

A background image of a molecular model with blue and white spheres connected by thin rods, set against a light blue gradient.

Innovation for Today's Researchers

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Director, Product Marketing

CAS

Agenda

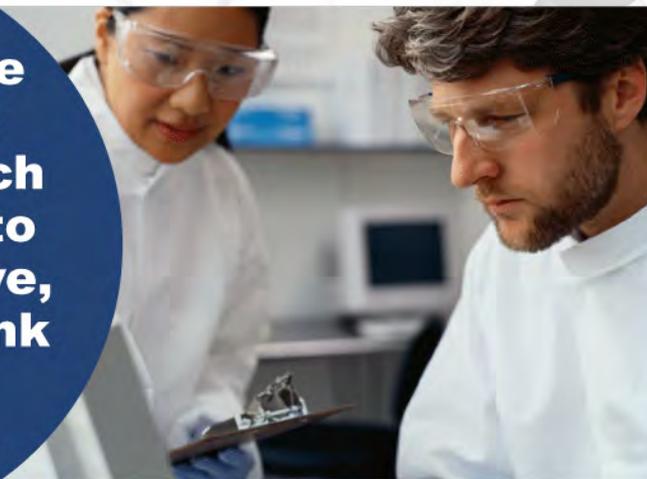
- CAS, a long-standing tradition of innovation
- Social media and what it means for CAS customers
- Collaboration tools for researchers
- Mobile technology opportunities

CAS mission



A division of the American Chemical Society

To provide the world's best digital research environment to search, retrieve, analyze and link chemical information.



CAS facts



- Customers include more than 1,700 universities, top Fortune 500 corporations, government research organizations, and all major patent offices

