Let the Right One In: Seamless Single Sign-On at Pfizer
Cara Evans, Library Systems Manager, Pfizer Inc
SLA Pharmaceutical & Health Technologies Division Spring Meeting 2015
20th April 2015
Agenda

- Who we are
- What is single sign-on?
- Why did we do it?
- How did we do it?
- Benefits
- Lessons learned
- Acknowledgements
- Questions
Information & Library Services at Pfizer

R&D Business Technology
(within Finance & Business Operations)

Business Insights

Information & Library Services (I&LS)

Library Team
Jane Burke, Manager
Cara Evans, Bob Kowalski, Jenn Walter
I&LS provides **key information** and makes **specialized connections** between information experts and business leaders to **enable quality decision-making**.

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Public Domain
Pfizer Agrees to Buy InnoPharma
Wall Street Journal
July 16, 2014

Pfizer to Buy Hospira for $16 Billion
Wall Street Journal
February 5, 2015

Pfizer Spins Off Animal Health Unit in $2.2B I.P.O.
NYT Blogs
January 30, 2013

Nutrition
Animal Health
What is single sign-on?

Authentication process that permits a user to enter one name and password in order to access multiple applications.

- Access management
- Various ways to implement
Why did we do it?

Partnership & Collaboration are key to Pfizer

- Pfizer spun off Animal Health in 2013, became Zoetis
- Zoetis shared Pfizer infrastructure
- Pfizer needs to stay compliant with our own publisher agreements pertaining to non-Pfizer access
- More partnerships & collaborations on the horizon….

Identity & Access Management

- Control access both external and internal to Pfizer
- More granular usage statistics for licensing and internal funding
How did we do it?

**Governance**
- Sent out request for proposal
- Obtained executive buy-in

**Testing**
- Conducted extensive testing at all conceivable points of access

**Implementation**
- Implemented non-standard OpenAthens workflow
- Seamless to end users
- Embedded into end user normal workflow
Who did we engage?

Leadership

Human Resources

Technology Infrastructure (PingFederate)

Technology Infrastructure (Blue Coat)

Application Engineer

Acquisitions, Collaborations & Divestures

Zoetis library staff

Zoetis IT

Privacy & compliance check

Federated identity management tool

Web security tool
## How long did it take?

<table>
<thead>
<tr>
<th>Project Phase</th>
<th>Month 1</th>
<th>Month 2</th>
<th>Month 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify resources to be authenticated</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create profiles for any new resources</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify categories for permission sets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enable OpenAthens for all resources</td>
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<td></td>
<td></td>
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<tr>
<td>Set up identity management connection</td>
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<td></td>
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<tr>
<td>Integrate with PingFederate</td>
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<tr>
<td>Integrate with Blue Coat</td>
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<tr>
<td>Testing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Go live</td>
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</tbody>
</table>
Production Environment Workflow

User locates article

- PubMed
- Google
- eLibrary (internal site)
- Subscription Resources

Web security tool redirects to identity management tool to authenticate the user (seamlessly)

- Blue Coat
- PingFederate

Identity management tool redirects to OpenAthens to verify access

- Permission set and unique identifier passed

OpenAthens redirects back to article

- User is now authenticated and permission has been verified

http://www.bmj.com


http://www.bmj.com.proxy1.athensams.net/
Benefits

User metrics
- Granular usage statistics
- Precision licensing

Access control
- Set permissions for groups
- Maintain compliance
- Prepared for future acquisitions, collaborations & divestitures
Example of User Metrics – Multiple Resources By Division

<table>
<thead>
<tr>
<th>Resource</th>
<th>Division 1</th>
<th>Division 2</th>
<th>Division 3</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMJ JOURNALS</td>
<td>12.7%</td>
<td>43.3%</td>
<td>36.4%</td>
<td>100.0%</td>
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<tr>
<td>JAMA JOURNALS</td>
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<td>31.8%</td>
<td>39.8%</td>
<td>100.0%</td>
</tr>
<tr>
<td>RESOURCE 2</td>
<td>36.4%</td>
<td>24.8%</td>
<td>36.2%</td>
<td>100.0%</td>
</tr>
<tr>
<td>JOURNAL OF RHEUMATOLOGY</td>
<td>13.2%</td>
<td>13.5%</td>
<td>33.4%</td>
<td>38.5%</td>
</tr>
<tr>
<td>NEW ENGLAND JOURNAL OF MEDICINE</td>
<td>9.4%</td>
<td>9.3%</td>
<td>75.4%</td>
<td>100.0%</td>
</tr>
<tr>
<td>RESOURCE 3</td>
<td>51.5%</td>
<td>9.3%</td>
<td>39.2%</td>
<td>100.0%</td>
</tr>
<tr>
<td>THE CANCER LETTER</td>
<td></td>
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</tbody>
</table>
Example of User Metrics – One Resource By Division

- Division 9 (50%)
- Division 11 (14%)
- Division 15 (9%)
- Division 10 (8%)
- Division 2 (7%)
- Division 7 (6%)
- No Division Value (3%)
- Division 5 (2%)

Public Domain
Lessons learned

✓ Plan for extra time
✓ Testing is never perfect
  - Nonstandard punctuation/symbols in URL’s
✓ Consider all workflows
  - Sharing links, RSS feeds
✓ End-user communication

Outstanding issues

  Find full-text feature in EndNote
✓ Graphical displays in RSS feeds
Acknowledgements

Joanne Mallory: Information & Library Services Director
Jane Burke: Library Team Manager
Carla Hernandez: Data Analysis and Visualization
Bob Kowalski: Data Collection
Mark Mitchell: Data Analysis and Visualization
Questions

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