

# Algolia beslutningsgrundlag

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▼ Client	Danish Crown
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## Pros

- **Super fast response-time**  
news-test-query with a 20k+ recordset: 23ms
- **Enterspeed has build-in seeding solution to Algolia**  
Meaning that we easily can send data to Algolia on Enterspeed seeding
- **Option for personalized search results**  
Not implemented atm, but an option for the future
- **Option to A/B test your search results**
- **Searches decoupled from Umbraco**  
This is good to get a better performance and getting rid of the annoying Examine rebuild on deploy
- **Option to add search suggestions**  
A little like when you use Google search, and it suggest what you want to search for

## Cons

- **Price**  
Hard to tell the exact price, but in the Grow plan the price is atm

**Free**

10.000 search requests for free pr. month

100.000 records for free pr. month (for reference all newsarticles on the intranet is around 20.000 records)

**Everything over the free limit**

\$0.50 /1000 search requests pr. month

\$0.40 /1000 records pr. month

Read more here: <https://www.algolia.com/pricing/>

- **New technology takes time**

I believe (as with Enterspeed) that it could take more time to implement Algolia, but it could be worth it in the long run, because you have more freedom to tweak the search experience for your users.

- **You never know where Algolia will be in 5 years**