

# Pure

## Pure 2025

### NOW, NEXT, & LATER

Today, more than 500 research institutions and organizations in 56 countries rely on Pure for their research information management. The 2025 product vision reflects our commitment to innovation, accessibility, and user-centric design. By focusing on incremental updates and stakeholder feedback, Pure aims to deliver useful solutions across its modules, enabling users to streamline processes, share insights, and maximize impact.

### Elevate User Experience & Accessibility

#### NOW

- Upgrades to the header and researcher profiles leading to improved user experience and accessibility.

#### NEXT

- Continue updates in priority order for most-used screens.
- Expanded functions for external orgs editor, person editor, administration configuration options, overview menus and lists, configuration search and update.

#### LATER

- This is part of a multi-year program to be compliant with WCAG 2.2 AA standards, ensuring all screens and interactions meet accessibility standards by end of 2026.
- The Pure Portal is being redesigned with accessibility at its core, making it more flexible and user-friendly, and on track for WCAG 2.2AA compliance.



### Expand Integrations & API Options

#### NOW

- Greater API integration and flexibility for IT teams with enhanced public documentation and customizable options.
- API documentation is now [publicly available in the Help Center to support users.](#)

#### NEXT

- Datacite integration. Use [Datacite Commons](#) to identify the datasets linked to your institution that will be available for import via the integration.

#### LATER

- In development are enhancements to API content types, search filtering, and classification configurations. [Vote on your preferred API improvements here.](#)



### Optimize Showcasing and Networking

#### NOW

- Ongoing customer testing of the New Pure Portal in 2025 ensures real-world usability.

#### NEXT

- Rollout of the new Pure Portal begins in 2025, starting with smaller customers with portals utilizing a subset of content types:
  - Accessibility-first design ensures compliance and modern user experience
  - Supports flexible storytelling capabilities that showcase expertise and outcomes

#### LATER

- Full migration begins in 2026, and we will be updating customers as all data types become available on the new Pure Portal into late 2025.



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## Enhance Reporting & Analytics

### NOW

- Improved user interface for creating and sharing reports with drag-and-drop functionality.
- Ability to add multiple values in one go, enhancing data table construction.

### NEXT

- Create new tables by copying existing ones.
- Sunset phase 1 of the classic reporting module by June 2025.

### LATER

- Complete transition from classic reporting module by February 2026.



## Upgrade Managing Awards & Resources

### NOW

- Streamlined processes from pre-award planning to showcasing project outcomes.
- Routing of approvals, checklists, and reviews across multiple content types.

### NEXT

- Expand training and certification opportunities for Pure Award Management.
- Provide re-usable templates and access to tools, enhancing usability.



## Innovations and Add-Ons\*

### NOW

- The Award Management Module, which supports the entire research project administration process for pre- and post-award processes, ensuring compliance with project timelines.
- Equipment Monitor is an add on that enables reporting on the utilization of equipment and labs to measure their impact on research outcomes.

### NEXT

- Impact AI will use generative AI to tell a compelling story of impact, drawing on information from a wide variety of Elsevier data sources, plus your own data curated in Pure, focusing on creating compelling narratives and creating indicators beyond traditional bibliometrics.



## Grow & Support the Pure User Community

### NOW

- Quarterly Webinars with the Pure Product as an opportunity for users to have a discussion with Product about new features and functionality that have been released.
- Pure Certification Programs are available to increase admin expertise.

### NEXT

- Upgrade the help center and create a more comprehensive knowledge base.
- Expanded user conference workshops and programs, including specialized sessions for new Pure customers.
- Four new Masterclasses that benefit your professional development looking at reporting, searching, metrics and portal configurations.

\*Add-ons and additional modules are available for an additional cost.



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