



# EBSCO Discovery Service

*For Corporations*



Beste NIC-ers,

Bedankt voor uw tijd en hierbij de PPT van de gegeven presentatie. Alvast bedankt voor het vertrouwelijk behandelen van de informatie in de presentatie. Uiteraard kunt u mij of mijn collega's vragen indien meer informatie gewenst is.

Met vriendelijke groeten,

Hans-Peter Meulekamp

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tel: +31653143049



# About EBSCO





# About EBSCO: Corporate Background

- Founded in 1943 by Elton B. Stephens
- EBSCO has served the information needs of institutions for more than 60 years
- 6,500 employees, with more than 1,000 employees outside the U.S
- EBSCO products and services are used in more than 100,000 organizations around the world by millions of end users
- EBSCO's online research service is one of the busiest for-fee websites in the world, serving more than 50 million page views per day



# About EBSCO: Products & Services

- EBSCO is the world's leading aggregator of premium information
- Its resources are used for the highest level research and intelligence-gathering in:
  - Academia
  - Corporations
  - Hospitals & Medical Schools
  - Government Institutions (Intelligence, Military, Education, etc.)
- EBSCO's resources offer the most comprehensive coverage of Scientific, Technical, Medical, and Business content
- EBSCO products include coverage of News Sources and Company Information
- EBSCO is a major producer of corporate learning resources
- EBSCO is the world's leading discovery service provider

# No One Company Can Serve So Many Needs Throughout a Corporation



What is  
Discovery?

# *A New Beginning* for Research

**Discovery is a fast, single search**  
across the company's print & electronic  
information resources, providing  
**comprehensive results**



# Discovery vs. Web Search Engines

## **Web Search Engines**

comprehensive access to  
all things

**free/non-vetted**

## ***EBSCO Discovery Service***

comprehensive access to

**premium,  
vetted content**

## *The best of both worlds*

*EBSCO Discovery Service* can integrate results from search engines via widgets creating a one-stop solution for both premium and free resources

# Fast, simple access to full-text content in a single search box

- Books
- Book Summaries
- Case Studies
- Company Profiles
- Conference Papers
- Congressional Documents
- Country Reports
- e-books
- Government Documents
- Industry Reports
- Journals
- Law Documents
- Magazines
- Newspapers
- Newswires
- Trade Publications
- TV & Radio News Transcripts

*As well as*  
Your Library Catalog &  
Institutional Repositories



# The Library Catalog is Loaded

Everything indexed in the catalog  
will be available for searching

Daily updates for catalog changes

Real-time availability checks



# Institutional Repositories

Electronically available document repositories can usually be included within the unified discovery index



# **The Most Comprehensive Index to the World's Journals and Magazines**

Scientific, Technical, Medical,  
Business, Trade, Law, and more

# The Most Complete Full-Text Searching for Journals & Magazines

- **ACM: Association for Computing Machinery**  
Includes ALL journals and proceedings
- **American Institute of Physics**
- **American Mathematical Society**
- **American Society of Civil Engineers**
- **Bloomberg BusinessWeek**
- **BMJ Publishing Group**
- **Cambridge University Press**  
Includes ALL journals and databases, as well as many books
- **Databases:**  
Includes full-text searching from all EBSCO full-text databases
- **Duke University Press**  
Includes ALL journals and books

# The Most Complete Full-Text Searching for Journals & Magazines

*(continued...)*

- **Elsevier Science**  
Now Includes ALL full text for 2,000+ journals and 20,000+ books
- **Emerald Group**
- **Forbes**
- **Fortune**
- **Harvard Business Review**
- **Institute of Physics**  
(IOP Publishing)
- **Institution of Engineering & Technology** (Formerly IEE)
- **Johns Hopkins University Press**
- **Karger AG**
- **MIT Press**
- **Nature Publishing Group**
- **Newsweek**
- **Oxford University Press**  
Includes ALL journals and databases, as well as many books

# The Most Complete Full-Text Searching for Journals & Magazines (continued...)

- **Palgrave Macmillan Ltd.**
- **Royal Society of Chemistry**
- **Royal Society of Medicine**
- **Sage Publications**  
Includes ALL journals and books
- **Springer Science & Business Media, B.V.**  
Includes ALL journals and books
- **Taylor & Francis Informa**  
Includes ALL journals and databases,  
as well as many books
- **Time**
- **University of Chicago Press**
- **University of Toronto Press**
- **US News**
- **Wiley-Blackwell**  
Includes ALL journals  
and books
- **World Scientific  
Publishing Company**





ELSEVIER



WILEY-  
BLACKWELL



Springer

science+business media



Taylor & Francis Group  
an informa business

and **tens of thousands**  
of others...

