

CASE STUDY

Scopus[®]

Accelerated project start-up at global packaging manufacturer



CONFIDENCE AND SPEED IN FOOD PACKAGING R&D

The key information researcher describes how she uses Scopus to deliver reports that catalyze innovation and competitive development.

“I always recommend Scopus as the primary starting point for new research because it actually shortens the start-up time for new projects.”

– Information Researcher

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Information Researcher

Finding the best ways to deliver food

Food packaging is a hot topic. Both consumers and producers want their food to remain fresh for longer and be transportable, but environmental issues mean many prefer less complex and recyclable packaging. Ease of opening and resealing are other considerations.

Food producers work with specialist packaging companies to provide the preferred processing and packaging solutions. Far from simply making boxes, food-packaging companies do research in diverse areas—industrial and manufacturing engineering, materials, food science and adjacent areas—to enhance operational performance and develop total system solutions for their customers.

Elsevier supports the world’s leading food-packaging companies with information retrieval and management needs to improve research productivity. One such company, currently with 12 internal R&D units, employs a key information researcher to work closely with engineers and analysts to support their R&D work. “Our promise is to bring food to the world,” she explained, “Keeping up-to-date with scientific advancements is critical for maintaining our commitment to innovation through our R&D program.”

Getting projects started quicker

The information researcher lists 2 primary challenges in her work. The first is the limited timeframe permitted to find the right information. The second is being able to understand exactly what

each researcher needs, since subjects of interest vary greatly depending on the situation. “Even the same researcher, particularly a generalist, can have an interest in a wide variety of subjects.”

The company uses Scopus. “Scopus helps maintain our company’s position as the leader in the food packaging and processing industry. It helps us get a quick start and stay ahead.”

“I always recommend Scopus as the primary starting point for new research because it actually shortens the start-up time for new projects,” she continued, “Using Scopus leads to time-savings of between 10 to 20% in our information research.”

Delivering concise, meaningful reports

The tasks of the information researcher are diverse, but all are aided by Scopus. A major task is investigating new areas of basic or applied research. This begins with a broad search in Scopus: “It’s easy to get an overview and build up knowledge across all different research areas with access to so many journal articles, conference proceedings, review articles.”

However, the huge amounts of information retrieved needs to be presented by the information researcher in a way that is easily accessible to her colleagues. “Really powerful tools make it easy to filter away unnecessary information to deliver concise, meaningful reports directly applicable to researchers’ work—this shortens start-up times for new projects.”

Information may be required to assist with finding new solutions and applications. These entail specific searches to identify and follow new areas of investigation. “Cutting across different disciplines, like medicine and computer science, helps us pick up ideas and expertise from outside our core areas of investigation.” One real-life example was her search in Scopus for “clean room technology”, which returned citations from various disciplines: engineering, environmental science, pharmacology, energy and materials science.

Gaining insight: functionality to discern trends

Scopus is also integral to the information researcher’s tasks related to monitoring and assessing areas of specific interest. She uses the functions of alerting, Affiliation Identifier and tracking citations to monitor breakthroughs and trends—useful for reporting on competitors’ activities. In an industry that involves diverse and changing disciplines, Scopus’ broad coverage of subject areas is a major asset when monitoring new publications across multiple scientific fields.

With such inter-connection between technologies, collaborative industrial partnerships are inevitably required to create some new solutions. Scopus helps with this too. The information researcher uses functions like limiting searches and the Affiliation Identifier to find relevant players in the market that would make potential partners. “The Affiliation Identifier is a superb time-saving tool when looking for the research output of a university or company.”

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Scopus: the inter-connected partner

Research time accelerated by as much as 20% is the result experienced using Scopus by this company’s information researcher. The company’s integration of Scopus has contributed directly to its competitive edge and Elsevier continues to partner with this company in seeking further efficiencies.

