

EBSCO

Information Services

Intermediaries and their Services



Topics to Cover

What are Intermediaries?

Today's challenges

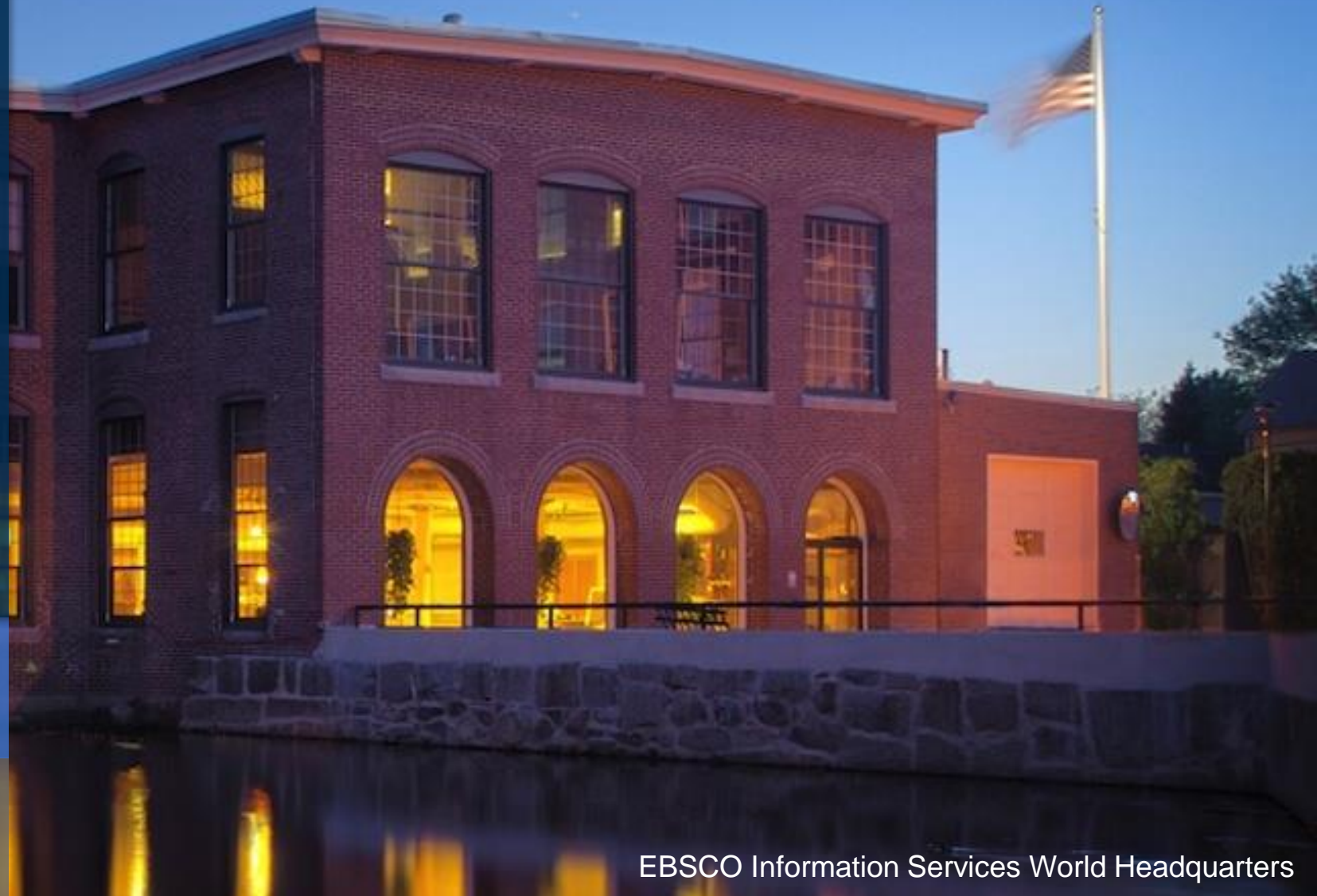
The new consultative approach

Content curation

Technologies to support the library

EBSCO Information Services

Family-owned, &
Dedicated to Libraries,
serving information
needs of 100,000+
institutions.
80 years Experience
Financially stable



EBSCO Information Services World Headquarters

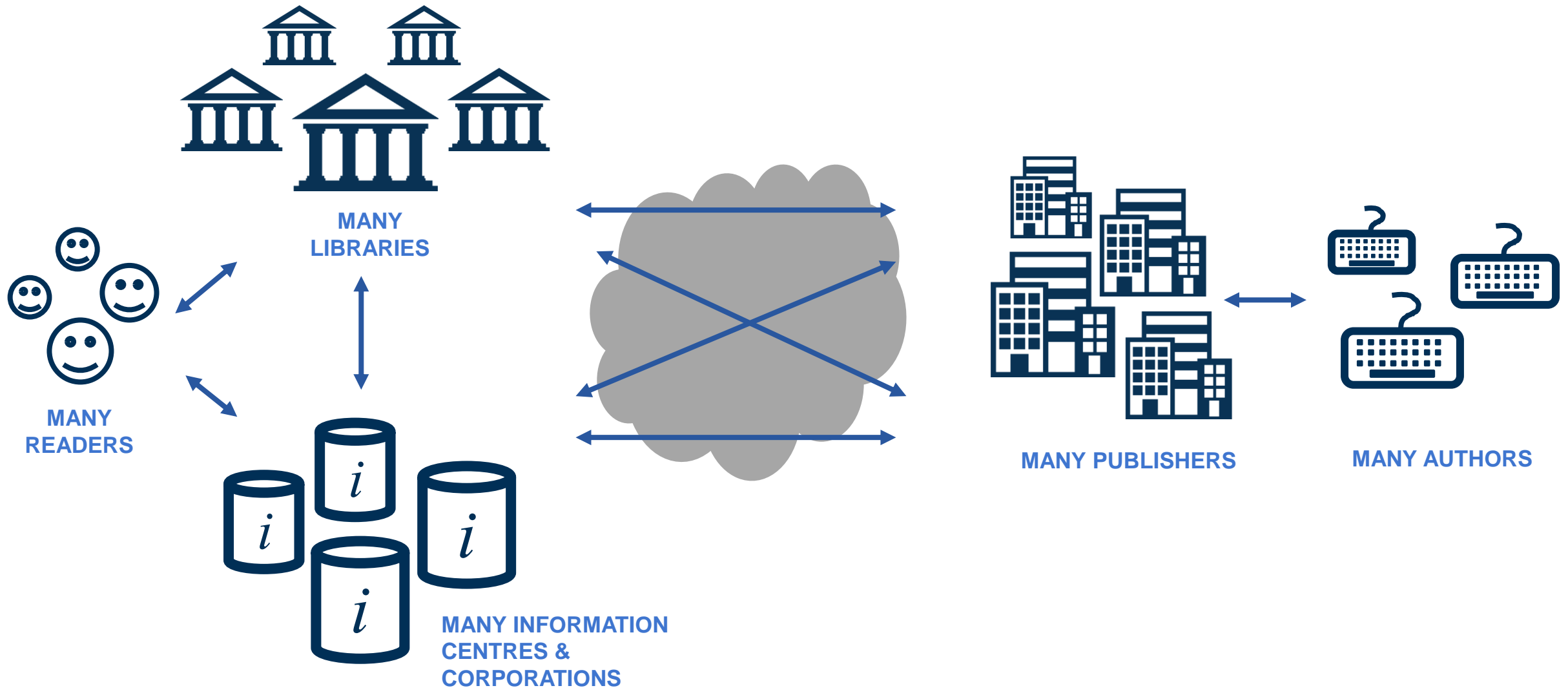
Traditional Intermediaries

What are Intermediaries?

