Maximizing Library Resource Utilization
With Platform Innovations And Leading Business Models
产品平台及商业模式的创新与图书馆资源的巅峰利用

CALIS 2015 ｜ CALIS第十三届国外引进数据库培训周

数字资源开放获取研讨会

ProQuest.

Agenda　内容提要

- Products and platforms: Innovations to improve user experience (UX), discovery on web and open access
  创新产品平台, 优化用户体验, 推动网络发现及开放获取

- Demand-driven-acquisition business models in EBL and Ebrary
  按需采购模式与开放获取**: EBL and Ebrary**

- Library and web resources discovery using Summon and 360 LINK
  发现索取大学图书馆及网络资源的最佳捷径: **Summon and 360 LINK**

- R&D to support new academic library services
  研发新的产品服务, 支持新兴的大学图书馆服务

Products and platforms: Innovations to improve user experience (UX), web discovery and open access
创新产品平台，优化用户体验，推动网络发现及开放获取

ProQuest.

ProQuest is one of the largest content aggregators with several large product platforms
ProQuest 是全球最大的文献整合运营商之一，拥有数个大型产品平台

- 2 - 3 billion documents
  20 - 30亿文件量
- 3 - 4 petabyte of content
  3 - 4 PB内容储存

ProQuest Platform
ProQuest 产品平台

Ebook Platforms
电子图书平台

Government Platform
政府文献平台

History Platform
历史文献平台

Dissertation 学术论文 ✔	Ebook ✔ 电子图书
Literature 人文科学 ✔	Business ✔ 商业管理
News 新闻 ✔	Social Science 社会科学 ✔
Government 政府文献 ✔	STM 科技和医学
History 历史	General Ref 咨询

✔ **Unique content** 独特的内容

UX improvement through new design, platform interoperability and discoverability on web
新颖产品设计，平台互动，网上检索发现，用户体验的优化

UX across platforms
互动平台及用户体验

- Responsive design
  响应式设计
- Interoperability, single-sign-on
  一次登录多平台使用
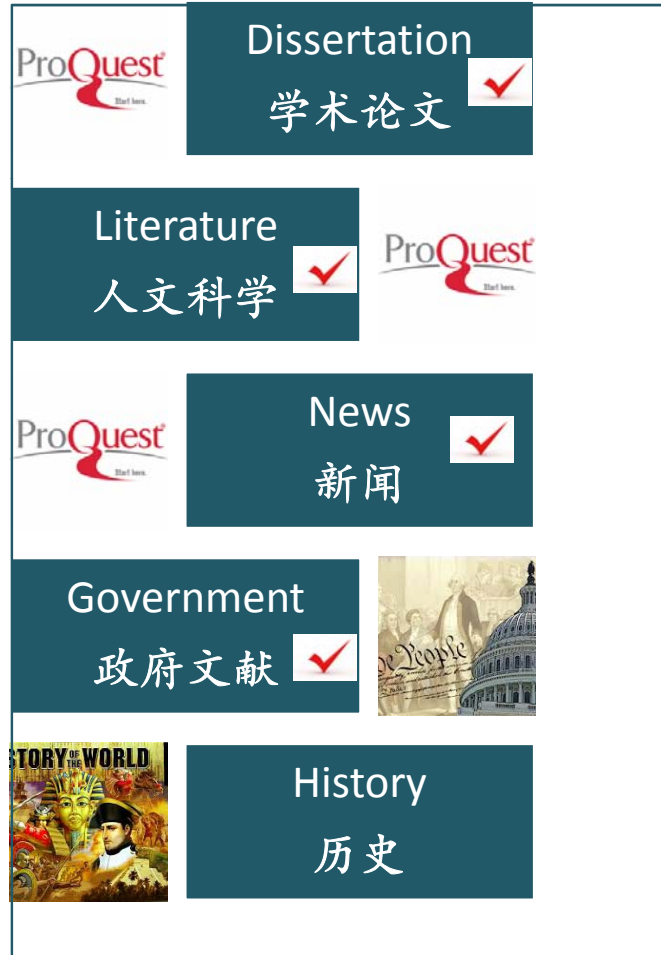- Platform consolidation
  平台整合

