



EBRARY UPDATE

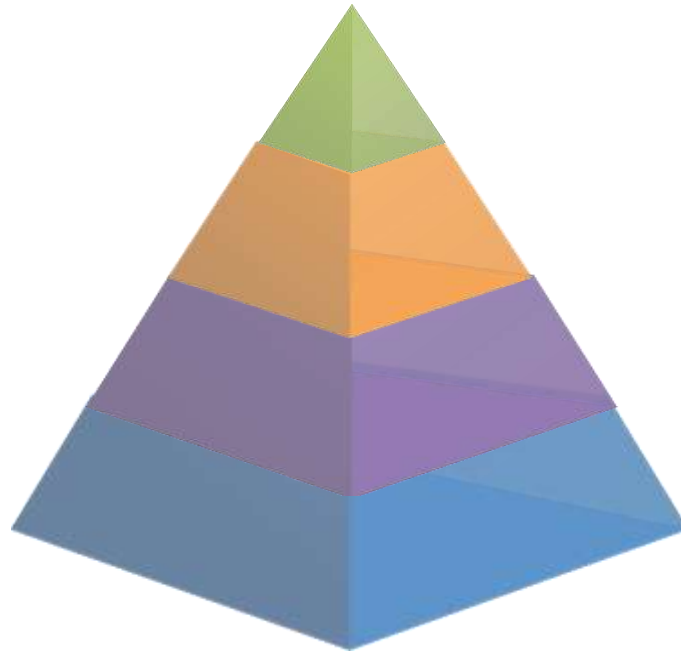
Krzysztof Murawski, ProQuest

Inforum, Prague, May 2013

Agenda

- *Strategic ebook acquisition*
- *ebrary Models Overview*
- *Enhancement Roadmap for 2013*
- *Summary: The ebrary solution*

Strategic



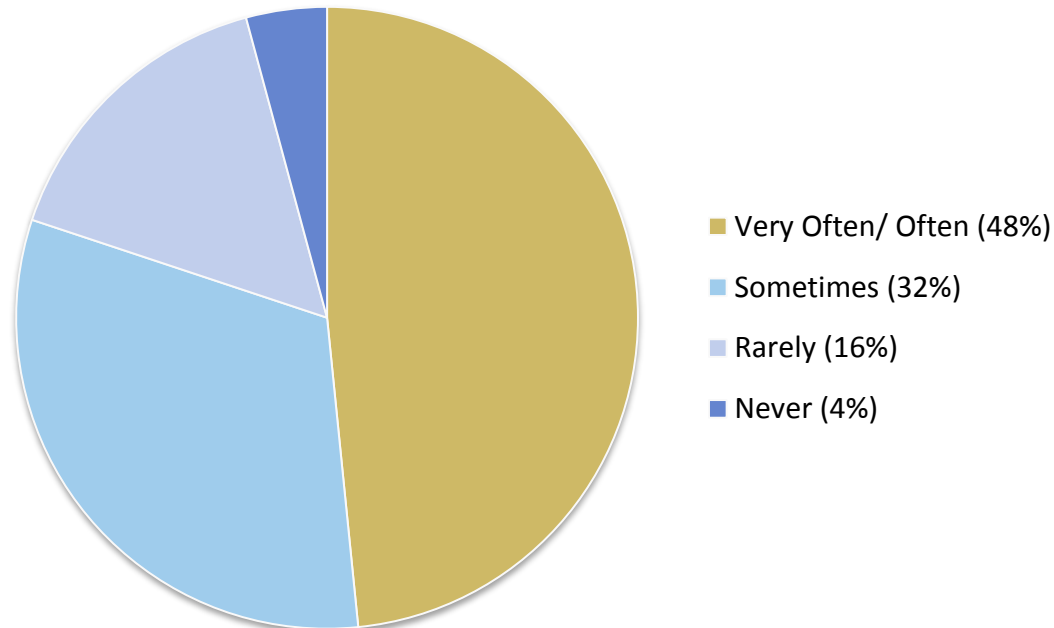
E-book Acquisition

Are You Meeting Your Students' E-book Needs?



