

The Future Role of Online Hosts – Will Values of Today be valued Tomorrow?

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FIZ Karlsruhe



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L1 ANSWER 548 OF 572 WPIDS COPYRIGHT 2012
THOMSON REUTERS on STN
AN 1987-192507 [198727] WPIDS
TI Computer access and data security - executes
algorithm that combines root and seed producing
password with encryption algorithm for user
verification
DC T01
IN CARGILE W P
PA (GORD-N) GORDIAN SYSTEMS INC
PI W0 8703977 A 19870702 (198727)* EN 54[17]
EP 253885 A 19880127 (198804) EN
ADT W0 8703977 A W0 1986-US2784 19861222; US 4819267 A
US 1984-582302 19840222
PRAI US 1987-63322 19870609
IPCR 606F0001-00 [I,A]
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polymorph - STN AnaVist

Labels: © 2007 ACS on STN

Publication Year Trends: © 2007 ACS on STN

Documents

ID	Title	Label
1	Nonparticulate oral controlled release compositions comprising nitroglycerin	CO: Innovative Pharma, D: Cardiovascular, S: Caplus CAR LIS

Project Information

Item	Value
Name	polymorph
Created	9/27/07 1:20
Last viewed	10/20/07 1:50
Imported from	C:STNAna...
Status	Successful
Documents	4119
Concept fro...	51%
Clustering fl...	TitleAbstra...

claims all

any way,

le 1

es Overview

ematic flow diagram of the process of the present invention is in (#0002) FIG. 2. Bovine whole blood is collected into an airtile container/bag containing 3.8% (w/v) tri-sodium citrate anti-coagulant. Blood is then immediately mixed well with citrate solution to inhibit blood clotting. Red blood cells (RBC) are collected from plasma and other smaller blood cells by a centrifuge. A "bell washer" is used for this procedure with gamma irradiation (using a cesium chloride) saline.

RBC are lysed to release hemoglobin content by manipulating the osmotic pressure of the RBC cell membrane. A specialized instant cytolysis

Highlighting Notes

Orange preparation? or

Red blood

Green cell?

Blue lysi?

Purple

Overlapping Selections

Apply Zurücksetzen

ID	Title	Label
1	Fuel cell system for the supply of drinking water and oxygen. CAPLUS	
2	Aqueous formulations for production of polymer electrolyte membrane containing polyaromatic compounds with acid groups. CAPLUS	Honda, Polysulfones
3	Process for production of hydrogen from hydrocarbons or hydrocarbon compounds. CAPLUS	