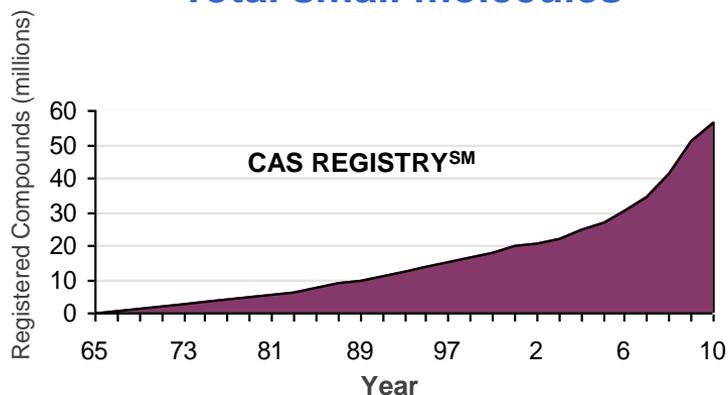


CAS staff are scientists serving science

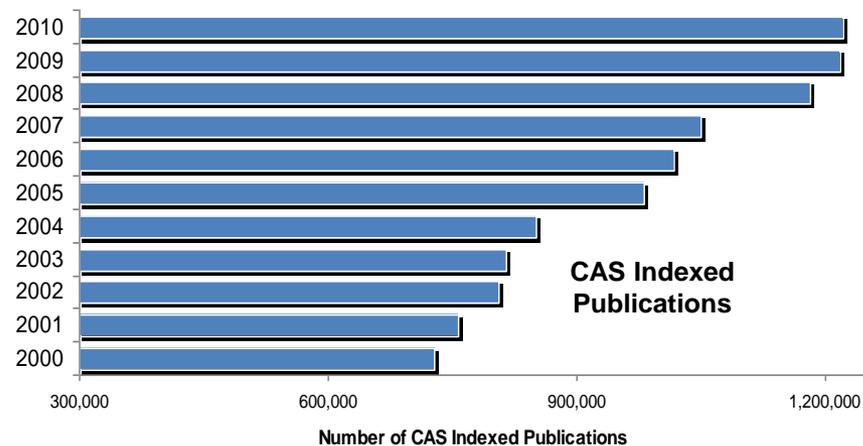


CAS databases are the most comprehensive for chemical information

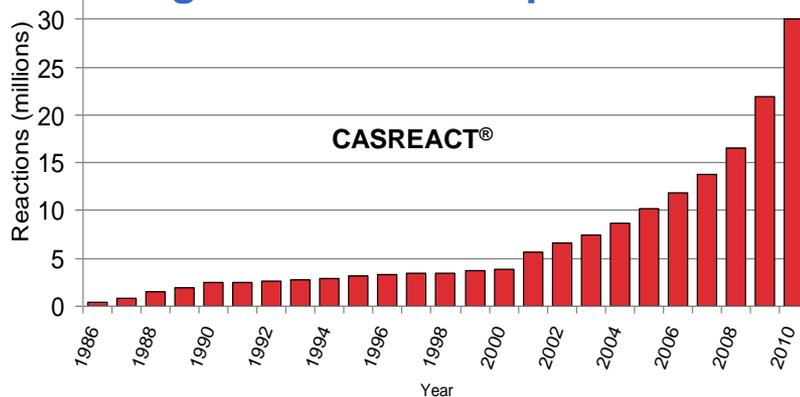
Total small molecules



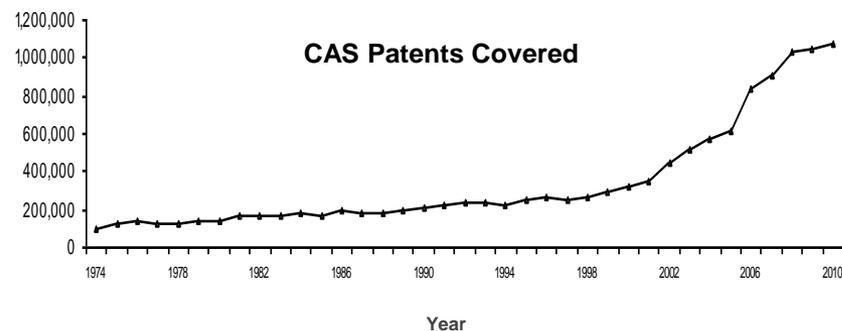
Bibliographic records



Single- and multi-step reactions

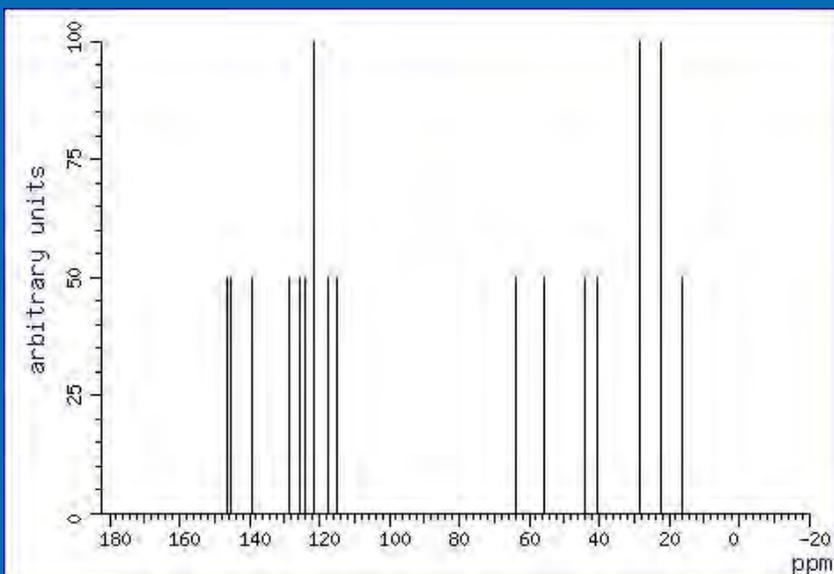


Patent records



CAS stays focused on its mission

Spectra Properties	Value
Carbon-13 NMR Spectrum	See spectrum
Mass Spectrum	See spectrum