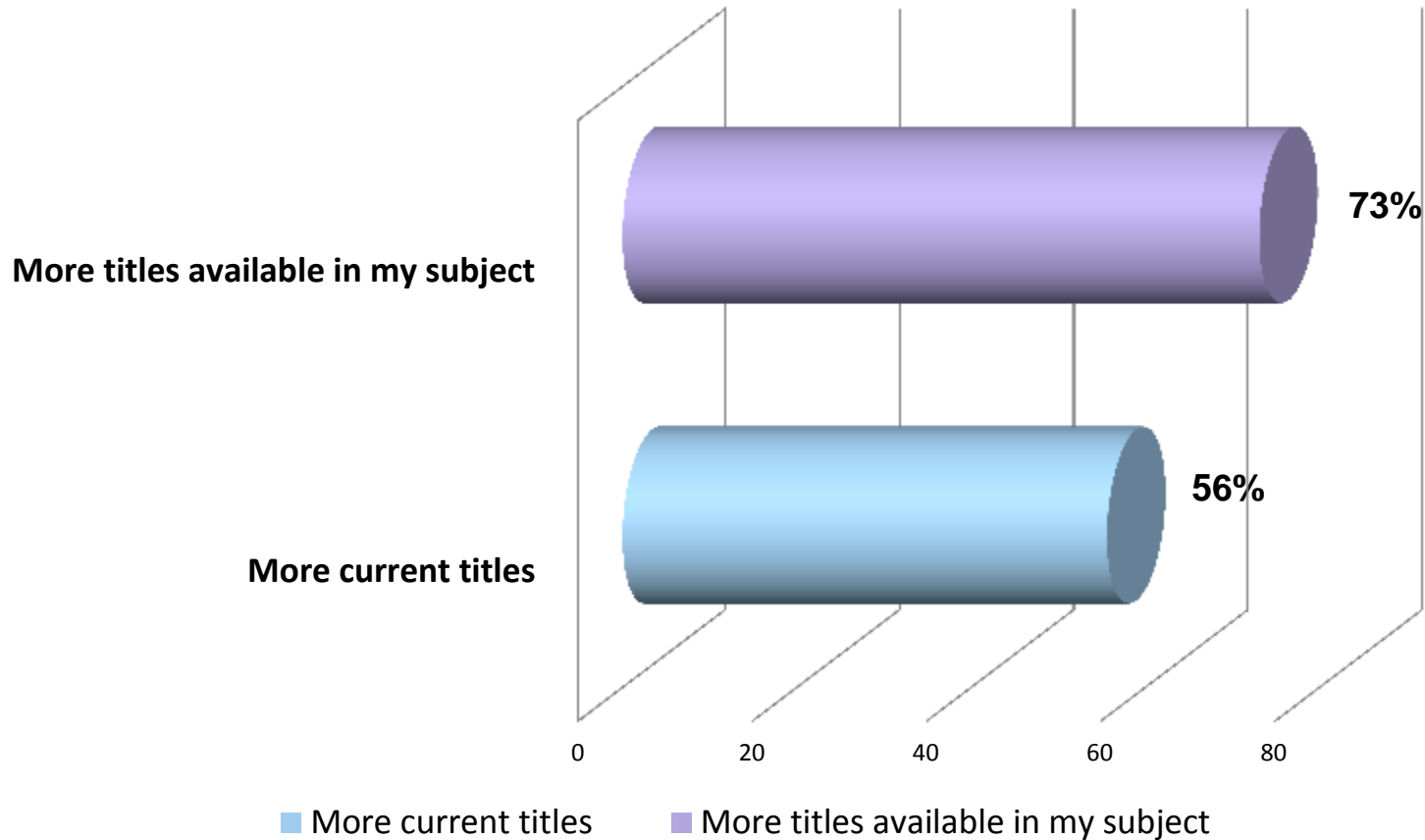
48% would “very often” to “often” choose E over P if available*

Undergraduate/Postgraduate



What % of your budget is for e-books?

What Would Increase E-book Usage?



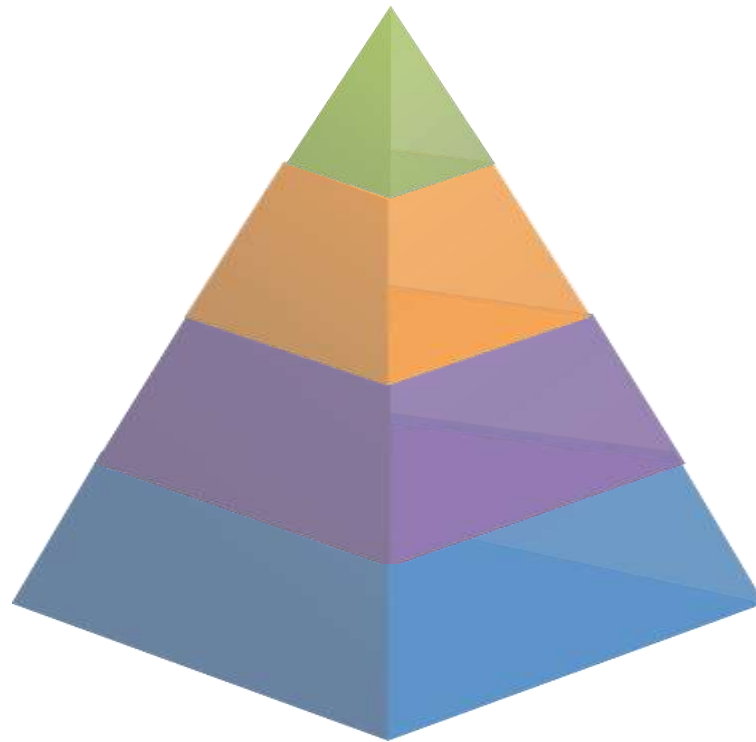
E-book Challenges



- Having to do more with less ?
 - Budget cuts
 - Budget competes with other resources
- Perception of print as favorable over digital ?
 - Uncertain demand among faculty and staff
- Difficult to manage?
 - Where to download MARC records?
 - How to order?
- Ownership and/or Access ?
 - Priorities with limited budget



Why Diversify?





