The World is changing – part 2!

Andy Appleyard
Ant Troman

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“We exist for everyone who wants to do research – for academic, personal or commercial purposes”

‘preserved therein for public use, to all posterity’, providing access to the world’s knowledge for all studious and curious persons’
Library Services or Information Services?
The amount of digital data being gathered is exploding!

Exabytes

- DVD
- RFID
- Digital TV
- MP3 players
- Digital cameras
- Camera phones, VoIP
- Medical imaging, Laptops,
- Data center applications, Games
- Satellite images, GPS, ATMs, Scanners
- Sensors, Digital radio, DLP theaters, Telematics
- Peer-to-peer, Email, Instant messaging, Videoconferencing,
- CAD/CAM, Toys, Industrial machines, Security systems, Appliances

5-fold Growth in 5 Years!
<table>
<thead>
<tr>
<th>Top Information Sources in 2010</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet search engines such as Bing, Google, Yahoo and others</td>
<td>93</td>
</tr>
<tr>
<td>Colleagues: Direct contact or through email</td>
<td>64</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>40</td>
</tr>
<tr>
<td>Company Intranet</td>
<td>27</td>
</tr>
<tr>
<td>Subscription services from aggregators like LexisNexis, DowJones, Dialog</td>
<td>17</td>
</tr>
<tr>
<td>Colleagues: Through networks like Facebook, MySpace, LinkedIn</td>
<td>15</td>
</tr>
<tr>
<td>Other: desktop search, hardcopy files and books</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: IDC Enterprise Panel QuickLook Survey, 2010, n=332

Where we look for information is changing.....
...and what we look for it on

Millions of Communicating Devices WW*

Source: IDC Device Base Model, 2009

* Excludes voice- and SMS-only phones

Mobile Devices, Consumer Electronics, Automobile, Industrial Machines, Appliances, Toys, and Other Embedded Equipment

Traditional Computers & Communications Equipment
.....and its coming from different places

Top 10 countries submitting manuscripts

2003

- United States: 42%
- United Kingdom: 10%
- Japan: 10%
- Germany: 7%
- Italy: 6%
- France: 5%
- Canada: 5%
- China: 4%
- Spain: 5%
- Australia: 6%

38% non-native English countries
5% China, 42% USA, 10% UK

2013 Projected

- China: 32%
- United States: 21%
- India: 6%
- Iran, Islamic Republic of: 6%
- United Kingdom: 6%
- Taiwan: 4%
- Turkey: 4%
- Japan: 4%
- Korea, Republic of: 3%
- Brazil: 3%

63% non-native English countries
32% China, 21% USA, 6% UK

Source: Thomson Reuters
“...it [is] more and more difficult to justify large programs of speculative purchasing – the likelihood of waste is simply too high, and newly emerging patron-driven acquisition models offer a variety of ways for libraries to acquire only what is needed, at – or very close to – the time the need is felt by patrons.”

Rick Anderson
Associate Director for Scholarly Resources and Collections
Marriott Library, University of Utah
Extracted from: If I were a Scholarly Publisher
EDUCAUSE Review, vol 45, no 4
NHS Trust announces 57 journals targetted for cancellation in 2011

