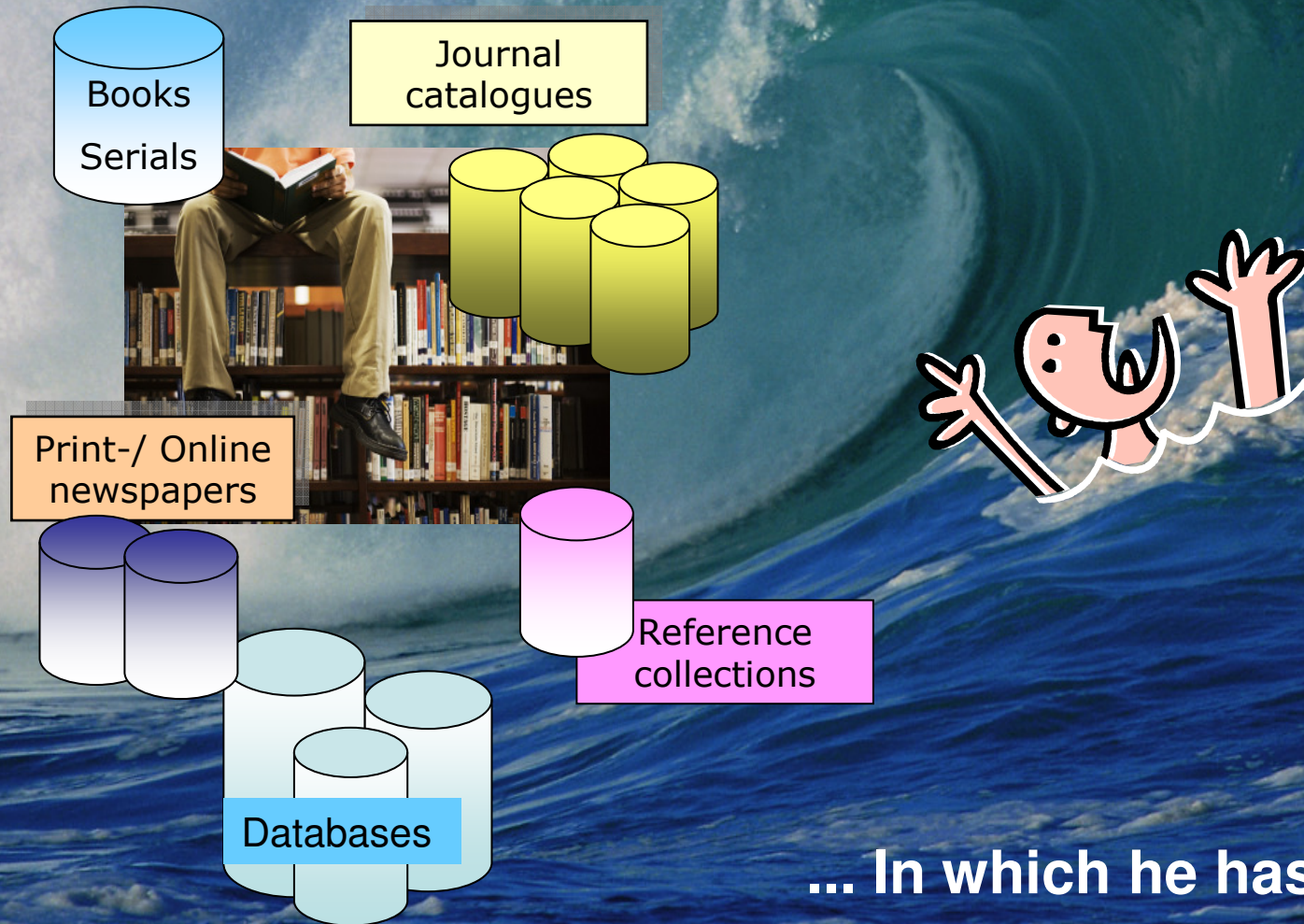


The perfect surf ...

From a user point of view unstructured chaos ...



... In which he has no chance?