22. Conciliating binding efficiency and polypharmacology

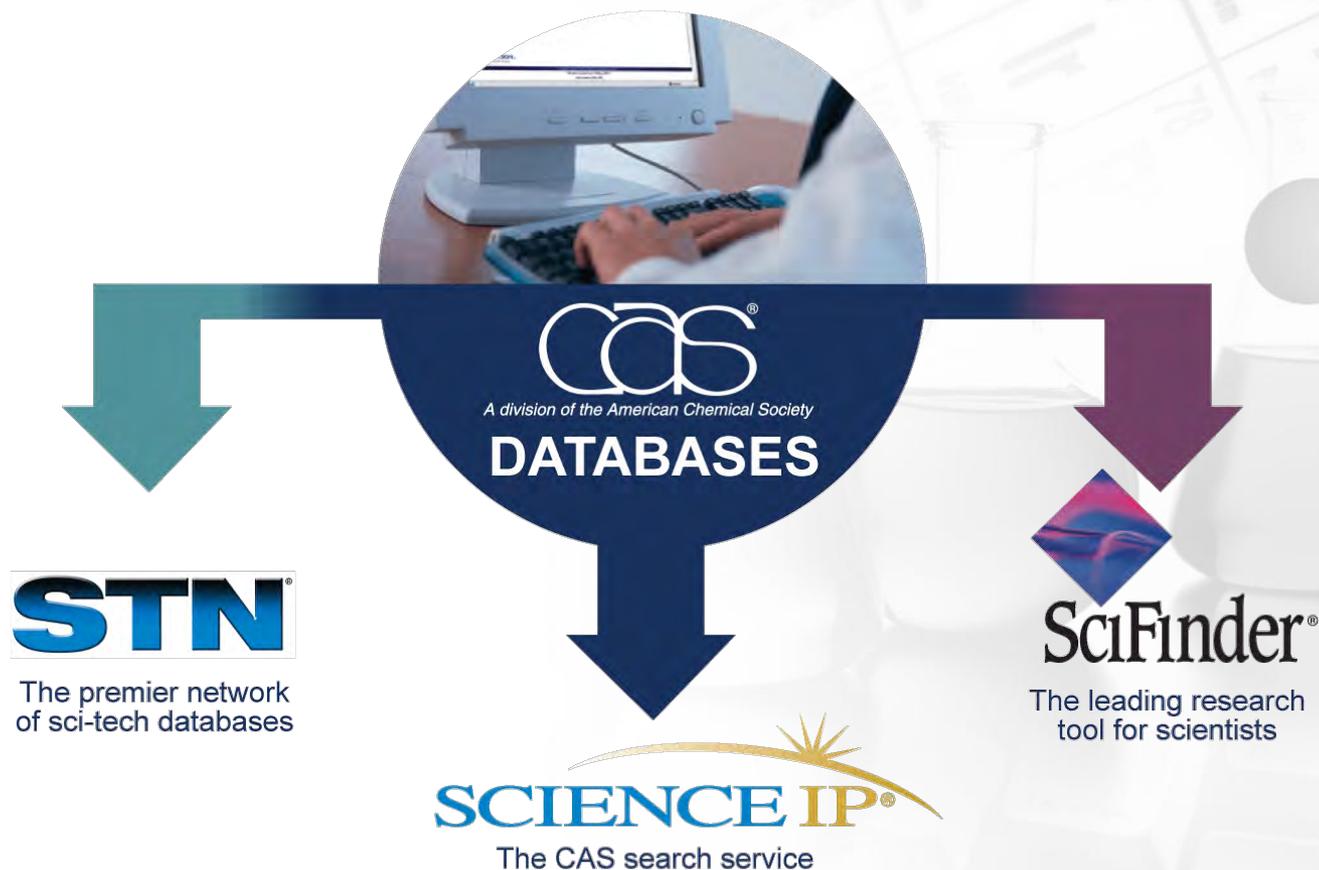
By Mestres, Jordi; Gregori-Puigjane, Elisabet

From Trends in Pharmacological Sciences (2009), 30(9), 470-474. Language: English,

[+](#)Substances [▲](#)Reactions [f](#)Citing [D](#)Full Text [🔗](#)Link [💬](#)Comm

Value

CAS products enable dynamic search and retrieval



SciFinder users rely on social media to communicate with CAS



Earlier this year, a CAS survey explored where SciFinder customers network

Which social networking sites do you use? Please select all that apply.

Twitter		27%
Ning		2%
Bebo		0%
Facebook		94%
LinkedIn		37%
Second Life		2%
Other, please specify		8%

Customers use social networking sites for both personal and professional reasons

How do you use social networking sites?		
For personal use only		52%
For professional use only		2%
Both		46%
Total		100%

Customers want more convenient access to other scientists and CAS

What value would you hope to gain from joining a SciFinder-related group on a social networking site? Please select all that apply.		
Collaboration with others performing similar research		74%
Troubleshooting specific problems		74%
Support from CAS		56%
Other, please specify		5%

