Knovel

University Science & Technology Librarians’ Group (USTLG)
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Agenda

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

1. **Identify the Problem**
   - **Build Prototype and Refine Design**
     - Handbooks
     - Manuals
     - Methods
     - Equations
   - **Explore Possibilities**
     - Handbooks
     - Manuals
     - Case studies
     - Models
   - **Select an Approach**
     - Best practices
     - Methods
     - Analysis
     - Simulation
     - Standards & codes
   - **Brainsome Solutions**
     - Handbooks
     - Manuals
     - Reference works
     - Journals
     - Papers
     - Case studies
     - Patents
     - Standards & codes
   - Codes and standards tell you what to do…
   - Knovel will help you decide how to do it!

2. **Identify Criteria & Constraints**
   - Standards & codes

**Resources in bold are available on Knovel**
If you wish to view the ‘Why Knovel’ video, simply copy and past the below link into a browser:

Our Vision

to be the first engineers to go 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.”
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:

- Aston University
- Queen Mary University of London
- The University of Edinburgh
- GCU Glasgow Caledonian University
- University of Wolverhampton
- University of Liverpool
- University of Sunderland
- University of Nottingham
- University of Leeds
- University of Southampoto
- University of Birmingham
- University of Bradford
- University of Bradford
- University of Melbourne
- Princeton University
- Cornell
- McGill
- ETH Zurich
- UCL
- The University of Chicago
- UCL
- Stanford University
- Carnegie Mellon
- The University of Sydney
- The Hong Kong University of Science and Technology
- The University of Hong Kong
- Monash University
- Osaka University
- USTC
- DTU
- KAIST
- Korea Advanced Institute of Science and Technology
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

[Logos of various companies]
• **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.
• **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.
• 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.
Customer Testimonials

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

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