

R&D Portal

R&D Portal Delivers Market Advantage Through Universal Access to Content

Client The client is the pharmaceutical R&D division of a household-name company that is one of the world's largest manufacturers of health care products and a leading provider of services for the consumer, pharmaceutical, and professional markets.

Challenge Researchers needed a larger and more consistent supply of relevant published research. Existing manual content searches monopolized the support staff members' time, preventing them from meeting the demand for content. R&D researchers either went without the content they needed or spent their valuable time conducting content searches themselves.

Solution First Consulting Group (FCG) implemented a first-of-its-kind R&D content portal. The system takes a strategic approach to content management, providing universal access, personalized interface options, intelligent search capabilities, easy collaboration, and stringent security measures.

CHALLENGE:

R&D struggles for consistent supply of vital content

R&D is the birthplace of every star drug, and relevant content is an important part of what makes R&D tick. It was with that understanding that FCG was asked to implement a content solution that would deliver market advantage by providing faster, easier access to the best research available.

The client recognized that existing processes for collecting and delivering research content to R&D staff were failing to meet current needs. Members of the support staff typically conducted searches for one or two researchers at a time by searching databases and other electronic sources manually and then delivering the information to the researchers who had requested it. The result was that support staff spent a great deal of time performing repetitive tasks that failed to take advantage of their most valuable skills.

For researchers, the slow and individualized nature of the support staff's searches had two major drawbacks: First, scientists were sometimes left to fend for themselves when they needed information, thereby depriving R&D projects of their valuable time. And

second, scientists often failed to profit from content that had already been collected, simply because they were either unaware that it existed or unable to access it.

SOLUTION:

Portal centralizes all content gathering, storage, and access

FCG worked closely with the client to develop a scalable R&D portal that not only satisfied current needs, but will also easily adapt to future demands. Initially serving a community of 500 researchers, the portal will easily expand to accommodate the additional 500 users expected to be added soon. The portal automates many of the previously manual tasks, serving as the hub for all information gathering, storage, access, and collaboration.

Centralized information gathering

The portal acquires content from all appropriate sources in three distinct ways: First, content can be loaded directly into the portal as needed. Second, the portal uses Internet spidering technology to scour the Web for pertinent content. And third, it sifts through virtual libraries—such as subscription services and journals—to amass more valuable content than ever possible through pre-

vious manual methods. The portal's Web spidering and library searches are governed by predefined search criteria, which are highly flexible and can be refined at any time to hone in on new topics or to dig deeper for more-detailed content.

A single repository for all content

Whereas manually retrieved content was previously stored unsystematically in various areas accessible to only certain researchers, the portal now allows scientists to find exactly what they're looking for—and in one place. And to make content easy to navigate, it's been categorized in a graphical folder-within-folder fashion familiar to all computer users. The file hierarchy's structure is defined by a taxonomy created specifically for the pharmaceutical industry, so it includes all necessary keywords.

Easy access and collaboration with effective security

The portal gives all users easy access from their desktops. Each user can personalize the portal's interface to suit individual content needs by prioritizing how content is displayed and by defining customized searches. Customized searches can even be set up to send the most crucial content to a user's e-mail account. Through the same interface, researchers can also add content or flag existing content so that colleagues around the globe can profit from it as well.

And to limit access when necessary, security measures allow content to be restricted—whether a single page or an entire content source—to conform with content licensing and subscription agreements.

BENEFITS

FCG's solution provides centralized and consistently high-quality content, along with easier collaboration. The R&D portal also provides richer content to a dramatically wider audience while significantly reducing the amount of time employees spend searching for content. And less time searching means more time for high-value tasks.

- Research scientists dedicate more time to high-value tasks. By using the FCG R&D portal, scientists no longer conduct their own manual content searches and now have more content at their disposal. Better-informed researchers doing higher-value work makes for higher productivity.
- Content investments go further.
- Previous investments leveraged. Underutilized existing content loaded into the portal gains new usefulness, which makes good

on past investments in content that previously failed to pay off when researchers couldn't find resources or didn't know they existed.

- Support staff members now dedicate more time to high-value activities, such as investigating new sources and performing more-detailed content evaluation.
- Increased collaboration. Scientists can now add content or flag material for other scientists, thereby increasing productivity through collaboration.
- Duplicated effort eliminated. Previously, scientists searched for content themselves, unaware that support staff had already provided it to other researchers.
- Redundant subscription fees eliminated. Individuals no longer need their own accounts to access expensive journals, databases, and online libraries, because all content is accessible through the portal.
- Risks reduced. Security effectively restricts content access to only those users who have subscriptions or are under licensing agreements.
- Content-related costs reduced and new areas for investment identified. Because the portal tracks content usage, subscriptions to little-used resources can be reduced or eliminated. Metrics can also help identify whether expanded access to restricted content libraries and databases might benefit research.

BENEFITS OVERVIEW

- **Increased focus on high-value tasks**
- **Leveraged previous content investments**
- **Eliminated duplicated effort**
- **Reduced risk**
- **Improved quality of content**
- **Eliminated redundant costs**
- **Identified new areas for investment**