

Scholarly Information on the Web

A Vision for the Future Service Landscape

SWETS

Swets Information Services

Arie Jongejan

8th International Bielefeld Conference

January 2006

Agenda

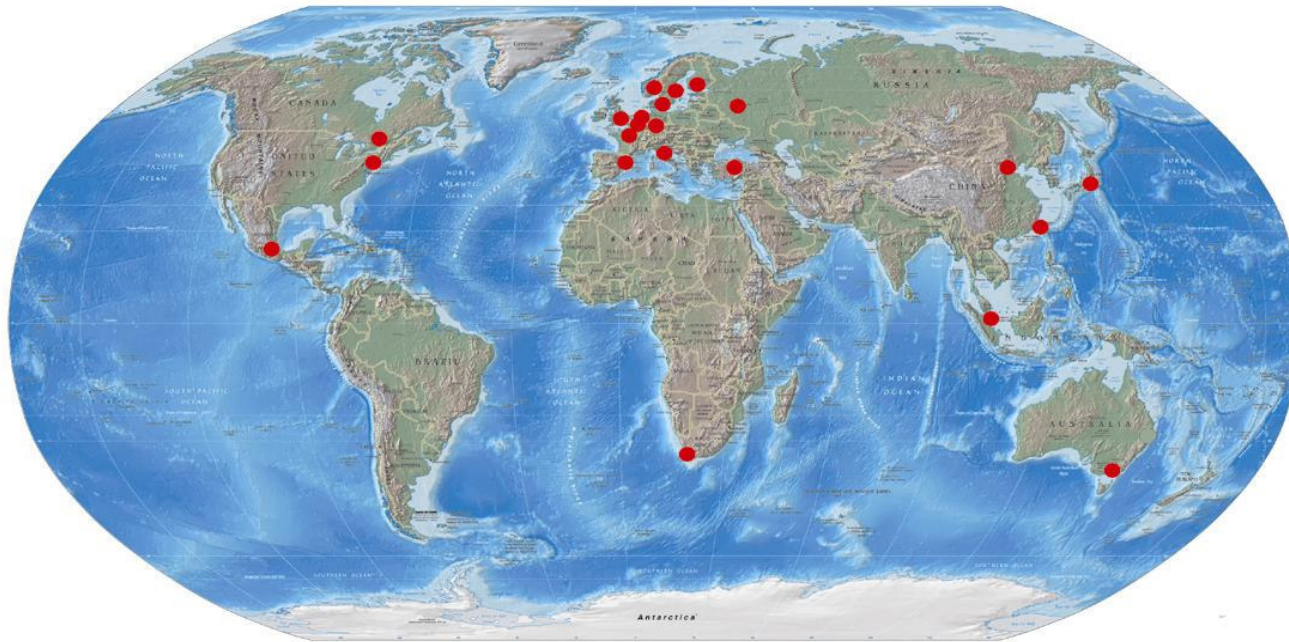
- **Who are we?**
- **The changing market**
- **The Future Agent**
- **Making it happen**
- **Conclusions**

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Who are we?

Swets is the world's leading subscription services company, connecting the supply and demand chain that exists between publishers and institutions, libraries and information centres.



Swets Offices around the world

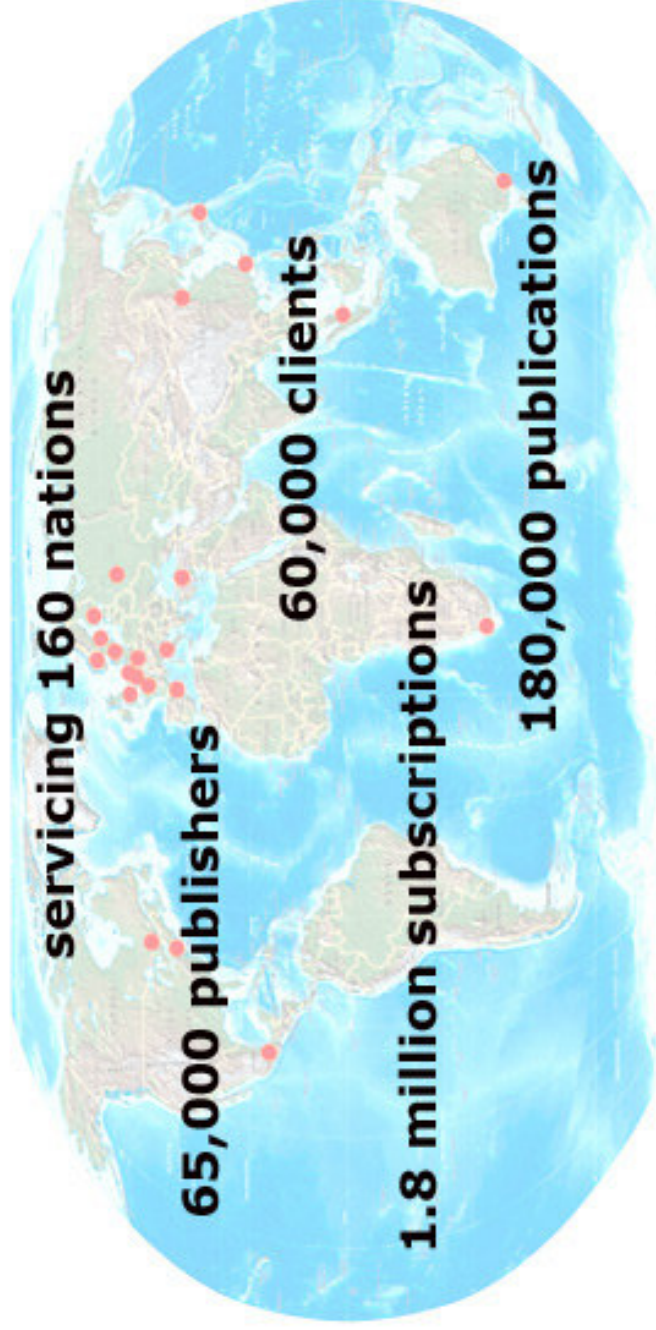
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Australia, Belgium, Canada, China, Denmark, Finland, France, Germany, Italy, Japan, Mexico, The Netherlands, Norway, Russia, Singapore, South Africa, Spain, Sweden, Taiwan, Turkey, The United Kingdom, The United States of America

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Who are we?