New scientific communities have developed online

The image shows a composite of two online platforms. The top portion is a Facebook page for the 'SciFinder Scholar Interest Group'. It features the SciFinder logo, a search bar, and navigation tabs for 'Wall', 'Info', 'Photos', and 'Discussions'. Below this is a 'Basic Info' section with fields for 'Name:' and 'Category:'. The bottom portion is a Sciencefeed post. It has a blue header that says 'Welcome to Sciencefeed!' and a central graphic of a molecular structure. The post text reads: 'Share and discuss your opinions about research, scientific conferences, and science headlines. Sciencefeed is an interactive and dynamic platform - like science itself. Here, scientists, journalists, students, and those with an interest in science, are able to communicate in a way that has no borders. Individuals from all over the world are able to participate and observe, helping to make science accessible to all.' To the left of the Sciencefeed post is a weblog entry for 'In the Pipeline' by Derek Lowe, dated March 30, 2007. The entry title is 'In the Pipeline Monthly Archives' and the post title is 'Rimonabant. Slowly'. The post text begins with 'Remember b...' and 'told them th...' and ends with '- and now th...'. At the bottom right, there is a dark banner with white text that reads: 'The Realm of Organic Synthesis' and 'Quasi-intelligent postings with a with a dose of wit and a dash of cynicism'.

facebook Search

SciFinder Scholar Interest Group [Join](#)

Wall Info Photos Discussions

Basic Info

Name:

Category:

Home > Weblog Columns > In the Pipeline

ABOUT THIS AUTHOR



Derek Lowe, an Arkansan by birth, got his BA from Hendrix College and his PhD in organic chemistry from Duke before spending time in Germany on a Humboldt Fellowship on his post-doc.

In the Pipeline Monthly Archives

March 30, 2007

Rimonabant. Slowly

Posted by Derek

Remember b...

told them th...

- and now th...

Welcome to Sciencefeed!

 Share and discuss your opinions about research, scientific conferences, and science headlines.

Sciencefeed is an interactive and dynamic platform - like science itself. Here, scientists, journalists, students, and those with an interest in science, are able to communicate in a way that has no borders. Individuals from all over the world are able to participate and observe, helping to make science accessible to all.

The Realm of Organic Synthesis
Quasi-intelligent postings with a with a dose of wit and a dash of cynicism

CAS beta-tested SciFinder collaboration features in 2009

“As I prepare answer sets for my course in Information Retrieval and I work with another faculty member, I expect to use this feature frequently.”

– Academic SciFinder beta tester

“Not used because of proprietary concerns.”

– Commercial SciFinder beta tester

SciFinder collaboration features launched in November 2009 continue to support the value of CAS content

The screenshot displays the 'My Connections' interface in SciFinder. At the top, it says 'My Connections BETA' and 'Invite Colleagues To Connect'. The main area shows a list of references under the heading 'References' for the topic 'atenolol'. The list includes:

- 1. Optimization of preparation of matrix pellets containing ethylcellulose. By Hamedelniei, ... From Chemical Engineering Science.
- 2. Solid state ... their complex ... By McInnes, Flor ... From Organic & Biomolecular Chemistry.
- 3. Different ... Cu(II)--amin ... By Bhushan, R.; ... From Journal of ...
- 4. Novel thermo-responsive semi-interpenetrating network microspheres of gellan gum-poly(N-isopropylacrylamide) for controlled release of atenolol. By Mundargi, Raghavendra C.; Shelke, Namdev B.; Babu, V. Ramesh; Patel, Pradip; Rangaswamy, Vidhya; Aminabhavi, Tejraj M. From Journal of Applied Polymer Science (2010), 116(3), 1832-1841. Language: English, Database: CAPLUS.

An 'Add Tags' dialog box is open over the list. It contains the following text:

Add Tags

Add tags to:

