

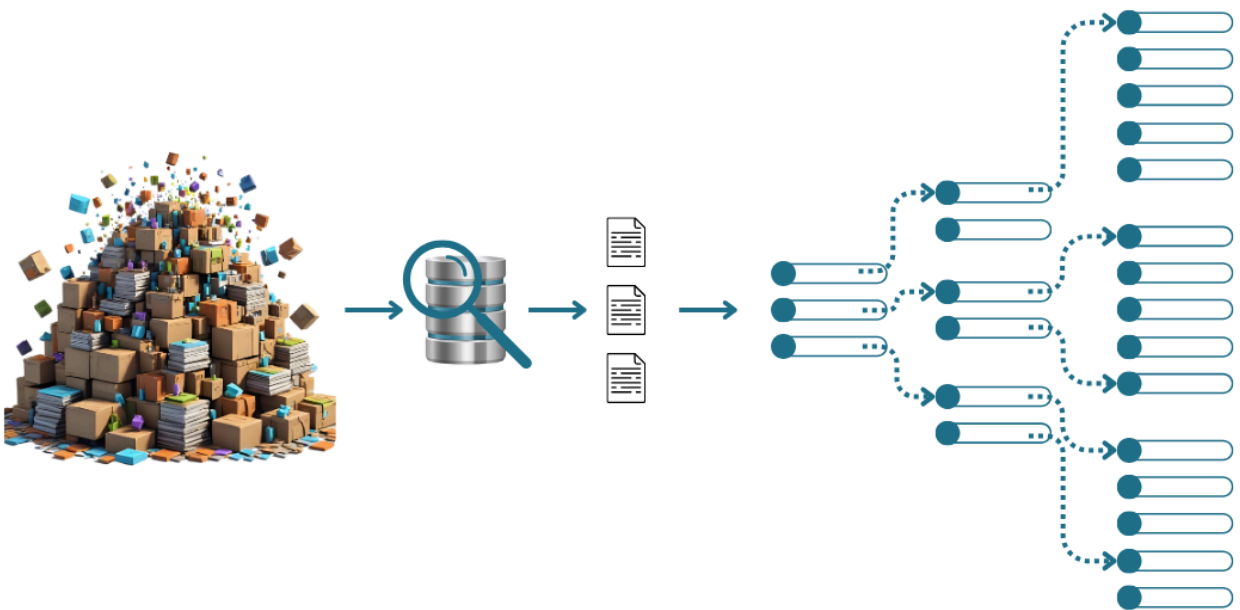


3 MIN READ

The Secret Behind Effective AI: Why Indexing is the Key to Success



Sindre Johansen (<https://www.ayfie.com/impact/blog/author/sindre-johansen>) : Jul 31, 2025 9:00:00 AM



When companies begin exploring AI and language models, they often encounter a fundamental challenge: How do we get AI to understand and use our own documents effectively? The answer lies in a technology Ayfie has perfected over 15 years - intelligent indexing.

What is indexing and why is it important?



Without indexing



With indexing

ayfie

Think of your company's documents as an enormous library without a catalog. You have thousands of documents spread across different systems, in over 550 different file formats - everything from Word documents and PDFs to emails, Excel sheets, PowerPoint presentations, and technical drawings. Without a system, it is like looking for a needle in a haystack.

Indexing is the process where we:

1. Convert all these file formats into a standardized format
2. Structure the content in a searchable database
3. Divide documents into meaningful pieces (chunks)
4. Organize everything so relevant information can be found in milliseconds

Chunking: The art of intelligently dividing information

A critical element in the indexing process is what we call "chunking" - dividing documents into smaller, meaningful units. But why is this so important?

The problem with whole documents

If you send an entire 200-page document to a language model and ask "what does this say about warranty conditions?", the AI will struggle to:

- Find the relevant information
- Maintain focus on what is actually important
- Provide precise answers based on specific information

The solution: Intelligent chunks

By dividing the document into chunks, we can:

- **Target the search:** Find exactly the part dealing with warranty conditions
- **Optimize AI response:** Send only relevant context to the language model
- **Preserve context:** Ensure each chunk contains enough context to make sense

How does it work in practice?

Let us say a customer service representative asks: "What are the warranty conditions for product X sold to business customers?"

