



Making a Science of Search.

Elsevier Reinvents Publishing for the 21st Century

In today's digital age, traditional publishers are facing some overwhelming challenges. Costs for producing and distributing books and journals continue to increase; subscribers expect faster delivery and greater access to content.

These challenges are multiplied when your subscribers and authors are the scientific, technical and medical community, including Nobel laureates, university libraries, pharmaceutical firms and leading researchers around the world.

Elsevier is a world leading publisher of scientific, technical and medical information services, including such renowned titles as *Gray's Anatomy* and *The Lancet*, to support and share advancements in scientific and medical research. From its establishment in Amsterdam in 1880, the company had grown into a global organization of nearly 7,000 employees in over 70 offices around the world. But management knew that continued success would depend on extending this heritage into the digital future.

Creating a breakthrough

The company's strategy was to move online. A major breakthrough in this area came with the 1999 commercial launch of www.sciencedirect.com, a full-text database comprising over 7 million articles.

In order to connect the print and digital worlds, Elsevier needed to combine subscriptions into a comprehensive master

record that permitted accurate print and electronic pricing. Elsevier needed a 360-degree view of customers – a complete, accurate and up-to-date picture that would permit a flexible but logical approach to licensing its material.

Elsevier already had made a step in this direction. One hundred and twenty-five years of mergers, acquisitions and natural growth had left the company with multiple fulfillment systems for its diversity of products and locations around the world. In 1995, Elsevier selected SSA-NAME3, from Identity Systems, to simplify the sales information system by automating the task of searching and matching international addresses. "Because the addresses are international, they can come in multiple languages," Knight says. "SSA-NAME3 handles the multiple languages very well, so we didn't have to duplicate that expertise in house."

A Scientific Approach

But by 2005, the number of addresses had increased nearly ten-fold, from 800,000 to almost 7 million. In addition, the company was drawing from additional data sources into their databases, creating an enormous volume of customer information.

“Because the addresses are international, they can come in multiple languages, SSA-NAME3 handles the multiple languages very well, so we didn't have to duplicate that expertise in house.”

Susan Knight,
General Manager,
Quality and Analytics
Elsevier



"We were satisfied with the Identity Systems software for our sales information system, but we knew we had to upgrade," Knight says. "We examined the other products that were available and it became clear that Identity Systems was still the best."

The decision was made to upgrade to Identity Systems' latest software, Identity Search Server™ (ISS). A "proof-of-concept" project was completed in just one month, the new system implemented in just two months. After a further two months of parallel running, the new system went live and immediately started delivering benefits.

The new system provided a number of immediate benefits. Parameterized matching rules permit greater flexibility – and accuracy – in dealing with different address conventions in different countries: for example, the abbreviation St. means Street in the UK but Sainte in France. Elsevier was also able to implement pre-matching, which checks to see if a record has changed before updating the database. The company can also now match external files, such as a list of new accounts, and match that against the database as well.

The result is faster, more accurate matching and an enhanced ability to create and maintain accurate master records for subscribers.

But the flexibility of the system goes farther than that. Because it provides a centralized service that enables the entire company to use

the same methodology, Elsevier is exploring additional uses. Elsevier will be using ISS to clean its major fulfilment system in identifying duplicate records. The company is also using the software to perform "negative" searches, automatically identifying addresses that appear to be incorrect before they can replicate across databases. The company is also looking to use the software to support customer-facing systems, improving responsiveness and ensuring that subscribers get timely delivery and correct invoices.

"ISS is a very powerful tool," Knight concludes. "We know there's much more we can do with it."

About Elsevier

Elsevier is a world leading, multiple-media publisher of scientific, technical and health information products and services around the globe. Elsevier publishes more than 20,000 products and services, including journals, books, electronic products, services, databases and portals. Elsevier is part of the Reed Elsevier Group plc, a leading international publisher and information provider. Reed Elsevier shares are listed on the Amsterdam and London Stock Exchanges.

For more information about Elsevier, please visit www.elsevier.com.

"We examined the other products that were available and it became clear that Identity Systems was still the best."

*Susan Knight,
General Manager,
Quality and Analytics
Elsevier*

About Identity Systems



Identity Systems is the pioneer in enabling organizations to build and maintain high-quality identity data search and matching software solutions.

The company has been in this area of specialization since 1986, and has over 500 clients worldwide who rely on its robust, enterprise-wide software. For more information please visit our website.