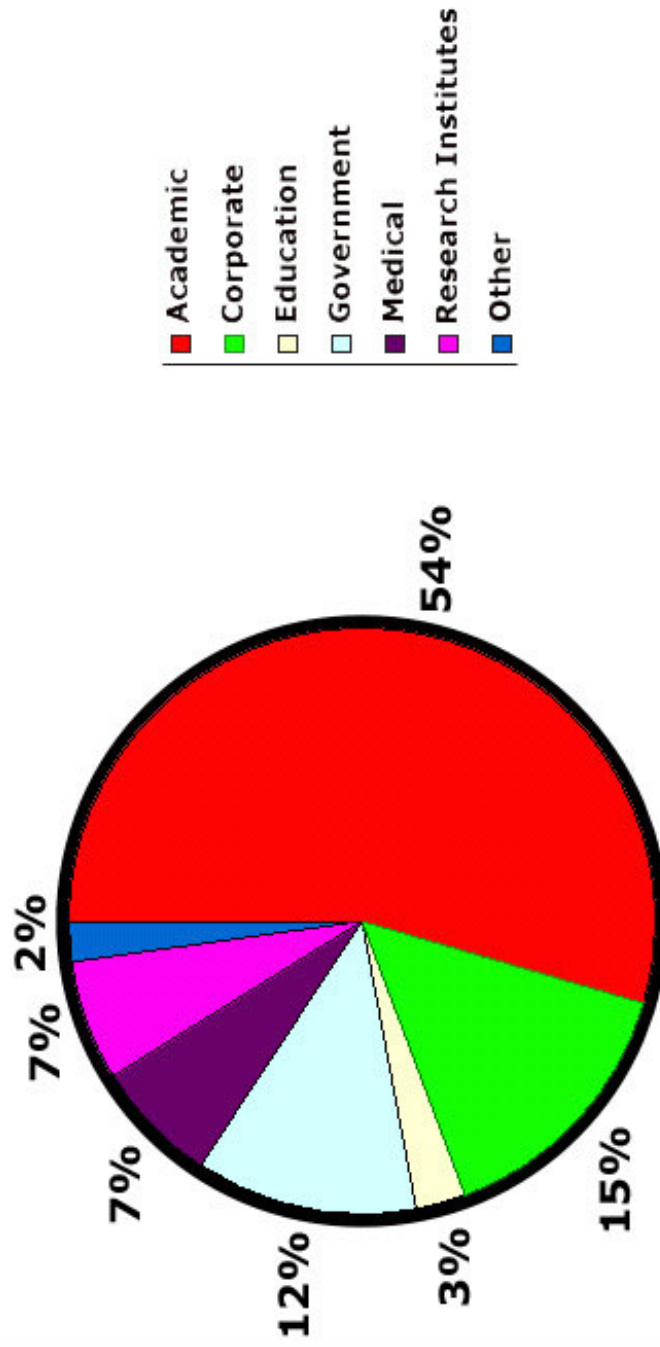
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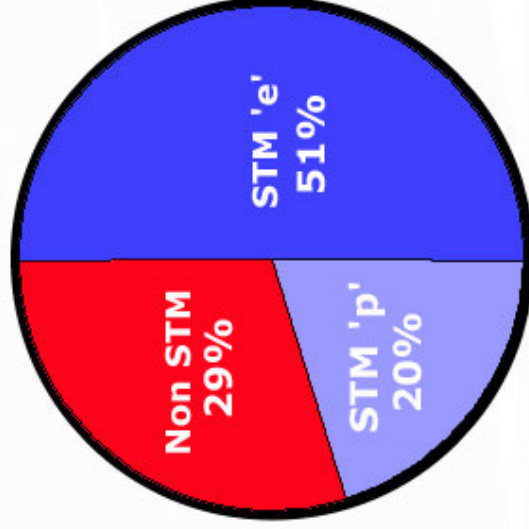
Sales per Market Segment 2005



Who are we?

STM : E-Journals management as core business
Non STM : Growing and representing one third

Breakdown of Swets' Business



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The Changing Market

- **Customers scream for Choice, for ability to control their destiny**

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The Changing Market

- Customers scream for Choice, for ability to control their destiny
- **Customers' willingness to compromise, to trade-off "value" against budget**

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The Changing Market

- Customers scream for Choice, for ability to control their destiny
- Customers' willingness to compromise, to trade-off "value" against budget
- **Value defined in other terms than (just) journal prices**
 - Usage, users, impact factor, timeliness, version, alternatives...
 - Customer specific

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The Changing Market

- Customers scream for Choice, for ability to control their destiny
- Customers' willingness to compromise, to trade-off "value" against budget
- Value defined in other terms than (just) journal prices
 - Usage, users, impact factor, timeliness, version, alternatives...
 - Customer specific
- **Hence, selection criteria have changed:**
 - From: financial/price and faculty (quality) driven
 - To (also): other performance indicators
 - To (also): other decision makers

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The Changing Market – 'Publishers' Responses

A. Extensions of Business Model

- New building blocks, other than individual journal
 - Packages/Databases, Back files, eBooks
 - Individual articles, Individual objects
- New pricing models
- New rights/permissions other than thru ownership

B. Other Content Suppliers

- Open Access
- Institution Repositories
- Other Web-based content

➔ New publishing models provide librarians with alternatives: not just “must have” based decisions