If Purchased via EBSCOhost,  
the Following Indexes Are  
**Automatically**  
**Integrated into EDS**  
to Complement Full-Text Searching

Full text is used for completeness  
and indexing is used for precision

# Indexes Automatically Integrated into EDS

- *Academic Search*
- *AGRICOLA*
- *Applied Science & Technology Abstracts / Full Text / Retro*
- *Biological Abstracts / Archive*
- *Business Source*
- *CAB Abstracts / CAB Archive*
- *CINAHL*
- *EconLit / EconLit with Full Text*
- *Energy & Power Source*
- *Food Science Source*
- *FSTA: Food Science & Technology Abstracts*
- *Environment Complete*
- *Inspec / Inspec Archive*
- *International Pharmaceutical Abstracts*
- *GeoRef*
- *MEDLINE with Full Text / MEDLINE Complete*
- *NTIS*
- *Petroleum Abstracts*
- *PsycINFO*
- *And More*

# Non-Journal Publisher Partners Are Included

- AP (Associated Press) News
- AP Images
- Books24x7
- Business Monitor International
- Business Wire
- DOAJ: Directory of Open Access Journals
- GPO
- HeinOnline
- Hoover's Company Profiles
- Mergent
- Morningstar Inc.
- National Bureau of Economic Research (NBER)
- National Library of Economics (ECONIS)
- OAlster
- Organisation for Economic Cooperation & Development (OECD)
- PR Newswire
- Scopus\*
- Web of Science\*
- UPI
- USPTO

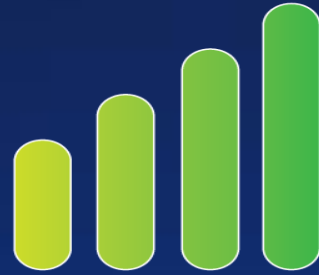
*EBSCO Discovery Service* includes  
**EBSCOhost Integrated Search (EHIS)**

for sources not directly available within the EDS index, such as:



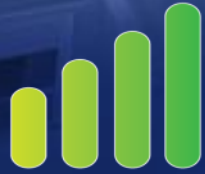
- BIOSIS
- Compendex
- Derwent Drugfile
- EMBASE
- Factiva
- Forrester Research
- Gartner
- LexisNexis
- OnePetro
- PubMed
- SciFinder
- Scirus
- STATRef

The  
most *relevant* &  
most *valuable* articles  
should be on the  
*first page of*  
*results...*



# Superior Relevance Ranking

Full-text searching for completeness,  
combined with subject indexing for  
precision/accuracy



# Superior Relevance Ranking

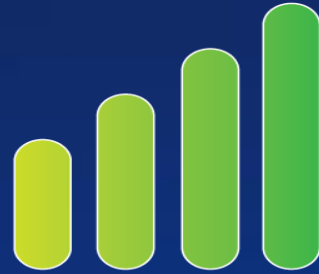
The system has the following priorities and has **no bias toward content from any provider:**

- 1) **Match on subject headings**  
from controlled vocabularies
- 2) Match on article titles
- 3) Match on author keywords
- 4) Match on keywords within abstracts
- 5) Match on keywords within full text

**Exact Matches:** Exact matches are favored over partial matches – considering also the field in which those words appear (abstract vs. full text vs. title, etc.)

**Density:** The number of times the word(s) appears relative to the size of the document (more is better) – considering also the field in which those words appear (abstract vs. full text vs. title, etc.)





