

# Challenges in Building a Future Search Centre

*our Observations and Choices*

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II-SDV, Nice, April 2013



# Novo Nordisk

- 90 years of leadership in diabetes care
- Leading positions within haemophilia care growth hormone therapy and hormone replacement therapy
- 33.000 employees in 75 countries
- Novo Nordisk Library supports Novo Nordisk employees world wide



# Agenda

The Background

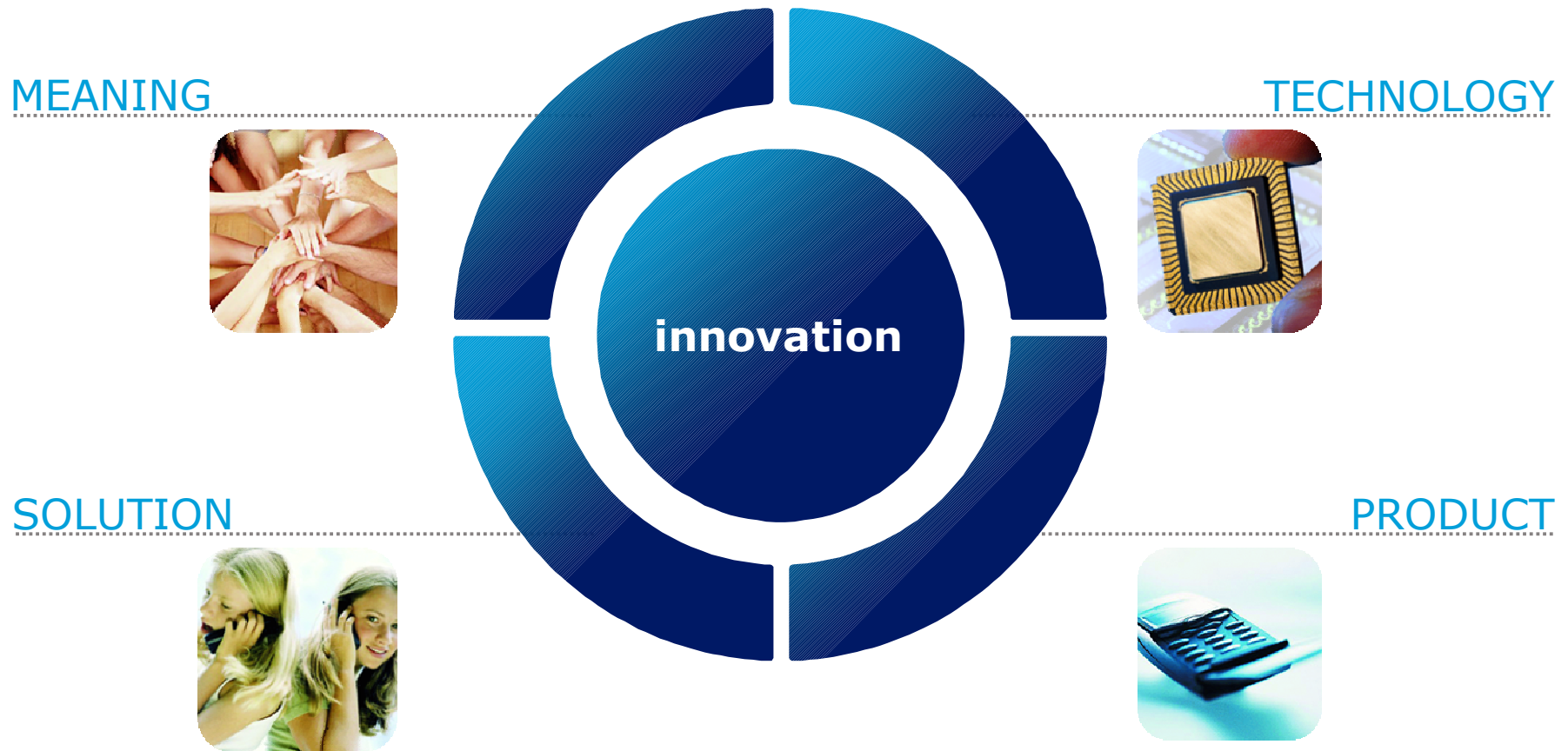
Our Ambitions

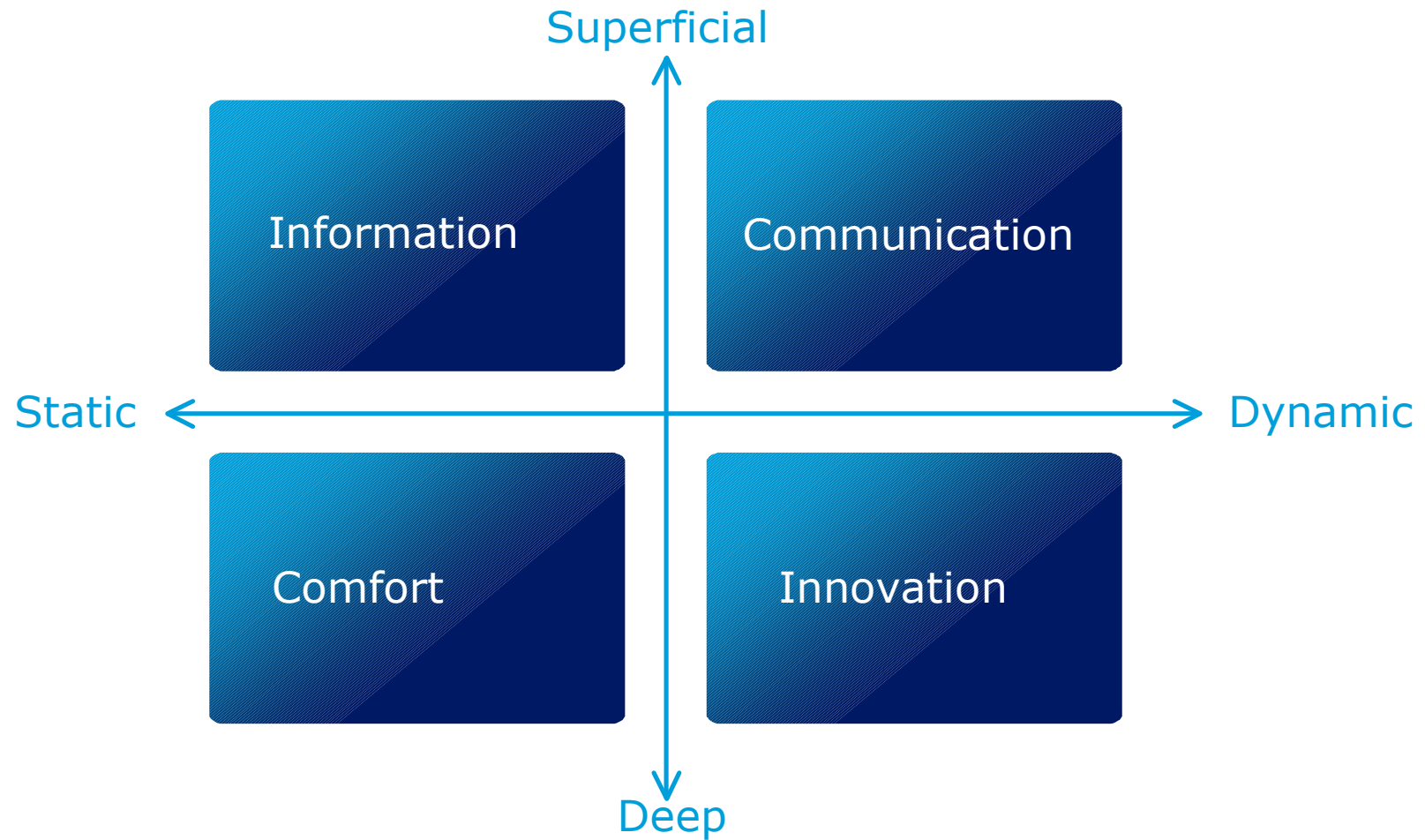
Our Observations

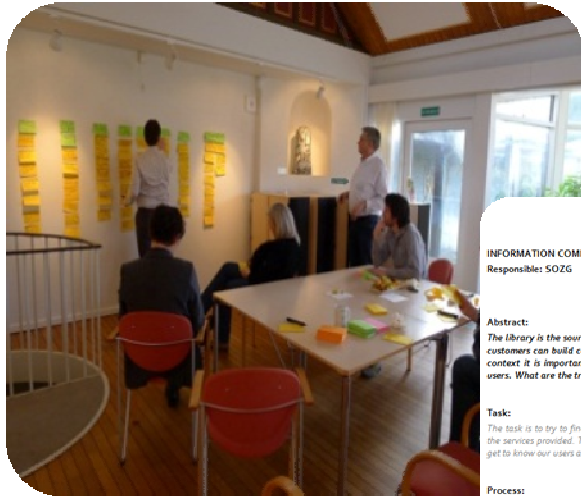
The Future

# Library Innovation Project









**INFORMATION COMPETENCIES VALUABLE TO END USERS**  
 Responsible: SOZG

**Abstract:**

*The library is the source of information, but should also have a function as a learning centre at which the customers can build competencies as well as gaining from the competencies that the library