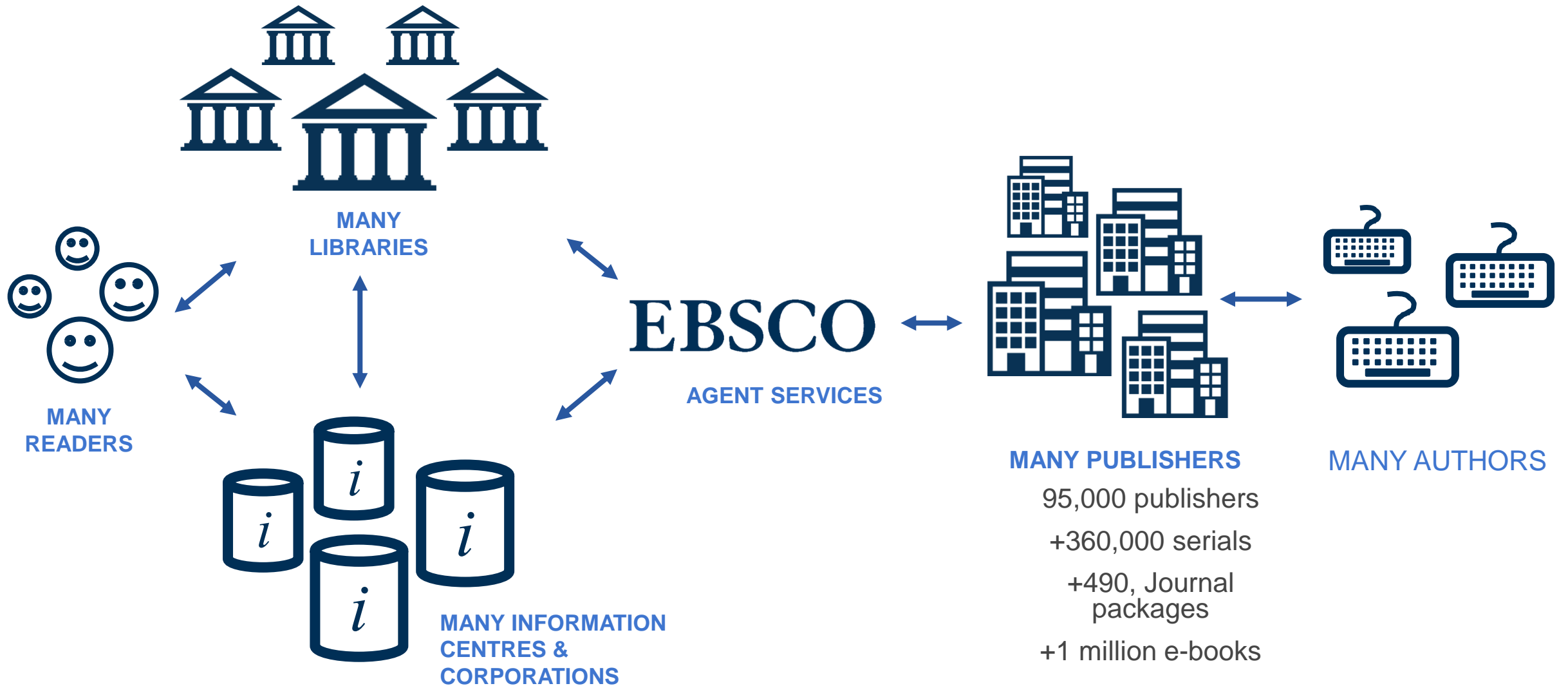
1. go-between: somebody who carries messages between people, or tries to help them reach an agreement
2. means or medium: something that functions as a mean or medium for bringing something about

“Middleman/Agent”

Why do we need intermediaries?



Why do we need intermediaries?



Subscription management services include:



Publisher



Electronic Order Processing

Reliable Payment

Invoicing

Dependable Renewal

Customer Service

Enhanced Discovery



Libraries

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
- Traditionally heavily print focused but moved to electronic

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

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, EBA & Subscription
- **Compliance** with National Book agreements
- Curated Subjects sets

Who are the Intermediaries?



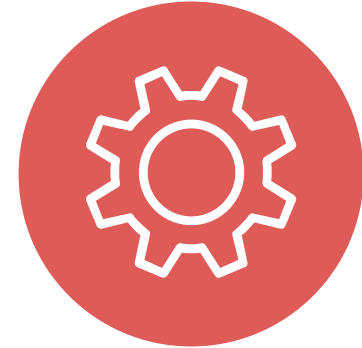
Subscription Agents

EBSCO
Prenax
Harrasowitz
Regional Agents



Database Aggregators

EBSCO
ProQuest/Clarivate
Gale
OVID



Book Aggregators

EBSCO
ProQuest/Clarivate
Brown's
Kortext
BibliU

Low margin
business
(increasingly): drive
to move away from
a discount model

Global Economic
fluctuations and
cost of living crisis
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 impact of AI

Drive Change to sustainable Business Models
and new opportunities.

