

Elsevier Research Intelligence

# Introducing Pure hosted edition

A ready-to-use, centralized research networking and expertise discovery system

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Belgrade 23<sup>rd</sup> January 2015.

### 3 Key goals of researchers and their institutions

The volume of research and the related information is constantly increasing. Researchers and their institutions need to:



**Attract** ever more competitive funding grants

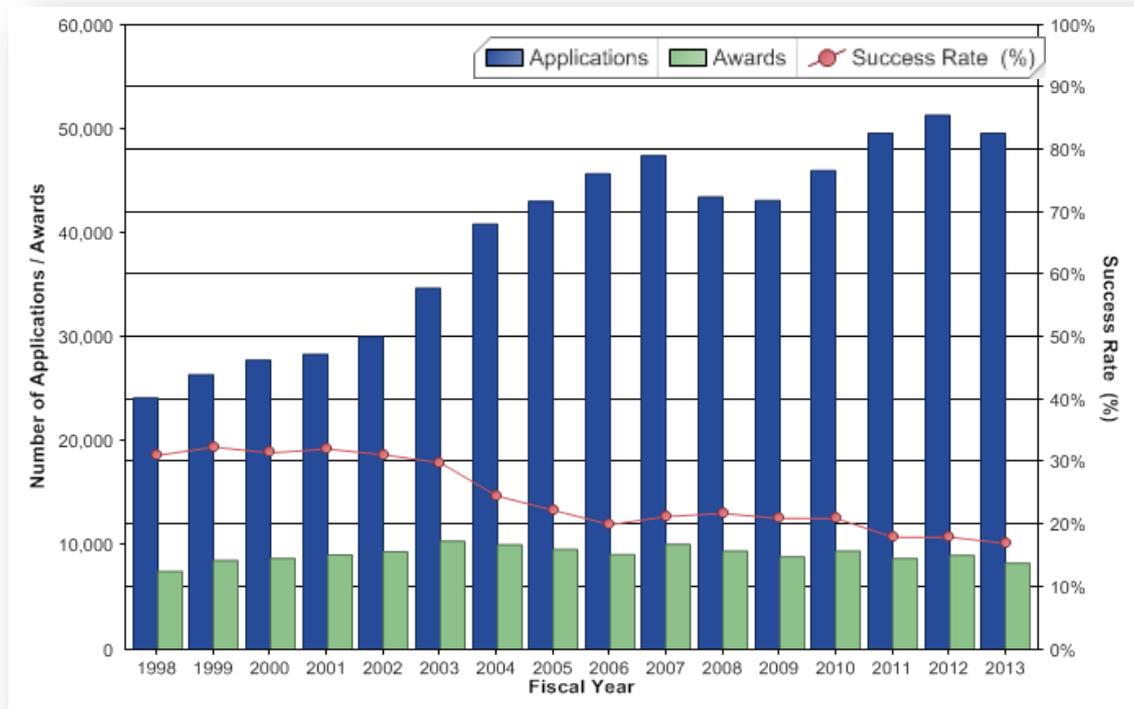


**Identify** the right research collaboration partners to remain competitive for both funding grants and when producing high impact research



**Report and promote** research success and expertise

# Research project grant success rates are declining



- In the US, the overall success rate for competing research project grants (RPGs) has declined from 21% in 2010 to **16.8% in 2013**
- In the UK, ERC Advanced grants success declined from 13.8% in 2010 to **12.3% in 2013**
- In Australia, the NHMRC grant success declined from 23.6% in 2010 to **17.9% in 2013**

Data sources:

<http://erc.europa.eu/statistics-0>

[http://www.report.nih.gov/success\\_rates/Success\\_ByIC.cfm](http://www.report.nih.gov/success_rates/Success_ByIC.cfm)

<https://www.nhmrc.gov.au/grants/outcomes-funding-rounds>

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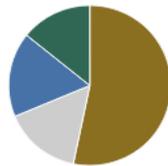


# [insert customer name] collaboration overview

- Publication citations increase with international and academic-corporate collaboration

## Collaboration

Publication output of the University of Oxford, by amount of international, national, and institutional co-authorship



- 53.3% **International collaboration**  
25,891 publications (53.3%) were co-authored with Institutions in other countries  
Citations per Publication: 15.6
- 15.4% **National collaboration**  
7,462 publications (15.4%) were co-authored with other Institutions in the United Kingdom, but not with Institutions in other countries  
Citations per Publication: 9.5
- 17.1% **Institutional collaboration**  
8,285 publications (17.1%) were co-authored with others at the University of Oxford, but not with other Institutions  
Citations per Publication: 9.2
- 14.2% **Single authorship**  
6,903 publications (14.2%) were not co-authored but had a single author  
Citations per Publication: 3.3

**Add the collaboration slide in for the customer you're visiting**

## Academic-Corporate Collaboration



- 3.1% **Academic-corporate collaboration**  
1,507 publications (3.1%) had one or more authors with both academic and corporate affiliation  
Citations per Publication: 27.3
- 96.9% **No academic-corporate collaboration**  
47,034 publications (96.9%) did not have authors with both academic and corporate affiliation  
Citations per Publication: 11.3



### 3 Key goals of researchers and their institutions

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**Report and promote** research success and expertise

## Organizations need to report and promote research success and expertise



Internal and external assessment exercises require **comprehensive, trusted, validated data** about your researchers, necessary for strategic, evidence based decisions



Creating, populating and maintaining such a centrally managed system can be **costly and time consuming when done in-house**

# Our solution: Pure, part of the Elsevier Research Intelligence portfolio

## What we offer

**CORE**

|  |  |
|--|--|
| <h3>SciVal (External View)</h3> <p>Ready-to-use tools to analyze the world of research, and to establish, execute and evaluate optimized strategies for the research organization.</p> <p>Modules:</p> <ul style="list-style-type: none"> <li>• Overview</li> <li>• Benchmarking</li> <li>• Collaboration</li> <li>• Funding</li> </ul>  | <h3>Pure (Internal View)</h3> <p>Comprehensive research information management system to enable evidence-based decisions, promote collaboration, simplify administration and optimize impact.</p> <p>Modules:</p> <ul style="list-style-type: none"> <li>• Administration</li> <li>• Reporting</li> <li>• Import</li> <li>• CV</li> <li>• Award Management</li> <li>• Assessment</li> <li>• Portal (Experts, Institutional)</li> </ul> |
| <h3>Analytical Services</h3> <p>Customized analysis, reports and services.</p> <ul style="list-style-type: none"> <li>• Analytical Report Services</li> <li>• Data Integration Services</li> <li>• Reviewer Finder</li> <li>• Custom Solution for Funders</li> <li>• Scopus Custom Data</li> <li>• Author Profile Refinement Services</li> <li>• Fingerprint Engine</li> </ul> |  |

**COMPLEMENTARY TOOLS AND RESOURCES**

|  |  |
|--|--|
| <h3>Scopus</h3> <p>The largest abstract and citation database of peer-reviewed literature; the broadest source of global, relevant scientific research, with tools that track, analyze and visualize research.</p> | <h3>Mendeley</h3> <p>A free reference manager and academic social network that can help organize research, collaborate with others online, and discover the latest research, as well as other meaningful trends in global research activity.</p> |
|--|--|

## What we support

| ENABLE RESEARCH   | CONDUCT RESEARCH   | SHARE RESEARCH  |
|---|--|---|
| <br>Develop Strategy             | <br>Search, Discovery, Read, Review | <br>Manage Data          |
| <br>Identify/Recruit Researchers | <br>Collaborate, Network            | <br>Publish, Disseminate |
| <br>Secure Funding               | <br>Experiment                      | <br>Commercialize        |
| <br>Establish Partnerships     | <br>Analyze, Synthesize           | <br>Promote            |
| <br>Manage Facilities          |  |   |

## Who we support

- **Research Institutions**
- **Funders**
- **Policy makers**
  - Provosts
  - Vice Chancellors Research
  - Research Administrators/Development Professionals
  - Researchers
  - Research Managers
  - Department Heads
  - Librarians
  - Students
  - Communications Professionals
  - Technology Transfer Officers
  - Grant Managers
  - Legislators
  - Economic Development Officers

## Introducing Pure

Pure provides a hosted, ready-to-use, centralized research networking and expertise discovery system that can:



### Capture

and structure  
your  
researcher's  
CV data



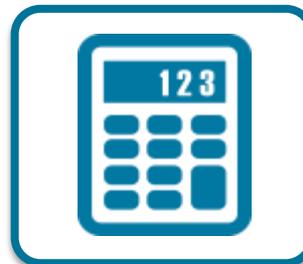
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### Analyze

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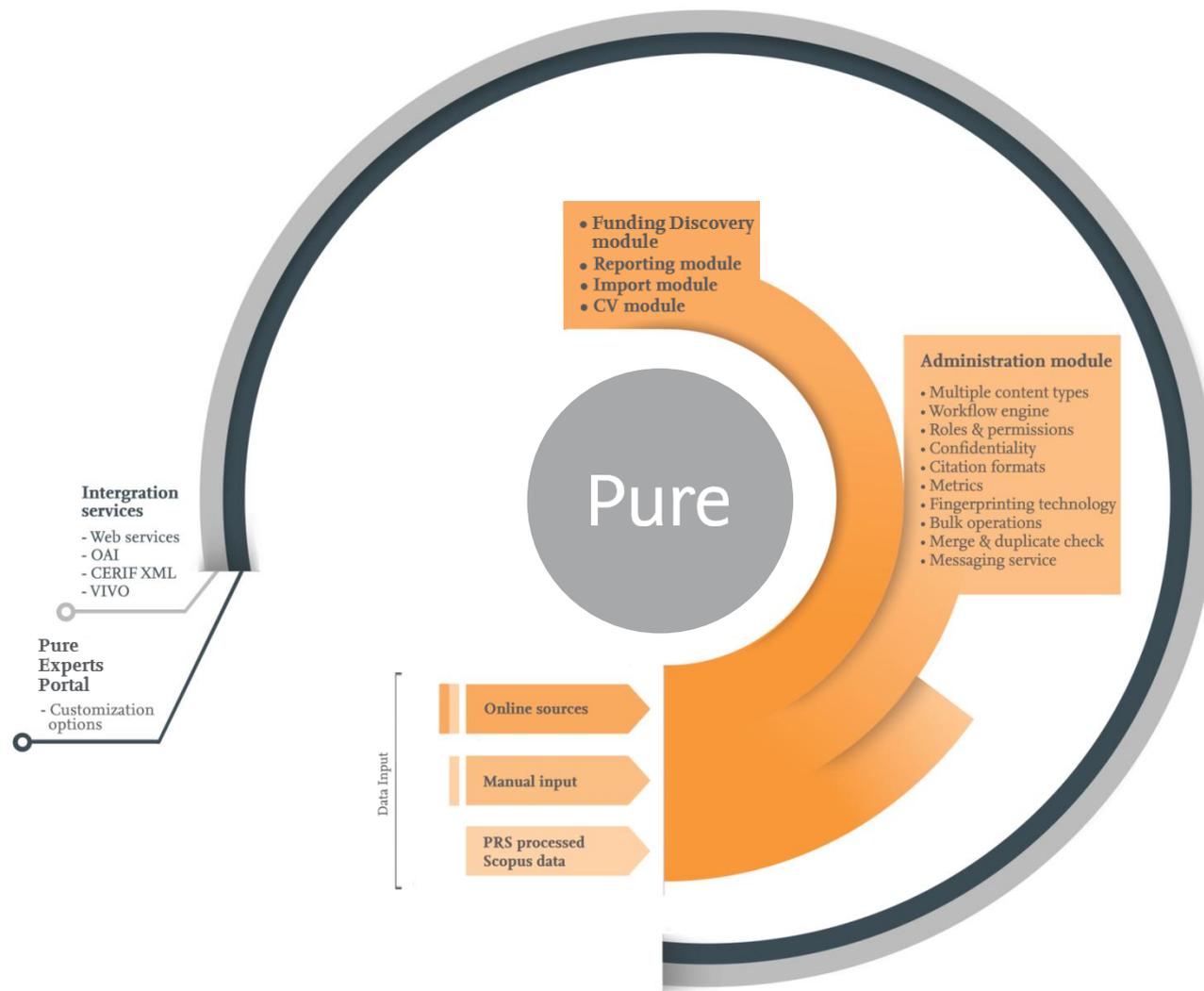


### Showcase

your  
researcher's  
accomplishments  
to both the  
internal and  
external  
research  
communities  
via the Pure  
Experts Portal  
and flexible CV  
creation  
capabilities

All whilst ensuring a **minimal administrative burden** to both research and faculty staff

# Flexible configuration options - Pure hosted edition



|                           | Hosted   |
|---------------------------|----------|
| <b>Product Components</b> |          |
| Experts Portal            | Yes      |
| Portal customization      | Optional |
| Integration Services      | Yes      |
| Administration            | Yes      |
| Reporting                 | Optional |
| Import                    | Optional |
| CV                        | Optional |
| Funding Discovery         | Optional |
| <b>Data input options</b> |          |
| PRS                       | Optional |
| Manual input              | Yes      |
| Online Sources            | Optional |

## What is done where

### Pure modules

Internal access only (login)

- Create, read, update and delete tasks
- Import content
- Create **reports** and dashboards and distribute them
- View and analyze collaboration networks
- Set targets and monitor progress
- **CV** management and creation
- **Funding discovery** and monitor
- Workflow management
- User roles and permissions
- Merge and deduplication
- Confidentiality

### Pure Experts Portal

Internal and external access

- Researcher and departmental showcasing
- Identify researchers with specific subject expertise
- View person and institution collaboration networks
- Search for expertise across multiple institutions



