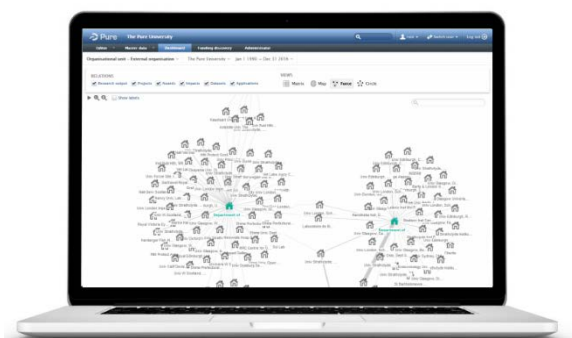


This document refers to functionality that may not be available within your institution's installation of Pure. We encourage you to customize the below as necessary.

7 Things You Can Do in Pure

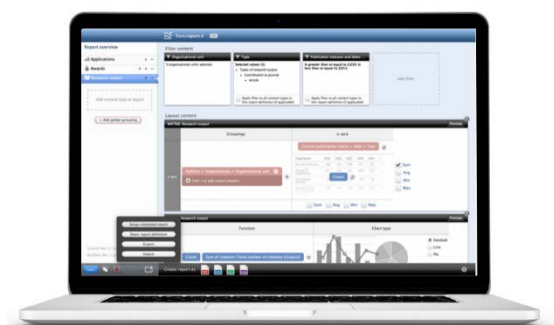
Administrators: Create a Single View of Research Information

- Combine data on your research outputs from external - including Web of Science, Mendeley, PubMed, CrossRef, EndNote, and BibTeX-compliant files (e.g. from Google Scholar) – and internal sources, such as data sets, grant and award data, press clippings, and HR
- The result: a single view of research information, making it easy to access, review, update, and share intelligence on your institution's research output. With your data in one place, Pure streamlines the generation of reliable internal reports to help inform strategic decisions



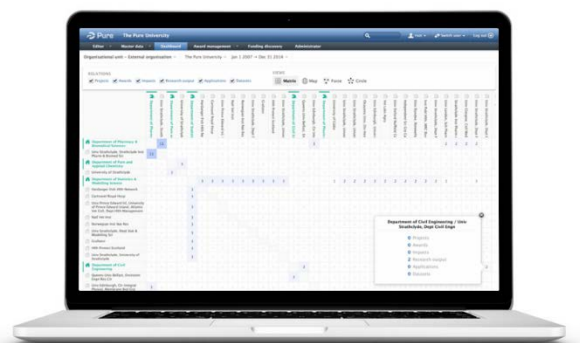
Administrators: Build Tailored Reports

- With reliable information about research output collected in one place, you can mine this data for insights to accelerate promotion and tenure evaluations, departmental and institutional assessments, etc.
- Pre-defined and advanced report creation is available for ALL content in Pure
- Schedule updated reports to be automatically run and sent to key stakeholders



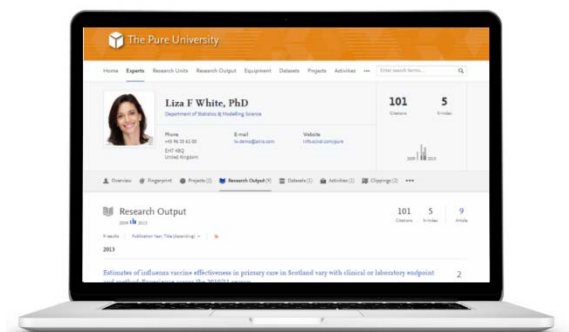
Administrators: Get At-a-Glance Insights with Dashboards

- Define performance objectives for any research team or department, then track their progress
- Monitor publication trends (total, publications per FTE, etc.); citation trends (total, citations per FTE, etc.); collaboration patterns; top journal titles / researchers / *h*-indices, and more
- Drill down to person- or project-level detail, and click to generate instant progress reports for managers, department heads, or other Pure users



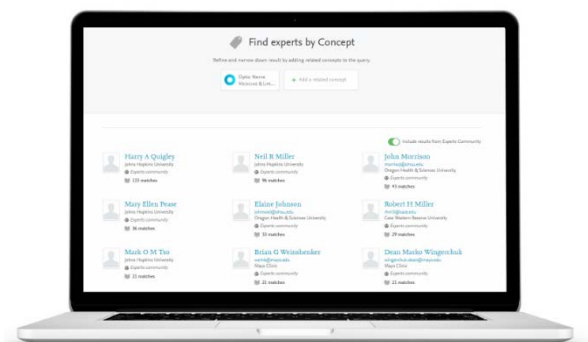
Administrators & Researchers: Showcase Your Expertise

- Publicize your expertise and increase your visibility across the research community via a easily-discoverable public web portal
- Demonstrate the full range of your research and activity by including articles, books and book chapters, conference presentations, patents, courses taught, and more. The majority of data will be automatically populated on your profile page, and is easily enhanced, reviewed, or updated



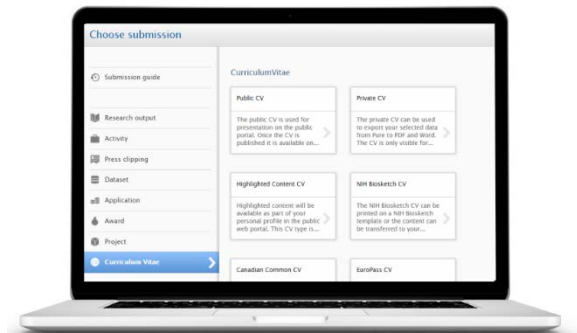
Researchers: Expand your Network of Collaborators

- Use PurePortal to jump-start collaboration by identifying potential partners for funding and projects both within your institution and across over 80 organizations (via Direct2Experts and the Experts Community)
- Enable external partners from academia or industry to easily discover your work and foster cross-sector and applied/translational collaboration
- Powered by the Elsevier Fingerprint Engine™: semantic analysis of researcher profiles and output enables contextual searching and richer matches by specific areas of expertise



Researchers: Create Customized CVs

- Generate customized CVs and NIH Biosketches at the click of a button, then export them as a Word or PDF file or publish them online
- You exercise total control - determine which profile data to include and personalize your content through customized headlines and free text sections.
- CV maintenance is effortless - Pure updates sections automatically as relevant content is added



Researchers: Discover Funding Opportunities

- Search and browse through 20,000+ active global funding opportunities – Fingerprinted and categorized based on eligibility
- Targeted funding opportunities are matched to Fingerprints (i.e. identified areas of expertise)
- Administrators can track, monitor and manage the funding discovery process via customized reporting and dashboards

