

# Knovel

University Science & Technology Librarians' Group (USTLG)

Wednesday 22nd May 2013

**Tim Moxey**

PSM – Knovel Corporate



**Know More. Search Less.**



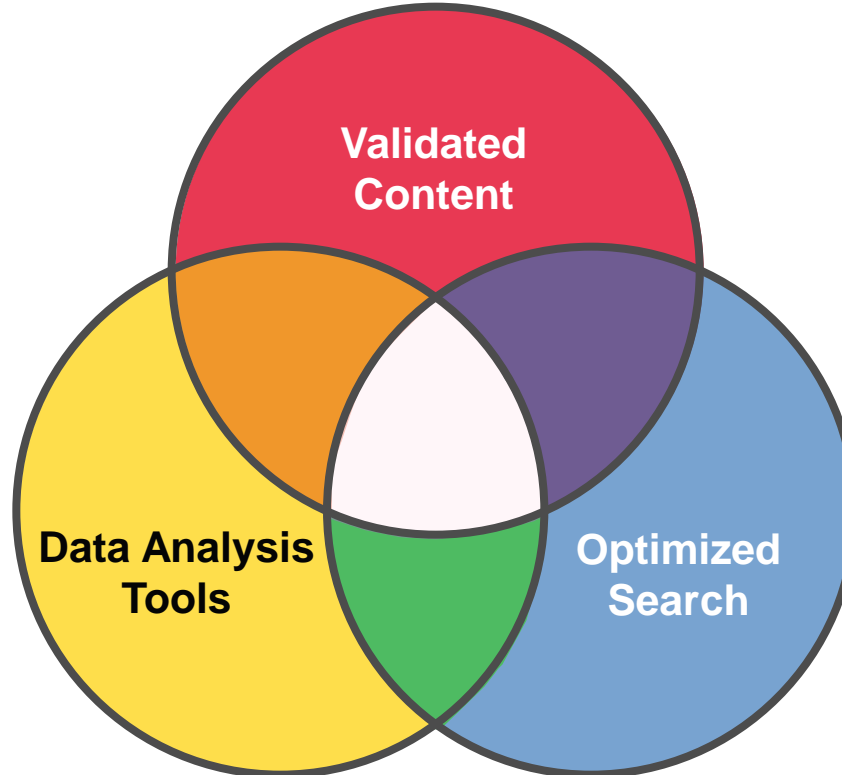
# Agenda

- **Introduce Knovel**
- **What professors say about Knovel**
- **Who are our customers (Academic and Corporate)**
- **International Marketing and support Programmes for Universities**
- **Questions**