# Capture



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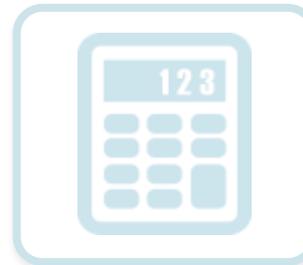
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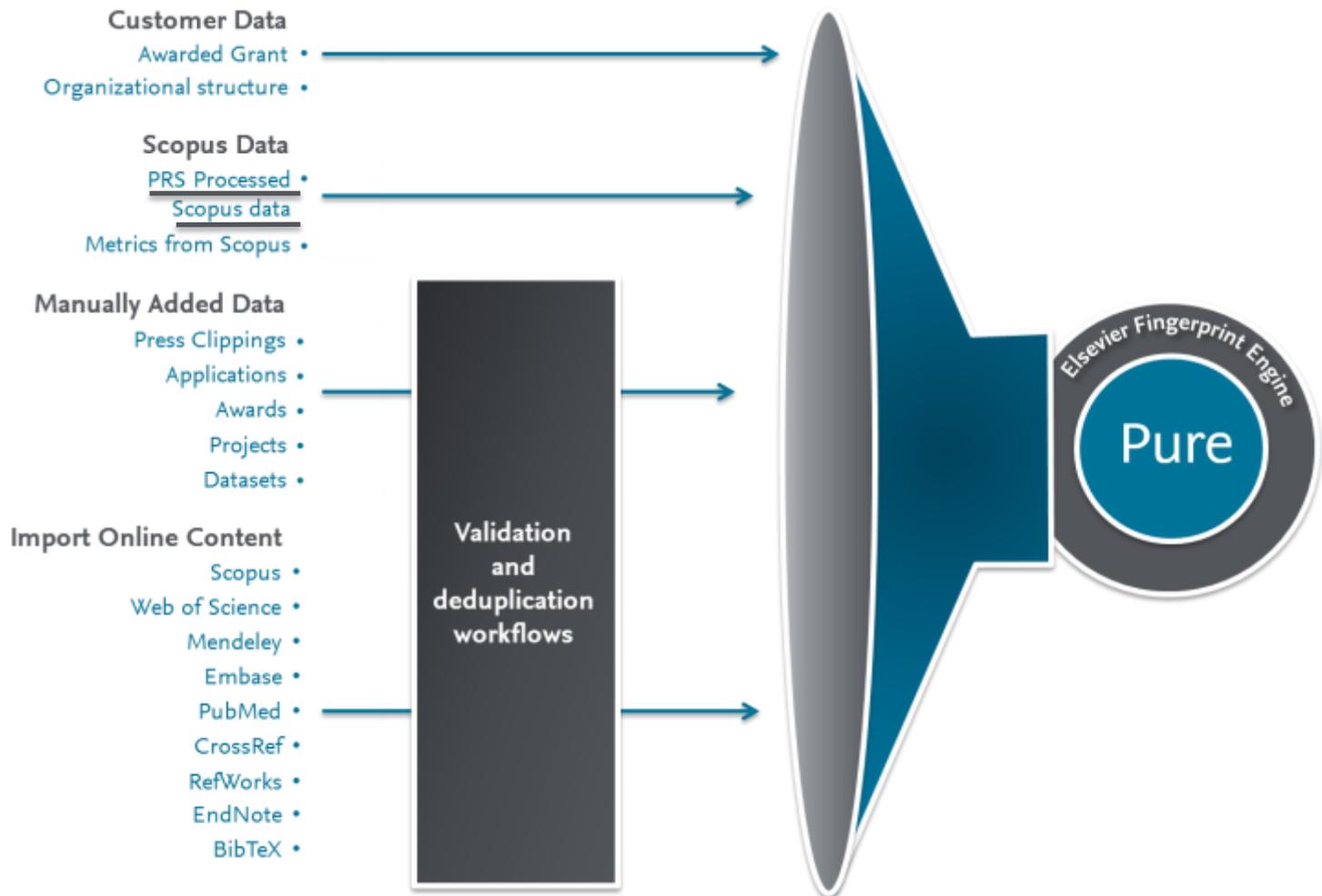
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## Data captured from multiple channels

- Pre-populated with deep publications from Elsevier's Scopus, all with minimal implementation and maintenance requirements from the customer





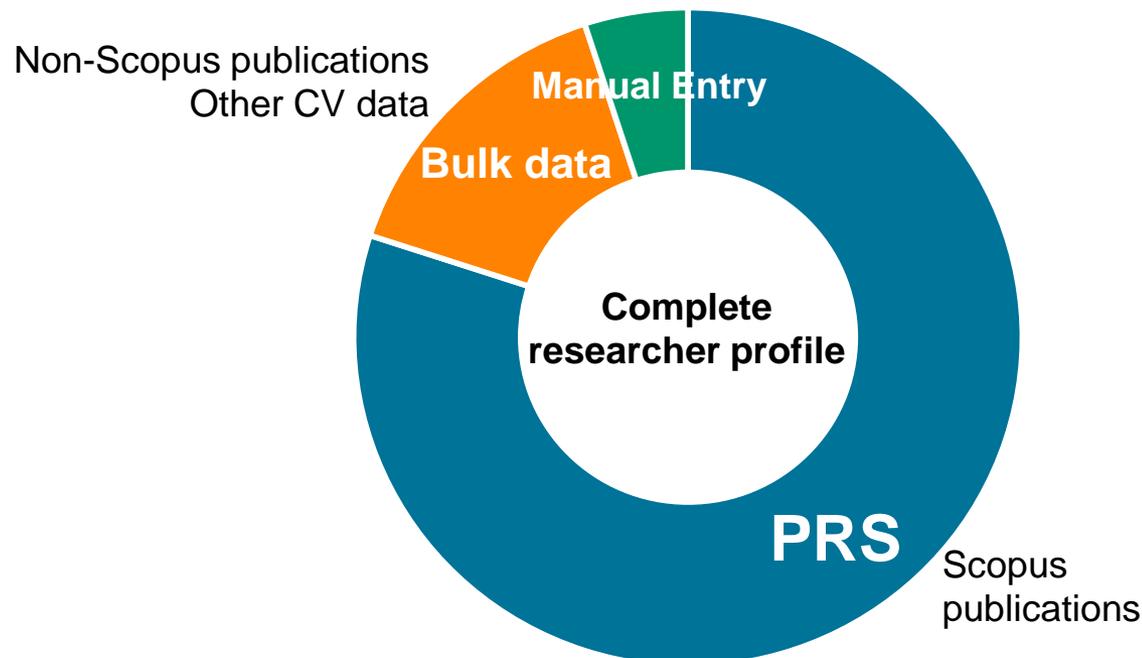
# Profile Refinement Service (PRS)

## What is PRS?

- A unique offering from Elsevier
- Pre-populated researcher profiles with publications from Scopus
- A team manually assigns articles to a researcher's profile
- New publications are added automatically

## Why PRS?

- Scopus has rich metadata for better reporting and network visualizations
- Trust the profiles are accurate and complete
- PRS is fed back to Scopus.com
- Your Pure system contains current, comprehensive publication information in it from launch



Complete profiles with the least amount of effort possible

# About Scopus®



- The largest abstract and citation database of research information
- **20,912** active titles from more than **5,000** international publishers including coverage of:
  - Life Sciences
  - Health Sciences
  - Physical Sciences
  - Social Sciences
  - Arts and Humanities
- Independent journal metrics:
  - **SNIP**: The Source-Normalized Impact per Paper
  - **SJR**: The SCImago Journal Rank
- Content expansion:
  - Cited Reference expansion of pre-1996 references
  - Books expansion of 75,000 books

Optional slide



## 4 Profile Refinement Service

Detailed process to ensure author profiles are reliable

**Maximize precision** + **High level of recall**

### 1 Automatic Phase

Algorithm creates profiles and takes into consideration many factors including:

- Author name segments
- Co-authors' names
- Author email address
- Affiliations (dept, org, city)
- Journals (ISSN)
- Fingerprints

### 2 Manual Phase

Profiles Team verifies the results of the algorithm through a series of tasks.

Example: Profiles Team completes a biodata search for every profile by:

- Matching publications to the author's CV
- Searching for past affiliations
- Identifying name changes

# Add additional outputs to demonstrate the full range of your research outcomes



Enter data for articles, books and book chapters, conference presentations, patents and more

### Choose submission

|                             |  |                          |
|-----------------------------|--|--------------------------|
| Submission guide            | <b>Contribution to journal</b> >             | Article                  |
|                             | Chapter in Book/Report/Conference proceeding | Meeting abstract         |
| <b>Research output</b> >    | Book/Report                                  | Letter                   |
| <b>Create from template</b> | Contribution to specialist publication       | Comment/debate           |
| Import from online source   | Working paper                                | Book/Film/Article review |
| Import from file            | Contribution to conference                   | Scientific review        |
| Application                 | Non-textual form                             | Editorial                |
| Award                       | Thesis                                       | Special issue            |
| Project                     | Patent                                       |                          |
| Dataset                     | Memorandum/exposition                        |                          |
| <input type="text"/>        | Contribution to memorandum/exposition        |                          |
|                             | Other contribution                           |                          |

# Capture articles from a variety of sources and import the data into profiles



Pure's publication workflow makes it simple for researchers to find their articles

### Choose submission

- Submission guide
- Research output**
- Create from template
- Import from online source**
- Import from file
- Application
- Award
- Project
- Dataset

#### Scopus

Scopus, an abstract and citation database, covers 20,500 titles from more than 5,000 international publishers. It contains over 49 million records from peer-reviewed research literature in the scientific, technical, medical, social sciences, and arts and humanities fields.

#### WEB OF KNOWLEDGE™

Web of Science  
Web of Science cover a wide range of databases, which together holds more than 40 million records. The subject areas are primarily within the scope of natural sciences, though social sciences and arts and humanities also are covered, in a lesser scale.

#### MENDELEY

Mendeley  
Mendeley is a free reference manager and academic social network that helps scientist organize their research, collaborate with others online, and discover the latest research. It holds more than 20 million records.

#### PubMed

PubMed  
Contains more than 19 million records from MEDLINE and from medical scientific journals, dating back from 1948. PubMed contains links to full-texts, either from other databases or the journals' publishers. Content must be "E-pub ahead of print", before imported into Pure.

#### EMBASE®

EMBASE | Elsevier  
EMBASE is a cutting edge, multipurpose database covering the most important international biomedical literature.

#### crossref

CrossRef  
A system developed by publishers in 2000, to ease linking between references in fulltext documents in online scholarly literature, on the publishers' websites. CrossRef uses DOI to transmit link information.

#### arXiv.org



# Prevent and correct duplicate records

- **Prevent duplication** records from entering Pure via automatic duplication check upon publication entry
- **Create a ‘super record’** where multiple entries occur, with Pure’s easy-to-use de-duplication interface

| Candidate  | Target  | Candidate  |
|--|---|--|
| <p><b>Created:</b> 30/07/2013<br/><b>Creator:</b> cr<br/><b>Id:</b> 33984<br/><b>UUID:</b> ec7fa614-02f2-427d-8375-e91d2b09ae5c<br/><b>Source-ID:</b>2-s2.0-67649846501 (Scopus)</p>   | <p><b>Created:</b> 30/07/2013<br/><b>Creator:</b> cr<br/><b>Id:</b> 33984<br/><b>UUID:</b> ec7fa614-02f2-427d-8375-e91d2b09ae5c<br/><b>Source-ID:</b>2-s2.0-67649846501 (Scopus)<br/><b>Source-ID:</b>000267810100001 (WOS)</p>   | <p><b>Created:</b> 30/07/2013<br/><b>Creator:</b> cr<br/><b>Id:</b> 34023<br/><b>UUID:</b> 22ce6ce0-4c5b-4e68-8b03-4dc9a3d138dd<br/><b>Source-ID:</b>000267810100001 (WOS)</p>   |
| <p><b>Publication information</b></p> <p>Title of the contribution in original language<br/>Measuring the effect of enhanced cleaning in a UK hospital <input checked="" type="checkbox"/></p> <p>Subtitle of the contribution in original language<br/>A prospective cross-over study <input checked="" type="checkbox"/></p>   | <p><b>Publication information</b></p> <p>Title of the contribution in original language<br/>Measuring the effect of enhanced cleaning in a UK hospital</p> <p>Subtitle of the contribution in original language<br/>A prospective cross-over study</p>  | <p><b>Publication information</b></p> <p>Title of the contribution in original language<br/><input type="checkbox"/> Measuring the effect of enhanced cleaning in a UK hospital: a prospective cross-over study</p> <p>Subtitle of the contribution in original language<br/><input type="checkbox"/> No value</p>   |
| <p><b>Authors</b></p> <p> <b>S.J. Dancer, Author</b><br/>External person<br/> <b>Hairmyres Hospital</b><br/>External organisation: Unknown<br/> <b>Department of Microbiology, Southern General Hospital, Govan Road, Glasgow</b><br/>External organisation: External collaborations</p> <p> <b>L.F. White (Liza F White), Author</b><br/>Internal person<br/> <b>Department of Statistics &amp; Modelling Science</b><br/>Organisation: Department</p> <p> <b>J. Lamb, Author</b><br/>External person</p> | <p><b>Authors, Organisation, and Placement</b></p> <p><b>Authors</b></p> <p> <b>S.J. Dancer, Author</b><br/>External person<br/> <b>Hairmyres Hospital</b><br/>External organisation: Unknown<br/> <b>Department of Microbiology, Southern General Hospital, Govan Road, Glasgow</b><br/>External organisation: External collaborations</p> <p> <b>L.F. White (Liza F White), Author</b><br/>Internal person<br/> <b>Department of Statistics &amp; Modelling Science</b><br/>Organisation: Department</p> <p> <b>J. Lamb, Author</b><br/>External person</p> | <p><b>Authors</b></p> <p> <b>Stephanie J. Dancer, Author</b><br/>External person<br/> <b>Hairmyres Hosp, Dept Microbiol</b><br/>External organisation: Unknown<br/> <b>So Gen Hosp, University of Glasgow, Dept Microbiol</b><br/>External organisation: Unknown</p> <p> <b>Liza F. White (Liza F White), Author</b><br/>Internal person<br/> <b>Department of Statistics &amp; Modelling Science</b><br/>Organisation: Department</p> <p> <b>Jim Lamb, Author</b><br/>External person</p> |
| <p><input type="button" value="Preview merge"/> <input type="button" value="Merge"/></p>   |   |  |



# Identify



## Capture

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## Identify

funding  
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## Analyze

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## Showcase

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## Identify – core technology

- Identifying the correct researcher to collaborate with in today's multi-disciplinary global environment can be difficult
- Powered by the **Elsevier Fingerprint Engine™**, Pure uses semantic technology and field-of-research specific vocabularies to help researchers easily identify their peers' expertise – down to the most precise terms

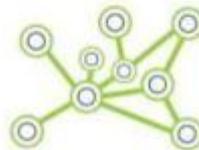
### How the Elsevier Fingerprint Engine works



#### 1) Mine Text



#### 2) Identify Concepts



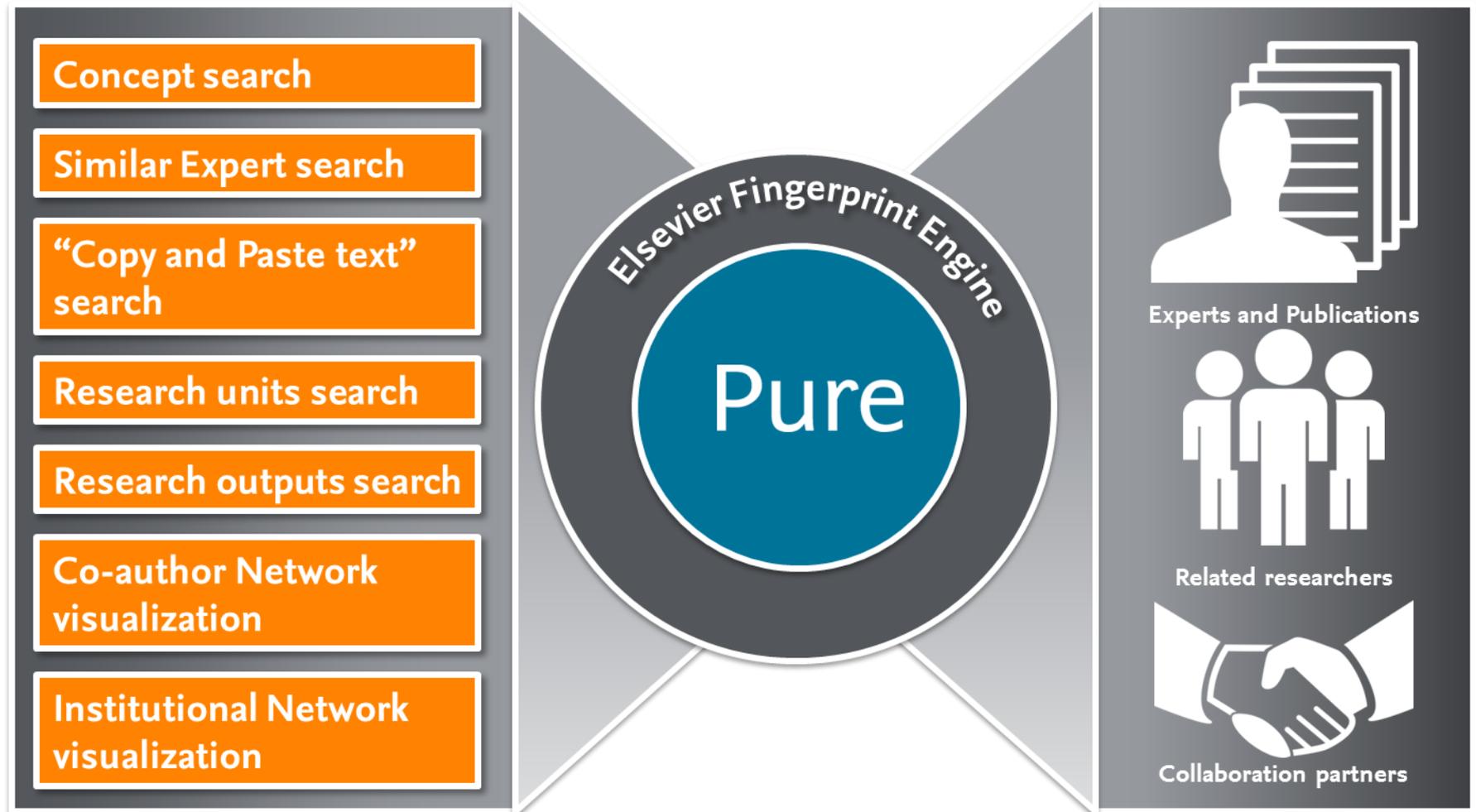
- MeSH
- Compendex
- GeoTree
- GESIS
- and more