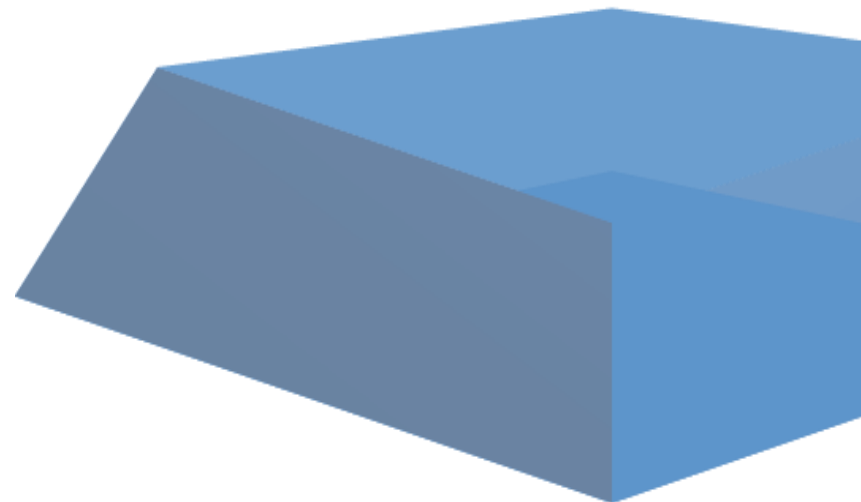
Diversify Models for the Greatest ROI



SUB

Subscription

Affordable base, unlimited
multi-user access and continued growth
80,000 titles valued > \$7 million





Diversify Models for the Greatest ROI



PDA

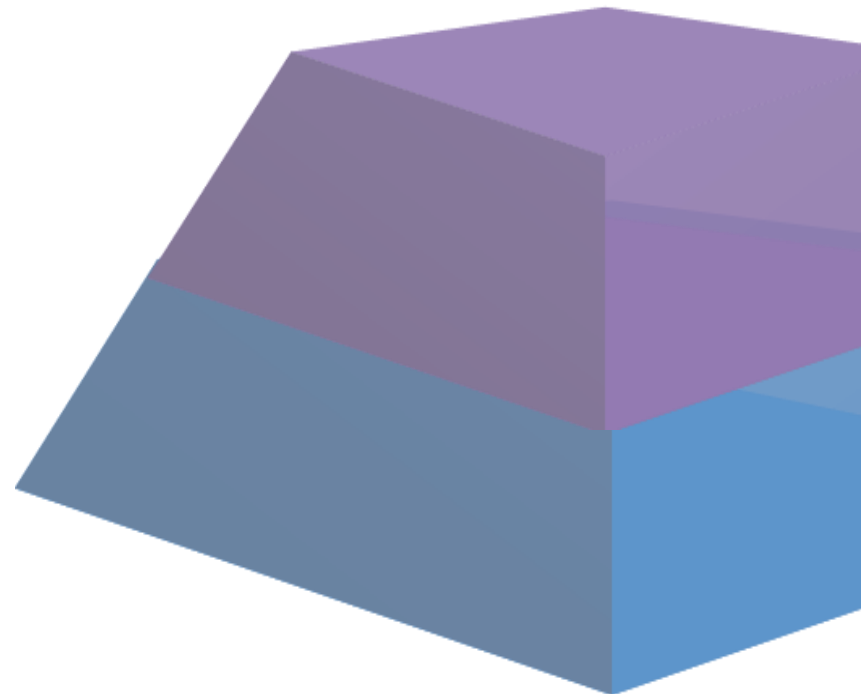
Patron Driven Acquisition

Expand the selection, only purchase if used
Extended Access™ for single-user titles
300,000 additional titles valued > \$15 million

SUB

Subscription

Affordable base, unlimited
multi-user access and continued growth
80,000 titles valued > \$7 million





Diversify Models for the Greatest ROI



STL

Short-Term Loans

Supplement the collection, no commitment to purchase

PDA

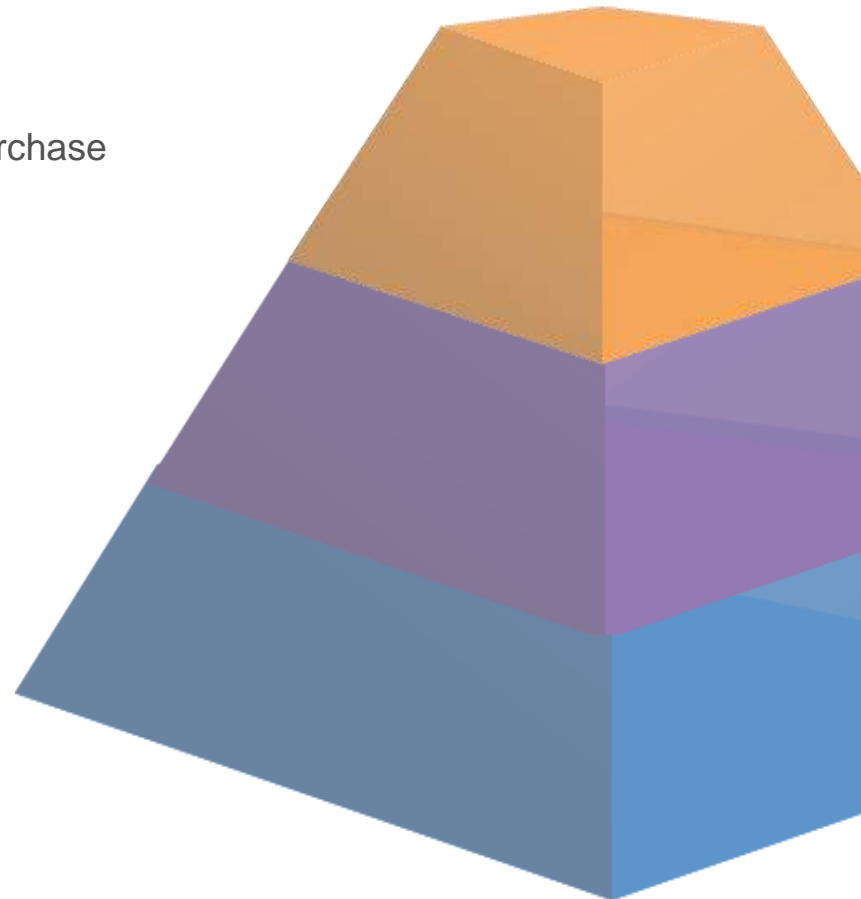
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Diversify Models for the Greatest ROI