Superior  
Value Ranking



# Superior Value Ranking

After conducting an  
**unprecedented number  
of usability studies**  
the following additional biases were  
put in place to improve the  
value of the results for the end user:

# Currency:

When relevance is equal,  
**the more recent  
articles rank higher**

# Document Type:

In relation to the search terms,  
document types may be relegated  
to lower relevance

For example, when the word “book”  
or “review” is not searched,

**there is a “bias”**

**against book reviews,**

so these don't dominate results



# EDS Looks for Prior Art in Many Places with a Single Search

**Searching all the potential places where prior art may be found is very time consuming**

- EDS is the largest single search repository available today
- EDS includes the world's most comprehensive collection of STM literature available
- STM literature is the most likely place to uncover prior art

# EDS Helps Find the Hidden Prior Art

**Patent applications are deliberately vague,  
meant to confuse the competition**

*The EDS search engine enhances discovery  
of relevant “prior art” by:*

- Applying our comprehensive subject index to an unprecedented range of content (where prior art may be “hiding”)
- Searches the full text of resources without a subscription



# Patent Examiners Are Using EDS for Their Prior Art Searching

*EBSCO Discovery Service* can provide  
the single non-patent literature search  
solution, and already is:

The USPTO  
is using EDS today  
to search non-patent literature

EDS has Superior Accuracy  
of Linking to Full Text



In “Digging into the Data: Exposing the Causes of Resolver Failure” the following data was presented:



# The CUC

(Claremont University Consortium)

## resolver was successful

### 93% of the time

(in 86 of 93 menus)



### “Digging into the Data: Exposing the Causes of Resolver Failure”

*Library Technology Reports*

Volume 46, Number 7

October 2010

Pages 15-26

...in other words,

**it FAILED**

**7% of the time.**

# The EKU (Eastern Kentucky University) resolver was successful 70% of the time



## “Digging into the Data: Exposing the Causes of Resolver Failure”

*Library Technology Reports*

Volume 46, Number 7

October 2010

Pages 15-26

...in other words,

**it FAILED**

**30% of the time.**

This could mean unnecessary  
purchasing of items your  
company already owns or leases.



With EDS, your company's link resolver is complemented by more reliable links to:

e-journal subscriptions

Journals and magazines in EBSCO databases

Institutional repository content

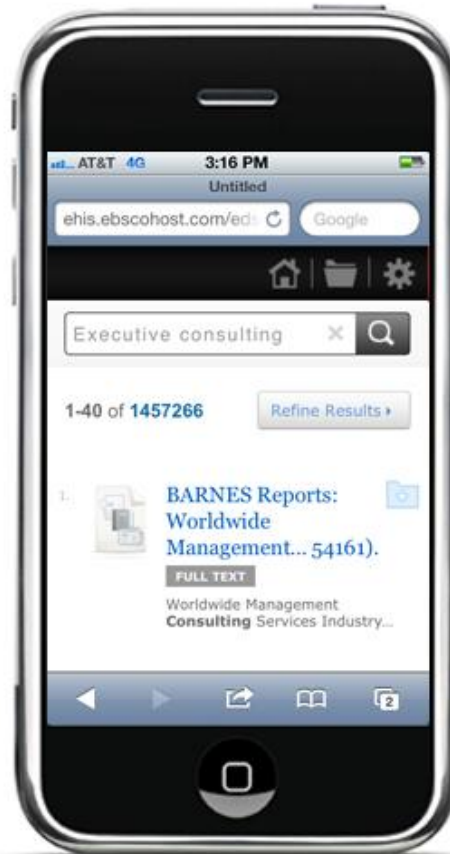
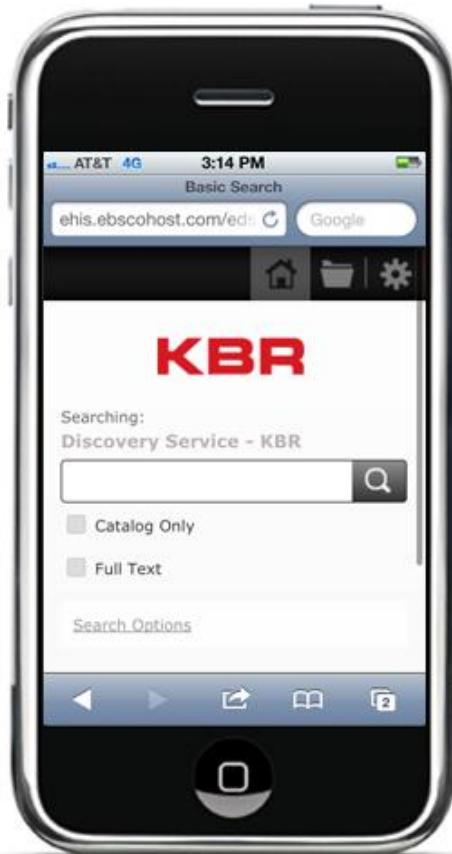
**All ensuring 100% accuracy for linking to millions of full-text articles**



