

Subject Line: IEEE *Xplore* Digital Library Subscription

Dear Manager,

Over the past couple of weeks, I have been researching resources that can help in our R&D and product development efforts for our organization by saving time and money. During that time, I began evaluating and kept coming back to the IEEE *Xplore* Digital Library.

The IEEE *Xplore* digital library appears to be a convenient and incredibly useful resource to access some of the highest quality research available that we can confidently base our research on. This includes top-cited, peer-reviewed journals, papers from thousands of conferences discussing the latest breakthroughs, critical standards and specifications, and other content that can be a tremendous benefit to our entire team. In fact, many other corporations like ours (and many of our top competitors) already have access.

Here are some quick facts that I found:

- IEEE is cited three times more often in technology patents than any other publisher
- IEEE journals are continually ranked as the top cited across many technologies.
- 96% of IEEE *Xplore* subscribers say access improves their job performance - and ultimately, the company's performance

Here are the top reasons I would recommend a subscription to IEEE *Xplore* for our organization:

- **Increases productivity and reduces time to market** - makes it easier to find high-quality content all in one place without having to spend hours searching the web for the right information
- **Encourages innovation that can lead to new patent development** - staying up-to-date on the latest trends in the industry and reading papers from recent conferences can help us think more outside the box
- **Saves time and money** - our team will no longer have to reinvent the wheel to solve engineering challenges, we can reference and leverage prior research published in IEEE *Xplore*

I would be happy to help facilitate the conversation between our team and our IEEE account manager. Please let me know if you have any questions or if you would like any more information.

Sincerely,
[YOUR NAME HERE]