PA

Perpetual Archive

Purchase essential titles outright
Extended Access™ for single-user titles

Over 360,000 titles. **If this were your only model, it would cost millions!**

STL

Short-Term Loans

Supplement the collection, no commitment to purchase

PDA

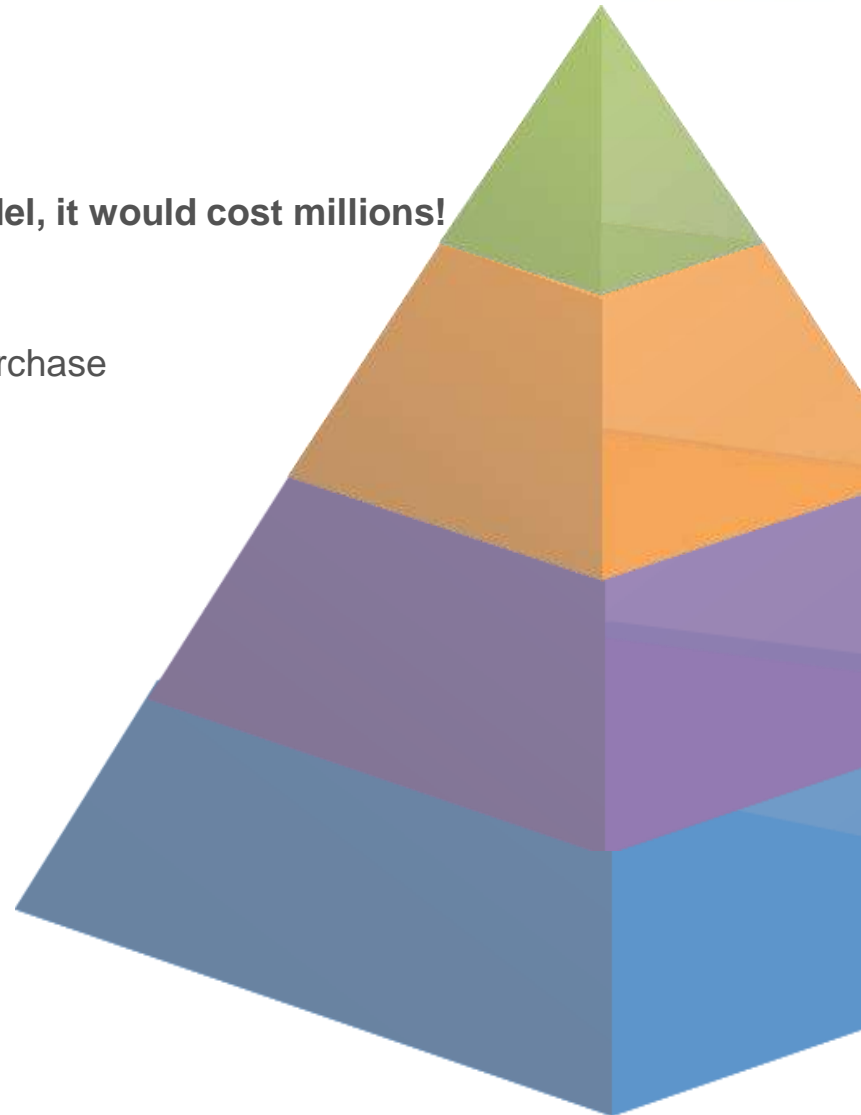
Patron Driven Acquisition

Expand the selection, only purchase if used
Extended Access™ for single-user titles
300,000 additional titles valued > \$15 million

SUB

Subscription

Affordable base, unlimited
multi-user access and continued growth
80,000 titles valued > \$7 million



Control Speculative Purchasing

- Brings benefit of multi-user access to single-user titles
 - Reduced up-front costs
 - No turn-aways

- Upgrade, purchase another copy, or short-term loan
- Automated or email notifications
- Seamless to end-users



Sub Usage Drives Strategic Acquisition

Category	Pages Viewed	Pages Copied	Pages Printed	Unique Documents
ARCHITECTURE	802		84	26
ART	663		127	26
BUSINESS & ECONOMICS	5,922	45	255	148
COMPUTERS	2,178	1	4	47
EDUCATION	449		101	25
FICTION	799			14
HISTORY	14,739	67	490	255
LANGUAGE ARTS & DISCIPLINES	2,981	18	527	71
LAW	1,236	1		46
LITERARY CRITICISM	5,695	28	429	156
MATHEMATICS	1,683			36
MEDICAL	4,374	47	478	169
MUSIC	2,981	44	378	46
PERFORMING ARTS	1,797	13		46
PHILOSOPHY	4,011	7	2,509	143
POLITICAL SCIENCE	5,972	74	969	196
PSYCHOLOGY	3,889	10	234	81
REFERENCE	466	6		7
RELIGION	6,470	115	898	161
SCIENCE	5,467	4	271	125
SOCIAL SCIENCE	17,018	60	563	249
TECHNOLOGY & ENGINEERING	803	1	27	26

