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

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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 to find out more
• 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
Virtual Library - Goals

- To make content and services available globally, regardless of time and location
- To support Company webification strategy
- Reduce physical libraries and provide cost savings
• 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.
Virtual Library – Today

• 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
What’s Next?

- 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
And Where Does Chemistry Fit?

- 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
Challenges facing VL staff

- 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
How do the library users feel?

- 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!