Without indexing:

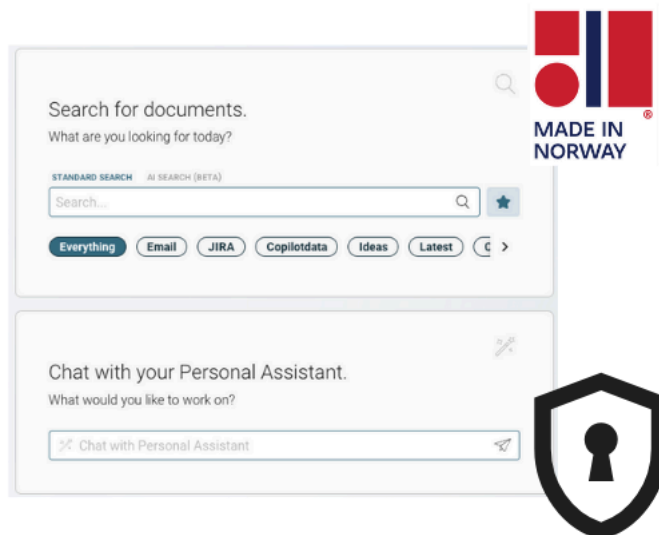


1. AI must search through all documents
2. Process enormous amounts of irrelevant information
3. Might miss important details
4. Response takes a long time and may be imprecise

With Ayfie's indexing:

1. The system searches lightning-fast in the pre-indexed database
2. Finds the exact chunks dealing with:
 - Product X
 - Warranty conditions
 - Business customers
3. Sends only these relevant chunks to the language model
4. AI generates a precise answer based on actual content

15 years of experience makes the difference



Ayfie has worked with indexing technology for over 15 years, long before today's AI boom. This deep expertise means we have solved challenges most do not even know exist:

File format handling

With support for over 550 file formats, we can handle:

- Old legacy formats from the 90s
- Proprietary industry formats
- Complex technical drawings
- Multilingual documents
- Scanned documents with OCR

Intelligent context preservation

Our algorithms understand:

- When a sentence continues on the next page
- How tables and figures relate to text

- The importance of headings and structure
- Connections across documents



Security and control

A major advantage of pre-indexing is security and control:

Minimal data exposure

- Only relevant chunks are sent to the language model
- No need to expose the entire document archive
- Reduced risk of data leakage

Meaningless for training

The small, context-specific chunks sent to AI make little sense in isolation. This makes it:

- Uninteresting for LLM providers to use for training
- Impossible to reconstruct complete business secrets
- Safer to use even with external AI services

Full traceability

- We know exactly which chunks were used
- Can show source references for each answer
- Complete audit trail for compliance

Performance that makes a difference

Pre-indexing provides dramatic performance improvements:

- **Search speed:** From minutes to milliseconds
- **Accuracy:** From "maybe relevant" to "definitely correct"
- **Scalability:** Handles millions of documents equally efficiently

Practical benefits for your business

For Customer Service

- Instant answers to product questions
- Consistent responses based on actual documents
- No more "I need to check and get back to you"

For Sales

- Quick access to all product specifications
- Precise information about delivery terms
- Competitive advantage through faster response

For Compliance

- Immediate access to all policies and procedures

- Guaranteed up-to-date information
- Full documentation of what was used when



For Management

- Decisions based on actual data
- Quick access to historical information
- Better overview of the organization's collective knowledge

The future is indexed

In a world where AI is increasingly integrated into work life, the difference between success and failure is often how well-prepared your data is. With Ayfie's indexing technology, you get:

- **Immediate value:** Start using AI on your data from day one
- **Scalable solution:** Grows with your company and data volume
- **Future-proof technology:** 15 years of experience ensures continuous innovation
- **Maximum security:** Full control over what's shared with AI

Conclusion: Indexing is the foundation

Many think the AI revolution is about the language models themselves. But the truth is that the world's smartest language models are worthless without access to your data. And without intelligent indexing, even the best AI will struggle to find and use information effectively.

With Ayfie's pre-indexing, you build a solid foundation for AI success. You do not just give AI access to your data - you give it the ability to understand, navigate, and leverage your company's collective knowledge in ways that were unthinkable just a few years ago.

Is your data ready for the AI revolution? With Ayfie, the answer is always yes.

Ayfie - We make your data AI-ready



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