SCOPUS CASE STUDY

Global 500 Consumer Products Company

Introduction

This case study of a Global 500 consumer products company is based on a September 2020 survey of Scopus customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Scopus use & feedback

The key features and functionalities of Scopus that the surveyed company uses:

- Said they use the Scopus On a project basis.
- Rated the following aspects of Scopus:
  - intuitive user interface: good
  - overall content quality: great
  - content coverage for journals, books and conferences: great
  - depth of content coverage in my specific discipline: good
  - search results analysis capability: good
- Rated how well Scopus supports the following:
  - finding researchers or opinion leaders for collaboration: Good
  - finding researchers or opinion leaders for potential hires: Good
  - tracking research trends over time: Good
  - scouting for the latest developments: Good
  - analyzing the market and competitor output: Good
- Said if they were to no longer have access to Scopus, they estimate spending 30-39% more time to collect equivalent information.
- Said compared to tools they’ve used, their favorite aspects of Scopus are the following:
  - Results help me get a broader view of my field

Impact & outcomes

The surveyed company achieved the following results with Scopus:

- Said Scopus has done the following:
  - Saved their team time and money when searching & discovering innovations
- User anecdote sharing a situation, problem or project, where they benefited from Scopus:
  - "Was able to one stop shopping for a targeted question, but it should be helpful for a landscape if I work with it more."