Evolution of Intermediaries

- Like Libraries, we have had to evolve and adapt to greater demand on electronic resources:
 1. Print to Electronic analysis
 2. Benchmarking
 3. Uncertainty over University budgets
 4. Develop value services to drive efficiencies
 5. Focus on Analytics

Database Strategy

Editors and curators ensure quality of content, so libraries don't need to



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

Indexing content that receives high usage in important subject indexes

- *AGRICOLA*
- *America: History and Life*
- *Applied Science & Technology Abstracts*
- *Art Abstracts*
- *Avery Index to Architectural Periodicals*
- *BIOSIS Previews*
- *Business Source*
- *CAB Abstracts*
- *CINAHL*
- *Communication Abstracts*
- *Criminal Justice Abstracts*
- *EconLit*
- *Education Abstracts*
- *Environment Index*
- *ERIC*
- *Food Science & Technology Abstracts*
- *GeoRef*
- *Historical Abstracts*
- *Humanities Abstracts*
- *Index Islamicus*
- *Index to Legal Periodicals*
- *Inspec*
- *LGBT Life*
- *MathSciNet*
- *MEDLINE*
- *MLA International Bibliography*
- *Music Index, The*
- *Philosopher's Index*
- *PsycINFO*
- *SocINDEX*
- *SPORTDiscus*
- *Zoological Record*
- *Other*



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

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, including college students, high school students and middle school students
- 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

Jeffrey Beall

- Jeffrey Beall, Librarian
- University of Colorado Denver
- An academic librarian for 22+ years
- Was on the editorial board of *Cataloging & Classification Quarterly*
- Created, maintains and updates:
“Beall’s List”, was academia’s watchdog list
for predatory publishers & pseudo science





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

Curate Databases that Contain Journals Which Are Among the Leading Journals in the Field

- Many analyses are tracked by subject bibliographers in EBSCO Product Management
 - Journal ranking studies published in peer-reviewed journals
 - JCR Journal Citation Reports
 - SJR Scimago Journal Ranking
 - Eigenfactor



4

Include Open Access Journals as a Value Add,
while price is not affected by inclusion of these publications

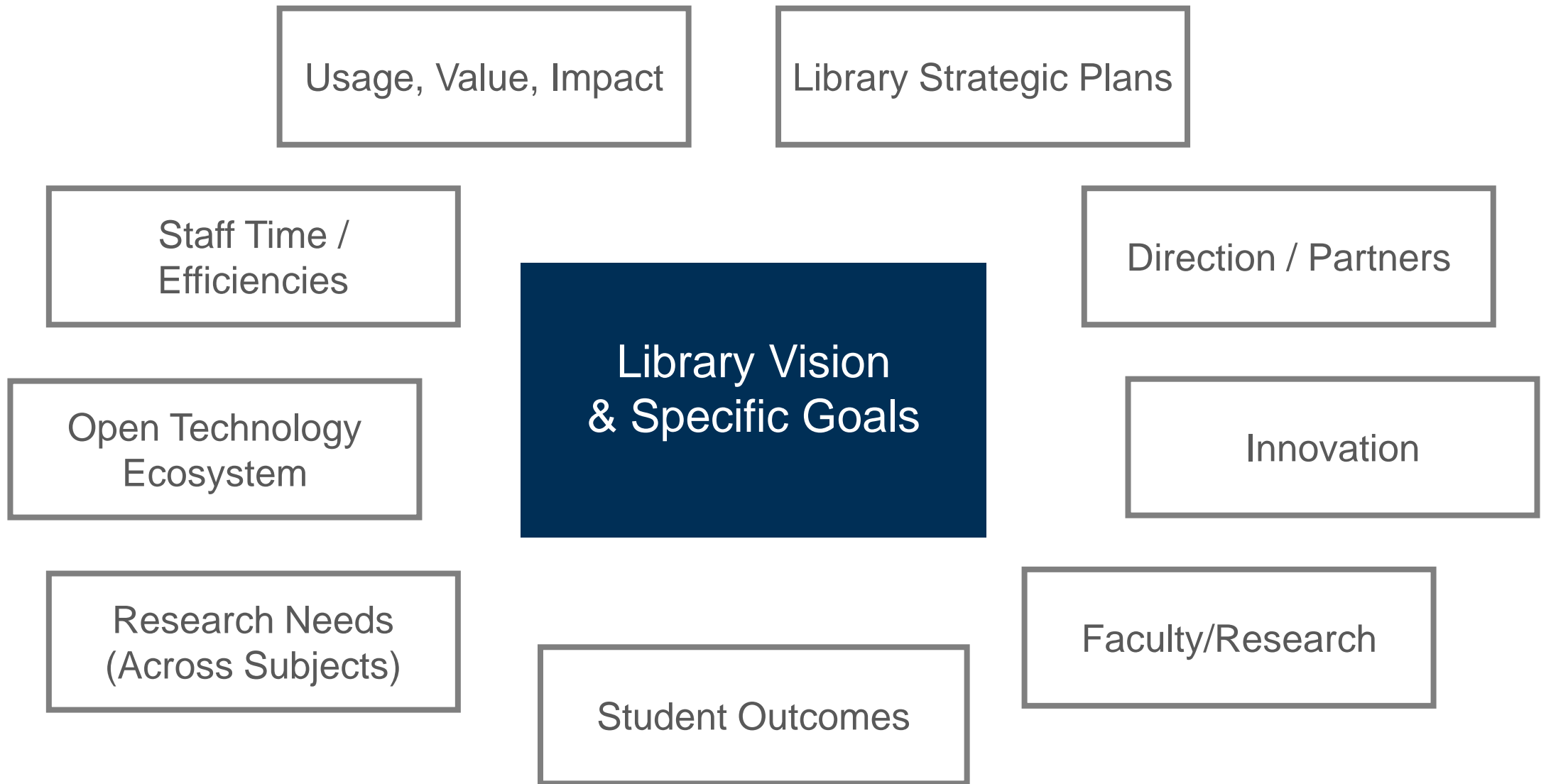
EBSCO's Approach to Comprehensive Databases: Combining Open Access & For-Fee Research Journals

- EBSCO Curates and Indexes Open Access Journals and Provides Accurate Links to Full Text
- Curation matters: EBSCO subject bibliographers review all journals in each field for inclusion, and only add reputable publications to our indexes
- Now free content and for-fee (paid) content is all brought together in each subject database
- EBSCO also includes full text for selected open access journals in EBSCO databases, and **inclusion has no impact on costs**

