UKSG Introduction to E-Resources Today
Topics to Cover

What are Intermediaries?
Today's challenges
The new consultative approach
Technologies
Family-owned, & Dedicated to Libraries, serving information needs of 100,000+ institutions. 70 years Experience Financially stable
What are Intermediaries?

1. go-between: somebody who carries messages between people, or tries to help them reach an agreement
2. means or medium: something that functions as a mean or medium for bringing something about

“Middleman/Agent”
The Original Intermediaries

Subscription Agents

- Administrative services for publishers and libraries
- Consolidated orders, invoicing, payments (single currency) = economies of scale
- Business model based on commission from publishers and/or handling charges to institutions
Two Major Intermediary Models

OWN (via Agents)

• Offers customers items one at a time
• **Benefit**: Selection is much larger than lease model
• **Benefit**: Purchases offer perpetual access for customers
• **Drawback**: Customers cannot afford to own everything

LEASE (via Aggregators)

• Offers customers a large, fixed subscription collection
• **Drawback**: Selection is limited to particular items negotiated for inclusion
• **Drawback**: The collection does not provide customers with ownership of content
• **Benefit**: The collection greatly expands the breadth of content available
Why do we need intermediaries?

MANY LIBRARIES

MANY INFORMATION CENTRES & CORPORATIONS

MANY PUBLISHERS

MANY AUTHORS

MANY READERS
Why do we need intermediaries?

- Many Libraries
- Many Readers
- Many Information Centres & Corporations
- Many Publishers
- Many Authors
- EBSCO
- Agent Services

- 95,000 publishers
- +360,000 serials
- +490, Journal packages
- +1 million e-books
Subscription management services include:

- Electronic Order Processing
- Reliable Payment
- Invoicing
- Dependable Renewal
- Customer Service
- Enhanced Discovery

Publisher

Libraries
Intermediaries – Business Model
Subscription Services Market Overview

Sold and serviced almost:

**FIVE MILLION SUBSCRIPTIONS**

TO ALMOST **50,000 CUSTOMERS**

IN **200 COUNTRIES**

Serve **6,000 academic libraries** in **almost 200 countries**

More than **93 PERCENT** of ARL libraries are EBSCO customers

93%
Low margin business (increasingly): many institutions and consortia now expect discounts

Global Economic fluctuations have a important impact on supply and budgets

Many publishers now deal directly with institutions.

Gradual decline in market size and impact of Open Access and Plan S

Drive Change to sustainable Business Models and new opportunities.
Agents

RULES OF SURVIVAL FOR THE FUTURE
Agents

Collaborate with customers to find out what they want & need
• Circular dependence exists between users, libraries and vendors
  – Vendors can’t exist without funding from libraries
  – Libraries depend on vendors to make products / access good for library users
• Libraries will share what they want & need if vendors are willing to listen and respond
Agents

Be financially responsible, as margins are razor thin
Agents

Use knowledge of what is purchased, along with new technologies, to automatically improve the accuracy of links to e-journals, e-packages, e-books and e-collections.
Agents

Use cross-publisher knowledge to keep track of titles moving into and out of packages; and communicate it to customers
Agents

Invest in new technologies with open APIs, avoiding forced bundling and allowing best of breed purchases by customers.
Content Aggregators

Database Aggregators

- Transform published e-content from various sources to create a new product / dataset available via a single platform
- Simplifies purchasing and access admin
- Provides added value
- A more affordable alternative to e-journals
- Subject-focused
- Specialist interfaces with advanced searching
Content Aggregators continued

Book Aggregators

• Offer online order systems- search multiple aggregators and publishers in one place
• Deliver both print and eBooks
• Enhanced Marc Records
• Flexible purchasing models- credit, perpetual, DDA & Subscription
• Compliance with National Book agreements
• Curated Subjects sets
Aggregators

RULES OF SURVIVAL FOR THE FUTURE
Collaborate with customers to find out what they want & need
Aggregators

Accept responsibility as curator;
Employ subject bibliographers to take ownership over what is or isn’t included
Evaluating Information:

The Cornerstone of Civic Online Reasoning
Stanford History Education Group
November 22, 2016

• The researchers at Stanford's Graduate School of Education assessed how well students evaluate online sources of information
• 7,804 student responses were reviewed
• The researchers were "shocked" by how many students failed to effectively evaluate the credibility of that information
• Most Stanford students couldn't identify the difference between a mainstream and fringe source
Cabell’s Scholarly Analytics *Blacklist* includes the following criteria (among others):

- Hijacked journal (a fraudulent website created to look like a legitimate academic journal)
- The journal or publisher **claims to be a non-profit** when it is actually a for-profit company
- The owner/Editor of the journal or publisher **falsely claims** academic positions or qualifications
- The journal provides a **fake ISSN**
Cabell’s Scholarly Analytics *Blacklist* includes the following criteria (among others):

- Insufficient resources are spent on preventing author misconduct (that may result in repeated cases of plagiarism, self-plagiarism, image manipulation, etc.)
- **Editors do not actually exist** or are deceased
- The journal includes scholars on an editorial board **without their knowledge** or permission
- The founder of the publishing company is the **editor of all of the journals** published by said company
Cabell’s Scholarly Analytics *Blacklist* includes the following criteria (among others):

- The website gives a **fake address**
- The journal publishes papers that are not academic at all (e.g., essays by laypeople or **obvious pseudo-science**)
- **Falsely claims indexing** in well-known databases
- **Falsely claims universities** or other organizations as partners or sponsors
- **Machine-generated papers** are accepted
Aggregators

License quality non-open-access full-text journals, with enough unique titles to add value to the library’s collection
Where to find quality journals?

