

Beijing Olympics Builds Powerful and Flexible Information Search System

Overview

Country or Region: China

Industry: Media & Entertainment—Sports

Customer Profile

The Beijing Organizing Committee for the Olympic Games (BOCOG) will manage the 2008 Summer Olympics. The 29th summer Olympics in Beijing, China will host 10,000 athletes and 7 million spectators.

Business Situation

BOCOG will deploy a Web portal to provide the media with timely, accurate Olympics information. It needed a high-performance search solution that would integrate into the portal's user interface.

Solution

Using Microsoft® Office SharePoint® Server 2007, BOCOG created powerful search tools so media and other information portal users can find the facts they need easily and quickly.

Benefits

- High reliability
- Flexible administration
- High expandability
- Capacity for integration

“The BOCOG will maximize the return on its investment by employing Office SharePoint Server 2007 to provide a search solution that is reliable, flexible, expandable, and fully supported.”

Chen Qin, Project Supervisor, Beijing Organizing Committee for the Olympic Games (BOCOG)

The 2008 Olympics in Beijing, China, will host 10,000 athletes, 302 events, 7 million spectators, and more than 20,000 international media personnel. Beijing will use a Web portal called INFO 2008 to provide Olympics partners and media with continually updated information and event results. To provide accurate information promptly, the BOCOG needed a powerful search solution for INFO 2008 that would perform at high levels and integrate into the portal's user interface. The BOCOG used Microsoft® Office SharePoint® Server 2007 to create powerful search features for INFO 2008, so users can find the facts they need easily and quickly. Olympics athletes, officials, partners, and the accredited media will be able to search and find the information they need to successfully present, promote, and report the 29th Summer Olympics.

“We evaluated search technologies from Microsoft, Google, and other providers, and we determined that Office SharePoint Server 2007 would perform the best under the pressure of The Olympics.”

Chen Qin, Project Supervisor, BOCOG

Situation

In August 2008, Beijing, China will host the 29th Summer Olympic Games. The Summer Olympics are the largest, most complex, and arguably most prestigious regularly held sporting event in the world. Beijing will hold 302 events at 37 venues, where more than 10,000 athletes from approximately 200 countries will compete in 28 sports. The Beijing Organizing Committee for the Olympic Games (BOCOG) intends to sell 7 million tickets to the games and accommodate a multitude of international media personnel from around the world.

The Olympics will be the largest international event ever hosted in China, and China is promoting the Beijing games to highlight its emergence on the world stage. The venue-construction budget alone is more than U.S.\$2 billion, and the BOCOG expects to employ more than 5,000 paid staff and 100,000 volunteers to manage and present the 2008 Olympics.

With the world watching, the BOCOG will need to provide the visiting international media with timely and accurate information. During the games the BOCOG will rely on a powerful platform called INFO 2008 to search and present detailed information to games personnel, the international media, and official Olympic partners. To provide convenient access to INFO 2008, the BOCOG will install 2,500 terminals at Olympic venues and distribute 3,500 wireless cards to INFO 2008 users.

INFO 2008 will continuously gather and update enormous amounts of data from On-Venus Results System, a Content Management System, and other sources. The INFO 2008 Web site is expected to have at least 300,000 pages—generated automatically by information-collection engines—presenting content in English, Chinese, and French. Most content will be

updated every few hours, and some content, such as event results and medal standings, can be updated every few minutes.

More than 20,000 users, primarily media personnel, will rely on INFO 2008 to quickly search and find the specific, up-to-the-minute Olympics information they need. Many thousands of users will likely use INFO 2008 concurrently. The BOCOG understood that it needed to provide a powerful and flexible search solution for INFO 2008 that would reliably perform at high levels and integrate easily and seamlessly into the INFO 2008 user interface.

The BOCOG needed a search solution that could index information from multiple repositories, including news, profiles, medal standings, traffic and weather information, and event schedules and results, all presented in three languages and updated at different frequencies. It also wanted a solution with Web based administration that would allow administrators to schedule full and incremental index updates, and if necessary, optimize the system during the games without disrupting the flow of information.

Solution

The BOCOG evaluated several search solutions, including offerings from Microsoft and Google. After getting positive results from performance and relevance testing of the Microsoft® Office SharePoint® Server 2007, and after evaluating the strong local services support offered by Microsoft, the BOCOG ultimately determined that Office SharePoint Server 2007 would be the right search solution for INFO 2008.

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Chen Qin, Project Supervisor, BOCOG

2007 would perform the best under the pressure of The Olympics,” says Chen Qin, Project Supervisor at BOCOG.

Using Web services technology to integrate Office SharePoint 2007 with the INFO 2008 Web site, the BOCOG will develop a search strategy tailored to meet the specific content-update and other requirements of INFO 2008. The BOCOG will then use enterprise search features in Office SharePoint Server 2007 to provide INFO 2008 users with comprehensive and powerful search functions. During the games, Olympics staff working in different venues will continually input data updates that will be transferred into INFO 2008. Journalists and other end users will interact with the INFO 2008 user interface to input a search query, and then Office SharePoint Server 2007 will feed back search results to the INFO 2008 Web interface.

