

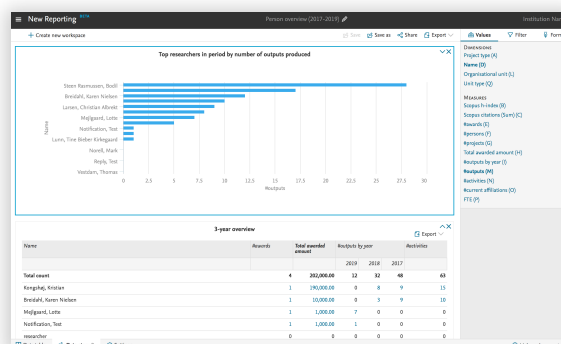
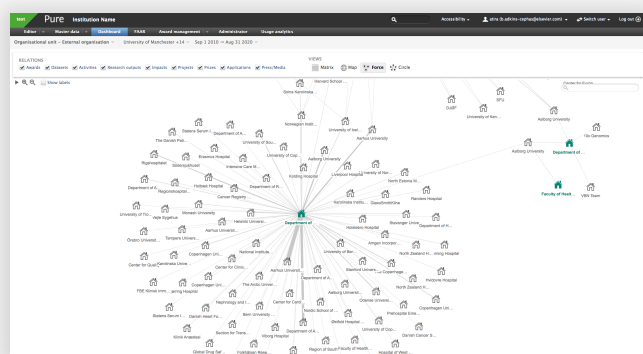
Things you can do in Pure

Administrators: create a single view of research information

- Combine data on your research outputs from external sources — including Scopus, Mendeley, Web of Science, PubMed, CrossRef, EndNote and BibTeX – compliant files (e.g. from Google Scholar)—and internal sources, such as; grant and datasets, award data, press clippings, and HR
- The result: a single view of research information, making it easy to access, review, update, and share intelligence on your institution's research output. With your data in one place, Pure streamlines the generation of reliable internal reports to help inform strategic decisions

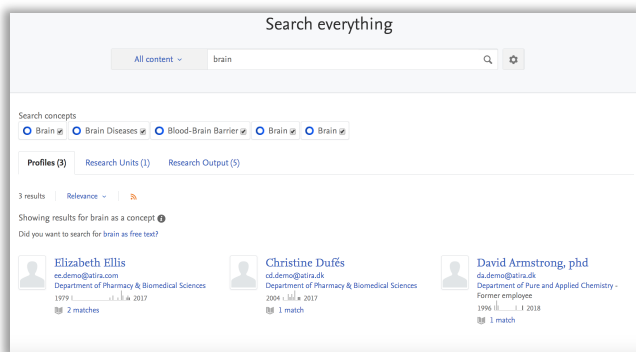
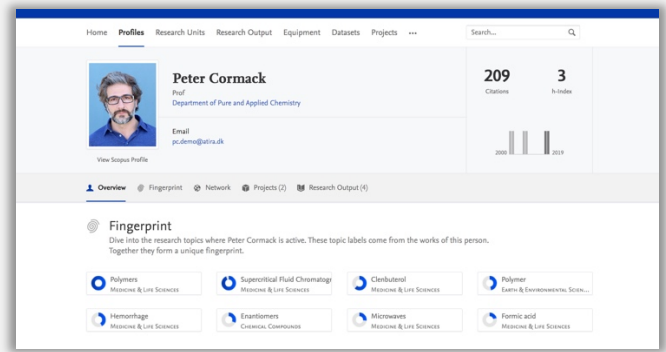
Administrators: build tailored reports

- With reliable information about research output collected in one place, you can mine this data for insights to accelerate promotion and tenure evaluations, departmental and institutional assessments, etc.
- Pre-defined and advanced report creation is available for ALL content in Pure
- Schedule updated reports to be automatically run and sent to key stakeholders
- Administrators; get at-a-glance insights with dashboards
- Define performance objectives for any research team or department, then track their progress
- Monitor publication trends (total, publications per FTE, etc.); citation trends (total, citations per FTE, etc.); collaboration patterns; top journal titles / researchers / h-indices, and more
- Drill down to person-or project-level detail, and click to generate instant progress reports for managers, department heads, or other Pure users



Administrators & Researchers: highlight your expertise

- Publicize your expertise and increase your visibility across the research community via an easily-discoverable public web portal
- Demonstrate the full range of your research and activity by including articles, books and book chapters, conference presentations, patents, courses taught, projects and more. The majority of data will be automatically populated on your profile page, and is easily enhanced, reviewed, or updated

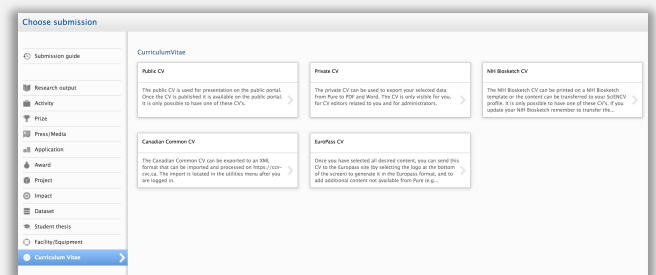


Researchers: expand your network of collaborators

- Use Pure Portal to jump-start collaboration by identifying potential partners for funding and projects both within your institution and across over 80 organizations (via Direct2Experts and the Experts Community)
- Enable external partners from academia or industry to easily discover your work and foster cross-sector and applied/translational collaboration
- Powered by the Elsevier Fingerprint Engine™: semantic analysis of researcher profiles and output enables contextual searching and richer matches by specific areas of expertise

Researchers: create customized CVs

- Generate customized CVs and NIH Biosketches at the click of a button, then export them as a Word or PDF file or publish them on Pure Portal
- You exercise total control—determine which profile data to include and personalize your content through customized headlines and free text sections
- CV maintenance is effortless—Pure updates sections automatically as relevant content is added
- Customized reporting and dashboard



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