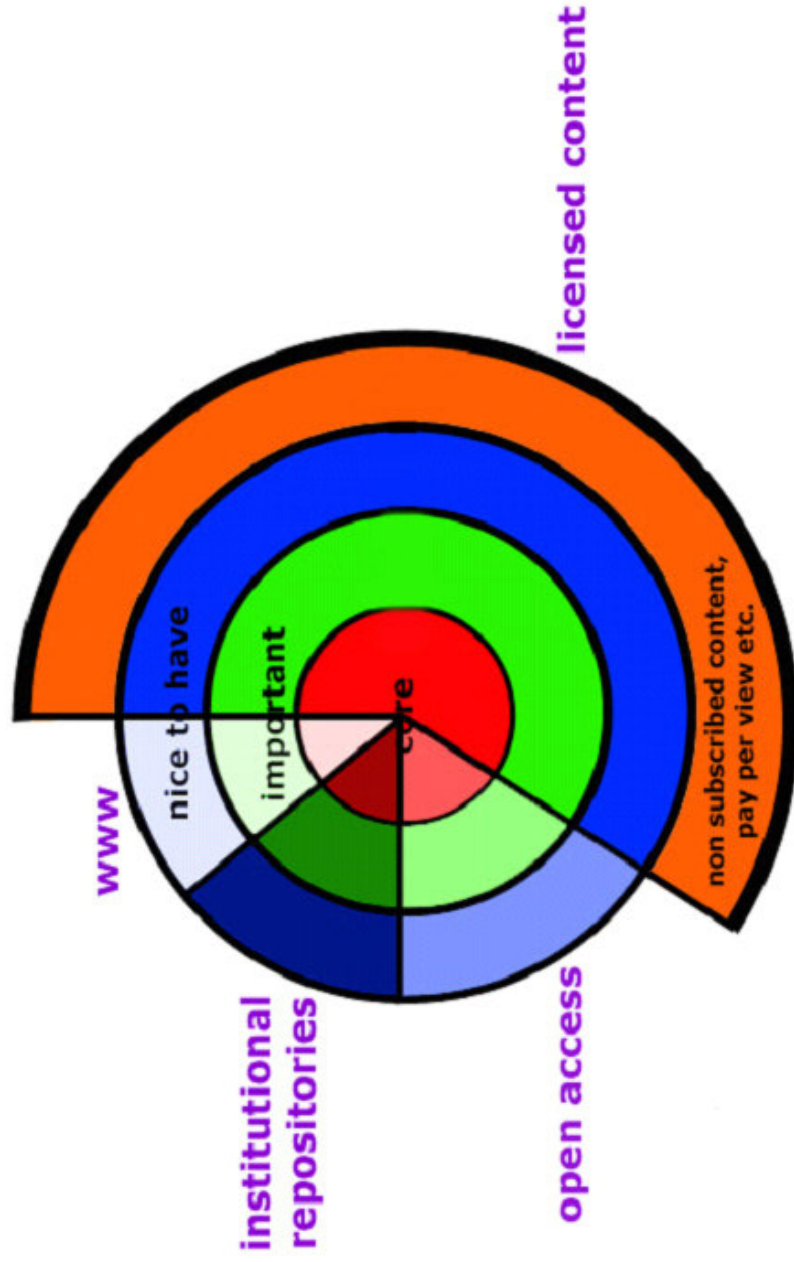
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The Changing Market

- Collection Management

New publisher models have provided librarians with alternatives, allowing radical changes



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The future agent (1)

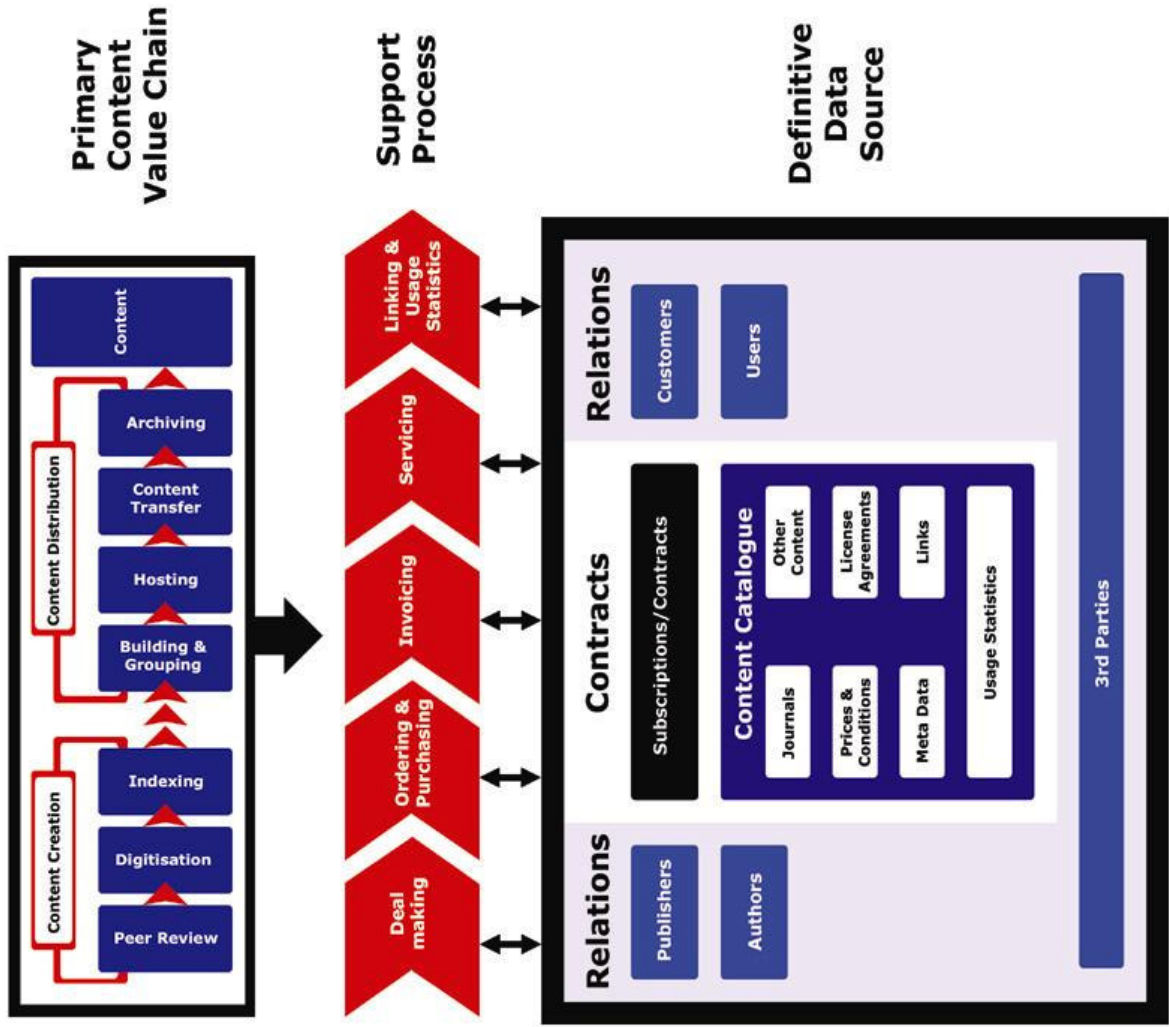
Reduce complexity, Drive efficiency

- Address administrative burden in **whole** content value chain
- Assume role in Standardisation on Metadata
- Ensure cross-industry interoperability
- Reduce data duplication
 - E.g. through data feeds