# Mobile Access



# Usage Reporting | Auto-detected mobile users Skinning / Branding | Facets





# EDS is Optimized for iPad and Tablets

The image displays three overlapping iPad screens showing the EBSCO Discovery Service (EDS) interface. The top screen shows the search options page with various filters and search modes. The middle screen shows a search results list for the query "Global warming", displaying 25,096 results. The bottom screen shows a detailed record for the article "Response of the Indian Ocean Basin Mode and Its Capacitor Effect to Global Warming", including author information, source details, and subject terms.

**Search Options Page (Left Screen):**

- Search modes: Boolean/Phrase, Find all my search terms, Find any of my search terms, SmartText Searching.
- Limit your results: Full Text, Scholarly (Peer Reviewed) Journals, References Available, Publication, Document Type, Number of Pages.
- Image Quick View Types: Back and White Photograph, Color Photograph, Diagram, Illustration, Chart, Graph, Map.

**Search Results Page (Middle Screen):**

- 25096 Results for... Global warming
- 1. Mechanisms for Tropical Tropospheric Change in Response to Global Warming  
By: Ma, Jian; Xie, Shang-Ping; Kosaka, Apr 2012, Vol. 25 Issue 8, p2979-2994, 11-00048.1
- 2. Development of Model of Environmental and Social Impacts of Global Warming Alleviation  
By: Thiengkamol, Nongnaps. European Journal of Environmental Education, Nov 2011, Vol. 25 Issue 4, p506-514, 9p

**Detailed Record Page (Right Screen):**

- Response of the Indian Ocean Basin Mode and Its Capacitor Effect to Global Warming
- Authors: Zheng, Xiao-Tong; Xie, Shang-Ping; Liu, Qinyu
- Source: Journal of Climate; Dec 2011, Vol. 24 Issue 23, p6146-6164, 19p, 1 Chart, 4 Graphs, 12 Maps
- Document Type: Article
- Subject Terms: \*TEMPERATURE measurements; \*RESEARCH; \*GLOBAL warming; \*FLUID dynamic measurements; \*SEA surface microlayer; \*GREENHOUSE gases; \*ANTICYCLONES
- Geographic Terms: INDIAN Ocean
- Author-Supplied Keywords: Climate change; ENSO; Evaporation; Feedback; Indian Ocean; Sea surface temperature; Wind
- Abstract: The development of the Indian Ocean basin (IOB) mode and its change under global warming are investigated using a pair of integrations with the Geophysical Fluid Dynamics Laboratory Climate Model version 2.1 (CM2.1). In the simulation under constant climate forcing, the El Niño-induced warming over the tropical Indian Ocean (TIO) and its capacitor effect on summer northwest Pacific climate are reproduced realistically. In the simulation forced by increased greenhouse gas concentrations, the IOB mode and its summer capacitor effect are enhanced in persistence following El Niño, even though the ENSO itself weakens in response to global warming. In the prior spring, an antisymmetric pattern of rainfall-



