THE GREAT R&D OBSTACLE COURSE

If you work in research and development, you are a master of finding and dissecting complex information. You know the challenges that you face are daunting, but you do not back down – you will do whatever it takes to get to the finish line and make the NEXT MAJOR SCIENTIFIC BREAKTHROUGH!

Click on to read about some of the most common hurdles that research and development teams face, and learn how EBSCO can create a winning strategy for navigating the Great R&D Obstacle Course.

- **Unreliable Information**
- **Keeping Up with Industry Changes**
- **Time Constraints**
- **Information Overload**
- **Lack of Support**
Obstacle #1: Time Constraints

In research and development, time is money. Searching for the right information from multiple sources on the internet can be time-consuming in an already demanding industry. It is crucial that you find what you need as quickly as possible.

Tackling the Obstacle with EBSCO

- EBSCO’s Biotechnology Source™ gives users access to thousands of full-text journals covering biotechnology and pharmaceutical research. With the single-search platform, researchers can reduce the amount of time they spend searching for information. Additionally, this database can be integrated into your company’s intranet or workflow applications to create a seamless search experience.

- DynaMed Plus® makes it easy to quickly access evidence-based clinical information. It includes intelligent auto-suggest, direct-to-section search results, exact match summary display and quick access to relevant images and calculators. Topics are presented in an easy-to-scan format, making it easy to find the information you need.
Obstacle #2: Unreliable Information

Using the open web often means that information is missing, manipulated or incomplete. Researchers often walk a tight rope, deciding whether to include information that may not be entirely correct.

Tackling the Obstacle with EBSCO

- EBSCO’s **STM Source™** supports in-depth research with thousands of full-text journals and peer-reviewed journals. Cover-to-cover full text includes images, tables, charts and other graphical content.

- **Biotechnology Source** offers leading industry publications and unique titles for biotechnology and pharmaceutical research. It includes the largest collection of full-text content indexed in MEDLINE, EMBASE and BIOSIS, as well as unique sources that cannot be found anywhere else on the open web.

- For engineers, EBSCO offers **Applied Science & Technology Source™**. This database includes many unique full-text journals not available in any other database.
Obstacle #3: Information Overload

Conducting information searches on the web can often open the floodgate and overwhelm researchers with too much information. Published literature and content are growing at an unprecedented rate, making researchers feel as though they are blindly sifting through everything.

Tackling the Obstacle with EBSCO

• EBSCO's *International Pharmaceutical Abstracts* provides indexing and abstracts for pharmaceutical and medical journals published worldwide. This database covers the entire spectrum of drug therapy and pharmaceutical information so that researchers can easily locate the answers to any and all drug-related problems they encounter.

• Created by the Institution of Engineering and Technology, *Inspec®* provides abstracts and indexing to the world's scientific and technical papers covering physics, electrical engineering, electronics, communications, control engineering, computing, information technology, manufacturing, production and mechanical engineering.
Obstacle #4: Keeping Up with Industry Changes

New developments in research and development occur every day. Ensure that you are equipped with the right tools to keep up with this rapid-fire field.

Tackling the Obstacle with EBSCO

- **STM Source** provides access to vital information to drive innovation through its in-depth coverage and daily updates. Titles include industry-leading academic journals, magazines, reports, books and monographs, trade publications and other valuable sources.

- With **DynaMed Plus**, you can be assured you are receiving the most current evidence-based information. Editors monitor the content of medical journals on a daily basis, evaluating each article for clinical relevance and scientific validity. New evidence is integrated with existing content, and overall conclusions are changed as appropriate, representing a synthesis of the best available evidence.

- **Applied Science & Technology Source** not only offers information that focuses on traditional engineering challenges and research, but it also aids in research concerning the business and social implications of new technology.
Obstacle #5: Lack of Support

In many companies, research and development teams do not receive the necessary support throughout their research efforts. Personnel to support these teams are often not within the budget, leaving researchers to do the heavy lifting for themselves and their colleagues.

Tackling the Obstacle with EBSCO

• EBSCO offers extensive support free of charge to all customers. EBSCO’s Technical Support representatives are trained to fully resolve any questions or issues related to EBSCO products. Support is available via telephone, email and online.

• In addition, the EBSCO Support Site (http://help.ebsco.com) is available 24/7 and offers user guides, tutorials, FAQs, trainer guides, and other self-service support resources – available to anyone!
Win the R&D Obstacle Course with EBSCO

EBSCO databases will remove your obstacles and help you focus on what is important – the research! These solutions create the best possible user experience, allowing your team to get the most accurate information efficiently.

EBSCO Products:

- Applied Science and Technology Source
- Biotechnology Source
- DynaMed Plus
- Inspec
- International Pharmaceutical Abstracts
- STM Source

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