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# Webinar Agenda

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Bespoke Research by Jinfo

Robin Neidorf, Research Director, Jinfo
Focus on eBooks – bespoke research for Springer Nature

Bespoke research for Springer Nature

• Approach
• Key Themes

Robin Neidorf
Director of Research

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www.jinfo
Approach

- Interviews with 10 librarians - IT/software, hospitals/health, biotech/pharma
- Interviews with 2 end users
- Additional responses via email from end users
Key Themes

- Active interest in ebooks and expanding usage
- Users like format... when they know they are there
- Best uses
- What buyers want from vendors
Expanding Usage

“Five or six years ago, we had an initiative to cut costs on individual book purchases, and [increasing] ebook purchasing came out of that.” -- Biotech/Pharma

“If it were up to me, I would buy more [ebooks]. They make economic sense. It all depends on usage levels. If ebooks are well-used, then price is not that important.” -- Hospitals/Health

“After [a discovery system] was implemented, the usage doubled.” -- Hospitals/Health

“The fact that [ebooks] are accessible, and a user can get access right away drives demand. People are happy when they can work on their schedule.” -- IT/Software
Discovery is a Critical Issue

“We got rid of our formal [library catalog] a few years ago, and it’s been hard to guide users [to ebooks] ever since then.” -- Biotech/Pharma

“The whole bundle isn’t appropriate for our users, so we have to select individual titles [from the bundle] and manually add them to our catalog. It’s very time-consuming, but it’s the best way we’ve found to make this work.” -- Hospitals/Health

“Findability and linkability is important, so ebooks can be better integrated into library systems. Links to chapters within ebooks is important.” -- Biotech/Pharma
Best Uses

“When someone is exploring a new area or a potential [company] acquisition, that drives usage. Then the project ends, and the usage drops again.” -- IT/Software

“Quality of the content and ability to do things with it drive usage. Users like to be able to download the ebooks. Currency of the information also helps - if there’s nothing new, users won’t use it as much.” -- Hospitals/Health

“When there’s a new therapeutic area or development, that drives usage. People want to get up to speed quickly, and ebooks are useful for that.” -- Biotech/Pharma
Best Uses (continued)

“Company dynamics make a difference. A few years ago, there was a big push on marketing knowledge, and so that part of the collection had more usage. Then the emphasis shifted, and usage went down.” -- IT/Software

“Training requirements drove usage. Last April, the HR department did a big push on training, and that resulted in more usage of the professional development titles.” -- Biotech/Pharma

“A surge of activity sometimes takes place at financial year-end, when there’s some money left in the budget.” -- Biotech/Pharma
What Buyers Want From Vendors

“We could use help with outreach, with finding out exactly what the research process is when a user is looking for information. Maybe partnering to get contact with the users to understand their needs.” -- IT/Software

“Content needs to be broad and affordable. Our users tend to use only a few sections of each e-book, so access-based pricing is crucial.” -- Hospitals/Health

“We need help with branding, letting people know that the information is coming from the library. Also, any way to break up the content into more manageable bites-- it is very overwhelming, to have so much content.” -- Hospitals/Health
Discoverability

Heidi Mikkelsen, Lundbeck
Library Condition and Strategy

- **Condition for Lundbeck Library**
  - 2 FTEs to support Lundbeck globally (5000+ FTEs)
  - Library staff operate in one time zone, no global coverage
  - Cut to the bone prioritization

- **Strategy for Library Services:**
  - Lundbeck employees must be independent and self-supporting
  - All Library services available from user’s desktop
  - Seamless access from biomedical databases to full text content or order option
  - Automated solutions preferred, minimum involvement of Library staff
  - Library must **not** act as gatekeeper or bottleneck
Discovery Tools we use or promote

**Databases:**
- Global and unlimited access
  - ProQuest Databases (Medline, Embase, Biosis, etc)
  - Cortellis: 2 modules: Regulatory Intelligence and Competitive Intelligence
  - Medical & international Pharma Newsletters
  - Pharmapendium, Citeline, Web of Science, PubMed, etc
- Limited or business unit access
  - Chemistry databases
  - Patent tools
  - Pipeline tools
  - News tools
Discovery Tools we use or promote (2)

- Connector / Linker / intermediater TDNet – TOUR
  - Activated from licensed databases, PubMed & publisher platforms