holds. In this context it is important for the library to build information competencies that are valuable to the end-users. What are the trends and how can NN Library keep up to date as a pharmaceutical library.*

**Task:**

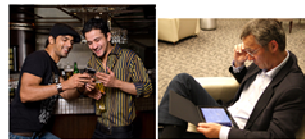
*The task is to try to find out what standard competencies are needed, and how customers can be inspired to use the services provided. To what extent is tailored information needed and what tools exist already. How can we get to know our users and how can we promote our services in an inspiring way.*

**Process:**

*As I have only been in the library for one year I easily get lost when performing in general about techniques and trends in information knowledge. Therefore I chose to process this task by browsing library oriented magazines, three issues of "Managing Information" and five issues of "Online". Moreover, I browsed some major databases and libraries that I thought might be relevant. I have also had some talks with researchers in NN and information specialists in NN Library in order to gain an understanding of the needs in NN. I have attached an appendix to this memo with tools, and websites that are following the trends I've seen throughout the process and that might be inspiring.*

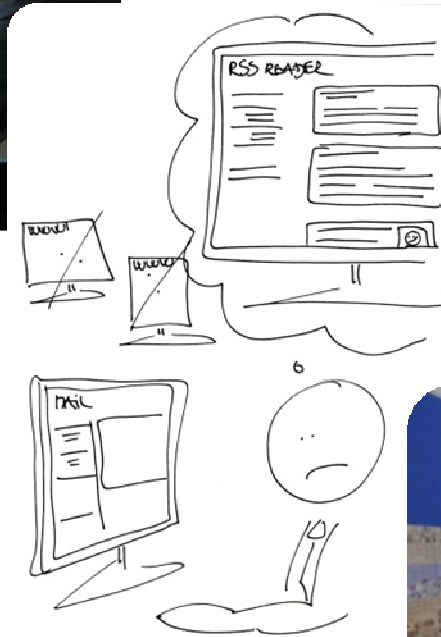
**Memo:**

*Networking and mobile access have been two key trends when browsing these magazines. The need for having access to relevant information on-the-go. As more and more websites providing mobile access it is more or less expected by the users of library services to have information available on a computer web browser. Whether waiting by the airport gate on meeting or having a beer with a scientist colleague it is becoming natural to have access to just as they have to Google Maps and Wikipedia. The more access the more sharing, and therefore are often discussed.*