PA

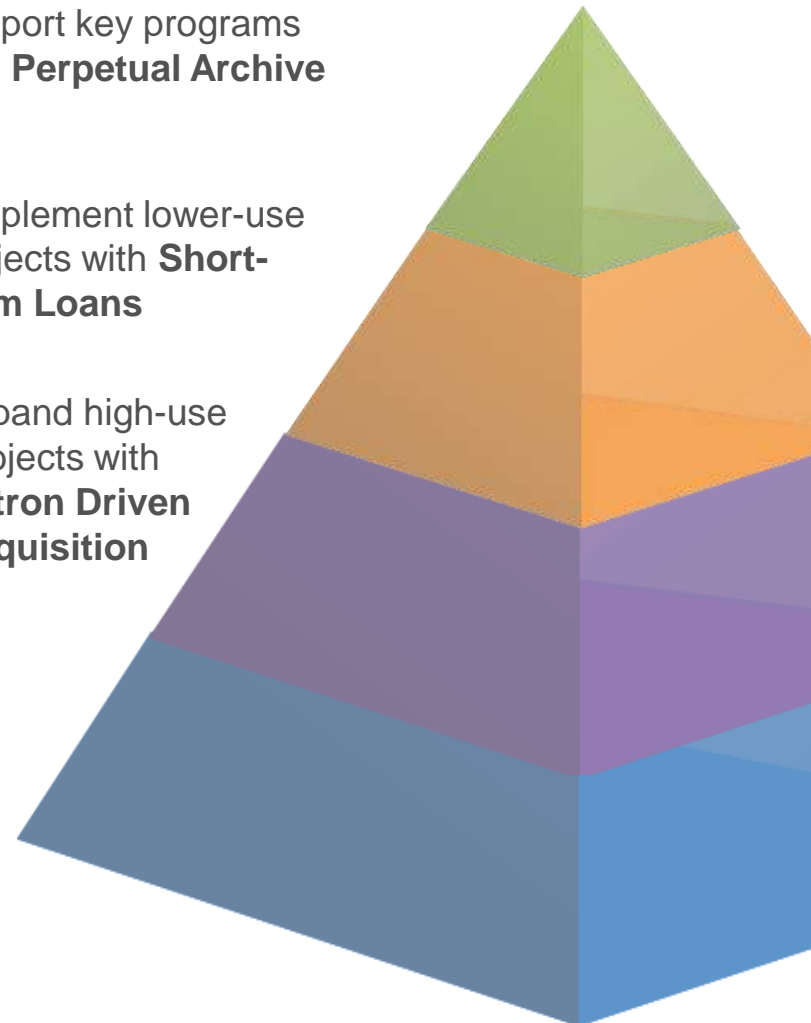
Support key programs with **Perpetual Archive**

STL

Supplement lower-use subjects with **Short-Term Loans**

PDA

Expand high-use subjects with **Patron Driven Acquisition**



SUB

Subscription provides the base in multiple subjects

Value of AC

list price of used titles

WFServlet [Read-Only] - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View Add-Ins

A1 Title Report

Title Report
Month of: 06/2011
Detailed by: Entire Period
For: ebrary Demo Site (demo)
Channel Collection(s): Academic Complete*