New Intermediaries

Open Technologies

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



Areas of Importance

Maximise budgets



Bigger / better collections



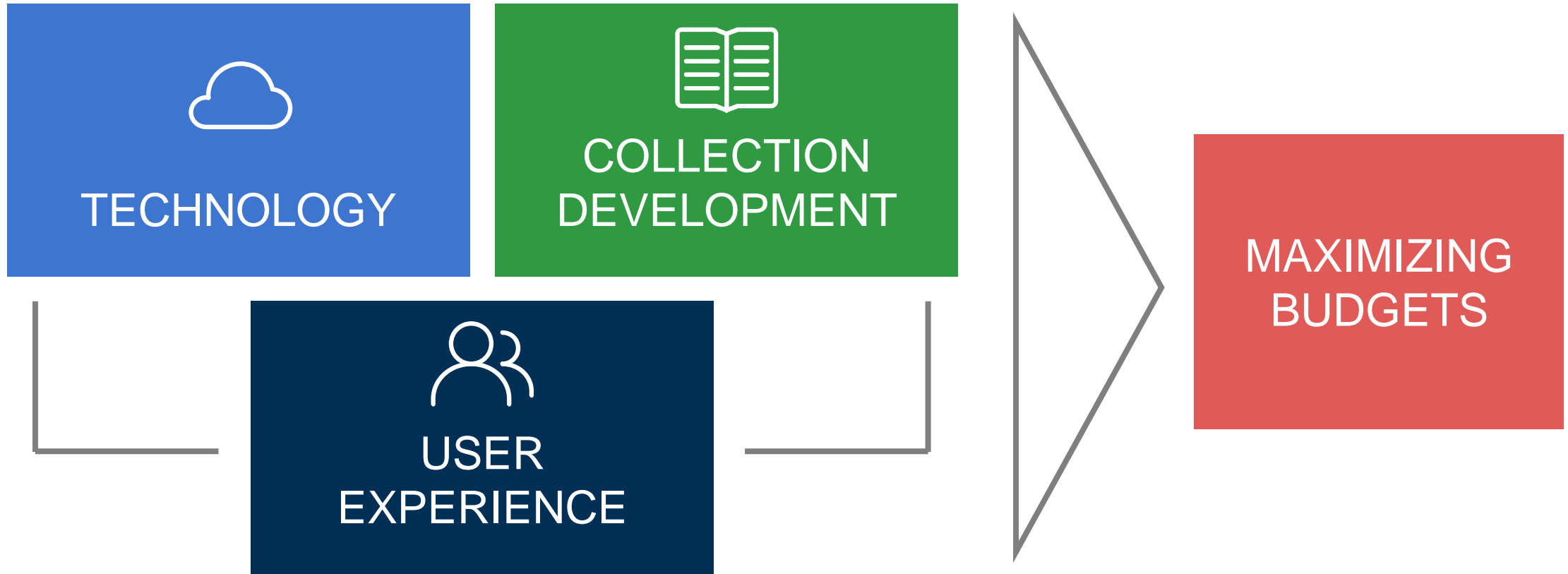
Technologies to support library
management & improve workflows



End user experience



Greater Library Impact, Value & Perception



TECHNOLOGY

Discovery

Community/Collaboration

LMS

Authentication

APIs

Underlying platform and
technology ecosystem

Linking

Interoperability

Personalisation

Workflows and
Efficiencies

Open Source

Choice

Search and
Relevance

Vision & Focus

COLLECTION DEVELOPMENT

**Reduce / Eliminate
Duplication**

Open Access Content

**Regional Content
Licensing**

Workflows and Tools

Resource Sharing
(ILL & Document Delivery)

Faculty Support

Sustainable Approaches

Reduce Cost to Access

Highest Quality Content
& Publisher Relationships

Maximise Budgets

Increase Return on
Investment

Best Practices

Analytics

Text Book Affordability

Shelf Space

Business Models

Data Driven Decisions

New, Unique Full Text

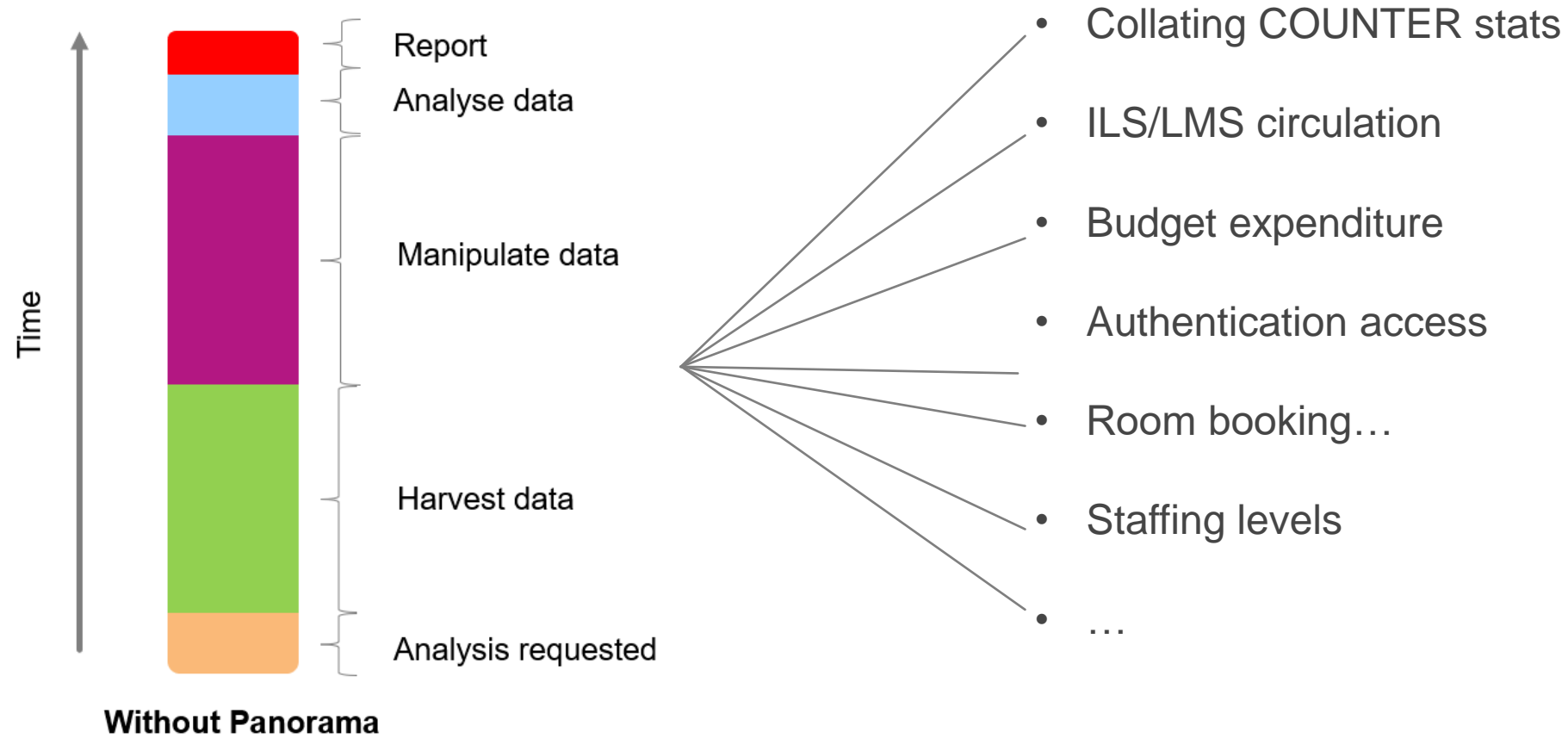
Preservation

Vision & Focus

We surveyed* 196 academic libraries on library analytics:

- Over half noted that:
 - lack of time (**61%**), lack of expertise (**54%**), and lack of personnel (**52%**)....were the top barriers to data analysis
- The top impediments to effective data management are
 - data collection, data cleaning, and the siloing of data
- **58%** of respondents (and **75%** of administrators) feel there are too few tools available for use at their library

Reporting on resources separately....