- TDNet (Library resource platform)
  - Library Catalogues journals, books & databases
  - Discover tool (limited version)
  - Article Finder / citation search
  - Enriched portal customized to user preferences.
  - Personalization features enable users to create personal areas with items saved in personal folders, favorite resources, saved searches and custom alerts

- Copyright tool
  - look up copyright status
  - Integrated in Linking Resolver and catalogues
Access to litterature

General strategy:

★ Provide access to all relevant content from E-journals, E-books etc. either via subscriptions, tokens, packages, document delivery etc.
★ We are moving away from building collection via subscription with perpetual access towards using tokens and reflecting the current/present need.
★ Only pay for the used content.
★ Awareness/conscience among colleagues.
★ Need to have - or nice to have attitude. Behavior might change if applicable costs are made visible for the user.
Usage of Discovery tools

- Not allowed to share 😞
  Usage considered confidential for Lundbeck (and vendors)

- Challenges:
  - Difficult to obtain data from eg. PubMed, Google etc.
  - Usage not always available from Licensed systems
  - No standards available for measurement of searches
  How can we compare usage?
Administration of discovery tools & Library systems

- Initial set up of systems in collaboration with vendor
- All tools can to some extent be administered and customized via Admin tool
  
  maintenance and new setup

- Average monthly time spent is approximately 50 hours
  (including all processes in granting access, setting up systems, negotiation, invoicing, budget administration etc.)
Challenges for Information Professionals

❖ To little knowledge of our users need and behavior
❖ To little knowledge about the value of the used information (ROI)
   ❖ High usage is not necessary high value
   ❖ Difficult to measure
❖ Not a homogenous user pool – many different requests and directions
❖ Not sufficient time to train or educate the users or produce training material
❖ Not sufficient time and resource to develop or improve systems
❖ Budget restrictions and downsizing
❖ Each publishers develops their individual system and features, no or little cooperation between vendors to develop standards.
Expectation to Vendors

- Common standards for functionality. Collaboration between publishers needed. Every publisher is developing their own platforms with special features, but is this at all used by the consumers? (huge investments paid by subscribers/consumers)
- Can it be integrated with other systems - reference tools?
- Most users do not use Publisher platforms as their discovery platform
- Importen to collaborate with abstracting and indexing tools and ensure and improve discoverability.
  E.g. better indexing of content from E-books
- Better ccc information available on publisher platform aligned with CCC

Library perspective:
We do not promote single publishers platforms and functions.
Content is more importen than the "wrapping"
QUESTIONS?
September 2016
Discovery @ Springer Nature

Noah Levin, Springer Nature

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Agenda

- Introduction
- Discovery Services
- Link Resolvers
- MARC Records
- Abstracting & Indexing Services
- Resources
- Contact Us
Introduction to Discovery
What is Discovery?

The ability of our customers to find and access their holdings quickly and easily.

Visible + Findable + Accessible = Discovery

Discovery drives usage.
The Importance of Discovery

- Discovery is not as simple as Google – it is a complex, constantly changing world.
- Library-engineered tools drive more traffic and downloads AND they require constant attention and coordination of the content provider and the discovery service provider.
Discovery Services
Discovery Services

What is a discovery service?

• An online tool that enables libraries to search seamlessly across a wide range of content
• Based on a central index
• Provides an end-user interface for searching
• Interoperable with link resolver services for full text linking
• There are four major web-scale discovery services:
Discovery Services – What Springer Nature Sends

• Springer and Nature have agreements with discovery services to ensure that full text data and metadata are being fully indexed.
• Springer sends full text XML of our archival and contemporary content.
• Discovery services use this data for indexing and loading chapter/article level bibliographic information.
• We work closely with vendors to ensure completeness and discoverability of our content.
Link Resolvers
Link Resolvers

What is a link resolver?
- A service providing links to full text content
- Libraries can indicate what collections and content they have access to
- Works in tandem with the discovery service
- Each of the four web-scale discovery services also offers a link resolver service
Link Resolvers – What Springer Nature Provides

- Springer provides downloadable title lists in KBART format for all of our sellable packages.
- Additionally, Springer provides consortia and regional package title lists.
- Springer works closely with link resolver vendors to keep collection information up to date and to create clear targets.
Link Resolvers – How do they receive our data?