- All answers
- Only selected answers

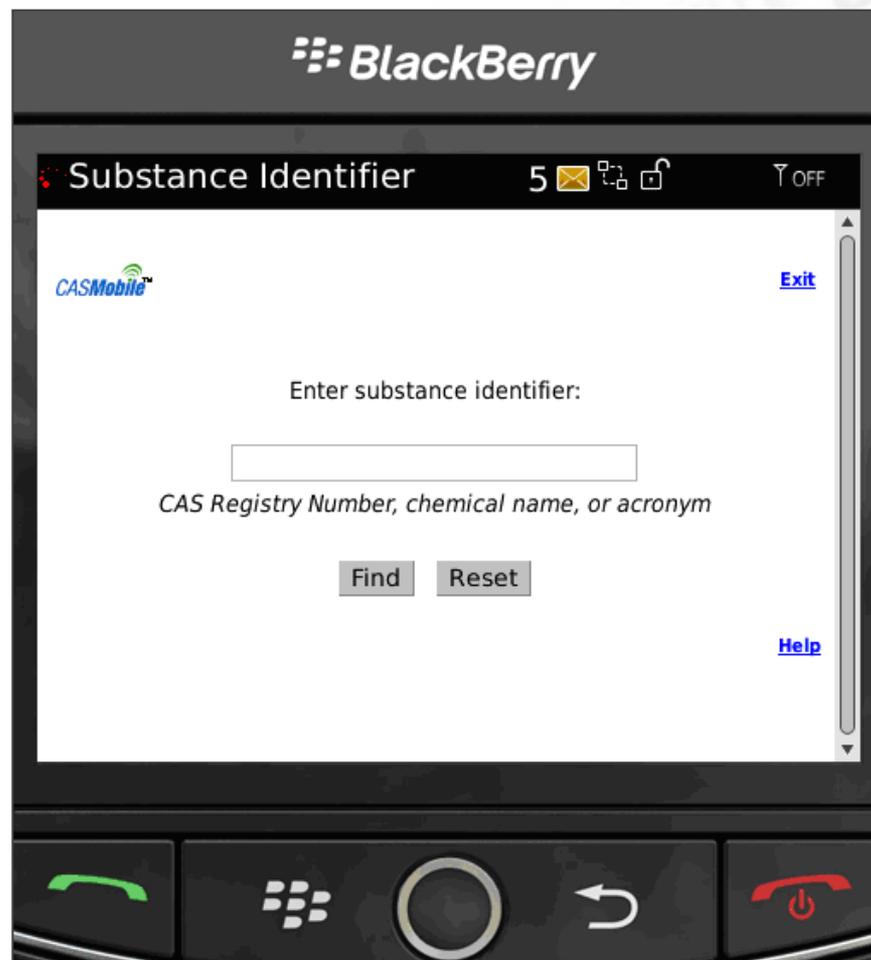
Add Tags: Separate multiple tags with semicolons, max. of 100 characters per tag, 50 tags max. per user. Reminder: Any colleague you connect with will be able to view your comments and tags.

The input field contains the text 'atenolol'. There are 'Save' and 'Cancel' buttons at the bottom of the dialog.

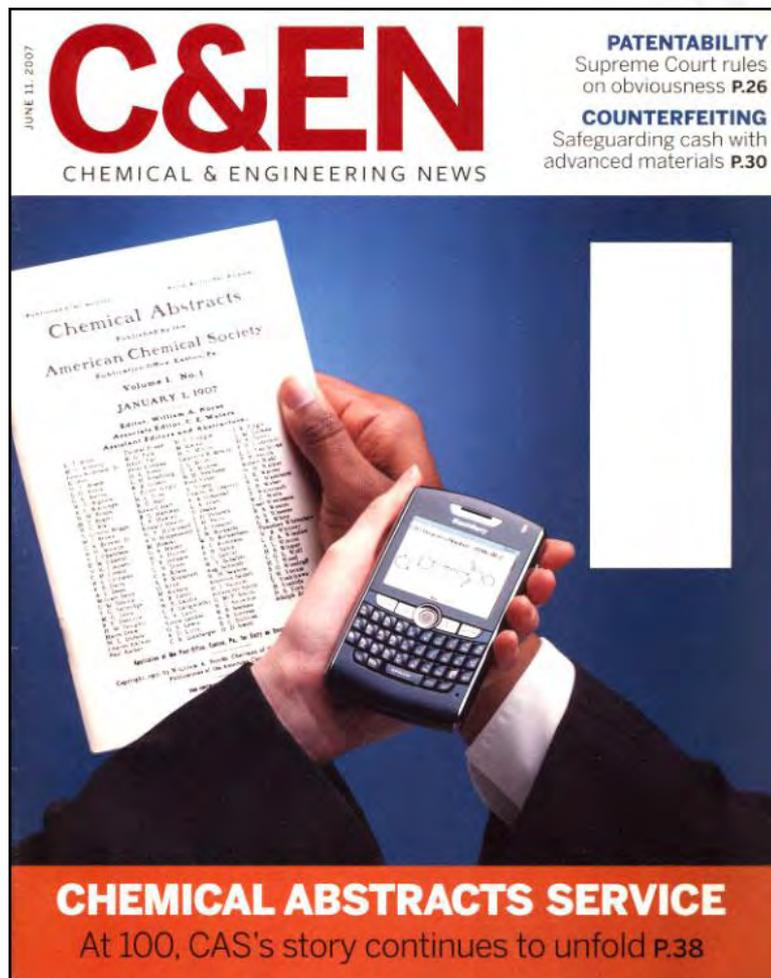
In 2005, emerging mobile technology allowed CAS to test a new information delivery platform