Panorama Features



A self-service
platform for data
discovery



Default and
custom visual
dashboards



Automated data
connections



Customizable
data sources

Panorama Features



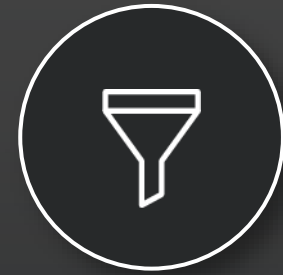
Automated data feeds with import/export capabilities



Hosted data lake and data warehouse to aggregate all data into a single repository



Extends to non-library data sources (e.g., student information systems)



Dynamic dashboards with filtering capabilities

Library Overview

Start Date

1/1/2020

End Date

12/31/2020

Info

Refreshed on Feb 24, 2021 07:26 AM

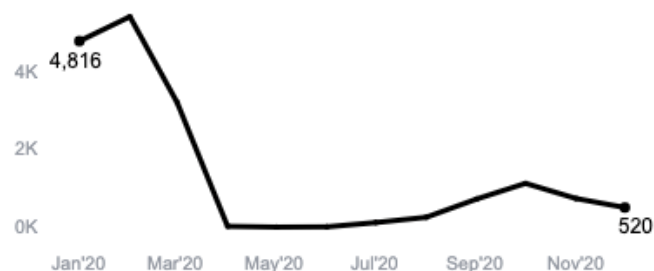
LOANS for Selected Time Period

17,122

of Loans

6,367

of Renewals



PHYSICAL COLLECTION for Selected Time Period

2,849,997

Selected Time Period

0.006

Turnover rate



A default dashboard showing high-level metrics about the library

E-RESOURCES USAGE from COUNTER Reports

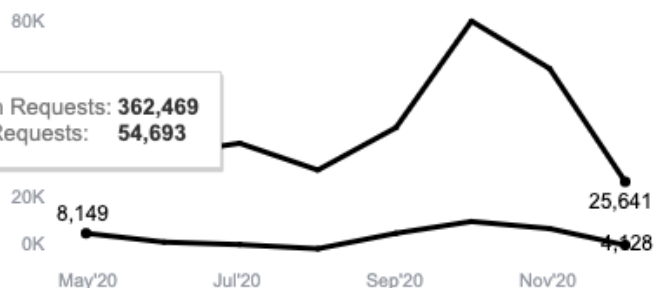
362,469

eJournal Total Item Requests

54,693

eBook Total Item Requests

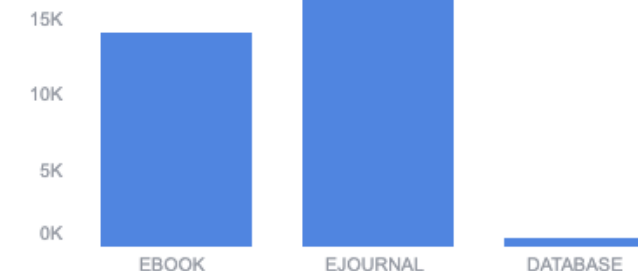
eJournal Total Item Requests: **362,469**
eBook Total Item Requests: **54,693**



TOTAL E-RESOURCES from COUNTER Reports

31,476

of E-resources Accessed



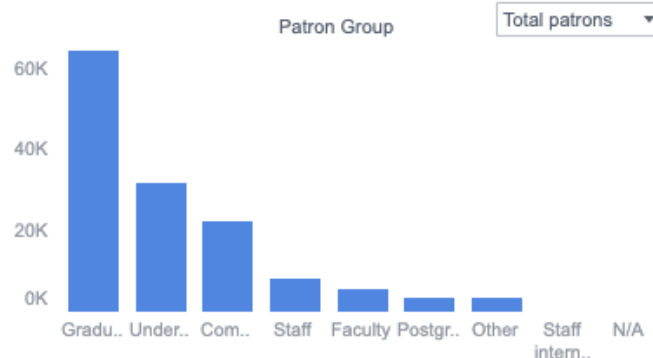
UNIQUE PATRONS by Patron Group

139,260

Total # of Patrons

1,224

of Active Patrons



EXPENDITURES for Selected Time Period

\$5,910,633

Selected Time Period

9,586

Physical Items
Purchased

1,955

Electronic Items
Purchased



Collections Budget Overview

Refreshed on Feb 24, 2021 07:26 AM

ALLOCATED BUDGET AND ACTUAL EXPENDITURES

Plan Budget and Actual Expenses

\$6,836,303

Allocated Budget

\$7,251,981

Expenditures

-\$415,678

Available balance

106%

Budget Used

EXPENDITURES TREND

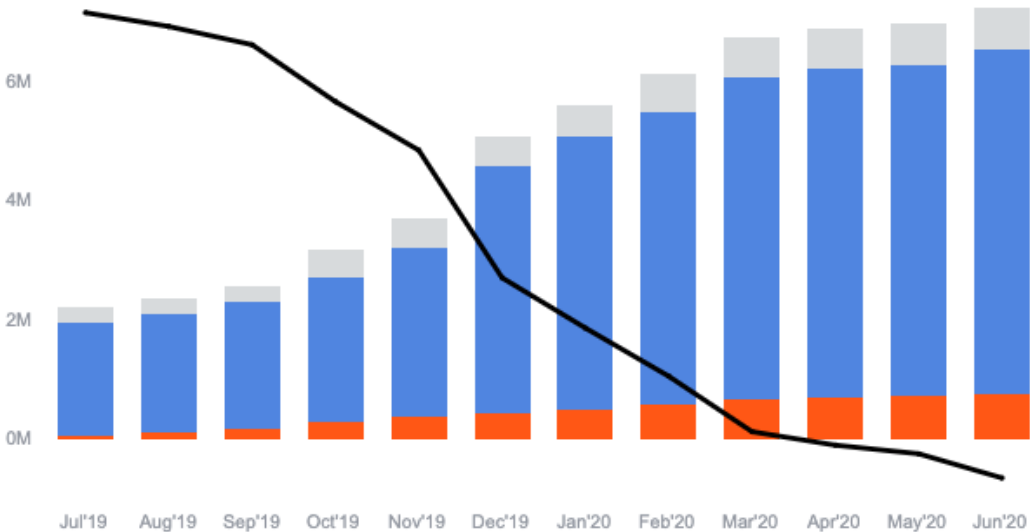
Physical and Electronic

Budget Left

Expenses (physical)

Expenses (electronic)

