Welcome to the Pure International Conference

Jill Lindmeier | HR, Brand and Event Manager
Oct 31, 2018
Session:

**Pure Community Module: The Benefits of Sharing**

Randy Love
Solution Sales Manager - Pure
Agenda

• Experiment
• Driving factors
• Needs / Requirements
• The solution
• Who benefits
• Case study
• Parting thoughts
Data Experiment – Family description report

<table>
<thead>
<tr>
<th>Response</th>
<th>Field #1</th>
<th>Field #2</th>
<th>Field #3</th>
<th>Field #4</th>
<th>Field #5</th>
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<tbody>
<tr>
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<td>Age</td>
<td>Job</td>
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<td>#2</td>
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<td>Name</td>
<td>Eye color</td>
<td>Height</td>
<td>Weight</td>
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<td>Age</td>
<td>Grade</td>
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<td>Activities</td>
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<td>#4</td>
<td>Age</td>
<td>Sex</td>
<td>Hobbies</td>
<td>Occupation</td>
<td>Name</td>
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<tr>
<td>#5</td>
<td>Name</td>
<td>Age</td>
<td>Nationality</td>
<td>Personality traits</td>
<td>Born in City</td>
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</table>

Instructions: Pick five fields or topics by which to describe your family members to a stranger.
Put into perspective

- Multiple System Silos
- Multiple Institutions
- Government, Consortium or Research Focus Area
- Global Industry or Institutional Partners
- Worldwide Research Collaborators
The Challenge

Understanding the impact of cross-institutional research collaboration

44.4%
of academic publications in 2017 involved authors from more than one institution.

An increase of 9.1% between 2010 and 2017.

Yet, research management is still siloed by campus, making it hard to report on the full value of these projects.

Data Source: Scival, March 2018
Academic-industry collaboration produces highest impact
U.S. published academic-corporate research collaboration is flat or declining

An increase of 4%
For the world
A decrease of 6%
In the U.S.
The Question?
Searching for answers

**REACHNC**
- UNC System + Duke + RTI (1 Portal - 10k+ profiles)

**2012**
- Pure acquired - robust system w/data layer

**2014**
- Go bigger

**Arizona**
- 3 universities w/individual instances + overlay Portal - 5,600 profiles

**NJ RAD**
- 5 University instances + Community Module & Portal

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**SciVal Experts**
- Portal w/no backend data layer

**MCRN**
- 5 Universities w/individual instance + overlay Portal - 8,000 Profiles

**Italian MOH**
- 49 Hospitals - 1 Portal - 10,000 profiles

**Influent**
- 13 UT Campuses w/individual instances + overlay Portal - 15,000 profiles

**AMS5**
- 5 universities w/individual instances + cross reporting layer

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Request: Expand Portal use case - showcase collective expertise of a group/region

Evolution

Feedback: Need cross reporting, SEO on overlay portal
Solution Design

Needs:

✓ Improve access to information to support community goals (i.e. industrial, regional, subject specific)
✓ Provide cross institutional reporting and analytics
✓ Help develop inter-institutional collaboration opportunities
✓ Improve opportunity for shared resources across communities

Requirements:

✓ Easily implemented SaaS platform
✓ Ease of use by community manager – minimal manual input
✓ Provide autonomy for participating institutions to maintain local instance
✓ Scalable – can add X new instances into community quickly/easily
The Solution
Technically speaking

- A community Pure instance, in which the content from the community is accessible
- A harvester, that harvests participating Pure instances
- ...n participating Pure instances, that want to share their content in a Pure Community
- Enhanced functionality in the community Pure instance to deal with data consolidation
Who benefits?
Benefits

For Community Managers

- Interrelated data, making advanced analytics easy
- Clean, validated data is imported directly from the local institutions
- Automatic data ingestion
- Definable community that can be expanded
- Create a unified marketing tool to promote your community with a portal that remains up-to-date with no central manual intervention
- A clear view of the community’s research assets
Benefits

For Member Institutions

- Local control settings allow the individual institutions to choose what data they share
- Pre-built profiles with Profile Refinement Services (PRS) (Optional)
- Enter data once and reuse it in multiple places while retaining autonomous site
- Allows researchers to do cross-institutional searches for expertise and assets
- Identify your top cross-community collaborators
- Understand your top performers within the context of the community
Who’s doing it?
Community Module in Practice
NJEDA - New Jersey Economic Development Authority

Tap into New Jersey's innovation ecosystem: Explore our experts, universities, and intellectual capital
“Our motivation is really to stimulate an innovation ecosystem here in New Jersey for our STEM industries,” explained Eli Khazzam, State Project Director for the New Jersey Economic Development Authority. “You have Silicon Valley, the research triangle – these places are known for their culture of entrepreneurship. We want to make people aware that we have so much here in the state of New Jersey that businesses don’t know about. We want them to think, ‘Hey, why are we moving out to Silicon Valley when we have – for example – great biotech researchers in the state.”
Parting thoughts

• Pure Community Module for:
  - Nationwide communities
  - Regional communities
  - Statewide communities
  - Collaboration partner communities
    o National and/or International
  - Specific area of expertise
    o Associations
      o Cancer (specific types)
      o Opioid addiction treatment programs
      o Etc.
Summary

• Experiment
• Driving factors
• Needs / Requirements
• The solution
• Who benefits
• Case study
• Parting thoughts
Thank you.