

Expedite time-to-market
and keep up with
competitive innovations

DataStar®

Drive results with unmatched science data and business and government information



When to use it>>

- Identify areas of focus for R&D
- Track drugs from concept to market launch
- Identify potential business partners
- Monitor regional and global competitors
- Expedite time-to-market for new developments
- Maximize research and development investments
- Conduct industry analysis and market research
- Track legislation and regulation that impacts your business

Who uses it>>

- Information professionals
- R&D leaders
- Chemists
- Engineers
- Biologists
- Competitive and market intelligence
- Intellectual property specialists
- Merger and acquisition professionals

Premium content from authoritative sources

With more than 350 databases, *DataStar* offers a comprehensive content collection with a special focus on pharmaceutical, biomedical, biosciences, chemical, computing, engineering and healthcare-related industries.

Review a directory-type listing of companies or associations. Scan a financial statement for a particular company. Examine a citation with bibliographic information. Read an abstract referencing a journal or conference paper. Study the complete text of a journal article. Do it all with *DataStar*.

> Pharmaceutical, Biomedical & Life Sciences

Track the drug pipeline and discover market intelligence through the latest news, market share information, legislation, drug registrations, licenses and clinical trials. *DataStar* offers the sources you rely on today, like IMS Health, PJB, Prous and others.

> Engineering & Technology

Conduct comprehensive literature searches, keep an eye on industry trends, monitor cutting-edge technologies and stay ahead of the competition. *DataStar* is a comprehensive source of technical information featuring preeminent sources such as Ei Compendex®, Inspec® and Food Science & Technology Abstracts to name a few.

> Business Information & News

Stay current and competitive with news, industry research and analysis. Drive your business with content from a trusted collection of sources like *Financial Times*, *New York Times*, ABI/INFORM®, D&B and more.

> Competitive Intelligence & Market Research

Capitalize on industry trends and maximize research investments with valuable competitive intelligence and market research sources, including Datamonitor Market Research, Harvard Business Review, International Market Research Information, Frost & Sullivan Market Engineering Reports and others.

> Energy & Environment

Track news, pricing and products related to the oil, gas, electric and nuclear power industries. Find regulatory information to assist in navigating environmental impact legislation. *DataStar* brings you vital information from reputable industry sources like Inspec and NTIS – National Technical Information Service, among others.

Convenient, easy access to fit your needs

DataStar makes it easy to stay informed with your choice of precision search tools available from an easy-to-use Web or Windows interface or via Telnet. Since *DataStar* is customizable to suit your organization's needs, you can modify the interface or even create your own database with PrivateStar. Take the ease of access a

step further when you use eJournal Links to activate and customize access to the full text of articles from over 20,750 scientific, medical and technical journals, produced by more than 320 of the world's most prestigious publishers and aggregators.

Receive and manage Alerts

Make informed decisions quickly and outsmart the competition with Alerts automatically delivered to you as soon as information is published. Select your topics, frequency and format for easy integration and distribution. Use the RSS delivery format to set up an Alert or to deliver an ad hoc search result to view in an RSS reader. The RSS reader also offers tools for managing and organizing feeds into folders for easier review.

If you are responsible for distributing current information throughout your organization, our AlertsManager makes it easier than you could imagine. The user-friendly interface lets you organize Alerts by topic, create an audience list and invite your contacts to subscribe to Alerts you specify. Recipients don't need a *DataStar* account; access rights are triggered based on email address and domain.

Global customer support

DataStar solutions are supported by best-in-class customer service and training, with highly skilled and knowledgeable consultants from a wide variety of educational and professional backgrounds. Every business day, 24 hours a day, our worldwide Knowledge Center staff

offers peer support through specialists with backgrounds as librarians, IT specialists, scientists and business professionals. Combine our search and product expertise with your own knowledge and understanding for the optimal search outcomes.

Learn more about DataStar today

Information is an investment that pays you back with increased opportunities and insights. Contact us today to learn more about how the robust and valuable content and precision tools

of *DataStar* can support your research needs and increase your business opportunities. Call +1 800 334 2564 (inside North America) or +00 800 33 34 2564 (outside North America).

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THOMSON
TM

Thomson Scientific Regional Headquarters

Americas

3501 Market Street
Philadelphia, PA 19104 USA
Phone: +1 800 336 4474
+1 215 386 0100
E-mail: ts.info.na@thomson.com

Europe, Middle East, & Africa

14 Great Queen Street
London WC2B 5DF United Kingdom
Phone: +44 20 7344 2800
E-mail: ts.info.emea@thomson.com

Japan

Thomson Corporation K.K.
Palaceside Bldg. 5F
1-1-1 Hitotsubashi, Chiyoda-ku
Tokyo 100-0003 Japan
Phone: +81 3 5218 6500
Free dial: 0800 888 8855
(from Japan only)
E-mail: ts.info.jp@thomson.com

Asia Pacific

Hitachi Tower
16 Collyer Quay
22nd Floor
Singapore, 049318
Phone: +65 6879 4118
E-mail: ts.info.asia@thomson.com