# Languages Handled by EDS

عربي

Bahasa  
Indonesia

Български

中文（简体）

中文（繁體）

hrvatski

čeština

Dansk

Nederlands

English

Eesti

فارسی

Filipino

Suomi

Français

Deutsch

Ελληνικά

עברית

magyar

Irish Gaeilge

Italiano

日本語

한국어

Latin

latviešu

lietuvi

Norsk

الباشتو

polski

Português

Română

Русский

slovenčina

slovenski

Español

Svenska

ภาษาไทย

Türkçe

Cymraeg

יידיש



# Customization & Integration

# Discovery Center

Corporate Biomedical

Medical Affairs  
Clinical outcomes

New drugs

Pharmacogenetic  
Discovery Service

Pharmacodynamics  
Knowledge Drug approvals

DynaMed  
Leadership

EMBASE

Pipeline

Healthcare

Quality Control

International Pharmaceutical Abstracts

Rights Management



[Discovery Center Home](#) | [MEDLINE with Full Text](#) | [eBooks](#) | [Business Source Corporate](#) | [International Pharmaceutical Abstracts](#) | [DynaMed](#)

Searching: **Corporate Biomedical Discovery Collection**

Enter any words to find books, journals and more

**Search** ?

Keyword  Title  Author

[Search Options](#)

**EDS is customizable  
and “skinnable”**

### Quick Links

- Leadership
- Adverse Events
- Genetic Testing and Cancer
- Marketing Initiatives
- Drug Industry
- Knowledge Management

### Latest Drug News

- Drug Approvals
- Pipeline
- JX-594 vaccine
- Generic Drug Safety
- Clinical Trials
- Competitor News

### Current Trends

- Biomedical Technology
- Biomedical Research
- Medical Devices
- European Medicines Agency (EMA)
- FDA
- Pharmaceutical Services
- Pharmaceutical Technology

### Leading Subjects

- Medical/Drug Guides
- Inhibitors
- Intellectual Property / Patents
- Ethics
- Medical Informatics
- Cell Immunology
- Antibodies, Clinical Trials

[Search for a journal or magazine](#) ▶

[See more news](#) ▶

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BioMED / PHARMA MEDICAL DEVICE

Searching: Corporate Biomedical Discovery Collection  
genetic testing and cancer Search ?

Keyword Title Author  
Refine Search Search History

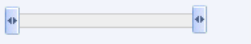
Discovery Center for the Corporate Biomedical Industry

269722 Results for...

Refine your results

- Catalog Only
Full Text (Online)
Scholarly (Peer Reviewed) Journals

1889 Publication Date 2012



Update Show More >

Source Types

- All Results
Academic Journals
Periodicals
News
Books
eBooks

Update Show More >

Subject

Publication

Author

Geography

Content Provider

Page: 1 2 3 4 5 Next Relevance Sort Page Options Alert / Save / Share

1. Principles of Clinical Cancer Genetics : A Handbook from the Massachusetts General Hospital
Chung, Daniel C.; Haber, Daniel A. Springer Science & Business Media. 2010. eBook. 227p.
Subjects: HEALTH & FITNESS / Diseases / Cancer; MEDICAL / Oncology; Cancer--Genetic aspects
Add to folder Relevancy:
eBook Full Text Download (Offline)
Table of Contents

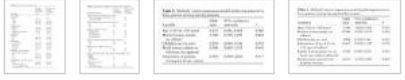
2. Familial risk of cancer and knowledge and use of genetic testing.
(eng; includes abstract) By Baer HJ, Brawarsky P, Murray MF, Haas JS, Journal Of General Internal Medicine [J Gen Intern Med], ISSN: 1525-1497, 2010 Jul; Vol. 25 (7), pp. 717-24; PMID: 20361271
Academic Journal
Identification of genetic risk factors for common diseases, including cancer, highlights the importance of familial risk assessment. Little is known about patterns of familial cancer risk in the ...
Subjects: United States; Genetic Testing utilization; Health Knowledge, Attitudes, Practice; Health Surveys; Neoplasms epidemiology; Neoplasms genetics; Adolescent: 13-18 years; Adult: 19-44 years; Aged: 65+ years; Middle Aged: 45-64 years; All Child: 0-18 years; All Adult: 19+ years; Female; Male
Show all 5 images



Add to folder Relevancy:
PDF Full Text

3. Attitude towards genetic testing for breast cancer susceptibility: a comparison of affected and unaffected women.
(includes abstract); Bruno M; Digennaro M; Tommasi S; Stea B; Danese T; Schittulli F; Paradiso A; European Journal of Cancer Care, 2010 May; 19 (3): 360-8 (journal article - research, tables/charts) ISSN: 0961-5423 PMID: 19912305
Academic Journal
The objective of this study is to evaluate women's awareness and interest in genetic testing for breast cancer risk, to identify socio-demographic factors, to analyse the reasons for wanting or not...

