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?
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
Thank you.

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... Surfing on top of information ...
... instead of drowning in the information overflow