0 Marked Documents 1 - 50 of 148 Page 1 of 3

Research Landscape - © 2007 ACS on STN

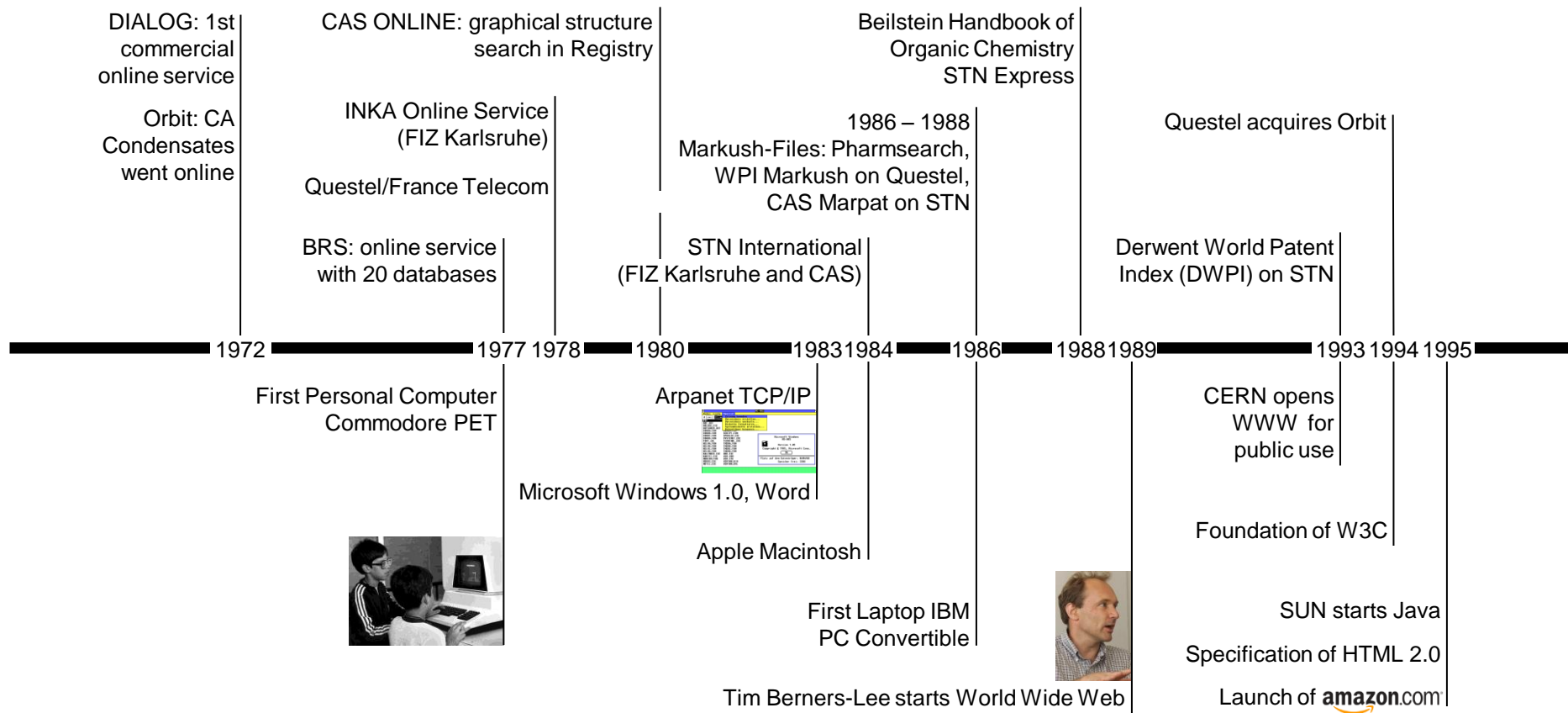
Patent Classifications by Patent Countries - © 2007 ACS on STN

	United States of America	Japan	World Intellectual Property	WO Germany	WO United Kingdom	WO Finland	WO Switzerland	WO Spain
H01M	87/1236	36/020	73/807	73/804	73/802	73/801	73/800	73/800
C08J	8/127	6/157	4/108	4/108	4/108	4/108	4/108	4/108
H01B	3/72	4/156	2/60	2/69	2/69	2/69	2/69	2/69
B01J	13/132	5/42	13/73	13/73	13/73	13/73	13/73	13/73
C01B	15/121	5/33	12/61	12/60	12/60	12/61	12/60	12/60
B01D	7/81	4/68	9/91	9/91	9/91	9/91	9/91	9/91
B05D	4/90	1/32	3/34	3/34	3/34	3/34	3/34	3/34
C08L	2/9	1/84	31	31	31	31	31	31
C08G	2/46	2/68	1/62	1/62	1/62	1/62	1/62	1/62
C25B	18/44	6/31	14/46	14/46	14/46	14/46	14/46	14/46
B32B	1/41	15	1/21	1/21	1/21	1/21	1/21	1/21
C08F	4/23	4/37	3/31	3/31	3/31	3/31	3/31	3/31
B29C	23	14	15	15	15	15	15	15
C08K	9	21	10	10	10	10	10	10
G01N	3/19	2/8	2/17	2/17	2/17	2/17	2/17	2/17
C23C	1/15	5	1/8	1/8	1/8	1/8	1/8	1/8
B60L	3/15	1/8	2/12	2/12	2/12	2/12	2/12	2/12
F28D	1/13	3	1/10	1/10	1/10	1/10	1/10	1/10
H02J	13	3	9	9	9	9	9	9