Subjects: Breast Neoplasms; Cancer Patients; Consumer Attitudes; Genetic Screening; Adult: 19-44 years; Aged: 65+ years; Middle Aged: 45-64 years; Female



Add to folder Relevancy:

Integrated Search

- Corporate Biomedical Discovery Collection EBSCO Discovery Service
Life Sciences Journals, Reports, Reviews BIOSIS Previews
Full Text Scientific, Technical, and Medical Resource ScienceDirect
Essential Evidence-Based Medical Information (0) StatRef
Full Text Social Sciences Journals, Proceedings, Articles Web of Science

General resource ZoomInformation, Inc: Companies

- Comprehensive science-specific search engine Scirus
eBooks, Technical and Business Safari Books Online
Official Government Documents, Directories USA.gov
Online Business Magazine Forbes.com
Full Text, Peer Reviewed, Scientific and Scholarly Journals Directory of Open Access Journals
Highwire
Full text, scholarly e-content MetaPress
Full Text Physics, Mathematics and Computer Science arXiv

6.



eBook

**Climate change** [electronic resource] : observations on options for selling emissions allowances in a cap-and-trade program : report to the Chairman, Committee on Finance, U.S. Senate.

By: United States. Government Accountability Office.. [Washington, D.C.] : U.S. Govt. Accountability Office, [2010] 01/01/2010 Language: English

[Online Access](#)

Subjects: United States -- **Climate** -- Economic aspects; Emissions trading -- Government policy -- United States; Climatic **changes** -- Government policy -- United States; Greenhouse gas mitigation -- Economic aspects -- United States; Environmental policy -- Economic aspects -- United States; **Climate Change** -- Economic aspects -- United States

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MIT Discovery Beta Catalog

**Search Twitter or  
add other widgets**

7.



eBook

**Climate change** [electronic resource] : green funding : testimony before the Committee on Government Reform House of Representatives ; statement of John B. Stephenson.

By: Stephenson, John B.. [Washington, D.C.] : U.S. Government Accountability Office, [2006] 01/01/2006 Language: English

[Online Access](#)

[Online Access](#)

Subjects: Climatic **changes** -- Research -- United States -- Finance; Greenhouse gases -- Research -- Finance; Global warming -- Research -- Finance; United States. Office of Management and Budget -- Appropriations and expenditures; **Climate Change** Science Program (U.S.)

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MIT Discovery Beta Catalog

8.



eBook

**Climate change** : conference before the Committee on Energy and Natural Resources, United States Senate, One Hundred Ninth Congress, second session, on **climate change**, April 4, 2006.

By: United States. Congress. Senate. Committee on Energy and Natural Resources.. Washington : U.S. G.P.O. : For sale by the Supt. of Docs., U.S. G.P.O., 2006. 01/01/2006 iii, 71 p. ; 24 cm. Language: English

[Online Access](#)

[Online Access](#)

Subjects: Climatic **changes** -- Government policy -- United States; Greenhouse gas mitigation -- Government policy -- United States; Environmental policy -- United States

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MIT Discovery Beta Catalog

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me at shiny...  
4 days ago · reply · retweet · favorite

Join the conversation

Search Results from Twitter

Twitter Search: climate change

**jorgemps** How to cut climate change in half < By Mario Molina, Nobel Laureate and Durwood Zaelke, University of California, < <http://t.co/MZkY2lpp> 28 seconds ago · reply · retweet · favorite

**brookgarden** RT @stevesilberman: Leaked docs show Koch-funded think tank's plan to teach kids the "controversy"

Join the conversation

Search within a Specific Subject Area

EDS is easily integrated within  
your workflow to become available  
where and when you need it

Sharepoint

CRM

Intranet

Dedicated Search Box Widgets

More





Customer  
Success

# Customer Success

**EBSCO has a dedicated team of individuals to help maximize the value and usefulness of the resources that become available to your corporation**