Date	Usage	Title	Primary BISAC Category	Author	Publisher	Available License	List Price	Pages Viewed	Percent Viewed	Pages Copied	Percent Copied
8	Period	Atlas of World Affairs	POLITICAL SCIENCE	Boyd, Andrew(Author)	Routledge	SUPO	\$136.00	2	0%		0%
9	SUB	Adobe InDesign 1.5 : Classroom in a Book	COMPUTERS	Adobe Creative Team Staff(Author)	Adobe Press		\$0.00	9	0%		0%
10	SUB	Ambient Factors in the Workplace : An ILO Code of Practice	BUSINESS & ECONOMICS	International Labour Office Geneva(Author)	International Labour Office Bureau International du Travail		\$0.00	13	0%	1	1%
11	SUB	Political Map Asia Thailand	REFERENCE	Maps.com(CR)	Maps.com		\$0.00	2	0%		0%
12	SUB	Hypsometric Map Asia Jordan	REFERENCE	Maps.com(CR)	Maps.com		\$0.00	3	0%		0%
13	SUB	Business Planning Guide : Creating a Winning Plan for Success	BUSINESS & ECONOMICS	Bangs, David H.(Author)	Dearborn Trade, A Kaplan Professional Company	SUPO MUPO	\$24.95	5	0%		0%
14	SUB	Library of Congress Asian Collections	LANGUAGE ARTS & DISCIPLINES	Library of Congress, Asian Division(CB)	Library of Congress		\$0.00	7	0%		0%
15	SUB	Power of Video Technology in International Comparative Research	EDUCATION	Ulewica, Monica(Author)	National Academies Press	SUPO MUPO	\$12.00	10	0%		0%
16	SUB	Being Fluent with Information Technology	COMPUTERS	National Research Council Staff(Author)	National Academies Press	SUPO MUPO	\$28.00	7	0%	1	0%
17	SUB	Career Change Resume	BUSINESS & ECONOMICS	Hofferber, Karen(Author)	McGraw-Hill Companies, The	SUPO MUPO	\$12.95	2	0%		0%
18	SUB	Transfer of Pollution Prevention Technologies	SCIENCE	Committee to Evaluate Transfer of Pollution Prevention Technology for the U.S. Army(CB)	National Academies Press	SUPO MUPO	\$18.00	2	0%		0%
19	SUB	Health and Medicine: Challenges for the Chemical Sciences in	SCIENCE	Organizing Committee for the Workshop on Health and Medicine(CB)	National Academies Press	SUPO MUPO	\$18.00	2	0%		0%
20	SUB	Action Research in Marketing	BUSINESS & ECONOMICS	Perry, Chad(Editor)	Emerald Group Publishing Ltd	SUPO MUPO	\$193.00	3	0%		0%
21	SUB	AIDS Epidemic Update : December 2003	MEDICAL	AIDS Staff, Joint United Nations Programme On H.I.V.(Author)	UNAIDS		\$0.00	21	0%	1	2%
22	SUB	Atlas of Selective Sentinel Lymphadenectomy for Melanoma, Br	MEDICAL	Leong, Stanley P. L(Editor)	Kluwer Academic Publishers	SUPO	\$125.00	2	0%		0%
23	SUB	Innovation and Invention in Medical Devices: Workshop Summar	MEDICAL	Hanna, Kathi E(Editor)	National Academies Press	SUPO MUPO	\$26.75	2	0%		0%
24	SUB	Magnetic Resonance Imaging in Stroke	MEDICAL	Davis, Stephen(Editor)	Cambridge University Press	SUPO	\$160.00	4	0%		0%
25	SUB	Argument and Audience	EDUCATION	Kempf, Daniels(Author)	International Debate Education Association		\$0.00	4	0%		0%
26	SUB	Maran Illustrated Piano	MUSIC	Maran, Ruth(Author)	Course Technology	SUPO MUPO	\$24.99	146	0%		0%
27	SUB	Maran Illustrated Guitar	MUSIC	Maran, Ruth(Author)	Course Technology	SUPO MUPO	\$24.99	122	0%		0%
28	SUB	Emerging Roles of Health Sciences Librarians (Part 2)	LANGUAGE ARTS & DISCIPLINES	Shipman, Jean P(Editor)	Emerald Group Publishing Limited	SUPO MUPO	\$193.00		0%		0%
29	SUB	Outsourcing and HR	BUSINESS & ECONOMICS	Pollitt, David(Editor)	Emerald Group Publishing Limited	SUPO MUPO	\$193.00	8	0%		0%
30	SUB	Forest Dynamics : An Ecological Model	SCIENCE	Botkin, Daniel B.(Author)	Oxford University Press, Incorporated	SUPO MUPO	\$134.32	9	0%	1	0%
31	SUB	Social Security Benefits Handbook (4th Edition)	BUSINESS & ECONOMICS	Tomkiel, Stanley, III(Author)	Sphinx Publishing, an Imprint of Sourcebooks, Inc.	SUPO MUPO	\$18.95	2	0%		0%
32	SUB	Cold War	HISTORY	Lightbody, Bradley(Author)	Routledge		\$45.95	17	0%	5	1%
33	SUB	Psychologists' Desk Reference	PSYCHOLOGY	Koocher, Gerald P.(Author)	Oxford University Press	SUPO	\$87.75	46	0%	2	0%
34	SUB	American Law in a Global Context : The Basics	POLITICAL SCIENCE	Fletcher, George P.(Author)	Oxford University Press, Incorporated	SUPO	\$47.25	2	0%		0%
35	SUB	People Themselves : Popular Constitutionalism and Judicial R	POLITICAL SCIENCE	Kramer, Larry(Author)	Oxford University Press, Incorporated	SUPO	\$26.93	4	0%		0%

Ready | ebrary Reporting Portal Report | 75%

Year-on-year usage shows diverse trends



File Report 7-2009 through 6-2012 w overlap_Analysis_NEIL SORENSEN - Microsoft Excel

Home Insert Page Layout Formulas Data Review View

Font: Arial 10, Bold, Italic, Underline, Text Color, Background Color, Wrap Text, Merge & Center

Number: \$, %, +, -, /, * (General, Number, Currency, Accounting, Date, Time, Text, Fraction, Scientific)

Styles: Normal, Bad, Good, Neutral, Calculation, Check Cell

Cells: Insert, Delete, Format, AutoSum, Fill, Clear, Sort & Filter, Find & Select

