

## Case Study



### Location

Headquarters in Tokyo, Japan

### Industry

Pharmaceutical, Nutraceutical

### About Otsuka

Established in 1921 in Tokushima, Japan, Otsuka is an international network of 183 companies. Otsuka employs more than 46,000 people in 28 countries and regions across Asia-Pacific, America, Europe and the Middle East, Otsuka, and products span pharmaceuticals, medical devices, nutraceuticals, consumer products, healthcare and data analytics.

# Centralizing information services for global employees across 34 affiliates in 18 countries at Otsuka

From vitamins, to bottled water, to wine, it's likely you've come across an Otsuka product without even realizing it.

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At the heart of Otsuka's 46,000 employees is a small, centralized team of information professionals. Managing information services for thousands of employees in different organizations across the world hasn't been an easy feat, but with the help of CCC's RightFind content workflow solution and the Multinational Copyright License, they've enhanced the Global Information Network that was founded in 2009. The result? Streamlined licensing, online resources and global user support. Read on to learn how this small team accomplished this major task (without a mandate from the top!)

## The challenge

Before the inception of the Global Information Network, Otsuka faced many challenges on the information landscape. Otsuka has 183 companies in 28 countries, and most operate independently.

Keeping these organizations separate has benefits, but for information services, the inability to effectively share information across organizations resulted in two main problems.

Many employees weren't sure what information could or could not be shared across company lines and geographic borders. This was resulting in inefficiencies and duplication in content procurement, the inability to effectively share information at scale, and copyright compliance risk.

## The solution

To streamline global resource sharing, reduce the inefficiencies and duplication, and develop global strategies for effective information management and utilization, the information team formed a Global Information Network. The initial goal of this network was to consolidate all information resources and systems.



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### The result

After years of effort, the Global Information Network has centralized information costs, established global information strategies and standardized purchase protocols. RightFind has been expanded and rolled out to 34 global affiliates in 18 countries, and it has become Otsuka's first truly global system used by six divisions worldwide.

Working with the team at Copyright Clearance Center (CCC), Otsuka began to expand the Multinational Copyright License and RightFind as its global literature ordering and management tools. CCC and Otsuka partnered to identify appropriate resources and support:

- CCC relied on a multi-faceted support structure. This means Otsuka has several “go-tos” at CCC with different areas of expertise.
- Otsuka set out to identify internal stakeholders within the 34 organizations. Otsuka's information services team knew asking users to embrace a technology through a mandate from thousands of miles away could be daunting and unappealing. This meant the information team worked tirelessly to accommodate the new business functions' needs, without disrupting the workflows they were used to.

Here are a few ways the tool has helped solve their main challenges:

- **Streamlined ordering process:** All Otsuka employees now adhere to the same document ordering process and the same shared libraries services — greatly reducing inefficiencies in Otsuka's content workflows. RightFind's searchable database of more than 140 million scientific, technical and medical (STM) citations includes 3 million+ Open Access articles, and ordering documents is easy with the simple Content Finder search box.
- **Copyright compliance made easy:** RightFind integrates seamlessly with CCC's Multinational Copyright License to make copyright-compliant sharing of published content easy. Employees can view their rights to share specific content, all without leaving their workflow.
- **Support business units' unique needs:** The Information Services team centralized document ordering for Global Pharmacovigilance and FDA Submissions within RightFind, creating a more efficient process. Additionally, orders placed by the Otsuka Global Regulatory team are automatically prepared for submission to the FDA in accordance with the eCTD specifications. The Information Services team also worked with other functions to integrate their workflows into RightFind, using the Shared Libraries features.

### 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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### Learn more

Learn more about our licensing, content, and data solutions:

U.S. organizations:

🌐 [copyright.com/rightfind](https://copyright.com/rightfind)

✉ [solutions@copyright.com](mailto:solutions@copyright.com)

Outside U.S. organizations:

🌐 [rightsdirect.com/rightfind](https://rightsdirect.com/rightfind)

✉ [solutions@rightsdirect.com](mailto:solutions@rightsdirect.com)