Discoverability on the web
网上检索发现

- Summon, 360 LINK
- Google Scholar
- Ex libris Primo

Customized solutions
为客户特制的产品及服务

- Dissertation dissemination
  学术论文服务 PQDT OPEN
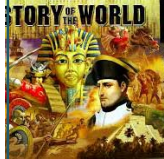- Digitization and video services
  数字化，视频服务
- Platform API
  产品应用平台接口

Dissertation
学术论文 ✓

Literature
人文科学 ✓

News
新闻 ✓

Government
政府文献 ✓

History
历史

Ebook ✓
电子图书

Business ✓
商业管理

Social Science
社会科学 ✓

STM
科技和医学

General Ref
咨询

✓ **Unique content 独特的内容**

Improved UX with new responsive design across the ProQuest product platforms
优化平台互动及用户体验：响应式设计实例

Demand-driven-acquisition business models in EBL and Ebrary
按需采购模式与开放获取: **EBL and Ebrary**

ProQuest.

- **Patrons have access to all EBL book titles**
  用户可以查看所有的**EBL**电子图书
- **First 5 minute use is open access (OA)**
  前5分钟为开放使用

OA
开放使用

- **Short-term load (STL) for 3 uses per week**
  短期租用期间每周可以使用三次
- **STL for 10-20% of the book list price**
  短期租用费额是图书原价的**10-20%**

STL
短期租用

- **Demand-drive-acquisition at the 4th use**
  第四次使用驱动采购该图书
- **Acquisition at the full list price**
  原价采购

DDA
按需采购
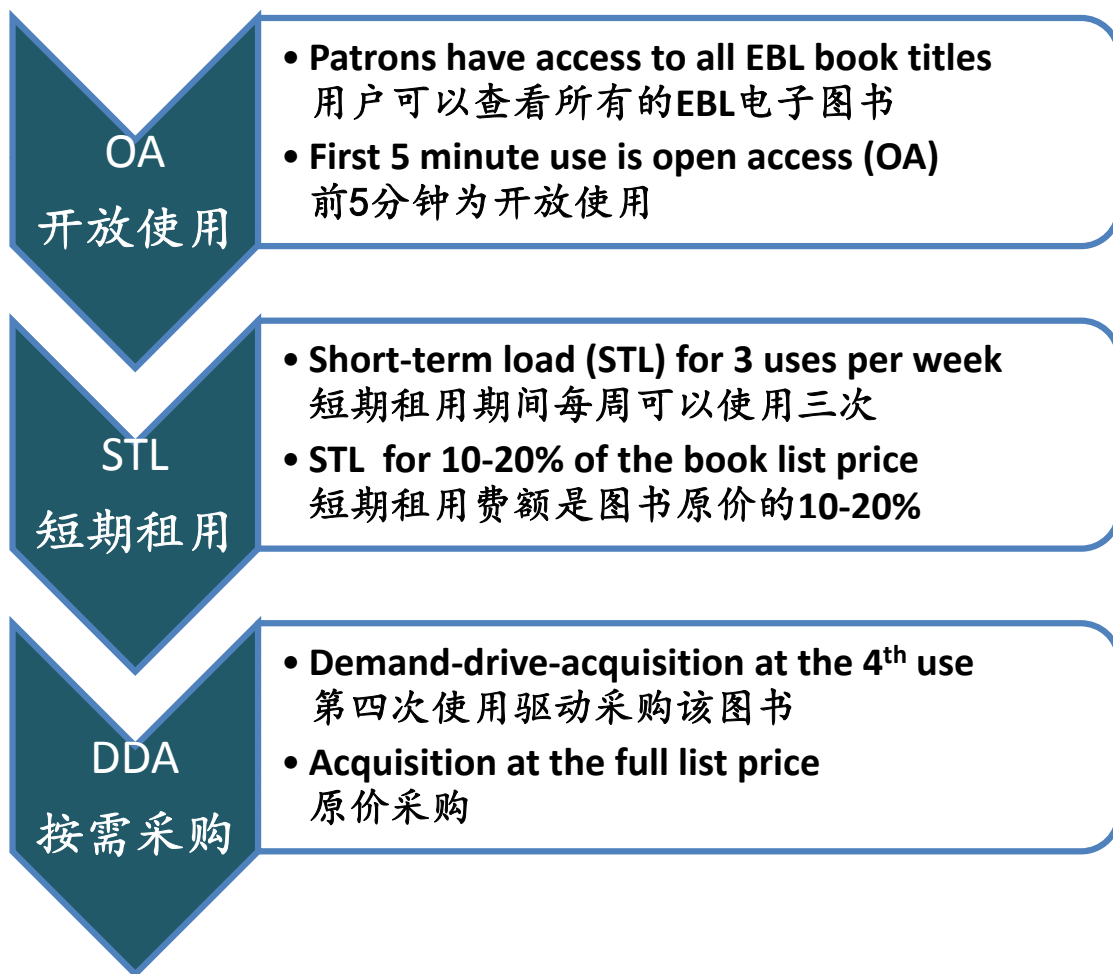
	Titles Used 图书使用量	List price 原价费用	Costs 实际费用
OA	4,154	$328,872	$0
STL	5,031	$398,278	$85,338
DDA	619	$49,003	$49,003
Total 总计	9,804	$776,153	$134,341
	Saving 节省费用	**$641,812**	