Implementation & Customization Specialists

Dedicated Technical Support Staff

Trainers

Marketing Support

# Customer Success

...And helpful tools and  
readily-available resources

Support Web Site

Dedicated Product Support Centers

Detailed User Guides

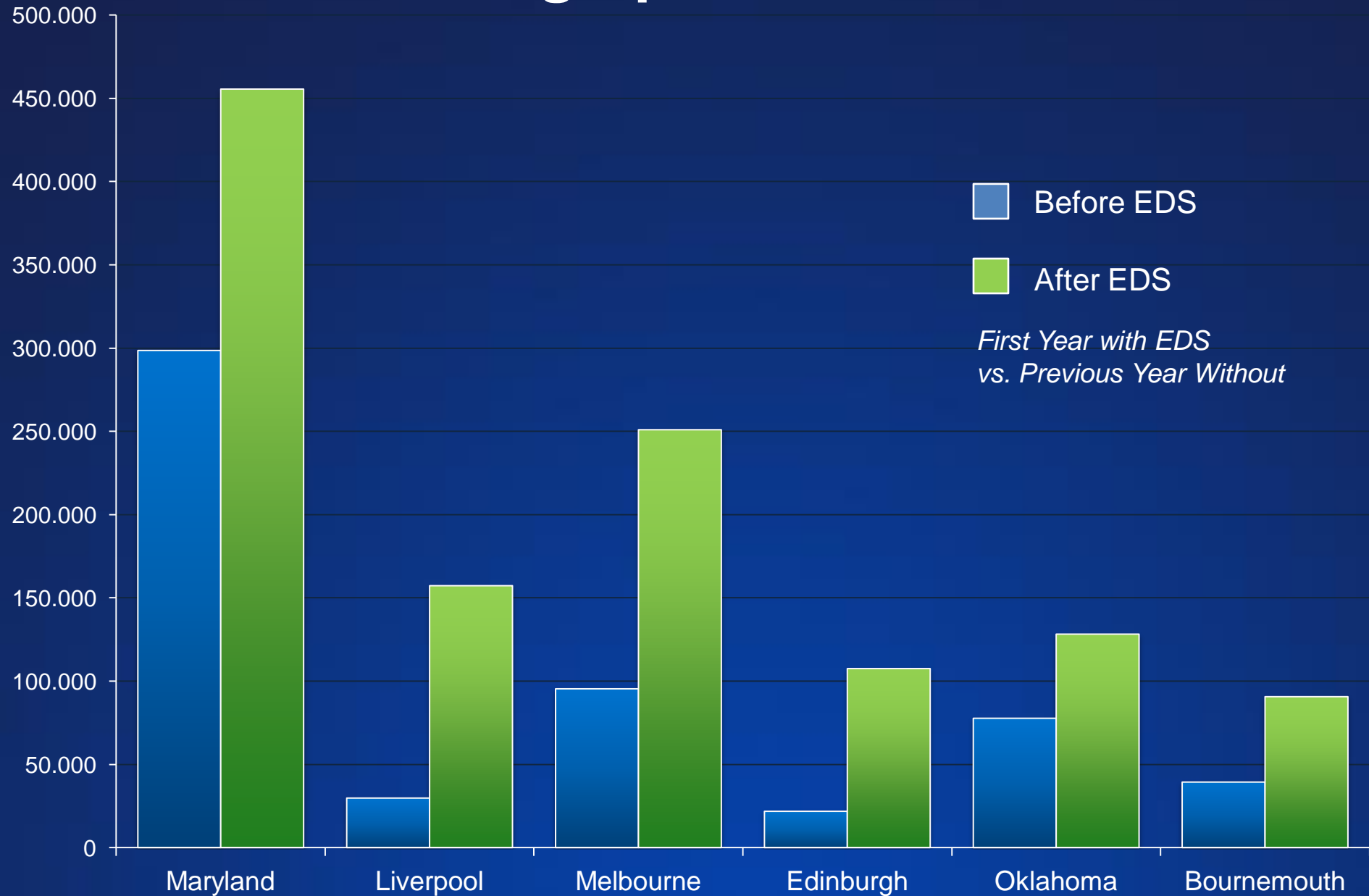