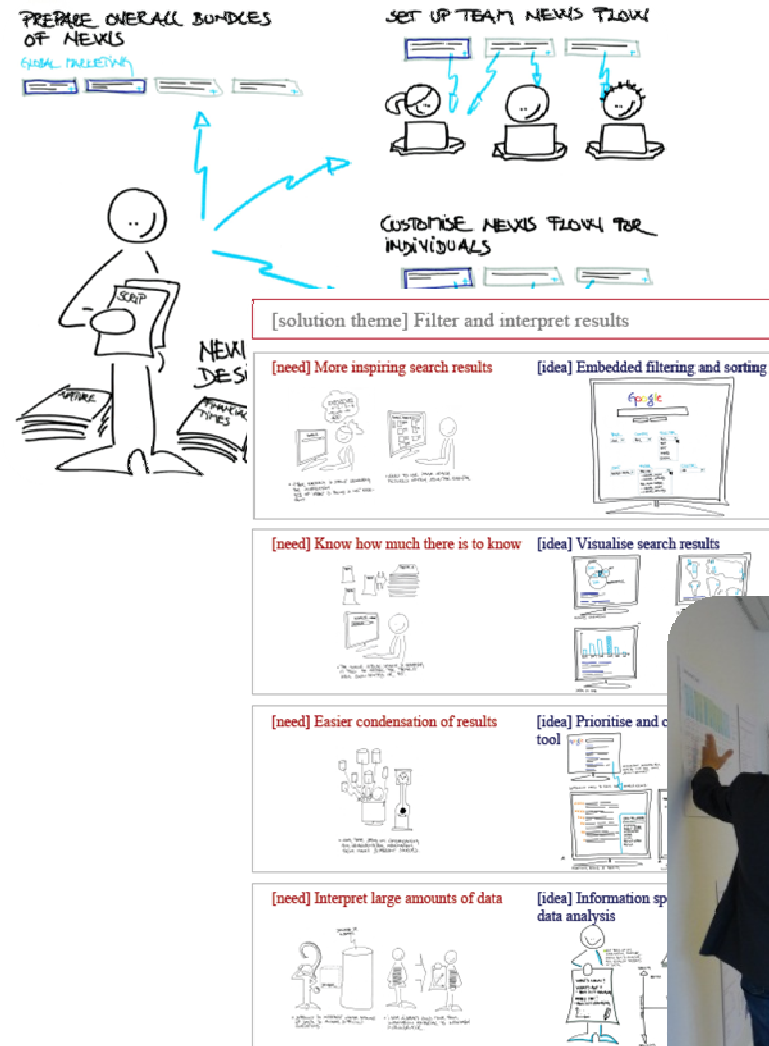


*There seems to be a huge need for linked data. Users want simple searches but enriched or retrieved information to additional information a new dimension is added to the search results semantic web all of a sudden becomes real. And the information is tailored to their needs.*