Editing: Undo, Redo, Cut, Copy, Paste, Format Painter, Clipboard

S26

A B C D E F G H I J K L M N O P Q R S

1 ebrary

2 University of XXXX - Usage Statistics 7/2009 through 6/2012

Year	Number of Titles Used	Price of All Titles Used	Number of Subscription Titles Used	Price of Subscription Titles Used	Price of Perpetual Titles Used	Avg Price Per Title Used	Subscription Cost	Actual Cost Per Subscription Title Used	Number of Subscription User Sessions	Subscription Cost Per Use	Overlap 2012 & 2011	Overlap 2011 & 2010	3 year Overlap 2012, 2011 & 2010
2012	31,385	\$2,290,253.49	30,404	\$2,190,605.84	\$99,647.65	\$72.97	\$50,000.00	\$1.64	110,760	\$0.45	31,385	↓	31,385
2011	19,550	\$1,481,500.55	18,970	\$1,419,875.08	\$61,625.47	\$75.78	\$50,000.00	\$2.64	77,127	\$0.65	19,550	19,550	19,550
2010	19,833	\$1,516,079.93	19,550	\$1,486,198.63	\$29,881.30	\$76.44	\$47,000.00	\$2.40	111,242	\$0.42	↓	19,833	19,833
TOTALS	70,768	\$5,287,833.97	68,924	\$5,096,679.55	\$191,154.42	\$75.07	\$147,000.00	\$2.23	299,129	\$0.51	50,935	39,383	70,768
											10,031	9,987	23,653
											40,904	29,396	47,115
											20%	25%	33%

← Titles Used more than one year
 ← Unique Titles Used during period
 ← Percentage of titles used multiple years

Based on average price per title, the number of titles, subscription fee would have purchased, in 2012, is 666 titles, yet patrons used, 31,385 full text e-book titles

Summary 2012 titles 2012 Subscription 2012 Perpetual 2011 titles 2011 Subscription 2011 Perpetual 2010 titles 2010 Subscr

Ready 100%

11:17 AM 13/02/2013

ROI

Combining PDA with subscription provides the greatest return on investment

- Purchasing 300,000 PDA titles outright would cost ~ \$15 million
- By also subscribing to Academic Complete:
 - Leverage usage statistics for strategic PDA profiling
 - Provide an affordable base collection of ~80,000 e-books valued over \$7M
 - Eliminate hosting fees – up to \$1500 savings
 - Free DASH![™] (Data Sharing, Fast) for your digital repositories



Benefits to Researchers

- 24x7 access on and offline
 - Dedicated app for iPad, iPhone and iPod touch and Android
- Shareable bookshelves
- Highlighting and annotating
- Automatic citations
- RefWorks and EndNote integration
- Multiple search and navigation options
- Interface in multiple languages
- ADA compliant
- Comprehensive support and training



Practicalities

- **Billing**
 - Sub – annual invoice
 - PA – per order or advance deposit
 - PDA/STL – Pledge amount billed per order or advance deposit
- **Authentication**
 - “On-campus“ IP addresses (IP-authentication).
 - “Off-campus” username/password or barcode
 - Proxy
 - Athens or Shibboleth
 - VPN
 - Referring URL
 - Blackboard or MoodleRooms
 - RPA
 - Ebrary APIs
- **MARC21 with MARC8 encoding**
 - Free for each title
 - All models

ebrary and Summon

- Increase access
 - Up to 400,000 e-books discoverable from library's "front door"
 - Customized to reflect ebrary holdings
- Increase relevance
 - Indexed to chapter level full-text
 - Useful for phrase searching not in metadata
- Increase visibility of ebooks
 - Students surveys demonstrate that while there is awareness that library provides ebooks, they often don't know where to find them
- Save time

2013 Development Plans

- EBL acquisition – confirmed in May '13
- Continued licencing
- 3 user model - active
- User Title Recommendations
- ProQuest Integration - active
- UI and PDA area update
- e-Approval system

ebrary's Solution

- More publisher agreements than any other aggregator (~ 600)
- More models
 - Subscription = critical mass and unlimited users
 - PA/PDA = unlimited users or single user with Extended Access (3 user soon)
 - STL: Non-ownership model avoids speculative purchasing and saves on ILL
- Full-text feed to Serials Solutions for Summon
- Up to 50% discount off Publisher Packs
- Coming March – integration with ProQuest



Strategic E-book Acquisition

Demonstration May 2013

Academic Library Demo Site

<http://site.ebrary.com/lib/demo>

Site Access Username: ebrary

Site Access Password: B8ZMKaTC

PDA Demo Site

<http://site.ebrary.com/lib/pdademo>

Site Access Username: ebrary

Site Access Password: qJAvJ6Jg

eLibrary Demonstration

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- [Life Sciences](#)
- [Medicine](#)
- [Physical Sciences](#)
- [Psychology](#)
- [Religion](#)
- [Social Sciences](#)
- [Technology](#)

Publishers

- [Association of Supervision and Curriculum Development \(ASCD\)](#)
- [Continuum](#)
- [AMACOM](#)
- [Amsterdam University Press](#)
- [BIOS Scientific Publishers](#)
- [Brill Academic Publishers](#)
- [Brookings Institution](#)
- [CABI Publishing](#)
- [Cambridge University Press](#)
- [Columbia University Press](#)
- [Cornell University Press](#)
- [Emerald Group](#)

New in Academic Complete

We have recently added over 1,100 multidisciplinary titles from National Academies Press, New Age International, World Trade Press, University of Chicago Press, and other leading publishers.

Below is a sample listing of newly added titles. To open a document, click on the jacket.



Accidental Billionaires: The Founding of Facebook: A Tale of Sex, Money, Genius and Betrayal, by Ben Mezrich (Anchor, 2010)

[VIEW THIS TITLE](#)



Brain Sense: The Science of the Senses and How We Process the World Around Us, by Faith Hickman Brynne (AMACOM, 2009)

[VIEW THIS TITLE](#)



Discrete Mathematics, by B.S. Vasta and Suchi Vasta (New Age International, 2009)

[VIEW THIS TITLE](#)

Welcome to eLibrary's Acquisitions Portal!