Survey results

Aged 30-50

11 - 40 hrs/week working with a pc

90% Google

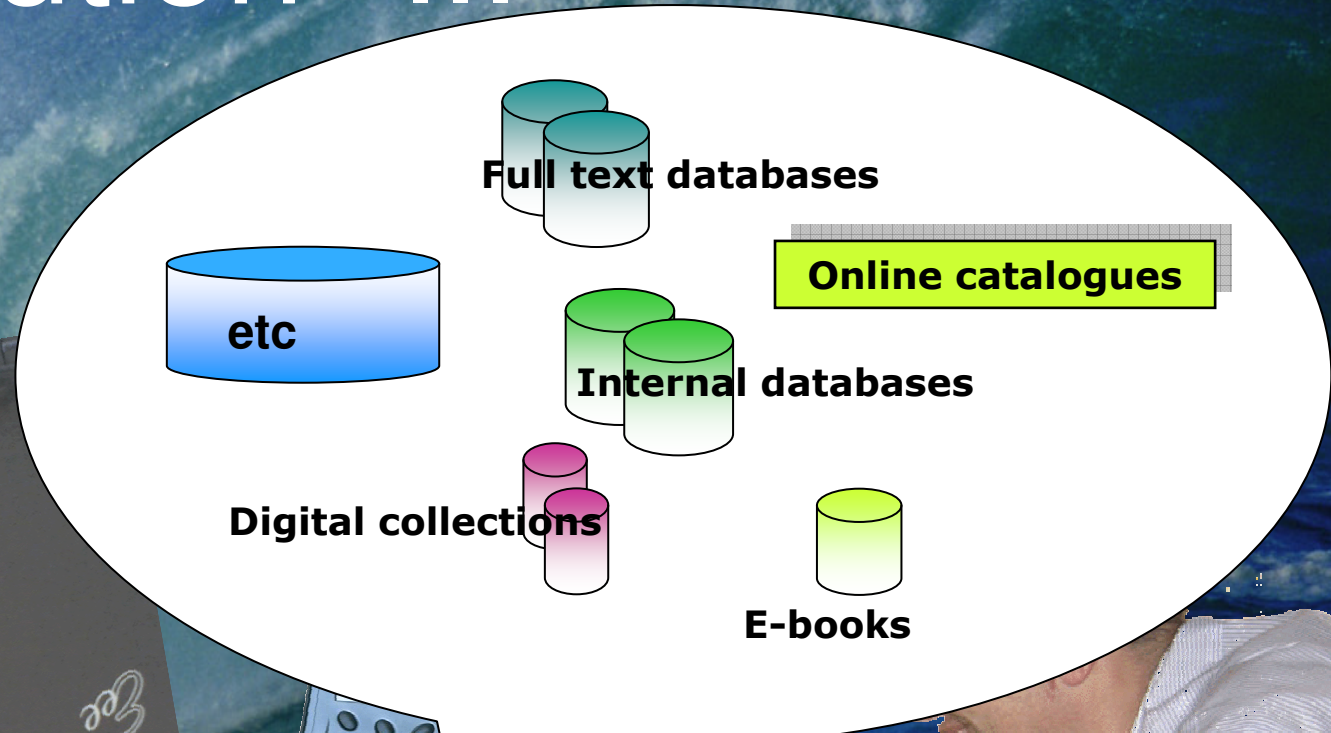
60% PubMed/-Chem

find, access

analyse, organisation, usage

**Basic/Advanced Search, Boolean Operators,
limit by year, title, type**

The solution* ...



*from a user point of view



The challenge ...

**How do I sell it to my
management?**


Accounting example

A researcher earns 120 EUR per hour. If he wastes approx. 6 hrs per week searching for information - how much does this cost an organisation with 300 researchers?

300 researchers = 1800 hrs./week

93.600 hrs./year

11.232.000 EUR



curiosity

Help

respect

Willing to learn

Interested

communication

critical

appreciation

feedback

Thank you.

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... Surfing on top of information ...

... instead of drowning in the information overflow