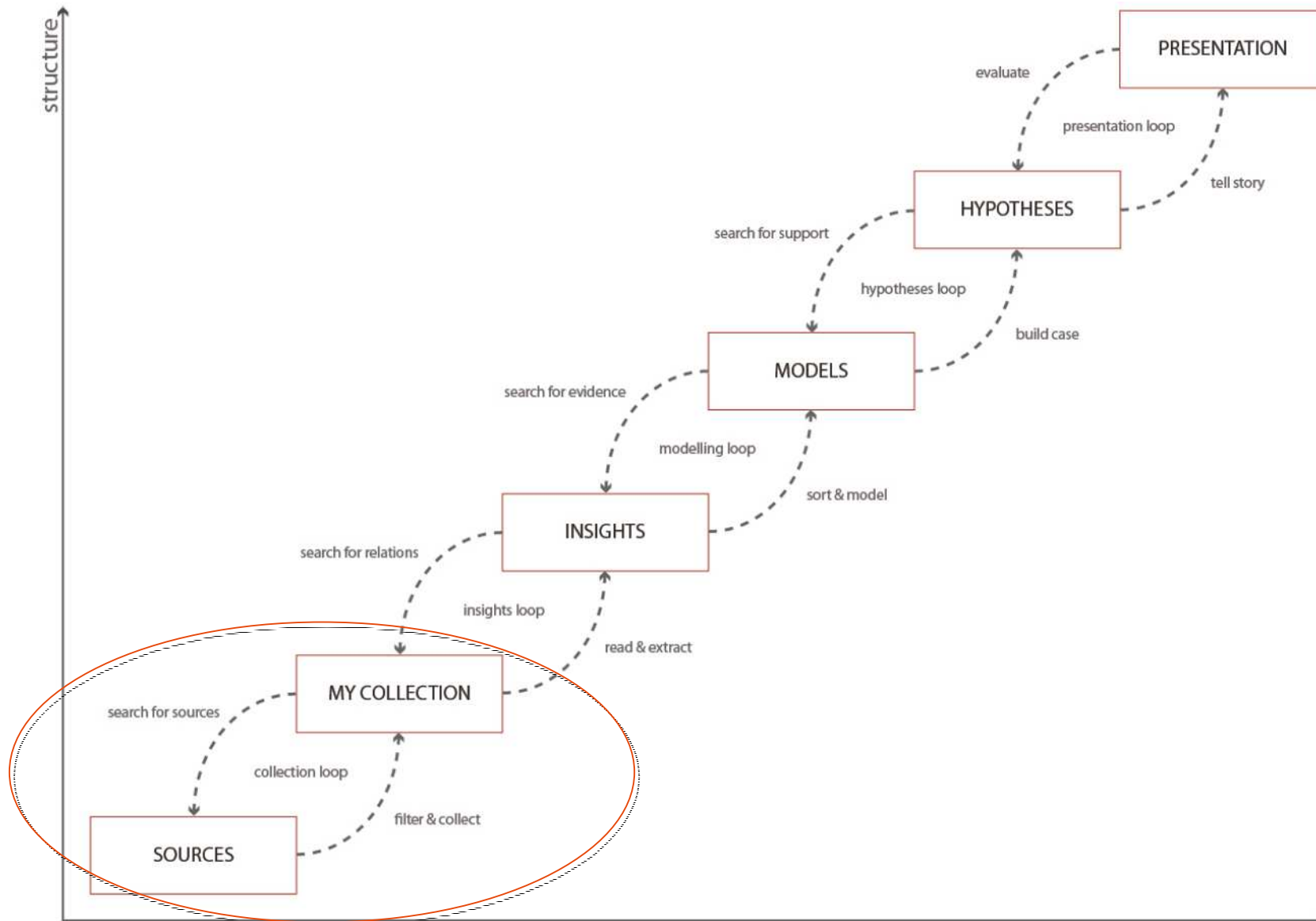


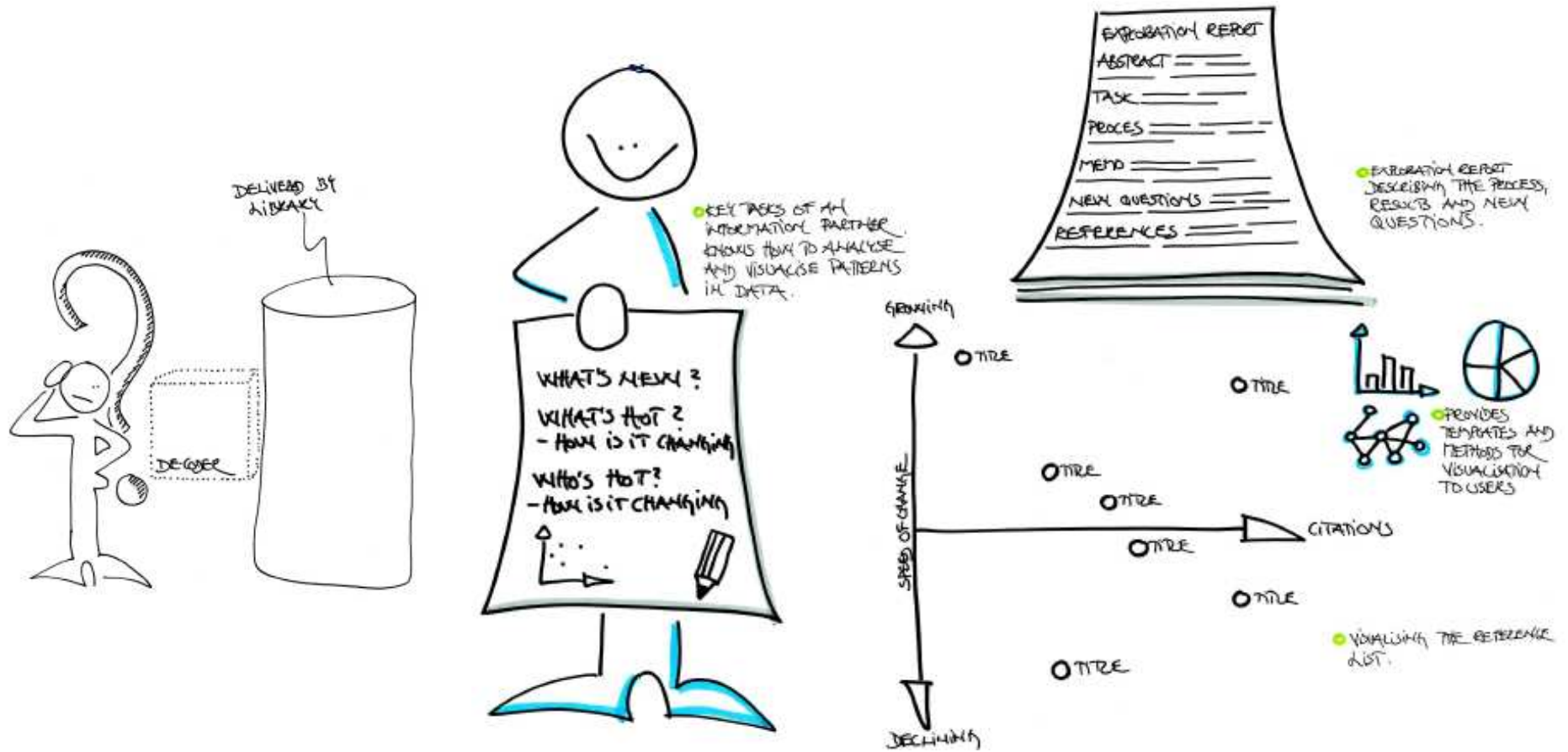