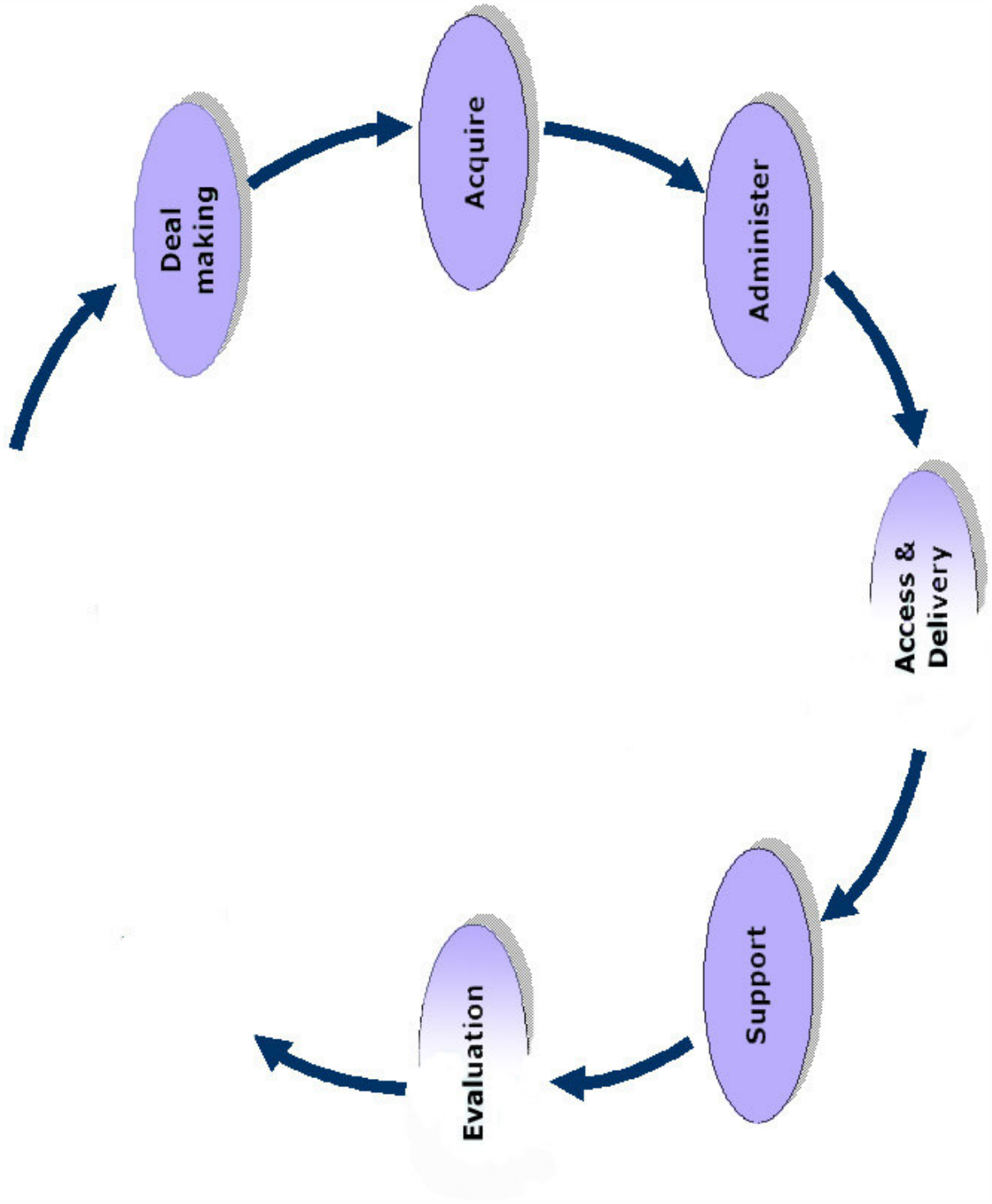
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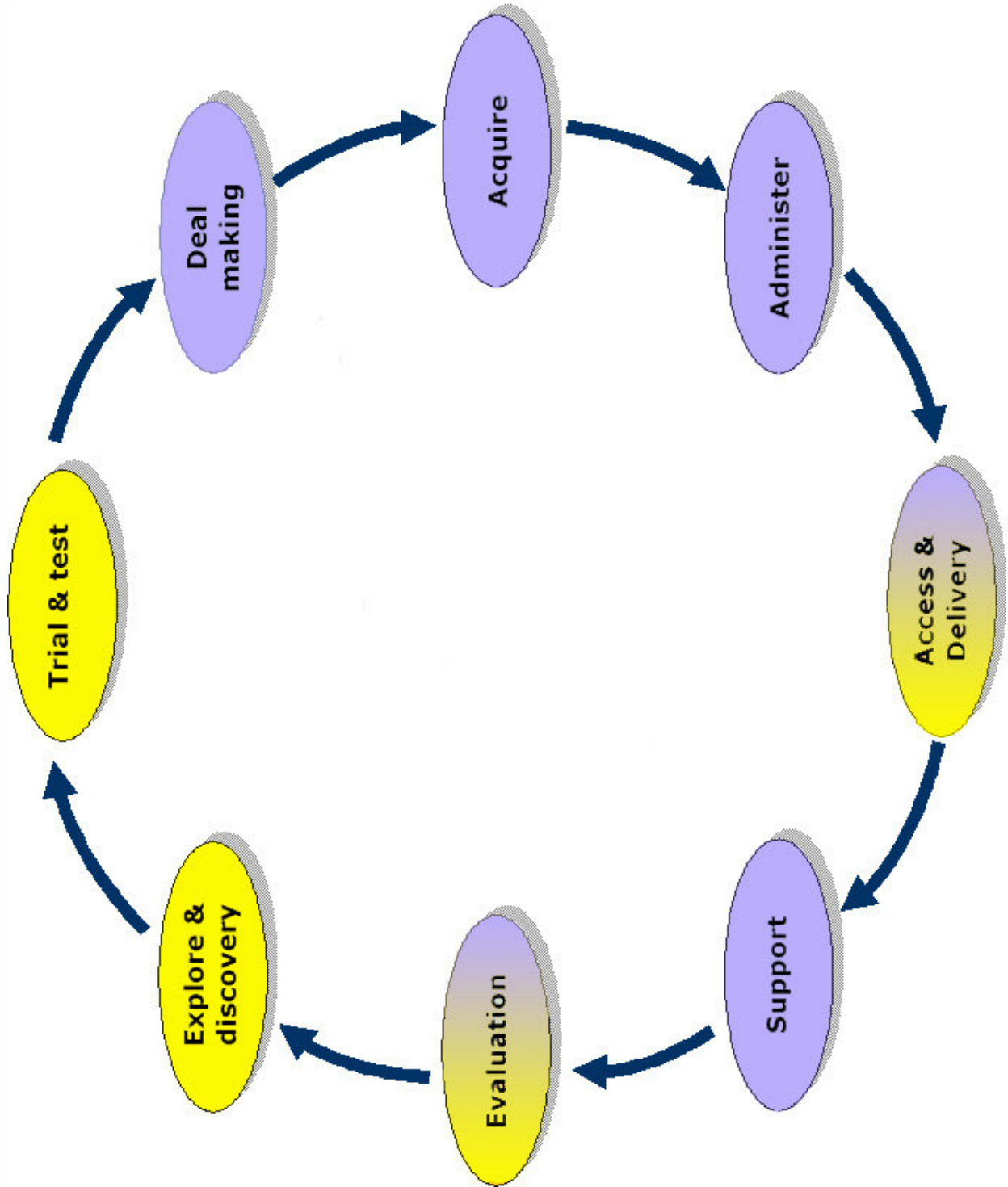
The future agent (1)



