OPTI

complexity made simple

How OPTI enhanced UiPath's global search capability in Hubspot

CASE STUDY

Industry: RPA, Automation
Client: UiPath

As UiPath expanded its global web presence, integrating various digital assets into a **cohesive search experience** became a pressing need.

With content spread across multiple platforms—including the main HubSpot website and other sites like the Knowledge Base, Blog, Academy, and Discussion Boards—UiPath required a solution that could unify these resources into a single search capability.

OPTI stepped in to develop this capability that would meet UiPath's diverse needs. Following the launch, UiPath saw a dramatic **500% increase in search impressions**, making the search module the most visited page on their main website.

CHALLENGES

As a booming startup, UiPath faced several challenges in creating a unified search experience.

UiPath's content was scattered across multiple platforms beyond HubSpot (the tech of the main website).

A single, accessible point of entry for users to search across all of UiPath's web properties **was needed.**

The search system needed to be reliable, structured, and fast and to accommodate varied content types and formats across the platforms.

SOLUTION

OPTI planned a robust solution by leveraging Algolia's search-as-a-service and revamping HubSpot's search functionality. A four-step development process followed.

✓ **Continuous indexing of all relevant web portals was established**, ensuring that all of UiPath's content was searchable and up-to-date.

✓ **The existing HubSpot search function was replaced with a custom-built module** designed to optimize user experience and search efficiency.

✓ **Advanced features like auto-suggest, categorized results, and real-time updates were implemented** to improve the usability of the search function.

✓ **An intermediary server was set up to manage the indexing of translated content** so that global users could access content in their preferred language.

RESULTS

The project was completed over three months. Post-launch, UiPath experienced a substantial increase in user engagement, including +500% search impressions.

Unified search functionality

Users can now search across all of UiPath's platforms from a single entry point, making the search experience more cohesive.

Organized search results

Information is categorized by content type, source platform, and relevance, enabling users to find what they need quickly.

Scalable search solution

The system was designed to easily incorporate new content and platforms, with updates reflected in the search results almost instantly.

Optimized accessibility

The search module is compatible with various devices and operating systems, supporting a global, multilingual user base.

Enhanced search insights

The search system allows UiPath to track user behavior and optimize content based on search trends.

Fast and reliable search

The search system is quick and does not depend on the other platforms, ensuring continuous access to the already indexed content.

TECHNOLOGIES

Javascript, CSS, JSON REST APIs, consulting, HubSpot configuration

TESTIMONIAL

"The team of specialists at OPTI helped us move UiPath's website to Hubspot and integrate various SaaS services to create a unitary experience for our customers. Well done, clear communication and management plus quick adaptation to new technologies and learning potential."

Mihai Bădiță

Ui|Path™

CONTACT US

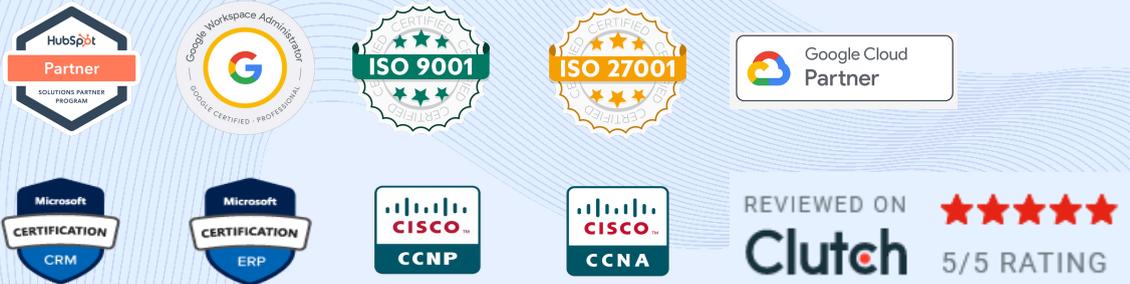| Direct		Socials	
✉	office@opti-software.com	in	opti-software
☎	+(40) 774 453 302	f	optisoftit
🌐	**www.opti-software.com**	✖	opti-software
Str. Dr. Ioan Nanu Muscel 4, Bucharest, Romania			

OPTI

PRODUCT DEVELOPMENT, AUTOMATION AND DATA MIGRATION

Software company developing products and cutting costs by automations and data migrations. Founded in 2005, with extensive expertise in retail, medical, publishing, and gaming industries.

The OPTI team includes senior analysts and programmers, is ISO 9001 and ISO 27001 certified, HubSpot Solution Partner, Google Cloud Partner and certified in other technological stacks.

CERTIFICATIONS

KNOW-HOW

Frameworks & Languages	JavaScript	PHP	Python	Java
	Rust	C#	React	Angular
	Typescript	HTML5		

Databases	PostgreSQL	Microsoft SQL Server	BigQuery
	Mongo	MySQL	Hadoop

ERP/CRMs	HubSpot	Salesforce	FreshSales	Microsoft Dynamics 365
	Zoho	Pipedrive	Zendesk	MiniCRM

Server Configuration	Linux OS	Load Balancers	HTTP Daemons