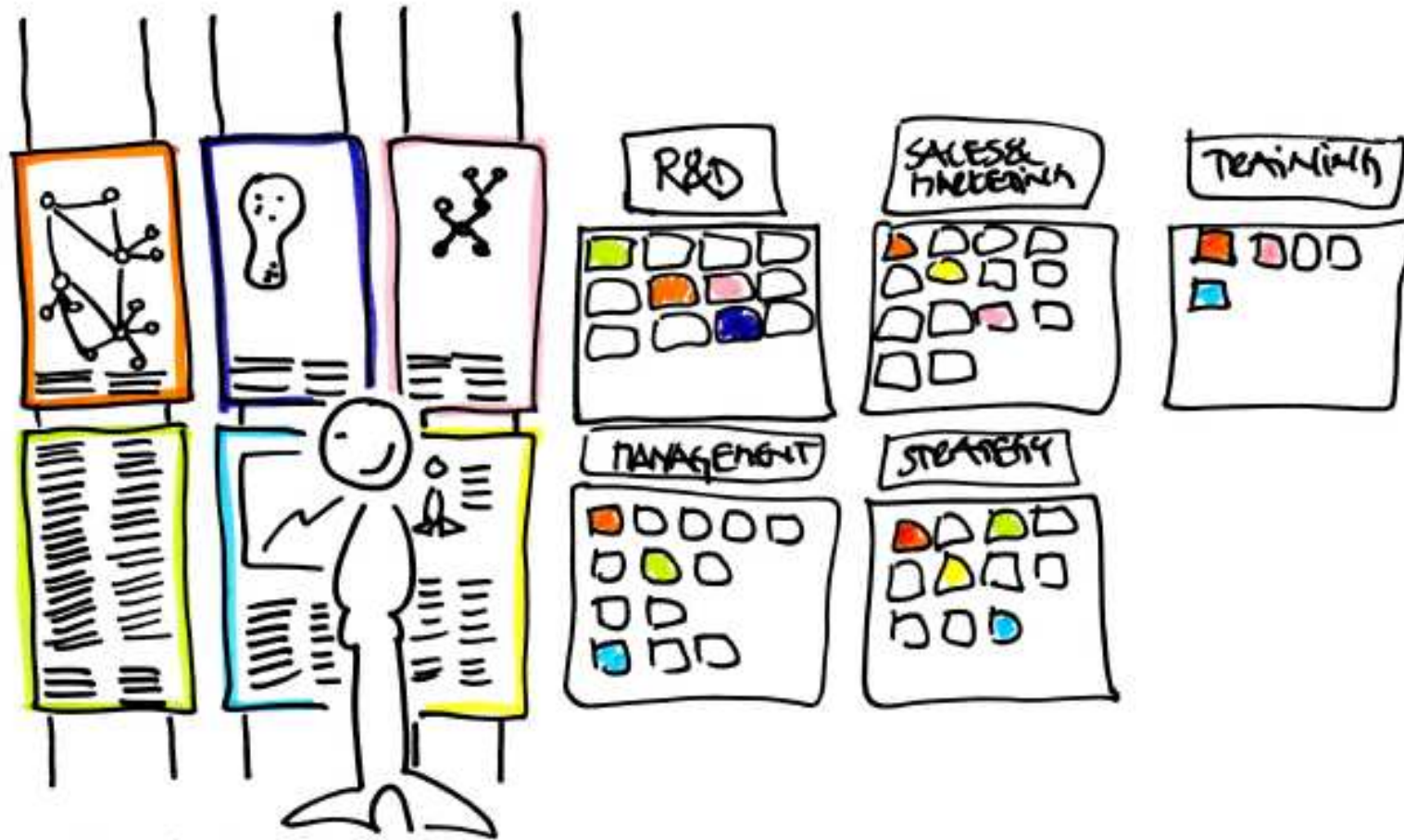


