Intermediaries and their Services

Carolyn Alderson
JISC Collections

June 2011
Carolyn Alderson, JISC Collections
Overview

• The middle ground: how the players have evolved over time
• Who are the intermediaries/commercial services now?
• What is/are their role/s?
• Why are they needed?
Carolyn Alderson, JISC Collections

Intermediaries and their Services
Subscription Agents

- The original intermediaries
- Originally all about managing institutional print subscriptions
- Admin services for publishers and libraries
  - Consolidated orders, invoicing, payments
- Business model based on commission from publishers and discounts to libraries relating to volume/value.
- Administration for both parties built out of economies of scale
The World without Agents

Carolyn Alderson, JISC Collections
Intermediaries and their Services

Slide provided by Swets
The Traditional Role of an Agent

Services
- Search Titles
- Order
- Claim
- Renew
- Invoicing
- Reporting
- Access Content
- Logistics
- Check-in

Slide provided by Swets

Carolyn Alderson, JISC Collections

Intermediaries and their Services
• Impact of introduction of electronic format and e-access
  – New services /technologies developed to provide online purchasing - e-procurement
  – New services/technologies developed to provide online access to subscribed-to journal content through a single interface
  – Developing new services involved investment costs: affected cash flows and payments to publishers
  – Many agents left the arena through merger or acquisition
Articles on the subject

• Mark Howard: Agents for change: periodical supply and self-preservation
  www.sconul.ac.uk/publications/newsletter/29/25.RTF

• Marilyn Geller: The Faxon Aftermath: Come Together over Me
  www.bluffton.edu/~phillipsc/lis580/geller_sl.pdf
UK Situation:
Institutional Libraries
Regional academic Purchasing Consortia
HEFCE/JISC: PSLI

Sub Agents:
EBSCO, RoweCom, Swets-Blackwell + NESLI
Everetts, Harrassowitz

Online Content hosts

Print + Electronic Journal Publishers

Carolyn Alderson, JISC Collections
Intermediaries and their Services
Online Content Hosts

What do they do and why needed?
• Provide a single platform for publishers’ e-journals
• Now e-books and other content also
• For publishers who prefer or need a third party to provide this technical solution
• Enables (library) users to search across a large amount of content via a single interface
• Allows administrators to manage their e-content more efficiently

Carolyn Alderson, JISC Collections
Intermediaries and their Services
Online Content Hosts

- Catchword
- IngentaConnect [http://www.ingentaconnect.com/]
- Extenza (Swets)
- Atypon Systems [http://www.atypon-link.com/]
- EBSCOHost online databases [http://www.ebscohost.com/]
Over 140 journal publishers: Many US Society plus BMJ, OUP, SAGE
Welcome to Atypon Link

Atypon Link provides access to full text content from over 30 prodigious scholarly publishers.

How can I access full text content? Accessing most full text content requires a subscription to the journal (purchased directly from the publisher—see individual journal websites for more information) or a single article purchase (made directly on Atypon Link—navigate to your article of choice for more details).

How can I locate content on Atypon Link? Use our search engine or browse journals by publisher or title.

Over 30 journal publishers
The World's Largest Scholarly Content Host

MetaPress provides content management and end-user access websites for e-content from the world's leading publishers.

For Researchers
You can access 50,272 scholarly publications from leading publishers at the MetaPress reader site. And, you can set up your own personalized account, customize your homepage, and receive email alerts when new content is published.

Find content by keyword

Over 100 publishers
Carolyn Alderson, JISC Collections Intermediaries and their Services

EBSCOhost®

More than 300 full text and secondary databases are available via EBSCOhost®. According to School Library Journal (August 2008), “EBSCO has not only completely redesigned its interface, it has taken database searching into the 21st century, creating a model certain to motivate change in future databases.”

It is this premise that makes EBSCOhost® the most-used reference resource around the world. A customizable, intuitive search experience, EBSCOhost® is designed to cater to various user needs and preferences at every level of research.

EBSCOhost® is available 24 hours per day, 365 days per year. Since its inception, the EBSCOhost service has been available over 99.9% of the time, made possible by our service delivery network architecture.

