

# **Quality – the value factor in professional information**

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**ICIC Meeting, Sitges, Spain  
October 19, 2009**



# Agenda

**Quality is all around us**

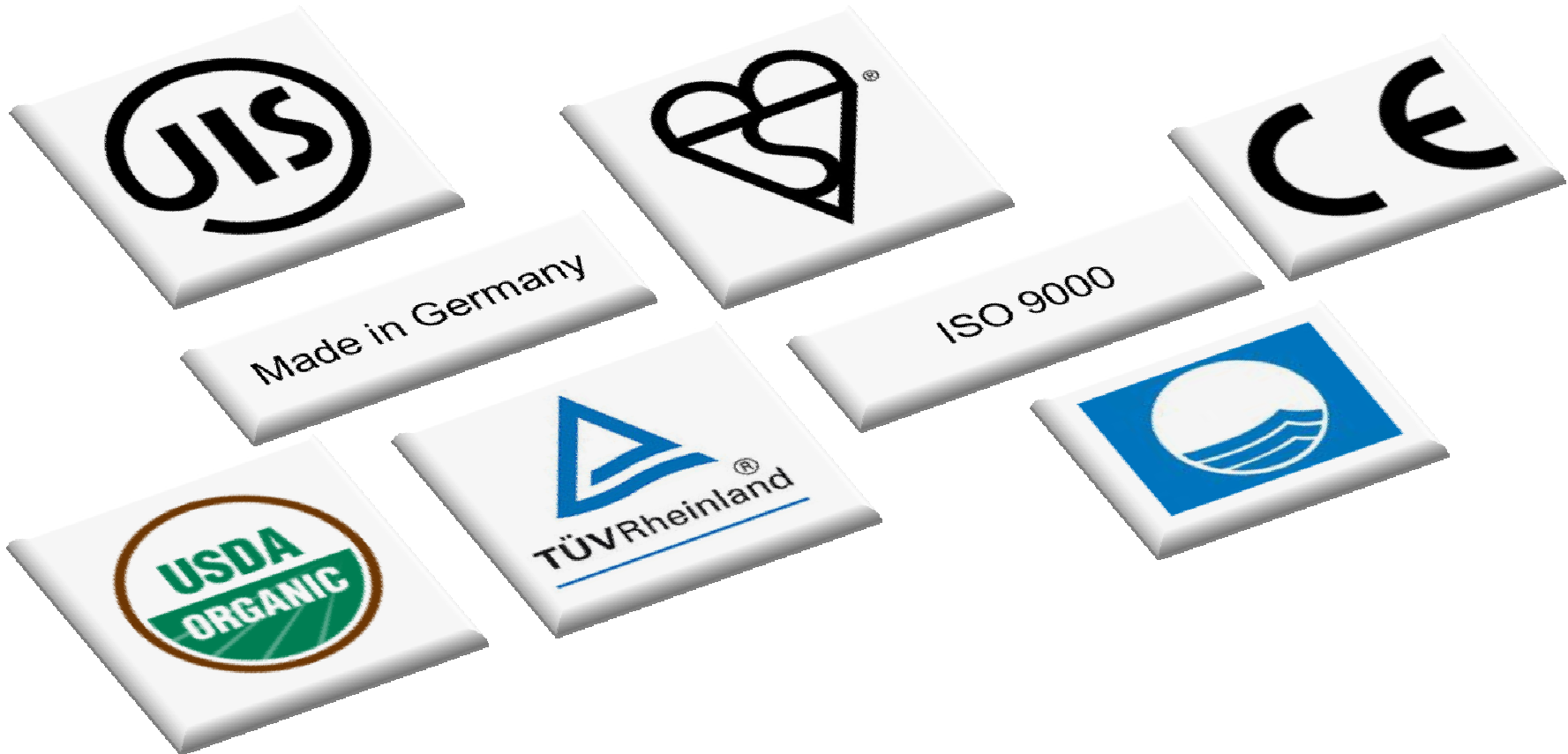
**Defining Quality?**

**Quality criteria**

**Quality at STN**

**Quality is value add, and is worth more**

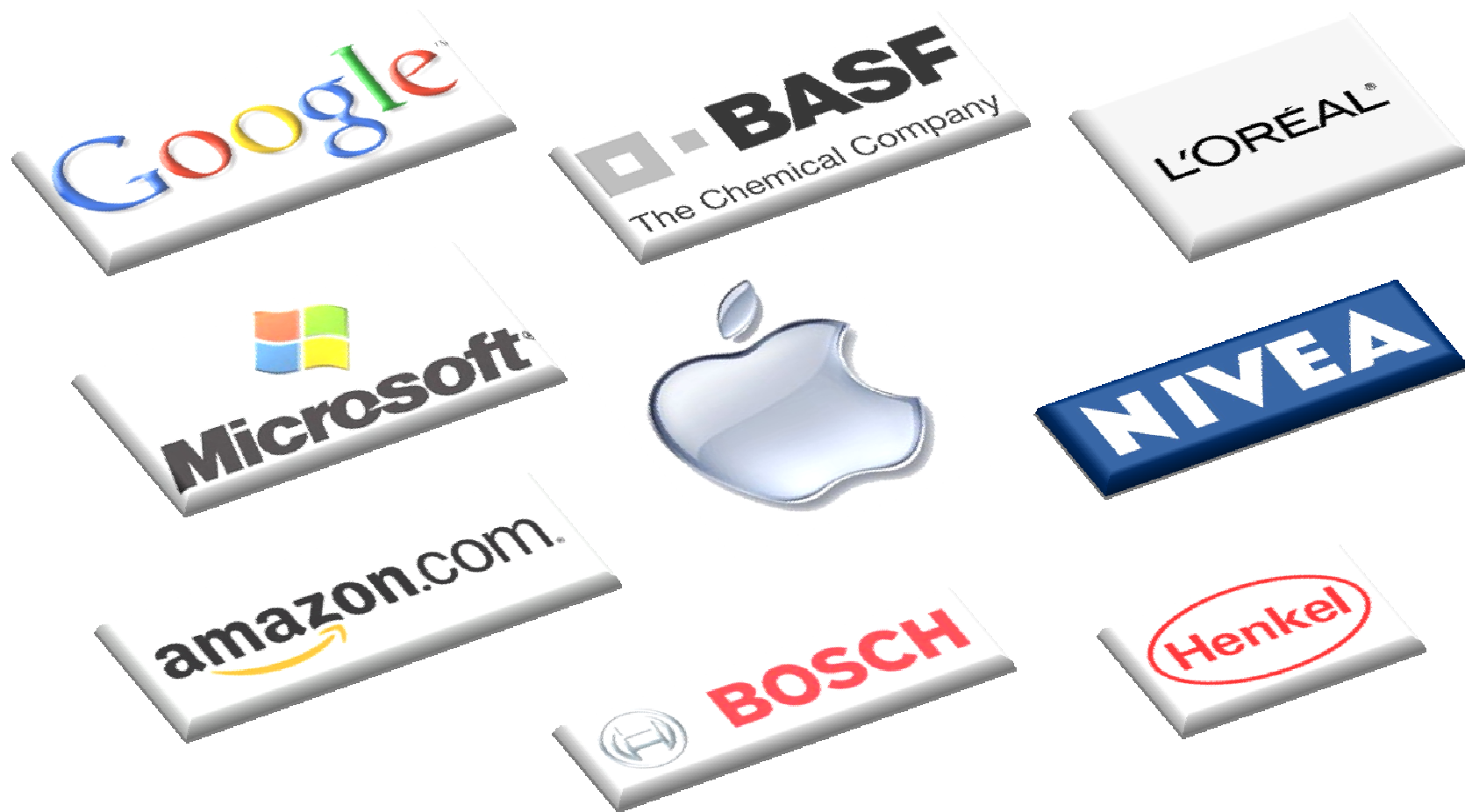
