Complete, Correct, Inter-connected and Current: Making the most of better data in Pure.

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Section 1

Introduction
Pure is, and remains, a product for institutions

We maintain a focus on Pure and increase our focus on the Elsevier side

We are actively improving our 3rd party integration

The open and agnostic agenda is core to Pure

Stability and Quality
Section 2

Data in Pure
Data quality in Pure

PROBLEM

Our customers cannot 100% rely on, and trust, Pure as a system of record

Incorrect data is contrary to the overall use case(s) of Pure

SOLUTION

Implement smarter and more effective data control in Pure

Establish feedback loops between Pure, customers and data sources
Data Mantra

**Complete**
Data should cover the depth and breadth of what is required by the customer.

**Correct**
Data added to Pure should be as close to the source of record version as possible.

**Inter-Connected**
Data within Pure should be linked to the right entities, in the right manner.

**Current**
Data in Pure should, at least, be as up-to-date as the source of record.

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**Essential**
The more complete the data, the greater the scope for insights derived from Pure

**Value**
Having the correct data ensures decisions are based on fact, not typos

Connected data surfaces more insights and opportunities

Up-to-date data ensures the right decisions are made at the right time
Data as objects in a network
Section 3

Data driving development
Data Models overview – 5.14 and beyond

5.14

- Available updates +
- PlumX integration
- PUX
- Authorships +
- Federated search

2019

- PUX – expansion
- Feedback to sources
- Deduplication
- Improved search
- Updated editors

Complete (Depth and breadth)
Correct (X=X, Y=Y)
Inter-connected (Impact and context)
Current (The right data, now)
Utility (Making it all work, better)
Available updates from online sources +

- Introduced in 5.13
  Compares data already in Pure with that in subscribed import sources

- In 5.14, advanced logic statements
  If original value in [field & sub-field] is empty/has content, and there is an update from [source], automagically/manually [action] suggested update value

- And, part of content creation flow
  When using ‘import from online source’, checks if content as is can be improved
Personal User Homepage

- Introduce in 5.14
  Add System of Engagement layer to Pure

- Impact and context relevant to the user
  Connecting person-specific data with bibliometrics

- Context expansions for 2019
  “Not everyone has projects”
Federated search

- Introduce in 2019
  Search across all import sources at once
- Leverage all available data
  Smart search and content creation
- Remain agnostic to source, true to data quality
  Build content from multiple sources at once
Section 3

Summary and concluding remarks
Tying it all together

Data in Pure

- Features
- Improvements
- Defect fixes

Pure

Insights
Decisions
Opportunities

(utility)
Current
Inter-connected
Correct
Complete
Supporting development processes

**Stability and Quality**

**Stability**
- Our releases don’t break existing functionality or cause disruptions in service
- Focus on defects
- Pulling features from a release if it does not contribute to larger use cases

**Quality**
- Development process meets use cases
- Work is iterative – agile and discovery throughout
- Complex product – we need your input
Questions or comments
(Quemments)

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Thank you.

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