

# Google Mini



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## SPECIFICATIONS

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### Google Mini Search Appliance

- Form factor: 1U rack mountable server
- Dimensions: 1.7"x16.8"x14.6"
- Weight: Approximately 7.7 Kg
- Voltage: 90V-250V
- Electrical Frequency: 47-63Hz
- Max input line current: 6 amps @ 120 V, 3 amps at 240 volts
- Thermal requirement: 515 BTU/hour
- Environmental requirements: 50-86 degrees Fahrenheit

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## Search in any language

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### Auto Language Detection

Arabic, Chinese (Traditional & Simplified), Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hebrew, Hungarian, Icelandic, Italian, Japanese, Korean, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish and Turkish.

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**File types** HTML, PDF, MS Office and IBM Office Suites + 220 others

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**For More Information**  
[mini.google.co.uk](http://mini.google.co.uk)

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## ORDERING INFORMATION

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**Order online at:**  
[www.google-store.com/appliance/](http://www.google-store.com/appliance/)

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## How the Google Mini search appliance benefits your business

Consider the enormous amount of time, money and effort you have invested in your public or internal website. You want your customers and employees to be able to find the information they are looking for quickly and easily. Unfortunately, 85% of site searches fail to turn up the information users seek<sup>1</sup> and 22% return no results at all.<sup>2</sup> This directly impacts your profitability because 80% of visitors will leave a site if they are dissatisfied with the search experience<sup>3</sup> and chances are, a good many of them will not come back. Quick access to information is equally important for internal corporate networks. As anyone who has worked in a corporate environment knows, a fruitless search for a single missing document can paralyse a department for hours as ongoing operations grind to a halt.

Presenting the all new Google Mini. Designed to help small businesses make the most of their digital assets, the Google Mini brings Google search to your internal network or public website. The Google Mini works with more than 220 different file types – including HTML, PDF, Microsoft Office and Adobe Illustrator – and indexes and searches up to 300,000 publicly-posted or internal documents stored on servers, file shares or shared network drives.

## Get the same speed, accuracy and ease-of-use you associate with Google

Now, obtaining search results on your internal or public website is as easy as using Google to get quality search results on the Internet. In addition, you will get them with the split-second speed and pinpoint accuracy that you have come to expect from Google. The Google Mini delivers results in the form of page summaries, with the query terms highlighted. So website visitors can instantly find the information that they are looking for and internal workgroups can instantly access the information they need to complete their tasks.

## No wasted time, no wasted effort.

Unlike high-maintenance systems that require frequent tweaking and recalibrating and that overwhelm systems administrators with constant demands for attention, the Google Mini does not need a tech support baby-sitter. You simply plug it in, configure it and let it run. The Google Mini does the rest, freeing tech support personnel to fulfil their primary task – supporting their users.

## Phenomenal price-performance value

The new Google Mini is surprisingly affordable and delivers outstanding price – performance value. There is nothing bare-bones about this deal, either. You get the complete hardware and Google search software package, plus a year of online support – all for just £1,295 for search across 50,000 documents. Additional versions search up to 100,000 documents for £1,995, 200,000 documents for £3,995 and 300,000 documents for £5,995. That is all you pay, by the way; there are no hidden costs. And Google makes it is easy to upgrade from one version to the next, ensuring that the Mini can grow with your organisation. Once deployed, the swift responsiveness of Google's support professionals will help you keep a lid on your internal IT costs.

<sup>1</sup>Jupiter Research <sup>2</sup>IDC <sup>3</sup>Jupiter Media Metrics

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“We were sold on the Google Mini after ten minutes. We bought it online with a credit card, installed it in a few hours and it was live on our site within the week”.

Scott Klein  
Web Publisher/Director of Technology,  
The Nation

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## **The Google Mini pays for itself**

One aspect of search which is often overlooked is return on investment (ROI). For intranets, the benefits are obvious. Thank you to Google search technology, your people will spend less time hunting for information and more time making productive use of it. The benefits for public websites are equally clear. When new prospects and customers are able to find what they are looking for – or what you would like them to find – quickly and easily, they tend to come back more often and stay longer. And whether your revenues are based on online sales or advertising or both, you will appreciate the boost in profitability. Bottom line: The new Google Mini is one of the most rewarding little investments you can make. The Mini’s cutting-edge technology, ease of use and outstanding value helps end users, administrators and business owners achieve their search goals

## **End Users**

**It is all about the search.** There is a reason why Google is the undisputed leader when it comes to search: Google searches quality. The same great search that you find on Google.co.uk has been optimised for use on public websites and intranets and it delivers relevant search results at record speed.

**Familiar interface.** A key measure of a search solution’s effectiveness is how frequently it is actually used. And by providing the same familiar user interface and functionality as Google.co.uk, the Google Mini eliminates the need for training and increases user adoption. Organisations that would like to weave Google Mini functionality into their site design can give their sites a “mini” make-over using a built-in wizard interface. Or they can go for a full facelift, using the Google Mini’s available XML feed.

**Boosting user productivity.** Productivity-enhancing extras include a self-learning smart spell checker, the ability to view documents in HTML (instead of having to download the required plug-ins) and accessing cached versions of documents – even if the documents themselves are offline.

## **Administrators**

**True plug-and-play installation.** As a seamlessly integrated hardware and software solution, the Google Mini requires no additional components or tinkering to get started. The initial configuration was streamlined so you can complete it in as little as half an hour.

**No manual document tagging or search customisation required.** Google believes the technology itself should do the heavy lifting – not you, the administrator. To that end, Google’s search relevance technology automatically considers over 100 different factors when determining search results, eliminating the need for costly and confusing manual search customisation.

**Minimal ongoing administration.** Once configured, the Google Mini can be set to automatically search for the freshest content and add it to the index or you can crawl all of your content at regular intervals. Both options leave you time for that tropical vacation you have always meant to take. However, if you need to make any changes or want to check in while away, the Google Mini’s web-interface gives you full remote access to all administrator functionality.

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**GOOGLE MINI CUSTOMERS**

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Institute of Technology Tallaght  
Isle of Wight Council  
Jadu  
North Wiltshire District Council  
Orthoview  
Scottish Food & Drink  
Shepherd + Wedderburn  
SP Music Disco  
Tendring District Council  
Warwick Business School

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**Insight into user search behaviour.** Besides providing a great search experience, the Google Mini can also improve your site. The new Google Mini generates enhanced reports on whatever page errors and broken links it finds in your site, allowing you to quickly fix things and improve overall site usability. It also captures your organisation's zeitgeist, providing reports on the most frequent search terms that you can use to identify your users' hot button issues. And that in turn helps you improve site navigation and plan marketing initiatives.

**Business owners**

**Immediate ROI.** The Google Mini's combination of plug-and-play installation and familiar user interface means your organisation will realise the benefits of Google search in record time.