#### 3) Create Document Fingerprint



# Identify expertise through multiple searching options





# Identify expertise across institutions

Share your institution's data with others

- Search across the Experts Community and DIRECT2Experts which includes 60+ global institutions
- Your researchers can search and be searched across all available Experts portals, plus many other existing research networking tools including U Pittsburgh's Digital Vita, Harvard Catalyst Profiles, U Florida's VIVO, U Iowa's Loki, Stanford CAP, and others



**HARVARD CATALYST**  
THE HARVARD CLINICAL AND TRANSLATIONAL SCIENCE CENTER

People & Collaboration | Consulting & Advice | Education & Training | Funding | Research Resources | Programs

Harvard Catalyst Profiles

Keywords:

Last Name:

Institution: --Select--

[Find People](#) [More Search Options](#)

Menu: [About This Site](#) [New Person Search](#) [Edit My Profile](#) [Login to This Site](#)

**+ Search Results (1725)** [New Search](#)

Click the **Why** column to see why a person matched the search. Sort By: Query Relevance Show: (choose columns)

| Name                             | Institution                           | Why?                 |
|----------------------------------|---------------------------------------|----------------------|
| Johannes Walter, PH.D.           | Harvard Medical School                | <a href="#">Why?</a> |
| Robin Reed, PH.D.                | Harvard Medical School                | <a href="#">Why?</a> |
| Timothy J. Mitchison, PH.D.      | Harvard Medical School                | <a href="#">Why?</a> |
| Joan V. Ruderman, Ph.D.          | Harvard Medical School                | <a href="#">Why?</a> |
| Tom A. Rapoport, PH.D.           | Harvard Medical School                | <a href="#">Why?</a> |
| Marc W. Kirschner, PH.D.         | Harvard Medical School                | <a href="#">Why?</a> |
| Phillip A. Sharp, PH.D.          | Massachusetts Institute of Technology | <a href="#">Why?</a> |
| Michael S. Wolfe, PH.D.          | Brigham and Women's Hospital          | <a href="#">Why?</a> |
| Marianne Westling-Resnick, Ph.D. | Harvard School of Public Health       | <a href="#">Why?</a> |
| Edward J. Benz Jr., M.D.         | Dana-Farber Cancer Institute          | <a href="#">Why?</a> |

Search Criteria: [cell](#) [free](#) [system](#)

Search Options: [Modify search criteria](#) [Search other institutions](#)

## Supporting economic development

- Group and state portals provide a convenient way for businesses to connect to the local expert resources they need to promote innovative research and help to grow the economy
- The expert profiles can assist people in industry, community groups and university personnel in efforts to find information and potential collaborators for research and problem-solving.

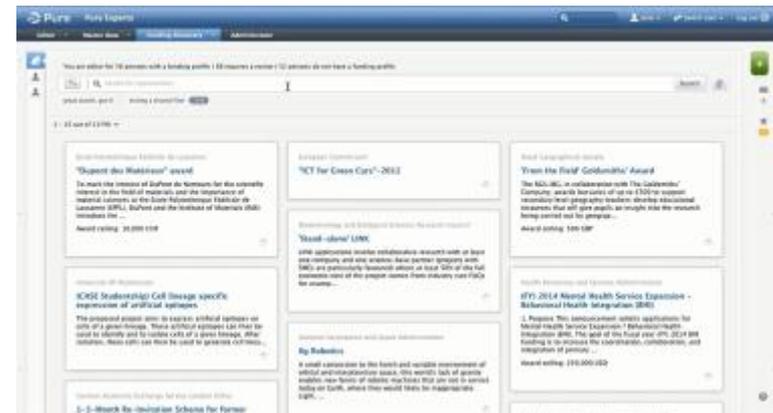


# Targeted funding opportunity discovery

Remove slide if not relevant

Increase your researcher's awareness of available funding opportunities and decrease the time spent managing the process

- Targeted funding opportunities are matched to your researcher's personal Fingerprints
- Administrators can track, monitor and manage the funding discovery process through customized reporting and dashboards



- Search and browse through 20,000+ active global funding opportunities – Fingerprinted and categorized based on eligibility
- Email notifications alert researchers to potential matches when they're outside Pure



# Report



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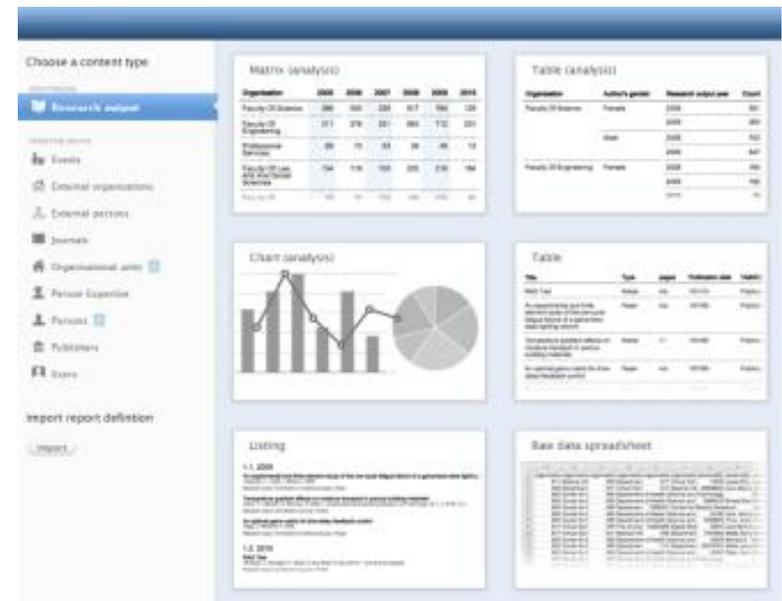
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# Report

Generate and distribute validated internal intelligence to accelerate promotion and tenure evaluations, departmental and institutional assessments, and other vital requirements

- **Pre-defined and advanced report creation capabilities on all Pure content**
- **Schedule** reports to automatically run and be sent to a predefined distribution list
- **Apply targets** to departments for predetermined research performance indicators such as Snowball Metrics via Pure's research intelligence capabilities, then track and monitor them through dashboards





# Analyze



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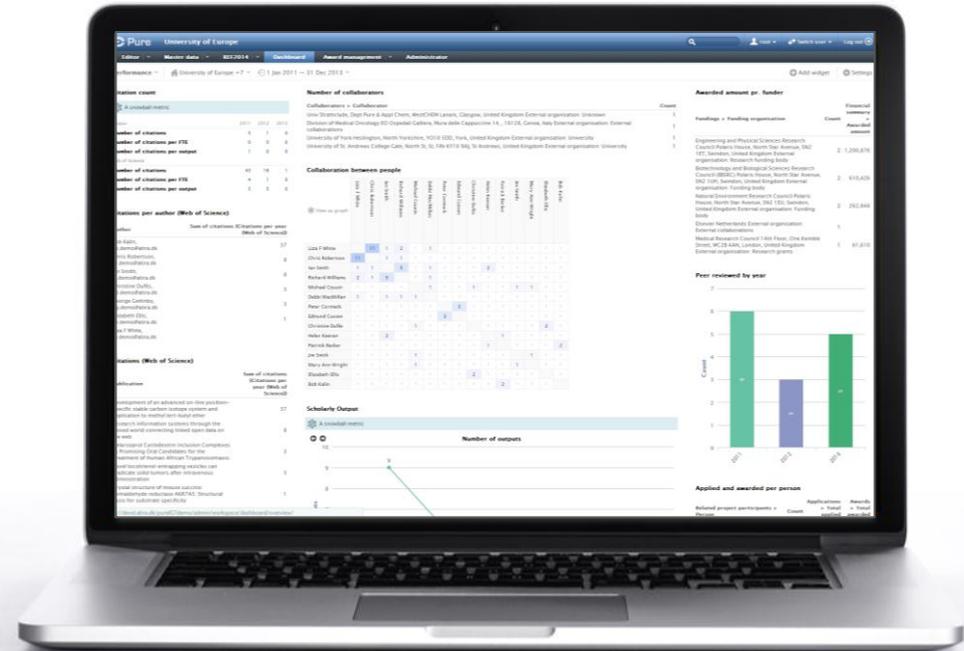
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# Analyze – View progress at-a-glance of key milestones through Pure’s powerful dashboards



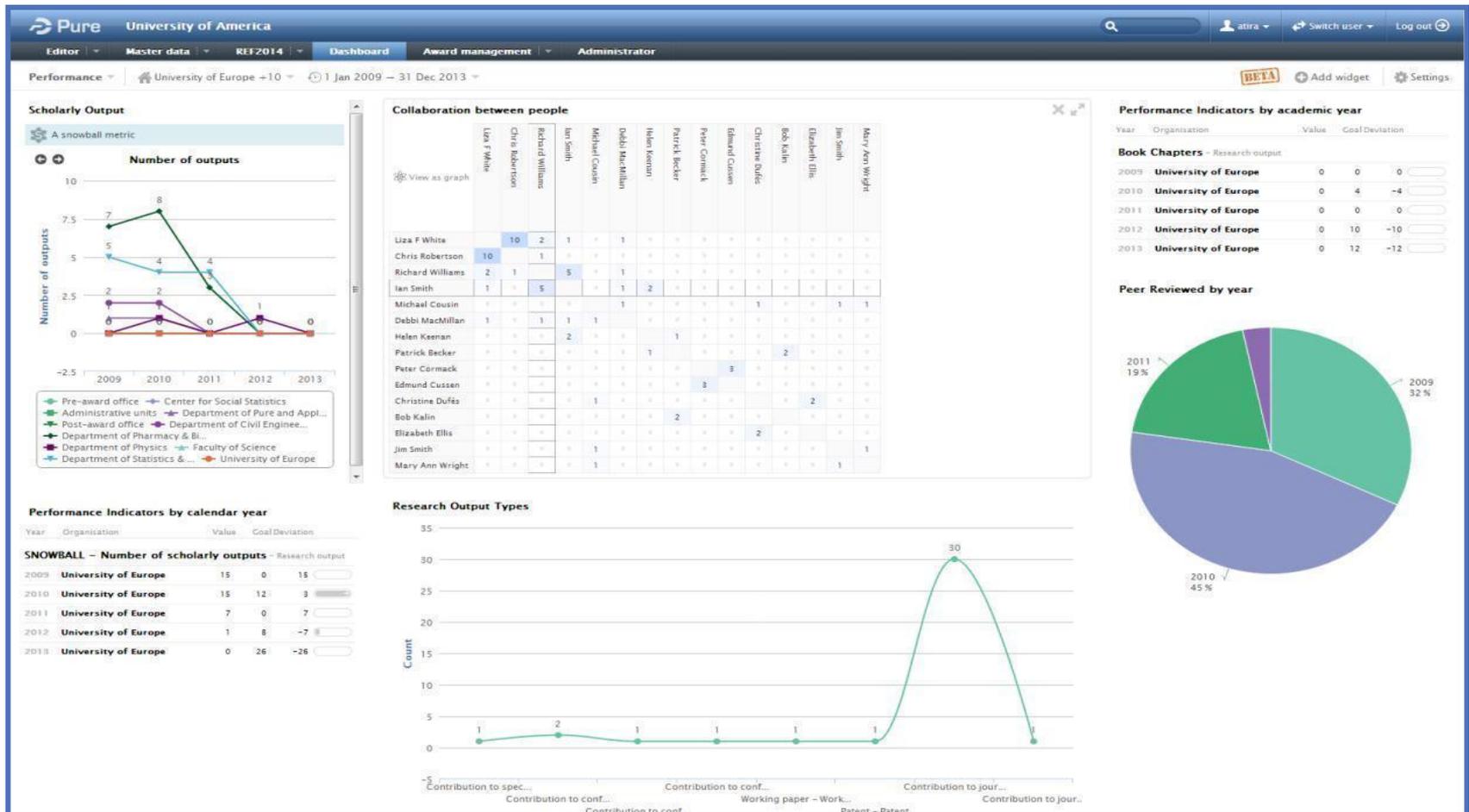
- **Define performance objectives** for any research team or department – including Snowball Metrics – then track their progress
- **Monitor:**
  - Publication trends (total, publications per FTE etc)
  - Citation trends (total, citations per FTE etc)
  - Collaboration patterns
  - Top journal titles / researchers / *h*-indices
- Drill down to person- or project-level detail, and click to generate instant progress reports for managers, department heads, or other Pure users



# Customizable dashboards provide administrators with an overview of strategically important metrics



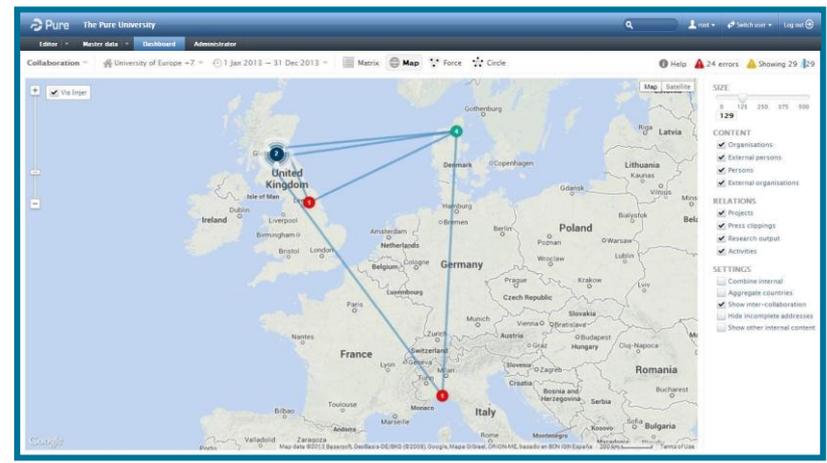
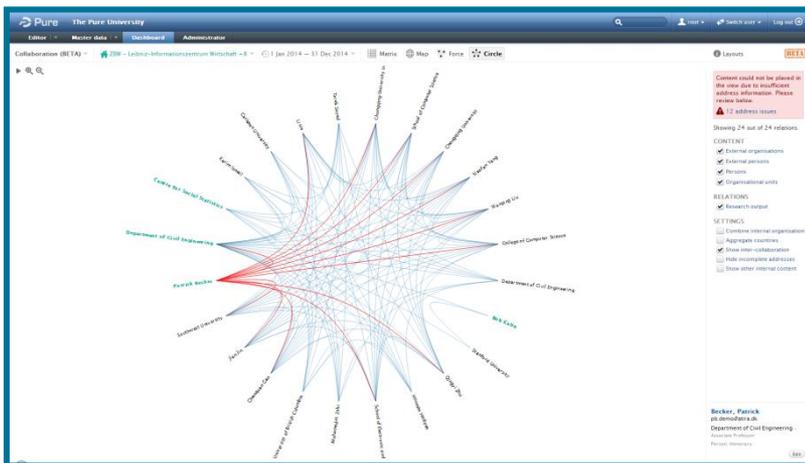
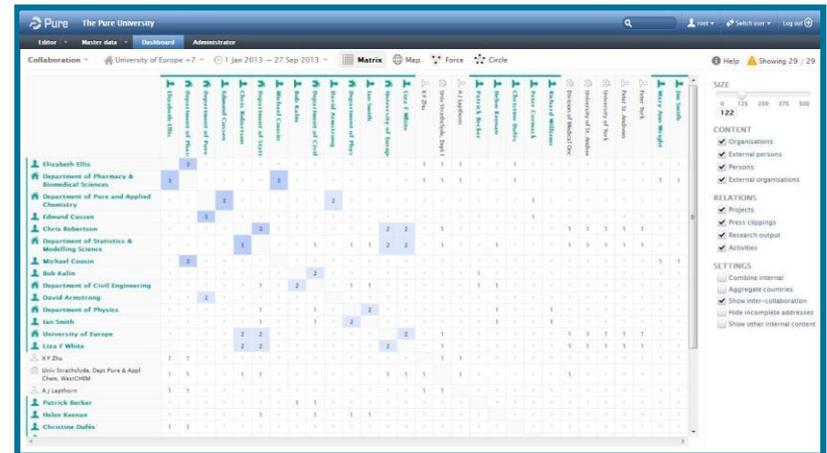
- Dashboards can be personalized, shared and used for monitoring and reporting
- **User controls** ensure that only data relevant to the user are visible