# Quality is all around us



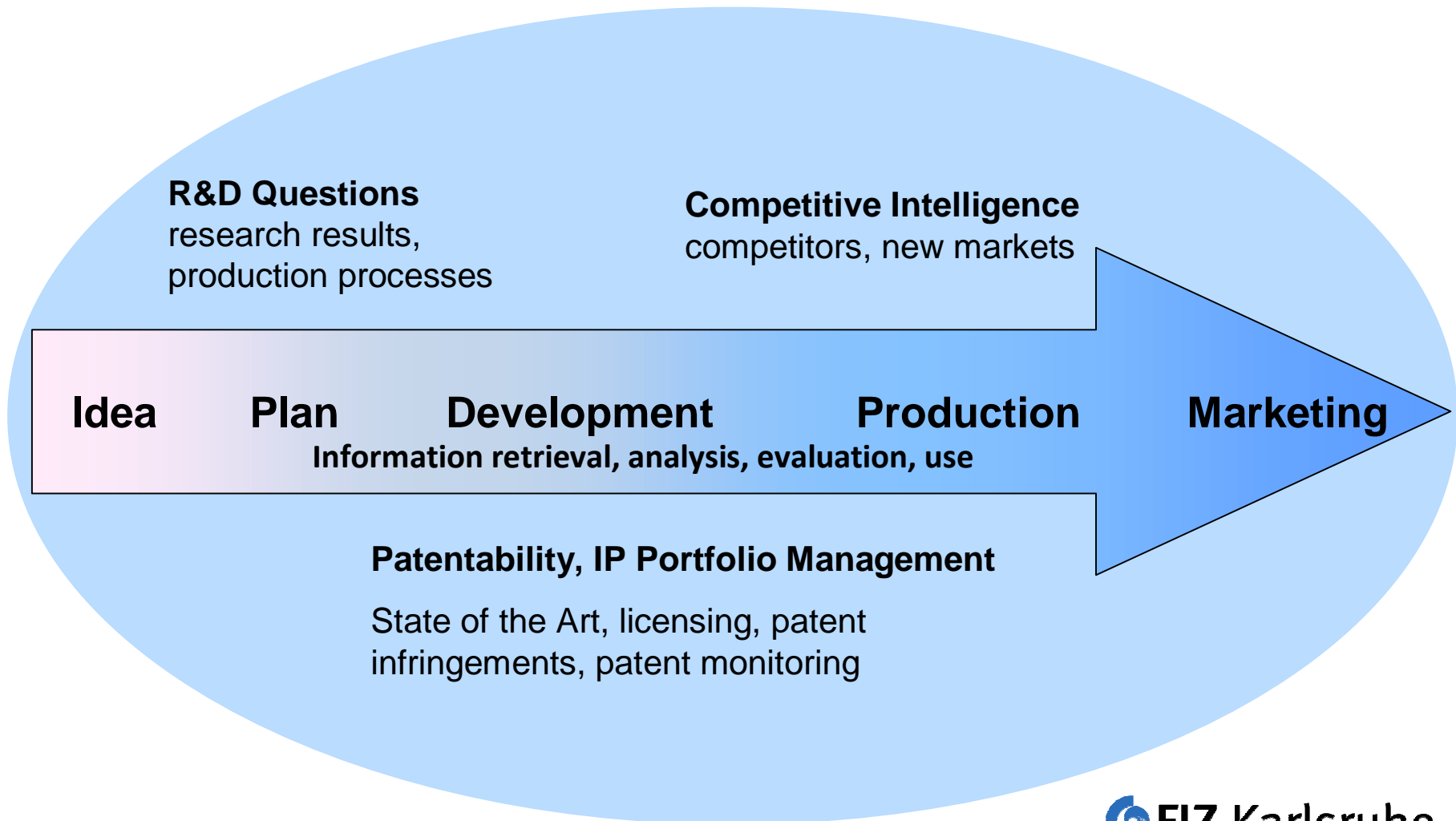
# Defining Quality?

- Quality is not some soft or subjective idea
- Quality is often invisible
- Quality is of vital importance
  