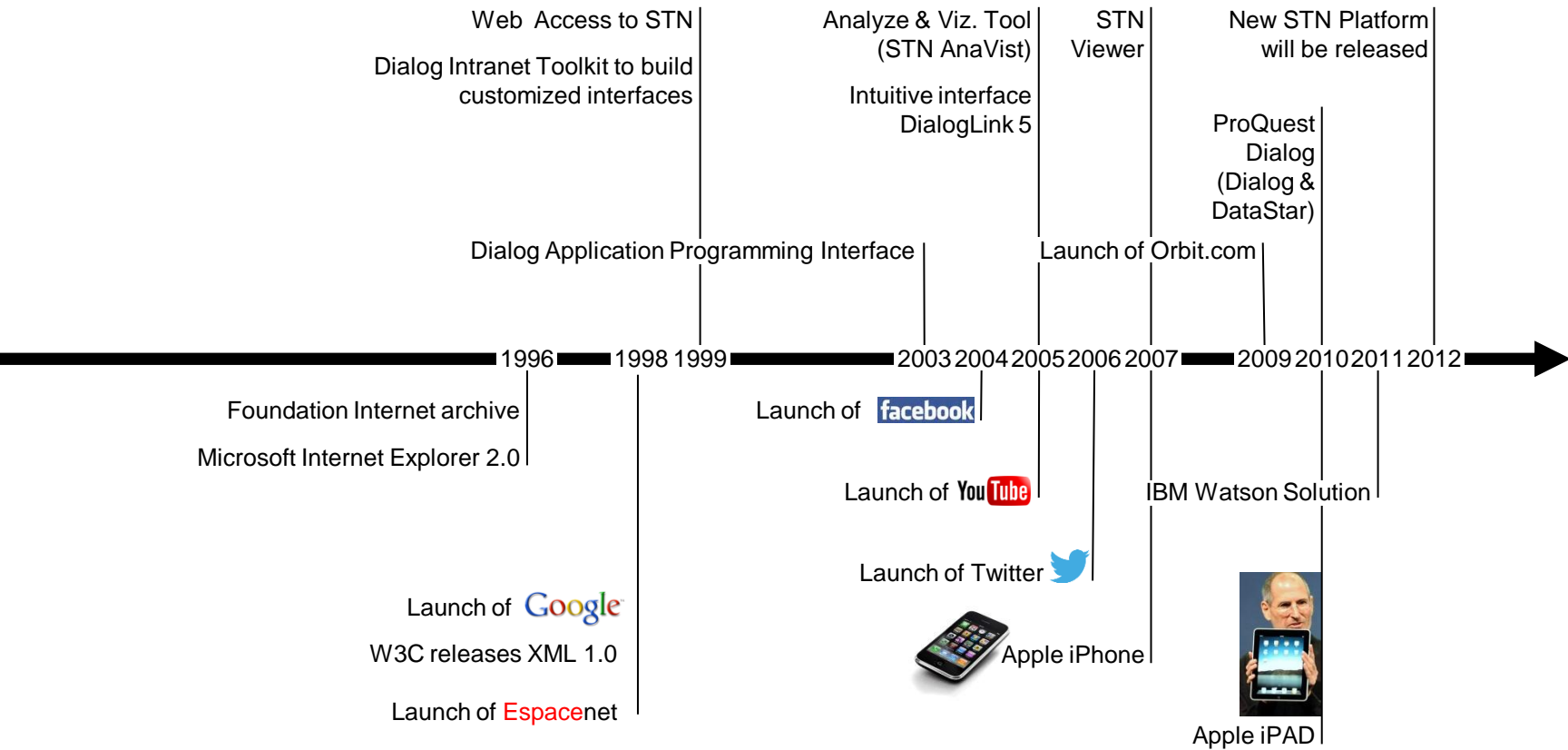
Alkaloid



Classical online hosts pioneered electronic access to information long before the web



Classical online hosts pioneered electronic access to information long before the web



Online hosts are aggregating information and adding value through technology and service



- Sci-tech, patents and business information
- A&I and fulltext files
- Added value



