

Harnessing the Potential of Artificial Intelligence for Improving Discoverability



37,000 journals,
8,750 patents,
15,446 Asian
patents, and 833
RMC licenses
created

95 percent plus
quality
delivered

Deployed AI-based
individual
tools

Our client is the world's leading authoritative chemical database provider. They sought to leverage Artificial Intelligence (AI) technologies to stay on top of their competitors, make informed decisions, and create credible cases for new revenue streams.

Straive offered an AI-based solution that would strengthen and broaden the products, services, and solutions they provide for researchers and professional searchers.

Challenges

The client found achieving its business objectives challenging because of:

Huge amount of diverse data from
disparate sources

Large amount of time required for
extraction, normalization, validation,
correction, and completion services

Lack of structures for compounds in
pharmacology, chemical, and
application data

Want of resources and capability to
leverage data and AI outside of their
analytics team

Solution

Straive assisted the client in accelerating their evolution towards a data/AI-powered adaptive enterprise by developing and deploying:

- ▶ Customized process workflows for each stage covering extraction, normalization, validation, etc.
- ▶ Developed content structures, reactions, and properties of compounds for pharmacology and spectroscopy for their physical, chemical, and application data.
- ▶ Monitored the structures and their reactions were checked continuously which formed the most important information for the database.
- ▶ Compared research data internally and externally for content accuracy.
- ▶ Constructed queries with streamlined, intuitive interfaces which improved clarity.

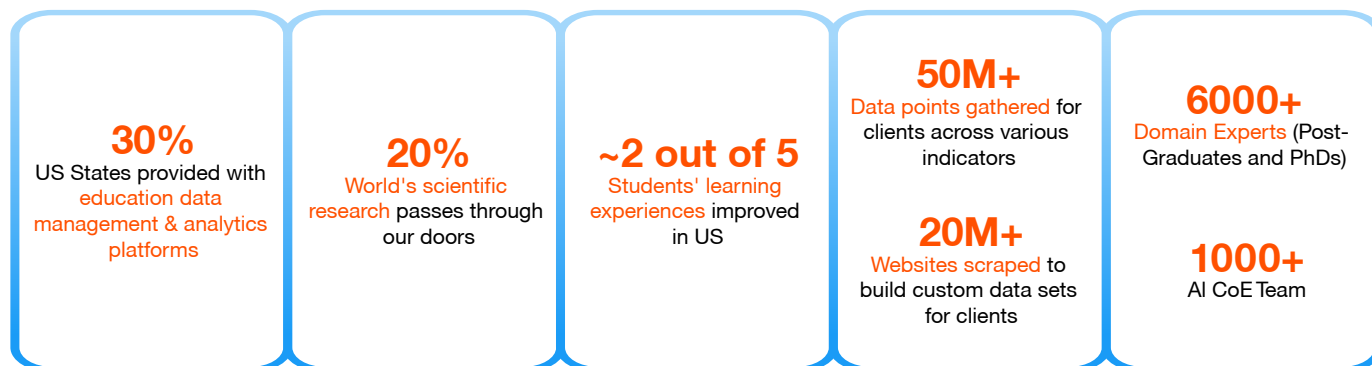
Solution Benefits

The client leveraged the outcome of our solution in the following ways:

- ▶ Collected information was used to make the chemical information easily discoverable.
- ▶ Smart indexing and a streamlined user interface allowed readers to gather information quickly.
- ▶ Search results were controlled with increased possibilities.

Why choose Straive?

Our expertise is shaped by helping design, develop, and deploy differentiated data/AI solutions for clients across diverse industries.



Furthermore, Straive's solution spans industries and functions and integrates accelerators and human expertise.

Client Industries	Education & Learning	Scientific Research & Publishing	Healthcare & Life Sciences	Information Services	Banking, Financial Services & Insurance	Logistics
Functional Impact Areas	Customer Experience & Lifecycle Mgmt.	Content Ops	New Product Design & Development	Quality, Risk & Compliance	Technology & Data	Finance & Collections

About Straive

Straive is the largest solutions provider to the research content industry. We work with leading players in the industry including commercial publishers, university presses, open access publishers and societies supporting journals, books, MRWs, and database products/platforms. Our full suite of solutions straddle from manuscript development, peer review management, publishing operations, discovery engine to delivery and customer engagement.

 www.straive.com  straiveteam@straive.com