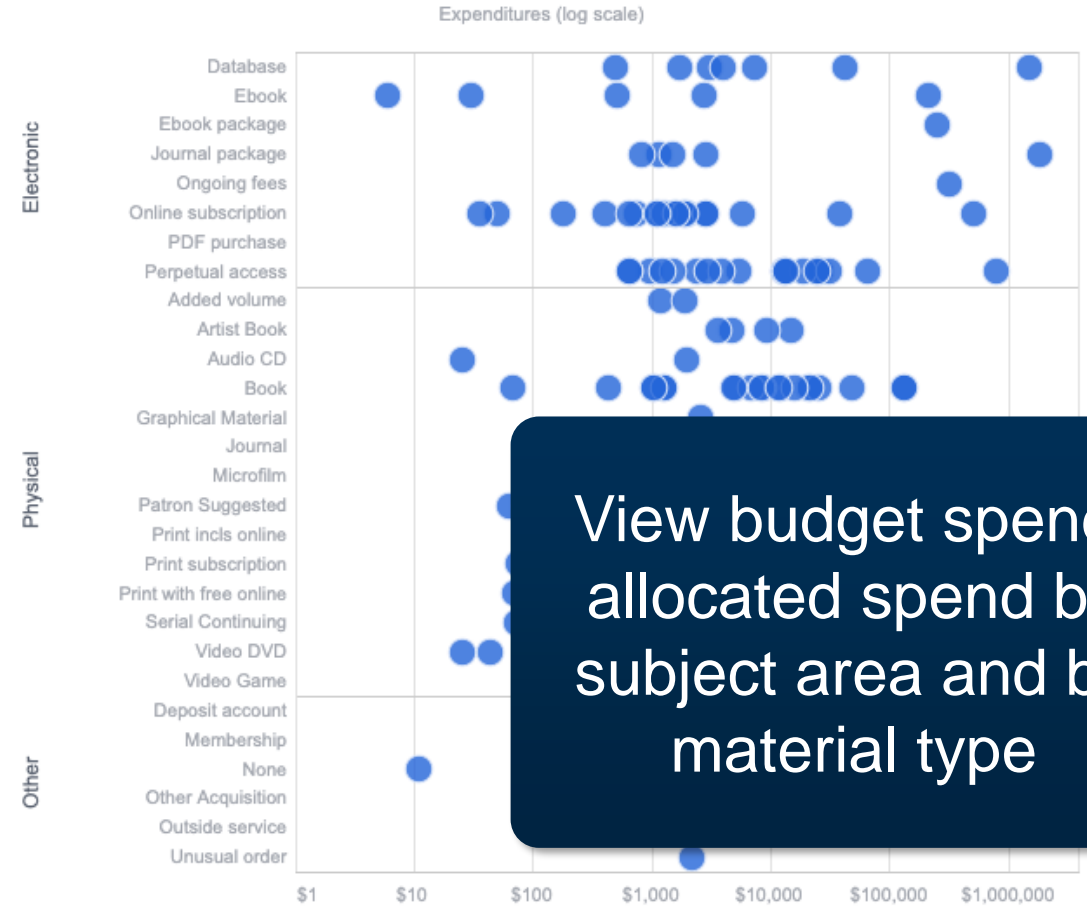
Other



TOP REPORTING FUNDS

For Physical and Electronic Type of Funds

Subject Areas



View budget spend, allocated spend by subject area and by material type

TOP ALLOCATED FUNDS AND SUBJECT AREAS

[Open full list →](#)

Fund Name

Expenditures

Allocated budget

COLLECTION BUDGET SPLIT BY CATEGORY

Hover over the bar to see the value

Allocated Fund ..

Allocated Fund ..

Allocation vs Expenditures

% of Budget Used

Available balance

Circulation Statistics of Physical Items

Start Date1/1/2020

End Date10/31/2020

Material Type(All)

Patron Group(All)

Info

Refreshed on Feb 24, 2021 07:26 AM

LOANS

vs. Previous Year

1,648

Total # of Loans

-2308

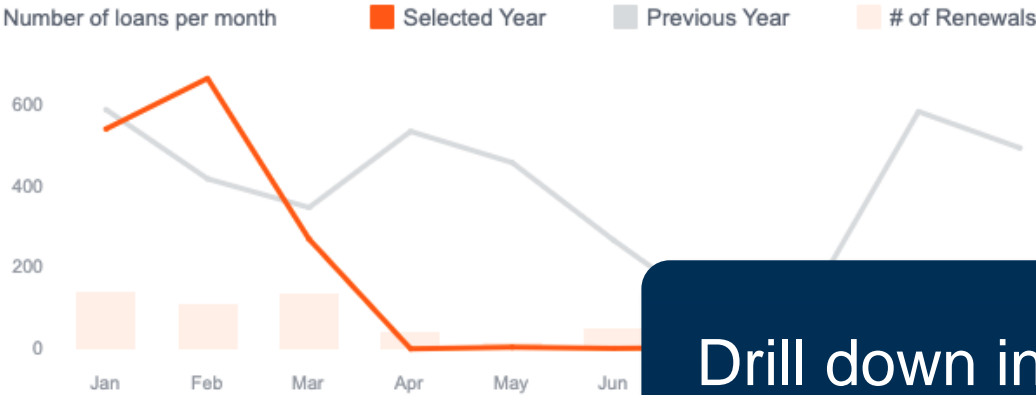
Difference from Previous Year

576

Total # of Renewals

CIRCULATION PER MONTH

Number of loans per month



TOP SUBJECT AREAS BY LOANS

Select subject area(s) to apply filter

Subject Area	Number of Loans
N/A	
Language and Literature	
Music and Books On Music	
Social Sciences	
Fine Arts	
Philosophy. Psychology. Religion	
History: General and Old World	
History: America	

