UKSG Introduction to E-Resources Today
Topics to Cover

What are Intermediaries?
Today's challenges
The new consultative approach
Technologies
Questions
EBSCO Mission

To transform lives by providing relevant and reliable information when, where, and how people need it
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
Why do we need intermediaries?

MANY LIBRARIES

MANY INFORMATION CENTRES & CORPORATIONS

MANY READERS

MANY PUBLISHERS

MANY AUTHORS
Why do we need intermediaries?

EBSCO
AGENT SERVICES

MANY PUBLISHERS
95,000 publishers
+360,000 serials
+490, Journal packages
+1 million e-books

MANY AUTHORS

MANY INFORMATION CENTRES & CORPORATIONS

MANY LIBRARIES

MANY READERS
Subscription management services include:

- Electronic Order Processing
- Reliable Payment
- Invoicing
- Dependable Renewal
- Customer Service
- Enhanced Discovery
Intermediaries – Business Model

Library Service Charge

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Agent

Publisher Commission

www.ebsco.com
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. |

**Drive Change to sustainable Business Models and new opportunities.**
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 other 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
Who are the Intermediaries?

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

**Database Aggregators**
- EBSCO
- ProQuest
- Gale
- OVID

**Book Aggregators**
- EBSCO
- Dawson
- ProQuest
- 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
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
Intermediaries Approach Today

• Listen
• Understand Library Needs, Goals, Concerns, Direction
• Understand User Behaviors
• Develop SOLUTIONS to CHALLENGES
• Together Improve and expand the future state of libraries
Areas of Importance

Library Vision & Specific Goals

- Usage, Value, Impact
- Library Strategic Plans
- Staff Time / Efficiencies
- Open Technology Ecosystem
- Research Needs (Across Subjects)
- Student Outcomes
- Direction / Partners
- Innovation
- Faculty/Research
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
<table>
<thead>
<tr>
<th>TECHNOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resource Sharing</td>
</tr>
<tr>
<td>EBSCO Discovery Service</td>
</tr>
<tr>
<td>Security</td>
</tr>
<tr>
<td>Full Text Finder</td>
</tr>
<tr>
<td>Curriculum Builder</td>
</tr>
</tbody>
</table>

How EBSCO Can Help
COLLECTION DEVELOPMENT

- Reduce / Eliminate Duplication
- Workflows and Tools
- Sustainable Approaches
- Highest Quality Content & Publisher Relationships
- Text Book Affordability
- Data Driven Decisions
- Open Access Content
- Resource Sharing (ILL & Document Delivery)
- Maximise Budgets
- Best Practices
- Shelf Space
- New, Unique Full Text
- Regional Content Licensing
- Faculty Support
- Reduce Cost to Access
- Increase Return on Investment
- Analytics
- Business Models
- Preservation

Vision & Focus
Key Strategies Used When Evaluating Content for Inclusion in Databases

1. License active full-text journals that don’t duplicate the library’s existing collection specific collection analysis

2. License active full text for journals receiving high usage in reputable subject indexes

3. Do NOT license any full text for blatantly low quality “journals” that corrupt research

4. License active full text for high quality journals, including true peer-reviewed journals, and journals covered by Web of Science & Scopus

5. License active full text for as many of the top-ranked journals as possible (with no embargo when feasible)
Evaluation Criteria

- Does the subject matter align with the product vision?
- Does the publication claim to have ISI Impact Factor or Eigenfactor? Can this be confirmed?
- Does the editor and/or review board members possess academic expertise?
- Is there a duplicate Editorial board for multiple publications? ( Especially if the subject matter is broad or varied, i.e. same board for Journal of Biology and Journal of Art)
- Are the editors also authors of a high percentage of articles?
- Is the peer-review process outlined and are there author’s instructions?
Evaluation Criteria

• Quality of the articles
  • Proper attention to copyediting,
  • Cases of Plagiarism
  • Publishing of pseudo-science
  • Is there alignment between the references in the bibliography and the those in the main body of the article?

• Is the scope of the journal very broad or does it include multiple unrelated subjects (i.e. “Journal of Technology & Humanities)

• Is the journal called “British/American Journal of ….” even though the publisher is not associated or established with a society, etc. located in the UK/USA?

Note: Additional criteria may be used based on the subject matter and product vision.
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
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

- Finding the Library
- Navigating the Library Website
- Discovery and Access to Information
- Seamless Linking
- Authentication
- Website
The End User Journey & Experience with the Library

Eliminating the 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
Library Success

• Ultimately, greater impact across the Institution
  – New Areas of Service
  – Additional Usage & Value
  – Measurable affect on Student Outcomes
In Summary

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

Questions?

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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