

Customer Service Update and Document Supply Service Developments

Susy Wootton, Marketing Manager

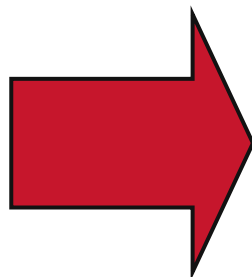
What we hold

Collection Holdings (at 31 March 2007)	2006/07	2005/06
Monographs ¹	13,758,905	13,427,489
Serial titles (all) ²	879,320	873,071
Newspaper titles (all) ³	56,335	56,200
Manuscripts (single and volumes)	327,560	314,914
India Office records ⁴	392,013	391,972
Philatelic items	8,261,099	8,252,724
Cartographic items	4,330,660	4,317,464
Music scores	1,597,304	1,594,246
Sound discs	1,399,027	1,366,487
Sound tape items	242,227	239,263
Videos	29,200	27,582
Prints and drawings	32,779	32,629
Photographs	277,662	273,368
Patent specifications	60,602,725	57,928,334
Reports in microform	10,257,901	10,203,631
Theses	160,467	158,000
TOTAL	102,605,184	99,457,374

Document Supply Service – aims



Move away from our traditional Document Supply model



To one that is in line with customer needs in the 21st century

Document Supply Service – aims

What steps are we taking to achieve this?

Development of products such as:

- British Library Direct
- British Library Direct Plus
- Secure Electronic Delivery
- ePrints
- Google linking (Google Scholar)

Customer Service update

Customer Service update

Move to e-invoices

If you have a British Library account, why not receive your invoices and statements electronically?

Benefits are:

- Quicker delivery - All invoices are sent as a PDF and all statements as an Excel spreadsheet
- Easier to circulate - Forward them to colleagues quickly and easily by email

Secure Electronic Delivery (SED) - update

Quick facts

- 1 in 3 document supply customers now use SED
- Around 30% of our Electronic Table of Contents (ETOC) database can now be downloaded immediately and everything else can be delivered within 2 hours
- It is our most cost-effective delivery method
- Articles are delivered as encrypted PDFs and are fully copyright compliant
- User is required to have installed Adobe 6, 7 or 8
- You can order a document via any of our ordering routes, whether or not you are a registered customer
- If you have a problem downloading an SED, we will do our best to help you. If we cannot, we will find another method of delivering your document to you.

SED - update

What are the most recent developments with SED?

- SED continues to work with Adobe Reader versions 6.0 – 8
- If you have downloaded version 8 you need to download Adobe Digital Editions. You can find links on our website
- Adobe Reader Version 8 is now fully supported for Microsoft Vista users

Future developments

- We recommend that customers wishing to use Adobe Reader 8 and Adobe Digital Editions continue to use version 1.0 and not yet upgrade to 1.5 (currently in beta)

Document Supply Developments

What is the future of British Library Direct?

BLD – Account ordering

LIBRARY
HSILIB

BRITISH LIBRARY DIRECT

[Basic search](#) |
 [Advanced search](#) |
 [Search results](#) |
 [Basket](#) |
 [Order history](#)

[About](#) |
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You are logged in as Mr Barry Smith | [Logout](#)

Your basket

Date added	Article title	Delivery	Order number	Total	Remove
19-Oct-2007 15:37:57	The role of nitric oxide in aspirin induced thrombolysis in vitro and the purification of aspirin activated nitric oxide synthase from human blood platelets	2-5 day delivery	RZPCLG000034	£28.97	<input type="checkbox"/>

Your pending orders

You have 2 order(s) pending in your **credit card** order basket. [View basket](#)

You have 0 order(s) pending in your **account** order basket. [View basket](#)