# Analyze collaboration networks

Pure visualizes the relationships between each researcher and their collaborators, including co-authors of applications or publications as well as partners on projects



# Analyze



## Capture

and structure your researcher's CV data



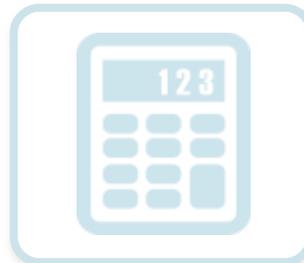
## Identify

funding opportunities, expertise and collaborative partners within your institution and across organisations using the Elsevier Fingerprint Engine™



## Report

on the reliable, validated content captured in Pure



## Analyze

the progress of your research teams or departments



## Showcase

your researcher's accomplishments to both the internal and external research communities via the Pure Experts Portal and flexible CV creation capabilities

## Showcase



Pure does this in a number of ways:

- via the Experts Portal,
- CV creation,
- exporting the data into other systems, and
- integrating with your researcher's ORCID IDs



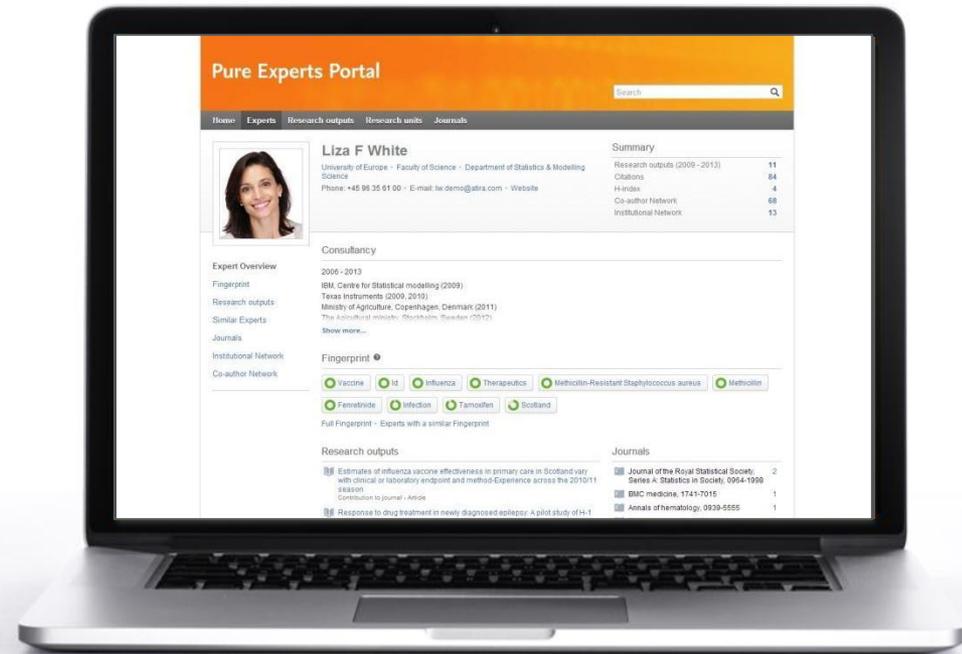


# Promote your researchers - Pure Experts Portal

Exhibit your organization externally, promote researchers and their accomplishments, and facilitate collaboration via the **Pure Experts Portal**

*“Pure’s portal is vital to our researchers’ visibility to the external research community. What’s more our researchers do not need to spend time maintaining it – they only need to use Pure in their normal research activities and any newly added content is automatically included in their online profile.”*

**Brian Kirkegaard Lunn, Development Consultant, Aalborg University Library, Denmark**





# Get an institutional overview

## Pure Experts Portal

View the content using multiple filters

Home
Experts
Research outputs
Research units
Journals

Everything ▾

🔍

### Welcome to the Pure Experts Portal

#### Active Profiles

- 👤

**Cormack, Peter**  
pc.demo@atira.dk  
Department of Pure and Applied Chemistry  
Academic
- 👤

**Kalin, Bob**  
bk.demo@atira.dk  
Department of Civil Engineering  
Academic
- 👤

**Lamb, Karen Elaine**  
kl.demo@atira.com  
Department of Statistics & Modelling Science  
Academic
- 👤

**Yap, Christina**  
dsm.demo@atira.com  
Department of Statistics & Modelling Science  
Academic
- 👤

**White, Liza F**  
lw.demo@atira.com  
Department of Statistics & Modelling Science  
Academic

#### Collaborative Institutions

| Non-profiled Organizations  | Shared Pub. |
|---|-------------|
| 🏠 Univ Edinburgh, Western Gen Hosp, Dept Med & Radiol Sci Med Phys<br>Midlothian, Edinburgh, United Kingdom                 | 1           |
| 🏠 Queens Univ Belfast, Sch Biol Sci<br>Antrim, BT7 1NN, Belfast, United Kingdom   | 1           |
| 🏠 EO Osped Galliera, Div Med Oncol<br>I-16128, Genoa, Italy   | 1           |
| 🏠 Univ Oxford Nuffield Coll, University of Oxford<br>Oxford, OX1 1NF, United Kingdom  | 2           |
| 🏠 Univ Glasgow, Western Infirmary, Epilepsy Unit, Univ Div Cardiovasc & Med Sci<br>Lanark, Glasgow, G11 6NT, United Kingdom | 1           |

#### Recent Research Outputs

- 📖

In situ detection of pterins by SERS  
Stevenson, R., Stokes, R. J., MacMillan, D., Armstrong, D., Faulds, K., Wadsworth, R., Kunuthur, S., Suckling, C. J. & Graham, D. 2009 In : Analyst. 134, 8, p. 1561-1564 4 p.  
[Contribution to journal](#) > [Article](#)
- 📖

The drug discovery portal: A computational platform for identifying drug leads from academia  
Clark, R. L., Johnston, B. F., Mackay, S. P., Breslin, C. J., Robertson, M. N., Sutcliffe, O. B., Dufton, M. J. & Harvey, A. L. 1 Jan 2010 In : Current Pharmaceutical Design. 16, 15, p. 1697-1702 6 p.  
[Contribution to journal](#) > [Article](#)

#### Content

- 622 Experts
- 129 Research outputs (1979 - 2014)
- 202 Research units

#### Most Frequent Journals

|  |   |
|--|---|
| 📖 Journal of the Royal Statistical Society. Series A: Statistics in Society, 0964-1998 | 3 |
| 📖 Journal of fish diseases, 0140-7775  | 3 |
| 📖 Cell calcium, 0143-4160  | 3 |
| 📖 Environmental science & technology, 0013-936X  | 2 |
| 📖 Journal of the American Chemical Society, 0002-7863                                  | 2 |

[View all >](#)

Most active profiles

Overview of content contained in the Pure Experts Portal



# Profiles reveal insightful connections

## Pure Experts Portal

Home
Experts
Research outputs
Research units
Journals



### Liza F White

University of Europe · Faculty of Science · Department of Statistics & Modelling Science  
 Phone: +45 96 35 61 00 · E-mail: lw.demo@atira.com · Website

#### Summary

|                                |    |
|--------------------------------|----|
| Research outputs (2009 - 2013) | 11 |
| Citations                      | 84 |
| H-index                        | 4  |
| Co-author Network              | 68 |
| Institutional Network          | 13 |

#### Consultancy

2006 - 2013

- IBM, Centre for Statistical modelling (2009)
- Texas Instruments (2009, 2010)
- Ministry of Agriculture, Copenhagen, Denmark (2011)
- The Agricultural ministry, Stockholm, Sweden (2012)

Show more...

#### Fingerprint ⌵

○ Vaccine

○ Id

○ Influenza

○ Therapeutics

○ Methicillin-Resistant Staphylococcus aureus

○ Methicillin

○ Infection

○ Tamoxifen

○ Scotland

Experts with a similar Fingerprint

#### Research outputs

- 📄 Estimates of influenza vaccine effectiveness in primary care in Scotland vary with clinical or laboratory endpoint and method-Experience across the 2010/11 season  
 Contribution to journal · Article
- 📄 Response to drug treatment in newly diagnosed epilepsy: A pilot study of H-1 NMR- and MS-based metabolomic analysis : a pilot study of (1)H NMR- and MS-based metabolomic analysis  
 Contribution to journal · Article

#### Journals

- 📄 Journal of the Royal Statistical Society, Series A: Statistics in Society, 0964-1998 2
- 📄 BMC medicine, 1741-7015 1
- 📄 Annals of hematology, 0939-5555 1
- 📄 Epilepsy research, 0920-1211 1
- 📄 PLoS currents, 2157-3999 1

#### Expert Overview

- Fingerprint
- Research outputs
- Similar Experts
- Journals
- Institutional Network
- Co-author Network

Find potential collaborators by accessing a list of experts with Fingerprints similar to the profiled researcher

Identify researcher expertise at a quick glance with a visual Fingerprint

You remain in control. Only authorized content is displayed online

# View the details of each publication, including Altmetrics



## Pure Experts Portal

Home Experts Research outputs Research units Journals

### Estimation of HPV prevalence in young women in Scotland; monitoring of future vaccine impact

Contribution to journal › Article

K. Kavanagh ; K. Sinka ; K. Cuschieri ; J. Love ; A. Potts ; K.G.J. Pollock ; H. Cubie ; M. Donaghy ; C. Robertson

Department of Statistics & Modelling Science  
Published in: BMC Infectious Diseases | 5 Nov 2013

[Show more...](#)

Access to document

Links  
[Link to publication in Scopus](#)  
[Link to citation list in Scopus](#)

DOI  
10.1186/1471-2334-13-519

Fingerprint

type specimen vaccine vaccination urine monitoring immunization

liquid cytology female logistics

Altmetrics

- Tweeted by 3
- On 1 Facebook pages
- 3 readers on Mendeley
- 0 readers on CiteULike

[See more details](#)

Cite this

Standard

Estimation of HPV prevalence in young women in Scotland; monitoring of future vaccine impact. / Kavanagh, K.; Sinka, K.; Cuschieri, K.; Love, J.; Potts, A.; Pollock, K.G.J.; Cubie, H.; Donaghy, M.; Robertson, C. In: BMC Infectious Diseases. Vol. 13, No. 1, 05.11.2013.

View the publication and its citations in Scopus

Each article has a unique Fingerprint

View and link to Altmetrics where applicable

#### Related Experts

| Profiled Experts | Research Outputs |
|------------------|------------------|
| Christina Yap    | 3                |

#### Related Research Outputs

- Clustering of parasites within cages on Scottish and Norwegian salmon farms: Alternative sampling strategies illustrated using simulation  
 Revie, C. W., Hollinger, E., Gettinby, G., Lees, F., & Heuch, P. A. 14 Sep 2007 In: Preventive veterinary medicine. 81, 1-3, p. 135-147 13 p.  
 Contribution to journal › Article
- Association between long-term exposure to air pollution and specific causes of mortality in Scotland  
 Yap, C., Beverland, I. J., Heal, M. R., Cohen, G. R., Robertson, C., Henderson, D. E. J., Ferguson, N. S., Hart, C. L., Morris, G. & Agius, R. M. 1 Dec 2012 In: Occupational and Environmental Medicine. 69, 12, p. 916-924 9 p.  
 Contribution to journal › Article

### Score in context

Above average compared to other articles of same age & journal (56th percentile)

[show more...](#)

### Mentioned by

3 tweeters

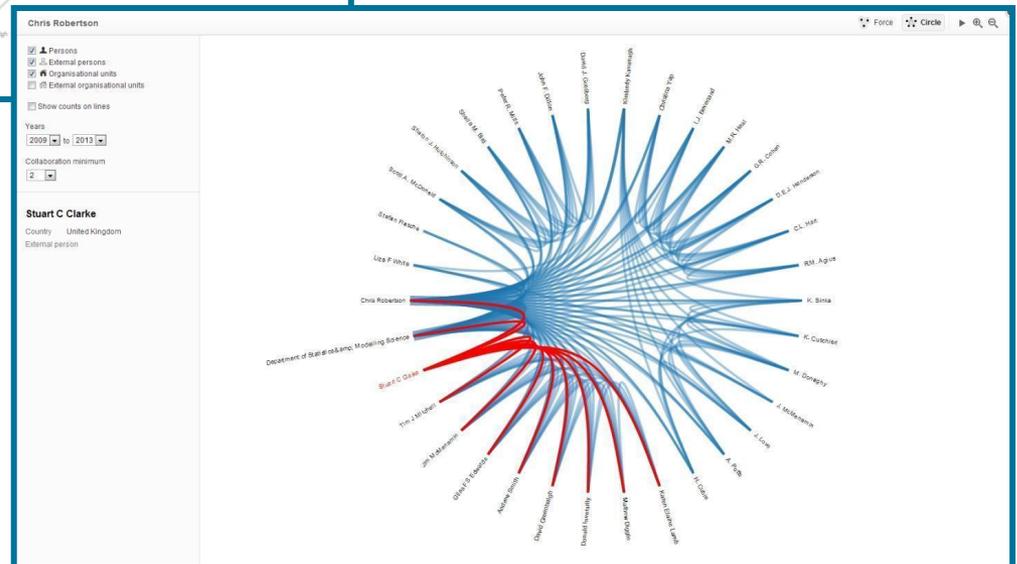
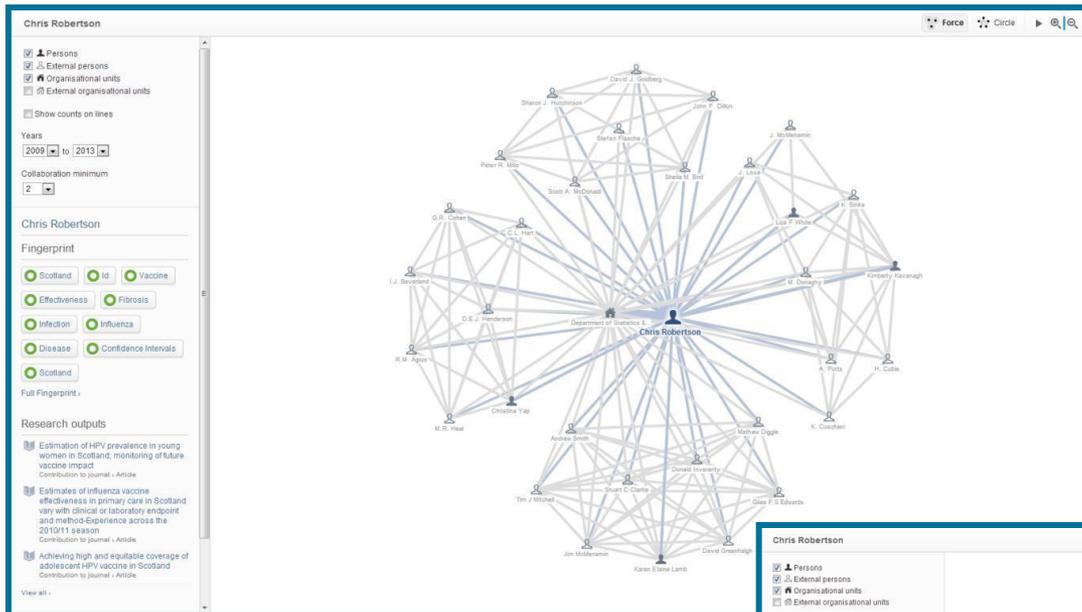
1 Facebook user

