

# Taking Advantage of Electronic Resources: A Corporate Library Move to a Virtual Library

The logo for Procter & Gamble, featuring the letters 'P&G' in a bold, blue, serif font.

**Steve Elliott & Marilyn Dunker**  
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# Background on Procter & Gamble Company

- **Based in Cincinnati, Ohio, USA**
- **Markets more than 250 brands which include Tide, Pringles, Iams, Pantene, Crest, Mr. Clean, Folgers, and Pampers**
- **Reaches 5 billion consumers in over 130 countries**
- **Employs more than 100,000 people in approximately 80 countries**
- **Visit [www.pg.com](http://www.pg.com) to find out more**

# *P&G* Virtual Library - Before

- Many physical libraries; low usage
- High Cost
- Significant content; limited access/awareness
  - Primarily R&D
  - No library web site
- Strong expertise; limited access/awareness
  - Reference, searchers
  - Primarily physical-based

- To make content and services available globally, regardless of time and location
- To support Company webification strategy
- Reduce physical libraries and provide cost savings

# Virtual Library Call Flow



## InfoWeb Site

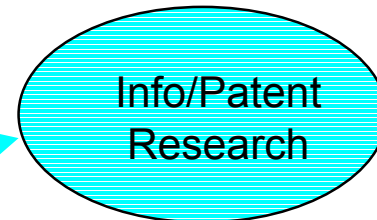
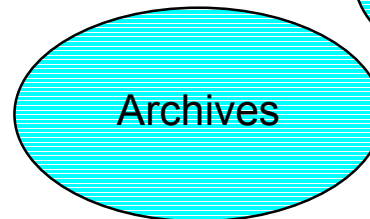
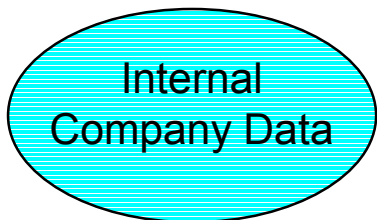
- Journals
- Databases
- FAQ's
- Chat
- Service Request
- Information Request
- Document Request



## Info Desk



**Role - answer questions or  
direct to appropriate  
expert resources**



## Info Experts



InfoWeb Home Virtual Library InfoWeb

**Site Search:**  
   
[Advanced Search](#)  
[Saved Searches](#)

**CONTACT AN EXPERT NOW!**

**NEED HELP?**

- What is VLC InfoWeb
- InfoExperts & InfoCenters
- P&G Library Catalog
- TIS - Japan
- KTC Library Catalog
- Need a book, journal or news?
- Copyright Info.
- Current Awareness
- Internet Links
- Related P&G Sites
- InfoWeb Site Help

**LIBRARY SERVICE FORMS**

External Resources    Electronic Journals    **NEW** NewsStand    InfoLearn    P&G Archives

**External Databases:** [What are Ext. DB?](#) [Title Index:](#) [Supplier Index:](#) [Subject Index:](#)  
[Biology / Life Sciences...](#) [Business Information,](#) [Chemical Information,](#) [Engineering,](#) [Environment,](#)  
[General Resources,](#) [Manufacturing,](#) [Medical Information,](#) [Nonwovens / Fibers / Textiles,](#) [Nutrition,](#)  
[Occupational Safety,](#) [Packaging,](#) [Paper Technology,](#) [Patents,](#) [People Information,](#) [Regulatory,](#) [Social](#)  
[Sciences](#) [Standards /Test Methods](#)

**Electronic Journals:** [What are e-Journals?](#) [Title Index:](#) [Supplier Index:](#) [Subject Index:](#)  
[Beverages,](#) [Biology - Biotechnology,](#) [Business And Economics,](#) [Chemistry - Analytical Chemistry](#)  
[Computers,](#) [Engineering - Chemical Eng.,](#) [Environmental - Toxicology And Environmental Safety,](#)  
[Law - Corporate Law,](#) [Medical Sciences - Dermatology...](#) [Paper And Pulp,](#) [Textile Industries And](#)  
[Fabrics](#) [Veterinary Sciences,](#) [MORE...](#)

**NEW NewsStand:** [What is NewsStand?](#) [Using NewsStand:](#) [NewsStand Copyright:](#) [Article](#)  
[Linking:](#) [NewsStand Folders:](#) [Company Folders,](#) [Product Folders,](#) [Publication Folders,](#) [Topic Folders](#)

**Business News/Wires:** **Newspapers:** [Asian Wall Street Journal,](#) [Globe And Mail,](#) [Los Angeles](#)  
[Times,](#) [New York Times,](#) [Wall Street Journal,](#) [Wall Street Journal Europe,](#) [Washington Post,](#)  
**Magazines:** [Baron's,](#) [Business Week,](#) [Economist,](#) [Far Eastern Economic Review,](#) [Forbes,](#) [Fortune,](#)  
[Smart Money;](#) **Newswires:** [AP Online News,](#) [Dow Jones Business News;](#)

**InfoLearn:** [What is InfoLearn?](#) [Alphabetical Index:](#) [InfoGuides:](#) [Training By Subject:](#) [E-Resources Tutorial:](#)

**P&G Corporate Archives:** [What are P&G Corporate Archives?](#) [Archives Collection:](#)  
[Product Information,](#) [Company Information,](#) [Other Information,](#) [Awards,](#) [Contributions](#)

**Contact an InfoDesk Expert Now:**



**Phone:** stamet634-4636; 2:30 AM-5:00 PM, EST, M-F  
 stamet375-4636; 8:30 AM-11:00PM, CET, M-F



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- [Tip of the Week](#)
- [Tip of the Week Archive](#)

- Available via chat, phone or email
- Assistance with electronic sources, questions, and searches
- Use variety of resources
  - Licensed content, internet, print, other...
- User satisfaction: 4.5 out of 5.0  
97% would use again



# Virtual Library Components

- **InfoExperts – specialized, in-depth searching /analysis skills**
  - Business, technical, patent, chemical
  - Current awareness, project teams
- **InfoLearn – training effort**
  - Classroom – over 2500 trained globally since 11/01
  - Web-site provides Pathfinders, presentations and computer bases training.



- Content and services available globally, regardless of time and location
  - Data bases, e-journals, news, books ...
  - Reference, research help, training available
- Physical collection still available at our 2 consolidated libraries.
  - Can be requested electronically and sent globally
- Net: Reduced cost, more targeted content, better service

- Building Blocks are in place
- Proactively leverage the VL
  - R&D Continual growth
  - Commercial Business – target & partner with key clients
  - More marketing, more training, more alerts
- Integrating internal/structured company data

- Historically strong need for Chemical information for P&G researchers
- Chemistry Products included in early efforts
- Vocal researchers clamoring for more chemistry databases & e-journals

- Many databases on many topics with differing interfaces
- Non-chemistry people faced with chemical info requests

- Crosstraining by specialists
  - Provides database summaries, tips & tricks
- Chat technology used to get help from colleagues
- Searches forwarded on to Chemical information specialists

- Some unhappy about closed libraries
  - we show how we have improved company wide
- Positive responses
  - Finally know who to call
  - Never realized all that was available
- More e-journals & databases please!