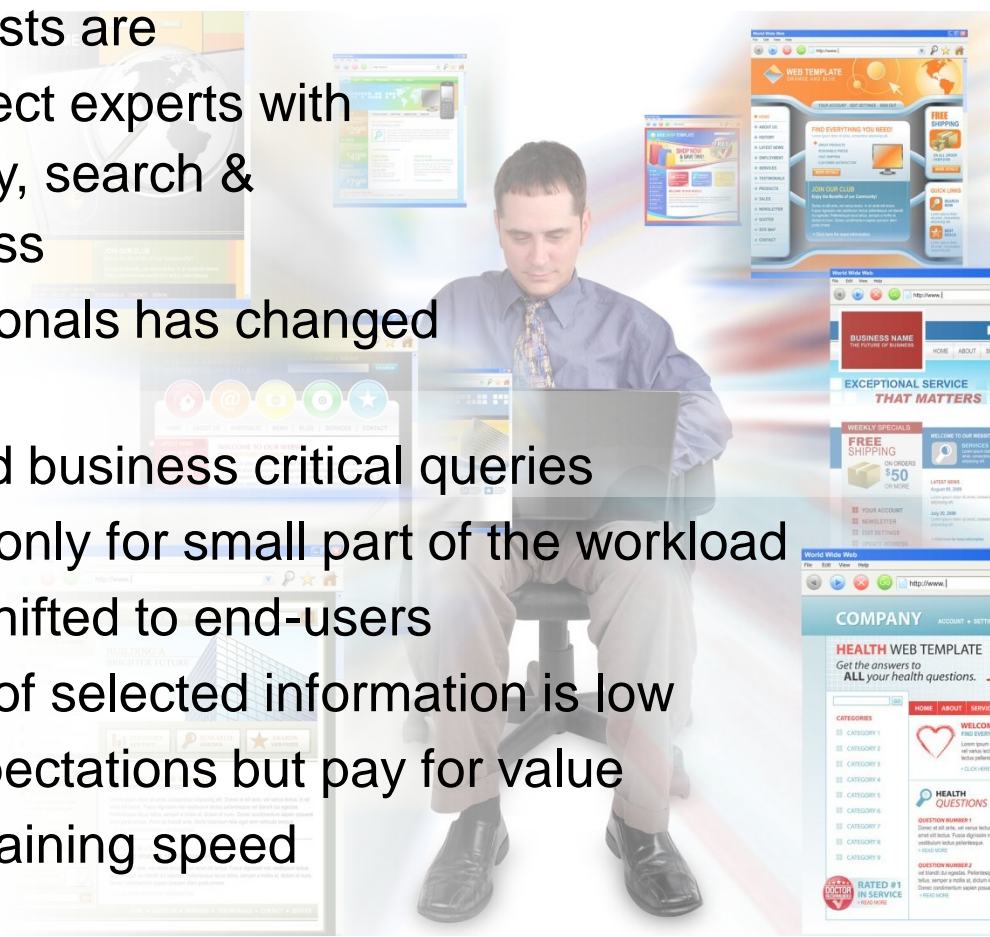
- Sophisticated search & retrieval
- Quality control & standardization
- High-end IT, incl. strong security



- First class customer service
- Extensive training
- Billing options

Changing business environment required online hosts to adjust

- ❑ Main target group of online hosts are
 - Info professionals and subject experts with high demand on data quality, search & retrieval, comprehensiveness
- ❑ Role and work of info professionals has changed substantially
 - Focus on patent related and business critical queries
 - Online searching accounts only for small part of the workload
 - “Standard” searching has shifted to end-users
- ❑ Entry barrier for new vendors of selected information is low
- ❑ Customers have low price expectations but pay for value
- ❑ Shift to emerging markets is gaining speed