- “Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for.” (Peter Drucker)*

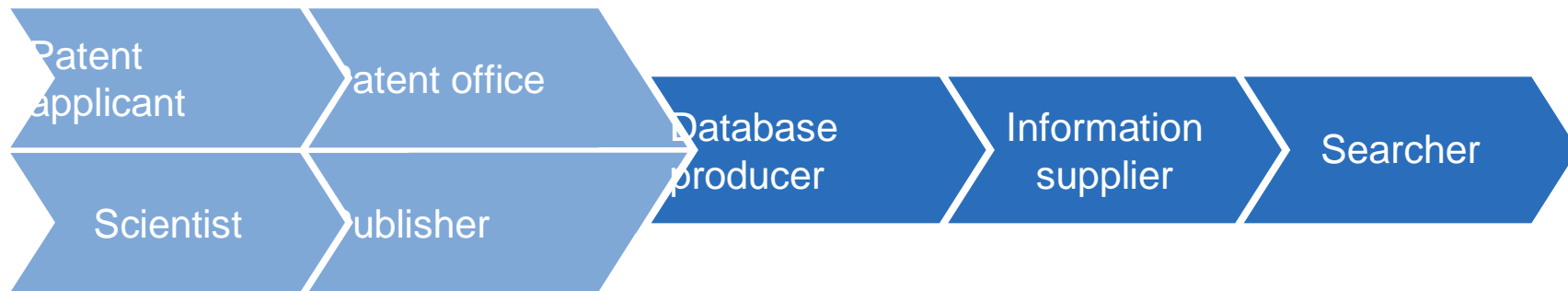
# Innovation keeps Quality alive



# Quality information is crucial for the innovation process, and for business critical decisions



# Quality criteria must be fulfilled by each player within the information workflow



... to guarantee high quality results.

# Database producers – have to meet a broad range of requirements for Quality criteria

- Comprehensive sector coverage
- Timeliness
- Selected and evaluated documents
- Intellectual value-add
- High data granularity
- Standardization of formats
- Quality control and error correction





# Information suppliers – have to add value to databases

- ❑ Comprehensive information offer on a neutral platform
- ❑ Reliable database producers
- ❑ Quality assurance of databases
- ❑ Standardized host environment
- ❑ Transparent and sophisticated retrieval system
- ❑ Analysis and visualization tools
- ❑ Data security and privacy
- ❑ Competent customer support

The logo for STN, featuring the letters 'STN' in a bold, blue, sans-serif font with a registered trademark symbol.The logo for Dialog, featuring the word 'Dialog' in a blue, serif font with a registered trademark symbol, positioned above a thin, curved line.The logo for LexisNexis, featuring a red, spherical icon with a grid pattern to the left of the text 'LexisNexis' in a black, sans-serif font with a registered trademark symbol.The logo for Questel, featuring a stylized white 'Q' icon to the left of the text 'Questel' in a white, sans-serif font, with the tagline 'Patents, Trademarks & Designs' in a smaller, italicized font below it, all contained within a dark blue rectangular box.

# The searchers' expertise – pivotal for the Quality of the search results

- ❑ Expertise in specific scientific or technical field
- ❑ Communication and information competence
- ❑ Knowledge of (patent) information suppliers, databases, retrieval languages
- ❑ Knowledge of patent law



# The information supplier connects information producers and consumers



Patent Offices

Searchers

Information  
**STN**  
supplier

Database Producers



THOMSON REUTERS



ELSEVIER

# At STN, Quality happens at three levels – content, technology, and support

## Content

- Comprehensive information offer on a neutral platform
- Reliable database producers
- Quality assurance of databases