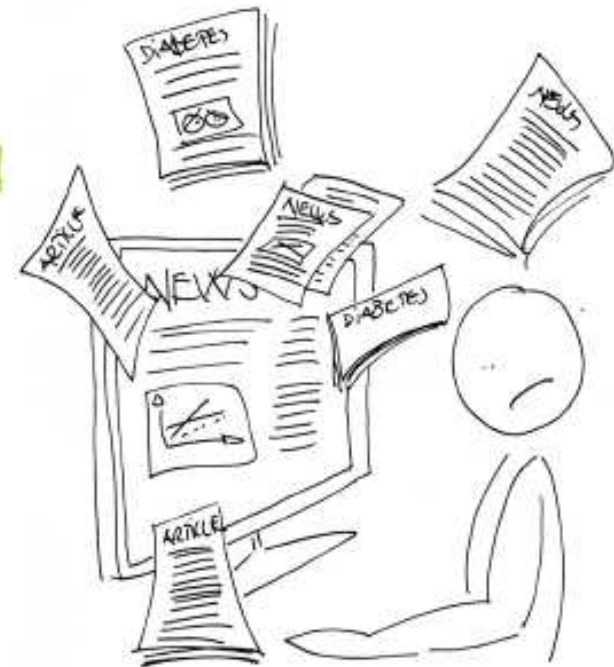
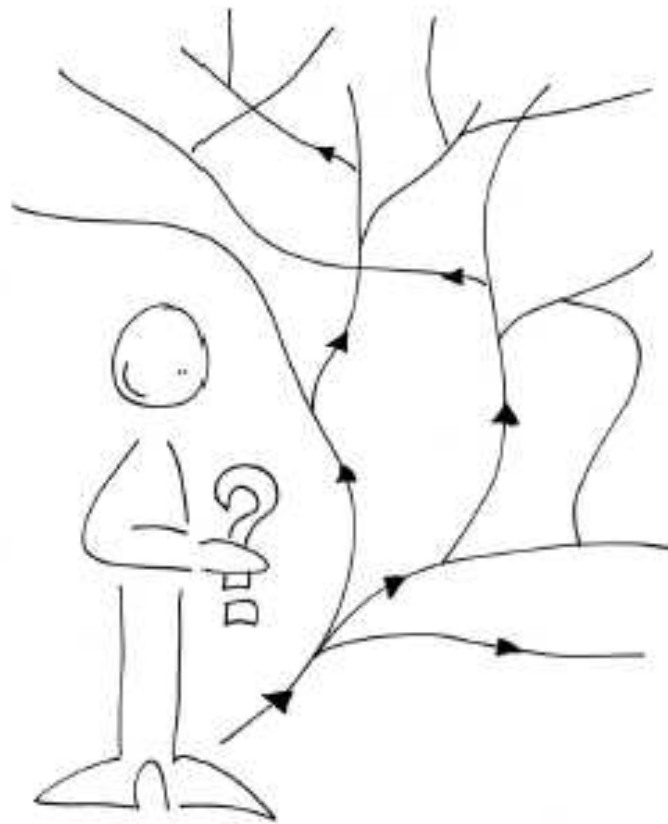


