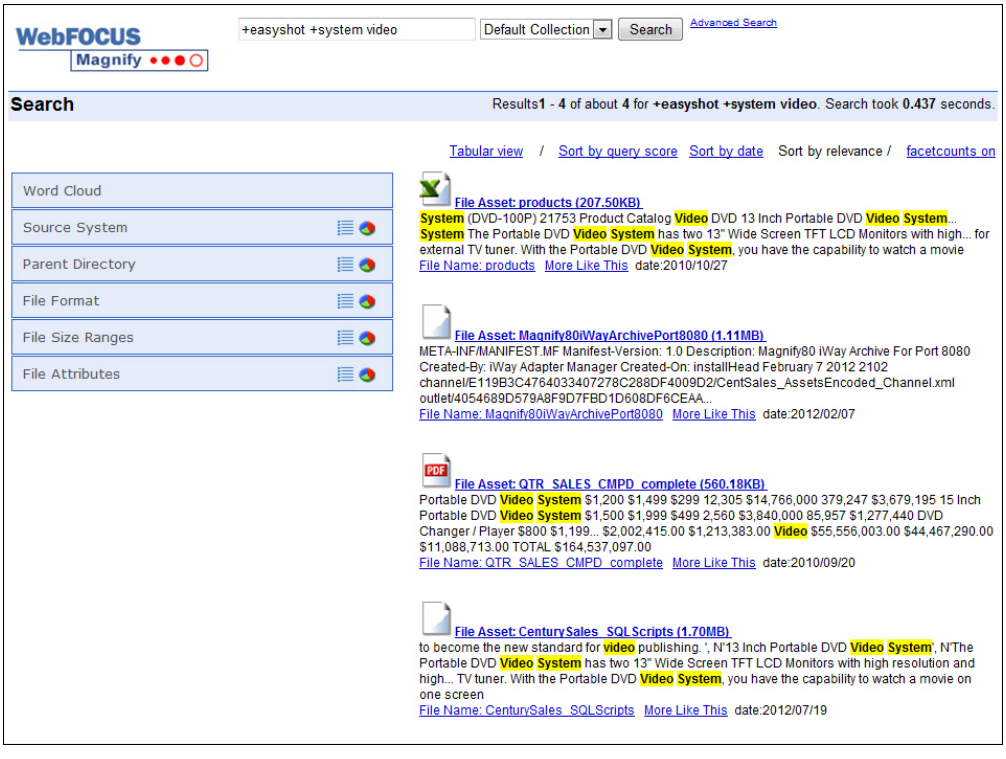
The following image shows an example when the World Cloud category has disappeared from the left pane of the search result area.



Procedure: How to Narrow a Search Using Word Cloud

1. In the main search field, enter a term to search.
2. From the list of categories that display, click *Word Cloud*.
3. From the Word Cloud, click on a term in order to narrow the search result set.

Note: When you select one or more terms in the Word Cloud, the search field is updated with a plus (+) sign to indicate that an additional search term has been specified. This occurs for every additional term you add. For example, if your initial search term was video and you clicked *system* then *easyshot* in the Word Cloud, the following displays in the search field: +easyshot +system video. This is shown in the following image.



List View

The list view, accessed by clicking the list icon , typically contains a list of items within a specific category (for example, France within the Country category). The list view presents all the values found among the returned search result set for each given category. In the list view, these specific items are listed alphabetically with a numerical reference that indicates the number of returned records, based on your search, for that particular item. Once accessed, the List view can be collapsed by clicking the category label (for example, Country). The following image shows the list view for Country.

Note: There will always be one value preceded with a red dot to represent the item with the highest count.

