The Present and the Future of the Coveo Platform

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Forward Looking Statements

The content presented at Coveo Impact may contain statements related to future business decisions and technology developments. Any forward looking statements made are based on current expectations and certain assumptions which may be subject to change. Please consult with your Coveo relationship manager if you have any questions.
Thank You!
Timeline: Looking back, now and beyond

2014
Platform & Federated Search

2015
Analytics & Optimize

2016
Intelligence & Insights

2017
Reach & Scale
Products & Platform Components – Summary
AI-Powered Search from Coveo

Secure, Unified Indexing
Secure connectivity to reach and unify across the entire enterprise

In-App Search Journey
Integration in the course of work or digital interactions

Usage Analytics
Wisdom from the interactions’ cues likely intent

Machine Learning
Data science drives “what you need next”

Content + Context + Intent = Relevance
Coveo for Sitecore
Coveo for Sitecore: Rapid transition to Cloud

New Cloud Trials

New Free (On-Prem.)
Coveo for Sitecore: Next 12 months Outlook

**Personalization**
- Leverage Experience Database (xDB)
- New page view tracker Control
- Extendable User context Control

**E-commerce**
- Coveo ML Recommendation component
- Demo on Habitat

**Integration**
- Alignment with Helix
- Improved components for partners
  - Version 4.1
Additional Sessions

**Coveo in the Microsoft Ecosystem: Innovation & New Use Cases**
Nicolas Bordeleau (Coveo)

*Tuesday, 1pm*

**Web Site Search**
**Best practices**
Simon Langevin (Coveo), Andy Uzick (ARKE)

*Tuesday, 2pm*
Coveo for Salesforce
Coveo for Salesforce: A year of Innovation

Upgrade to V2 Platform
- Latest ML Services
- Scalability
- Search API / Index
- Agnostic Services

Simplicity & Configurability
- Interface Editor
- Open Source JS UI
- OOB Result Templates

Salesforce Lightning Platform
- LC Builder
- Lightning Components
- Locker Service
Family of Products – Launched on **May 20**

<table>
<thead>
<tr>
<th>Family of Products</th>
<th>Free</th>
<th>Express</th>
<th>Pro</th>
<th>Enterprise</th>
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<tbody>
<tr>
<td><strong>Fast, no-barriers onramp</strong> to AI-powered search</td>
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<td>Community Cloud</td>
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<td>App Cloud</td>
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<td>Service Cloud</td>
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<td></td>
<td>$0</td>
<td>$800/month</td>
<td>From $1,750/month</td>
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**Free**

**Express**

AI-powered search for Salesforce with Coveo support

**Pro**

AI-powered search and relevance for customers and agents using cloud-based content

**Enterprise**

AI-powered search and relevance, harnessing content from across the entire enterprise

- **$0**
- **$800/month**
- **From $1,750/month**
- **50+ Pre-Built On-Premise and Cloud Connectors**

**Contact Us**
Coveo for Salesforce Demonstration
Coveo for Salesforce: Next 12 months Outlook

Lightning Platform
- New Lightning Components
- Lightning Console
- Lightning Knowledge

Built-in Coveo ML
- Intelligent Term Detection
- Coveo ML for Agents
- Coexist with Salesforce Einstein

Simplify & Streamline
- Quick config Connectors
- Seamless Upgrade between Editions

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Additional Sessions

**Looking Ahead: Coveo for Salesforce Roadmap**  
Sawan Deshpande, Greg Laporte (Coveo)  
*Tuesday, 1pm*

**Getting The Most from Coveo in Salesforce Service Cloud**  
Adam Palmer, Greg Laporte (Coveo)  
*Tuesday, 2pm*

**KEYNOTE:**  
*Scaling Customer Support & Success with Relevance*  
Atul Nanda (Salesforce), Mike Raley (Coveo)  
*Wednesday, 9am*
Machine Learning & Relevance
Optimizes for future users

Analyzes user behavior

Machine Learning

Learns based on success
Key Use Cases

1. Intelligent Query Suggest
2. Automatic Relevance Tuning
3. Recommendations
4. Intelligent Term Detection
5. Personalization
Machine Learning Demonstration
Coveo Usage Analytics Momentum

Total Recorded Events

1B total (est. July)

115 active orgs / week
Coveo ML Momentum

API Calls / week
2.5M / day
450 models queried / day
108 models updated daily
Coveo ML and Usage Analytics Outlook - Next 12 months

