



ATS Managed Search (ATS MS) vs. Google Search Appliance (GSA)

| ATS MS | GSA |
|--|---|
| Indexing is frequent and flexible. Users can choose what metafields to pull, decide what triggers an indexing, and enjoy flexibility to index almost any type of data/work with difficult data types | Indexing is frequent, but user's ability to choose what metafields to pull or what triggers an indexing is limited or requires additional development costs |
| Twitter and social media indexing in a snap | Twitter and social media indexing takes longer |
| Faceted search out-of-the-box at no additional cost (Faceted search is a method of applying multiple filters until you've refined enough to find what you need) | Faceted search provided at additional costs |
| Intelligent data store allows for presentation of data in a meaningful way | Presentation of data in a meaningful way |
| Flexible styling infrastructure that can easily handle specific UI requirements and require no additional fees | Specific UI requirements will need more development investments |
| Affordable, subscription-based pricing that is inclusive of hosting with redundancy, monitoring, and connector* development/maintenance to ensure your ATSMS installation runs as smoothly as the day it was installed | Basic pricing model does not include the cost of customization and maintenance, or hosting the device (including installation, management, and maintenance). Add-ons can get very expensive, very quickly |

*A "connector" is the piece of software that links ATS MS with the solution you wish to search. It's easy to calculate your costs should you need to add another connector at any time.