Here is important information about key EBSCOhost® features and functionality.
By 1999: Authentication

Print + E Journal Publishers

Online Content hosts

Agents: EBSCO, Blackwell, Dawson, Everetts, Swets Blackwell + NESLI

Inst Libraries
Regional academic Purchasing Consortia
UK - HEFCE: PSLI

Authentication services

Carolyn Alderson, JISC Collections
Intermediaries and their Services
Authentication Services

• **What are they?**
  – A technical solution allowing single sign-on to a range of electronic resources
  – About access and identity management

• **Why do we need them?**
  – A way of limiting access to certain people, groups, sites/locations
  – A way of ensuring that the people accessing the publisher’s e-content are Authorised Users
  – To meet licensing conditions of e-resource
  – To help with pricing for consortia & multi-sited orgs
  – Reduces administrative burden (userIDs/passwords)
Who are they?

- ISPs /IP addresses
- Eduserv: Athens; OpenAthens
  [http://www.athensams.net/](http://www.athensams.net/)
- Access Management Federation (e.g. Shibboleth)
  - For UK: [http://www.ukfederation.org.uk/](http://www.ukfederation.org.uk/)
  - Current list of members: [http://www.ukfederation.org.uk/content/Documents/MemberList](http://www.ukfederation.org.uk/content/Documents/MemberList)
By 1999: E-Content

- Print + E Journal Publishers
- E-Content Aggregators
- Online Content hosts: EBSCO, Blackwell, Dawson, Everett, Swets + NESLI
- Authentication services
- Inst Libraries
  - Regional Purchasing Consortia
  - HEFCE: PSLI

Carolyn Alderson, JISC Collections

Intermediaries and their Services
Examples:
• Medline/ PubMed
• CABI
• Cengage Learning/ Gale
E-Content Aggregators

What do they do?
- Transform published e-content from various sources to create a new product / dataset available via a single platform

Why are they needed?
- Simplifies purchasing and access admin
- Provides added value
- An affordable alternative to e-journals (embargo)
- Subject focussed
- Broadens the market

Carolyn Alderson, JISC Collections
Intermediaries and their Services
Information about datasets

JISC collections

Filter by subject area:
- Arts and Humanities
- Health and Life Sciences
- Science, Engineering and Technology
- Social Sciences

Filter by academic level:
- AS/A Level/Scottish Higher
- National
- Diploma
- GCSE
- National Curriculum
- Postgraduate
- Professional/CPD courses
- Research
- Undergraduate
- Vocational
- Work-based learning

Search the catalogue:

As well as searching by resource name, try searching for a resource nickname. Search for a single letter of the alphabet to list all resources beginning with that letter.

Showing: All | Only NESLU2 results | Only free resources

Displaying page 1 of 31

18th Century Parliamentary Papers

ProQuest

As part of the £22 million JISC Digitisation Programme, access to this resource, via the publisher's server, is free to UK Higher and Further Education institutions, and Research Councils until 07/09/2012. An access fee may apply after this date. Institutions now have free online access to over 1,400 volumes and 0.5 million pages of documents from c.18th century official Parliamentary publications that include Parliamentary Papers, Bills, registers and Journals going back to 1688.

19th Century British Library Newspapers
Publishers of Own Journals; Society Journals
Datasets, e-Books, e-Archives

E-book sellers

Online Content hosts

Subscription Agents

Authentication services

Inst Libraries
Regional academic Purchasing Consortia
UK National purchasing consortia – JISC Collections: NESLi2, SHEDL, WHELF; NHS
Consortia in different countries
Global corporate organizations

Carolyn Alderson, JISC Collections
Intermediaries and their Services
Publishers’ Representatives

- E-book sellers
- Online Content hosts
- Publishers’ Reps
- Subscription Agents
- Authentication services
- Content Aggregators
- Inst Libraries
  - Regional academic Purchasing Consortia
  - UK National purchasing consortia – JISC Collections: NESLi2, SHEDL, WHELF; NHS
  - Consortia in different countries
  - Global corporate organizations

Carolyn Alderson, JISC Collections

Intermediaries and their Services
Publishers’ Representatives

• What are they?
  – Provide a front-line sales and/or marketing and/or customer service channel for publishers

• Why are they needed?
  – Provide accessibility for publishers to new or unknown market sectors or geographic regions through local cultural knowledge and language

Carolyn Alderson, JISC Collections
Intermediaries and their Services
• David Charles e-licensing: particularly US Society publishers

