THE ROLE OF INTERMEDIARIES & THEIR SERVICES

Richard Smart
Oct 2013
Agenda

- Today’s Landscape – What, who, why?
- The traditional role of subscription agents
- Evolution of the agent
- The agent today
- What next?
Intermediaries - What?

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”
Intermediaries – EBSCO

• 70 years serving the information needs of institutions
• 5,700 employees

• 100,000 organisations around the world use EBSCO products and services for information professionals

• 100 million page views per day on EBSCO’s online research service, one of the busiest for-fee websites in the world
Intermediaries – Who are they?

- Swets
- EBSCO
- LM
- Prenax
- Harrasowitz
- Regional & Local Agents

Consolidation within the industry…
Intermediaries – Why?

Many libraries

Many authors

Many readers

95,000 publishers

+360,000 serials

+490,000 eBooks

Many information centres

Journal packages

& corporations
Intermediaries – Why?

Many libraries

Many readers

Many information centres & corporations

Agent Services:
- Invoicing
- Title Listing
- Ordering
- Renewals
- Claiming
- Reports
- E-Content

95,000 publishers

+360,000 serials

+490,000 eBooks

Many authors

Many databases
Intermediaries – Customers?

Library or Information Centre

Readers (physical or virtual)

Academic Libraries

Govt Libraries

NHS Libraries

Public Libraries

Corporate Libraries
Intermediaries – Business Model

Library Service Charge

Agent

Publisher Commission
Traditional Role of the Agent

Print World

- Manage Institutional Print subscriptions
- Services for Libraries:
  - Consolidated Orders
  - Invoicing
  - Single Customer Service Contact
  - Renewal/Ordering Service
  - Consolidation Service
  - Central Administration
    - EBSCONET
    - Swetswise
Traditional Role of the Agent

Print World

- Services for Publishers:
  - Consolidated Orders
  - Consolidated Payment (cashflow benefit)
  - Renewals Services
  - Claiming Services
  - Reduced Contacts
  - Management Reporting
  - Content Marketing
Evolution of the Agent – late 1990s

Move to electronic

• New Challenges
• New Opportunities
• Technology Advances
• Explosion of Content
  – What is out there?
  – How do we find it?
• New Players
Evolution of the Agent

Online Content Hosts

• Single Platform for Publisher ejournals
• Simplified access to large amount of content
  – Ingenta
  – Highwire
  – Atypon
  & Agents
  Swetswise
  EBSCO EJS
Evolution of the Agent

Authentication Services

• Access & Identity Management Services
• Ensure authorised users are accessing content
• Reduce Administrative burden (uname/pword)
  - IP Addresses
  - Athens
  - UK Access Management Federation (Shibboleth)
  - Agents implemented....
Evolution of the Agent

**eContent Aggregation**

- Repackage content from various sources to create a new dataset
- Single interface
- Complement journal subscriptions cost effectively
  - EBSCO
  - Proquest
  - OVID
All this content – how do I find it?

Link Resolvers & AtoZ Lists

- Improve visibility of subscribed resources & value of resource
- Resolves issue of how to link from one resource to another
- Uses Open URL standard
  - Ex Libris: SFX
  - EBSCO: LinkSource
  - Swets: Swetswise Linker
End user access: A-to-Z

Mt Laurel Library
A-to-Z Electronic Journal List

Titles  Subjects  Find Journals  EBSCOhost Databases  Citation Finder  Interlibrary Loan  Index  Library Pol

Return to full title list | Choose another provider

Find: ____________________________ Search  Advanced search

Titles found in 'Global NewsBank': 1366
Page list:

1. "2x2 TV (Moscow)" to "The Advocate (Baton Rouge, LA)"

page: next 1 2 3 4 5 6 10 . 20 . 30 . 40 . 50 . 60 . 70 . 80 . 90 . 100 . 106

2x2 TV (Moscow)
Global NewsBank

Aaj Tak TV (New Delhi)
Global NewsBank

ABC web site
Global NewsBank

Aberdeen American News
Global NewsBank
All this content – how do I find it?

Today: Discovery Services

- Provide “Google like” single search box to library resources
- Ensure library is central to search experience
- Simplifies content access
- Catalogue/IR integration
  - EBSCO: EDS
  - Ex Libris: Primo
  - Serials Solution: Summon
  - OCLC – WorldCat Local
All this content - how do we manage it?

Electronic Resource Management - ERM

- Library Administration for e Resource Management
  - License Information
  - Trial Information
  - Access Parameters
  - Renewal Information
  - Task Allocation

- EBSCO: ERM Essentials
- SwetsWise eSource Manager
- Ex Libris – Verde/Alma
## Enhanced Agent Administration Tools

### Title Search

The EBSCONET Enhanced Agent Administration Tools offer a comprehensive way to manage and search for journal titles. The interface includes options for a Quick Search or Advanced Search. Users can specify criteria such as subject category, title name, country, format, frequency, ISSN, language, LCC subject, publisher package, publisher, and title status.

### Search Criteria

- **Quick Search**
  - **Title Name**: British Journal of Anaesthesia

### Search Results

The search results are displayed in a table format, showing various details such as format, ISSN, publisher, language, frequency, and title status. Here are some examples:

- **British Journal of Anaesthesia**
  - Format: Online
  - ISSN: 1471-6771
  - Publisher: OXFORD UNIVERSITY PRESS
  - Language: English
  - Frequency: Monthly-8 To 12 Per Year (Consecutive Months)
  - Title Status: Active

- **British Journal of Anaesthesia**
  - Format: Print
  - ISSN: 0007-0912
  - Publisher: OXFORD UNIVERSITY PRESS
  - Language: English
  - Frequency: Monthly-8 To 12 Per Year (Consecutive Months)
  - Title Status: Active

- **British Journal of Anaesthesia**
  - Format: Online
  - ISSN: 1471-6771
  - Publisher: OXFORD UNIVERSITY PRESS
  - Language: English
  - Frequency: Odd Regular (No Set Schedule)
  - Title Status: Active
All this content - how do we evaluate it?

**Evaluation Tools**

- Ability to measure usage of e-resources versus cost
- Facilitates renewal discussion
- Use as a basis in resource negotiation
  - EBSCO: Usage Consolidation
  - Serials Solutions: 360 Counter
  - Ex Libris – Ustat
  - JUSP
All this content - how do we buy it?

Content Negotiators

• 3rd party providing resource negotiation services for library consortia and organisations.
• Harness collective interest
• Removes one to many negotiation requirement

• JISC Collections – UK HE, FE (NESLi2 for journals) + more
• CHEST – Eduserv
• Agents as negotiators?
Agent Today

- 75% of business has an “e” component
- Agent has had to adapt and innovate
- Library has had to adapt and innovate
The electronic resource life cycle
Evolution of Agents – What Next?

**eBooks**

- Intermediaries advance into eBook world
- Same efficiencies as journal world
- Differing models emerging
  - Perpetual v Subscription
  - PDA & Rental
- Dawson, Ingram, EBSCO, Proquest, EBL
Evolution of Agents – What Next?

Open Access
- Development in Gold Open Access since “Finch” Report
- Focus on UK
- Agents creating APC services
  - EBSCO Advantage
  - Swets
  - OAK (Open Access Key) & JISC pilot formed
Agents Today – Summary

**Complex World**
- Agents must wear many hats
- They deliver simplicity in a complex environment
- Traditional benefits still endure
Thanks!