- High usage in authoritative subject indexes
- Subscription agent MI
- Journal ranking studies published in peer-reviewed journals
- JCR Journal Citation Reports
- SJR Scimago Journal Ranking
- Eigenfactor
- Ethical Factors
Aggregators

Invest in new technologies with open APIs, avoiding forced bundling, and allowing best of breed purchases by customers
Aggregators

Embrace open access as an opportunity
Aggregators

Curate and provide high-quality subject indexing for open access publications
-- with accurate links to full text
Who are the Intermediaries?

Subscription Agents
- EBSCO
- LM
- Prenax
- Harrasowitz
- Regional Agents

Database Aggregators
- EBSCO
- ProQuest
- Gale
- OVID

Book Aggregators
- EBSCO
- ProQuest
- Dawson
- Askews
JISC Collections

Intermediary Services

• Analytical tools and services (usage data etc.)
  − JUSP
  − KB+
• Negotiation and licensing
• Online ordering
• Subscriptions management
• Platforms for Historical Texts, JournalArchives and MediaPlus
Intermediaries Approach Today

• Listen
• Consultative
• Understand Library Needs, Goals, Concerns, Direction
• Understand User Behaviors
• Develop SOLUTIONS to CHALLENGES
• Evolve with your libraries
• Together Improve and expand the future state of libraries
Drivers in the Market

• Budget compression
• Migration to e-content
• Publisher consolidation
• Supplier Consolidation
• Currency fluctuation
• Open Access
• Government mandates
• New assessment and evaluation tools
• Shifting patterns of information distribution
• Usage based purchasing
Areas of Importance

- Usage, Value, Impact
- Library Strategic Plans
- Staff Time / Efficiencies
- Open Technology Ecosystem
- Research Needs (Across Subjects)
- Student Outcomes
- Direction / Partners
- Innovation
- Faculty/Research

Library Vision & Specific Goals
Greater Library Impact, Value & Perception

Maximise budgets

Bigger / better collections

Technologies to support library management & improve workflows

End user experience
MAXIMIZING BUDGETS

TECHNOLOGY

COLLECTION DEVELOPMENT

USER EXPERIENCE
TECHNOLOGY

Discovery

Community/Collaboration

MicroServices

Authentication

APIs

Underlying platform and technology ecosystem

Linking

Interoperability

Personalisation

Workflows and Efficiencies

Open Source

Choice

Search and Relevance

Vision & Focus
COLLECTION DEVELOPMENT

- Full-Text Databases
- Subject Indexes
- Subject Indexes with Full Text
- E-journals and E-packages
- Archives
- GOBI
- Decision Support Tools & Analytics
- EBSCOhost Collection Manager
- Theses and Dissertations
- Magazine Replicas
- EBSCONET
- Collection Development Managers
- E-Text Books
- Collection Analyses
- eBooks

How EBSCO Can Help
Making Smarter Decisions – Budget, Collections, Staff Time

- Collection Analyses & Data Driven Decisions
- Larger, Better Collections (Maximize Budget)
- New & Improved Library Services & Value Proposition
- Staff Efficiencies (example: Automated Holdings Management)
- Integrated Systems & Workflows

New & Improved Library Services & Value Proposition

Staff Efficiencies (example: Automated Holdings Management)
USER EXPERIENCE & LIBRARY PERCEPTION

- User Interface / User-Centric
- Reliable Linking
- Mobile Experience
- Authentication
- Faculty/Research Support Services

- Ease of Use
- Privacy
- Search and Relevancy
- Accessibility
- User Satisfaction

Vision & Focus
The End User Journey & Experience with the Library

Many Potential Points of Failure
The End User Journey & Experience with the Library

Eliminating the Points of Failure

Users have positive experience & enhanced perception of the library.
How can we help?

• As library solutions partners, intermediaries must work with each library to understand:
  – overarching needs and goals
  – specific collection analysis
  – potential technology options
  – opportunities to gain greater workflow efficiencies
  – better user experience with your library
In Summary

• The role of the intermediary has changed
• Consultation is critical
• Shrinking market
  – Consolidation
  – Financial instability
  – Impact of initiatives Plan S
• You are working with one of these intermediaries so ask questions of them
EBSCO

Questions?

@ rbramwell@ebsco.com

07989 933766
EBSCO is Dedicated to a Brighter Future for Libraries through Innovation & Fundamental Change

• Example: Open, Interoperable, Open Source
  – Libraries are behind other industries
  – Closed ecosystems
  – Combination of Technology & Business Practices
  – Dissolving walls between libraries/vendors & vendors/vendors
  – Lowering costs while improving services & expanding footprint

• Example: Open Access
  – Indexing quality Open Access
  – Open Dissertations – www.opendissertations.org