IEEE

Advancing Technology for Humanity

Case study

IEEE Uses Ringgold to Normalize and Disambiguate Organization Data to Strengthen the Integrity of Article Metadata

The Institute of Electrical and Electronics Engineers Incorporated (IEEE) is the world's largest technical professional organization, representing over 460,000 members in more than 190 countries. The organization publishes more than 200 transactions, journals, and magazines, and its mission is to advance technology for the benefit of humanity.

As a 140-year-old organization, IEEE has worked with thousands of institutions and organizations worldwide. It was difficult and time-consuming to manually standardize affiliation data from submissions—particularly the names of organizations in various languages or with different abbreviations, such as "u" or "uni" for "university."

IEEE needed a solution to disambiguate its data so it could map authors and documents to the correct organization and improve data-driven decision-making. Furthermore, the team needed insight not just into organizations, but into relationships with specific departments. Finally, the data needed to be interoperable with IEEE's other systems so it could be leveraged for tracking submissions, reporting usage, and identifying marketing leads.

About Institute of Electrical and Electronics Engineers Incorporated (IEEE)

Location: Piscataway, New Jersey

IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity.

IEEE strengthens customer relationships and enhances marketing leads using Ringgold's robust data

In 2017, IEEE implemented Ringgold Organizations, an expertly curated database of organizations that fund, create, and use scholarly research, to standardize its organization data.

> The key thing for us is normalization of the data so that we can map our authors and articles to the right organization." said Paul Samuel, Director, Applications and Systems Development at IEEE.

Ringgold assigns a unique persistent identifier (PID) to every organization, department, and funder. When organizations merge, Ringgold provides a new ID that ties back to the previous organization name. Ringgold also supports data in multiple languages, allowing IEEE to correctly identify international organizations.

CCC | Ringgold

Ringgold Organizations contains over 770,000 organization records each with a unique Ringgold ID, rich hierarchies, and over 30 descriptive metadata elements. The granular hierarchical data allows IEEE to map users at the department level to their respective parent organizations and easily see how the organizations are structured.

Additionally, the curated, up-to-date database feeds detailed information into other applications for IEEE's internal reporting, enabling the team to strengthen customer relationships.

> "We leverage Ringgold data to see where the usage is coming from, and it is used as a marketing lead to guide customers toward more customized subscriptions."
>
> **Paul Samuel**
> Director, Applications and Systems Development
> IEEE

The Results

IEEE has streamlined its submission process by standardizing the organizational affiliations attached to each submission. IEEE no longer needs to manually disambiguate organizational abbreviations or organizational names in different languages.

IEEE has also strengthened its customer relationships. By populating its critical systems with high-quality and relationship-structured organization records, IEEE delivers better customer service and customized subscriptions.
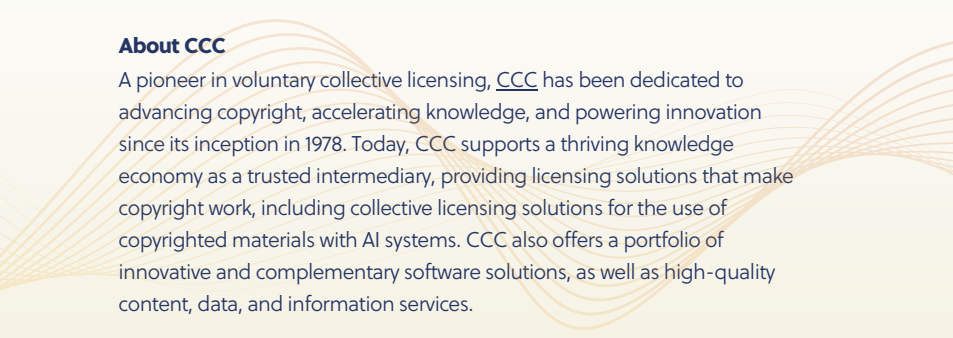
Initially, IEEE used Ringgold Audit Service to assign or update its institutional customers' associated Ringgold IDs. IEEE then used this data to create institutional profile pages for its customers, detailing which papers their authors have published each month as well as other application usage from their respective organizations.

Finally, having access to quality organization data allows IEEE to identify prospects and areas of expansion. With Ringgold's linked hierarchy structure, IEEE can see relationships, reveal connections, and perform more granular reporting. This enables IEEE to more accurately identify business impact and areas of growth through data-driven business intelligence efforts.

Ringgold is part of the CCC Scholarly Communications Suite. The suite supports publishers in automating their evolving publishing models with a suite of data-driven solutions comprised of RightsLink for Scientific Communications, Ringgold, OA Intelligence, and RightsLink Author Services.

Leveraging organization persistent identifiers and supporting metadata, this combination of industry-leading solutions helps publishers: normalize and disambiguate data, enrich datasets, accelerate deal modeling, reliably manage APCs and OA agreements, and diversify their portfolio in a changing publishing landscape.

About CCC

A pioneer in voluntary collective licensing, CCC has been dedicated to advancing copyright, accelerating knowledge, and powering innovation since its inception in 1978. Today, CCC supports a thriving knowledge economy as a trusted intermediary, providing licensing solutions that make copyright work, including collective licensing solutions for the use of copyrighted materials with AI systems. CCC also offers a portfolio of innovative and complementary software solutions, as well as high-quality content, data, and information services.

Learn more

Learn more about Ringgold:

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🌐 **copyright.com/ringgold**