

Role of the agent in an age of emerging new publishing models

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Swets Information Services

Arie Jongejan

5th Frankfurt Scientific Symposium

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Agenda

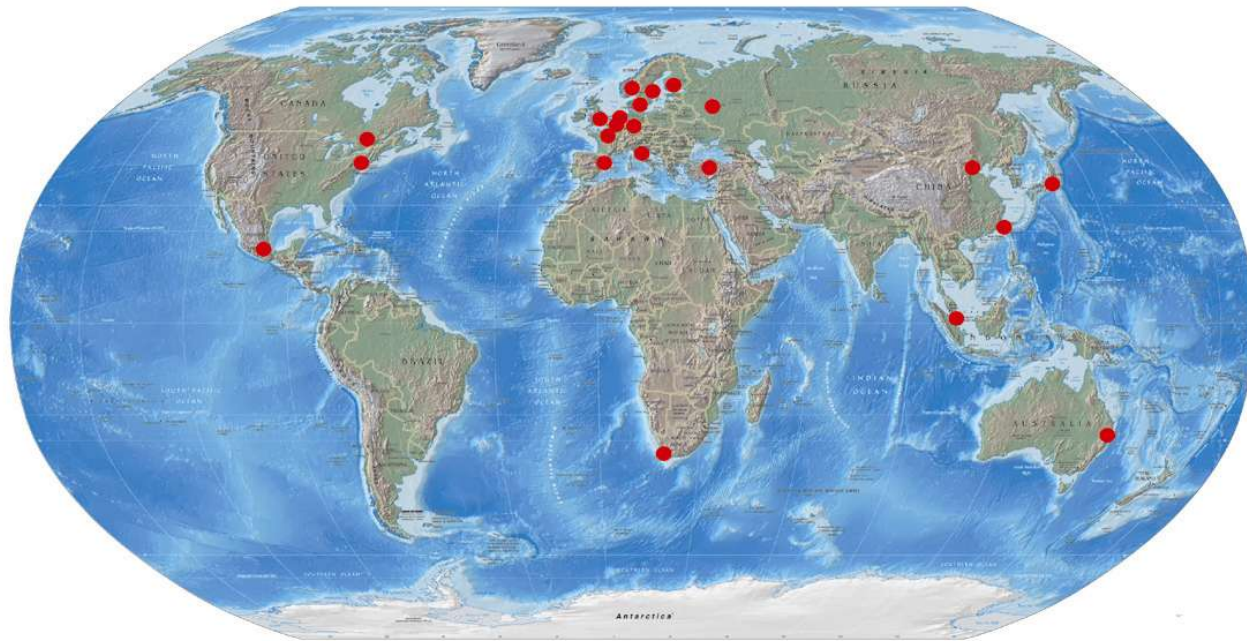
- **Introduction**
- **New Demands, New Dynamics**
 - The Customer
 - The Publisher
- **Changing Roles**
 - The Customer
 - The Agent
- **Conclusions**

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Role of the agent in an age of emerging
new publishing models

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?