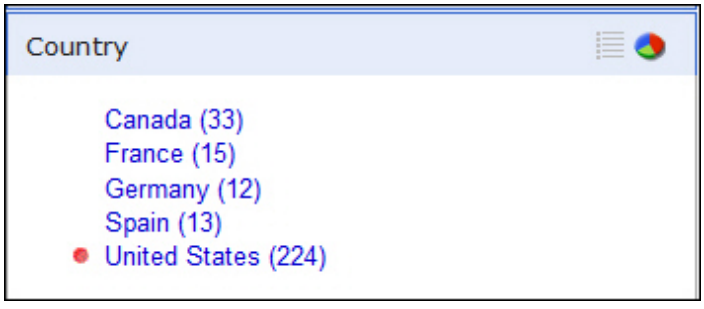
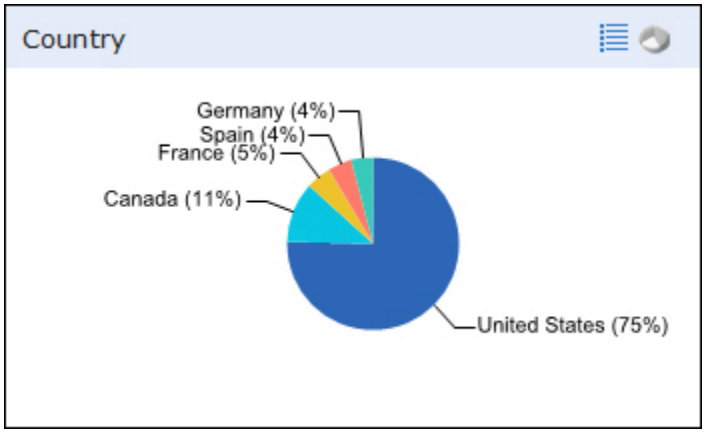


Chart View

The chart view, accessed by clicking the chart icon , provides a simplified graphical representation of the same categorizations presented in the list view of a Category, based on a 100 percent value. A combination of total count of values found or the percentage a category value comprises can be presented as metrics within each slice.

Note: Percentage is the default for all charts.

The following image shows a chart with percentage values for each entry.

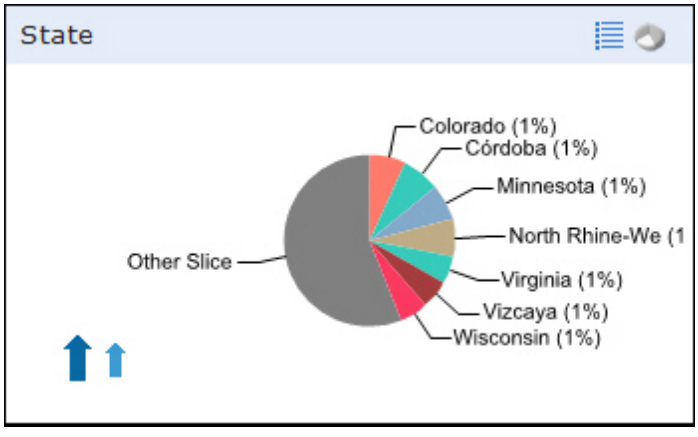


Note: On Android 2.x devices, charts are not supported and are therefore hidden from the interface.

By default, a chart has seven slices (excluding the Other slice), each representing a category of data. If more than seven values are found, any remaining values will be presented together in a slice labeled Other.

Note: The number of slices that have been specified to display can impact the colors presented. For example, if the number of slices to show is set to 100 and there are only 18 colors established, some colors will be used more than once.

You can click the *Other* slice to drill down into the more specific underlying data. The following image shows the contents of the Other slice for State, a category that typically has more than eight underlying categories.



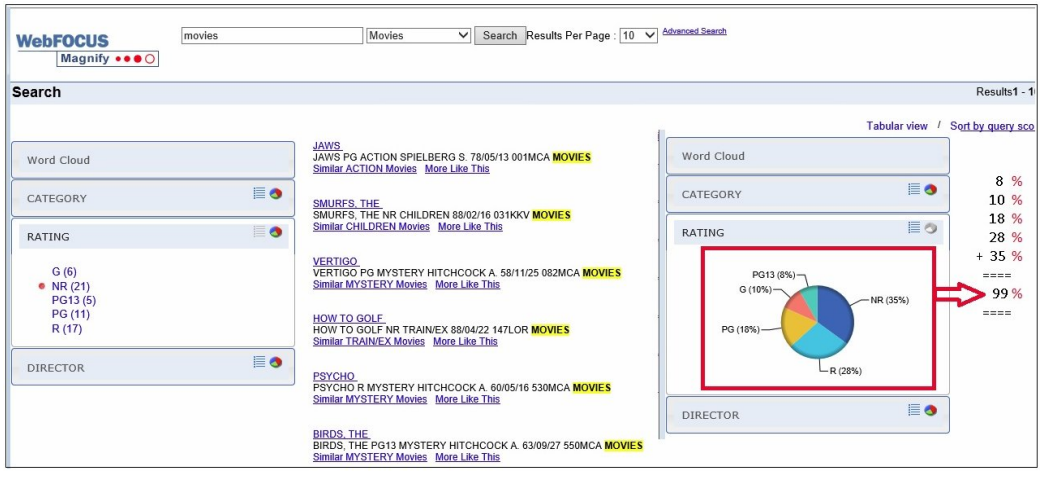
When working with a chart that has a number of underlying data layers, you can drill down through these items by clicking on the *Other* slice portion of the chart. You can navigate the layers of the chart using the arrows provided. The smaller arrow takes you up one level (to the previous data layer) and the larger arrow returns you to the originating display of the chart.