Forces driving the development of STM information services

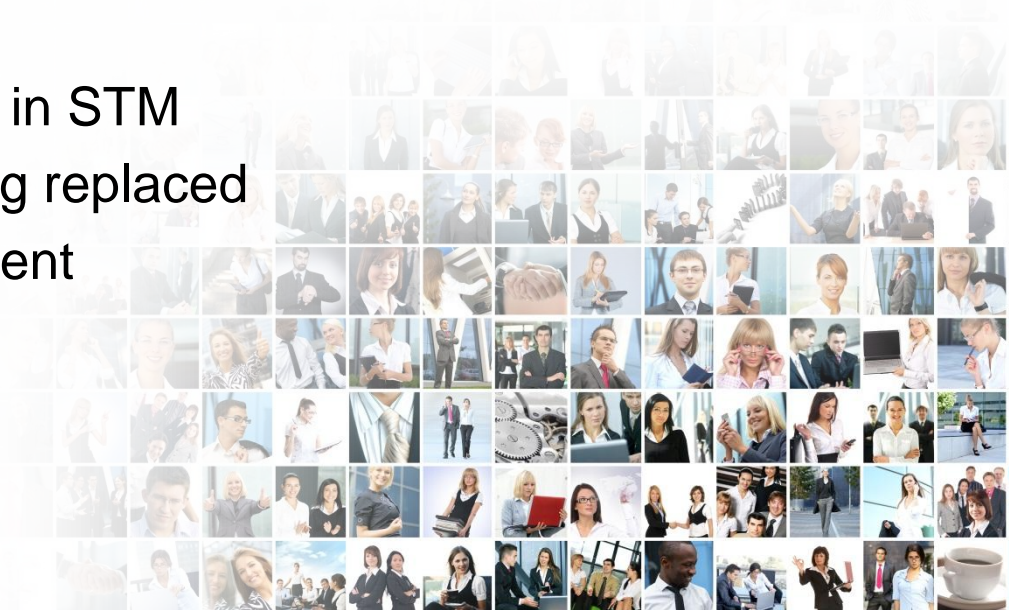
- ❑ **User** needs and behaviors, particularly the extent to which needs are not fully met by present systems;
- ❑ **Market** environment and evolving business models, for example, shifting toward more usage-based models has implications for platform design and functionality;
- ❑ **Technology** pull, that is, new technologies create new opportunities



Ware, M; Ricci, L, Outsell Report (March 20, 2012): *Evolution of the STM Publishing Platform: An Industry Overview and Roadmap*

User behavior and expectations follow trends in their business ...

- ❑ Focus of information professionals continues to change
- ❑ Use of cost-free, low-cost services first, use of hosts for complex searches only
- ❑ Strong demand for higher value tools to cope with data and information overload
- ❑ Former dominance of English in STM and patent information is being replaced by a multi-language environment



... and their day-to-day experience with technology in private life

- ❑ Customer expectations for mobility and the use of social media is driven by four large companies: Google, Amazon, Facebook, and Apple
- ❑ Digital natives are using digital information and new tools naturally
- ❑ Employers have to support the BYOD trend



Foto: Matt Buchanan

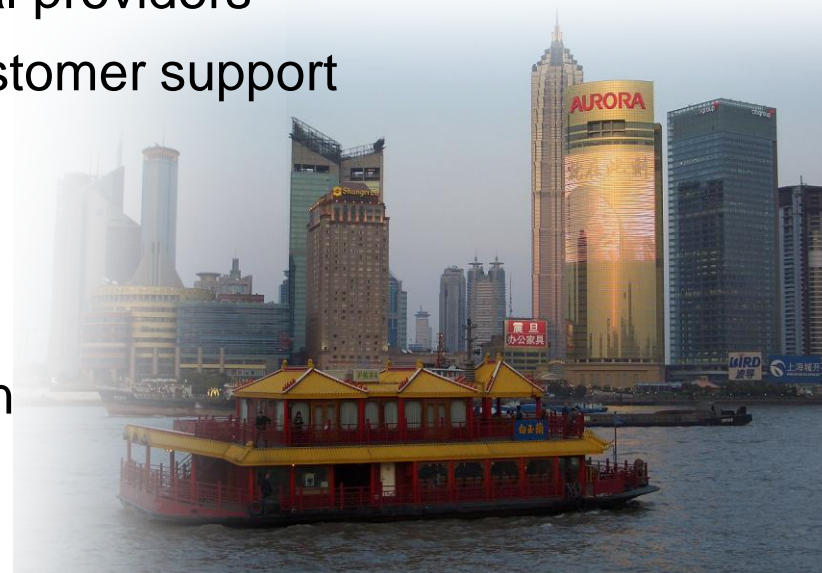
Market trends are driven by globalization and changing business models

❑ Globalization

- R&D sites follow market trends, i.e. to Asia and other emerging markets
- Publishing industry and information providers engage in new markets via co-operations with local providers
- Online hosts provide worldwide customer support

❑ Abundance of free information

- Open Access to STM information
- Google and patent offices dominate market of free information

