



**Tatiana Khayrullina**  
Director & Lead Analyst

December 16, 2019

Copyright Clearance Center (CCC) has licensed this report from Outsell, Inc., with the right to distribute it for marketing and market education purposes. CCC did not commission this report, nor is this report a fee-for-hire white paper. Outsell's fact-based research, analysis, and rankings and all aspects of our opinion were independently derived, and CCC had no influence on or involvement with the design or findings within this report. For questions, please contact us at [contact\\_us@outsellinc.com](mailto:contact_us@outsellinc.com).

## Important Details

Copyright Clearance Center (CCC) recently announced the launch of RightFind Navigate, a tool for researchers to find relevant content through contextualized discovery, machine learning, and smart data. This is the latest addition to the RightFind Suite of content workflow and data integration solutions by CCC. The tool is designed to facilitate access to research information and data across content and media types and is integrated with CCC's annual copyright licenses and customer subscriptions.

RightFind Navigate brings together external subscriptions, internal proprietary information, and content already in the public domain to reveal connections and aid discovery. This solution is based on an open ecosystem and includes integrations with CCC partner organizations, such as Clarivate Analytics, that allow for direct access to Cortellis and Web of Science. Other connectors include the Food and Drug Administration (FDA), Information for Industry (IFI), and National Institutes of Health (NIH). Custom connectors to RightFind Navigate are also available.

Other key features include the following:

- Single sign-on for access to licensed and free content
- The ability to unify data sources and work across data silos
- A personalized search experience to fit each researcher's objectives
- Semantic ontologies and dynamic visualizations enabling connections across multiple content types
- Copyright-compliant collaboration workflows

## Analyst Rating: Positive

### Strengths and Risks

The objective of information management within any organization is to deliver just-in-time intelligence at a minimal cost per user. Success for multinational companies is often a function of managing globally distributed research and development teams engaged in complex workflows. Speed to market is vital in the 21st-century marketplace, so access to the current research and other relevant content from heterogeneous sources moves beyond being a mere convenience to being mission-critical. CCC designed RightFind Navigate with that kind of environment in mind.

For publishers, offering users advanced search and discovery capabilities tops the list of priorities as they face a growing volume of content and tacit competition from Google Scholar. As a bonus, a personalized search and recommendation engine grounded in the user's behaviour is a feature many see as highly desirable. RightFind Navigate strives to check both boxes, providing a discovery engine with a personalization option.

The type of value RightFind Navigate can deliver will also depend on the stakeholder group:

- Information managers might expect growth in the associated value for the content they purchase as more of it gets on users' radars at the right time. The tool is intended to deliver analytics on the patterns of content access and use, the types of content that are missing from subscriptions, and the types of content that do not generate enough interest. Companies can apply the data to boost their ROI on critical content. An ideal scenario would see RightFind Navigate become the search engine of choice for users; this way, user behaviours will drive the personalization and discovery features and provide the companies with a wealth of user data.
- For publishers, partnering with RightFind Navigate could provide a way to boost audiences through the recommendations highlighting content outside current subscriptions. This may alleviate the pressure on the part of Google Scholar, which is often used for discovery, with a publisher fulfilling the less desirable role of a content repository and Google leaving with the user data. As an added bonus, for smaller publishers who do not yet have a sophisticated content discovery tool, RightFind Navigate could provide a channel to the reader audience outside of academia and to those reading outside their fields.
- For end-users (researchers and readers), the promise of the tool for this cohort is the time-saving benefits of single sign-on, faster and more intuitive search, and better targeted results, all integrated with their workflows. CCC provides a bonus in terms of peace of mind about the reuse of copyright-protected content. This can be compelling for those who look for content to redistribute, such as for training purposes. Importantly, a vast proportion of the users of RightFind Navigate can be practitioners seeking patents, grants, clinical trials, books, conference proceedings, test results, and other types of content in addition to scientific articles. For them, the tool's ability to search across the different content types can prove a critical asset.

One risk relates to the breadth of CCC's network of partners and their integration with RightFind Navigate. To be top of mind for search and discovery, RightFind Navigate needs to become a true one-stop shop, at least for several disciplines initially, covering all content types, all media types, and possibly multiple languages. This goal takes a comprehensive partner network and ingestion of the corporate content that companies may have.

Another set of risks stems from the fact that while the success of RightFind Navigate depends on adoption by end-users, it largely plays in the B2B world, so its ability to reach out to users directly and respond to feedback is limited. Since all discovery engines ultimately compete with Google, there may be an initial discouragingly slow adoption period while users learn new habits and change their behaviours, during which time they may need support and encouragement.

## Recommended Actions for CCC

The launch of RightFind Navigate is a chance for CCC to get to know end-users better and raise its profile with this stakeholder audience. Outsell recommends developing a communications strategy and customer support solutions targeting R&D professionals in the life sciences industry globally. In addition, CCC can leverage its leadership position in copyright management (which promotes responsible sharing) and the open architecture of the tool (which supports ease of integration) to grow its partnership network rapidly and demonstrate the value to the end-user of conducting a search through RightFind Navigate.

## Recommended Competitor Actions

Publishers such as Elsevier, Springer Nature, Taylor and Francis, and others with proprietary discovery solutions are keen on nurturing their own user communities. They may feel the pressure to keep directing user traffic to their own websites for the discovery of subscription and OA content. The implication of losing this type of traffic for publishers is being left with institution-level user data that is insufficient for further refinement of personalized features such as a recommendation engine. This development can be painful since users outside academia can stay with an information provider for the rest of their professional lives.

Some ways to counteract this situation are to offer subscription-based (paid or free) content to those who stay active on publisher websites, offer free content occasionally in exchange for user data, or introduce membership access for collections. Another possible way to react is to find a way to build value in a shared ecosystem by offering niche value: add products that go beyond the delivery of content. An effective approach could be tackling a different user “persona” to compete with RightFind Navigate, catering to the professional “personas” of R&D professionals.

## Outsell’s Bottom Line

For the rest of the information and data industry, this new tool is another example of the power of the researcher-centric trend, this time on the side of the industry. Outsell would like to highlight the elements of this product offering that go outside the delivery of content — single sign-on, for example — and the many moving parts working to delight the user and make for a smooth experience. RightFind Navigate shows that it takes a sophisticated set of tools and an ever-expanding network of partners working behind the scenes to be that easy to use.

## About Outsell

Outsell is the only research and advisory firm serving information industry CEOs and their teams, and investors in the data, information and analytics economy. Our solutions are built from the ground up leveraging a unique set of assets: proprietary data, industry leading analysts, world class events, and a thriving and growing peer-to-peer community. Through deep industry relationships, we ensure our clients make great decisions for their businesses on a wide spectrum of topics, including competition and markets, operating and sales performance, M&A and due diligence, and critical trends. We stand by our work 100% and guarantee results. That's how fanatical we are about our clients' success.

Outsell Inc.

Email: [contact\\_us@outsellinc.com](mailto:contact_us@outsellinc.com)

Burlingame, CA USA  
650-342-6060

London, United Kingdom  
+44 (0)20 8090 6590

The information, analysis, and opinions (the "Content") contained herein are based on the qualitative and quantitative research methods of Outsell, Inc. and its staff's extensive professional expertise in the industry. Outsell has used its best efforts and judgment in the compilation and presentation of the Content and to ensure to the best of its ability that the Content is accurate as of the date published. However, the industry information covered by this report is subject to rapid change. Outsell makes no representations or warranties, express or implied, concerning or relating to the accuracy of the Content in this report and Outsell assumes no liability related to claims concerning the Content of this report.