The CAS Mobile initiative allowed customers to access chemical information on mobile devices



CAS Mobile demonstrated CAS innovation



The image shows the cover of the June 11, 2007 issue of Chemical Abstracts Service (CAS) magazine. The cover features a person in a suit holding a mobile phone and a document. The document is titled "Chemical Abstracts" and is published by the American Chemical Society. The cover also includes the following text:

C&EN
CHEMICAL & ENGINEERING NEWS

PATENTABILITY
Supreme Court rules on obviousness **P.26**

COUNTERFEITING
Safeguarding cash with advanced materials **P.30**

CHEMICAL ABSTRACTS SERVICE
At 100, CAS's story continues to unfold **P.38**

Today popular television depicts the use of chemical information on mobile devices



CSI NY

Date: February 2008

The CAS survey also found that scientists are using mobile devices for research

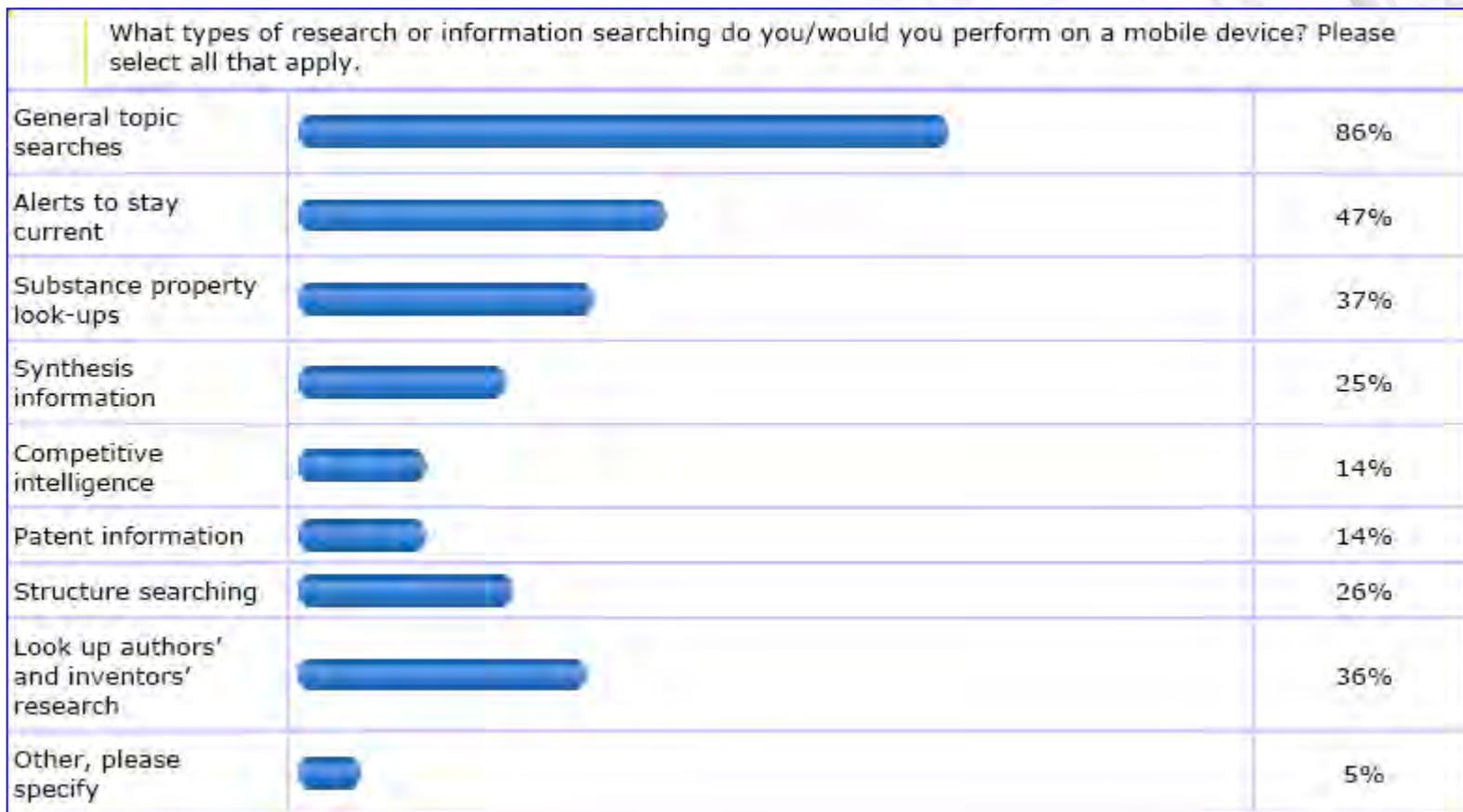
Do you use your mobile device for work-related research?		
Yes		54%
No		46%
Total		100%