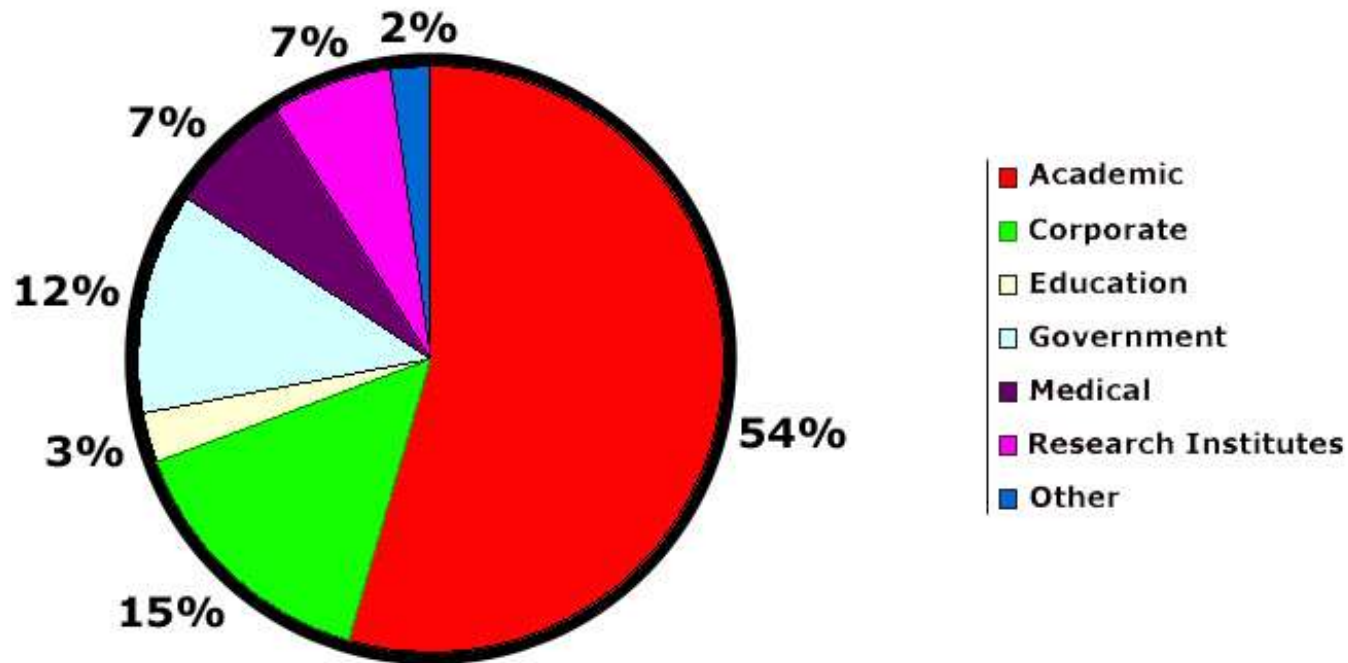
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Who are we?

Sales per Market Segment 2005



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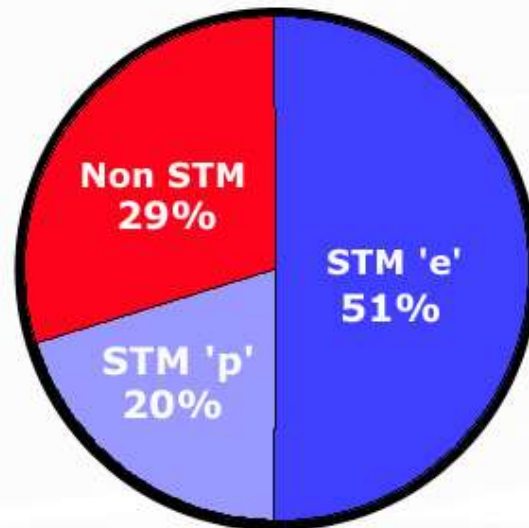
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Who are we?

STM : E-Journals management as core business

Non STM : Growing and representing one third

Breakdown of Swets' Business



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What do we believe in?

- Shift to E will continue “all the way” in the STM world

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- **The title-based annual subscription/license model will stay dominant for next 5 years**

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- New business models will bring further fragmentation and complexity to the chain
- **Agents have an increasing role to play**

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New Demands, New Dynamics – The Customer

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

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New Demands, New Dynamics – The Customer

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

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New Demands, New Dynamics – The Customer

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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

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New Demands, New Dynamics – The Customer

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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
- **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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New Demands, New Dynamics – ‘Publishers’ Responses

A. Extensions of Business Model

- New building blocks, other than individual journal
 - Packages/Databases, Back files
 - 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

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

New Demands, New Dynamics – *ruling paradigms*

The



Content is King!

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New Demands, New Dynamics – *ruling paradigms*

The



Content is King!
or is it?