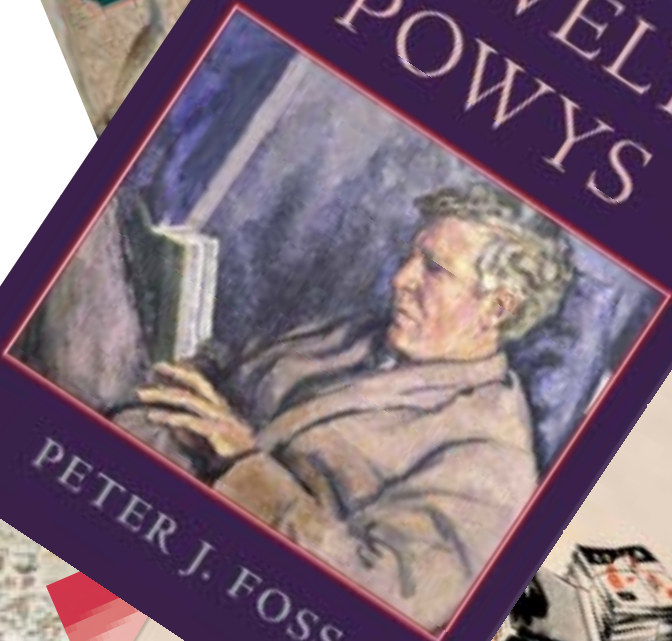
Checkout
Remove selected items
Remove all items

IBRAH

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A Bibliography of LLEWELYN POWYS



PETER J. FOSS

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20,000 journals back 1993

THE PRINTED FACE OF THE EUROPEAN AVANT GARDE 1900-1937

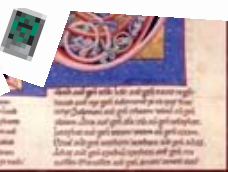
SCOT MCKENDRICK AND KATHLEEN DOYLE

Vorticism
Joyce
El Lissitzky
Kandinsky
Schostakovich
Tzara
Brecht
Kasson
Marx
Tiege
Kabin
Dadaism
Expressionism
Mansueto
Man Ray
Kandinsky
Schostakovich
Tzara

REAKING
GUBISM
LES
DADAISM

INC
Mapping the
ALFR

TERRA COGNITA
ing the Antipodes before 1600
ALFRED HIATT



BLD – International pricing

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Your basket

Date added	Article title	Delivery	Order number	Total	Remove
19-Oct-2007 15:44:59	Genetic insights into the disease mechanisms of type II mixed cryoglobulinemia induced by hepatitis C virus	Immediate download	RZPCLG000035	£30.14	<input type="checkbox"/>
19-Oct-2007 15:37:57	The role of nitric oxide in aspirin induced thrombolysis in vitro and the purification of aspirin activated nitric oxide synthase from human blood platelets	2-5 day delivery	RZPCLG000034	£28.97	<input type="checkbox"/>



Total excluding VAT	£50.30
VAT (17.5%)	£8.81
Total price including VAT	£59.11

[Checkout](#)

[Remove selected items](#)

[Remove all items](#)

[New search](#) | [Select more items](#)

BLD – Orders functionality

New order process added to BLD. Meaning?

You can order items without searching the collection and pay via an account

The screenshot shows the British Library Document Supply Services website. The header features the British Library logo and the text "DOCUMENT SUPPLY SERVICES". Below the header, a breadcrumb trail reads "Home > Document supply > ARTWeb order form". The main content area is titled "ARTWeb order form" and includes a description: "A single source for all your document needs". There are links for "Document Supply Prices" and "Version française". A note states: "To send your request, simply complete this form and click the submit button. Certain fields must be completed, these are marked with an asterisk (*). [?] is available as required." At the bottom, there is a link for "Customer details [?]".

LIBRARY
BRITISH

DOCUMENT SUPPLY SERVICES

Home > Document supply > ARTWeb order form

> ARTWeb order form

A single source for all your document needs

[Document Supply Prices](#)

[Version française](#)

To send your request, simply complete this form and click the submit button. Certain fields must be completed, these are marked with an asterisk (*). [?] is available as required.

[Customer details \[?\]](#)

British Library Direct Plus - unlocking the uniqueness of the collection.

British Library Direct Plus Basic Version – our aims

- Provide our customers with the power to search across a large proportion of the collection quickly and easily
- Provide the sophisticated, library-centric search tools expected as part of a leading reference tool
- Bring forward hard-to-find content

British Library Direct Plus Basic Version – what is it?