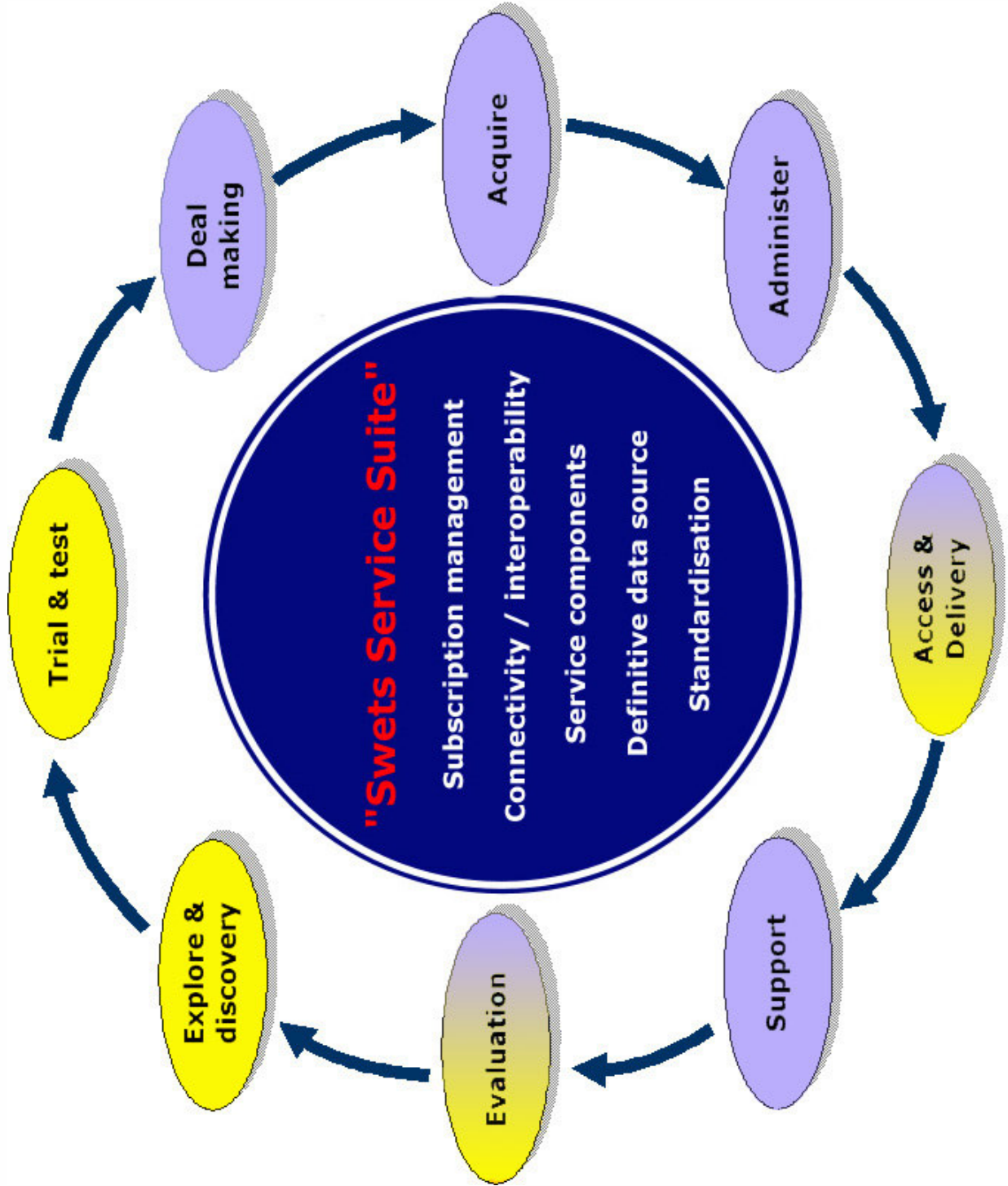
The future agent (2)



The future agent (2)



The future agent (2)



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Journal Supply Chain Integration

“Institutional Identifiers” Pilot

- *Problem definition:* current inefficiencies for all players in chain, new business models depend on consistent identification
- *Participants:* British Library, HighWire (+ publishers assoc. with HWP), Ringgold, SCONUL, Royal Swets & Zeitlinger
- *Objective:* assess implications adoption common institutional identifier throughout supply/value chain from purchaser to user
- *Pilot Facts:* start January 20, end December 2006; scope UK customers, industry “neutral”,
www.JournalSupplyChain.org or
www.JournalSupplyChain.com

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SwetsWise Searcher

Not just another search engine!

