

Case Study

Managing Information Resources at Nestlé Purina, U.S.'s Largest Pet Food Manufacturer

 **Nestlé PURINA.**

Headquarters

St. Louis, MO

About Nestlé Purina

Nestlé Purina PetCare has been advancing pet nutrition for over 80 years. Its team of over 18,000 employees and 500 scientists, including nutritionists, aim to develop products that deliver comprehensive nutrition to help ensure the long healthy lives of pets and make discoveries that can further enhance the lives of pets everywhere.

Ask pet owners in the United States if they care about the ingredients that go into their pets' food, and you're likely to get a resounding "yes." This is an emerging trend very few have more insight into than Nestlé Purina, the country's largest pet food manufacturer.

"The amount of science, research, and safety checks that go on is extensive," said Justin Smith. "Nestlé Purina has always valued these things and will continue to."

Justin and his colleague Allison Repking are a part of Purina's library and information services department, so they're remarkably tuned in to the various types of research that happens cross-departmentally to maintain safety, scientific excellence, and market dominance.

Here's what the process of managing scientific resources at a Nestlé Purina looks like, and why RightFind Enterprise is their choice for scientific literature access.



Meeting the Needs of Departments Around the Organization

“We’re very much focused on user experience, ensuring people have knowledge of what’s available to them,” said Allison, when asked about her role as a technical services librarian. Her day-to-day includes creating instructional content, assisting with user support and access for library resources, fielding in-person requests, and managing the company’s print library collection at its St. Louis headquarters.

She’s also the company’s main administrator of RightFind Enterprise, Copyright Clearance Center’s solution to find, manage, and collaborate on copyrighted content. Since implementing RightFind, they have determined which departments have a need for scientific information that lives in RightFind. Among the key departments utilizing RightFind today are R&D, regulatory, technical applications, and the Purina Institute, a team responsible for disseminating scholarly information and making it easy-to-digest for the public.

“We diligently try to get in front of these groups within the company who may have a specific need for RightFind,” Justin said. “As a result, we now have confident, frequent users.”

Naturally, different departments and individuals have their own ways of doing research. Some regularly utilize library services and rely on Justin and Allison to pull information for them. Others are “RightFind super users” and rarely reach out for assistance.

“We do all sorts of outreach, in person, virtual events, post on internal channels, team meetings... we do a lot to market ourselves,” said Justin. “We’re not shy about saying ‘you need us, here’s why.’”

Cross-Functional Collaboration through Shared Libraries

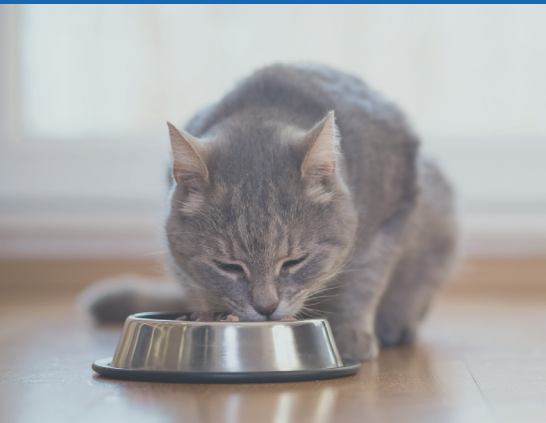
70 percent of respondents in a 2018 Panopto study¹ on productivity said they duplicate efforts because they can’t access existing information. That inefficient knowledge sharing can cost large businesses upwards of \$47 million per year, the study concludes.²

With a company mantra like “innovation is our pledge,” it’s critical that Nestlé Purina utilize tools that support collaboration and knowledge sharing. RightFind Shared Libraries has filled that need, making it easy to store, organize, and collaborate on content within teams and across the enterprise.

“If members from product development have told someone from technical applications ‘before you implement this, read this,’ it’s great that this content is already brought together,” Justin explained. “[Another example is] our Purina Institute and teams in product technology working on the same product. They’ll gather information and put it together in one pool without having to reference it and ask someone to find it.... it’s just within one sphere.”

Benefits of Shared Libraries

- **Document organization:** Research across the enterprise happens in one place
- **Content collaboration:** Insights are shared across global teams using comments, annotations, and ratings.
- **Content tagging:** Documents are assigned key words so they can be quickly found.
- **Share search results:** Output from search queries of RightFind’s 165+ million-citation catalog can be sent to a specific individual or team.



¹ <https://www.panopto.com/blog/how-much-time-is-lost-to-knowledge-sharing-inefficiencies-at-work/>

² <https://www.prnewswire.com/news-releases/inefficient-knowledge-sharing-costs-large-businesses-47-million-per-year-300681971.html>

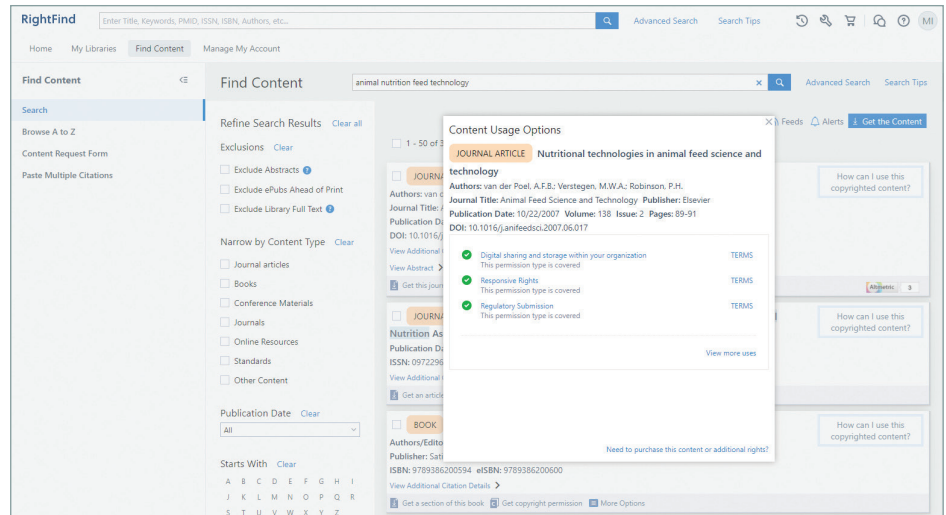
Copyright Compliance — Simplified

Justin and Allison are known internally as the “copyright experts,” but having a tool that explains content usage options simply is a giant benefit of RightFind Enterprise for those users who are less likely to reach out with questions.



Before [users] were approaching us for articles and not telling us its use. Now, they are reaching out saying ‘I want to use this [article] for this purpose, what do you think’ which is encouraging. And the immediate, ‘I have a question, here’s an answer,’ [in RightFind] is great.”

Justin Smith
Nestlé Purina



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 Nestle Purina, 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

U.S. organizations:

- copyright.com
- solutions@copyright.com

Organizations outside of the U.S.:

- rightsdirect.com
- solutions@rightsdirect.com