Note: When you click on a section of a chart, the data that was originally returned is narrowed by the value of your chart selection. For example, if you conduct a search and you want to view only the data for Germany, you can click the *Country* category and then from the *Chart* icon, select *Germany*. The data that is returned is specific to Germany (based on your search).

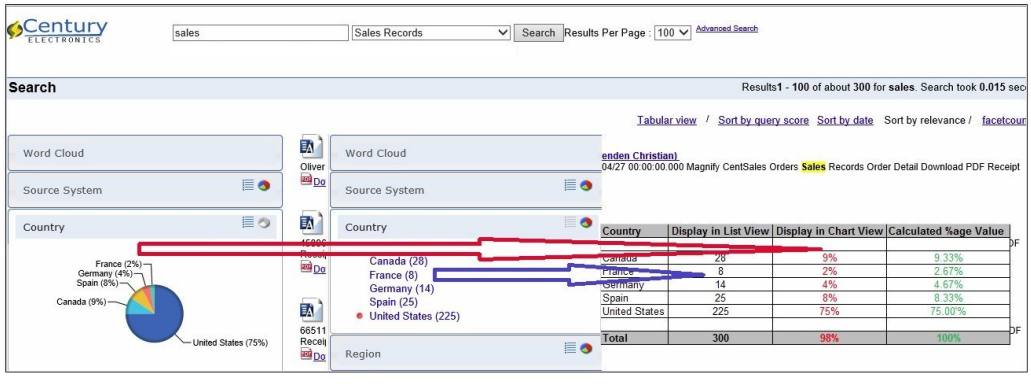
Usage Considerations

Category tree percentages are based on a truncated decimal value and not a whole number value. As a result of the deviation, data may be displayed in the chart view (as a grand total) that is not a 100 percent value in all cases.

The following image shows an example where the total percentage of the chart should be 100, but a total of 99 percent is shown instead.



The following image shows an example where the Display in Chart View column should total 100 percent, but shows a 98 percent value instead.

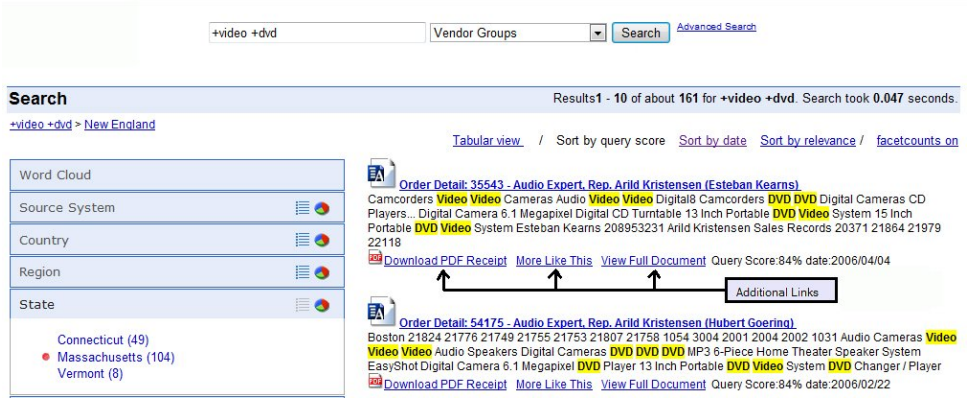


This will be resolved in a future release where the Magnify administrator will be able to define how this is calculation is handled (for example, by showing the decimal precision and controlling truncating and rounding of values).

Viewing Content With Drill-Down Links

Magnify can include additional links associated with each of the main search result links. These links can open WebFOCUS reports (such as active reports, or parameterized and guided reports), related webpages, a web-based application, flat files, and so on.