ProQuest invented DDA and introduced it in both Ebrary and EBL
ProQuest发明了按需采购模式，并以Ebrary,EBL的产品形式在图书馆界推广

DISCOVERY
网上检索发现
- **Summon**
- **ProQuest platform**
- OCLC
- Ex Libris Primo

BOOK VENDORS
图书出版商
- YBP
- **Coutts**
- Swets
- Many others

ebrary

60多万本图书

600K+ titles for DDA

EBL

ILS VENDORS
馆际互借运行商
- **Intota**
- OCLC
- Ex Libris Alma

AUTHENTICATION
用户身份鉴定
- EZProxy
- Athens
- Shibboleth

ProQuest.
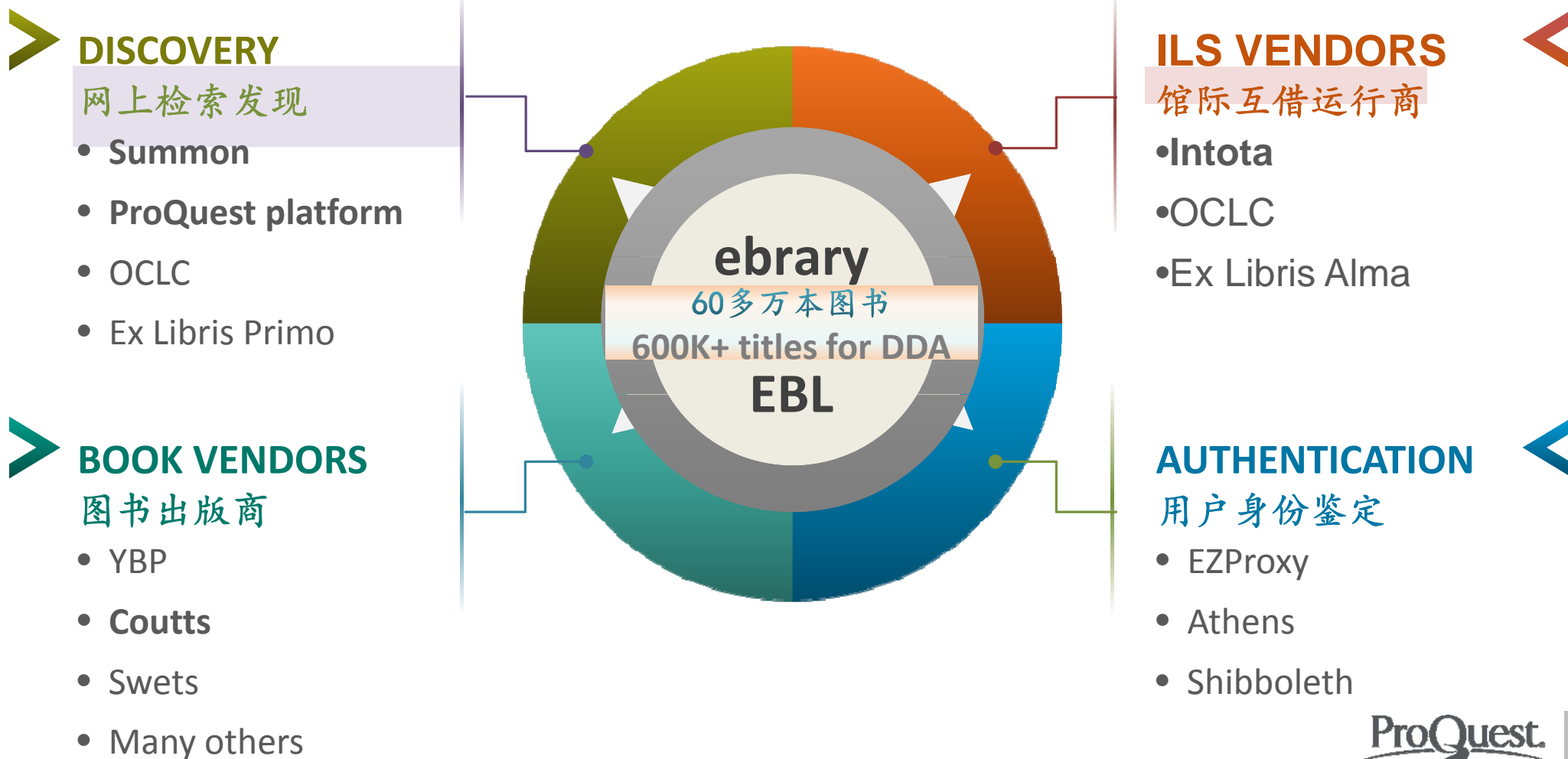
DDA in Ebrary & EBL has revolutionized library book acquisition
按需采购模式是对传统图书出版及图书采购的一次革命性冲击