With our new multi-model ordering system, you have unprecedented, real-time control over how you acquire titles from eLibrary—in the same familiar, easy-to-use interface!

Getting Started

1. Choose your acquisition model
 - Perpetual Access (purchase)
 - Patron Driven Acquisition (PDA)
 - Loan
 - Subscription
2. Find titles of interest
 - [Find by Subject](#)
 - [Advanced Search](#)
3. Select the titles you wish to acquire from your resulting list.
4. Apply a fund code, if desired.
5. Order your titles or make them available via PDA.
6. Receive an e-mail confirming your order.
7. Your titles are immediately available to your patrons.
8. Download MARC records and add them to your OPAC, if applicable or desired.

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Signed in as: htlin English | My Settings | Sign Out | Help

ACQUISITION PROFILE FUND CODE PDA ORDERS REPORTS MARC HOLDINGS DASH!

1. Subjects 2. Publishers 3. Filters 4. Documents

You have selected the following acquisitions:

Show Publishers

All Subjects

- Agriculture
- Auxiliary Sciences of History
- Bibliography, Library Science
- Education
- Education (General)
- History of education
- Individual institutions
- Individual institutions
- Individual institutions
- Special aspects of education
- Education and training
- Education extension
- Education of special needs
- Forms of education
- Inclusive education
- Moral and religious education
- Social aspects of education
- Types of education

ACQUISITION PROFILE FUND CODE PDA ORDERS REPORTS MARC HOLDINGS DASH!

1. Subjects 2. Publishers 3. Filters 4. Documents

Select All Publishers Show Documents Or Filter

- ABC-CLIO (61)
- Association for Supervision & Curriculum Development (1)
- Channel View Publications (6)
- Counsel for the Development of Social Science Research in Africa (CODESRIA) (1)
- Georgetown University Press (1)
- Grey House Publishing (1)
- Hong Kong University Press, HKU (2)
- Information Age Publishing (85)
- Jossey-Bass (12)
- Lawrence Erlbaum (36)
- McFarland & Company, Inc., Publishers (1)
- OECD Publishing Centre for Educational Research and Innovation (5)
- Palgrave Macmillan (69)
- Pickering & Chatto Publishers (1)
- Psychology Press (1)
- SAGE Publications Inc. (US) (38)
- Springer Publishing Company (1)
- The Cato Institute (2)
- University of Alabama Press (5)
- Aarhu
- Athab
- Camb
- Chicag
- Duke U
- Elsevi
- Fernw
- Global
- Guilfor
- IDRC
- JAI Pr
- Kogan
- Les Pi
- Montre
- McGill
- Multili
- Open
- Parent
- Policy
- RAND
- SAGE
- Stanfo
- Trans
- Univer

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1. Subjects 2. Publishers 3. Filters 4. Documents

Filter Remove Filter

Search in: Publication Year from 2005 to 2099

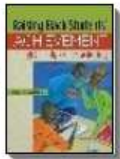
... and in: List Price from to

... and in: Document Language for

... and in: Document Type for

... and in: Text and Key Fields for

- Text and Key Fields
- Text
- Subject
- Title
- Author
- Dewey Decimal Number
- ISBN
- Publication Year
- List Price
- Document Type
- Document Language



[Raising Black Students' Achievement Through Culturally Responsive Teaching](#)

Author: [McKinley, Johnnie](#)

Publisher: [Association for Supervision & Curriculum Development](#)

Original Publication Date: 11/2010

Subjects: [Seattle Public Schools -- Case studies.](#) [African Americans -- Education -- Washington \(State\) -- Seattle -- Case studies.](#) [Academic achievement -- Washington \(State\) -- Seattle -- Case studies.](#) [Cultural awareness -- Washington \(State\) -- Seattle -- Case studies.](#)

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[Count Me In! : Ideas for Actively Engaging Students in Inclusive Classrooms](#)

Author: [Shevlin, Michael](#)

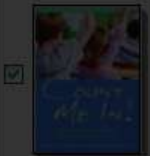
Publisher: [Jessica Kingsley Publishers](#)

Original Publication Date: 04/2010

Subjects: [Inclusive education.](#) [Learning disabled children -- Education -- Great Britain.](#) [Mainstreaming in education -- Great Britain.](#)

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Showing 1 - 20 of



Profile Name: *(required field, at most 20 characters)*

Description:

PDA: Documents in PDA Profiles will be added to your library site and new MARC records will be generated for them. Your patrons may use them enough to trigger nonrefundable purchases under your contract.

Fund Code:

Loans before purchase: Initiate a short term loan as defined below, before purchasing. Use of these titles by your patrons can trigger nonrefundable loans under your contract.

Loan: times before purchase (1-3)

Loan period:

Loan Fund Code:

Email: Multiple emails allowed, separated by commas.

Frequency: day(s). How often shall we re-run this search and email you with any new results?

[Publisher](#) | [Data](#)

eLibrary and EBL

- Definitive agreement to acquire EBL signed January 18, 2013
- Deal will not actually close until late March/early April
- Business as Usual
- Plan to merge to a “best of both “platform - in the long term
- “We’re thrilled to be able to combine the advantages of both businesses into a single solution, so we really don’t have any intention to drop anything.”
 - Kevin Sayar SVP, PQ Workflow Solutions



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