The Impact of Going Mobile!

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NTNU: Emerging Technologies in Academic Libraries Conference
27th of April 2010
Indispensable tools for research at its best

RefWorks-COS provides tools, data and support for every phase of research, from vetting the first hypothesis to obtaining funding and getting published. All our products are designed to help researchers, faculty and students work at their best and achieve their research goals.

At every step of the research process—there’s RefWorks-COS

RefMobile
Research on the go!
RefWorks is web-based software for the management of research materials: citations, full-text articles, bibliographies, and reading lists.

Key functionalities include:

- Direct export from 60+ partners (including EBSCO, Scopus, LexisNexis, and Google Scholar)
- Unlimited storage for full-text attachments
- Integration with MS Word via Write-N-Cite module
- Ability to work on-line and off-line
<table>
<thead>
<tr>
<th>Ref ID</th>
<th>Journal Article Reference</th>
<th>Title</th>
<th>Source</th>
</tr>
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<tbody>
<tr>
<td>450</td>
<td>1 of 832</td>
<td>Characterization of a factor from bovine intestine that protects</td>
<td><em>Vet Parasitol</em>, 2006, 142, 1-2, 168-172, Netherlands</td>
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<td>213</td>
<td>2 of 832</td>
<td>Modern-period muddy sediments in the severn estuary</td>
<td><em>Sedimentary Geology</em>, 1998, 58, 1, 1</td>
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<td>243</td>
<td>3 of 832</td>
<td>The Saerens section, Oslo region, Norway - trilobite, graptolite and</td>
<td><em>Geological Magazine</em>, 1998, 125, 4, 451</td>
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<td>463</td>
<td>4 of 832</td>
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<tr>
<td>Number</td>
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</tr>
<tr>
<td>1000+</td>
<td>Number of RefWorks institutional customers</td>
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<tr>
<td>45.6%</td>
<td>Annual growth rate for references stored in RefWorks</td>
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<tr>
<td>3M</td>
<td>Number of total registered users</td>
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<tr>
<td>50,000+</td>
<td>Number of new user accounts created monthly</td>
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<tr>
<td>9</td>
<td>Language choices for the interface</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0</td>
<td>Number of major competitors with a significant mobile interface</td>
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</table>
**Key Question:**
Should this be a development priority?

**Answer:**
Demographics of our user base required it to be

**Why?**
- 80% of user population are in higher education
- 50% of these users are students; 50% researchers
- End-users have been asking us for it
- Largest % of our user population are located in North America, Europe, Taiwan, Japan
Key Question:
Do we start by building an iPhone application?

Answer:
No. We start with a mobile device website.

Why?
• iPhone application limited to one platform
• iPhone adoption in our existing marketplace
• Faster development time
Specifications

Key Features:

+ Folders

+ Search

+ Smart Add

RefWorks
Smart Add locates references by searching the internet based on:

- DOIs
- PubMed IDs
- PubMed Central IDs
- ISBNs
- Other citation metadata: (author names, publication year, etc.)
- Keyword
Smart Add Feature

PubMed ID

Add a Note

Record

RefMobile

Create New Folder

Alopecia areata

Cancer - Spanish

Career Development

Charcot-Marie-Tooth

Child Development

Child Obesity

Collagen Type VI-Related Disorders

Congenital Malformations

Fragile X syndrome

Global Warming

Save

Return to Smart Add Results
The Result
The Result

Record View  Smart Add

RefMobile

Add a Note
Select Folders
Attachments
pp050875.pdf
Title
Identification of Tim4 as a phosphatidylinerse receptor
Authors
Abato, Yoshi; Miyashita, Masanori; Tada, Kazutoshi; Koki, Masato; Uchikama, Yasuo; Kitamura, Toshio; Nagata, Shigeo
Periodicals, Full Volume (Issue) Start Pages - Other Pages
Nature 450 (7168) 435 - 439
Pub Date: Free Form, Pub Year
11/15/2007
Descriptors
public health
Notes
Example Note #1
Ref Type
Journal Article

Record View

RefMobile

Search
Folders
AI
Smart Add

Support:
support@refworks.com
1.775.327.4165
RefMobile Usage

Average # of Logins Per Day = 2900

# of Log-Ons (as of 02/10)
Unique Users

Average # of Unique Users Per Month = 2,662

(as of 02/'10)
RefMobile vs RefWorks

(as of 02/10)

RefMobile
RefWorks

May: 13964  1
June: 37949  3
July: 30908  2
August: 28048  5
September: 56331  0
October: 73023  1
November: 80905  0
December: 59971  5

Total: 582324  0

RefWorks COS
From Twitter

@fullibrarian1: check out RefMobile via RefWorks access and manage your references, folders & notes from your mobile/smart phone or PDA. http://tiny.cc/sxyyQ

@maristsciarrino: OMG #RefWorks has a mobile interface now!? Best thing ever. 4 days ago from Splitweet · Reply · View Tweet

@MyOpenArchive: RT @ProQuest: There is 1 desktop reference mgmt svc that has an app for PDA's, but it requires synching. #RefWorks is Web-based, no synch. 9 days ago from TwitterFon · Reply · View Tweet

@sherrvokey: RefWorks has launched a mobile interface called RefMobile - for research nerds on the go! yay! http://bit.ly/ZDoLA (expand) about 22 hours ago from Tweetie · Reply · View Tweet

@pstainthorp: RT @ProQuest: RefMobile req. group code authen. RefWorks customers have a code - future = Proxy + Shibboleth/Athens authen. #library #vendors 9 days ago from web · Reply · View Tweet

@ProQuest: RefMobile req. group code authen. RefWorks customers have a code -- future = Proxy + Shibboleth/Athens authen. #library #vendors 9 days ago from web · Reply · View Tweet

@busuab: RT @ProQuest_ES: RefMobile es la interfaz de RefWorks para teléfonos móviles y PDAs. http://is.gd/tSt2 (expand) Pruébalo en http://is.gd/tTNx (expand) 9 days ago from web · Reply · View Tweet

@MyOpenArchive: RT @libraryfuture: #RefWorks now offers a mobile page - http://refworks.com/mobile - I hope a mobile app is coming soon too! 9 days ago from TwitterFon · Reply · View Tweet
Reaction by Clients
Key Benefits

• Always available – *No more wasted time*
• Fits in your pocket
• Enjoy life and stay productive
• And its **FREE!**

• [www.refworks.com/mobile](http://www.refworks.com/mobile)
Thank-You!

• Questions?
• Contact Details

Email: martin.blomkvist@proquest.co.uk