Objective: disclosure and discovery of accessible information

How: Based on metasearch and clustering technology

What: Clusters 00's of results in milliseconds in "dynamically" organized logical folders, providing structure to search

Features: de-duplicates search results; all sources in which result found come listed; comes bundled with superior connector, broken connectors repaired within minutes at no charge

www.swets.com

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SwetsWise Searcher

chac
Adva

SwetsWise Searcher

All Web News Swets SwetsWis

Top 97 results retrieved for the query **chaos theory** ([Details](#))

Select/deselect all on this page Self

1. [Application of symbol sequence analysis **ε** flames](#) [new window] [preview] [clusters]
 The current invention provides a **method and apparatus** derived from **chaos theory** to monitor the operating sta**nd** and **apparatus** of the present invention may be used o**n** **Assignee:** Electric Power Research Institute, Inc.
Country: US
Date: 2004-08-10
Inventor: Charles Stuart Daw, Timothy A. Fuller, Thom**as**
Patent-Number: 6775645
patft.uspto.gov/netahtml/nph-Parser?patentnumber=6775645

2. [Study of the Hypothalamic-Pituitary-Adrenal](#) [new window] [preview] [clusters]
Changed: December 11, 2002
Condition: Fatigue Syndrome, Chronic; Healthy; Mood I**n**
Status: Completed
clinicaltrials.gov/show/NCT00001479 - ClinicalTrials.gov

3. [Effects of predation pressure on species dynamics](#) [new window] [preview] [clusters]
 [...] asymmetries in multidimensional Lotka-Volterra sy**stem** rich collection of possible **behaviors** of the system incl**ude** subordinate **competitor**, (2) dominant **competitors** an**d** **competitor** coexist in coordinated phase-reversed **cha**o**s** heteroclinic cycle, and (5) all species coexist in an unc**o**ordinated

Topics Sources URLs

Clustered Results

chaos theory (97)

- Model (18)
- Heart rate, Variability (15)
- Time series (5)
- Correlation dimension (4)
- Nonlinear Analyses (2)
- Effect of preconditioning (2)
- Other Topics (3)
- Dynamics (12)
- Control, Nonlinear (12)
- Analysis (8)
- Stability, Delays (8)
- Behavior (4)
- Synchronization (5)
- Patterns (5)
- Energy, Intramolecular (4)
- Kinetics (3)

More

Find in clusters:

Enter Keywords



SUSHI = Standardized Usage Statistics Harvesting Initiative

Who: NISO initiative, aiming to provide consistency and efficiency in tracking usage statistics

Objective: Development standard protocol for ERM, enabling request and delivery usage stats from vendors

Status: Successful integration Swets ERM stats with Innovative Interfaces and Ex Libris. Statistics transferred COUNTER compliant. Now B-testing with customers.

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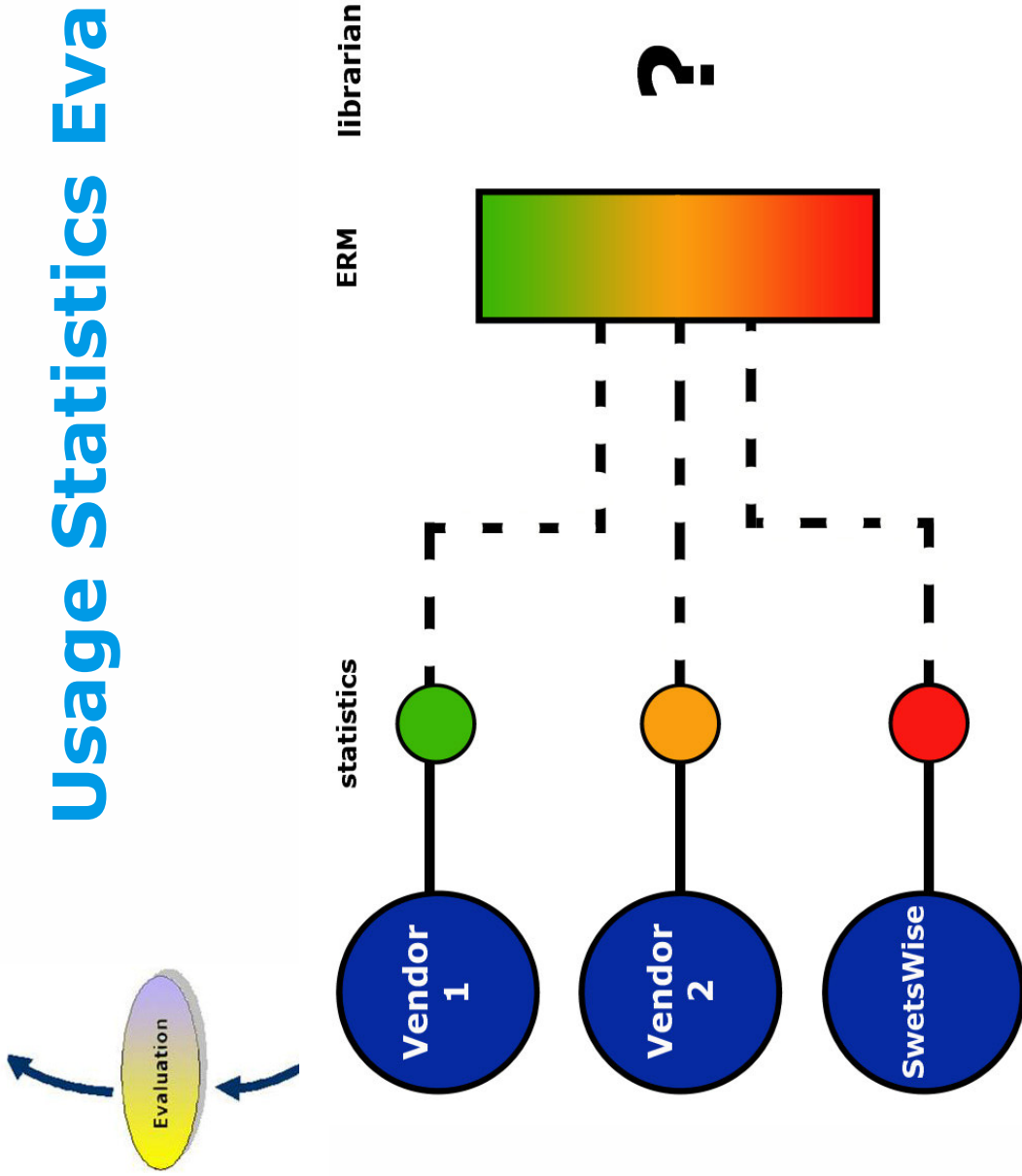
Usage Evaluation