- Shows all standard sellable packages based on KBART Phase II Recommendations

  Includes:
  - Palgrave Macmillan titles
  - Industry Sector Collections
  - Hospitals & Health Collections

Downloader Tool at [www.springer.com/marc](http://www.springer.com/marc)
- Provides our MARC records and eBooks title lists for download
- Includes Palgrave content
Link Resolvers – How do they receive our data?

Public FTP
• We are currently in the process of migrating and improving our KBART title lists.
• New collections and the Palgrave collections are available on a public FTP.

Nature branded and Nature Academic Journals
• The title list for journals on Nature.com can be found here http://www.nature.com/siteindex/index.html.
• Nature journals title list will be added to our new KBART lists.

New journal packages
• We are currently working to include the new journal packages in our KBART data.
Consortia Title Lists

- Link resolvers are updated when a new consortium license and title list is created, usually by April as most invoicing is then complete and title lists finalized.
- Lists can be sent to the link resolvers at any time, if necessary.
Automated Holdings

What are automated holdings?
• Automated holdings is a service that would provide customer-specific holdings and access data to the link resolvers.

What is the benefit for offering an automated holdings service?
• This would eliminate the need for customers to update their holdings information in their discovery layer, and it would provide up-to-date and accurate information for what content the customer currently has access to.

Will Springer Nature offer an automated holdings service?
• Yes, we have started work towards this service. Our goal is to develop a sustainable approach and to shape the developing industry standard.
MARC Records
MARC Records

- Pre-2016 Palgrave eBooks packages are included.
- For MARC questions, contact [marc@springer.com](mailto:marc@springer.com).
MARC Records through OCLC

- Customers may also obtain MARC records free of charge through OCLC.

Free OCLC MARC records

Institutions that require a more enhanced version of MARC records may obtain OCLC MARC records from OCLC, free of charge.

MARC records for Springer eBook collections are available free to Springer customers through OCLC.

OCLC is changing the interface for Springer MARCs from Collection Sets, which are going away, to a new interface called Collection Manager (WorldShare). Records will continue to be free to customers and the new interface is currently available. Please see OCLC's page for more information.
Abstracting & Indexing

What are Abstracting & Indexing services?

• A&I Services are similar to the web-scale discovery services in that they provide users with the capability to search through an index of content.

• A&I Services tend to be more subject-oriented, and they may index metadata, abstracts, and basic bibliographic data. They may also index the full text materials.

• Springer Nature works with just about every A&I service, over 400 in total, through a dedicated A&I Department, and in close cooperation with our publishing editors.
Abstracting & Indexing

Notable A&I services include:

• Google Scholar
• PubMed
• PubMed Central
• Medline
• SCOPUS
• Thomson Reuters Web of Science

Sonal Shukla is Manager of Abstracting & Indexing
Springer Nature Discovery Guide

• Outlines how Springer Nature works with third party vendors to increase the discoverability of our content

• Includes Springer, Nature, and Palgrave Macmillan content

• Now with expanded A&I section

• PDF document available on www.springer.com/discovery and on Hive!
Discovery Services Quick Reference Guides

• Springer Nature specific quick reference guides for each discovery services

• provides a resource to help customers implement their content

• EBSCO Discovery Service and ProQuest Summon now available on www.springer.com/discovery

• Ex Libris and OCLC quick reference guides coming soon!

Getting the Most Out of Springer in EBSCO Discovery Service

Providing Maximum Discoverability of Springer Nature Content in the Summon® service

The below action items will make your Springer Nature resources as discoverable and accessible in the Summon web-scale discovery service as possible. This document is designed based on the ProQuest® system you use for managing your Summon and 360 Services.

- Directing users to Springer Nature content via Intota™

Resources:

NEW! Springer Nature Discovery Guide

Additional Resources:
EBSCO Discovery Service Quick Reference Guide
EBSCO FullTextFinder Quick Reference Guide
Summon Quick Reference Guide
Contact Us

Contact: discovery@springernature.com

For more information, visit:
Springer Library Zone
Nature Research Librarian Gateway
Q&A Session

Any Questions?
Thank you

Thank you for joining us today.

For any additional information:

Email: libraryrelations@springer.com

Visit: www.springer.com