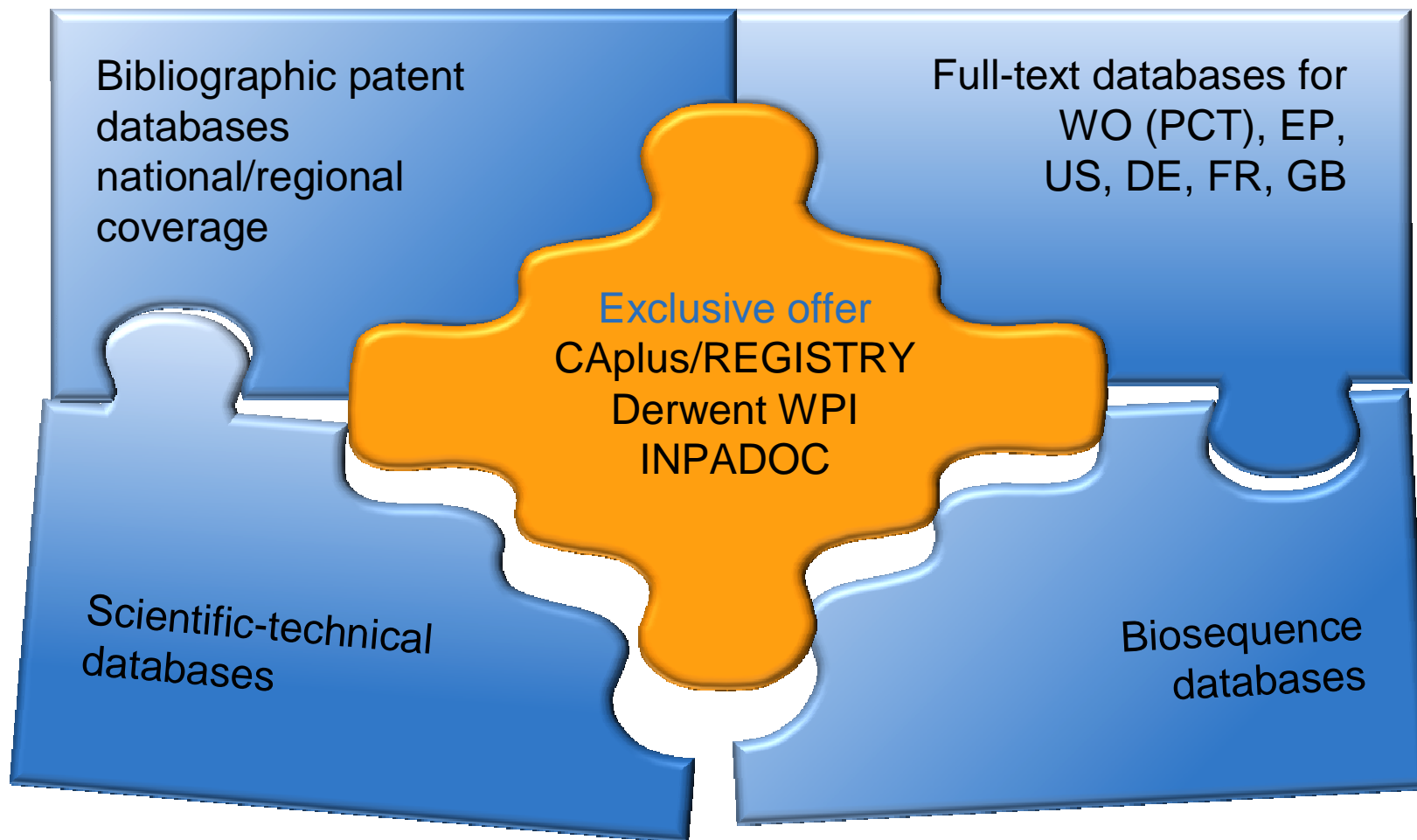
## Technology

- Value-added by a standardized host environment
- Transparent and sophisticated retrieval system
- Analysis and visualization tools

## Security and support

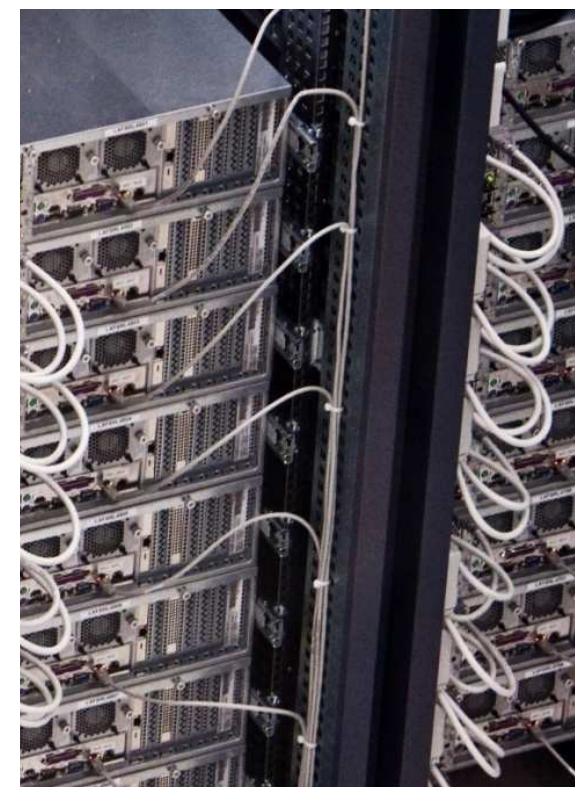
- Data security and privacy
- Competent customer support

# STN's content Quality: comprehensiveness, completeness, and transparency



# The STN Quality assurance process

- ❑ Formal quality checks
- ❑ Timely updates
- ❑ Identification and correction of data errors
- ❑ Adapting databases to new types of data
- ❑ Documentation of all database and content developments
- ❑ Standardization of database design and data formats
- ❑ Adding value to first-level patent databases (INPADOC; USPATFULL)

