

## Case Study



### Industry

Consumer Goods

### Location

Global

### Background

A fast-moving multinational company, they are relentlessly focused on the personal health, wellness, and nourishment of their customers, and scientific excellence is at the heart of everything they do.

# When scientific excellence meets compliance

## How RightFind Enterprise facilitates content access across the globe for a global leader in hygiene, health, and nutrition

In the time of COVID-19, a healthier world is something we all can get behind, but for the 40,000+ worldwide employees of one consumer goods company, it's an everyday mission.

A vast collaborative network of departments, including pharmacovigilance, medical, and microbiology, rely on high-quality information on a huge range of subjects to do their jobs effectively. And that is where the small specialist team known fondly within the organization as “the Library” comes in.

## Facilitating scientific excellence

Anything relating to published literature — subscriptions, document delivery, literature search services, and a variety of internal collections that are cataloged and hosted for users — goes through the Library, according to the senior librarian.

Over that time, Copyright Clearance Center's RightFind solutions have supported the evolution of the Library and the increase in demand for information.



During the past 10 years, the Library has grown from a handful of medical textbooks to a cross-functional, global, and primarily digital service. Being part of that journey has been pretty cool.”

Senior Librarian





If people join certain key departments — like medical, for example — in their induction pack, one of the first things they're told to do is get access to RightFind. It's considered to be a really key platform."

Senior Librarian

## Complex compliance

In a trend that will be recognized by many R&D organizations, the Library has witnessed an increase in both internal and external sharing of information, and it's critical that the correct permissions to use content have been obtained.

"For most of our workflows, we end up needing multiple layers of permissions," explained the librarian, "And users don't always know what permissions they'll need at the start of a project. Sometimes an article will start off being reviewed by a single scientist, but if it's identified as an important innovation or safety alert then it will be shared across the business and might eventually be provided to healthcare professionals or even regulatory bodies. Our workflows involve us going back to RightFind for an additional permission, more often than not."

RightFind seamlessly integrates rights checking and purchasing into multiple workflows, making it easy for users to be compliant. Whether the needed reuse rights are available via CCC's annual copyright license, or through a transactional permissions purchase, RightFind makes it easy for users to check and obtain the rights they need.

## Budget management

In many organizations, budgeting for content varies based on different departmental needs. In a multinational company with hundreds of different teams and projects, this can get very complicated.

To work within these parameters, the Library team sets up every user with an account that is linked to a variety of invoices, some of which are paid centrally in a purchase-order style, and others through small credit card transactions. The ability for RightFind to bill both large departments and individual users for the content they purchase is critical for both the Library's time and financial management.

"If you want a paper, you go to RightFind," the librarian added. "In that sense, it's very centralized. But the pot of money? It is not centralized. Sometimes we want one big invoice that covers fifty users, but sometimes we need a separate invoice for just one person. The tracking fields on RightFind allow us to group users in ways that suit us."

## Corporate mergers

Over the years the company has grown by acquisition, but one merger was of a scale not seen by the Library before and affected them in new ways. The team quickly learned that their new colleagues were not used to having a dedicated information service, and were thrilled at the prospect of having professional librarians to support them.

"Our approach was they should have completely equitable treatment to our long-standing members of staff, and we should roll out our systems and our training to them. RightFind was the very first thing we did that with," she said. "I actually got on a plane and went to deliver RightFind training directly to them — which was a great adventure for me!"

Thanks to the success of that merger, RightFind is now a part of onboarding for all new employees joining departments where content access is necessary.



I think one of the reasons why RightFind has become such a success here is because we have been able to make it work for us. We've adapted functionality to make the platform do what we want it to do. Crucially, our account team has allowed us to do that. RightFind doesn't feel like just a system to us — we really feel like partners."

Senior Librarian

## The CCC connection

Both the Library's organization and Copyright Clearance Center have evolved over the years, growing a strong partnership over time. The Library team feels confident to voice their opinions and share with their account team how RightFind can grow to meet their changing needs.

"Because of those relationships, we know we can tell CCC what we love and what isn't working for us, and that's been enormously beneficial," the librarian said. Those conversations have resulted in unique workflows or new customizations that work for our needs.



### About CCC

A pioneer in voluntary collective licensing, Copyright Clearance Center (CCC) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.

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### Learn more

Learn more about our licensing, content, and data solutions:

U.S. organizations:

🌐 [copyright.com](https://copyright.com)

✉ [solutions@copyright.com](mailto:solutions@copyright.com)

Outside U.S. organizations:

🌐 [rightsdirect.com](https://rightsdirect.com)

✉ [solutions@rightsdirect.com](mailto:solutions@rightsdirect.com)