STEP 1
Assessing the Need
Researchers need to be able to quickly scan and assess their market to identify trends, competitors and the overall performance of their company.

STEP 2
Scope the Work
Researchers are transitioning their mindset toward a well-scoped measurable problem and a proposed solution to that problem. The solution is available – but it needs to be uncovered.

STEP 3
Honing in on the Solution
Systematic research occurs, various sources are used to help gather facts and to establish the educated guess that will then be tested.

HOW TO HELP
Configuring RSS feeds into your research portal’s homepage for quick analysis of what is occurring in the marketplace and providing researchers with one-click access to relevant internal reports, news and recent open access content.

STEP 4
Communicating the Output
The R&D teams may need to pass their findings along to engineers, project managers or designers to begin testing prototypes or start trials. Clearly and succinctly communicating this information is imperative in the cycle of product development.

HOW TO HELP
An integrated discovery service into your company’s research portal allows researchers to search pertinent journals (e.g. titles found in EBSCO can be surfaced that are a relevant match to their keyword research). Reduce this through intuitive single search and integrated SSO options.

HOW TO HELP
Create a collaborative environment between teams leveraging inline annotations using collaboration tools.

Do it All with the EBSCO SaaS Suite
The EBSCO SaaS Suite brings together the best in technology and authentication to improve research - for all teams.