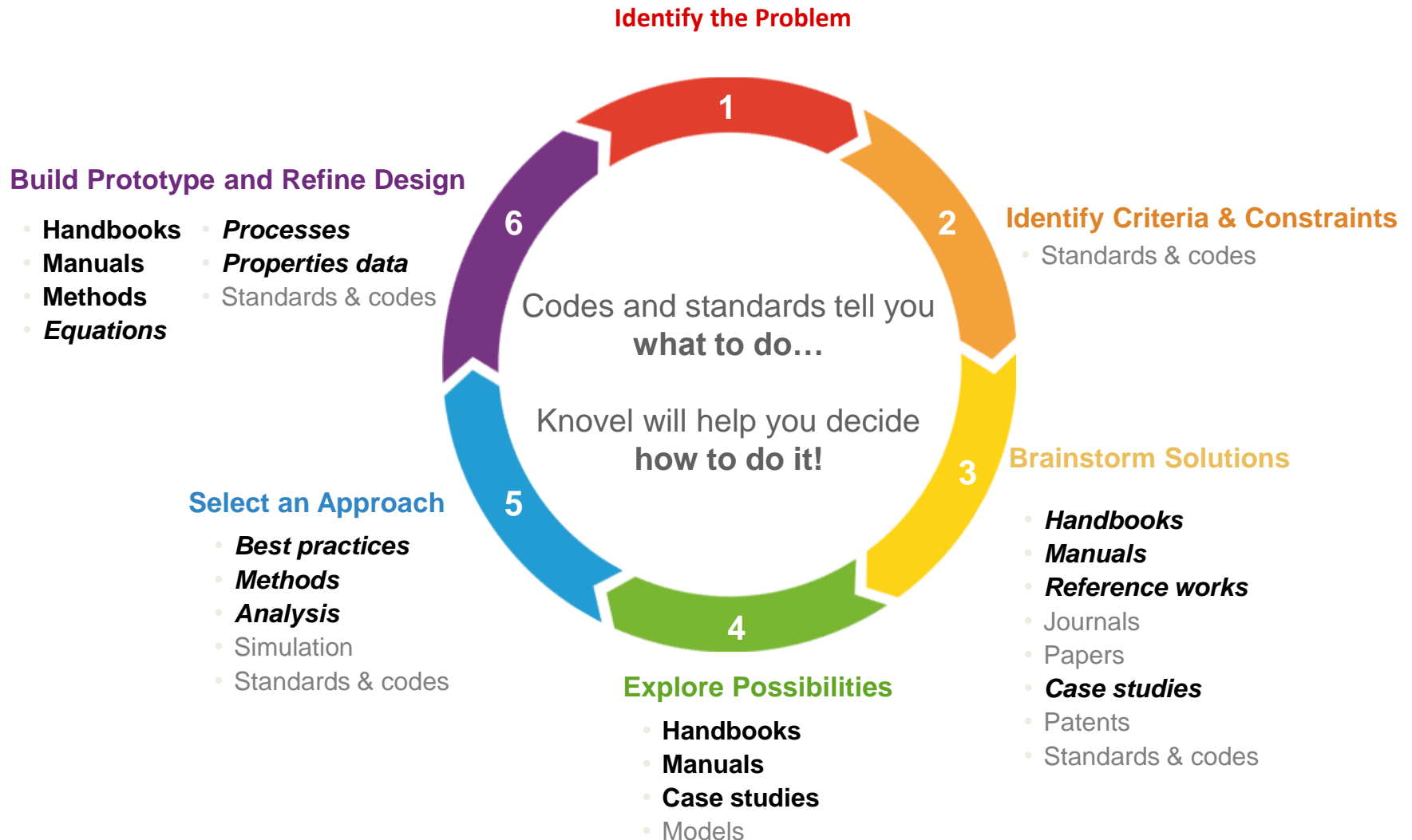
# Knovel Solution: Integration of 3 key elements

Knovel is a **web-based application** integrating **technical information**  
with **analytical & search tools**  
to **drive innovation** and **deliver answers** engineers can trust





# Engineering Design Process: Resources Used





## Why Knovel?

If you wish to view the 'Why Knovel' video, simply copy and past the below link into a browser:

<http://why.knovel.com/resources/knovel-tutorial-videos/2201-why-knovel.html>





## Our Vision

to be the **first** PLACE  
engineers **GO**  
TO **SOLVE PROBLEMS**



# About Knovel

- **No other engineering platform offers the level of sophisticated interactivity and data search that Knovel provides today:**
  - Optimized for engineers.
  - Sophisticated search ensures that content can be found – and finding that translates to better adoption and facilitates discovery.
  - More than 100,000 interactive graphs, charts equations
- **Knovel is an asset for teaching and learning:**
  - Professors can encourage students to use multiple sources and tools to solve a wide-array of real-world problems.
  - Professors can check their students' understanding of materials and create a deeper knowledge of core principles.
- **Knovel Helps to Prepare Next Generation of Engineers**
  - Students will prepare for a competitive workforce by using the same research tools and trusted information used by engineers at leading companies worldwide.

**“[Knovel] has become the gold standard among its target user base,** based on its ability to anticipate the needs of its users and serve them as quickly and efficiently as possible.”