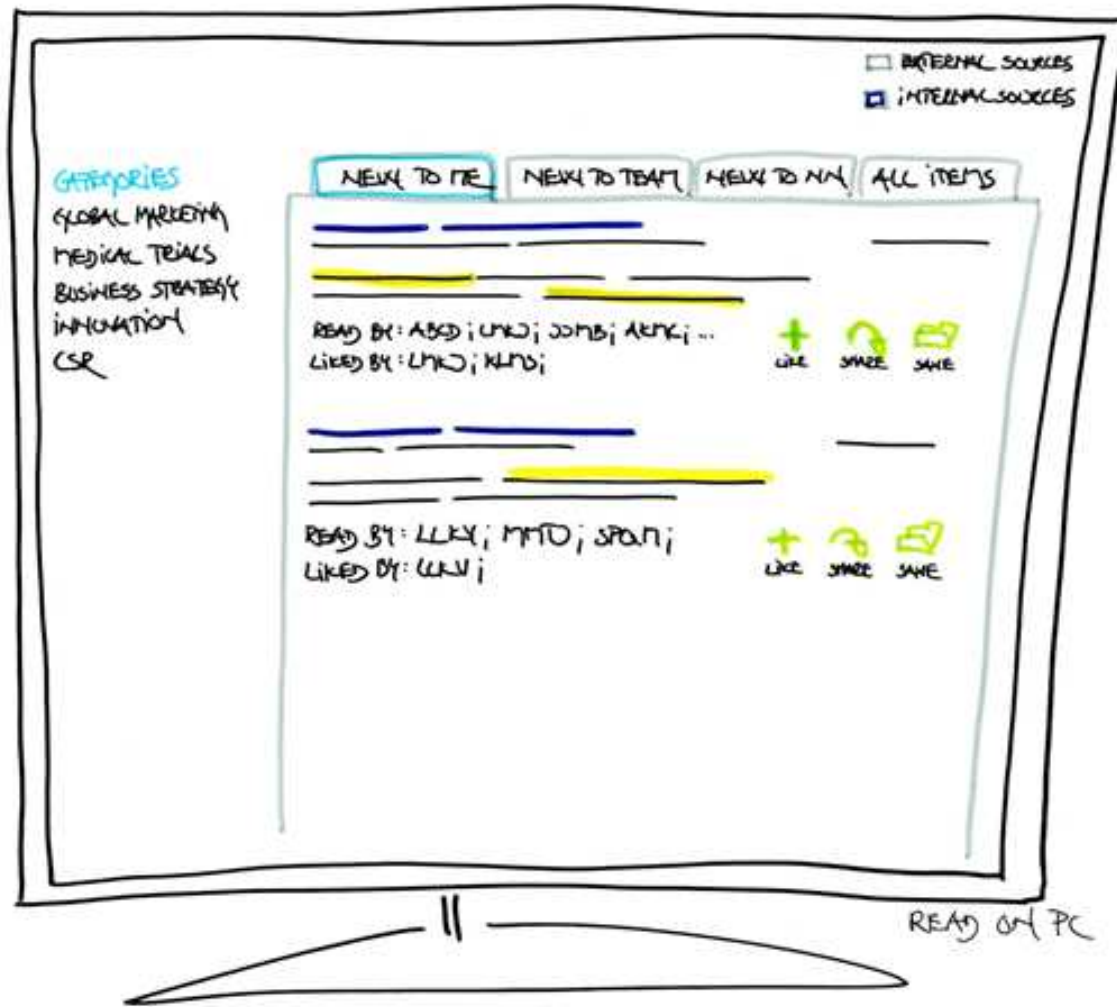
**innovation is fostered  
by information and  
knowledge**

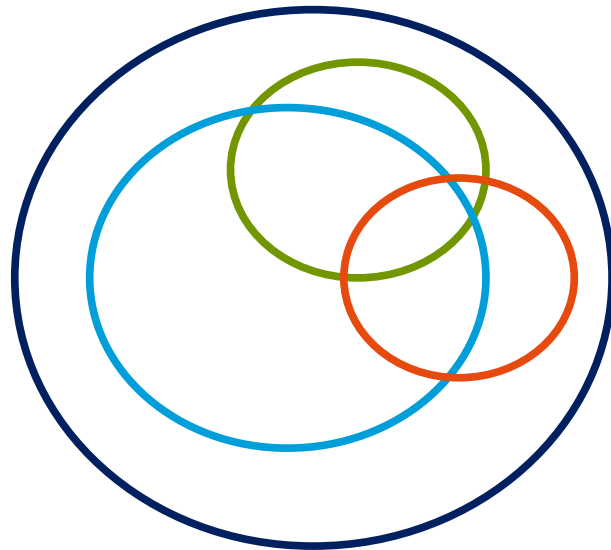












- Material accessible by NN Employees
- Access to material paid by Library
- Material selected by Library
- Material selected by the User





# thank you

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# changing diabetes®