### Readers on

3 Mendeley

0 CiteULike

# View a researcher or department's collaboration network



# Generate CV & Biosketches at the click of a button



- **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.
- **Your researchers exercise total control** - they determine which profile data to include and personalize their content through customized headlines and free text sections.
- **CV maintenance is effortless** - Pure updates sections automatically as relevant content is added

**Pure The Pure University**

Personal overview | Dashboard

**Liza F White**  
Mrs.  
Direct phone +45 96 35 01 00  
lv.demo@tra.dk  
Department of Statistics & Modelling Science, 11/08/04 – present  
My portal profile  
Edit profile

My research | My CVs and profile

**Research interests**  
Statistics and modelling  
Teaching  
2011-2013  
Applied Statistics, module A-C  
Applied Statistics, module D-E  
Mathematical modelling, module A  
Advanced AI-supported modelling, module A-C  
Advanced AI-supported modelling, module D-E  
Scientific groundschool, module A

**Consultancy**  
2005 - 2013  
IMC, Centre for Statistical modelling (2009)  
Texas Instruments (2009, 2010)  
Ministry of Agriculture, Copenhagen, Denmark (2011)  
The Agricultural ministry, Stockholm, Sweden (2012)

**Previous employer**  
University of Texas  
School of Natural Resources and Environment,  
11011 Richmond Avenue, Suite 450

**Academic qualifications**  
Doctorate  
2011 Doctor of Health Science, University of Europe

My messages | Messages

Add new

Help and support

My CV for BMBF applications | Properties | Download as PDF | Download to Word

Liza F White  
Department of Statistics & Modelling Science  
E-mail: lv.demo@tra.dk  
Phone: +45 96 35 01 00  
Website: http://atra.dk/en/

**Research output**

**Development and reliability of a measure of clinician competence in providing illness management and recovery**  
Tietze, C., White, L. M., Mueser, K. T. & Rose, N. 1 Aug 2012 In: *Psychiatric Services*, 63, 8, p. 772-778 7 p.  
Research output: Contribution to journal | Article

**FDC-PET can evaluate the treatment for fungal liver abscess much earlier than other imaging**  
Miyazaki, Y., Nawa, Y., Nakase, K., Kohashi, S., Kadonaga, S., Hirakawa, A., Miyagawa, M., Yasukawa, M., Hara, M. & White, L. F. Dec 2011 In: *Annals of Hematology*, 90, 12, p. 1489-1490 2 p.  
Research output: Contribution to journal | Article

**Response to drug treatment in newly diagnosed epilepsy: A pilot study of (1)H NMR- and MS-based metabolomic analysis**  
Al Zewini, M., Silt, G. J., Leach, J. P., Brodie, M. J., Robertson, C., Watson, D. G., Parkinson, J. A. & White, L. F. Feb 2010 In: *Epilepsy research*, 88, 2-3, p. 189-195 7 p.  
Research output: Contribution to journal | Article

**Hospitalisation of non-testing software developers for treatment of physical assaults**  
Robertson, C. & White, L. F. 2010 In: *Analitica chimica acta*.  
Research output: Contribution to journal | Article

**Randomized Double-Blind 2 X 2 Trial of Low-Dose Tamoxifen and Fenretinide for Breast Cancer Prevention in High-Risk Premenopausal Women**  
Decensi, A., Robertson, C., Guerneri-Gonzaga, A., Serrano, D., Cazzanga, M., Mora, S., Gulisano, M., Johansson, H., Galimberti, V., Cassano, E., Moroni, S. M., Formelli, F., Lini, E. A., Pelosi, G., Johnson, K. A., Bonanni, B. & White, L. F. 10 Aug 2009 In: *Journal of clinical oncology*, 27, 23, p. 3749-3756 8 p.  
Research output: Contribution to journal | Article

**The Early Transmission Dynamics of H1N1pdm Influenza in the United Kingdom**  
Ghani, A., Saegelin, M., Griffin, J., Flasche, S., van Hoek, A. J., Cauchemez, S., Donnelly, C., Robertson, C., White, M., Truscott, J., Fraser, C., Garske, T., White, P., Leach, S., Hall, I., Jenkins, H., Ferguson, N., Cooper, B. & White, L. F. 2009 In: *PLoS current*, 1, p. R0011330  
Research output: Contribution to journal | Article

**Aspects of Computability in Physics**  
Shimony, J. & White, L. F. 25 Nov 1997 In: *BMC medicine*.  
Research output: Contribution to journal | Article

## Harvesting and data standards



### Pure is compatible with many different data standards

It can be used to keep research stakeholders updated, avoid duplicate administration, free up more research time and join networking standards



Data in Pure can be harvested via OAI to be used to populate other network initiatives such as VIVO and a range of document repositories such as Dspace, FEDORA and EPrints



# Create, manage and report on your researcher's ORCID<sup>s</sup>



- Link your ORCID license to Pure and automatically create and verify ORCID<sup>s</sup> within Pure
- Monitor your researcher's use of ORCID<sup>s</sup> within Pure and create reports of the content linked to them

The screenshot shows the ORCID profile creation interface. At the top, the ORCID logo is displayed with the tagline "Connecting Research and Researchers". Below this, the user's profile is shown for "Mary Ann Wright", identified as a "Person". The "Personal Identification" section contains several input fields: "Title" and "Post-nominals" (both empty), "First name(s) \*" with "Mary Ann" entered, "Last name \*" with "Wright" entered, "Former last name" (empty), "First name(s) - (Known as)" (empty), and "Last name - (Known as)" (empty). There are also dropdown menus for "Gender \*" (set to "Female"), "Date of birth" (with a calendar icon and "Example: 21/10/2002" below it), and "Nationality" (set to "Select nationality..."). At the bottom, the ORCID ID "0000-0001-5106-6921" is displayed with "Show" and "Edit" buttons. A green checkmark and the message "ORCID ID successfully created." are visible at the bottom right of the form.

# Pure benefits personnel throughout the institution

## VPs/VCs of Research

Reports, stats, and KPIs for evidence-based research administration

## Rectors, Deans and Department Heads

Reports for promotion and tenure decisions, departmental reviews

## Researchers & PIs

Automatic CVs and NIH Biosketch, internal & public profiles, ORCID creation and management, track and promote research activity, populate repository, identify potential collaborators, researcher's expertise & new articles to read

## The Library

Quality-assured publication base, Open Access exhibition, de-duplication, ORCID monitoring etc.

## Tech Transfer Office

Exhibit and track international collaboration

## Other Stakeholders

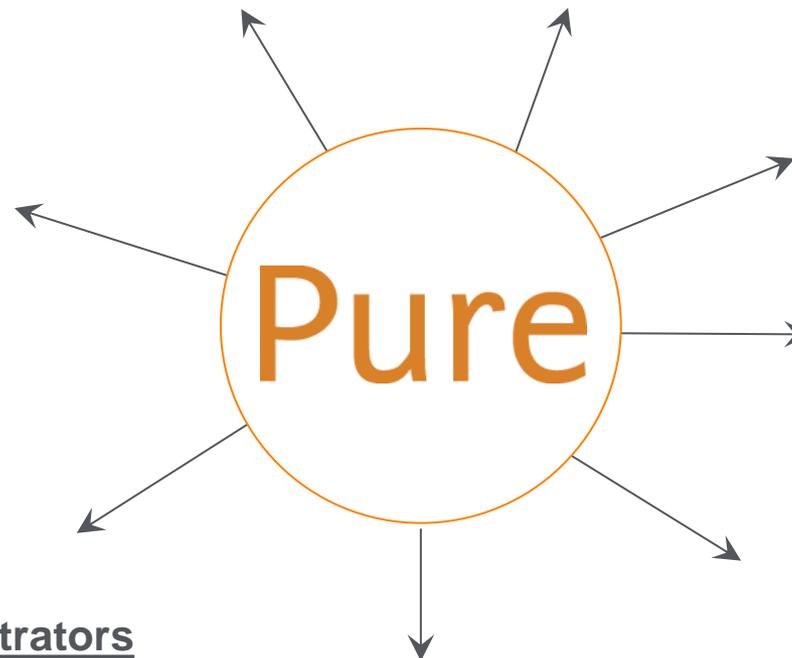
Private sector businesses  
Government agencies  
Media outlets  
The general public

## Research Administrators

Reports, bid overview, performance and application monitoring, track projects, oversee collaboration networks

## Communications/ Press Office

Exhibit press clippings, track and promote press coverage, locate experts to comment on news items

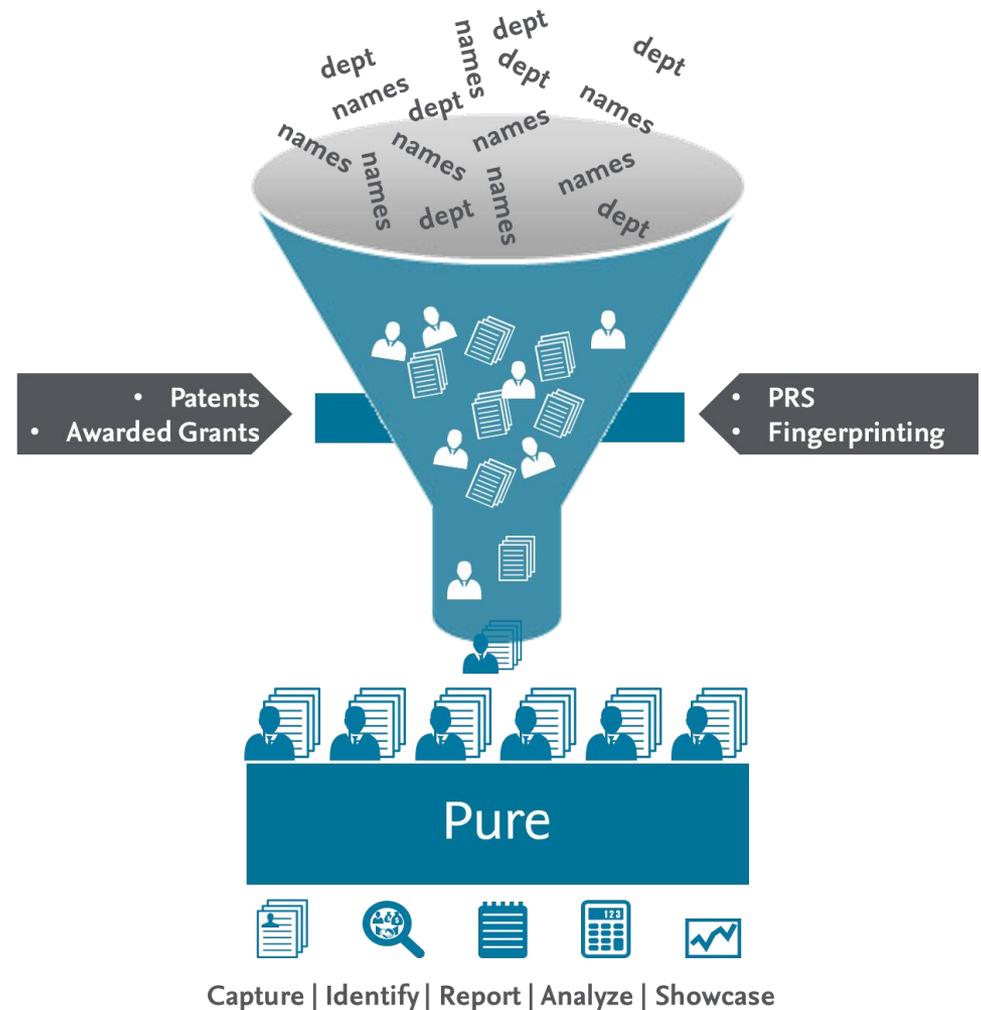


## Implementation, getting started....

It's simple:

- give a list of your researchers and departments
- choose the modules you want

.....and we'll do the rest



Elsevier Research Intelligence

**Thank you!**

[www.elsevier.com/research-intelligence](http://www.elsevier.com/research-intelligence)