• Swets: ALPSP Learned Journals Collection; e-Select (Elsevier)

• EBSCO: EMpact Sales


• Burgundy Information Services: http://www.burgundyservices.com/

• E-book sellers
Subscription Agents Now

Publishers of Journals, Datasets, e-Books
E-Content Aggregators
Publishers Reps
E-book sellers
Subscription Agents
Online Content hosts
Authentication services
Inst Libraries
Regional academic Purchasing Consortia
National purchasing consortia – JISC Collections:
NESLi2, SHEDL, WELF; IReL; NHS
Global corporate orgs

Carolyn Alderson, JISC Collections
Intermediaries and their Services
Welcome to the website of the Association of Subscription Agents and Intermediaries (ASA). The ASA is the international trade association serving subscriptions agents, sales agents and other intermediaries providing products and services within the professional and scholarly information supply chain.

The ASA exists to provide information to its members from all areas of the information industry, to create a forum for exchange amongst these groups and to represent members’ common interests to publishers, customers, representative and governmental organisations and associations.

ASA counters subscription fraud
Tuesday 15th September 2009

ASA Statement on Gracing
Monday 21st December 2009

2011 CONFERENCE - A Major Success!
This year’s ASA Conference was a significant success. A range of thought-provoking, intelligent papers from 20 speakers plus an active (and record capacity) audience meant for a very lively, informative and engaging couple of days. Presentations from the conference are available now. Click here to view the 2011 programme and talks.

Library Choice Goes from Strength to Strength
Over 40 publishers have signed up to Library Choice. Whether you’re a librarian, a publisher or agent or information officer...
3 main players in the UK:

- EBSCO Information Services
  - EBSCONET
  - EBSCO A-Z
- Prenax
  - Prenax Online
- Swets
  - SwetsWise
  - Scholarly Stats
About EBSCO Subscription Services

A part of the EBSCO Information Services group, EBSCO Subscription Services was built on the foundation of providing first class service to libraries and organizations. And that remains our number one priority. Since libraries have diverse service needs, we created specialized divisions to respond to the particular needs of different types of libraries. Personnel in our Academic, Biomedical, Corporate, Public, School, Government and Law divisions understand the unique challenges faced by staff in these libraries and know which services best address their needs. EBSCO’s title database contains information on more than 300,000 title listings, including print and electronic formats. Fifty percent of these are U.S. titles and 50 percent are non-U.S. titles. Our EBSCONET® serials management system allows administrators to order, search, claim and renew periodicals from our extensive database. Our Electronic Journals Service facilitates access to and management of an organization’s electronic journal collection. EBSCO A-to-Z® is a locator tool for all a library’s e-resources, including e-journals, titles in full text databases and publisher packages.
Intermediaries and their Services
Are you interested in SwetsWise products & solutions?

Click here to learn more

Please note that we will stop supporting IE6 by the 30th of June! More info >>
Recent developments

- Subs and licence management
- Clearly defined services for libraries, procurement and publishers
- Partnerships with technical solution providers
- E-books
eBooks in SwetsWise

- Unique purchasing platform to combine eBooks and journals
- Built on established, robust SwetsWise platform
- Familiar ‘look & feel’ for Swets customers
- Contains over 600,000 eBooks from 1,000 publishers

Slide provided by Swets

Carolyn Alderson, JISC Collections

Intermediaries and their Services
Recent Developments:
- Management services – SwetsWise Selection Support & eDeal Renewal Service
- Access services – Discovery services: the successor to federated searching
- eBooks in SwetsWise – order management interface for easy comparison of available options

Short-term Developments:
- Continued service enhancements & content – ie. more eBooks publishers, enhanced SW Selection Support reporting

Slide provided by Swets
Continue to play a role of Facilitator

- Provider of the basics for both print and e-journals
- Single, consistent point of contact
- Subscription and e-resources management platform

Slide provided by EBSCO
Offer more « e » content

- Databases
- E-packages
- E-books
- Archives

Slide provided by EBSCO
Provide more consultative services

Consulting & Support

- Bespoke deals and support for negotiation with publishers
- Creation of open consortia
- Evaluation tools (product comparison, overlap analysis, etc.)
- Rationalisation of global purchasing (global license deals)
- Support to transfer collections from print to e
ERM system vendors

What are they?