The following image shows the location of the additional links for a search result.



Continuing with our example, the following image shows the Store Returns report.

42 of 42 records, Page 1 of 2

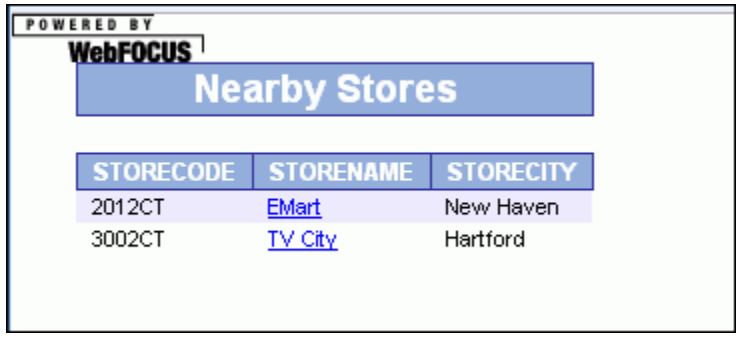
Store Return Patterns

Code	Store	City	State	Country	Category	Product	Returns	Return Cost
1003CT	Audio Expert	New Haven	Connecticut	United States	Amplifiers/PreAmps/Tuners	PreAmp/Tuner Two	64	$31,936.00
1003CT	Audio Expert	New Haven	Connecticut	United States	Audio Systems	Home Theater 5.1 System	6	$11,994.00
1003CT	Audio Expert	New Haven	Connecticut	United States	Audio Systems	Home Theater 7.1 THX System	1	$2,999.00
1003CT	Audio Expert	New Haven	Connecticut	United States	Audio Systems	Micro HiFi Stereo System	22	$8,778.00
1003CT	Audio Expert	New Haven	Connecticut	United States	CD Players and Recorders	400 Disc Super Audio CD Changer	9	$8,091.00
1003CT	Audio Expert	New Haven	Connecticut	United States	DVD	13 Inch Portable DVD Video System	31	$46,469.00
1003CT	Audio Expert	New Haven	Connecticut	United States	DVD	15 Inch Portable DVD Video System	5	$9,995.00
1003CT	Audio Expert	New Haven	Connecticut	United States	DVD	DVD Changer / Player	42	$50,358.00
1003CT	Audio Expert	New Haven	Connecticut	United States	DVD	DVD Player	76	$15,124.00
1003CT	Audio Expert	New Haven	Connecticut	United States	DVD	DVD Recorder	1	$1,399.00

Note: Depending on how Magnify is configured, the report will open in either a separate window or in the Magnify browser window.

You can sort the column information in ascending or descending order.

The following image shows the example Nearby Stores report.

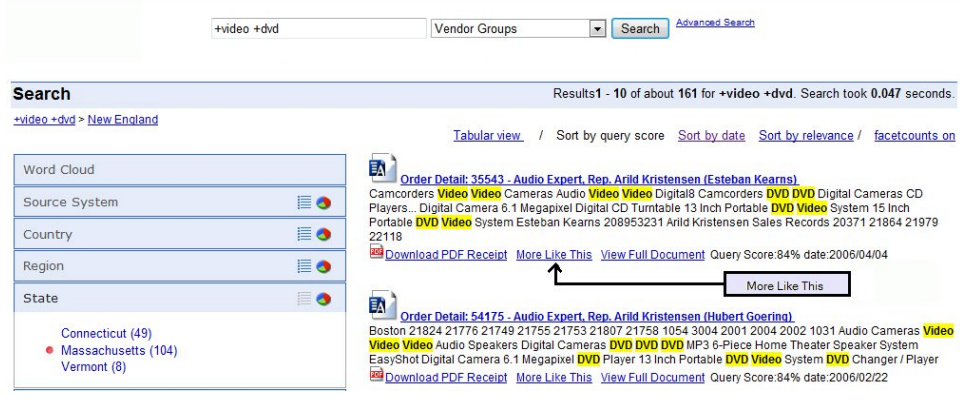


Using the More Like This Link

The More Like This link finds additional records that match the same instance of words that were indexed for the selected search result. Using the indexing of words that is built into Magnify, you can find additional records that match your criteria using this functionality.

