The P-D-R (Pharma Documentation Ring) hosts a special meeting on "Authentication Technologies – Challenges and Opportunities for the Scientific Corporate Information Centre" 2015

On June 10th 2015, over 50 delegates representing both P-D-R member companies and industry partners participated in a one day special meeting in Ascot, United Kingdom to discuss authentication technologies. The meeting brought publishers and vendors together with IT experts and senior information managers from the pharmaceutical industry.

This meeting was recognition that there is a growing need:

- To seamlessly access library resources anytime, anywhere on any device
- For external partners to access corporate library resources
- To explore alternative and more flexible authentication technologies in situations such as divestments, non-unique IP ranges and a need for granular usage stats, etc
- For publishers and vendors to agree on authentication standards to provide seamless access
- For an enhanced user experience from mobile devices

Following an official welcome from meeting organizers Andrew Clark (UCB, P-D-R President) and Helen Malone (GSK) the meeting started with an overview of a recent survey amongst P-D-R companies. Facilitated by Free Pint the survey focused on what authentication means to Pharma and how this topic is perceived within the wider industry.

This was then followed by four short P-D-R presentations and a Q&A panel session that focused on the question "*What do you believe seamless access means to your users?*"

P-D-R presentations included:

1. Challenges & advantages of Open Athens in a separating company, Hans-Ulrich Häußermann & Michael Kaltschmidt, AbbVie
2. Seamless access made possible – a mission impossible? Brian Schurmann Michels, NovoNordisk
3. Seamless access: anytime, anywhere, any device, Helen Malone, GSK
4. The challenge of IP address based authentication, Victor Kirby, UCB

A second session then followed with reciprocal presentations and a panel discussion by four industry providers. The question for this panel session was "*What do you believe will be the **next method of authentication**?*"

Presentations included:

1. Implementing a seamless user experience, Jon Bentley, Open Athens
2. Authentication decision support guide, Peter Derycz & Ian Palmer, Reprints Desk
3. Onelog: resource access anywhere, on any device, David Mosby, ITS
4. Moving beyond IP authentication, Stephen Garfield, Copyright Clearance Centre

After lunch six break-out groups were given a focused question to discuss and consider potential actionable outcomes that could be followed up after the meeting. The groups were asked to explore the questions:

- *"How can we drive the next method of authentication forward?"*
- *"What does an ideal seamless user experience look like?"*
- *"What standards (beyond IP) need to be put in place to support this?"*
- *"What are the next steps to make this happen?"*

Common messages from each of the break-out groups included awareness and education on the subject of authentication, the need for standardisation, technology development that might support multiple authentication methods and a need to ensure good compliance and usage reporting.

The meeting concluded with a unanimous agreement to form a post meeting task group representing both P-D-R companies and industry providers that would progress proposed actions from the workshop, including an industry briefing on the subject of authentication and a review of existing authentication standards to determine what needs to be evolved in the future. The meeting was deemed a huge success by all those that participated.

For further information please contact :

Andrew Clark

UCB

216 Bath Road

Slough, SL1 3WE

Andrew.Clark@ucb.com