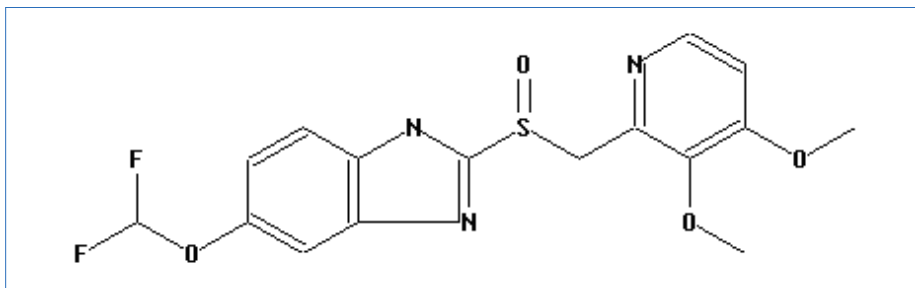


# Comprehensiveness and value-add – a case study in the pharma field

## Pantoprazole

Systematic (IUPAC) name:

**6-(difluoromethoxy)-2-[(3,4-dimethoxypyridin-2-yl)methylsulfinyl]-1H-benzo[d]imidazole**



Sold as

**Pantotab, Pantopan, Protium, Protonix, Pantozol, Pantor, Pantoloc, Astropan, Controloc, Pantecta, Inipomp, Ulcepraz**

used for treatment of gastritis and heartburn.

# Case study cont'd: complimenting first-level patent databases

## Comprehensive patent search for the drug pantoprazole

### STN value-added patent files

REGISTRY/CAPLUS

MARPAT

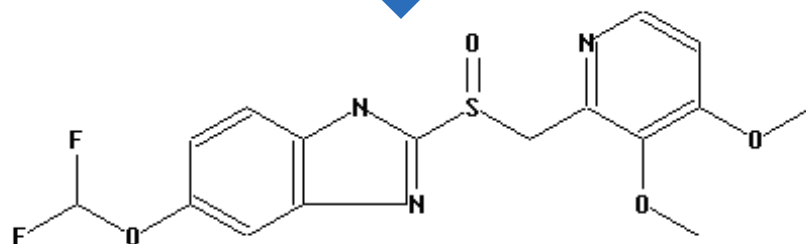
Derwent WPI

### STN first level patent files

Patent full-text databases of

EP,US,WO,DE,GB,FR

INPADOCDB



```
pantoprazol? or cont...oc or pantoloc or pantoz  
=>s zurcal or zurcazol or somac  
=>s inipomp or inipom or peptazol or rifun  
=>s anagastra or eupantol or pantecta or protonix  
=>s pantopan or pantoric or pantorc  
=>s anagastra or apton or ulcotenal or zacpac  
=>s skf(w)96022 or skf96022 or by(w)1023 or by1023  
=>s dz(w)2352a or dz2352a or b(w)8510(w)29  
=>s b8510(w)29 or b(w)8610(w)23 or b8610(w)23
```



# Comprehensive results by a combination of value-add AND first-level patent databases

## Advantages of value-add patent databases:

- High relevance, high search precision and efficient relevance checking
- Key patents for Pantoprazole only available from value-add databases
- Worldwide coverage

## Advantages of first-level patent databases:

- very timely resources with fast access to all details of the patent claims and the description
- some highly relevant answers are exclusively available from first-level databases

## Conclusions:

- Use all value-added databases and complement the results with first-level patent data to be comprehensive

# At STN, Quality happens at three levels – content, technology, and support

## Content

- Comprehensive information offer on a neutral platform
- Reliable database producers
- Quality assurance of databases