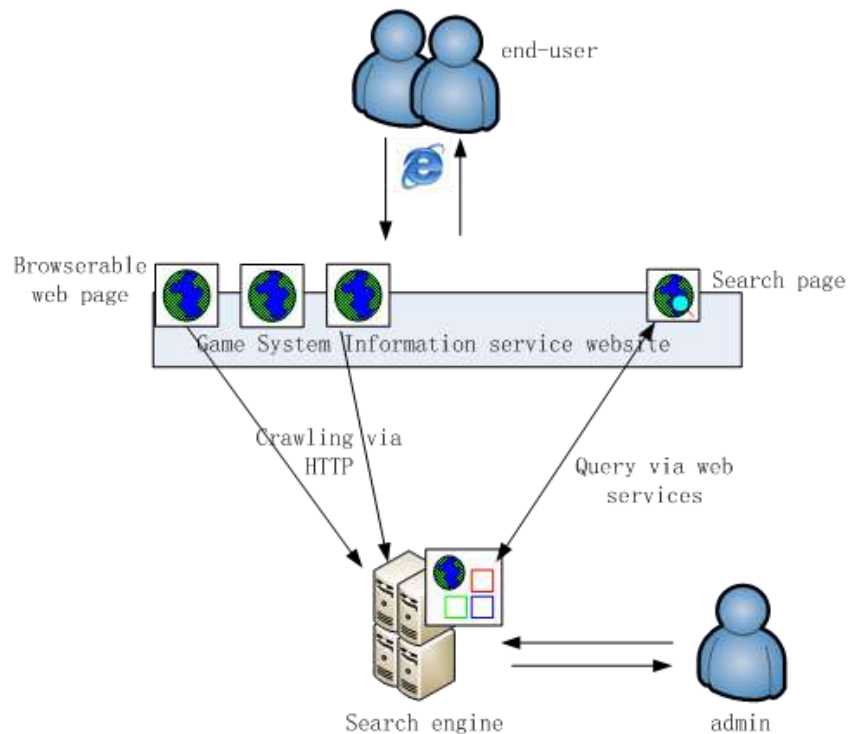
Using load-balancing technology to deploy

multiple SharePoint Server-based server computers, the BOCOG will employ redundant services to support simultaneous searching by many users. If any server fails, the other servers will continue to provide search functionality. System administrators will be able to quickly modify the search configuration at any time, if necessary, through a Web-based management interface and flexible, easy-to-use administrative features.

“There will be a lot of important users concurrently searching INFO 2008,” says Chen. “We’ve looked at the load the system needs to support these users, and we are confident Office SharePoint Server 2007 will help us successfully deliver quality information.”

Logical Architecture

The search engine continually crawls the Web pages in the Game System Information Service Web site and builds an index for



query. The Game System Information Service Web site also contains a search page. This page invokes the search engine's query Web services to allow users to enter a search query keyword and receive accurate search results rendered in the style determined by the BOCOG.

The search engine is loosely coupled but well integrated with the Game System Information Service Web site. The search engine handles all the crawling, indexing, and query response (including results generation and ranking) and interacts with the Game System Information Service Web site to render the information. The search engine admin performs all administration tasks via search engine's Web based UI.

Benefits

With Office SharePoint Server 2007, the BOCOG will be able to provide INFO 2008 users with high-performance, highly integrated search capability. Beijing Olympics athletes, the international media, and official partners of the games will have quick, easy, reliable access to the information they need to successfully present, promote, and report the 29th Summer Olympics.

"The BOCOG will maximize the return on its investment by employing Office SharePoint Server 2007 to provide a search solution that is reliable, flexible, expandable, and fully supported," says Chen.

High Reliability

With multiple instances of Office SharePoint Server 2007 in place, the solution's high redundancy will provide INFO 2008 with a highly reliable search engine. In the event of a server failure, the other servers will continue to provide services so that regular operations will not be affected and users will not notice any difference in performance.

Flexible Administrative Capabilities

INFO 2008 administrators will enjoy flexible and convenient options in search engine configuration and performance monitoring. By modifying the search configuration and integrating Office SharePoint Server 2007 with Microsoft system monitoring software, system managers can remain aware of the operational status of each search server and take any management actions necessary to maintain optimal system performance.

High Expandability and Capacity for Integration

With the open ports and protocol in Office SharePoint Server 2007, INFO 2008 developers can flexibly apply the search engine's functionality for completely tailored searching. The open protocol also will ensure that the search engine is seamlessly integrated with the INFO 2008 Web portal.

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For more information about Beijing Organizing Committee for the Olympic Games, visit the Web site at: en.beijing2008.cn

Microsoft Office System

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