twitter

"I hope the SciFinder mobile device survey means that CAS will have a SciFinder iPhone app soon!"

– Stephanie (@stephaniekays, 346 followers)

Most respondents said they want to look up a search topic

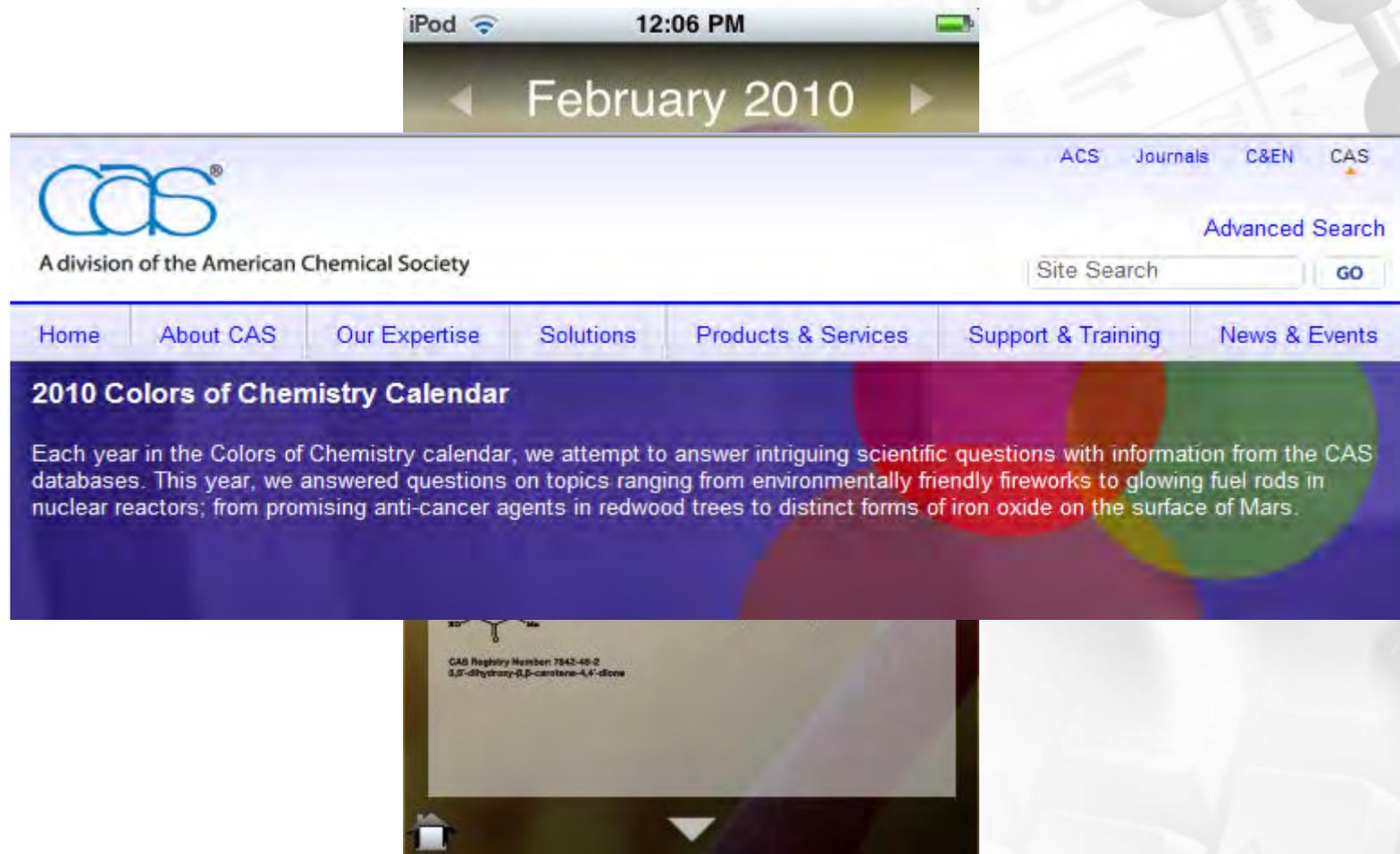


Our challenge would be to support various platforms

What mobile device would you prefer to access CAS or SciFinder information? Please select one.