Phase 1

- Provides access to 67,000 journals and 400,000 conference proceedings
- Offers archival materials back to 1st edition in some cases
- Federated searching of BL holdings, Google Scholar and Pubmed

British Library Direct Plus

Coming soon! - British Library Direct Plus
Advanced version

British Library Direct Plus Advanced Version - what is it?

Phase 2

- Allows you to add your own “connectors”
- Advanced alerting features
- A Library Privilege Option (applied to both Basic and Advanced Versions)

British Library Direct Plus - typical email alert

This email was generated by TDNet searcher agent application

Full results can be obtained through [here](#)

- Use of natural antioxidants for the correction of changes in general and local parameters of lipid peroxidation and antioxidant defense system during experimental eye burn**
BULLETIN OF EXPERIMENTAL BIOLOGY AND MEDICINE C/C OF BIULLETEN' EKSPERIMENTAL'NOI BIOLOGII I MEDITSINY
BULLETIN OF EXPERIMENTAL BIOLOGY AND MEDICINE C/C OF BIULLETEN' EKSPERIMENTAL'NOI BIOLOGII I MEDITSINY 2006 V. 142; NUMBER 6 page 696-699
Gakhramanov, F. S. Kerimov, K. T. Dzhafarov, A. I.
Abstract: The effect of natural antioxidants in grade III chemical eye burn was studied in experiments on rabbits at various stages of burn disease. The use of histochrome, Ginkgo Biloba, and diquertin in combination with complex drug therapy decelerated the decrease in the antioxidant potential of tear fluid and blood plasma. This treatment was also followed by a decrease in the concentration of end products of free radical oxidation.
[Buy with a credit card for £16.75 copyright fee + service charge \(from £7.45\) + VAT, if applicable](#)
[Charge to your account at £16.75 copyright fee + service charge \(from £7.45\) + VAT, if applicable](#)
[Check For Full Text](#)
Database: Etoc
- The Efficacy of Ginkgo biloba on Cognitive Function in Alzheimer Disease**
... English and non-English language) in which G biloba was administered ... was performed through MEDLINE using the keywords " ginkgo " and " ginkgo [sic]." Trials ...
1998 - Am Med Assoc
BS Oken, DM Storzbach, JA Kaye
[Check For Full Text](#)
Database: Google Scholar

British Library Publisher digitisation service and Emerald's backfile project

What are Emerald Backfiles?

- Digital archive back to Volume 1 Issue 1 with some articles dating back as far as 1899
- Over 120 journal titles providing more than 50,000 articles on key management disciplines
- Each backfile has been transformed into a fully searchable PDF
- The Backfiles contain early articles from seminal publications such as ***British Food Journal***, ***European Journal of Marketing*** and ***Journal of Documentation***

Why was the British Library involved?

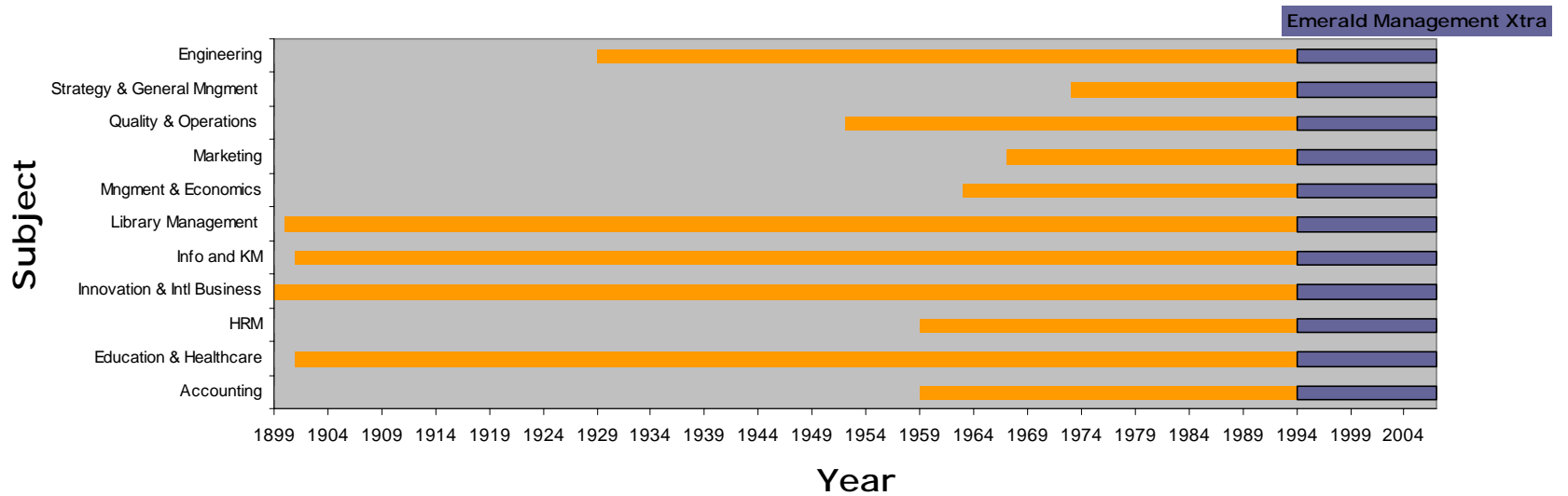
- Experts in the field – a trusted partner
- BL holds both common and hard to find content – 98% of Emerald articles were provided by the BL
- Extensive networks from which to source content not held by BL
- Digitisation on site meant no unnecessary damage to the collection or transportation costs
- BL's relationship with Innodata Isogen ensured a total service solution – critical due to Emerald's tight delivery deadline