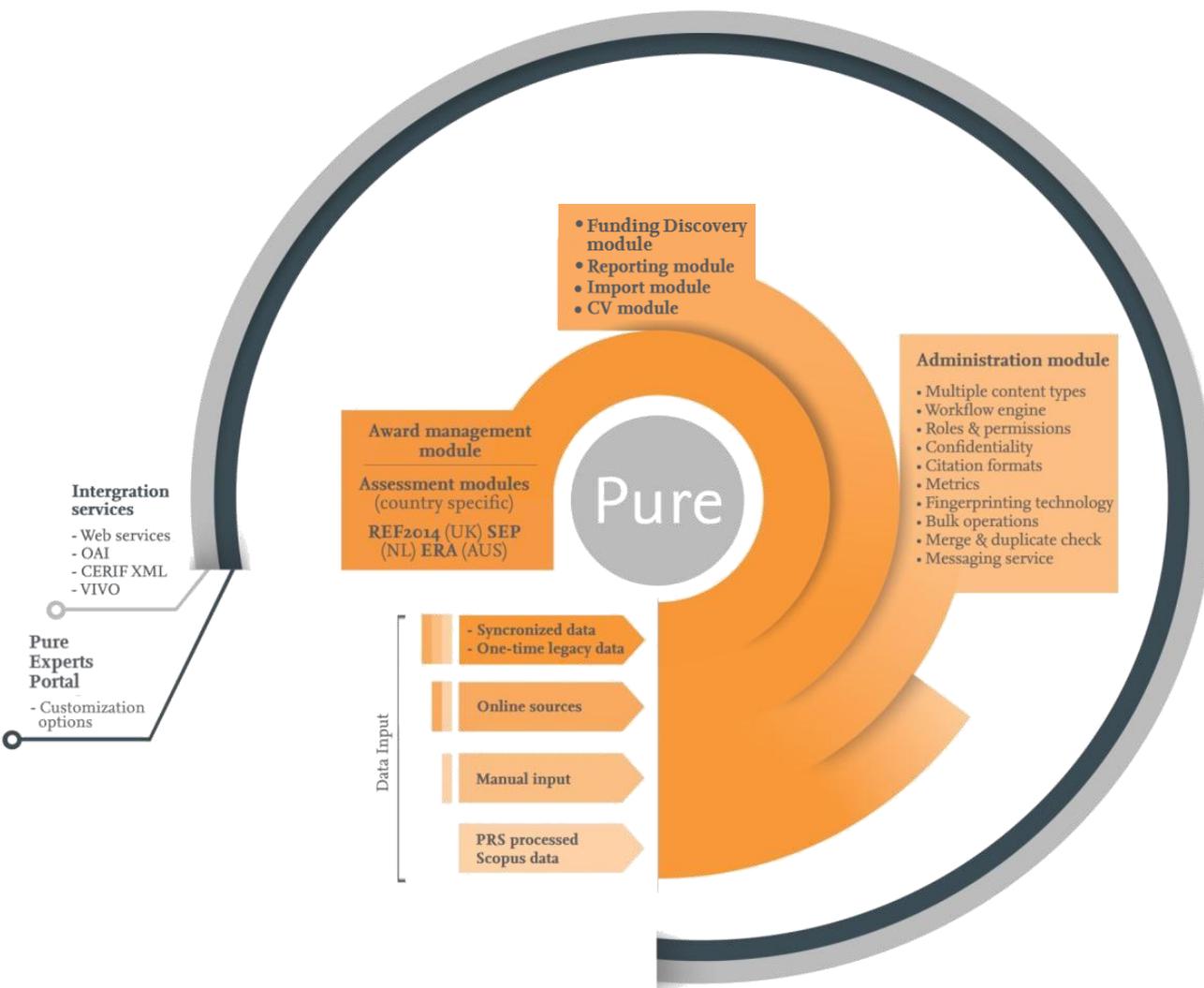
# Appendix



**Internal table idea that can be used to give sales an idea if certain needs are met in Hosted and integrated versions of Pure**

|                                       | Hosted     | Integrated       |
|---------------------------------------|------------|------------------|
| <b><u>Product Components</u></b>      |            |                  |
| PRS                                   | Optional   | Optional         |
| Experts Portal                        | Yes        | Yes              |
| Validation workflows                  | Yes        | Yes              |
| Synchronize institutional data        | No         | Yes              |
| National Assessment Exercise support  | Partial    | Specific modules |
| Awarded grant info                    | OAI import | Direct feed      |
| Legacy data integration               | No         | Yes              |
| Funding Discovery                     | Optional   | Optional         |
| Institutional Repository support      | OAI import | Direct feed      |
| Support the research grant life cycle | Partial    | Yes              |
| Importing online data                 | Optional   | Optional         |
| Identify expertise                    | Yes        | Yes              |
| Fingerprinting                        | Yes        | Yes              |
| Online Sources                        | Optional   | Optional         |
| Manage CV data                        | Yes        | Yes              |

# Flexible configuration options – Pure Integrated



|                           | Hosted   | Integrated |
|---------------------------|----------|------------|
| <b>Product Components</b> |          |            |
| Experts Portal            | Yes      | Yes        |
| Portal customization      | Optional | Optional   |
| Integration Services      | Yes      | Yes        |
| Administration            | Yes      | Yes        |
| Reporting                 | Optional | Optional   |
| Import                    | Optional | Optional   |
| CV                        | Optional | Optional   |
| Funding Discovery         | Optional | Optional   |
| Award Management          |          | Optional   |
| Assessment                |          | Optional   |
| <b>Data input options</b> |          |            |
| PRS                       | Optional | Optional   |
| Manual input              | Yes      | Yes        |
| Online Sources            | Optional | Optional   |
| Synchronized data         |          | Yes        |
| One-time Legacy Data      |          | Yes        |

# Rich profiles promote researchers' activities and accomplishments across the institution

Profiles contain applications, awards, projects, outputs, bibliometrics, impacts, CV data and more

**Pure University of Europe**

Personal overview

**Liza F White**  
Mrs.  
Direct phone: +45 96 35 61 00  
lw.demo@atira.dk  
Department of Statistics & Modelling Science, 11/08/04 – present  
My portal profile  
Edit profile...

My research | My CVs and profile

View graph of relations

**Research output (8)**

**Objectivity in research support for government institutions: The questionable relationship between GRIs and their benefactors**  
Robertson, C. & White, L. F. 3 Oct 2014 In: BMC medicine. 12, 4, p. 1-45 45 p.1  
Research output: Contribution to journal › Article

**Response to drug treatment in newly diagnosed epilepsy: A pilot study of H-1 NMR- and MS-based metabonomic analysis: a pilot study of (1)H NMR- and MS-based metabonomic analysis**  
Al Zweiri, M., Sills, C. J., Leach, J. P., Brodie, M. J., Robertson, C., Watson, D. C., Parkinson, J. A. & White, L. F. Feb 2013 In: Epilepsy research. 88, 2-3, p. 189-195 7 p.  
Research output: Contribution to journal › Article

**Development and reliability of a measure of clinician competence in providing illness management and recovery**  
Tunze, C., White, L. M., Mueser, K. T. & Rose, N. 1 Aug 2012 In: Psychiatric Services. 63, 8, p. 772-778 7 p.  
Research output: Contribution to journal › Article

**FDG-PET can evaluate the treatment for fungal liver abscess much earlier than other imagings**  
Miyazaki, Y., Nawa, Y., Nakase, K., Kohashi, S., Kadohisa, S., Hiraoka, A., Miyagawa, M., Yasukawa, M., Hara, M. & White, L. F. Dec 2011 In: Annals of hematology. 90, 12, p. 1489-1490 2 p.  
Research output: Contribution to journal › Article

More...

**Press clippings (1)**

**UK universities receive Gazelle award**  
18/10/11: (www.atira.dk/en)  
Liza F White  
Chris Robertson  
Press clipping: Research

**Awards (1)**

**Systems Analysis of TNF and TRAIL Signalling Pathways in Hepatocytes**  
White, L. F., Robertson, C., York, P. & St. Andrews, P.  
Biotechnology and Biological Sciences Research Council (BBSRC): £579,421.00  
1/02/13 – 1/02/14  
Award: Research Councils › Award

**Activities (2)**

**Premier Award**  
Liza F White (Recipient), 1 Dec 2009  
Activity: Awards › Prize (including medals and awards)

**Head of Society**  
Liza F White (Recipient), 3 Mar 2011  
Activity: Awards › Election to learned society

**Applications (1)**

**Systems Analysis of TNF and TRAIL Signalling Pathways in Hepatocytes**  
White, L. F., Robertson, C., York, P. & St. Andrews, P.  
Biotechnology and Biological Sciences Research Council (BBSRC): £700,000.00  
1/02/13 – 31/01/14  
Application: Research Councils › Proposal

**Projects (2)**

**2011-DTG-Funding 3 Studentships**  
Robertson, C. & White, L. F.  
Natural Environment Research Council: £235,848.00  
1/10/11 – 1/03/15  
Project: Other

**My messages**  
Messages 1

**My history**  
Response to drug treatment in newly diagnosed epilepsy: A pilot study of H-1 NMR- and MS-based metabonomic analysis: a pilot study of (1)H NMR- and MS-based metabonomic analysis  
Research output: Contribution to...

*"The intuitive and well-designed user interface has had excellent feedback from academic users."*  
Rachel Curwen, Research policy Officer,  
University of York, UK

Help and support

https://devel.atira.dk/pure417demo/admin/workspace/personal/overview/

# Display CV data in Pure and create different versions of your CV

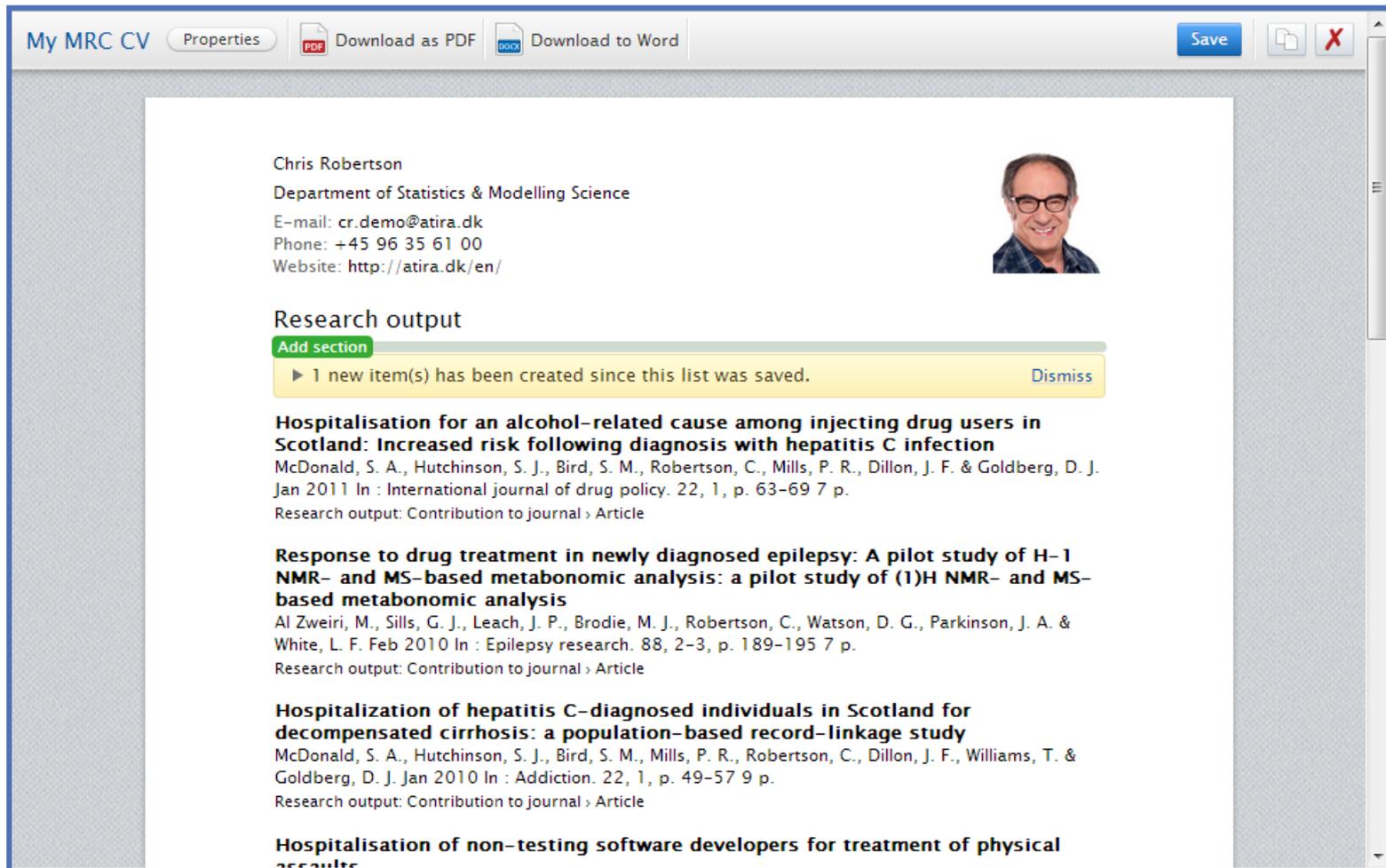
CVs remain updated and in sync with all available information

The screenshot displays the 'Pure' profile page for Liza F White at the University of Europe. The page is organized into several sections:

- Personal overview:** Includes a profile picture, name (Liza F White), contact information (Mrs., Direct phone: +45 96 35 61 00, Email: lw.demo@atira.dk), and current affiliation (Department of Statistics & Modelling Science, 11/08/04 – present).
- Navigation:** A sidebar on the left contains links for Personal overview, Research output, Activities, Press clippings, Impacts, Applications, Awards, Projects, and Datasets.
- My CVs and profile:** A tabbed interface with 'My research' and 'My CVs and profile' tabs.
- Research interests:** Lists 'Statistics and modelling'.
- Teaching:** Details teaching experience from 2011-2013, including modules like Applied Statistics, Mathematical modelling, and Scientific groundschool.
- Consultancy:** Lists consultancy roles from 2006-2013 at IBM, Texas Instruments, and the Ministry of Agriculture.
- Previous employer:** Lists the University of Michigan and its School of Natural Resources and Environment.
- Personal profile:** Lists free time activities such as Skiing, Running, Clay modelling, 50's movies, and Classic authors.
- Future employer:** Lists the University of Western Australia (2014).
- My CVs:** A section for managing CVs, featuring video thumbnails for 'Create new CV in Pure' and 'How to maintain a CV in Pure'. Below this are links for various application-specific CVs (FP7, BMBF, DFG, new publishers, NIH, NIH Biosketch, Finnish Academy, NWO) and a 'Public curriculum vitae with new content' button.
- Right sidebar:** Contains an 'Add new' button, 'My messages' (1 message), 'My history' (including a message about drug treatment), and 'Help and support'.

# Generate a formatted CV with a push of a button for download or printing

Design CVs to fit the opportunity, saving you valuable time you can use for your research



The screenshot displays a web browser window titled "My MRC CV". The interface includes a navigation bar with buttons for "Properties", "Download as PDF", and "Download to Word", along with a "Save" button and window control icons. The main content area shows a profile for Chris Robertson, including his contact information and a portrait photo. Below the profile is a section titled "Research output" with an "Add section" button. A yellow notification bar indicates that one new item has been created since the list was saved. The list of research outputs includes three entries, each with a title, authors, journal information, and a "Research output" link.