✓ Keep Only ⌕ Exclude

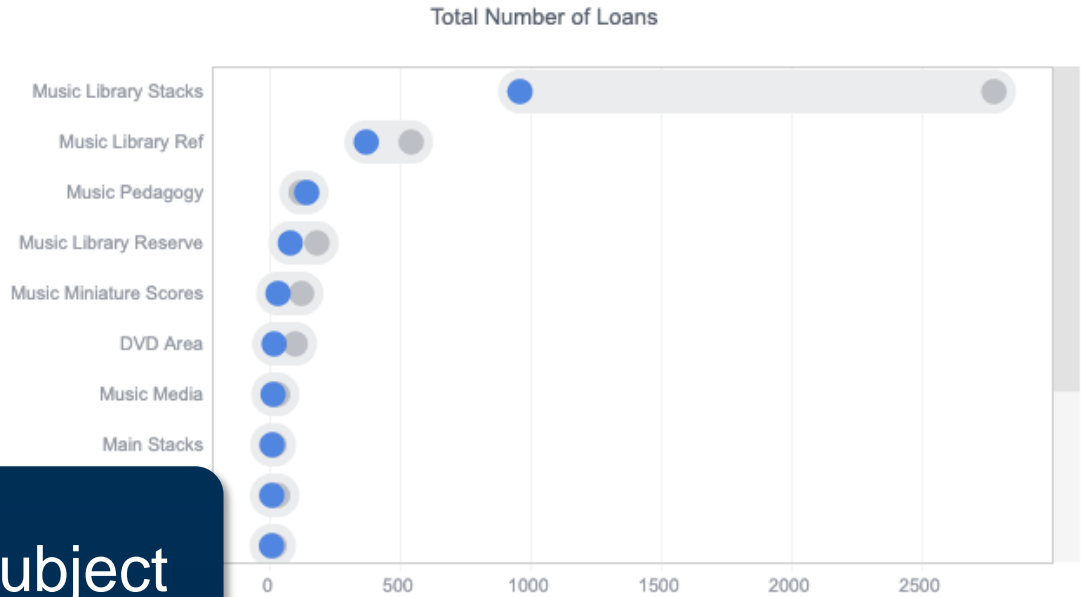
2 Items selected · SUM of AGG(Sum Current): 1,648

Music and Books On Music

TOP LOCATIONS BY LOANS

Hover over a dot to see the details

Selected Year Previous Year



Drill down into subject areas by loans, top loan locations and top borrowed items

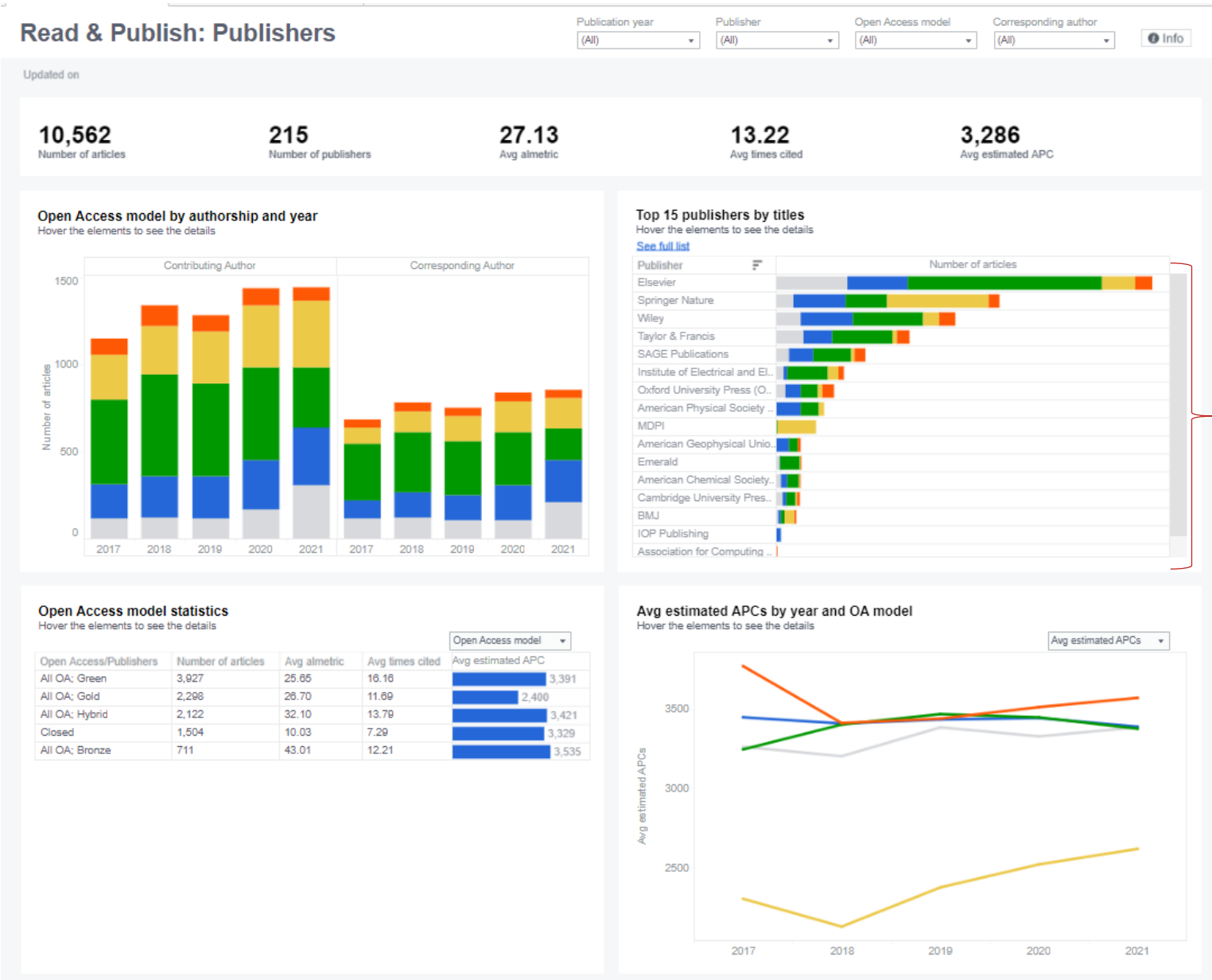
TOP BORROWED ITEMS

Selected Year Previous Year

Item	Amount of Borrowed Items
...ry : learning, reasoni..	32
	27
Piano literature of the 17th, 18th and 19th..	23
Celebrate theory /	21
Contemporary piano literature /	17
Norton recorded anthology of western mu..	15
Basics of vocal pedagogy : the foundatio..	14
Norton anthology of western music /	12

Open Access: Read & Publish dashboards

Innovation in
Analytics:
positioning
libraries with the
data they need
to embark on
next generation
activities