## Technology

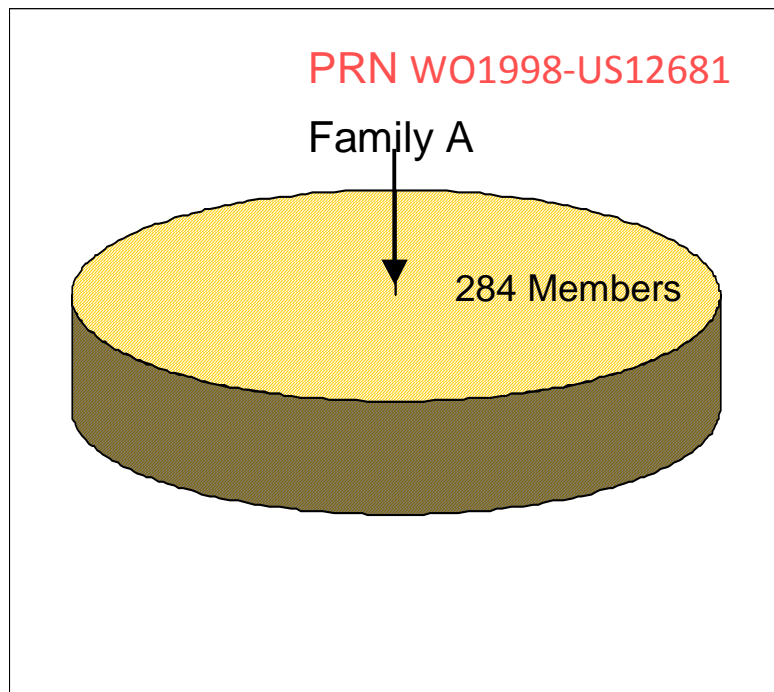
- Value-added by a standardized host environment
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## Security and support

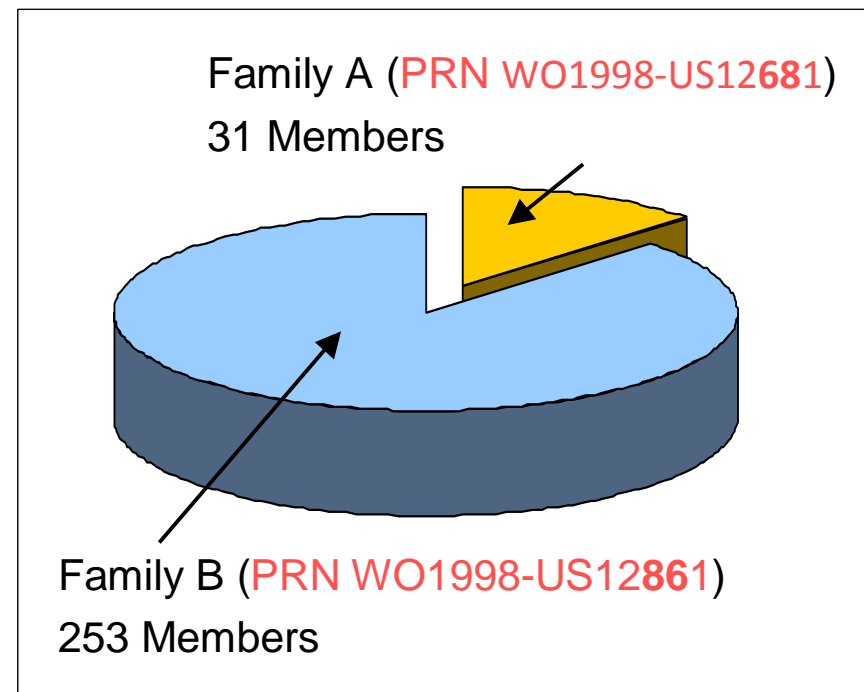
- Data security and privacy
- Competent customer support

# Another Quality aspect: correcting patent families in INPADOC

Before



After



# At STN, Quality happen at three levels – content, technology, and support

## Content

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## Technology

- Value-added by a standardized host environment
- Transparent and sophisticated retrieval system
- Analysis and visualization tools

## Security and support

- Data security and privacy
- Competent customer support

# STN is committed to highest standards in data security and privacy

Data security and privacy are main quality criteria for information providers. We therefore offer secure Internet access to STN and do not store or analyze your search questions.

## **We do not offer services like:**

- Customers with similar searches purchased ...*
- You looked at ... You might also consider ...*
- Recommended based on your browsing history ...*



# Quality is what the customer gets out ...

- ❑ Competent STN Help Desk teams of experienced searchers and scientists
- ❑ STN Representatives around the world
- ❑ Workshops and e-Seminars
- ❑ STN User meetings
- ❑ Comprehensive user documentation
- ❑ Online News
- ❑ Monthly newsletter



# Quality is value-add, and is worth more

*“It is unwise to pay too much, but it is also unwise to pay too little. When you pay too much, you lose a little money, that is all.*

*When you pay too little, you sometimes lose everything because the thing you bought is incapable of doing the thing you bought it to do.”*

John Ruskin, 1819-1900



**Thank you !**







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