**Personalization**
- Integrate 3rd party event stores
- Leverage Complete User History
- E-commerce focused algorithms

**ML Transparency**
- Detailed Model Information
- Easy Model Comparisons
- Human-readable Explanations

**Reports**
- Offline/Complex Report Processing
- Scheduled Reports
Additional Sessions

Demystifying Coveo Machine Learning
Richard Tessier (Coveo)
Tuesday, 3:15pm

Getting the Most from Coveo Machine Learning
Richard Tessier (Coveo)
Wednesday, 11:15am
Coveo Platform
Coveo Platform – Milestones

2013

Coveo Enterprise Search

→ On-Prem.
→ Microsoft-centric

2014

Coveo Cloud V1

→ Designed for Coveo for Salesforce
→ ML & Usage Analytics
→ Hundreds of live customers

2015

2016

2017

Coveo Cloud V2

→ Supports all use cases
→ Designed for developers
→ Advanced security
Coveo Cloud V2

New architecture

Scale & Resiliency at core

Extensive use of micro-services

Push API Infrastructure

Indexing Pipeline Extensions

Crawling Modules

HIPAA Environment

100s of new APIs
Coveo Cloud V2: Security

Customer Isolation
Private customer data isolated and single-tenant

Strong Data Centers
Hosted on Amazon Web Services
Leveraging High Availability Options

Compliance
Reviewed by an independent security firm
SOC 2 Compliance hosted on AWS (25+ certifications)

Encryption
Encryption at rest and in-transit
Dedicated key

24/7 Monitoring
Continuous monitoring for security, availability and performance

HIPAA
HIPAA compliant environment
BAA ready

OAuth & SAML
Custom providers for admin console authentication

Disaster Recovery
Complete DR plan in place

Penetration Testing
Yearly penetration and vulnerability assessments by 3rd party

Content and Permissions
Doc-Level Permissions within Coveo Index
Option to select objects and fields to index

Access Management
Audited and reviewed fine-grained accesses

Personnel Security | Change Control
Security check performed by an independent firm
Strict segregation of duties and constant monitoring of changes
Coveo Cloud V2: Modularity

Developers & Interoperability at the core of Coveo Cloud V2

Push API
Empowers developers to build custom connectors
Logic/code resides on the client side of the platform
Key features:
➔ Push only (highly secure)
➔ Support for (very) large files
➔ Handling of item-level permissions
➔ Batching options to improve performances

Crawling Modules
Connect to “behind the firewall” content sources
➔ Wrapper around Coveo Enterprise connectors
➔ Uses Push API
➔ Highly Secure (one way data stream)
➔ Currently in [beta]

Indexing Pipeline Extensions
Optional conversion script (Python) to customize how items are indexed.
Can be used for:
➔ Modify/Enrich content or metadata
➔ Query/Contact external 3rd party services
➔ Augment/Extend Coveo (OCR, Deep Learning, etc.)

APIs
https://platform.cloud.coveo.com/docs
Platform Demonstration
Indexing Pipeline Extensions – Leverage remote services

Connectors

Indexing Pipeline

Index

Extensions – Examples (tested)

Google Translation API
Translation...

AWS Rekognition
Deep Learning, Image recognition

meaningcloud
Text Analytics

Salesforce Einstein
Image recognition, NLP
Coveo Platform: Next 12 months Outlook

**Security**
More ways to:
➔ Authenticate (SAML)
➔ Monitor (Logging)
➔ Control (Alerts)

**Extensibility**
More APIs
Push API V2
Indexing Pipeline Extensions

**Expansion**
Use of External Services (AWS, Azure Cognitive...)
Embedded connectivity (OCR)
And more...
Additional Sessions

DIY: Learn to Build your own Push Connector
Gauthier Robe (Coveo)
Tuesday, 3:15pm

Coveo Lab: Discover Interesting and Innovative Use Cases
Gauthier Robe (Coveo)
Wednesday, 11:15am
Index-Agnostic Platform
Coveo Platform – **Enterprise** (Current)

**Query & Relevance**
- Usage Analytics
- Machine Learning
- JS UI
- Query Engine

**Connectivity**
- Cloud Connectors
- Enterprise Connectors

**Indexing**
- Coveo Index

Entire stack managed by Coveo

End-to-end Compliance & Security

Advanced Features

HIPAA option

Proven reliability and maturity
Coveo Platform – Index-Agnostic (Future)

Query & Relevance
- Usage Analytics
- Machine Learning
- JS UI
- Query Engine

Connectivity
- Cloud Connectors

Indexing
- Elasticsearch

Tap into a large dev. community
Leverages existing Elasticsearch installed base
Ease data-governance challenge
Opens to Azure and other clouds

Pilot: 2017-Q4
Please make sure to meet our Product Team during the conference
Thank You!