My MRC CV Properties PDF Download as PDF DOCX Download to Word Save

Chris Robertson  
Department of Statistics & Modelling Science  
E-mail: cr.demo@atira.dk  
Phone: +45 96 35 61 00  
Website: <http://atira.dk/en/>

Research output

Add section

▶ 1 new item(s) has been created since this list was saved. Dismiss

**Hospitalisation for an alcohol-related cause among injecting drug users in Scotland: Increased risk following diagnosis with hepatitis C infection**  
McDonald, S. A., Hutchinson, S. J., Bird, S. M., Robertson, C., Mills, P. R., Dillon, J. F. & Goldberg, D. J. Jan 2011 In : International journal of drug policy. 22, 1, p. 63-69 7 p.  
Research output: Contribution to journal > Article

**Response to drug treatment in newly diagnosed epilepsy: A pilot study of H-1 NMR- and MS-based metabonomic analysis: a pilot study of (1)H NMR- and MS-based metabonomic analysis**  
Al Zweiri, M., Sills, G. J., Leach, J. P., Brodie, M. J., Robertson, C., Watson, D. G., Parkinson, J. A. & White, L. F. Feb 2010 In : Epilepsy research. 88, 2-3, p. 189-195 7 p.  
Research output: Contribution to journal > Article

**Hospitalization of hepatitis C-diagnosed individuals in Scotland for decompensated cirrhosis: a population-based record-linkage study**  
McDonald, S. A., Hutchinson, S. J., Bird, S. M., Mills, P. R., Robertson, C., Dillon, J. F., Williams, T. & Goldberg, D. J. Jan 2010 In : Addiction. 22, 1, p. 49-57 9 p.  
Research output: Contribution to journal > Article

**Hospitalisation of non-testing software developers for treatment of physical**

# Pure's data model allows for unparalleled flexibility and ease of use in creating reports

Access controls ensure users can only view and report on the content relevant to them

**Choose a content type**

**EDITORIAL**

- Activities
- Applications / Funding C
- Impacts
- Press clippings
- Projects C
- Funded Projects
- Non-funded Projects
- Research output
- Student theses

**REF2014**

- REF1 a/c (Staff REF2014) C
- REF1 b (ISC REF2014)
- REF2 (Outputs REF2014)
- REF3a (Impact template)
- REF3b (Impact case study)
- REF5 (Environment template)
- Units of assessment C

**MASTER DATA**

- Equipment/facilities
- Events
- External organisations

**Matrix (analysis)**

| Organisation                             | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--|------|------|------|------|------|------|
| Faculty Of Science                       | 386  | 350  | 339  | 817  | 784  | 125  |
| Faculty Of Engineering                   | 311  | 376  | 331  | 663  | 712  | 231  |
| Professional Services                    | 69   | 73   | 63   | 39   | 49   | 12   |
| Faculty Of Law, Arts And Social Sciences | 134  | 119  | 100  | 202  | 216  | 164  |
| Faculty Of                               | 78   | 70   | 104  | 198  | 274  | 69   |

**Combined content**

|                         | Articles |       | Chapter in book |           | Activities |       | Awards       |  |
|-------------------------|----------|-------|-----------------|-----------|------------|-------|--------------|--|
|                         | Count    | Count | Count           | Count     | Count      | Count | Total awards |  |
| Aerospace Engineering   | 807      | 259   | 38              | 28,126,11 |            |       |              |  |
| Pharmacology            | 82       | 3     | 0               |           |            |       |              |  |
| Mathematics             | 93       | 10    | 0               |           |            |       |              |  |
| Institute Of Photonics  | 395      | 50    | 90              | 21,003,2  |            |       |              |  |
| Bioscience              | 5        | 0     | 0               |           |            |       |              |  |
| Pure Chemistry          | 1624     | 56    | 509             | 42,114,6  |            |       |              |  |
| Pharmaceutical Sciences | 53       | 1     | 0               |           |            |       |              |  |
| Chemical Engineering    | 388      | 27    | 110             | 6,552,3   |            |       |              |  |
| Information Sciences    | 374      | 121   | 80              | 5,226,2   |            |       |              |  |

**Table (analysis)**

| Organisation           | Author's gender | Research output year | Count |
|------------------------|-----------------|----------------------|-------|
| Faculty Of Science     | Female          | 2008                 | 291   |
|                        |                 | 2009                 | 265   |
|                        | Male            | 2008                 | 702   |
| Faculty Of Engineering | Female          | 2008                 | 165   |
|                        |                 | 2009                 | 192   |
|                        |                 |                      | 2010  |

**Chart (analysis)**

**Table**

| Title   | Type    | pages | Publication date | Visibility |
|---|---------|-------|------------------|------------|
| RAG Test  | Article | n/a   | 1/01/10          | Publicly   |
| An experimental and finite element study of the low-cycle fatigue failure of a galvanised steel lighting column | Paper   | n/a   | 1/01/09          | Publicly   |
| Temperature gradient effects on moisture transport in porous building materials                                 | Article | 11    | 1/01/09          | Publicly   |
| An optimal gains matrix for time-delay feedback control   | Paper   | n/a   | 1/01/09          | Publicly   |

**Listing**

1.1. 2009

**An experimental and finite element study of the low-cycle fatigue failure of a galvanised steel lighting column**  
Alexander, L., Taylor, I. & Wood, J. 2009  
Research output. Contribution to conference types - Paper

**Temperature gradient effects on moisture transport in porous building materials**  
Beer, J., Corbally, G., & Lucas, R. 2009 In: Building Services Engineering Research and Technology, 30, 1, p. 37-48, 11 p.  
Research output. Contribution to journal - Article

**An optimal gains matrix for time-delay feedback control**  
Boyd, J. & Holmes, C. 2009  
Research output. Contribution to conference types - Paper

1.2. 2010

**RAG Test**  
McQueen, J., Moxley, P., Spens, D. & Bodd, G. (ed.) 2010 In: Journal to be assigned.  
Research output. Contribution to journal - Article

**Raw data spreadsheet**

# Reporting engine with a drag-and-drop interface enables users to build tailored reports

Schedule reports to be generated automatically and export reports in multiple formats

The screenshot displays a reporting engine interface with the following components:

- Report overview:** A sidebar on the left with a 'Research output' section and an 'Add content type' area containing a '+ Add global grouping' button.
- Filter content:** Two filter panels:
  - Organisational unit:** Lists 'Selected organisations' including UK University, Department of Statistics & Modelling Science, Institute of Pharmacy & Biomedical Sciences, and Department of Pure and Applied Chemistry.
  - Research output year:** Currently set to 'No description'.
- Layout content:** A 'MATRIX: Research output' table with 'Organisation' on the y-axis and 'Research output year' on the x-axis. The table shows data for various faculties from 2005 to 2010.
 

| Organisation                    | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|---------------------------------|------|------|------|------|------|------|
| Faculty Of Science              | 386  | 350  | 339  | 817  | 784  | 120  |
| Faculty Of Engineering          | 376  | 334  | 363  | 712  | 231  |      |
| Professional Services           | 69   | 73   | 63   | 39   | 49   | 10   |
| Faculty Of Law, Arts And Social | 134  | 119  | 100  | 202  | 216  | 161  |
- Configuration Panel (Right):**
  - Interval:** Quarterly
  - Language:** English
  - Output format:** PDF, Word, Excel, HTML
  - Recipient email addresses:** (Field for email addresses)
  - Aggregation:** Sum (checked), Avg, Min, Max
- Bottom Bar:** 'Generate report as' with PDF, DOCX, XLS, HTML icons and 'Language: English'.

# Module descriptions

## **Administration**

Perform essential *create, read, update* and *delete* tasks with research metadata and associated documents such as publications and images. Related capabilities range from controlling user access to administering workflows. The module also makes it possible to add content such as press clippings, bibliometrics, and your database of student theses.

## **Award Management**

Enable research administrators, and research development professionals to track, monitor, and manage the entire research grant life cycle—from current funding opportunities, applications, and success rates to awards and related projects.

## **CV**

Easily create custom CVs and NIH Biosketches to showcase a researcher's profile, publications, projects, grant successes, bibliometrics, and more. CVs support rule-driven automatic updates whenever new content is added, and can be published directly to your organization's website or printed as Microsoft Word or Adobe PDF files.

## **Funding Discovery Module**

Increase your researcher's awareness of available relevant funding opportunities and decrease the time spent managing the internal funding discovery workflow process with Pure's Funding Discovery module. Your researchers receive targeted funding opportunities matched to their personal Fingerprints via alerts both in and outside of Pure. Your administrators can efficiently track, monitor and manage your researcher's progress through the funding discovery process using dashboards, reports and more.

# Module descriptions

## **Reporting**

Puts advanced report creation capabilities for all Pure content at your fingertips through Pure's highly flexible Reporting module. The module's research intelligence capabilities also help you realize strategically important goals. Apply targets to predetermined research performance indicators such as Snowball Metrics for your departments, then track and share performance updates via at-a-glance reporting dashboards.

## **Import**

Let Pure benefit from the rich publication and citation data captured in your subscribed online databases, such as Scopus and Web of Science, via Pure's convenient Import module. Safeguard that new content is added through Pure's comprehensive automated search functionality and effortlessly import additional publication information directly from RefWorks, EndNote, BibTex and other reference manager systems. Pure's author-matching algorithm ensures that the new content is correctly linked to the corresponding internal and external researchers in Pure for complete and accurate publication lists.

## **Assessments**

Pure's Assessments module lets you take advantage of its rich data repository to consolidate and submit full returns for the UK's Research Excellence Framework (REF2014) and Denmark's Bibliometric Research Indicator (BFI). In development are similar submission capabilities for the Netherlands' Standard Evaluation Protocol (SEP) and for Australia's Excellence in Research for Australia (ERA) initiative.



# The Elsevier Fingerprint Engine™

# Fingerprint within the Pure Experts Portal

**Pure Experts Portal** Search

Home Experts Research outputs Research units Journals



**Liza F White**  
 University of Europe - Faculty of Science - Department of Statistics & Modelling  
 Science  
 Phone: +45 96 35 61 00 - E-mail: lw.demo@atira.com - Website

**Summary**

|                                |    |
|--------------------------------|----|
| Research outputs (2009 - 2013) | 11 |
| Citations                      | 84 |
| H-index                        | 4  |
| Co-author Network              | 68 |
| Institutional Network          | 13 |

**Consultancy**

2006 - 2013  
 IBM, Centre for Statistical modelling (2009)  
 Texas Instruments (2009, 2010)  
 Ministry of Agriculture, Copenhagen, Denmark (2011)  
 The Agricultural ministry, Stockholm, Sweden (2012)  
[Show more...](#)

**Fingerprint**

Vaccine Id Influenza Therapeutics Methicillin-Resistant Staphylococcus aureus Methicillin  
Fenretinide Infection Tamoxifen Scotland

**Expert Overview**

- Fingerprint
- Research outputs
- Similar Experts
- Journals
- Institutional Network
- Co-author Network

**Economics**

Vaccine

Influenza

Scotland

Health

Surveillance

Effect

Model

Cohort

Propensity score

Illness

Vaccination

Methodology

Time series data

Timeliness

Adaptability

Infection

Infectious diseases

Early warning

National Health Service

Decision maker

Telephone

Monitoring

Screening

Public health

Statistical model

Primary care

Cox model

Death

Multilevel modeling

Test

Modeling

General practice

Laboratory

Proportional hazards

Chronic illness

Deprivation

Statistical methods

Factors

Regression model

Poisson regression

Logistic regression model

Propensity

Health seeking behaviour

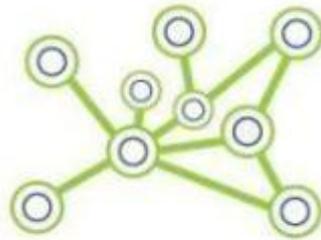
Mortality

# How does the Elsevier Fingerprint Engine work?

## 1) Mine Text



## 2) Identify Concepts



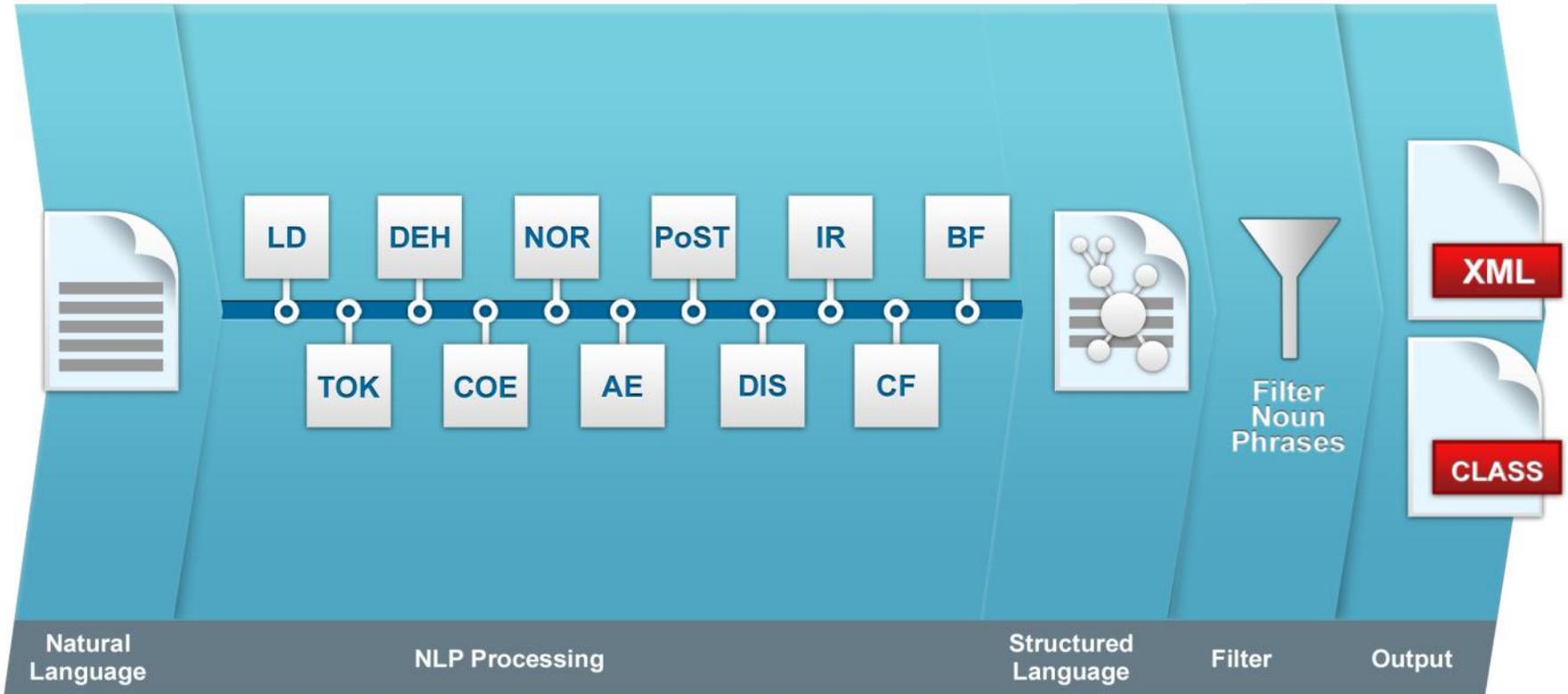
- MeSH
- Compendex
- GeoTree
- GESIS
- and more



## 3) Create Document Fingerprint

|                                   |
|-----------------------------------|
| <b>Disorders</b>                  |
| <u>Uterine Cervical Neoplasms</u> |
| <u>Neoplasms</u>                  |
| <u>Breast Neoplasms</u>           |
| <b>Chemicals &amp; Drugs</b>      |
| <u>Biological Tumor Markers</u>   |
| <u>Papillomavirus Vaccines</u>    |
| <u>Aspirin</u>                    |

# Natural Language Processing modules we apply to interpret text



**Workflow: Concept Look-Up**

# Profile Refinement Service

Detailed process to ensure author profiles are reliable

**Maximize precision**



**High level of recall**

## 1 Automatic Phase

Algorithm creates profiles and takes into consideration many factors including:

- Author name segments
- Co-authors' names
- Author email address
- Affiliations (dept, org, city)
- Journals (ISSN)
- Fingerprints

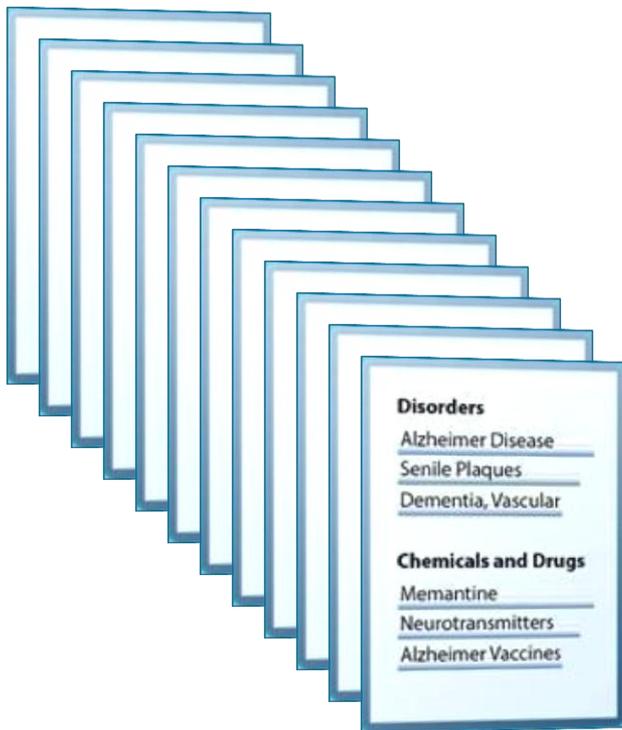
## 2 Manual Phase

Profiles Team verifies the results of the algorithm through a series of tasks.

