CASE STUDY

ScienceDirect®

Making an Impact

Companies sharpen their competitive edge with Science Direct

SUMMARY

Discover how a leading provider of integrated infrastructure asset management software solution ensures that it keeps up with market and competitor developments.
CASE STUDY: Making an Impact

Ambarish is an Engineering Consultant for the leading provider of integrated infrastructure asset management software solutions. His focus is on making sure that the software provided to clients is custom-configured specifically for their needs—a responsibility that can include developing new enhancements to the product. For Ambarish, Elsevier’s industry leading journals are not only a means of keeping up with market and competitor developments, but also the perfect way to showcase the company’s expertise through the published research of its employees.

“One thing that is very important is to stay ahead of all of our competitors. We often use scholarly articles—that’s where Elsevier comes to help.” To track cutting edge developments in his field, Ambarish particularly relies on Elsevier journals such as Transportation Research (Parts A-F), Construction and Building Materials and Energy Policy.

“Typically, Elsevier journals have very high impact factors. These journals are quite relevant to my work and have a strong reputation in both academia and industry for publishing very high-quality scholarly articles.”

Publishing research in Elsevier journals has the considerable advantage of raising the profile of Ambarish’s work, while also demonstrating credibility and expertise to his firm’s clients—and to potential clients. So far, he and his colleagues have published their research in Transportation Research (Parts A-C), Fuel, Construction and Building Materials, and Energy Policy.

“Showcasing what we are doing in our company in well-known journals helps to demonstrate to the outside world how good we are. Elsevier journals are well-respected; publishing in them raises our prestige and is a distinguishing factor for us and for our company.”

– AMBARISH B., PHD
ENGINEERING CONSULTANT
SOFTWARE & SERVICES INDUSTRY,
SCIENCE DIRECT USER