Note: When searching or filtering searches using Word Cloud, Category Tree, or More Like This, common words are usually ignored. This can be configured by your administrators. For more information, see *Searching With Magnify* on page 11 and *Navigating Magnify Search Results* on page 18.

The More Like This link displays under each returned record, as shown in the following image.

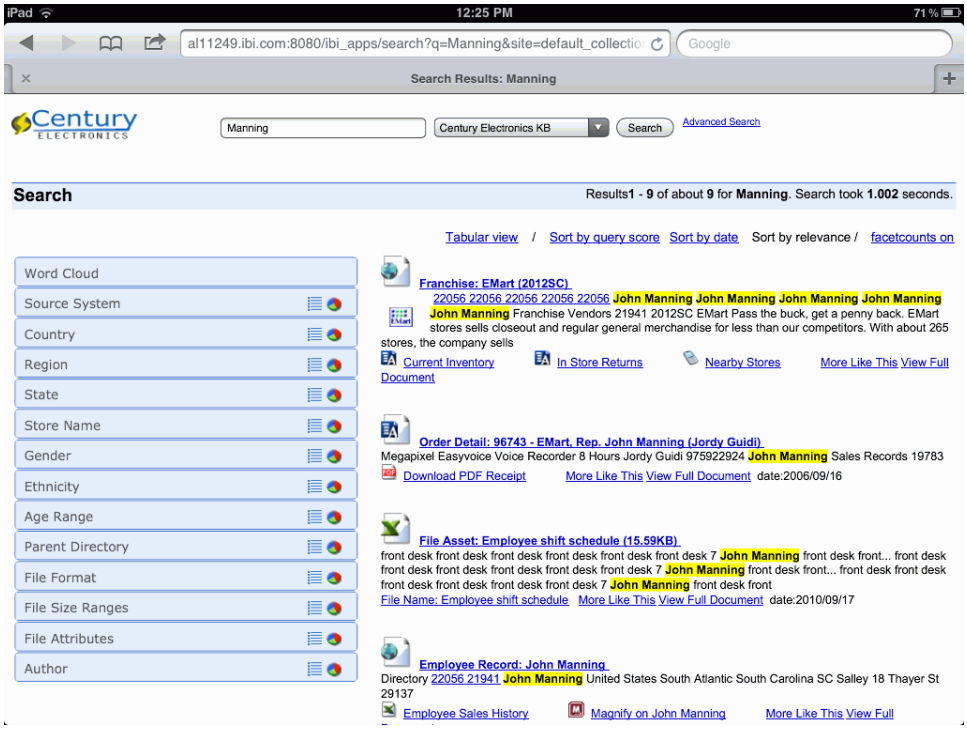


Accessing Magnify on Mobile Devices

Magnify automatically detects if you are accessing the search interface on a mobile platform. When accessing the Magnify interface using a browser on a mobile device, the Dynamic Categorization tree and tabular view are not available.

Note: Charts, specifically those in the Category Tree, are not supported on Android 2.x devices and are therefore hidden from the interface.

The following image illustrates search results displayed on a mobile device browser.



Glossary

Active Technologies Report	A report that consists of data and the ability to interact with that data independent of a connection to a proprietary application, network, or PC. Analytical functions available in an active report include sorting, filtering, calculating, and charting, with Excel-like precision and functionality. See *Tabular View*.
Analyzer	A component in Lucene that processes input text strings, transforming and normalizing them for indexing. The Analyzer splits text strings into tokens (words), which can then be filtered to add, delete, or change them. For example, spaces can be removed and plural words changed to their singular form. This allows for the most relevant information to be indexed and returned in a search.
authentication	Process of verifying an identity using credentials provided by the person attempting to access Magnify Search results.
authorization	Process of determining whether or not the authenticated person has permission to access specific Magnify Search results.
channel	A container of iWay components that have been assembled to perform a specific task. All channels contain three subcomponents, called an inlet, a route, and an outlet, through which a document flows. Each subcomponent is a container for specific iWay components. In Magnify Search, the inlet contains a listener, the route contains a process flow, and the outlet contains an emitter.
cookie	A container for information that is stored by the server on the client side for future use. For example, when you been authenticated on your initial log on or request to access information, a cookie containing your credentials can be used for subsequent requests to eliminate the need to prompt for credentials again.

collections

One or more indexes grouped together as a single logical unit. Collections are defined in the collections.xml file and are made available to the end user on the Magnify Search page through the Magnify Search style sheet.

