Welcome to the Jungle

E-Beasts & the Quest to Cage Them

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"Jungle" supply chain…

'E' Supply Chain

"Delivers information (content) from producer to end user" - Chvatal, 2007

- More players than print supply chain
- Players who are new to the "jungle"
- Players roles may be unclear
- Players roles may overlap
- Volatility in the marketplace due to mergers, societies moving titles, open access, and new technologies

Why is this so confusing?

EBSCO Industries

EBSCO   Subscription agent

Republish content   > Publisher

EBSCOhost databases   > Aggregator

MetaPress   > Third-Party Host

EBSCO A-to-Z/LinkSource   > PAMS

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The beasts…

Journal supply chain

- Publishers
- Publisher's distributors
- Platform hosting services
- Subscription agents
- Subscription fulfillment software vendors
- ILS & ERM software vendors
- Institutional subscribers
- End user

Publishers

- Create content
- Types:

  STM, educational, legal, trade, university presses, & vanity
- Academic publishers can be:

  Commercial, societies, universities
- Size:

  Large (100-200 titles), medium (30-99), small (5-29), & minor (<5)
- Online market is more competitive
- Majority are still maintaining 2 formats

Publishers

- Most are unaware or have little understanding of the impact of poor metadata filtering down through the supply chain
- Infrastructure & customer service has not kept pace with the increase in communication with libraries
- Heavy reliance on spreadsheets due to antiquated accounting system
- Now responsible for usage data
- No best practices for registration and activation

The OPEC

Elsevier, Springer, Taylor & Francis, and Wiley

- a.k.a the "Big 4" publishers
- 50% of the market
- Publicly owned companies responsible to stakeholders
- Lion share of consortial "big deals"
- On the "hunt" focus on taking over established journals instead of starting new journals
- Quick to invest in new technologies
- Their new technologies has raised user expectations for other publishers

Commercial publishers

Mary Ann Liebert, Sage Pubs, etc.

- Most are small to medium in size
- Typically privately owned & not accountable to stockholders
- Specialize in niche markets
- Embrace new technologies

Society publishers

IEEE, AAAS, SEPM, SIAM, etc.

- Most are small to minor in size, but publish core quality titles with large readership
- Primarily funded by society memberships
- Typically have small infrastructure
- Often left out of consortial deals
- Titles often hosted by 3rd party
- Tend to "move" around

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University presses

U of Chicago, U of Akron, etc.

- Most are medium or small in size
- Universities are main source of funding
- A number are struggling

Third-party platform hosts

Atypon, Highwire Press, IngentaConnect, MetaPress, Scitation

- Provide server platforms & support services for content delivery to users
- Access may be from host's interface or a "masked" publisher interface
- May provide fee-based service to content not subscribed to by library
- Most provide admin gateway & online access to usage statistics
- All operate differently
- Lack of best practices

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Subscription Agents

EBSCO, Swets, Harrassowitz

- Serve as an intermediary between publisher and institutional subscriber
- Process orders & service contracts
- Big deals have impacted
- Enhancing or developing new products & services
- Provide proprietary journal management system, or "SAMS"

Brokers

OhioNET, MLC, Palinet

- Serve as an intermediary between content or service provider and institutional subscriber
- Content is typically non-journal format
- Agreements may be with broker instead of libraries
- May host content
- May have partnerships with companies, which may limit options
- Support services typically limited

ILS & ERMS vendors

ERM, Verde, Gold Rush, Verify, 360 Resource Manager

Electronic Resources Management System

- Install & maintain subscriber purchasing systems
- Provide system for management of resources
- Provide potential for loading data from external sources

More beasts…

Aggregators

EBSCOhost databases, JSTOR, LexisNexis, Ovid, ProQuest, OhioLINK

- Compile content from multiple sources to form a collection of titles or database
- Content may be in original format or repackaged
- Access may link to content hosted on other sites

Republication Services

BioOne, Project Muse, DOAJ

- Provide access to collections of resources published elsewhere
- Access typically provided by linking to content on an outside server
- Slim infrastructure & support