BlackBerry		13%
iPhone		45%
Palm Treo		1%
Handheld PC		8%
iPod or other hard drive-based media player		16%
Other, please specify		17%
Total		100%

We continue to explore new ways to communicate with customers



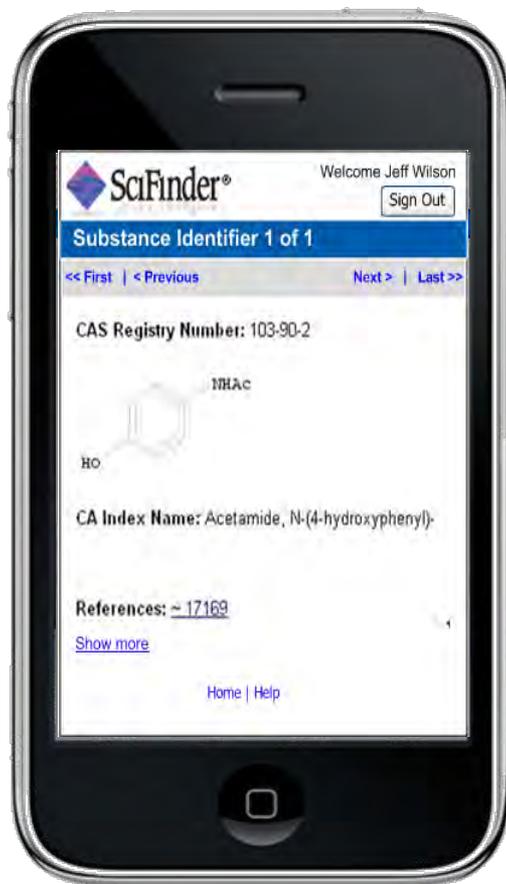
SciFinder Mobile will provide customers with easy, on-the-go access to research solutions

SciFinder Mobile Key Benefits:

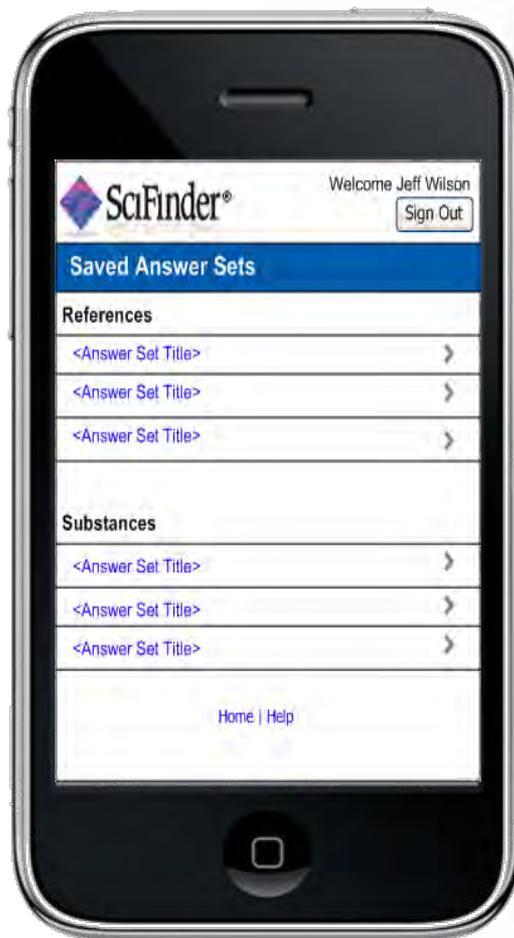
- Point-of-need access to main features
- High ease of use



SciFinder Mobile allows customers to quickly and conveniently access the functions they value most ...



...even when they are away from their labs or research facilities



Our latest mobile offering is one more way that we add value for our customers



Thank You!

FOLLOW US ON 

@CASChatter