Example: Profiles Team completes a biodata search for every profile by:

- Matching publications to the author's CV
- Searching for past affiliations
- Identifying name changes

# Creating a researcher's Fingerprint



Generate a researcher's unique Fingerprint by aggregating the Fingerprints of each of their publication abstracts

**Pure Experts Portal**

Search

Home Experts Research outputs Research units Journals

**Liza F White**  
University of Exeter - Faculty of Science - Department of Statistics & Modelling  
Science  
Phone: +45 90 35 51 93 - E-mail: l.f.white@ex.ac.uk - Website

**Summary**

|                                |    |
|--------------------------------|----|
| Research outputs (2002 - 2013) | 11 |
| Citations                      | 84 |
| H-index                        | 4  |
| Co-author Network              | 88 |
| Institutional Network          | 13 |

**Expert Overview**

**Fingerprint**

**Research outputs**

**Similar Experts**

**Jobs**

**Institutional Network**

**Co-author Network**

**Consulancy**

2008 - 2013

- BMJ, Centre for Statistical modelling (2009)
- Texas Instruments (2009, 2010)
- Ministry of Agriculture, Copenhagen, Denmark (2011)
- The Agricultural Industry, Stockholm, Sweden (2012)

Show more...

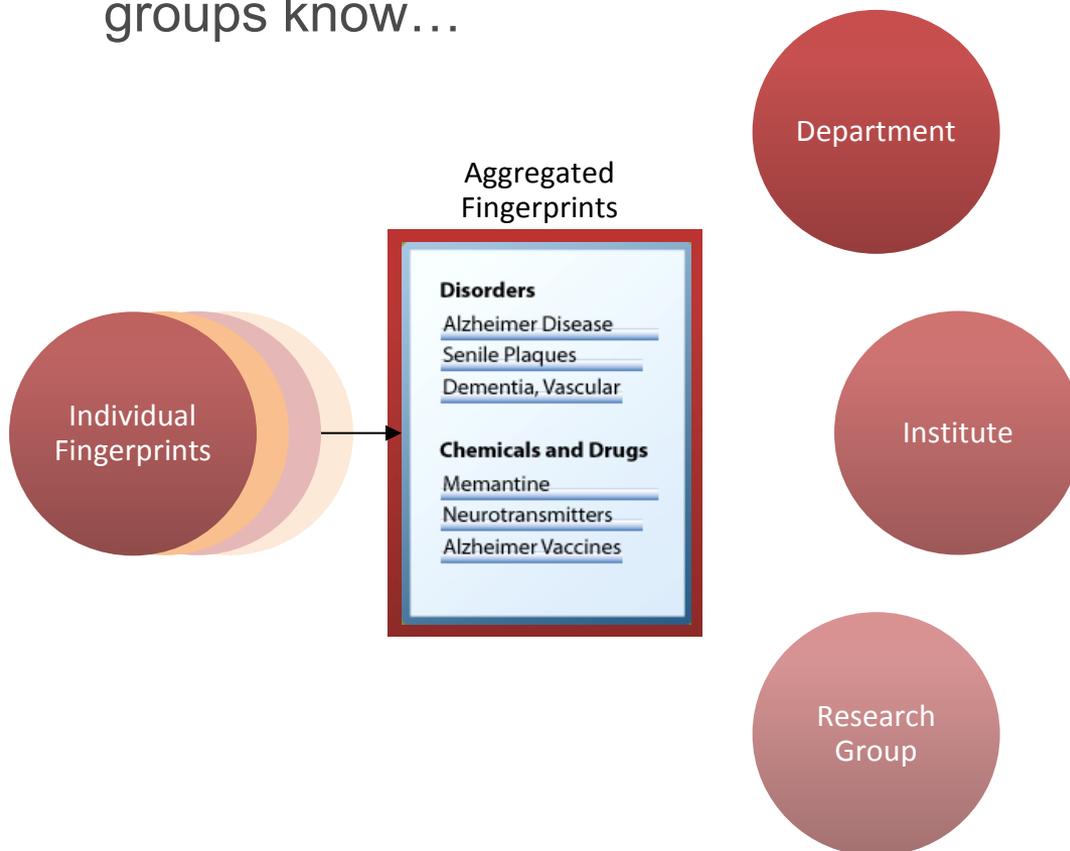
**Fingerprint**

- Vaccines
- Infection
- Memantine
- Alzheimer Disease
- Senile Plaques
- Dementia, Vascular
- Neurotransmitters
- Alzheimer Vaccines
- Memantine
- Infection
- Tamoxifen
- Scotland

Full Fingerprint - Experts with a similar Fingerprint

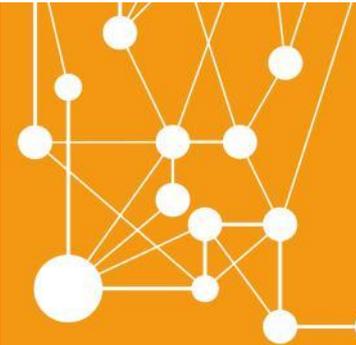
## Fingerprints can be aggregated at various levels

Aggregating researchers' Fingerprints across organizational units allows for the institution to know what individuals know and what groups know...



- What new publications and grants have been produced?
- What trends have emerged over time?
- Who is working together?
- With what other organizations (internal and external) are we collaborating?
- **What do we know?**

# Implementing the Pure Experts Portal



## Process for Elsevier to tailor an institution's profiles

Institution provides Elsevier with a list of researchers' names and departments

Institution completes a configuration checklist

Elsevier manually reviews profiles and launches the Pure Experts Portal

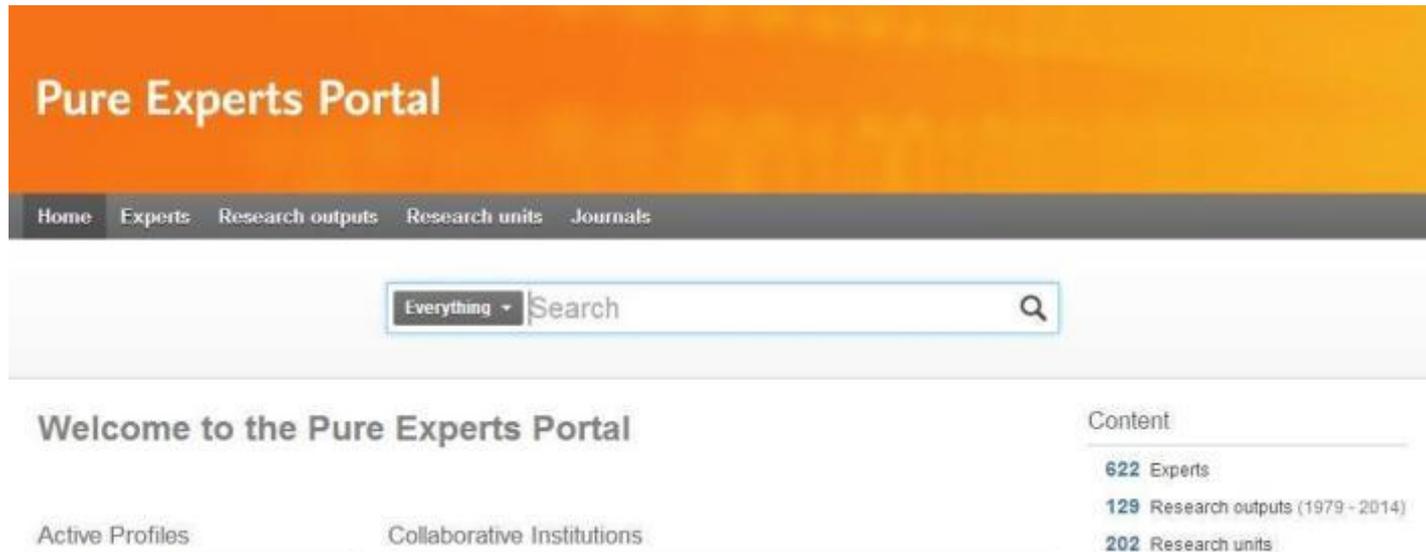
Weekly automated update

Quarterly manual review



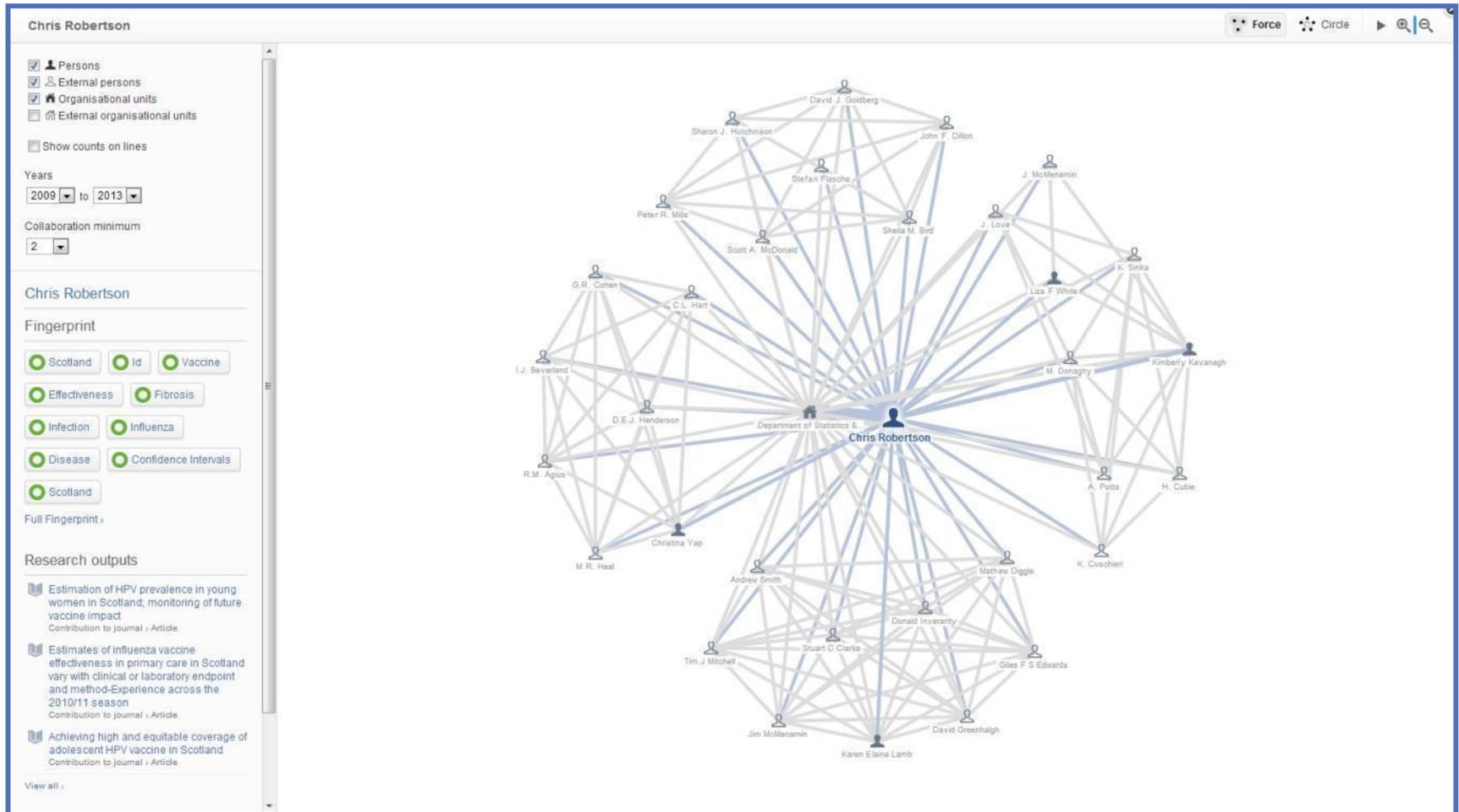
# Branding of your Pure Experts Portal

- Elsevier will brand the banner of your Pure Experts Portal application to meet your needs
- Institution provides the color scheme, their logo, the preferred application name and any imagery that they would like included in the background of the banner
- Elsevier will then design a header showing the look and feel of the interface for the institution to review and approve



# Miscellaneous

# Force view researcher collaboration network





# Search for specific concepts

## Pure Experts Portal

Home
Experts
Research outputs
Research units
Journals

Refine and narrow down result by adding related concepts

**NAL**

- sarcoplasmic reticulum
- degradation
- drugs
- smooth muscle
- Drosophila
- cadmium
- naphthalene
- transferrin
- cyclin-dependent kinase
- sediments
- bioavailability
- receptors
- stable isotopes
- half life
- phospholipase C
- glutathione
- metabolism
- brain
- biodegradation
- cell lines

**Selected concepts**

NAL

- cells

5 experts found with publications relating to all selected concepts

Publication range

No Limit ▼

|   |  |   |                               |
|---|--|---|-------------------------------|
| 1 |  | <p><b>MacMillan, Debbi</b><br/>                     dm.demo@atira.dk<br/>                     Department of Pharmacy &amp; Biomedical Sciences<br/>                     Academic</p>  | <p><b>3</b><br/>out of 12</p> |
| 2 |  | <p><b>Ellis, Elizabeth</b><br/>                     ee.demo@atira.com<br/>                     Department of Pharmacy &amp; Biomedical Sciences<br/>                     Academic</p>   | <p><b>3</b><br/>out of 14</p> |
| 3 |  | <p><b>Dufés, Christine</b><br/>                     cd.demo@atira.dk<br/>                     Department of Pharmacy &amp; Biomedical Sciences<br/>                     Academic</p>  | <p><b>2</b><br/>out of 10</p> |
| 4 |  | <p><b>Keenan, Helen</b><br/>                     hk.demo@atira.dk<br/>                     Department of Civil Engineering<br/>                     Department of Statistics &amp; Modelling Science<br/>                     Academic, PhD</p> | <p><b>1</b><br/>out of 3</p>  |
| 5 |  | <p><b>Kalin, Bob</b><br/>                     bk.demo@atira.dk<br/>                     Department of Civil Engineering<br/>                     Academic</p>   | <p><b>1</b><br/>out of 7</p>  |

# Copy and Paste text

## Pure Experts Portal

[Home](#) [Experts](#) [Research outputs](#) [Research units](#) [Journals](#)

### Fingerprint created based on the entered text

The Golgi apparatus plays essential roles in intracellular trafficking, protein and lipid modification, and polysaccharide synthesis in eukaryotic cells. It is well known for its unique stacked structure, which is conserved among most eukaryotes. However, the mechanisms of biogenesis and maintenance of the structure, which are deeply related to ER–Golgi and intra-Golgi transport systems, have long been mysterious. Now having extremely powerful microscopic technologies developed for live-cell imaging, the plant Golgi apparatus provides an ideal system to resolve the question. The plant Golgi apparatus has unique features that are not conserved in other kingdoms, which will also give new insights into the Golgi functions in plant life. In this review, we will summarize the features of the plant Golgi apparatus and transport mechanisms around it, with a focus on recent advances in Golgi biogenesis by live imaging of plants cells. Keywords Golgi apparatus; trans-Golgi network; Plant cells; Membrane

[Show more...](#)

Research domain

[Change research domain](#)

Extracted concepts

 Golgi apparatus

 cells

 image analysis

 eukaryotic cells

 protein transport

 lipids

 polysaccharides

 synthesis

6 experts found with related research outputs:

|  |    |
|--|----|
|  MacMillan, Debbi<br>dm.demo@atira.dk<br>Department of Pharmacy & Biomedical Sciences<br>Academic | 12 |
|  Cousin, Michael<br>mc.demo@atira.com<br>Department of Pure and Applied Chemistry<br>Academic     | 6  |
|  Ellis, Elizabeth<br>ee.demo@atira.com  | 14 |