• A technical solution for libraries.
• For Electronic Resource Management
• Evolved from integrated library systems
• Why do we need them?
  – Manage electronic content effectively in the library or information service
  – Avoids re-inventing the wheel at a local level

Carolyn Alderson, JISC Collections  Intermediaries and their Services
ERM System Vendors

- SirsiDynix: Symphony
- Ex-Libris: Verde; Voyager
- Serials Solutions: 360 resource manager

Plus
- SwetsWise eSource Manager
- Ebsco ERM Essentials
By 2009: Link Resolvers

- Publishers of Journals, Datasets, e-Books
- E-book sellers
- Link Resolver companies
- Publishers’ Reps
- Online Content hosts
- Subscription Agents
- ERM systems
- Authentication services
- Regional academic Purchasing Consortia
- National purchasing consortia – JISC Collections: NESLi2, SHEDL, WELF;
- IReL; NHS
- Global corporate orgs

Carolyn Alderson, JISC Collections

Intermediaries and their Services
• What are they?
  – A technical solution using OpenURL to ensure that a user will find the e-content they have the rights to access – “appropriate copy resolution”

• Why do we need them?
  – Avoids dead links, expectations, frustrations
  – Speeds up access to content
  – Title lists

• KBART  http://www.uksg.org/kbart
KBART: Knowledge Bases And Related Tools working group

KBART is a joint initiative (with NISO) that is exploring data problems within the OpenURL supply chain.

The group was publicly launched by UKSG and NISO in January 2008.

- view the Phase I report and recommendations
- learn about KBART Phase I endorsement for content providers
- explore the information hub
- view a list of members
- sign up for updates on the group's progress
- find out about the project's background and early progress

Carolyn Alderson, JISC Collections

Intermediaries and their Services
• Ex-Libris Ltd – SFX
• EBSCO - LinkSource
• OCLC - WorldCat Link Manager
• SwetsWise – Linker
• Innovative Interfaces – WebBridge
• Ovid – Link Solver
• TDNet – TOUR
• SirsiDynix – Resolver
The New-Gen Intermediary: e-agent & consultative partner

Traditional Subscription Management

E-Resource Access & Management Services
(ERM, A-to-Z, Link Resolver, Discovery services)

Content Aggregation
(databases, e-books)

Services for Publishers
(sales & marketing support, Content hosting)
Create solutions and services that facilitate the access to e-resources and increase their usage

Link resolvers to automatically link to the library content, no matter where a user starts a search.

Discovery Service to access all the library content with a single and intuitive search box.

A-to-Z list for organizing and providing links to all of the library’s e-resources.

Integrated Knowledge Base that encompasses more of the library collection details and automatically populates and updates the e-resource and subscription data.

Slide provided by EBSCO
Questions provided by Swets

- Open Access?
- Digitisation?
- Article purchasing?
- eBook loans & rentals?

What role do you see agents playing?
Content Negotiators

• What are they?
  – A third party that provides a front line negotiation service for library consortia and global organisations for agreeing terms to access publishers’ and providers’ e-content.

• Why are they needed?
  – Represent groups with similar needs and are in a position to harness a collective interest
  – Can see the “bigger picture”
  – Incorporate the technical delivery questions into licence discussions
  – Save time and money
  – Provide staff with experience and no overhead costs
  – Datasets, software (UK: HE, FE, RCs; Irish: Tertiary)
• eIFL.net
  – Africa, E. Europe, Asia, Eurasia, Middle East
• JISC Collections (The JISC Content Procurement Company Ltd)
  • [http://www.jisc-collections.ac.uk/](http://www.jisc-collections.ac.uk/)
    – Members: UK HE, FE, RCs and Schools - NESLi2 for journals, Datasets, E-archives, Moving sound and image
    – Other groups: consortia – NHS, Public, Academic; global corporations
• Any more?
• A complex web of interconnecting services requiring technical dependencies and symbiosis between the different players
• Understanding the different intermediaries and what they offer is increasingly important
• Technical aspects are critical to the successful delivery and management of electronic content
• Intermediaries bring value, benefits and healthy competition
Want to find out more?

• UKSG follow-on course:
  http://www.uksg.org.uk/events
  UKSG E-Resource Technical update
  - September Webinar