

Pharmaceutical Case Study

How Article Galaxy Simplified Information Access For Innovative Pharma Company






Removing Information Barriers

As an R&D-driven pharmaceutical company, this company has always had a scientific document delivery service in place, but many barriers stood between vital content sources and the people who rely on an efficient, unimpeded research content workflow. Lacking any kind of automation, the document delivery service was a manually intensive process, relying on a mediator.

Their Global Scientific Information Manager was tasked with transforming the company's information access processes into a global strategy for building a knowledge-driven brand.

Solving The Problem

Following a comprehensive evaluation of scientific research systems and suppliers, the company adopted Research Solutions' Article Galaxy Enterprise Platform for three main reasons:

-  Flexibility to gain access to information at any research stage.
-  Collaborative way Research Solutions engages with customers.
-  Simplicity of the Article Galaxy Enterprise research platform.

When it came time to deploy the system, a methodical approach was used, and navigating human factors—such as the tendency of many users to fear new technologies—were taken into consideration.

“We deployed Article Galaxy slowly by deliberately selecting the targets who would likely have the greatest interest and an urgent need of it. And it was easy to find them. In this profession, you can't sit in the office and manage content without interacting with people. It's important to talk with people and to understand their needs, giving them training, support, and some very important attention. You have to stay connected.”

Automating Access

Today, Article Galaxy Enterprise is an integral part of the company's Documentation & Scientific Knowledge Service, providing easy, automated access to scientific content and content usage data. The group no longer has to spend so much time manually preparing usage statistics and trying to understand users' information behavior in order to make business decisions because all the required data is just a few clicks away. In addition, the openness of the platform is having a positive impact on the way their researchers do their jobs.

“We are a company based on research,” their Global Scientific Information Manager explains. “The very foundation of our work is accessing and reading new content. Once we eliminated the bottlenecks and barriers between people and information, we saw an immediate increase in article orders to annually 1,200—just by removing the barriers.”

Proven in pharmaceutical and many other research organizations, Article Galaxy Enterprise has helped this company transform information into knowledge that drives business.

The Company

Global pharmaceutical company with over 900 employees and business activities in more than 40 countries on four continents.

The company strives to make a positive impact on global health by discovering and developing innovative medicines.

Dedicated to improving lives worldwide, this company invests in quality and innovation, as well as internationalization to play an active role in the global economy and the commercialization of medicines.

The core problem is not accessing information. The problem is transforming that information into **knowledge** that can drive the **business**. There is a huge difference between the two.”



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