LibCentral

E·B·L Ebook Library
a ProQuest business

ebrary
a ProQuest business

New Reader

	LibCentral
	Advanced Reporting & Librarian tools
	Content Management System
	Complete Patron UI
	New Reader

- Instant access to a virtual digital collection that is as large as publishers can offer 无需图书馆采购，用户可以直接查看海量的电子图书

- Identifying real demand 图书馆能够在采购之前真实确定图书的需求

- Matching real demand to the supply 图书馆能够准确掌握图书供求的平衡点

- Increasing purchasing power of a fixed budget 图书馆能够增强其预算的购买力

- Insightful patrons' needs in usage reporting and analytics 图书馆能够对图书使用数据做宏观分析及预测

- Reducing physical space for books and reconfiguring library facilities for new services 图书馆能够腾出馆藏空间，提供新兴的服务项目

ProQuest.

Library and web resources discovery using Summon & 360 LINK
发现索取大学图书馆及网络资源的最佳捷径: **Summon & 360 LINK**

ProQuest.

ProQuest invented Summon for academic libraries to optimize their discovery services
ProQuest为大学图书馆发明了Summon,用于馆内馆外一体化的检索发现服务

Summon has 2.1 billion documents, serves over 700 customers in 40 countries

Summon 拥有21亿的文献量，700多客户，分布于40个国家：

- 33% = comprised of client content from Library Catalogs & Institutional Repositories
  33% 来自于客户馆藏

- 44% = commercial content from Publishers & Aggregation Databases
  44% 来自于出版商和文献整合运营商

