



ASM International Partners with Scope e-Knowledge Center for Content Enrichment Initiative

Chennai, India, March 25, 2019: ASM International (ASM), the world's largest and most established materials information society has chosen Scope e-Knowledge Center (Scope), an SPi Global Company, to transform its digital content.

The comprehensive initiative leverages Scope's broad offering of enrichment services, including taxonomy/thesaurus development, deep domain indexing, metadata enrichment, abstract creation, and file conversion. The resulting descriptive metadata and content linkages will serve to increase the precision of search as well as overall discoverability of content. Furthermore, Scope's end-to-end solution enables seamless migration of ASM's legacy content to its new content hosting platform.

"The overarching intent of this initiative is to increase the value of ASM's content to our global community of users through new functionality and state of the art user experience," said Ron Aderhold, ASM Chief Operations Officer & Chief Information Officer. "These, in turn, will drive discovery and usage, support increased sales; and enable new product offerings and content reuse options."

"We started this collaboration with ASM's Handbook volumes and we are extremely pleased that the Scope-ASM partnership is now expanding to cover several more additional products in the year 2019," noted Senthivel Palanivelu ("Vel"), Head of Smart Content, at Scope. "Scope ensured that each content item had a relevant abstract, was tagged to a consistent thesaurus and met the general publishing standards for well-structured metadata. Scope's extensive team of in-house subject matter experts (SME's) and certified expert taxonomists leveraged artificial intelligence (AI) and natural language processing (NLP) in an expert-curated environment to ensure an optimized outcome," added Vel.

"We are proud to be associated with an esteemed organization like ASM International. Over the past decade, Scope has established itself as one of the world's leading content enrichment companies. Our mission is to enable scholarly societies and publishers to drive discovery and unlock the inherent value of their content," said M. A. Eswaran, COO of Scope. "With the recent acquisition of Scope by SPi Global, we now have a more compelling end-to-end solution starting from the manuscript stage to the digital publishing stage that encompasses the entire content enrichment value chain."



About ASM International

ASM International is a member-driven organization that serves the information needs of scientists, engineers, and technicians who develop, test, select, and apply advanced materials, including metals, composites, polymers, and ceramics. As the world's largest and most established materials information society, ASM engages and connects members to a global network of peers and provides access to trusted materials information through reference content and data, education courses, international events, and applied research.

To learn more about ASM International, visit asminternational.org or call 440.338.5151 to speak with an ASM International representative.

About Scope e-Knowledge Center

Scope e-Knowledge Center, an SPI Global Company is an award-winning provider of outsourced, cost effective Content Enhancement Services, Data Management Services, Business Research Services and Patent Analytics for information providers around the world. With more than 1,000 advanced degree subject matter experts in science, technology, medicine, business, legal, social sciences and humanities disciplines, Scope combines advanced domain expertise with proprietary in-house platforms and technology solutions to deliver accurate, high quality deliverables in a scalable, customizable model in accordance with client specifications. Scope also publishes the daily online newsletter Knowledgespeak, a comprehensive news service focusing on the STM information industry.

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