Case Study: Goldmine Research Portal
Emily Shem-Tov, Goldmine Program Manager, Adobe Systems Incorporated
Our Team

Information Resources Group
Global Market Research & Planning

Experience
Collaboration
Curiosity
Learning & Development
Technology

Within Global Marketing
Annual Campaigns

- Overarching theme that brings the team together
  - Extending our reach
  - Raising the Bar
  - Sharpening our focus
  - Building Connections

- Supporting pillars
- Specific measurable goals
Portal Features

- Internal research portal
- 39k+ documents
- Secondary and primary research
- News feeds
- Full-text search, Flex-based search results
- Browseable topics
- Tailored entry pages for different business units, functional departments, hot topics
- Email alerts, RSS feeds, saved searches, social bookmarks
- Links to other licensed resources
Portal Process

Planning
- Roadmap
- Design
- Surveys & User Research

Development
- Search Engine
- Content Management System
- Taxonomy
- Other Tools and Features

Promotion
- Marketing
- Training
- Tracking
Goldmine Taxonomy and CMS

- Customized for our audience and content
- Over 1100 topics
- Business rules maintained in Ultraseek
- Imported into custom CMS
- Reviewed quarterly by team
9,000+ Physical & digital items in the collection

2,000+ Users globally

Welcome to the Adobe Corporate Library! We are a self-service center, open 24 hours a day, 7 days a week. Use your badge to access the library and browse through our collection of resources which includes:

- Over 4,000 books, DVDs, and CDs
- Over 150 newspapers
- 1,000 magazines

Employees in San Francisco, Seattle, and other offices in the U.S. may borrow books by emailing requests to the library email account.

Top 5 Digital Books - Overdrive Collection

1. Foundation XML and DHTML (eBook) - 2009
2. The essential guide to Flash CS4 with Actionscript (eBook) - 2009
3. Adobe Flash CS4 Design and Development (eBook) - 2009
4. Adobe Flash CS4 Professional (eBook) - 2009
5. Beginning Flash CS4 (eBook) - 2009

Suggest a Book

Contact Us

Adv Search words or phrase

SpringerLink
Other Online Resources

Choose from the collections below to begin searching the almost 3000 full-text magazines and journals available in the collection or follow one of the quick-links for popular publications and searches.

Enterprise access to the EBSCO Magazine and Journal Database is provided by Adobe Global Market Research (GMR).

IEEE Xplore Digital Library

BROWSE
- Journals & Magazines
- Conference Proceedings
- Standards
- Books
- Educational Courses
- Technology Surveys

Brought to You By
Adobe Systems via Goldmine
Your institute subscribes to: IEEE Computing Library, IEEE Standards Online
What can I access?

Goldmine
Goldmine.corp.adobe.com

The Wall Street Journal

Hoovers
Companies People Industries Expert Advice My Hoover's

Companies People Industries News Build A List

TRY IT: Perform an advanced search to build a list of multiple companies

ACM Portal
Adobe Goldmine for Engineering

Subscribe (Full Service) Register (Free, Limited Service) Login

Search: The ACM Digital Library The Guide
A series of information skills classes, begun in November 2006

Topics have included:

- Goldmine features and tips
- Goldmine for Engineering
- Goldmine for Marketing
- eBooks and Audio Books
- Google skills
- RSS
Summer Blockbuster Campaign

Coming Attractions:

Flyers, blog posts, promotions, props, candy

Rediscovers goldmine

Goldmine: Adobe's Research Portal, has a totally new Flex-based search results interface and new tools to help you find, organize and share research easily.

Come see what's new and how to get the most out of this tremendous resource.

Thursday, June 5 10 am
San Francisco State (W106)
Tuesday, June 10 1 pm
San Jose State (W106)
and via Connect
Details at http://blogbox.can.adobe.com/infou

A series of interactive sessions on information sharing and use.

For showtimes, locations and more information, visit: http://blogbox.can.adobe.com/infou
Custom Inquiry and Analyst Interactions

- Remote inquiry via email, phone and Adobe Connect
- Largely oriented around analyst research
Marketing our services
How it all fits together

- Technology and Tools
- Information Professional Experience
- Content
- User Input
- Marketing & Branding
- Training and Education
On the horizon

- Continuing this year to “Build Connections”
- Have a Goldmine roadmap with a focus on customization and personalization
- Helping the larger team on an insight generation program
Questions?

- Emily Shem-Tov
  ereich@adobe.com