



Research Intelligence

## Elsevier's Pure portal: where your research information works for you

In today's digitized, data-driven world, universities and research institutions are always looking to showcase their work and stand out. There is constant pressure to win funding, publish widely, attract and retain talent, and participate in prestigious partnerships. Your online presence is your storefront: it's the first impression your institution gives to potential staff, students and collaborators, so it needs to count. If your web presence helps visitors quickly find the information they seek, they can be confident in your overall approach. Institutions worldwide are using Elsevier's Pure portal to create the smooth, enhanced browsing experience their stakeholders crave, for a professional, welcoming first encounter.

The Pure portal is the visitor-facing service of Pure, Elsevier's world-leading research information system, currently used in 56 countries on six continents. This provides institutions with a versatile, secure visitor experience with real impact. Pure clients, including universities, research institutions and technology companies, can highlight their work to external users in an intuitive way, while internal research staff can use the same site to present their own work and identify potential collaborators.

## Pure portal redesign: balancing flexibility and control

Every research organization is different, so any solution must be flexible and adaptable. The Pure portal can be tailored to work well as a self-contained system or in combination with your existing online resources. Depending on your institution's needs, the portal can show a vast array of information or spotlight a specific area of activity, such as research achievements or ongoing projects.

We understand that researchers in different fields, at different stages of their careers, have different strengths and stories. We are also aware that building and managing a system that meets every stakeholder's needs is costly. With that in mind, we have designed the Pure portal to be flexible and intuitive for end users, reducing the need for IT involvement and lengthy training. The process of setting up and editing templates is easy and straightforward, so it can be fully managed by the Pure portal administrator.

Pure puts information security and confidentiality first. We understand the need to separate internal and public-facing information. When you set up Pure Portal, you can define rules for public and private resources and amend them as needed.

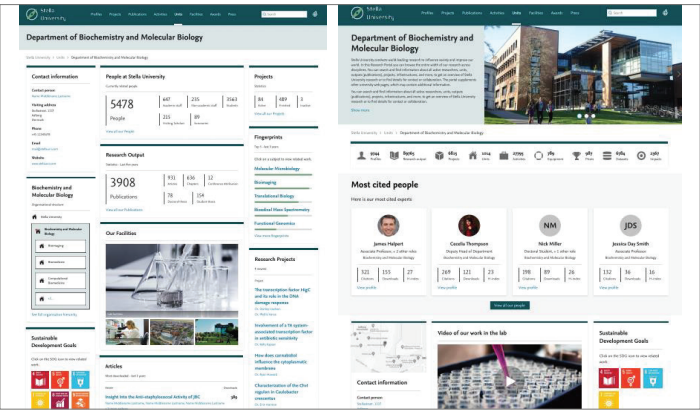
The new Pure portal interface lets you decide which elements are shown on the page and where you wish to place highlights and emphasis. Intuitive, agile design tools

**Pure**  
Your brilliance, organized for action



and templates help you create and customize swiftly and easily. For each page type we provide a deck of ‘cards’, each with flexible settings, which can be added, removed and combined to create a page template. Templates are created and managed by administrators, and allow the users (whether individual researchers or those tasked with managing department profiles) to manage their individual pages independently, saving time and effort, and reducing support costs. Templates balance coherence and consistency with flexibility and individuality.

Here are some examples of potential organization profiles:



## Show your expertise to attract new talent and collaborations

Let’s say your department is keen to collaborate with external parties, academic or commercial, and would also like to attract new talent.

You have created a departmental profile page on the Pure portal to highlight your latest projects and describe your key focus areas, and this has attracted external researchers seeking a collaborative partner. As these visitors explore your page, they can get to know your team, review your aims and achievements, and browse your most recent research outputs and impacts. Finding the answers to their questions quickly and transparently, they are encouraged, and make contact with a proposal.

Pure Portal offers many ways in which to achieve this:

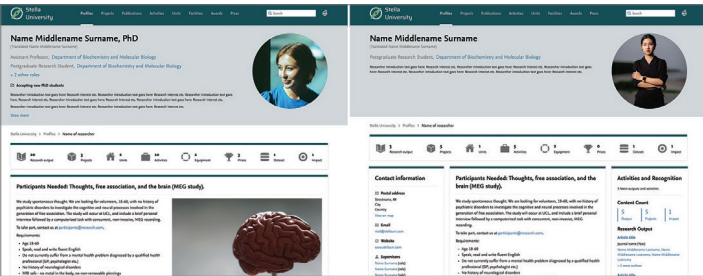
- Summary cards offer snapshots of researchers and their work, highlighting major research outputs, projects and other content of your choice.
- A list of the latest articles your team has published allows a busy visitor to browse your work with a view to collaborating.
- Information on key research areas for your organization offers a useful overview for visitors.
- Team profiles allow your researchers to share their work and interests as individuals, promoting their

achievements and attracting complementary partners.

- A collaboration map demonstrates your international profile and links to global projects.

Introducing individual members of a team can be extremely effective at attracting talent. A researcher at the start of their career could seek out a potential mentor in your team and might benefit from seeing the trajectory of others who have worked with you at the early-career stage.

Here are some options for presenting researcher profiles at different career stages:



## Advanced Fingerprint: key research areas at a glance

At Pure we understand the importance and the challenge of organizing and grouping data by subject relevance. The redesigned portal applies Elsevier’s Fingerprint Engine tool in fresh, innovative ways, using natural language processing to analyze texts, identify, weight and categorize concepts and generate more detailed insights than ever before. The engine can now provide a quick snapshot of an article, individual or department’s relationship to key concepts in specific areas, enabling institutions to extract and understand links beyond those found in metadata, and uncover connections between people, publications, ideas and funding opportunities.

Fingerprint generation is fully automated and based on the engine’s analysis of text data related to a piece of content in Pure (for example, title and abstract of the article). An article’s fingerprint combines with other papers an author has published to inform their personal fingerprint, and these individual fingerprints are aggregated and analyzed to generate personal, group, department and organization-level fingerprints. At every stage, the sources used can be edited to refine the resulting fingerprint and improve accuracy.

Fingerprints offer sophisticated options for searching and filtering, and the engine can analyze a growing number of content types – crucial when looking at multimedia outputs. This powerful feature has proved indispensable to many Pure customers.

Find out how Pure portal can give your research more reach. [Book a demo today.](#)