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Content is King!
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Every STM article is unique!
Hence every journal



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.....so much content is now so easily available (for fee or for free) that the content itself has lost some, if not much, of its value. We believe [this] represents a radical shift in the basic foundation of the industry and in the thinking that has been at its core for literally centuries.....

Investors report Berkery, Noyes & Co

“We sit on these containers of content with a feeling of invincibility. In my view, these containers are powder kegs”

Ted Leonsis, AOL

Conclusion

Enabled by technology and driven by budget constraints



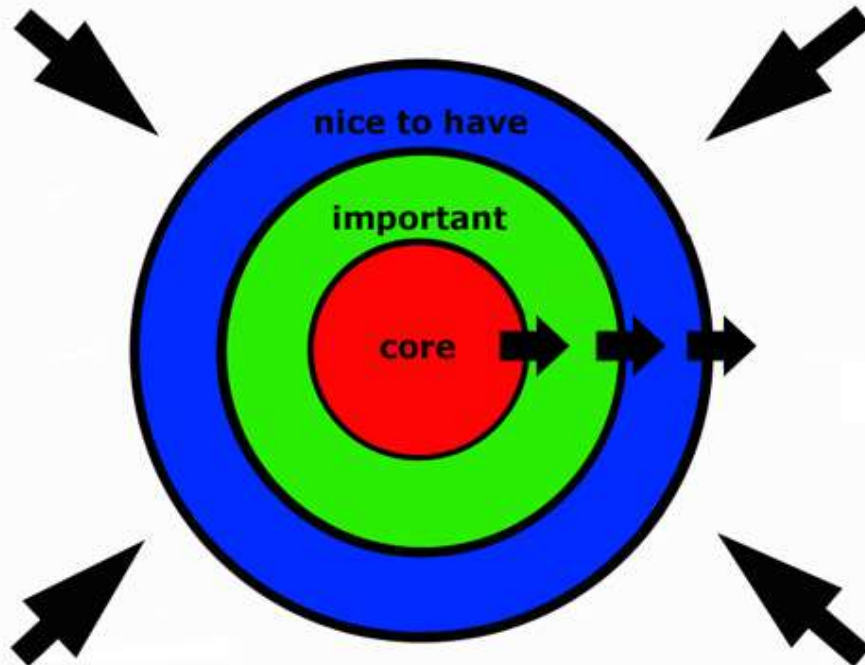
A shift in power from Content to (the value of Content as defined by) the Customer

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Changing Roles –

Collection management from:

**For decades a focus on managing 'attrition'
gradual process within small budgetary margins**



traditional subscription based model

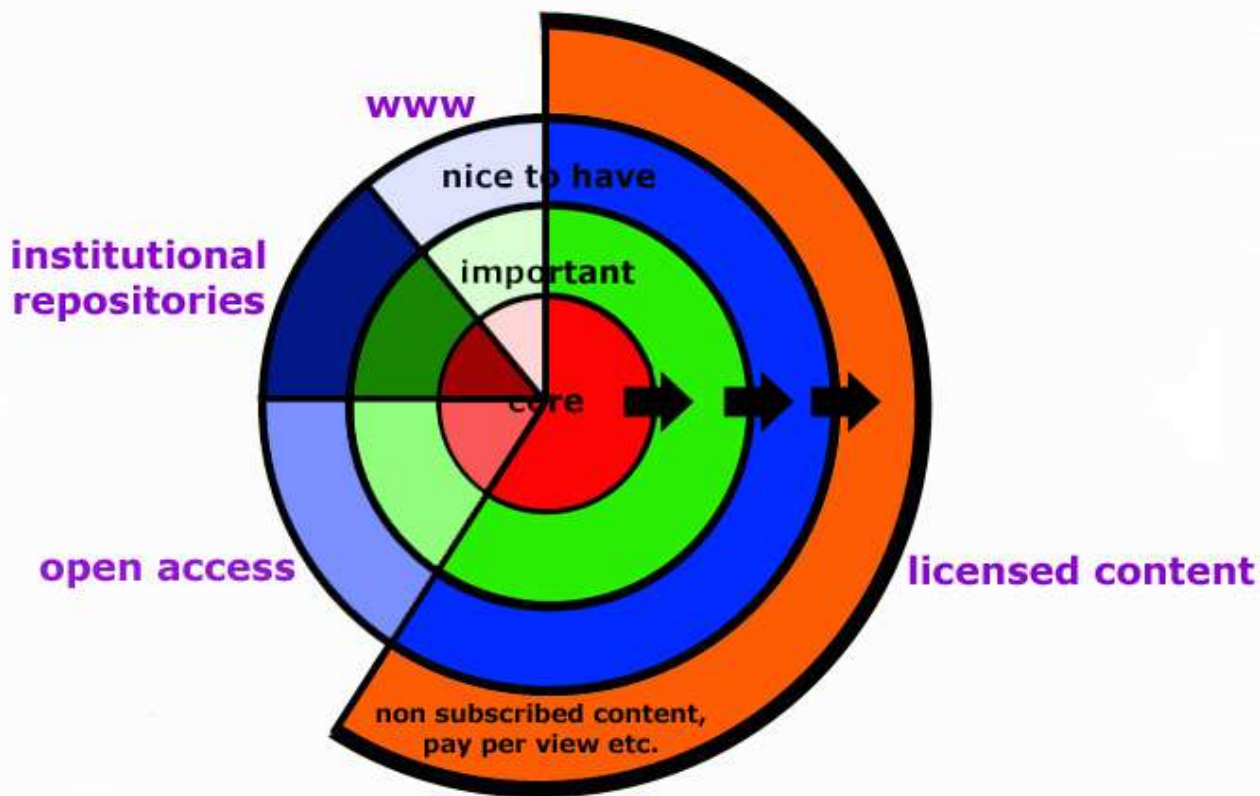
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Changing Roles –

Collection management to:

