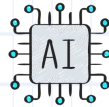## ElasticON London 2025

Supercharge <anything> with Search AI

Frankie, Dan and I headed to ElasticON London this week – it's Elastic's annual conference where they showcase the latest updates to their platform, as well as customer stories and use cases from various industries.

They provide us with: 🔍 **Search**   🖥 **Intelligent Search**   🖥 **Application Performance Monitoring (APM)**

Elseveir becomes Elastic to help academics

Elseveir are an academic publisher who provides access to papers for universities and industries. They use Elasticsearch to help their users find exactly the research they are looking for.

They talked about ethical AI, and outlined their principles for using AI responsibly and transparently.

This is highly relevant to us as we bring GenAI features to market. Check Page 2 for a deeper look.

Key Takeaway!

A lot of the sessions at the event focused in, understandably, on AI. However, a term that kept coming up was **relevancy**.

This is important because in traditional search, a customer enters a search query and gets multiple options. With Generative AI, or Intelligent Search, the customer receives just one response – so it has to be absolutely relevant and correct!

Supporting Waitrose to create a 360 view of customers

Waitrose uses Elastic to bring all their customer data together in one place. This lets them see what customers are doing on their digital platform as it happens. This real-time view helps both the tech team keep the website running smoothly and the marketing team send the right messages at the right time, making for a better customer experience.

Follow ups!

- Elastic now provides a **serverless** capability, which could help with the management of our search clusters. No more manual upgrades!

- **Crawling**. It's a no brainer and removes the dependency our search stack has on the CRM tech team. No more indexing, all automatic!

- Reciprocal Rank Fusion – this is a smarter way of **automatically tuning the relevancy** of search responses. We struggle with relevancy today, so this could be the answer for us!

- What data is worth bringing into Elastic for analysis reasons? We can plug any LLM in to **analyse intent, sentiment** and more at scale. So there could be something in this for us!
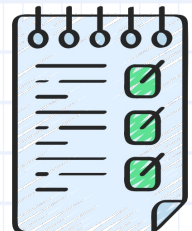
Oooh, that's interesting!

The amount of data on the internet is doubling at a rate of every 2 years.

Elsevier is a Dutch publishing and analytics company that specialises in scientific, technical, and medical content.

They've introduced GenerativeAI to their search tools. As these tools are used by academics, the reliability, relevance and accuracy of the results is critical to them.

To help build their product in the right way, they've developed some principles for responsible AI.

Responsible AI Principles

1 We consider the real-world impact of our solutions

2 We take action to prevent the creation or reinforcement of unfair bias

3 We can explain how our solutions work

4 We create accountability through human oversight

5 We respect privacy and champion robust data governance

5 benchmarks to measure performance

Elsevier have also developed 5 benchmarking rules to help them measure the performance of their Generative AI capability

1 **Relevance** – measures how well the summary and search results addresses the query

2 **Coherence** – assesses language quality, clarity and logical flow

3 **Ethicalness** – ensures summaries avoid bias, stereotypes and offensive content

4 **Faithfulness** – verifies accuracy by comparing claims with cited sources

5 **Correctness** – checks for factual accuracy and reliability in summaries

Elseveir's Generative AI Architecture

They have created a shared Generative AI layer that contains multiple agents for different functions. These all share the same database, but use different LLMs based on the complexity of the task.

Front End Applications

Shared Generative AI Services
Summariser | Article Finder | Medical Expert | Trend Analyser | Systematic Reviewer

Search and Vector Databases
Research Works | Knowledge Graph | Medical Database

LLMs
OpenAI | Claude | Mistral