Optimizely Search & Navigation Service Description

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1. Overview

Optimizely Search & Navigation (prev. Find) is an enterprise site search service for faceted navigation, guided search, and behavioral boosting with real-time analytics in support of best bets, synonyms and auto-complete functionality. Paired with Optimizely Personalization Software Services, Search & Navigation is also able to rank search results with consideration to an individual's activity across the customer's touchpoints, such as browsing and purchases.

2. Definitions

Subscription

Means the arrangement by which Customer is granted access to the Optimizely Search & Navigation Software Service.

Optional Extras

Optional extras are the additional capabilities or Usage Terms and Rights added to the Subscription, Service Instance or Application Environment, for an additional cost. See section 9 for more details about available Optional Extras.

Business Day

Means every day from Monday to Friday except 1) if Customer's primary business is domiciled in the Americas - Public / Federal holidays in the United States of America, 2) if Customer's primary business is domiciled in Europe, Africa or the Middle East – Public holidays in Sweden and Germany, or 3) if Customer's primary business is domiciled in Asia-Pacific, including Australia and New Zealand – Public holidays in Australia.

3. Consumption Metrics

All terms for Usage or Overages are described in https://www.optimizely.com/legal/product-supplement/Metrics-and-basic-items.

4. Architecture Overview

More detailed information that describes the architecture of the Optimizely platform, along with an introduction to the system foundation and related components and products, is available in the Technical Overview topic on Optimizely World.

Service Instances

A Service Instance includes a number of Search & Navigation Software Service indexes depending on the package and tiers as captured in the Order(s) (as part of the Agreement between Optimizely and the customer). These indexes can be used to align with the deployment stages within a Digital Experience Cloud Software Subscription for a deployment process, for example, in any of the stages below.

Integration stage

Supporting integration environments, such as daily builds or continuous releases. Here, customers can validate initial integrations with external systems and perform functional testing.

Preproduction stage

A separate instance that can be used for UAT, load testing, or approved penetration testing.

Production stage

Once the customer implementation is production ready and deployed, a separate production instance is used for tracking real events.

Developer Guidelines

See the Optimizely Developer Guides on Optimizely World for information about developing and working with the Optimizely Search & Navigation Service.

5. Infrastructure

The infrastructure layer for this product is based on third party providers.

Third-Party Platform Providers

The following third-party providers to provide certain infrastructure or components, and those may require the user to adhere to terms and conditions as well.

Microsoft Azure™

https://www.microsoft.com/en-us/licensing/product-licensing/products.aspx

Amazon AWS™

https://aws.amazon.com/agreement/

6. Regional Data Centers

When setting up a Service Instance for Search & Navigation, customers can choose from one of the following locations:

GEOGRAPHY	REGION
Asia-Pacific	**Southeast Asia** (Singapore)
Australia	**Australia East** (New South Wales)
Europe	**North Europe** (Ireland)
Europe	**UK South** (London)
North America	**Canada East** (Quebec City)
North America	**East US** (Virginia)
North America	**West US** (California)
Sweden	**Sweden Central** (Gävle)

7. Service Requirements

Supported Products and Services

Optimizely Search & Navigation can be extended with compatible .NET based server-side libraries and components, or directly using the Service APIs.

8. Features

Optimizely Search & Navigation Service

The Optimizely Search & Navigation service is built using ElasticSearch which is a distributed, RESTful search and analytics engine and well documented in the ElasticSearch guide.

Optimizely Search & Navigation .NET API

The Search & Navigation .NET client API allows the Customer to index and search for domain objects. It uses a set of default conventions that can be customized via code to adapt to specific needs. For more information on the Optimizely Search & Navigation .NET API, see the Optimizely Search & Navigation Developer Guide.

Optimizely Search & Navigation platform integrations

The Digital Experience Cloud integrations include components that enhance the use of the Search & Navigation .NET client API for Digital Marketing and Commerce solutions. Including default processes for the indexing of content and catalog items, as well as adding filter methods. For more information on the Optimizely Search & Navigation platform integrations, see the Optimizely Search & Navigation Developer Guide.

Optimizely Search & Navigation user interface

Search & Navigation comes with a user interface that becomes available via the Optimizely platform after installation. In the interface, the Customer can analyze statistics and carry out optimizations to boost search results, as well as configure connectors for crawling external websites. For more information on the Optimizely Search & Navigation user interface, see the Optimizely Search & Navigation User Guide.