- Partnership with ScholarlyStats. Toolbox including:
 - Explore usage at your institute
 - Analyze trends
 - Supports usage based budget decisions
 - Reports searches, sessions and turnaways
 - Also non-COUNTER compliant data formatted
 - Select from set of Collection Vendors
 - Various consolidated and dashboard reports
- Swets intention to partner with and/or integrate other decision support tools and consolidate into one "cockpit"

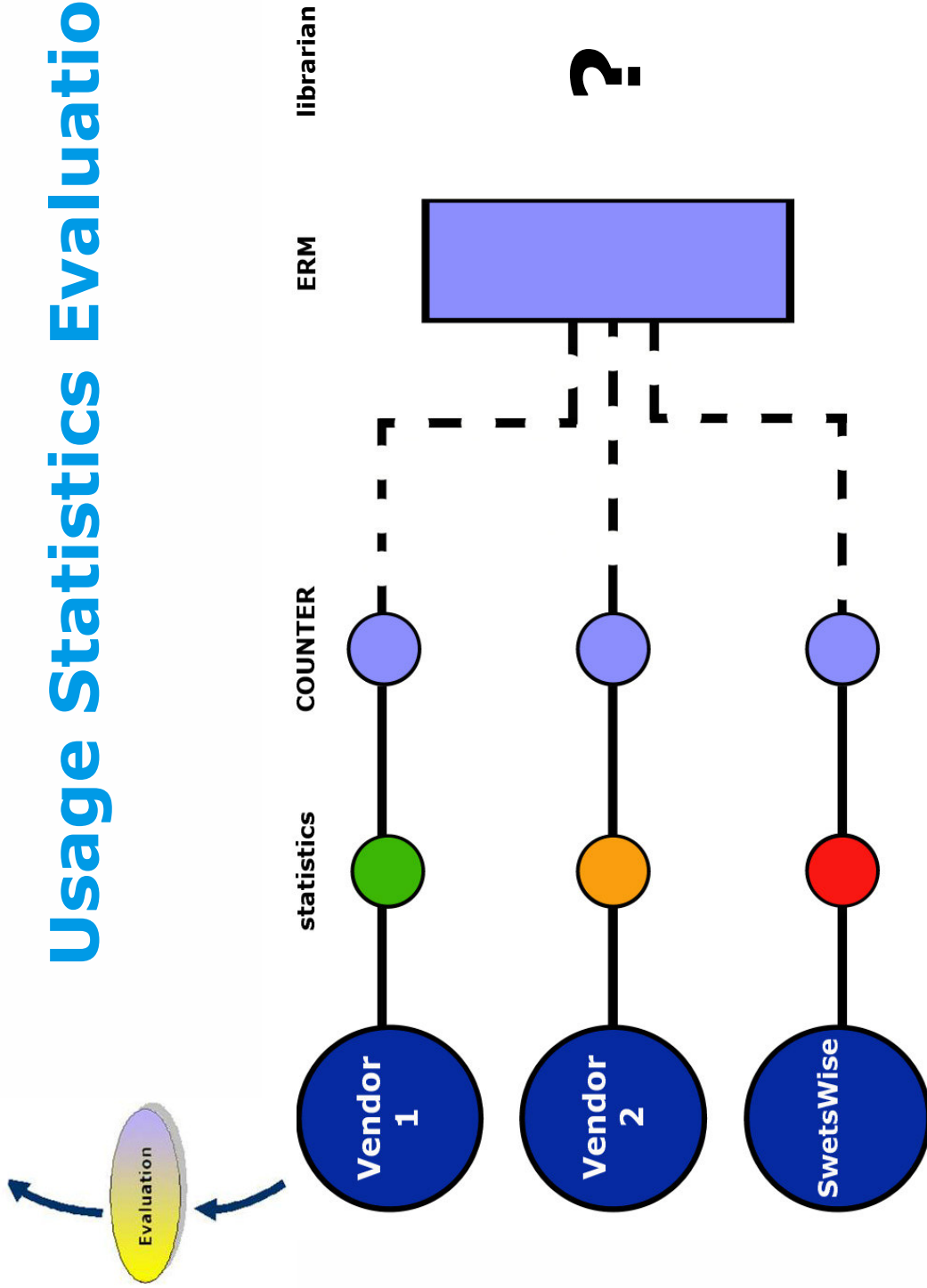
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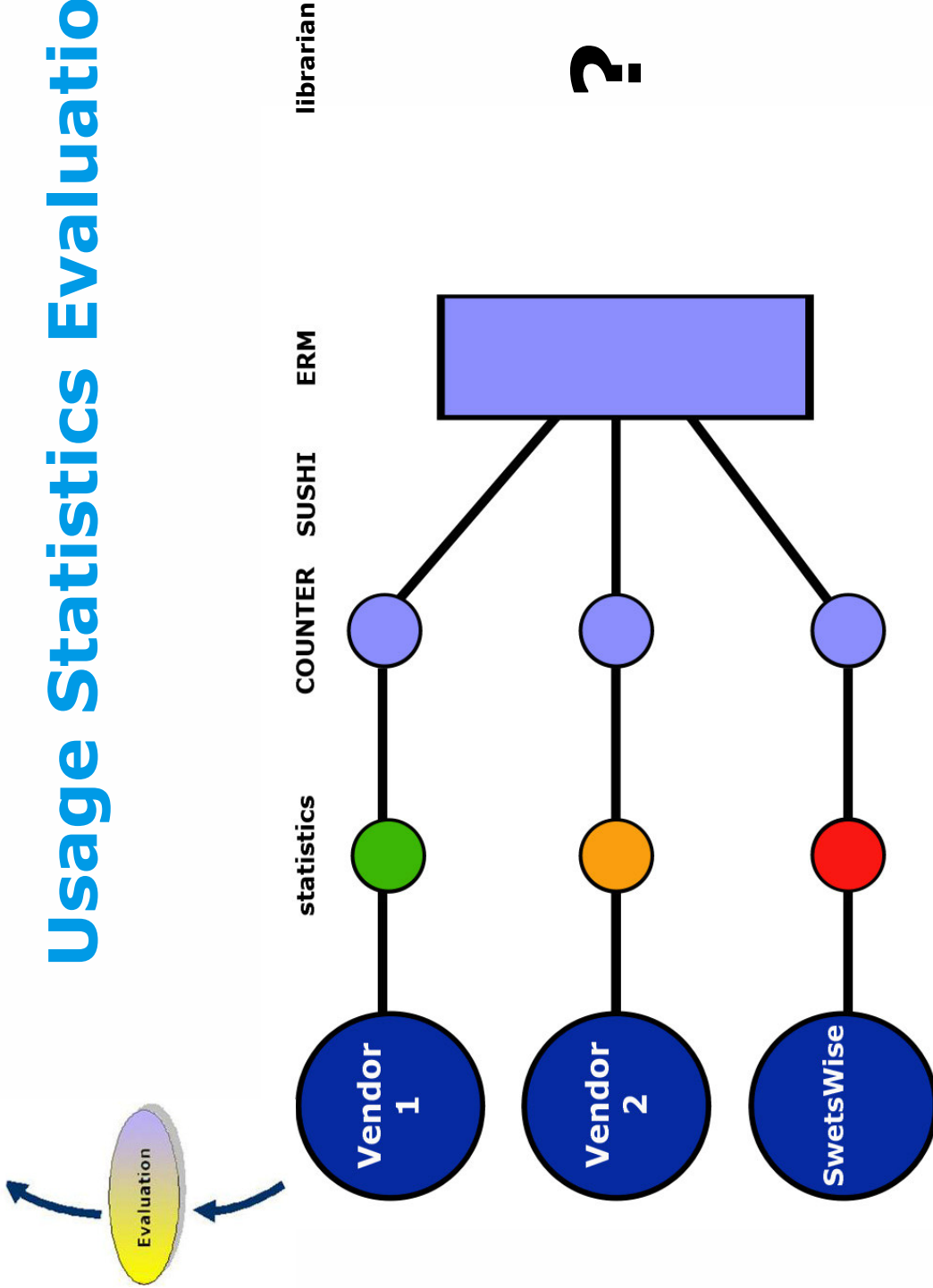
Usage Statistics Evaluation



