Case Study

Creating a state-of-the-art integrated digital library ecosystem at Daiichi Sankyo

Daiichi Sankyo's mission to become a global oncology leader required significant improvements to information and intelligence. Read on to learn how the Competitive Intelligence & Library Services team (CI-LIB) is achieving its goals with a custom solution created from Copyright Clearance Center (CCC)'s RightFind Suite.

Company
Daiichi Sankyo

Industry
Pharmaceutical

About Daiichi Sankyo
Daiichi Sankyo is a global pharmaceutical company with corporate origins in Japan. They provide innovative products and services in more than 20 countries around the world. With more than 100 years of scientific expertise, the company draws upon a rich legacy of innovation and a robust pipeline of promising new medicines to help patients.

In 2017, global pharmaceutical company Daiichi Sankyo partnered with Information EDGE and embarked on the "Library Envisioning Project," an extensive global information audit to support the company's 2025 vision. The effort was led by Daiichi Sankyo's CI-LIB team because of their unique ability to see across the worldwide organization and leverage their position to break down information silos, drive better business decisions by pulling together intelligence communities of practice, and increase employee collaboration.

"Our aim was to evaluate the current state of the library's infrastructure, the company's information needs, and the gap between 'what's now' and 'what needs to be,' explained Daiichi Sankyo's Associate Director of Competitive Intelligence and Library Services Kimberly Flanagan-Bourchard.

Identifying Daiichi Sankyo's Key Information Challenges

Through global surveys, focus groups, and interviews with employees and senior leadership, they discovered that the organization was increasingly in need of information and intelligence, but there were large barriers (i.e., unstable global technology) and missed opportunities (i.e., millions in uncoordinated spend). The challenges could be mapped to four key areas: content, people, processes, and technology.

Content
Because of decentralized subscription management and limited visibility into spend, users were unnecessarily purchasing articles when subscriptions for that content were already in place. And with a lack of rights traceability, risk of copyright infringement was elevated.

People
Users were overwhelmed with where to find third party content, lack of copyright compliance awareness, and difficulty sharing and collaborating on scientific literature.

Processes
Workflows were inconsistent for searching, acquiring, licensing, and sharing third party content. Processes for searching, exploring, and discovering relevant scientific literature were inefficient.

Technology
Users were utilizing five different tools/vendors to search and acquire documents and had no "single source of truth" for third party content.

Developing a "one stop shop" to access content and get rights information

The CI-LIB team's goal from the information audit became to create a "single source of truth, the very first place you should go" for content access and rights information. That meant replacing the five tools they were currently using with one.

"We identified many different players in the marketplace and launched a large RFP divided into three parts. Many companies could help us with Part A but not Part B. Some could address Parts B and C, but not Part A. CCC was the only one that could help us address all aspects of our pain points and move us forward to an advanced, global information ecosystem," Kimberly explained.

Daiichi Sankyo set out with CCC's professional services consultants to create a custom solution known internally to their end users as ORION. The state-of-the-art integrated digital library ecosystem utilizes CCC SaaS software products within the RightFind Suite, including RightFind Navigate and RightFind Enterprise, to drive the integration of content resources, including public, licensed, subscribed, and proprietary internal assets.

Brian Kessler, who was brought onto the Daiichi Sankyo CI-LIB team to lead the project from a technical perspective, said he had "nothing but praise" for the CCC

> "We identified many different players in the marketplace and launched a large RFP divided into three parts. Many companies could help us with Part A but not Part B. Some could address Parts B and C, but not Part A. CCC was the only one that could help us address all aspects of our pain points and move us forward to an advanced, global information ecosystem."

Kimberly Flanagan-Bouchard
Associate Director, Competitive Intelligence and Library Services, Daiichi Sankyo

professional services consultants. "Extremely speedy responses, our questions were answered quickly," he said. "Minor hiccups were immediately researched and remedied. The whole experience was great."

Prior to ORION, users toggled between five disparate systems to find all the scientific content relevant to their work. Today, Daiichi Sankyo users can now search across more than 55 scientific databases at the same time, including STM article citations, publisher subscriptions, eBook chapters, patents, clinical trials, news, competitive intelligence, posters, and reports.

Funding Grants	Patents	Clinical Trials	Meeting Abstracts	Scientific Literature
Preprints	Competitive Intelligence	Disease	Drugs	Companies

Walking in the Shoes of a Daiichi ORION User — Moving Beyond Traditional Search

ORION users span the organization's global workforce – including departments like medical affairs, drug safety, competitive intelligence, medical writing, and R&D. In its first-year rollout, ORION was used by more than 1,100 active users – a number growing as the launch expands across six continents.