The Decision to Digitise

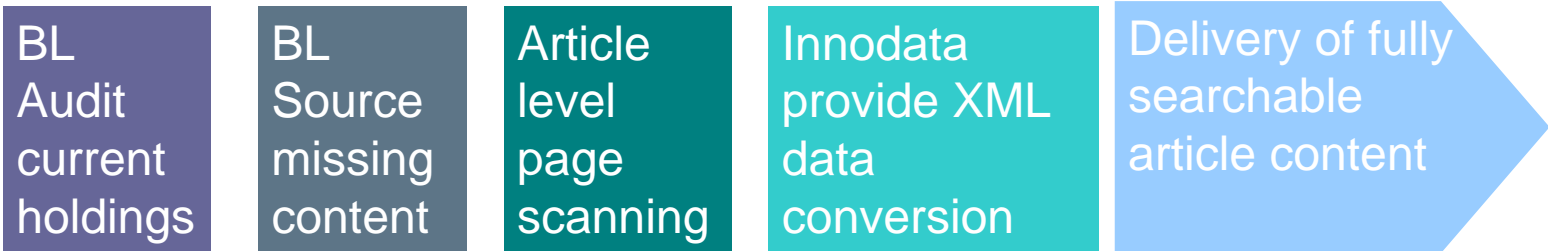
- Users increasingly searching online – Emerald had over 17 million downloads in 2007 alone
- Change in user behavior – content is chiefly accessed online rather than hard copy journals
- Over 12% of cited Emerald articles were not available online prior to the launch of Emerald Backfiles
- Four of the five most cited papers in Emerald journals were published before 1994 (when we first started to capture content electronically)
- Digitising the archive will bring this knowledge to new readers and re-open historical scholarship

What are Emerald Backfiles?

Backfiles Coverage




How did the project work?



New Business Model

Providing flexible purchasing options for librarians who prefer to purchase access in perpetuity



Offer librarians
option to
purchase access
in perpetuity to
this content

1899-1993
Backfiles
(access in
perpetuity)

1994-2001
(content rented –
access as long as
institution is a
subscriber)

2002-present
(access in
perpetuity)

New Document Supply Website

DOCUMENT SUPPLY SERVICES

Home > Document supply

> Document supply

Everything you need to know about our document supply services.

Information on all of our new services, answers to your questions about how the document supply service operates, the latest product and service news - and you can place an order.



» **What's new**

Details of new product and service developments, as well as recent press releases and where to meet us in 2007/8



» **Products and services**

Details of all the major services in our document supply portfolio, as well as new and forthcoming product developments.



» **Customer Help Centre**

Find answers to your questions about all aspects of our service, as well as download materials to help build your understanding of them.



» **Order a document**

Depending on whether you are an account holder, who regularly buys materials from us or just want to purchase with your credit card, we offer a service to



> **Full list of online catalogues**

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