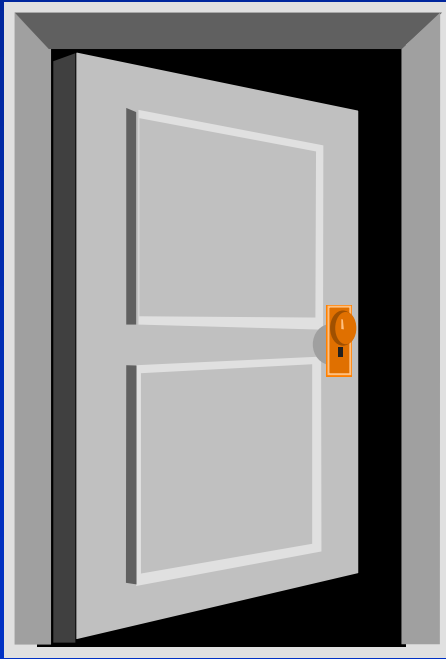


Science portals on the Internet: the business case

Dr. Wendy A. Warr

<http://www.warr.com>

Portal



An opening, doorway, gateway, outlet, entry or foyer to other places

Portal

... or a destination in itself?

Booz, Allen & Hamilton
and NetRatings, February 2001

Characteristics

- content
- communication
- community
- commerce

Characteristics

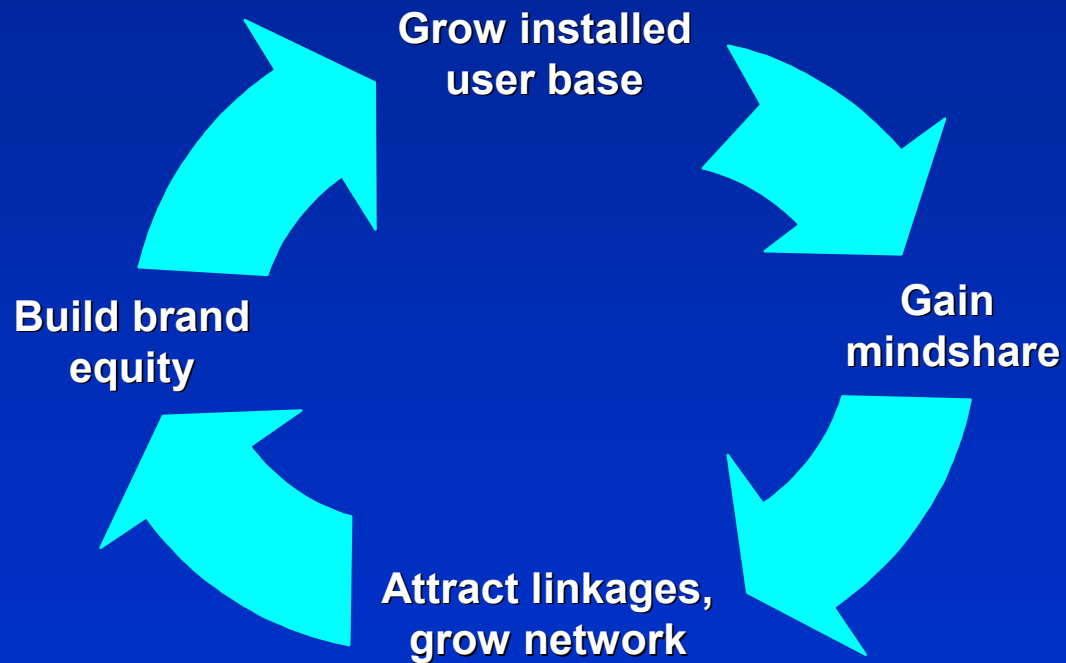
- context
- community
- personalization

Types of portal

- search engines
- home pages of ISPs
- vortals (ChemWeb.com, chemistry.org)
- SBIGs (ChemIndustry)
- sites of bots
- intranet portals (EIPs)
- extranet portals

Jenny Rowley

“The new game”



The new economy?

It's the same economy, stupid

It's the technology that's new

Doron Junger
doctorsworld.com

Belonging...