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

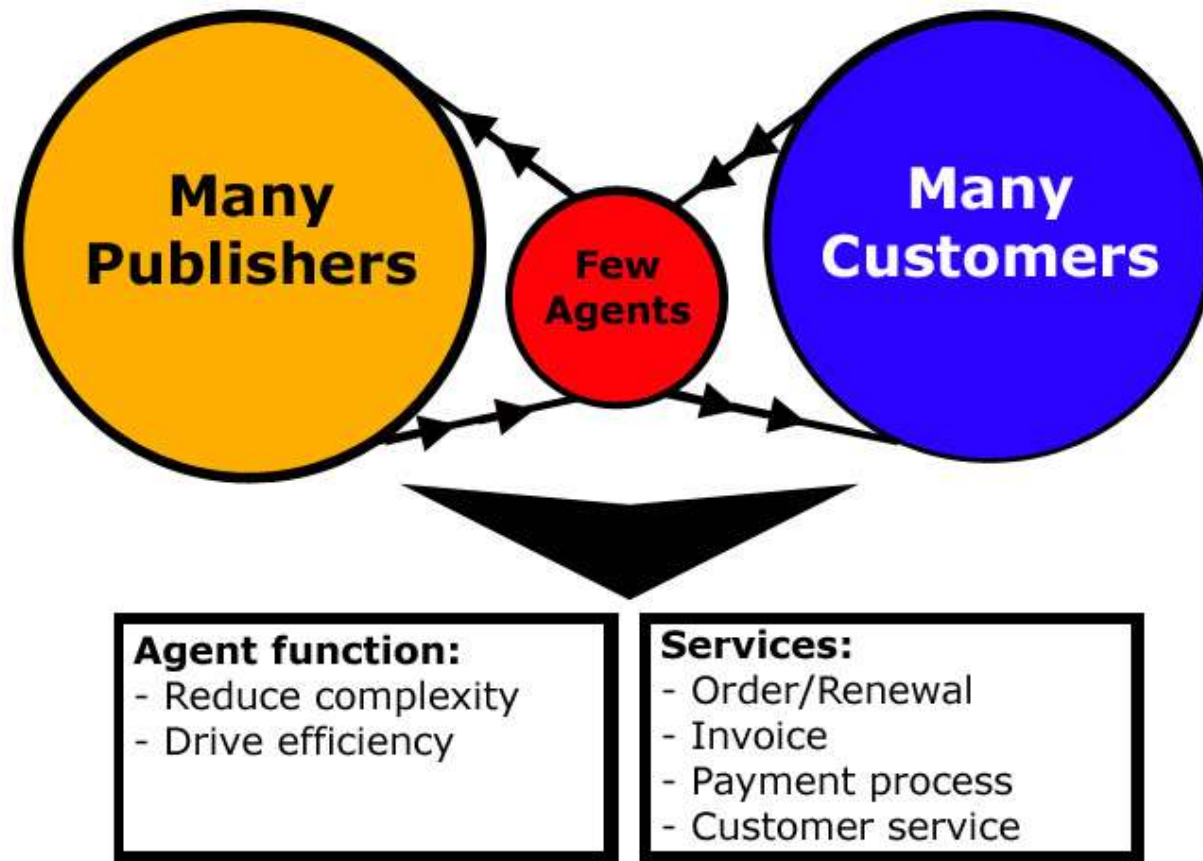


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Changing Roles: The agent-Traditionally

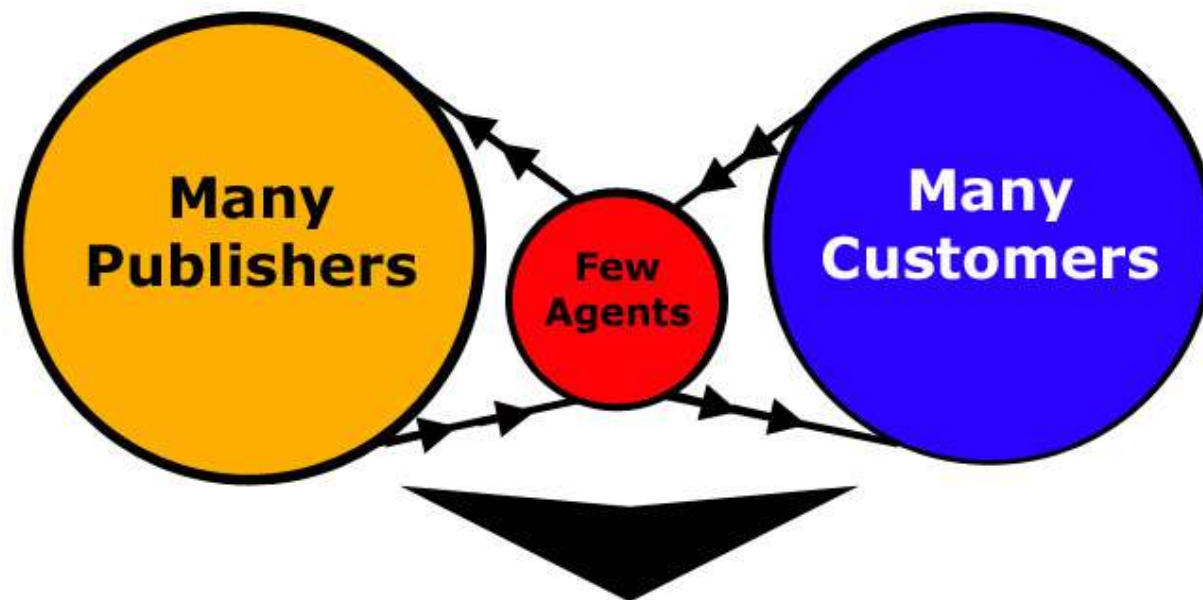


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Changing Roles: The agent – Now.