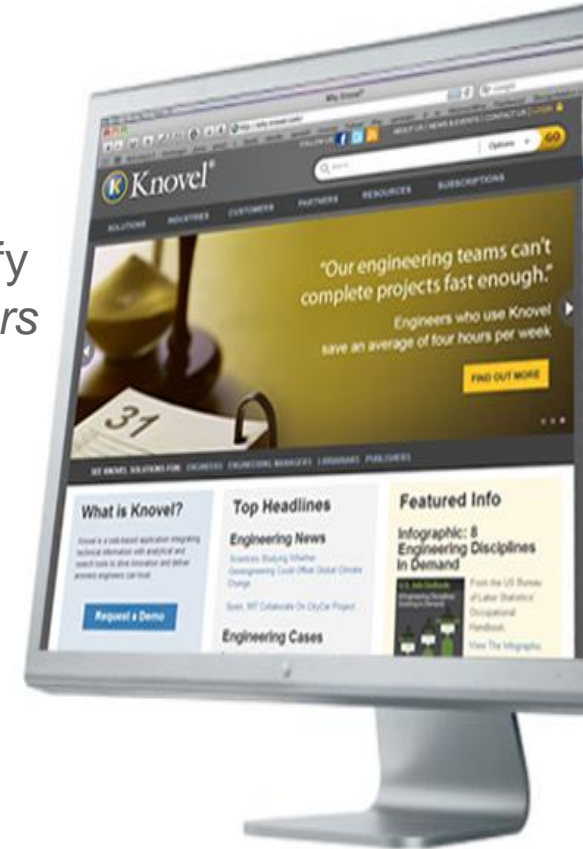
- “STM E-Books: 2012 Market Size, Share, and Forecast” by Laura Ricci





# Professors say Knovel...

- is an **essential tool in the senior capstone design course**, where students have to come up with real data
- is a **better alternative to Google** for finding relevant answers fast
- is a go-to source for **materials properties data** to identify materials for highly specific uses. *No other resource offers such easy and accurate access to this data.*
- has **interactive tables, graphs & equations** that make the data “live;” helps students understand how one variable affects another
- introduces students to **real-world problems**, which are not well-represented in standard textbooks.
- facilitates the creation of **reading lists** that all students can **access simultaneously**.







# A Distinguished Academic Customer List

- 400+ Universities in 40 countries
- 21 of Top 24 US Engineering Schools
- 32 of the top 50 World's Best Universities for Mechanical, Aeronautical, & Manufacturing Engineering
- Above 90% annual renewal rates

## UK customers include:



## Worldwide





# A Distinguished Corporate Customer List

- 7 of the top 15 Engineering Design companies
- 8 of the top 10 Chemical companies
- 7 of the top 10 Aerospace & Defense companies
- 5 of the Top 10 FTSE 100 Index companies
- 74 Fortune 500 companies
- Above 90% annual renewal rate



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ARUP



PARSONS





# International Academic Marketing Programs

- **Annual Knovel University Challenge**

A global competition for STEM students, running from Sept - Dec.

Students compete for prizes whilst learning how to research tools they'll need to complete assignments

Last year, students from more than 600 universities across 40 countries submitted more than 12,000 entries.

Over 50% of these entries came from outside the US and Canada.



