Customer Service Update and Document Supply Service Developments

Susy Wootton, Marketing Manager
### Collection Holdings (at 31 March 2007)

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

To one that 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.
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?
Your basket

<table>
<thead>
<tr>
<th>Date added</th>
<th>Article title</th>
<th>Delivery</th>
<th>Order number</th>
<th>Total</th>
<th>Remove</th>
</tr>
</thead>
</table>

Your pending orders

You have 2 order(s) pending in your credit card order basket.

You have 0 order(s) pending in your account order basket.
A Bibliography of Llewelyn Powys

Peter J. Foss

The Printed Face of the European Avant Garde 1900–1937

Scot McKendrick and Kathleen Doyle

Open our backfile of content.

Giving you access to 20,000 journals back to 1993
<table>
<thead>
<tr>
<th>Date added</th>
<th>Article title</th>
<th>Delivery</th>
<th>Order number</th>
<th>Total</th>
<th>Remove</th>
</tr>
</thead>
<tbody>
<tr>
<td>19-Oct-2007</td>
<td>Genetic insights into the disease mechanisms of type II mixed cryoglobulinemia induced by hepatitis C virus</td>
<td>Immediate download</td>
<td>RZPCLG000035</td>
<td>£30.14</td>
<td></td>
</tr>
<tr>
<td>19-Oct-2007</td>
<td>The role of nitric oxide in aspirin induced thrombolysis in vitro and the purification of aspirin activated nitric oxide synthase from human blood platelets</td>
<td>2-5 day delivery</td>
<td>RZPCLG000034</td>
<td>£23.97</td>
<td></td>
</tr>
</tbody>
</table>

Total excluding VAT: £50.30
VAT (17.5%): £8.31
Total price including VAT: £59.11
BLD – Orders functionality

New order process added to BLD. Meaning?

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

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)
This mail was generated by TDNet searcher agent application

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

1. **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 BULLETN' EKSPERIMENTAL'NOI BIOLOGII I MEDITSINY
   BULLETIN OF EXPERIMENTAL BIOLOGY AND MEDICINE C/C OF BULLETN' EKSPERIMENTAL'NOI BIOLOGII I MEDITSINY 2006 VOL 142: NUMBER 6 page 696-699
   Gakhramanov, F. S. Kenmoy, 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

2. **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 keyword "ginkgo" and "gingko [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

Subject
- Engineering
- Strategy & General Management
- Quality & Operations
- Marketing
- Management & Economics
- Library Management
- Info and KM
- Innovation & Intl Business
- HRM
- Education & Healthcare
- Accounting

Year
- 1899
- 1904
- 1909
- 1914
- 1919
- 1924
- 1929
- 1934
- 1939
- 1944
- 1949
- 1954
- 1959
- 1964
- 1969
- 1974
- 1979
- 1984
- 1989
- 1994
- 1999
- 2004

Emerald Management Xtra
How did the project work?

- BL Audit current holdings
- BL Source missing content
- Article level page scanning
- Innodata provide XML data conversion
- Delivery of fully searchable article content
New Business Model

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

- **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 suit all your needs.