

## **ChemicalInfo Announces Enhancements to Help Subscribers Identify Producers**

*Using innovative data integration methods, ChemicalInfo has added data 54% faster than previous years*

DALLAS, September 14, 2017 - ChemicalInfo, providers of the most comprehensive online databases for chemical and pharmaceutical companies and those who do business with them, announces significant improvements to data within its Directory of World Chemical Producers (DWCP) in 2017. In early 2017, ChemicalInfo continued its practice of surveying current customers in order to understand their needs and drive product roadmap enhancements.

ChemicalInfo's Chief Technology Officer, Charles King, used a combination of survey data and experience in online optimization techniques to drive operational changes so that the in-house Research team could enter data faster and with higher accuracy than previous years. Streamlining the data collection and verifying process led to a 54% increase in data entry process compared to the previous three years.

Using the new processes the Research team has been able to quickly add large product lists with grade, purity and capacity details, validate email contacts, tie over 60,000 trade data records to producer listings, and increase proof of manufacturing certificate information on producer profiles.

In addition to data entry optimization, the company has introduced an improved Research Request form so that subscribers can request additional and custom research service and support from ChemicalInfo's team of in-house chemists and data specialists. Since releasing the updated version, subscriber interaction has increased 60% in two months.

"I am proud of the work our team has put in over the past eight months to gain insight from our global subscribers on how to improve their user experience and support their sourcing and procurement efforts. Our goal is to help clients identify true producers and it's one of the hardest parts of the chemical sourcing industry. I am glad that our team has been able to not only add data but also ensure a higher level of accuracy," said Ernie Cote, Chief Executive Officer at ChemicalInfo. "We will continue this process as we head into Q4 and I can personally say our users can expect even more exciting releases within the next month."

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### **About ChemicalInfo**

ChemicalInfo has been the global information resource for buyers and sellers of chemicals and pharmaceuticals for over 40 years. Our integrated products include the Directory of World Chemical Producers (DWCP), PathFinder, FinishedForms and ContractMFG. Along with the expertise of ChemicalInfo's in-house Research Department, each product allows users to have access to comprehensive data and a better user experience by streamlining the sourcing, sales and marketing process of finding accurate producer and contact information. For more information, visit [www.ChemicalInfo.com](http://www.ChemicalInfo.com).

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