<table>
<thead>
<tr>
<th>Title Name</th>
<th>Annual Subscription Cost</th>
<th>Cost per download</th>
<th>Alternative access - still available if journal subscription is cancelled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infant and child development</td>
<td>£ 476.57</td>
<td>£ 28.03</td>
<td>Psychology &amp; Behavioral Sciences Collection - 6 month embargo</td>
</tr>
<tr>
<td>Infant behavior and development</td>
<td>£ 502.51</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>International journal of law, policy, and the family</td>
<td>£ 209.82</td>
<td>£ 34.97</td>
<td>no alternative access</td>
</tr>
<tr>
<td>International journal of social research methodology</td>
<td>£ 418.60</td>
<td>£ 24.62</td>
<td>no alternative access</td>
</tr>
<tr>
<td>Journal of Adolescence</td>
<td>£ 688.89</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Journal of Applied Developmental Psychology</td>
<td>£ 501.49</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Journal of community psychology</td>
<td>£ 681.14</td>
<td>£ 28.38</td>
<td>Psychology &amp; Behavioral Sciences Collection - 6 month embargo</td>
</tr>
<tr>
<td>Journal of feminist family therapy</td>
<td>£ 559.36</td>
<td>£ 16.45</td>
<td>no alternative access</td>
</tr>
<tr>
<td>Journal of health services research &amp; policy</td>
<td>£ 287.88</td>
<td>£ 57.58</td>
<td>no alternative access</td>
</tr>
<tr>
<td>Journal of learning disabilities</td>
<td>£ 147.97</td>
<td>£ 21.14</td>
<td>no alternative access</td>
</tr>
<tr>
<td>Journal of mental health research in intellectual disabilities</td>
<td>£ 169.71</td>
<td>£ 42.43</td>
<td>no alternative access</td>
</tr>
<tr>
<td>Journal of occupational and organizational psychology</td>
<td>no downloads</td>
<td>£ 25.57</td>
<td>Psychology &amp; Behavioral Sciences Collection - 6 month embargo</td>
</tr>
<tr>
<td>Journal of personality assessment</td>
<td>£ 463.65</td>
<td>£ 35.67</td>
<td>Psychology &amp; Behavioral Sciences Collection - 1 year</td>
</tr>
</tbody>
</table>

57 journals in total attracting 468 downloads over 10/11.

Total cost of acquisition direct: £21,568.44
Total cost of supply through BLDSC: £2,737.80
Customer Survey November 2011

Which industry sector do you work in?

- Charity: 51%
- Commercial: 13%
- Government: 8%
- Higher Education: 3%
- NHS: 10%
- Other Public Sector: 10%
- Public Library: 5%
- 207 respondents from the HE community
Customer Survey – Future Services
Flexible Integration into 3rd Party discovery platforms

How important is Flexible Integration into 3rd Party Discovery Platforms?

- Not important: 27%
- Extremely important: 5%
- Important: 23%
- Extremely important: 45%
- N/A: 27%

How would Flexible Integration affect your usage of BLDSS?

- It would decrease: 1%
- Small increase: 28%
- No change: 34%
- Significant increase: 37%
Customer Survey – Future Services
Access to electronic content

How important is more Electronic Content to you?
- 51%
- 2%
- 5%
- 42%

What affect would more Electronic Content have on your usage of BLDSS?
- 33%
- 1%
- 27%
- 39%

Legend:
- N/A
- Not important
- Important
- Extremely important
- It would decrease
- No change
- Small increase
- Significant increase
Customer Survey – Future Services
“Lite” (plug-in-less) Digital Rights Management (DRM)

How Important is Light DRM
- 9% Not important
- 10% Important
- 39% Extremely important
- 42% N/A

How would the development of Light DRM affect your usage of BLDSS
- 1% It would decrease
- 19% Small increase
- 45% No change
- 35% Significant increase
Customer Survey – Future Services
Impact of mobile technology?

How important is Support for Mobile Devices?

- N/A: 15%
- Not important: 9%
- Important: 40%
- Extremely important: 36%

How would the development of Support for Mobile Devices affect your usage of BLDSS?

- It would decrease: 14%
- No change: 1%
- Small increase: 37%
- Significant increase: 48%
Customer Survey – Future Services
Impact of digital signatures

How important are Digital Signatures to you?

- Not important: 10%
- Important: 36%
- Extremely important: 16%
- N/A: 38%

How would the development of Digital Signatures affect your usage of BLDSS?

- It would decrease: 1%
- No change: 31%
- Small increase: 20%
- Significant increase: 48%
Steps to realisation

- Vision
- Blueprint
- Projects
- Outputs
- Capability
- Outcomes
- Benefits
Step 1 – Describe the vision

“*To be a niche supplier of research content to researchers all over the world in whatever format is required, at the highest quality, optimal speed and at best value*.”
Step 1 – Describe the vision

Big organisations both commercial and “Public Good” have c10,000 active accounts. Seamless batch ordering of back up content that the institution does not subscribe to possibly leading to reduction in costly big deal subscriptions and rely on BLDSS to aggregate and make available at a granular level.

Small organisations and individuals have 12k active accounts (micro payments). Easy, on-line “amazonesque” experience to suit the occasional user.