Open Access: Read & Publish dashboards

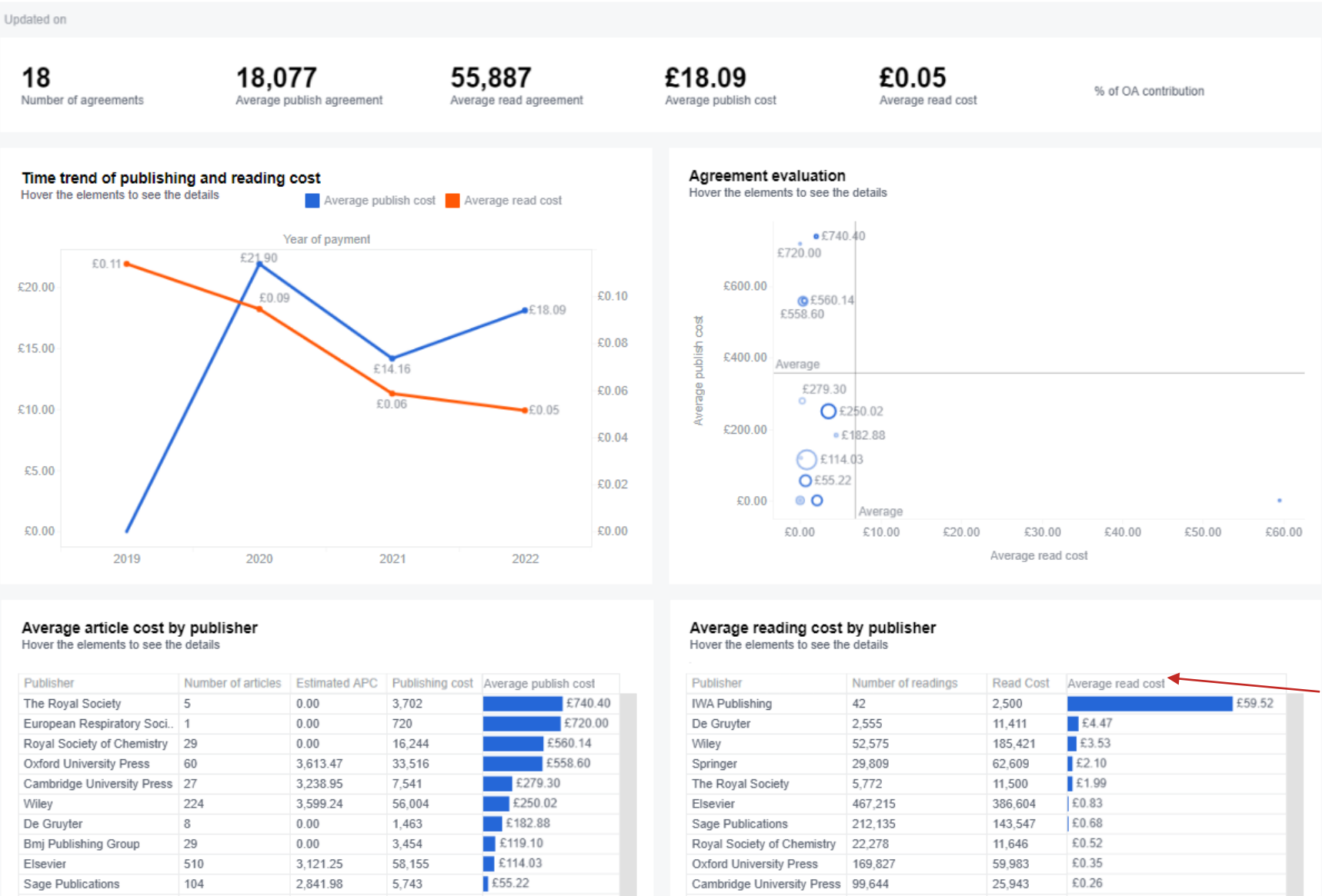
Innovation in
Analytics:
positioning
libraries with the
data they need
to embark on
next generation
activities

Read&Publish: agreements evaluation

Year
2022

Publisher
(All)

Info



Read & Publish: Publishers details

Publication year
(All)

Publisher
(All)

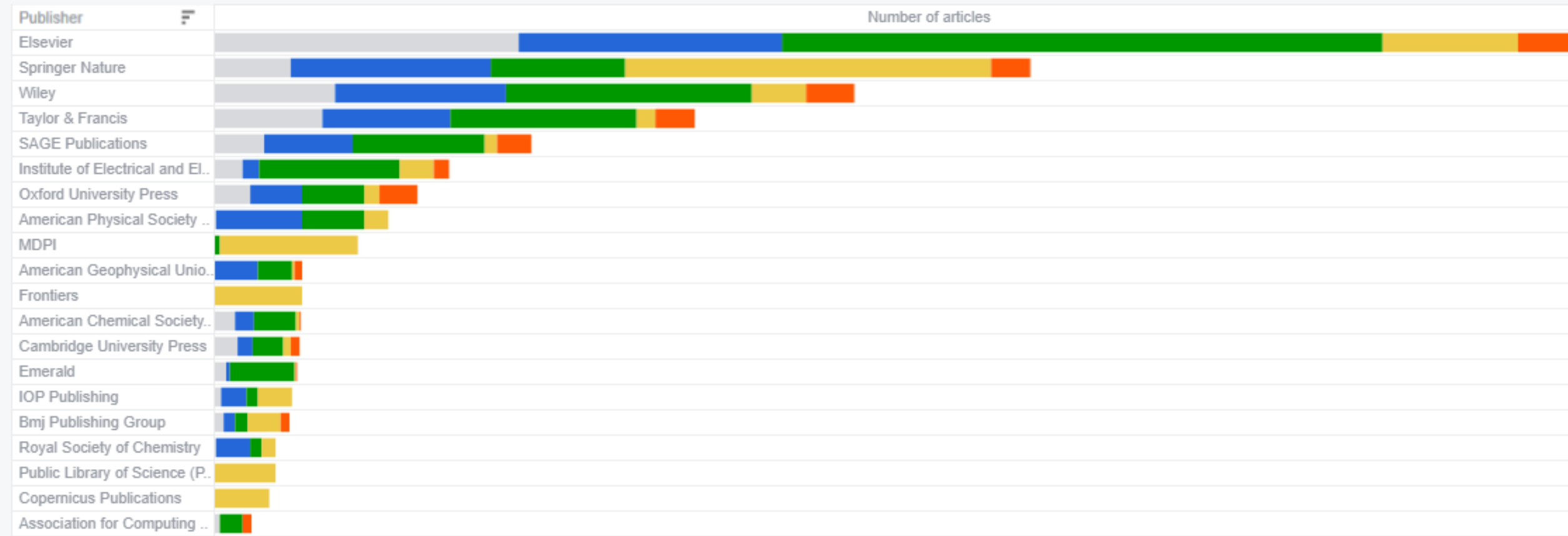
Open Access model
(All)

Corresponding author
(All)

Updated on

Publishers by titles

Hover the elements to see the details



USER EXPERIENCE & LIBRARY PERCEPTION

User Interface / User-Centric

Ease of Use

Reliable Linking

Privacy

Mobile Experience

Search and Relevancy

Authentication

Accessibility

Faculty/Research Support Services

User Satisfaction

Vision & Focus

Considering a future with Artificial Intelligence



Quality

Providing credible research resources



Privacy and Data Protection

Safeguarding user privacy



Transparency

Clearly labelling AI-driven technology



Equity

Promoting equitable access to information and resources



Information Literacy

Experts overseeing development and validating of all applications of AI



Publisher Integrity

Protecting the rights of publishers



End-user Value

Delivering incremental value to users

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
- You are working with one of these intermediaries so ask questions of them

EBSCO

Questions?



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