

Higher education institution uses FT Headline API to better engage faculty staff and students.

Success story

Dun Laoghaire Institute of Art, Design and Technology (IADT) has been an established higher education institution in Ireland since 1997.

IADT is familiar with the FT's ability to provide world class financial information. However it also recognised the additional business intelligence that it can provide beyond solely financial related news. With the breadth and variety of content and coverage as well as flexible ways of accessing the news, IADT wanted to further promote this value to its students and faculty.

By implementing the FT Headline API, integrating all of the library content resources and transferring FT content onto its newly launched search and discovery platform (SeeSearch), IADT delivered seamless access to high quality information and intelligence.

IADT's long term plans include promoting the SeeSearch platform, developed by Dr Hilary Kenna, Faculty member and founder of Vizolve.com, to external audiences.

Goals of the API

- Deliver credible and respected sources of information SeeSearch
- Attract and improve staff and student engagement as well as external audiences
- Provide flexible and simple access to market intelligence and information
- Implement Single Sign On (SSO) and provide easier access

Results

- Improved the ability to discover information by delivering access to high quality, interesting content
- Improved engagement by acting as a key content and academic research resource
- Equipped students with more interactive ways of learning to improve understanding and bridge the gap between theory and real world
- Reduced hassle by activating SSO, the ePaper and app for easier, multiple access to news, facilitating diverse learning requirements

