Symplectic

Symplectic was founded in 2003 in London, UK to serve the needs of researchers and research administrators.

In December 2010, Symplectic became a portfolio company of Digital Science, a business unit of Macmillan Publishers Ltd.

*Symplectic Elements* is a Research Information Management system that allows universities to easily pool data from different sources and verify data.

*Symplectic Elements* is used in the Australia, New Zealand, Japan, UK, and US.
A simple formula...

How do we engage with academics?

1. Make life easy: single point of access; integrated into day-to-day workflow

2. Incentivize the preferred behavior (disproportionate feedback)
Symplectic Elements Workflow

Step 1:
Set up search terms or create connection to profile (Mendeley, ResearcherID.com, ORCID)

Step 2:
Search sources and alert faculty (or proxy)
If there are new publications

Step 3:
Ask academic to verify publication
Incentives: Institutional and Faculty

Traditional outputs: Workflow / Reporting

Scientific Networks: Linked Open Data

Preservation & Marketing: Digital Repositories
Thank you