Customizable Promotional Materials

Detailed/Contextual Help

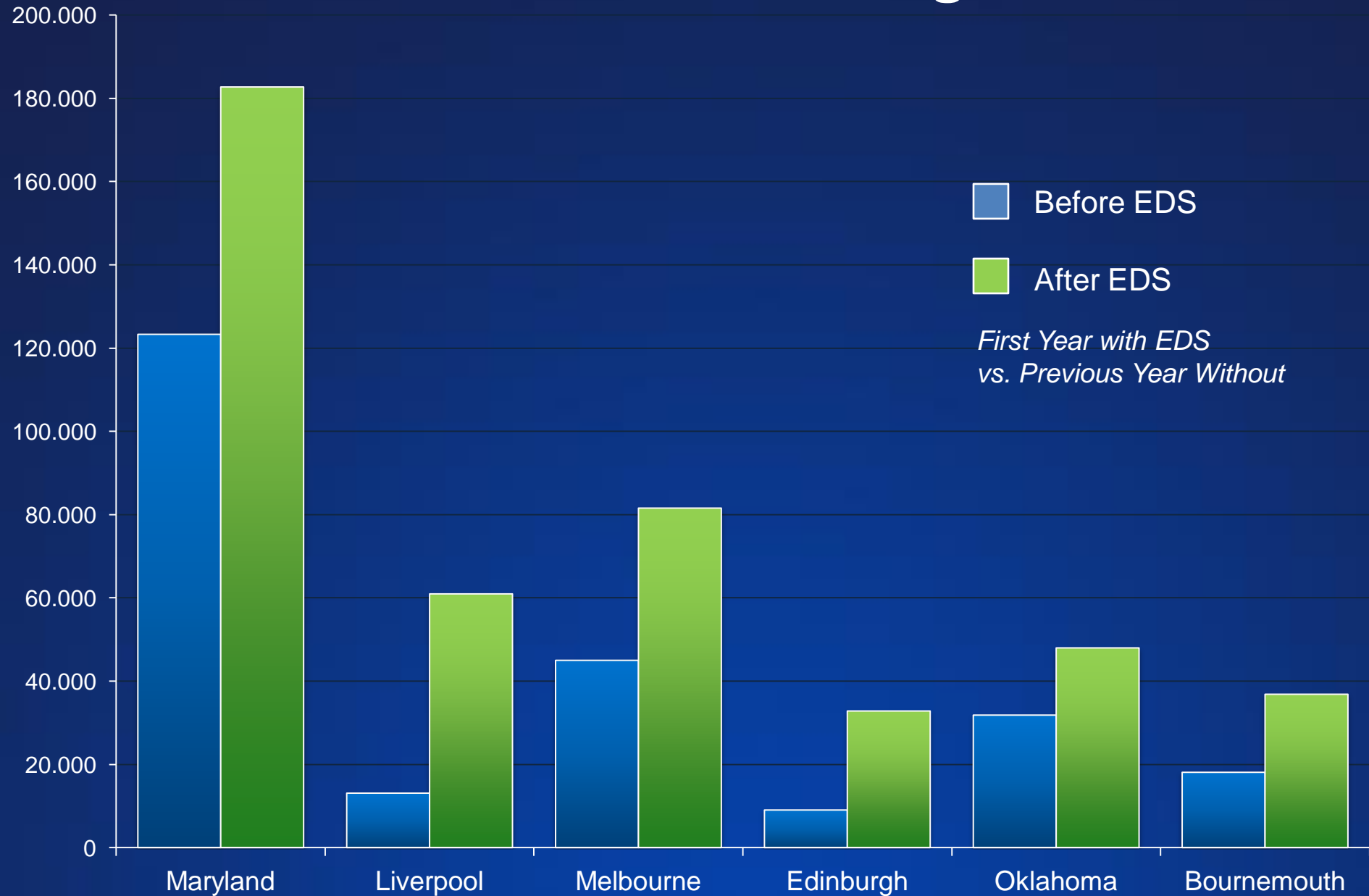
Customer Success Stories & Best Practices

The Results of Adding  
EDS as the *New Beginning*  
for Research...

# Total Bibliographic Record Views



# Total Full Text Usage



# Thank You