Collections help users to focus their search. For example, data from an enterprise could be partitioned into a series of collections representing each enterprise department, such as sales, marketing, corporate, and so on, rather than a single collection that encompasses all departments.

Dynamic Categorization Tree

A tree display in the Magnify Search page that categorizes the results from a Magnify Search into a hierarchical view based on the data that is being searched. For example, a main category could be Country, with subcategories of France, Germany, and Chile. The tree also provides a value next to each category and subcategory, which represents the number of occurrences found during a search for that item. This tree aids in focusing on the search results that you need.

index

A repository of data (text, images, videos, and so on) in the search engine that is available for retrieval during a search query. This data can be preprocessed (for example, adding meta tags) to improve query performance. An index offers a fast and efficient way to return information to a search query.

iWay Designer

iWay design-time tool used to create business process flows. A process flow is represented by a sequence of objects that you configure to perform specific tasks as a document moves through the flow, such as the documents being fed to the search engine.

iWay Service Manager

iWay tool that monitors your data source and feeds the information that you have designated for searching to the search engine.

iWay Transformer	iWay design-time and run-time tool used to create data transformations, which convert messages and documents from one data format structure to another. Magnify Search uses a transformation of documents in an XML format to an HTML format, which is required by the search engine.
listener	Contained in an iWay channel, a listener is designed in the Service Manager Console to monitor the data source that holds the information you want made available to search.
Lucene	Lucene is a high-performance, open source, search engine available from Apache Software Foundation.
Magnify Search	Enterprise search tool that allows you to search your structured and unstructured business content, such as application data and database records, through an easy-to-use search interface.
Magnify Search Prototype Wizard	A stand-alone Web application that provides a quick way for users to create a prototype of a Magnify Search environment. This is useful for designing and testing Magnify Search. The Prototype Wizard cannot be used to create and deploy Magnify Search in a production environment.
metadata	Information about data. In Magnify Search, metadata (in the documents fed to the search engine) includes the data source fields that hold relevant data, titles for the search results links, images to appear with a link, and the WebFOCUS reports to run from a link.
process flow	A process flow is created in iWay Designer and directs a document through a series of designer objects. Each of these designer objects performs a specific task on or with the document.

Query Score

A percentage value that is calculated for each search result. It represents the sum of the category occurrences (as noted in the Dynamic Categorization Tree) for that particular search result. A query score helps you to identify characteristics of your search results, for example, identifying the most popular item from your search query.

security plug-in

A Java class, implemented by Magnify Search during a search query, that executes the authentication and authorization rules that determine if a user can access secure information.

snippet

A brief description of the search result displayed under each result link. The snippet helps to focus your choice from the list of returned search results. By default, the search result snippet is composed of content found before and after the search query in the body of the search result.

structured data

Data that is organized by a defined name, such as fields and values in a database.

style sheet

A file that contains the instructions to display the Magnify Search page with a specific look and feel. Style sheet options allow you to customize the look of Magnify Search. This is also known as the XSLT style sheet.

Tabular View

An alternative view of the search results presented in an active report format, where you can manipulate the results by sorting, filtering, and so on. See *Active Technologies Report*.

Tokenizer

Component of the Analyzer that breaks an input text string into tokens (units, such as words) before it is stored in the Lucene index.

transformation	Created in the iWay Transform tool to convert a message (document) from one data format to another. Magnify Search uses a transformation that converts the incoming XML document to an HTML document, which is required by the search engine.
unstructured data	Data that is not in fixed-fields or locations. An example is data in a text document.
wildcard	A character in a search term that represents one or more characters in a string. For example, tele* will return items such as *telecom*, *television*, *telemarketing*, and so on.

Index

A

additional links *33*

B

beginning a search *11*

bread crumb trail *18*

C

collections *11*

D

Dynamic Categorization Tree *18*

Q

Query Score *22*

S

searching with Magnify *11*

security options *11*

sort by date *22*

sort by relevance *22*

sorting results *22*

starting a search *11*

T

Tabular View *20*

U

using Magnify Search *9*

V

viewing search results *18*

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WebFOCUS

Magnify Search End User Manual

Release 8.2 Version 01M

DN4501654.0818

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