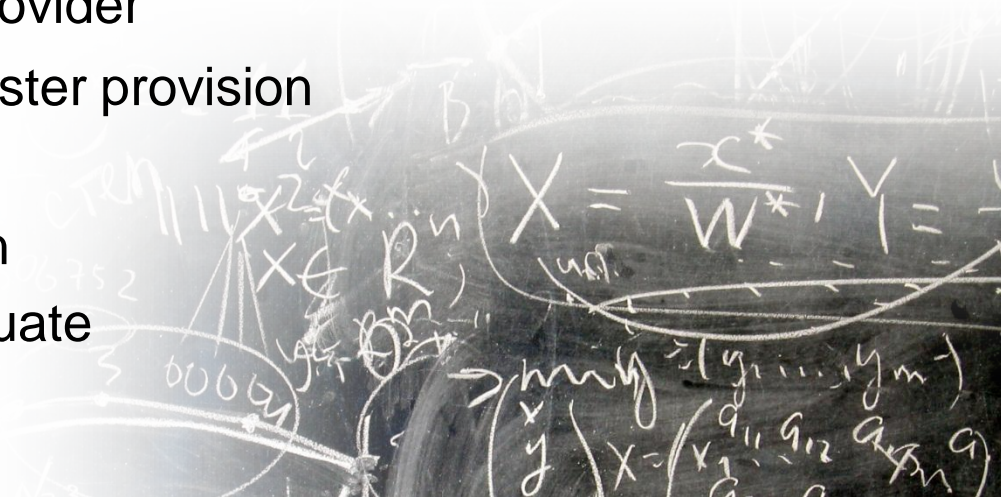


The innovation process follows new models

- ❑ Closed innovation process within a company
 - Centralized or decentralized
- ❑ Outsourcing innovation to dedicated partners
- ❑ Open innovation: invite public to contribute to the innovation process

Consequences for information provider

- ❑ Shorter R&D cycles require faster provision of relevant information
- ❑ Customer base for information is dynamic and requires adequate information environment



Trends and challenges of the patent system



Technology is a very powerful business driver

- ❑ Systems and technologies become smarter with respect to user expectations
 - ❑ HTML5 enables developers to create richer and more interactive applications
 - ❑ New semantic technologies make text extraction and automatic indexing possible
 - ❑ Tools for Data Analytics and Visualization are available for large data sets
 - ❑ New consumer devices are creating a different mindset for professional applications
 - ❑ *“Use of big data will become a key basis of competition and growth for individual firms” (McKinsey Global Institute)*
- ⇒ But: Quality, standardization, and integration continue to be major challenges

The future of information services – combining persisting values and evolving technologies

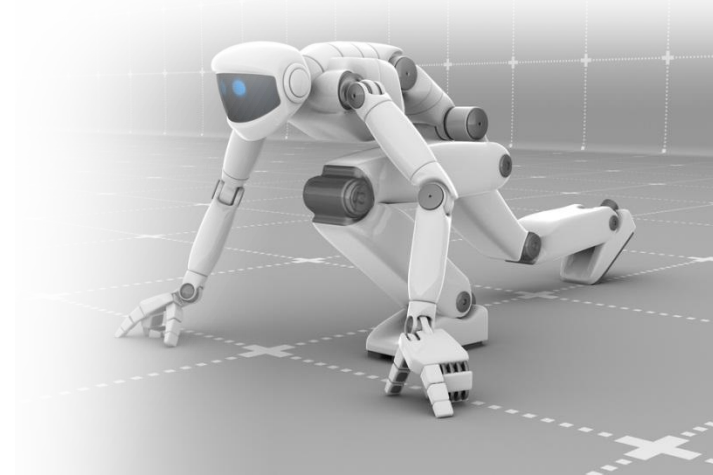
What will stay?

- Information overload
- Demand for timely, accurate, comprehensive and context related information for decision support
- Need for reliable, high quality information with comprehensive, value-add databases, deep indexing, high level standardization
- Close customer relations, quality service, incl. confidentiality and security

The future of information services – combining persisting values and evolving technologies (2)

What will evolve?

- ❑ Sophisticated state-of-the-art search and retrieval functionalities, text mining, semantics
- ❑ (Big) data analysis & visualization to leverage unstructured data
- ❑ Aggregation, integration and linking of information sources (documents, databases, web services, digital objects ...)
- ❑ Increased usability and support of a variety of devices
- ❑ Partnering and new business models for supplier and consumer of information



Thank you !



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