**ORCID Integration with Pivot Targets Best Funding Sources**

Locating and securing research funding is becoming increasingly competitive, as funding opportunities are limited and the number of researchers vying for those dollars continues to grow.

With [**ProQuest Pivot**](http://pivot.cos.com/), researchers, faculty and research administrators can easily explore new avenues for funding, view funding opportunities uniquely matched to their scholar profile, collaborate with colleagues, and build a funding strategy that supports both immediate and long-term funding needs.  
  
Last week, Pivot launched an exciting new integration with [ORCID](http://www.orcid.org), further enhancing the accuracy of profiles in Pivot and ultimately improving funding recommendations for Pivot users.   
  
ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports linkages between you and your professional activities, ensuring that your work is recognized.  
  
With this new integration, Pivot users now have the ability to dynamically link to their ORCID profile as maintained in ORCID’s growing, community-driven scholar profile repository.  Users can also set a permission flag with ORCID which will enable ProQuest and Pivot to receive automated profile data updates from ORCID in the future, thus saving users time and effort.  
  
**The next phase of integration**  
Pivot will also be including [ISNIs (International Standard Name Identifiers)](https://www.myidentifiers.com/isni/main) in future development. ISNIs identify contributors to intellectual property regardless of domain going beyond the audience of researchers covered by ORCID to include categories of content creators such as professional musicians, and are also assigned to deceased scholars and researchers. This way, Pivot provides maximum interoperability with other data sets, some of which will be using ORCID and others of which will be using ISNI, depending on the use case.  
  
**How does this benefit users?**  
Pivot is routinely and automatically adding publications and awarded sources of research funding to matching profiles using its proprietary linking algorithms.  As of this release, profiles in Pivot now contain more than a half million linked grants, which in turn allows Pivot to infer more accurate suggestions for scientific collaborators, and enhanced matching of researchers to relevant funding opportunities for which they can apply. The integration of ORCID into the Pivot system further targets the best funding recommendations for all users.   
  
Gain a competitive edge when identifying funding opportunities with ProQuest Pivot, and its new ORCID integration.  [Try out Pivot today!](http://www.proquest.com/libraries/academic/management-solutions/Pivot.html) Go to <http://pivot.cos.com/> 13 Aug 2014