

Case Study

AkzoNobel

Headquarters

Amsterdam, Netherlands

Industry

Chemicals

About Akzonobel

Akzonobel has been pioneering a world of possibilities to bring surfaces to life for well over 200 years. Their world class portfolio of brands — including Dulux, International, Sikkens and Interpon — is trusted by customers around the globe. They are active in more than 150 countries and have set sights on becoming the global industry leader. It's what you'd expect from the most sustainable paints company, which has been inventing the future for more than two centuries.

From Token Integration to Self Service, Go Inside Akzonobel's Approach to Scientific Literature Management

Look at your surroundings for the rest of the day. Akzonobel says there is a good chance you'll only ever be a few meters away from one of their products.

From decorative, to automotive and specialty coatings, as well as marine, industrial paints, and powders coatings for metals, Akzonobel has been a leading force in the global chemical market since the late 18th century. Their innovation shows no signs of slowing; they currently operate 70 R&D locations across 48 countries.

"You name it — anything that's coated can be coated by AkzoNobel paint," said Jenny Kromhout, the company's document administration specialist.

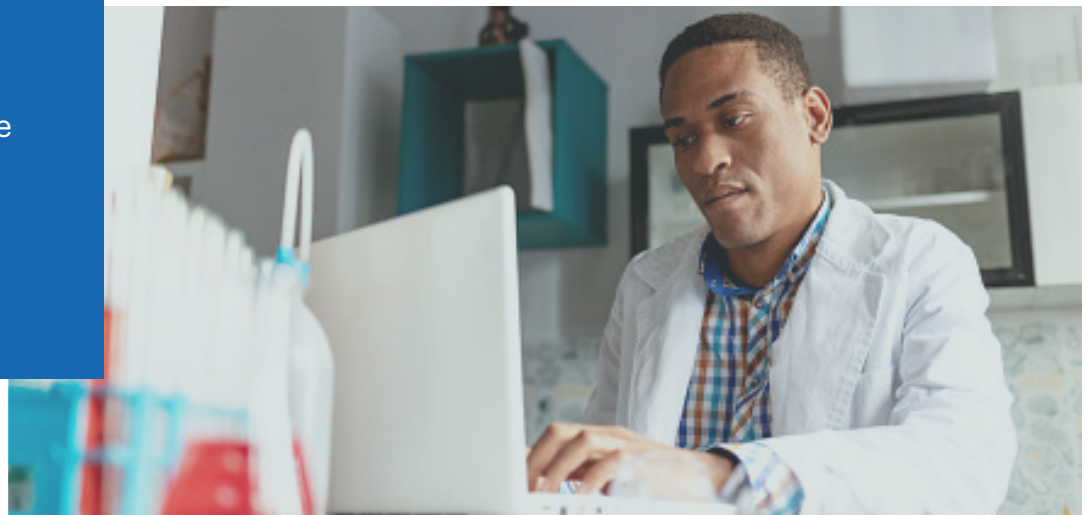
Jenny is a longstanding employee at Akzonobel, based at the company's office in Sassenheim, Netherlands. With a tenure of more than 30 years, Jenny has seen many mergers, acquisitions, new products, and new colleagues. And like many information professionals, she saw the major transition of managing scientific publications that once were mailed or faxed, to now managing this literature on the digital frontier.

And Jenny is also like many information professionals who once was part of a larger information department, and now operates as a team of one in the larger R&D division. As a solo librarian, she is responsible for selecting the tools that hundreds of researchers rely on for reading and reporting on scientific literature to advance the R&D pipeline. She's undoubtedly busy, and she needed a solution that provided self-service options, so researchers could access information without her intervention.

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Jenny Kromhout
Document Administration
Specialist, Akzonobel





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Cosmin Ghinoiu
Client Engagement Manager,
Copyright Clearance Center



A fast, easy way to access information

Jenny selected RightFind Enterprise as the company's tool to find, manage, and collaborate on scientific, medical and technical (STM) content. Ease of use and the ability for researchers to order and search for their own information were key factors when looking for a content management workflow.

"Our frequent users know [RightFind] inside and out," she said.

For those researchers who are new to the company, Jenny's overview of library services is included in an onboarding course, and she provides training materials so users can get up and running with RightFind quickly and easily.

"I also make a quarterly newsletter and I mention RightFind, or I give a tip or that kind of thing," she said.

Seamless management of token subscriptions

Jenny says another main benefit of RightFind is how easily token subscriptions, a pre-paid package offered by publishers, are baked into the system.

At Akzonobel, researchers can search for any article and RightFind will first check if it can be delivered through the company's token subscriptions. If it can, RightFind instantly fetches the PDF by consuming a token from their subscription with the publisher and delivers that PDF to the user.

"This process is seamless and the user 'doesn't feel a thing,'" said Cosmin Ghinoiu, Client Engagement Manager at Copyright Clearance Center. "We're enabling them to efficiently access both token and subscription articles through the same platform – RightFind."

Why RightFind Enterprise?

With an average 8,000 scientific articles published every day, finding relevant, trusted information and staying on top of the latest research isn't easy. Without fast, secure access to this vital published content, researchers like those at Akzonobel, cannot do their jobs effectively, slowing the pace of innovation.

RightFind Enterprise provides faster discovery and insights with immediate access to scientific literature and data and strengthens copyright-compliant collaboration. With a streamlined implementation approach, organizations get up and running quickly, and RightFind makes it easy to demonstrate content ROI in minutes.



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.

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

U.S. organizations:

- copyright.com/rightfind
- solutions@copyright.com

Outside U.S. organizations:

- rightsdirect.com/rightfind
- solutions@rightsdirect.com