Preference for Scopus over other sources

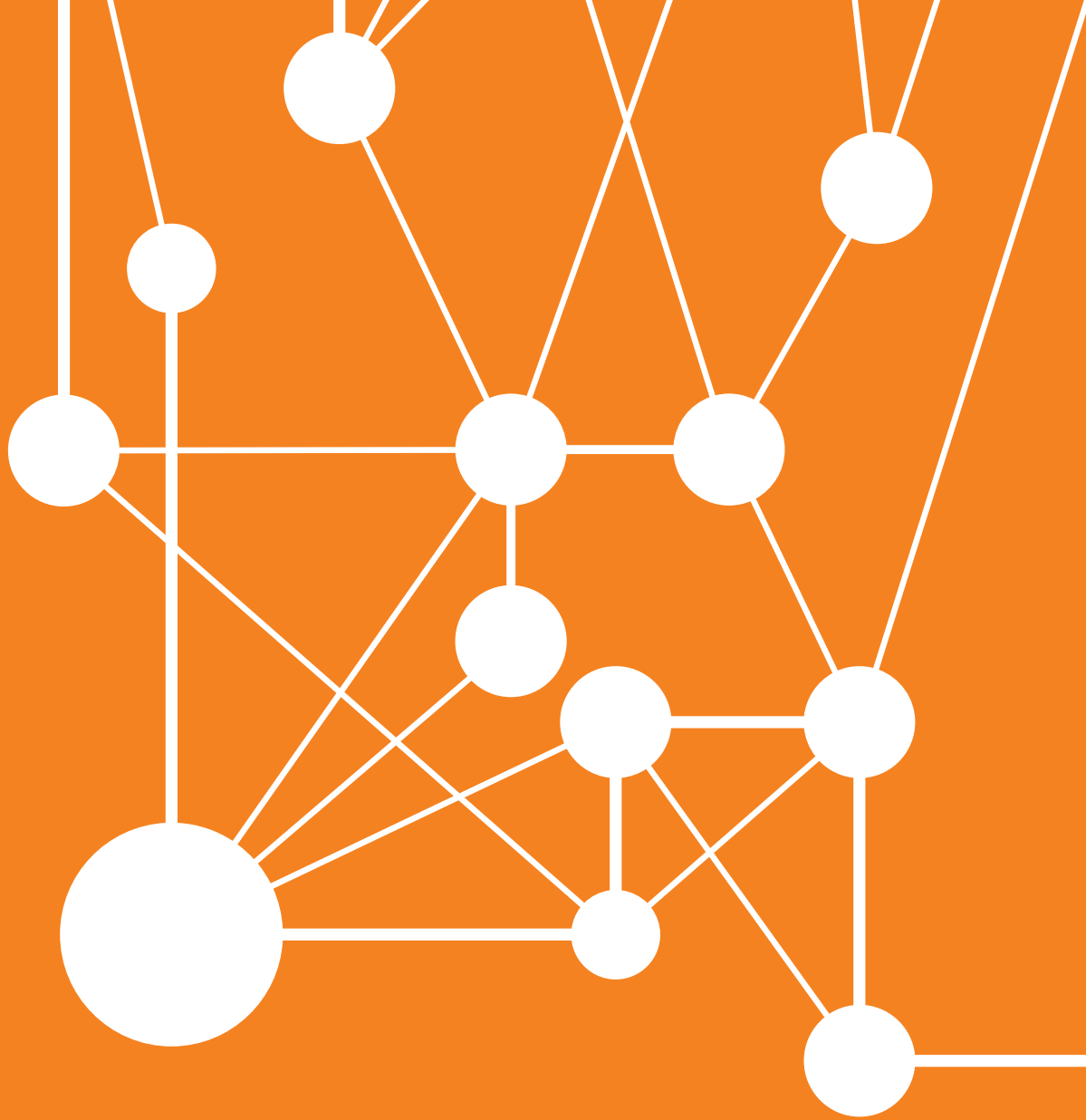
Why do this information researcher and her colleagues prefer Scopus to other sources? Some of the explanations were:

Broad coverage: “Being able to search automatically beyond our core areas helps us expand our view and understand new areas more quickly.”

Refine Search function: “One of the BEST features. Not many databases have the ability to map out the relevant documents, source types and subject areas. Looking at different options really helps you get a feel for the subject.”

Connections to related documents: “This gives you a ‘gold mine’ of information, particularly when you’re digging into a new area.”

Faster access to full text: “Full-text linking saves me an enormous amount of time compared with other databases, and I don’t have to order articles as frequently.”



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