

Case Study

How Syngenta creates a robust information hub for R&D employees with RightFind Enterprise



Company

Syngenta

Location

Headquartered in Basel, Switzerland

Industry

Agriculture

About

Syngenta is a leading agriculture company helping to improve global food security by enabling millions of farmers to make better use of available resources. Through world class science and innovative crop solutions, Syngenta's 28,000 people in over 90 countries are working to transform how crops are grown.

Syngenta, a leading agriculture company that aims to improve global food security, has 5,000 R&D employees spread across the world

To meet the evolving needs of researchers, Syngenta's information and knowledge management team wanted to create a streamlined process to obtain content. They understood that R&D employees trying to solve problems in the agriculture industry need access to published information, whenever, wherever.

"We have members of R&D spread far and wide, and when we say field sites, some of the sites really are field sites," Syngenta's Information and Knowledge Management Lead Rachel Benzies said. "In addition to those at our main R&D sites, these are people who need to be able to access the information we provide."

That information — like company subscriptions, scientific journals, and more — was both dispersed and diverse, Rachel explained.

There was no unified or consistent place or method for obtaining content, so individual users and groups were taking it upon themselves to acquire content in different ways.

Rachel's team was also responsible for the organization's copyright licensing and compliance education. But with employees across the globe — it was infeasible to expect users to come to her (small) team every time they had a copyright question. She knew they needed the ability to find out their rights for different content usage scenarios without having to speak directly to an information services team member.





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Rachel Benzies
Information and Knowledge
Management Lead, Syngenta



Creating a hub for published content

In 2015, Syngenta began utilizing RightFind Enterprise— Copyright Clearance’s Center’s platform that provides employees with fast, easy access to the highvalue copyrighted information they need. With custom branding built in, Rachel appreciates that Syngenta’s RightFind experience is unique to Syngenta.

Initially, RightFind was sought out to streamline how the organization was managing document delivery. But today, all subscriptions and document delivery content are accessed and stored in RightFind.

Here are a few ways RightFind is being used today at Syngenta:

Copyright compliance made easy

RightFind Enterprise provides a reliable way for employees to access content across their subscriptions, as well as copies that are stored and shared in accordance with Syngenta’s licenses, and a convenient document delivery workflow to purchase copies they need on an individual basis. RightFind also enables users to confirm what rights they have to share specific content, without leaving their workflow. Employees can simply type in the title of the work, and verify coverage based on the way they want to use the content.

“Particularly when we’re talking about how our regulatory teams are looking for quick information on how they can use published content, this is a good tool for them,” Rachel said.

Flexible reporting & monitoring content usage

Syngenta has access to real-time usage and spend tracking — including for document delivery purchases. Through RightFind Business Intelligence, they can spot coverage gaps for potential new subscriptions.

“We have operations reviews every quarter which allow us to see how we’re using the platform,” Rachel said. “It’s given us insights that allow us to communicate better with our users. If we see some changes in behavior or one site acting differently than another site, it’s given us thoughts and ideas about to promote use, and how we might close that gap.”



Exploring new digital approaches to solving agricultural problems

Now that the content access, purchasing and storage process has been streamlined, Syngenta is exploring new avenues in RightFind to enhance the research process.

Through tools like RightFind Insight, users can semantically enrich millions of citations and full-text articles. This functionality can be applied to search queries across the entire catalog of 113 million citations, or to a list of specific articles users have set up in workgroup collaboration spaces called Shared Libraries.

“When you’ve already decided what content is relevant to you, semantic enrichment might help you to slice and dice it in a different way than you might do simply by, say, keyword searching or the tagging that your colleagues have applied,” Rachel explained.

In addition, for projects that require large amounts of published information to be mined, RightFind XML for Mining offers access to full-text articles in one consistent format, and under one consistent set of licensing terms.

Rachel admits these exploratory areas of RightFind are still a work in progress at Syngenta — and they’ll likely always be testing out new and innovative functionality while seeking to improve research workflows for their users.

“We’re thinking about where these two areas can bring more benefit to us,” she said. “We’ve received a lot of support over the last four years and we’ve gone on to adapt. This is not the exact solution we had four years ago, and I think that reflects the willingness of Copyright Clearance Center and Syngenta to work together to create a solution that works for us.”



RightFind really is the hub of the access to published content for us”



About CCC

A pioneer in voluntary collective licensing, Copyright Clearance Center (CCC) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.

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