- 23% = Institutional Repositories, Open Access Websites, Index Databases, Enrichment Sources
  23% 来自于机构文献数据仓储库，开放获取网站，及其它标引文献库
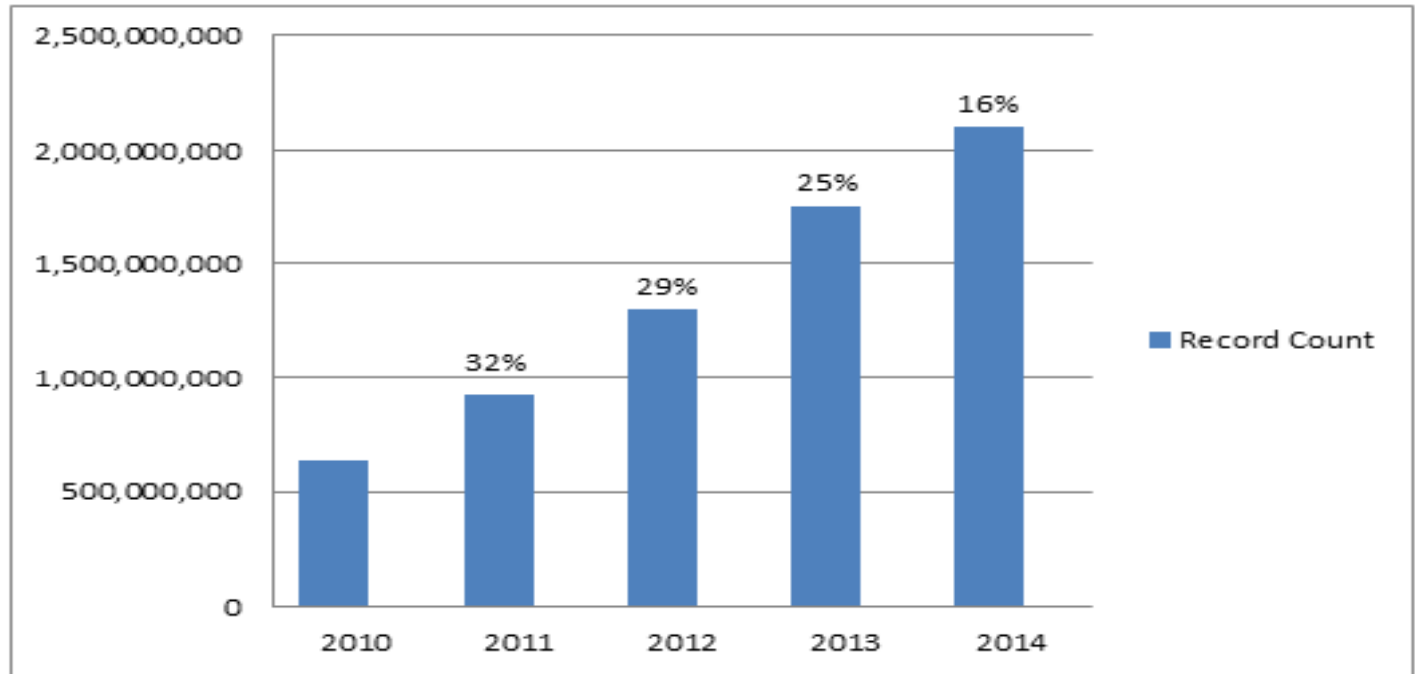
Week 星期	1/18	1/25	2/01	2/08	2/15	2/22	3/01	3/08	3/15	3/22
Uptime 正常运行	99.97%	100.0%	100.0%	99.98%	99.53%	100.0%	100.0%	100.0%	100.0%	100.0%

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360 LINK provides the most accurate, up-to-date results for resolving full-text items
360 LINK 提供最准确，最新的全文检索锁定服务

- Linkers covering 3000 DBs over 237 providers, performing a monthly Linker releases
  链接解析器包含3,000数据库,来自于237出版商，链接解析器每月更新一次
- 360 LINK delivers quick access to full text anywhere in its eResource collection
  能以最快的速度链接所需的全文文献