- precisely tailored content
- identification with the brand
- awareness of other like-minded users
- ability to interact with other users
- opportunity to shape site development
- mutual benefits of participation

PwC 2001

Value

- suppliers sell features
- customers buy benefits
- value: what the benefits are worth

“The limitations which are inherent in commercial search engines should cause researchers to have reservations about any conclusions that rely on these tools as primary data-gathering instruments”

Snyder and Rosenbaum 1999

Search engines

- highly variable results
- limited functionality
- poorly documented functions
- opaque search logic
- change functions over time

Snyder and Rosenbaum 1999

Links to Site

Site	Links To Site (Netscape)
Yahoo	4,807,434
Delphion	35030
US Patents	32775
Elsevier	31192
Wiley	17709

Links to Site

Site	Links to Site (Netscape)
Accelrys	14906
ACS	14103
RSC ChemSoc	10274
WebElements	9151
CAS	8791
MDL	7726
ChemWeb.com	6705
CambridgeSoft	5115
ChemFinder	3980
Sheffield Chemdex	3776

Links to Site

Site	Links to Site (Netscape)
SciQuest	2950
ACD Labs	1932
Derwent	1864
ChemConnect	1720
Daylight	1422
Wiggins' Cheminfo	1248
Warr.com	585
ChemIndustry	429
E-chemicals	207
Combichem.net	183
Barnard Chemical Information	25
ChemGuide	8
TheScientificWorld	1

Links to Site

Site	Links to Site (Google)
Yahoo	1,100,000
US Patents	15600
ACS	14100
WebElements	13100
Wiley	9500
Sheffield Chemdex	7710
RSC ChemSoc	7310
Accelrys	5710
IUPAC	5170
CAS	4990
ChemFinder	4990
Delphion	2880

Popularity

Site	Netscape "Popularity"
Yahoo	4
IBM Patents	2700
ChemIndustry	3282
US Patents	5102
Elsevier	7367
WebElements	13147
Wiley	21501
ChemWeb.com	22530
ChemFinder	29753

Popularity

Site	Netscape "Popularity"
Wiggins' Cheminfo	42675
CAS	45227
ACS	49417
SciQuest	57030
RSC ChemSoc	63294
ACD Labs	88551
Accelrys	94995
MDL	102143
ChemConnect	108790
TheScientificWorld	138261

Popularity

Site	Netscape "Popularity"
E-chemicals	206377
Derwent	290631
CambridgeSoft	293523
Sheffield Chemdex	293990
Daylight	328399
ChemGuide	580810
Combichem.net	718107
Warr.com	1228849
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Revenue Models


- advertising
- sales (e-commerce)
- commission (on s.o. else's sales)

Advertising




Content


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bmn.com

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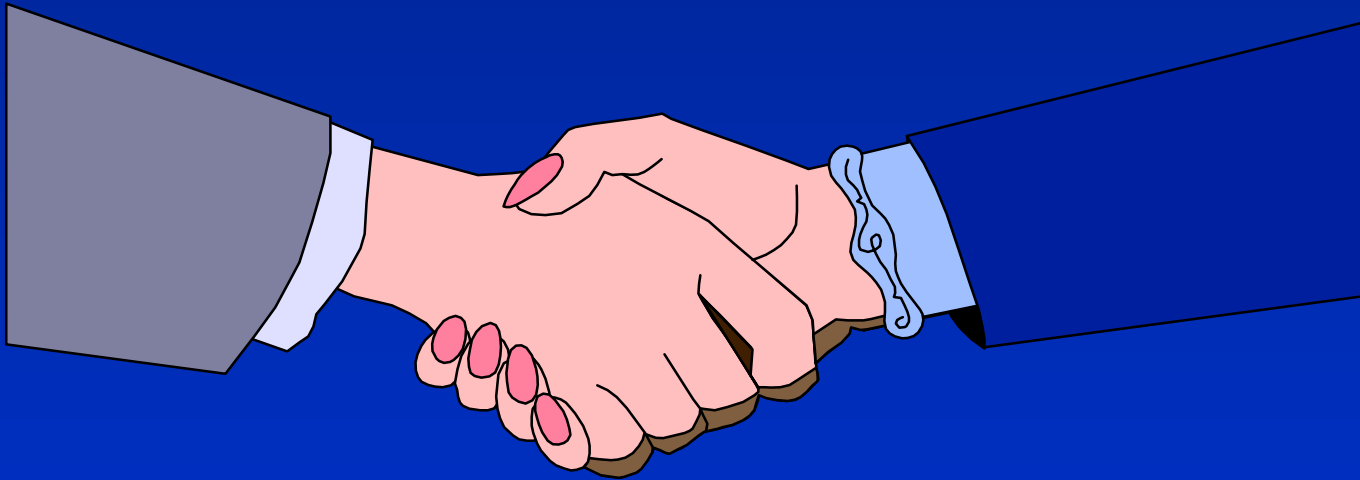
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New Users

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Partnerships

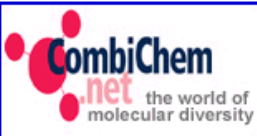


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