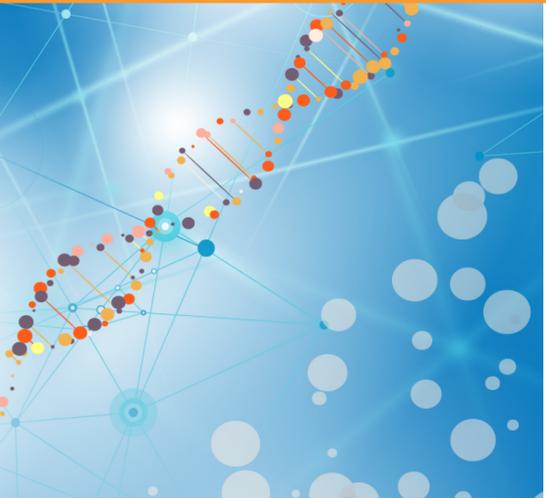


5

Ways to Apply Semantic Search Across Your Organization



For R&D-intensive industries such as the life sciences and chemical manufacturing, semantic search can help – delivering value by giving you the ability to turn content into insight. Information managers must balance the needs of multiple internal constituencies to support information discovery.

Semantic search builds on enriched content by matching the user's query intent – not just the keywords they provide – to relevant content, helping them *quickly discover* what they need.



Five Use Cases for Semantic Search



1 Early Phase Research

Researchers can discover interesting potential biomarkers and drug targets they hadn't known to look for in advance. These initial results can be linked to supporting source content for further review prior to wet lab.

2 Competitive Intelligence

Competitor patent filings, often intended to hinder discovery, can be explored alongside non-patent literature (NPL) to provide a full picture of competitor strategy, claims, and prior art for patent landscaping or other purposes.



3 IDMP (Identification of Medicinal Products) Compliance

IDMP initiatives directed by the Food and Drug Administration (FDA) and European Medicines Agency (EMA) aim to standardize how information can be expressed about pharmacological products. Semantically enriched internal and external content can provide a fuller view of medicinal product attributes, supporting IDMP compliance.



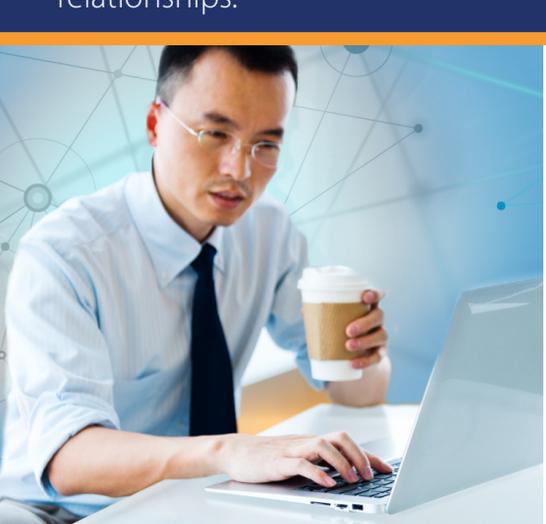
4 Discovery of Chemical Compounds

Researchers can take advantage of well-established chemical ontologies to conduct more efficient semantic search for chemicals, more easily identifying relevant chemical compounds their properties and relationships.



5 Pharmacovigilance

Literature monitoring for pharmacovigilance can become both more comprehensive and more precise through semantic searches that suggest links between adverse events and pharmacological substances, increasing the efficiency of these vital monitoring workflows.



Use Semantic Search to Uncover Scientific Meaning

R&D and information managers routinely use keyword search to find information they need. While keyword search may satisfy the basic needs of researchers, there are limitations that can affect productivity and slow the pace of discovery.

Check out our blog, *The Velocity of Content*, to learn more about big data and semantic search.

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