Summon		Aggregated Databases
Google Scholar		Publisher Sites, CrossRef DOI Links
Bibliographic Reference Sources	360 360LINK	Subscription Agents
PubMed Link Out		Interlibrary Loan (ILL)
Blogs and Websites		Document Delivery
360 Core A-to-Z List		OPAC
Abstract & Indexing Databases		Customized Web Resources
		Web Search Engines
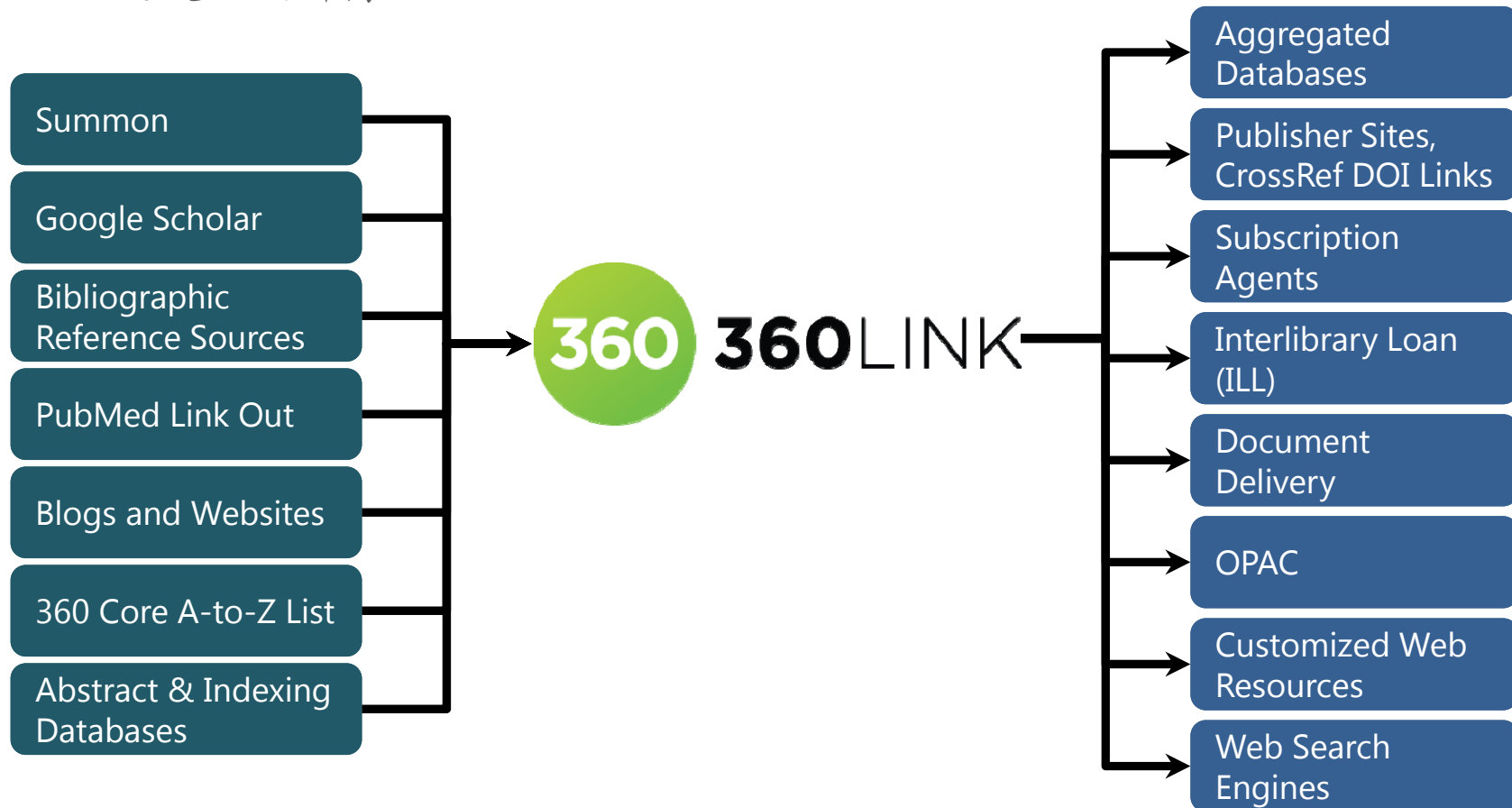
R&D to support new academic library services
研发新的产品服务, 支持新兴的大学图书馆服务

R&D of new products and services to support digital commons or scholarly commons
研发新的产品服务，支持学术数字信息公用共享区域

Content 所需内容	Technology 所需技术
Dissertation 博士论文	Institution repository 机构文献数据仓储查索
Thesis 学术论文	Video curation 视频信息的综合处理
Technical report 技术报告	Text & data mining 文本数据量化分析
Blog 博客	Digitization 数字化
Datasets 数据集	Preservation 保存保藏
A/V archive 视频音频档案资料	Geographic Info System 地理信息处理

University of Michigan
Digital Media Commons
数字信息公用共享区域

- Advanced training labs
  高级训练实验室
- Audio studio rooms
  音频工作室
- Design labs
  设计实验室
- Electronic music studio
  电子音乐工作室
- Multimedia workrooms
  多媒体工作室
- Podcasting room
  播客播放室
- 3D lab
  3D实验室
- Video studio
  视频工作室

University of Illinois
Scholarly Commons
公用共享学术区域

- Copyrights
  版权处理
- Data management
  数据管理
- Data services
  数据服务
- Digital humanities
  量化人文研究
- Digitization
  数字化服务
- Scholarly communication
  学术交流最佳实践
- Usability
  适用性测试

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Thank You!
谢谢！

ProQuest.