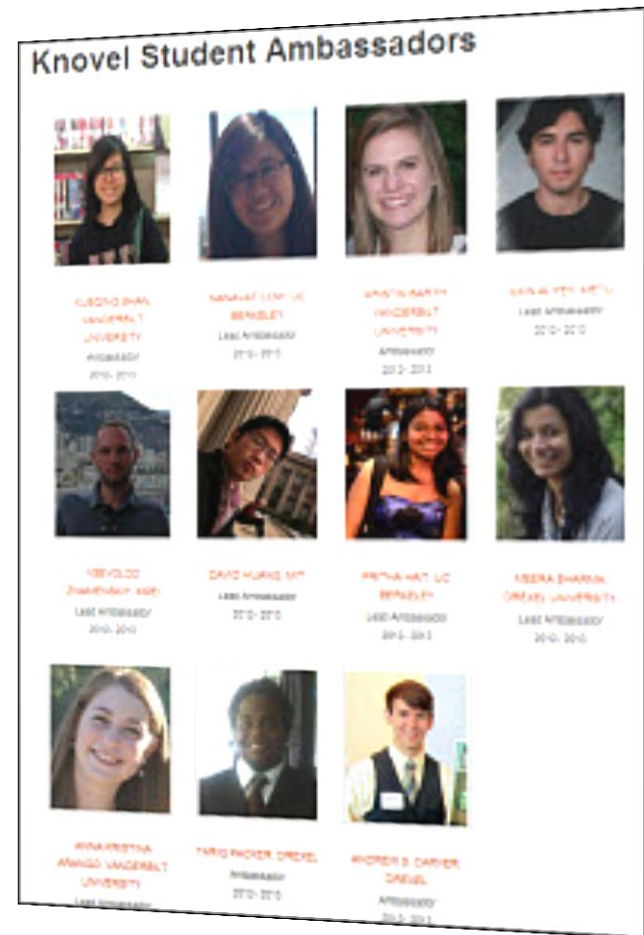


- **Student Ambassador Program**

Created in 2012 with the purpose of raising awareness of Knovel on campus through on-campus events and promotions.

Student Ambassadors work closely with Librarians, Faculty and students to develop and roll out the program and gain valuable experience whilst doing so.

The program has proved a success in the US and is also being rolled out internationally with METU (Middle East Technical University) in Turkey being our first European university to partner with us in this initiative.





# International Academic Marketing Programs

## • Knovel Study Guides

Knovel has been working with university professors to compile topics and resources to help students study and get up to speed on engineering disciplines including; Chemical Engineering, Civil Engineering and Mechanical Engineering

These are available online to students

**Knovel**  
**Fundamentals of Mechanical Engineering**

These fundamental concepts have been reviewed and approved by [Doctor Bryan Becker](#), a professor of Mechanical Engineering at University of Missouri - Kansas City.

Use this study guide to solidify your understanding of these [8 core Mechanical Engineering concepts](#) to prepare for an exam or refresh your knowledge.

Concepts include:

- Mechanical Design and Analysis: Dimension Tolerances in Stress Analysis, Bearing Selection and Snap Fits
- Kinematics, Dynamics, and Vibrations: Natural Frequency and Resonance, Balancing of Rotating and Reciprocating Equipment
- Materials and Processing: Manufacturing Processes (Hydrogen embrittlement in welding, heat treatment: austempering of steel)
- Measurements, Instrumentation and Controls: Data Collection and Processing, System Descriptions
- Thermodynamics and Energy Conversion Processes: Performance of Components, Energy Storage
- Fluid Mechanics and Fluid Machinery: Fluid Statics, Incompressible Flow, Operating Characteristics
- Heat Transfer: Conduction, Heat Exchangers
- Refrigeration and HVAC: Psychrometric Charts, Components


Click below to find out how Knovel gives you exactly what you need to prepare for the Mechanical Engineering FE Exam:

[Read Here](#)

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[Facebook](#) [Twitter](#) [LinkedIn](#)

**About the Professor:**

  
Dr. Bryan R. Becker, Ph.D., P.E., F.ASME, F.ASHRAE  
University of Missouri - Kansas City

Bryan R. Becker, Ph.D., P.E., is a Professor of Mechanical Engineering at the University of Missouri-Kansas City. During his more than 25 years at the University of Missouri, Dr. Becker has conducted, as principal investigator or co-investigator, 50 research projects and has authored 208 journal articles, chapters in books, presentations, and research reports. Previously, Dr. Becker served as chair of mechanical engineering and then civil and mechanical engineering for seven years.

"As a teaching professor, I'm tasked with preparing students for their careers, and Knovel's Mechanical Engineering Fundamentals help me to do just that. The content in Knovel provides a valuable overview that any student should use to quickly and efficiently refresh their knowledge of Mechanical Engineering principles."





# International Academic Marketing Programs

- **Academic Case Studies**

With the help of professional engineers, faculty and students Knovel has provided real-world example problems that showcase how Knovel can be used to find solutions quickly and effectively.

Available online in blog format, these case studies are being accessed by students internationally.





How do we know that Knovel is supporting students internationally?  
Our Academic customers are happy to share their Library, Faculty and Student experiences of Knovel.





Thank you for your attention

*Francesco Ruospo*

Product Sales Manager - Knovel  
Academic & Government Europe

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