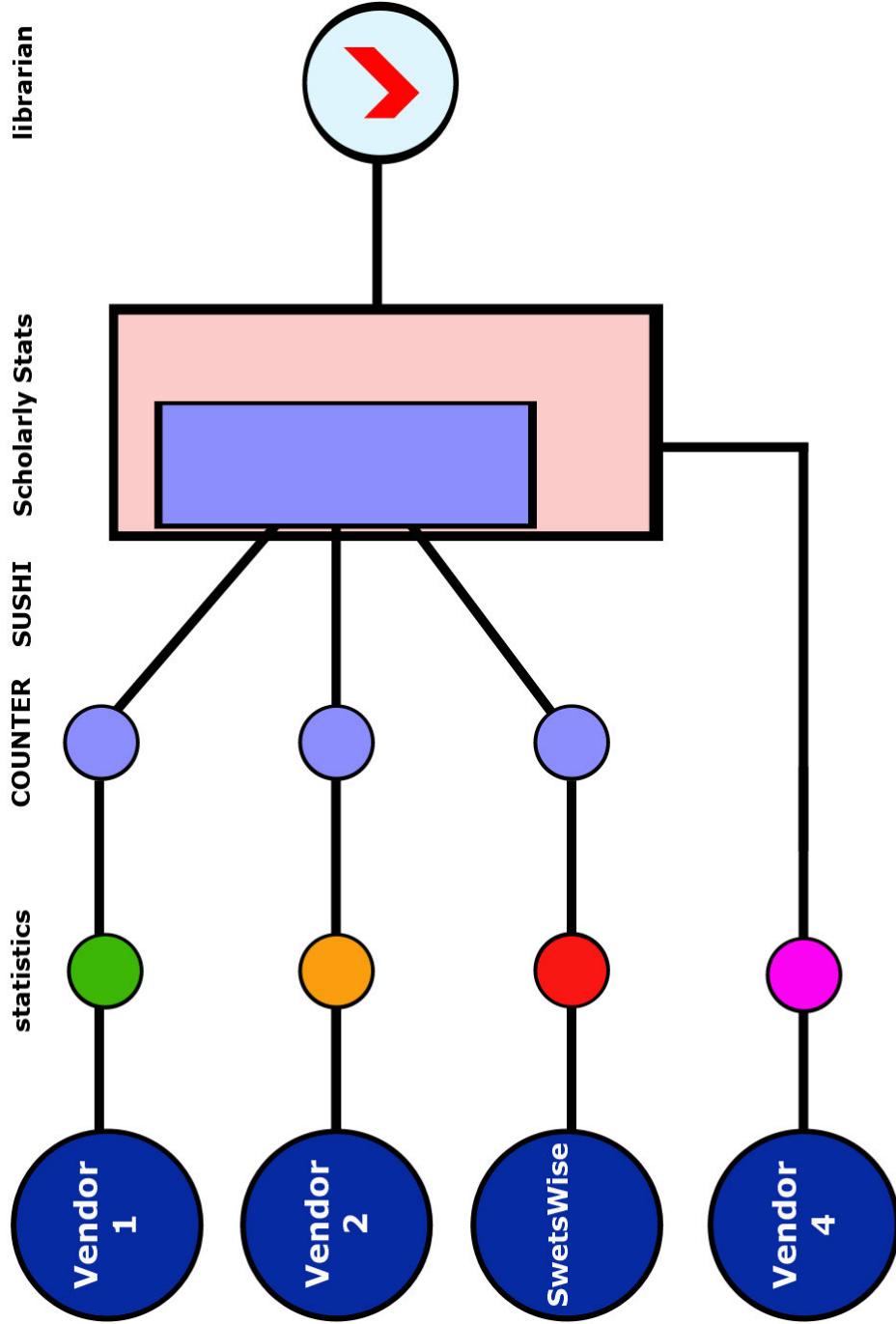
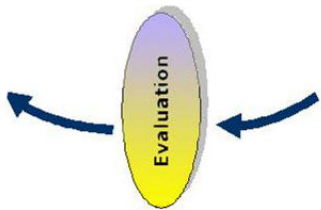
Usage Statistics Evaluation



Usage Statistics Evaluation



Usage Statistics Evaluation



Conclusions

- 1. Agents perfectly suited to provide customer with the insights needed to dynamically manage and develop their information resources**

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2. **The agent's role naturally extends from administrative to explorative services**

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- 3. Holds true for novel as much as for traditional subscription/license models and applies to all forms of (license based) eContent**
- 4. In doing so the agent helps to harmonize (further normalize) the relationship between the supplier and the consumer of information**

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