When an employee has a need for scientific information – be it a piece of literature, a preprint, a clinical trial, or a patent – they search the ORION portal. Through the platform they can seamlessly determine their access and usage, purchased content, store information into shared libraries, and collaborate with colleagues across departments and geographic borders.

Bringing together so many information sources could increase the potential of information overload, but personalization and semantic search features work to get the most relevant content to each individual. Users can explicitly select their favorite data sources to increase the relevancy of their search results. Additionally, ORION employs implicit personalization through machine learning, so users are delivered personalized content recommendations using CCC's proprietary algorithm.

"Sometimes searches are laser focused – users only want to see [results from the data sources] they need to see. More isn't always better," said Mary Isgro, Daiichi Sankyo's search specialist. "The ability to refine it is important – this is paramount. Any tool that makes this easier is beneficial. The filters [in ORION] are excellent."

Semantic search features allow users to identify relevant documents with an expanded search that incorporates synonyms to find relevant scientific concepts faster and accelerate discoveries. With semantic enrichment, ontologies are built into both search and reading experiences so users can find relevant scientific concepts faster. When searching, users can identify relevant documents with automatic synonym expansion and homonym resolution. Once an article is found, the user can do on-the-fly document enrichment to quickly navigate to relevant concepts within full-text article.

Goals Achieved

When the Library Envisioning Project kicked off in 2017, significant enhancements were needed around information and intelligence. Here's a look at their original goals compared to today's reality:

Goal Consolidate Library Technologies	**Goal** Establish a "one stop shop" to find, acquire, and store information resources	**Goal** Reduce risk of copyright infringement	**Goal** Enable reporting on content usage and spend
Today Software costs have been reinvested from 4 vendors replaced by 1	**Today** Users now can search across 55 scientific databases that include publicly available,, subscribed, and internal proprietary materials.	**Today** With rights lookup baked into the solution, users can instantly check their permissions, with copyright-compliant collaborative spaces by default.	**Today** With RightFind Business Intelligence, the knowledge center has an enterprise-wide granular view of content usage and spend in seconds.

On the Horizon – Expansion

Daiichi will continue to expand their CCC solution to meet the organization's unique workflow and data needs. For next steps, in addition to scaling ORION across the global departments (customizing settings and data sources for the unique needs of specific functional areas and geographic regions), expanding AI and data capabilities, and increasing the third-party data connectors users can search across are top priorities.

"We've increased our visibility and value proposition, impacted the bottom line and reduced risk, and ultimately made work much easier for employees," said Kimberly.

End users can feel that impact. Some of the ways users have described their experience with ORION: "easier and quicker," "well-organized," "centralized," "essential" and "an absolute must."

Ed Vazquez, Daiichi Sankyo's content portfolio manager, is responsible for onboarding and training new users on the ORION platform. He said, "when we expose people to [ORION], they are blown away by how it can make their lives easier." And for the CI-LIB team, their strategic role within the organization has been elevated. "The old technology was a disjointed portal that was several pieces of functionality put together, and it was subject to a lot of mishaps," Ed said. "We had been manually handling a lot of document retrieval. After deploying, ORION freed up a lot of our time. Now we can have a more sophisticated role and handle more sophisticated tasks."

> "
>
> When we expose people to [ORION], they are blown away by how it can make their lives easier."
>
> **Ed Vazquez**
> Content Portfolio Manager,
> Daiichi Sankyo

The RightFind Experience

For Daiichi Sankyo end-users, ORION has become an integral part of their content and data workflows. Behind the scenes, ORION is powered by the RightFind Suite. Here's a look at the different aspects of RightFind that form to create ORION:

RightFind Suite

Robust software solutions to fuel scientific research and simplify copyright, anytime, anywhere

RightFind Enterprise

The fastest way to access, manage, and collaborate on scientific literature.

RightFind Navigate

Personalized search across multiple sources of data and information for highly relevant discovery.

RightFind Cite It

Simplified reference management software that easily formats citations with relevant styles.

RightFind Business Intelligence

Analytics to support data-driven content investments.

Annual Copyright License

Enterprise-wide, content licensing solutions offering millions of rights from thousands of publishers.

CCC | **RightsDirect**

About CCC

A pioneer in voluntary collective licensing, CCC (Copyright Clearance Center) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright, information management, artificial intelligence, and machine learning, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by harnessing information from a wide variety of data sources and content assets.

Learn more

U.S. organizations:
🌐 copyright.com
✉ solutions@copyright.com

Organizations outside of the U.S.:
🌐 rightsdirect.com
✉ solutions@rightsdirect.com