PAMS

EBSCO A-to-Z, Serials Solutions' 360 Core, SwetsWise Online Content, TDNet, Innovative's CASE
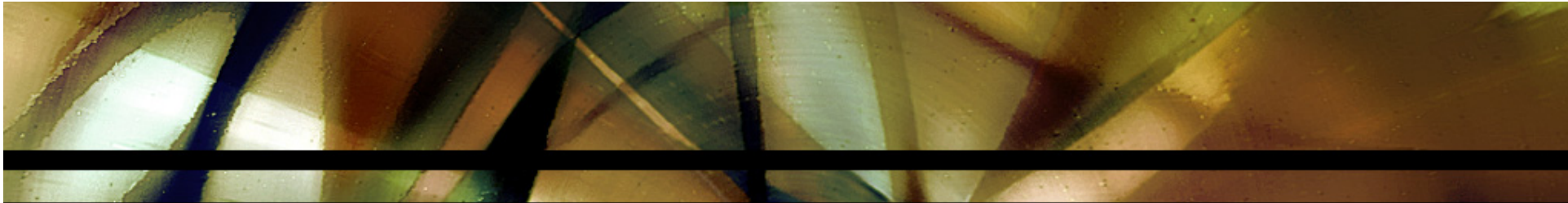
Publication Access Management Service

- "A-to-Z" listing service
- Service that tracks e-journal and e-book collections and databases
- Service provides discovery list with links to resources a library subscribes to regardless of how a resource is hosted

PAMS…continued

- Service may included MARC record services, openURL support, data export, overlap analysis and link resolver

- Knowledge base tracking includes title, holdings, package components and URL changes

- Rely on data provided by content providers to populate knowledge base

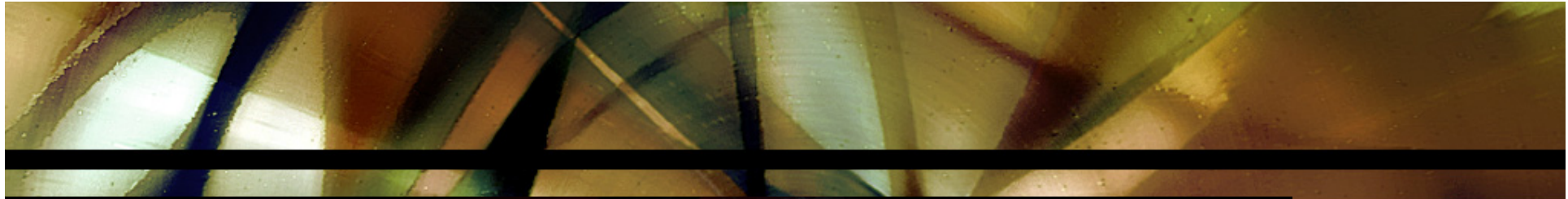- Most permit uploading of print journal holdings

Also known as "ERAMS"

My spot under the palm…

Wright State…

Where the safari never ends

ILS	Innovative's Millennium
ERMS	Innovative's ERM
SAMS	SwetsWise
PAMS kb	EBSCO A-to-Z
In-house db	Francis
Link Resolver	OhioLINK's OLINKS
Link Evaluator	OCLC
Authentication	Ezproxy

Lost in the jungle?

The big game quest

- Institutional identifiers
- WorldCat registry
- Project Transfer
- COUNTER
- KBART
- CORE
- ONIX for Serials & Licensing terms
- SERU

What can you do?

- Know thyself!   Track thyself!
- Learn the fundamentals of acquisitions
- Understand renewal terms & processes
- Improve your technology skill set
- Notify chain entities of who to contact
- Notify chain entities of changes in contacts, IPs, etc.
- Be consistent with contacts
- Register; do your license
- Contact them if there's a problem, don't wait
- Invite your reps on site to do a seminar on a service or product

What can you do?

- Use a link evaluator
- Sign up for WorldCat Registry
- Adopt SERU
- Advocate for adoption of standards in your supply chain
- Negotiate for compliance in licenses
- Notify your users & library staff of license terms and conditions
- Create a non-personal email for supply chain correspondence

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