

# Dartmouth College's Schools of Business and Engineering Turns to Thomson Scientific for Essential Knowledge

## Overview:

The Dartmouth College's Feldberg Business and Engineering Library is relied upon by patrons from two of the United States' premier post graduate schools: The Tuck School of Business and the Thayer School of Engineering.

Founded in 1900, Tuck is the nation's oldest graduate school of business. *The Wall Street Journal* has said of the school, "When it comes to recruiters' perceptions of MBA program attributes, the Tuck School is hard to beat." Dartmouth's Thayer School of Engineering, founded in 1867, is one of the nation's oldest professional schools of engineering. Many of Thayer's faculty members are considered international leaders in their respective fields.

## Challenge:

**Provide accurate, seamless navigation through millions of constantly updating data entries.**

Dartmouth sought a way to **make navigating the Feldberg Library's databases more efficient and accurate**. Jim Fries, associate librarian at Feldberg, says, "At the time, there was no real cross-platform database search product in the market. There was discussion about it, but we were the first to really put one together."

### **Dartmouth turned to Thomson Scientific.**

Thomson Scientific, a division of The Thomson Corporation, has been an established leader in providing access to essential information for researchers and scholars worldwide for more than 45 years. Thomson Scientific's goal is to empower researchers to accelerate discovery. Thomson Scientific provides integrated information solutions delivered globally by the most innovative technologies.

"We had been working Thomson Scientific them for many years. We knew them to be nimble — a very good company with a track record of anticipating the market's needs," he says. Thomson Scientific's commitment to innovation was key. "Our project was experimental," says Fries. "We wanted to gain an understanding of how a federated search engine behaves, how it works. We wanted our users interacting with a portal into our multiple databases."

Says Fries, "We wanted to discover how to better serve users with faster navigation and quality information in a world of data overload. We knew part of the answer was to partner with a forward-thinking provider of technological information."

## Solution:

### **Thomson Scientific's *Web of Knowledge* and *Web of Science***

When Dartmouth approached Thomson Scientific with its challenge, the company was already investigating how to create a federated search engine. Using what Fries characterizes as "meticulous market research," Thomson Scientific was able to quickly evolve its existing technology into a digital portal that perfectly fit Dartmouth's needs for conducting multiple database searches.

Says Fries, "Thomson Scientific's market research team asked many detailed questions. That was crucial. It showed they understood their success was really connected to excellent customer service. Ultimately, the search engine's design was really informed by Thomson Scientific having listened to what our faculty and other users said they wanted."

Most important was to incorporate an intuitive approach to gathering data that produced the most useful results in the least amount of time. Fries says the team from Thomson Scientific worked closely with faculty from both Tuck and Thayer in a "very careful and deliberate" approach to gathering the most accurate information for product development.

In October 2003, the Feldberg Business and Engineering Library Portal went live, easily accessed by users both on campus and remotely. Says Fries, "Researchers really liked it because it did indeed accelerate their searches. They could go deeper in one glance and were able to see what kind of data they were getting, and all in one database."

## **Results:**

### **Researchers gain instant access to information they need, increasing chances for funding.**

Based upon the Dartmouth prototype, Thomson Scientific perfected its *Web of Science*, which the college implemented along with the *Web of Knowledge* in May 2004.

Says Fries, "Now we know, based upon our users' comments, that the *Web of Science* is our most popular search tool, and that it has significantly improved our users' ability to find leading-edge research in engineering and in the social sciences." Important to both the engineering and the business schools, since, as Fries says, "Business management education is also highly multi-disciplinary. A faculty's ability to access literature at those boundaries of all the sciences, including behavioral sciences, is essential to be productive, and maybe even to obtaining funds for future research."

According to Fries, both schools' faculties are now able to do citation analysis with the *Web of Science*, something that in the past was very difficult or even impossible to accomplish. "It's crucial," says Fries, "because faculty members need to compare themselves to their peers. They also want to know the impact of their research."

## **Conclusion:**

Says Fries, "The *Web of Science* is an essential tool for any cutting-edge facility. I saw first hand what Thomson Scientific is all about. It's incredible what they do. They listen. They anticipate what the market needs. After working with Thomson Scientific so closely, I came away more impressed than ever with the people there. Our collaboration was an excellent model of how a university and a company of Thomson Scientific's caliber can work together."

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March 13, 2004

