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

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Why is this so confusing?

<table>
<thead>
<tr>
<th>EBSCO Industries</th>
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<tbody>
<tr>
<td>EBSCO</td>
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<tr>
<td>Subscription agent</td>
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<tr>
<td>Republish content</td>
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<td>&gt; Publisher</td>
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<tr>
<td>EBSCOHost databases</td>
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<tr>
<td>&gt; Aggregator</td>
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<tr>
<td>MetaPress</td>
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<td>&gt; PAMS</td>
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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

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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

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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

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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

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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”

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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

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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

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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

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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

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PAMS…continued

- Service may include 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

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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

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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
Contact:
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My beasts:

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Kitzbühel

Wengen

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