Scholarly Information on the Web
A Vision for the Future Service Landscape

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
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

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
Who are we?

Sales per Market Segment 2005

- Academic: 54%
- Corporate: 15%
- Education: 12%
- Government: 7%
- Medical: 7%
- Research Institutes: 3%
- Other: 2%
Who are we?

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

Breakdown of Swets' Business

- Non STM 29%
- STM 'e' 51%
- STM 'p' 20%
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The Changing Market

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- **Customers’ willingness to compromise, to trade-off “value” against budget**
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- 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
The Changing Market

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– **Hence, selection criteria have changed:**
  – From: financial/price and faculty (quality) driven
  – To (also): other performance indicators
  – To (also): other decision makers
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
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
The future agent (1)
The future agent (2)
The future agent (2)
The future agent (2)

"Swets Service Suite"
- Subscription management
- Connectivity / interoperability
- Service components
- Definitive data source
- Standardisation

Deal making
Acquire
Administer
Access & Delivery
Support
Evaluation
Explore & discovery
Trial & test
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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](http://www.JournalSupplyChain.org) or
  
  [www.JournalSupplyChain.com](http://www.JournalSupplyChain.com)
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
SwetsWise Searcher

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

- Select/deselect all on this page

1. Application of symbol sequence analysis to flames
   - The current invention provides a method and apparatus derived from **chaos theory** to monitor the operating state of the present invention may be used on.
   - **Assignee**: Electric Power Research Institute, Inc.
   - **Country**: US
   - **Date**: 2004-08-10
   - **Inventor**: Charles Stuart Daw, Timothy A. Fuller, Thomas
   - **Patent Number**: 6775645
   - **Patent Number**: 6775645

2. Study of the Hypothalamic-Pituitary-Adrenal

3. Effects of predation pressure on species dynamics

Find in clusters:
- Enter Keywords

Enter Keywords
Go
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.
- 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”
Usage Statistics Evaluation

Vendor 1

Vendor 2

SwetsWise

statistics

ERM

librarian

?
Usage Statistics Evaluation

Vendor 1 — statistics — COUNTER

Vendor 2

SwetsWise

ERM

librarian

?
Usage Statistics Evaluation

- Librarian
- ERM
- COUNTER SUSHI
- Statistics
- Vendor 1
- Vendor 2
- SwetsWise

Evaluation
Usage Statistics Evaluation

Vendor 1

Vendor 2

SwetsWise

Vendor 4

statistics
COUNTER
SUSHI
Scholarly Stats
librarian

Evaluation

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Conclusions

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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**