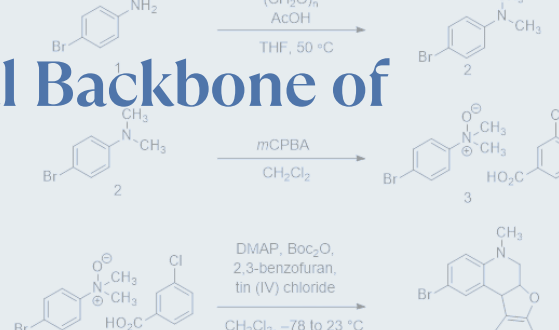


VP Informatics Powers the Digital Backbone of Organic Syntheses, Inc.

Client Case Study



Abstract

Organic Syntheses, Inc.—a non-profit publisher of one of the most respected journals in synthetic chemistry—partnered with VP Informatics in 2012 to modernize and sustain its digital infrastructure. Over the past decade, this collaboration has led to the complete redevelopment and continuous maintenance of www.orgsyn.org, enhancing the user experience and accessibility of a key chemistry knowledge base.

Client Feature: Organic Syntheses, Inc. (orgsyn.org)



Since its founding in 1921, Organic Syntheses has served the chemistry community by publishing detailed, reproducible procedures for the preparation of organic compounds. It stands out from other journals with its rigor and reliability: all published methods and compound characterizations are meticulously verified in independent laboratories overseen by the Board of Editors.

The publication emerged from early efforts during World War I, when shortages of research chemicals in the U.S. prompted university chemists to develop reliable in-house synthesis methods. This task required a strong emphasis on accuracy, reproducibility, and collaboration—values that remain central to the mission of Organic Syntheses today.

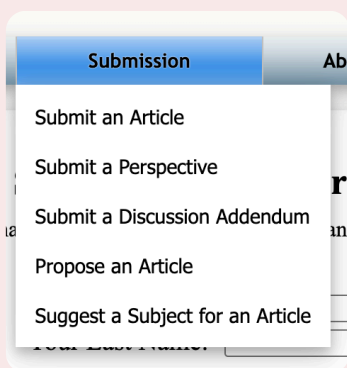
Challenge

When Organic Syntheses approached us, they were facing challenges with a fragmented article submission process and long publishing cycles—sometimes stretching to six months.

Furthermore, the website was struggling to organize and provide quick, digitized access to the immense amount of chemical compound and reaction data collected since 1921.

Spotlight: Streamlining Submissions

VP Informatics centralized submissions, automated editor alerts, and introduced a fully functional mobile application for both iOS and Android. As a result, the publishing timeline was reduced to just two days, ensuring the content stays fresh, accessible, and efficiently managed for chemists.



Accelerated Submission & Editorial Workflow

VPI developed a secure system that allows submitters to upload articles. Editors receive immediate notifications upon submission, enabling a streamlined review process. Articles can now be published within two business days—a significant improvement from the previous biannual publication schedule.

Mobile Access

Developed by VP Informatics, the mobile app for iOS delivers OrgSyn's content in a modern, responsive format ideal for chemists in the lab or on the move.



[Get application for iOS](#)

Re-Inventing the Interface

VP Informatics' multidisciplinary expertise in synthetic chemistry and database architecture allowed us to build a scientific interface tailored specifically to chemistry research, with customizable, rapid-search access to over a century's worth of protocols and reactions.

Custom Search Engine

VP Informatics indexed every reaction and compound, taking into account compound stereochemistry, canonical SMILES, reaction conditions, and other notes for sub-second retrieval.

A screenshot of the VPI search interface. At the top, there are radio buttons for 'Substructure' (selected) and 'Exact'. Below this is a dashed box with the text 'Click to draw a structure'. A search bar is labeled 'Search for the Following Text [?]'. Below the search bar is a dropdown menu with 'Title' selected. To the right of the dropdown are buttons for 'AND', '+', '-', and '}'. Below the search bar are radio buttons for 'Display References' (selected) and 'Display Compounds'. At the bottom is a large blue button labeled 'SEARCH'.A screenshot of the VPI search interface showing two tabs: 'Search Citation' and 'Search Text'. Under 'Search Citation', there are dropdown menus for 'Annual Volume' and 'Page', followed by a 'GO' button. Under 'Search Text', there is a search bar and a 'GO' button.

File format:

MDL Molfile V2000 ^

Ket Format

MDL Molfile V2000

MDL Molfile V3000

SDF V2000

SDF V3000

Daylight SMARTS

Daylight SMILES

Chemical Structure Integration

The website has built-in SMILES/MDL/MOL support with structure visualization and matching.

2

ANISOLE

G. S. Hiers and F. D. Hager

Org. Synth. **1929**, 9, 12

DOI: 10.15227/orgsyn.009.0012

Collapse | PDF | Rich HTML

Dynamic Content Delivery

We've developed live rendering of peer-reviewed procedures, with downloadable PDFs, printable formats, and citation-ready BibTeX entries.

One of our recent features allows short videos to be included into traditionally text- and photo-based articles.

Hosting & Maintenance

We provide high-availability cloud infrastructure with ongoing performance monitoring and security management.

This site is powered by

VP Informatics

Life Science Data Management

In a Nutshell

With the help of VP Informatics, Organic Syntheses' online interface empowers users with intuitive content management tools built specifically for chemists, by chemists. Over 100 years of procedures have been fully digitized, indexed, and made easily accessible for researchers worldwide in a database that is not only informational but collaborative: VP Informatics continues to support submissions, reviews, and publications with unprecedented 2-day turn-around. Our job was not complete with the site's initial re-development—like scientific research itself, we are constantly updating and redefining new facets of the project.

See how VP Informatics can transform your team's data workflows.

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