9. Optional Extras

Customer may elect to receive the following Optional Extras. In the event the Customer elects to receive any Optional Extras, the parties shall discuss and negotiate relevant terms in good faith.

Optimizely Personalized Search & Navigation

By applying machine learning and statistical analysis to behavioral data, the Personalized Search & Navigation service allows attribute boosting tailored for each individual visitor to optimize the ranking of the search results returned. Optimizely Personalized Search & Navigation is an additional service subscription that is part of the Optimizely Personalization Software Services.

10. Consulting and Training

Expert Services

Optimizely's Expert Services team helps ensure that customers and partners are successful in implementing Search & Navigation features. Expert Services is a global team of consultants who can be contracted to provide best practices guidance or hands-on support to assist the project team in deploying successful projects with Search & Navigation. Contact Optimizely Expert Services by email at expert.services@optimizely.com or online.

Onboarding

Upon ordering the Search & Navigation Service, Optimizely Managed Services will ensure that the Customer receives access to Services included in the Subscription, references to software packages, and relevant documentation.

Training and online help

Optimizely offers both business user and developer training at an additional cost. Training may be ordered from an Optimizely sales representative or from the self-service website. Optimizely also offers online help and has a robust community of active members at Optimizely World.

11. Support

Please refer to the Optimizely Support Policy for more information.

12. Service Health and Continuity

Optimizely provides a service dashboard, where Customers can register to receive incident updates and view information about platform-wide planned maintenance.
Optimizely Managed Services and Support communicate incidents regarding Customer-specific applications and websites. Customers are notified by email regarding issues and will be continuously updated during the progress of an incident.

More details can be found in the Optimizely Service Continuity Policy.

Data retention is defined in our Data Retention Policy.

Backup copying and loss of data

Due to the nature of the Service, Optimizely Search & Navigation does not include a backup feature.

Recovery Point Objective (RPO)

Due to the nature of the Service, Optimizely Search & Navigation does not include a backup feature. If an index is lost, Optimizely will re-index and, upon re-indexing, provide an up-to-date index.

Recovery Time Objective (RTO)

Please refer to the Optimizely Services SLA for target objectives.

Monitoring

Service health is monitored continuously, and any irregularities are acted upon in line with the Service Level Agreement.

Service Level Agreement

See Optimizely Service Level Agreement (SLA).

Roles and Responsibilities

See the Roles and Responsibilities Matrix for more information.

13. Compliance

For information about compliance see the Optimizely Trust Center. Optimizely Customer-Centric Digital Experience Platform Service follows Microsoft Azure compliance standards, and therefore our infrastructure has a wide range of compliance certifications, standards, and supporting processes.

Data Privacy

Processing and/or storing PII data is not allowed in the Search & Navigation product.

14. Ordering and Validity

Ordering of the Service

When a Customer places an Order with an Optimizely sales representative, Optimizely provisions the systems. Please contact your Optimizely sales representative or the local office to order.

Provisioning time

If all necessary data to provision this Software Service(s) has been included in the Order, Optimizely has a target of provisioning the Customer's Software Service(s) within 24 hours

during business days after the Order has passed all checkpoints within the Order Management System and reached Optimizely Managed Services.

Validity and duration of the Service Description

This Service Description shall remain valid as a description of Software Service(s) a Customer may purchase and/or receive from Optimizely through the term of any related agreement between the parties, and may be subject to further updates, under the notice provisions of such agreements. Under such notice provision, Optimizely reserves the right to update or replace it as necessary at any time. Changes made to the Service Description or any new Service Description (for example, a replacement of the previous one) shall always enter into force from the date of their publication on the page, or from such notice provision in the agreement, which may apply. http://world.optimizely.com/services/descriptions/optimizely-search-nav-service-description/.

Appendix 1 - Changelog Summary

In this appendix you will Search & Navigation a summary of the changes that were communicated at times defined below. However, since clarifications may have been made in addition to the changes made in this appendix, it is still important that you read through the relevant Service Description(s).

Changes for Distribution on 28 Sep 2022
Updated definitions of capacity limits and regions
Updated legals links