Choice of channel interface.
Step 2 – Describe the now / future

**Vision**

- Baseline / Future
- Efficiency
- Staffing / Resources
- Ease of Use (U/I)
- Upfront pricing
- Availability
- Quality
- Collection Development (acquisition)

**Blueprint**

Affordability + Convenience + Compliance = Trusted Brand
Integrated Request Management Delivery System (IRMDS)

- **Order & Fulfilment**
  - **Availability Mgmt**
  - **Auto-waiting list**
  - **Order Management**
  - **Cap Gemini**
  - **ILS**
  - **Inventory**
  - **Title & part**
  - **Copyright**
  - **Availability**

- **Search & Discovery**
  - **Primo**
  - **Matching**
  - **Etc.**

- **Catalogue & Copyright**
  - **ILS**
  - **Copyright**
  - **Availability**
  - **Etc.**

- **E-Content**
  - **DLP/ESTAR/ETOC**
  - **Article/Item of Interest**
  - **Data & Content**
  - **Etc.**

- **Customer Management**
  - **Registration**
  - **Business Unit rights**
  - **Etc.**

- **Finance**
  - **Price lists**
  - **Invoicing**
  - **VAT**
  - **PAYG**
  - **(Netbanx)**
  - **etc.**

- **London Collections**
  - **ABRS (via ASB gateway)**
  - **London stock**
  - **Reading Room access**
  - **Etc.**

- **Order Management**
  - **Cap Gemini**
  - **Etc.**

- **Customer Management**
  - **Registration**
  - **Business Unit rights**
  - **Etc.**

- **Search & Discovery**
  - **Primo**
  - **Matching**
  - **Etc.**

- **Integrated Request Management Delivery System (IRMDS)**
  - **Search & Discovery**
  - **Catalogue & Copyright**
  - **Order & Fulfilment**
  - **E-Content**
  - **Finance**
  - **Customer Management**
  - **London Collections**
Step 3 – Define the projects

Vision

Blueprint

Projects

Technology

- Order & Fulfilment
- Search functionality
- On line admin & on line ordering
  - API
  - Plug-in-less DRM
  - E Signatures
  - Mobile

Business Process Re-Engineering

- Premium Services
- Process Flow
- Layouts
New enhancements being planned
Admin On-line and On-line Ordering

- **Admin On-line available end-March 2012**
  - My Orders/Admin Order Tracking
    - Order History
    - Report Problem
    - Cancel Order or Reorder
    - Renew Loan
  - Invalid Requests
    - Fix Formatting Errors
    - Select from Possible Matches
  - Account Maintenance
    - Account Manager communication
    - Tailored replies
    - Add new users/administrators
    - Etc.

- **On-line Ordering available by end April 2012**
Step 4 – what have we done thus far?

Scale-ability + Standardisation + Optimisation = Sustainability
Step 4 – what have we done thus far?
Feedback from early adopters

“As far as I am aware, the two accounts which have so far deployed to BLDSS, have worked a treat. The colour SEDs are a delight!”

“We have not had any problems at our end, everything seems to be working well”.

“The deployment has gone well and we are impressed with the tracking information we are receiving. It will be even better when we can track our requests online”.

Good quality photocopies. The booklet format and colour is very good
Speed of supply, responses. Especially good to see on the Plain English Intray that SED documents have been downloaded

“Some of the reply codes are quite ambiguous and not helpful”.

“Replies: We are finding them a bit confusing and vague. They seem to cover too many options”.
Step 4 – Lessons learnt (tranche 1)

Internal Effectiveness;
• Phased roll out safest option
• Daily meetings useful
• Underestimated size of test plan

Customer transition;
• Comms plan effectiveness
• Importance of consulting when defining requirements.

Other;
• Internal resistance to change.
• Cannot be all things; must clearly define the vision & create the service to meet the need.
• LMS formatting

Outputs

Deployment
  M2M
  35 Users (90+ Accounts)
  Ave 700 Requests / Day

Environment
  Service definition
  Reorganisation
  Layout changes
Step 5 – Expected benefits?

- Vision
- Blueprint
- Projects
- Outputs
- Capability
- Outcomes
- Benefits

Customer
- Upfront availability
  - Transparent pricing - VFM
  - Full colour
  - etc
- Efficiency gains
  - Reliable technology
  - etc
- Publisher
Thank you for your patience
Any questions?