



# How Reprints Desk's Article Galaxy Research Platform **Simplified** BIAL's **Information Access**

## Removing Information Barriers

As an R&D-driven pharmaceutical company, BIAL has always had a scientific document delivery service in place, but many barriers stood between vital content sources and the people who rely on an efficient, and unimpeded research content workflow. Lacking any kind of automation, the document delivery service was a manually-intensive process relying on a mediator.

Dr. Teresa Silveira, who manages scientific knowledge at BIAL, has been tasked with transforming the company's information access processes into a global strategy for building a knowledge-driven brand.

## Solving The Problem

Following a comprehensive evaluation of scientific research systems and suppliers, BIAL adopted Reprints Desk's Article Galaxy Platform for three main reasons:

- ✔ Flexibility to gain access to information at any research stage.
- ✔ Collaborative way Reprints Desk engages with customers.
- ✔ Simplicity of the Article Galaxy research platform.

When it came time to deploy the system, a systematic approach was used and navigating human factors – such as the tendency of many users to fear new technologies – were taken into consideration.



# Bial

*caring for your Health*

## The Company

Founded in 1924 and headquartered in Trofa, Portugal; Largest pharmaceutical company in Portugal with 900 employees and business activities in more than 40 countries on 4 continents.

Focus: Bial is committed to discovering and developing innovative medicines.

Motto: "Caring for Your Health."

Industries: Major drugs, health care.

Website: [www.bial.com](http://www.bial.com)

## Article Galaxy By Numbers

The Article Galaxy platform was first deployed in MARCH 2017. Now 120 researchers or nearly 14% of BIAL's workforce are using Article Galaxy for simplified access to scientific literature.

Number of Users: 120 users

Documents Delivered/Year: 1,200

Article Delivery Speed: Within an hour

Average Cost/Article: \$42.50



## RESEARCH SOLUTIONS REPRINTS DESK

“We deployed Article Galaxy slowly by deliberately selecting the targets who would likely have the greatest interest and an urgent need of it. And it was easy to find them. In this profession, you can’t sit in the office and manage content without interacting with people. It’s important to talk with people and to understand their needs, giving them training, support, and some very important attention. You have to stay connected.”

### Automating Access

Today, Article Galaxy is an integral part of BIAL’s Documentation and Scientific Service, providing easy, automated access to scientific content and content usage data. The group no longer has to spend so much time manually preparing usage statistics and trying to understand users’ information behavior in order to make business decisions because all the required data is just a few clicks away. In addition, the openness of the platform is having a positive impact on the way BIAL’s researchers do their jobs.



Automated Filtering  
with Reprints Desk’s  
Article Galaxy Platform.

“We are a company based on research,” Dr. Silveira continues. “The very foundation of our work is accessing and reading new content. Once we eliminated the bottlenecks and barriers between people and information, we saw an immediate increase in article orders to annually 1,200 – just by removing the barriers.”

Proven in pharmaceutical and many other research organizations, Article Galaxy has helped BIAL transform information into knowledge that drives business.

*“The core problem is not accessing information. The problem is transforming that information into knowledge that can drive the business. There is a huge difference between the two.”*

Dr. Teresa Silveira,  
BIAL



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### Contact Us:

USA Phone: +1 (310) 477 0354

Europe Phone: +49 (221) 169 125 83

Email: [sales@reprintsdesk.com](mailto:sales@reprintsdesk.com)

Web: [www.reprintsdesk.com](http://www.reprintsdesk.com)