Print functions in e-environment



Agent function: <ul style="list-style-type: none">- Reduce complexity- Drive efficiency	P&E - common complexity: <ul style="list-style-type: none">- Order/Renewal- Invoice- Payment process- Customer service	E - new complexity: <ul style="list-style-type: none">- Available content- Subscription models- Pricing models- License rights- Access content
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Changing Roles: The future agent (1)

Reduce complexity, Drive efficiency

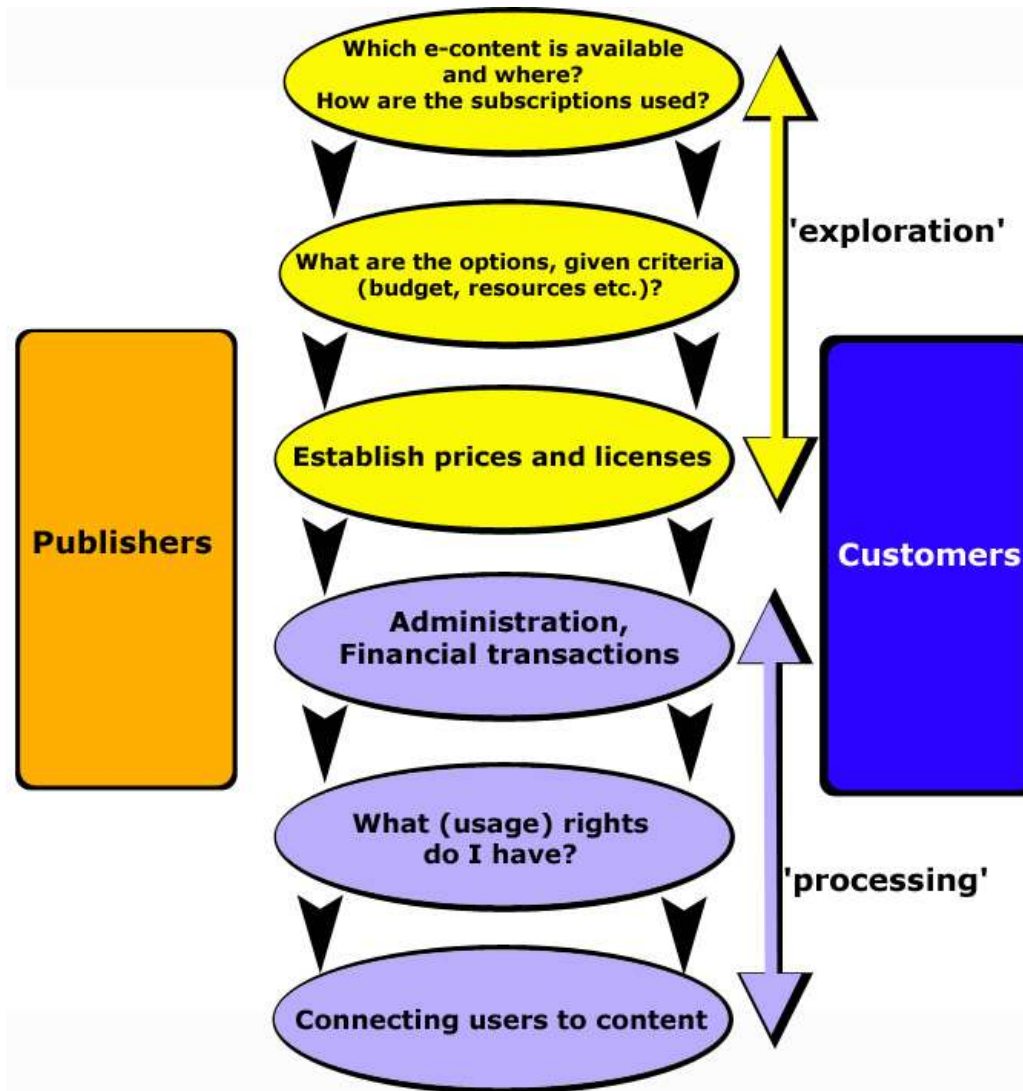
- Address administrative burden in whole content value chain
- Assume role in Standardisation on Metadata
- Ensure cross-industry interoperability
- Reduce data duplication
 - E.g. through data feeds

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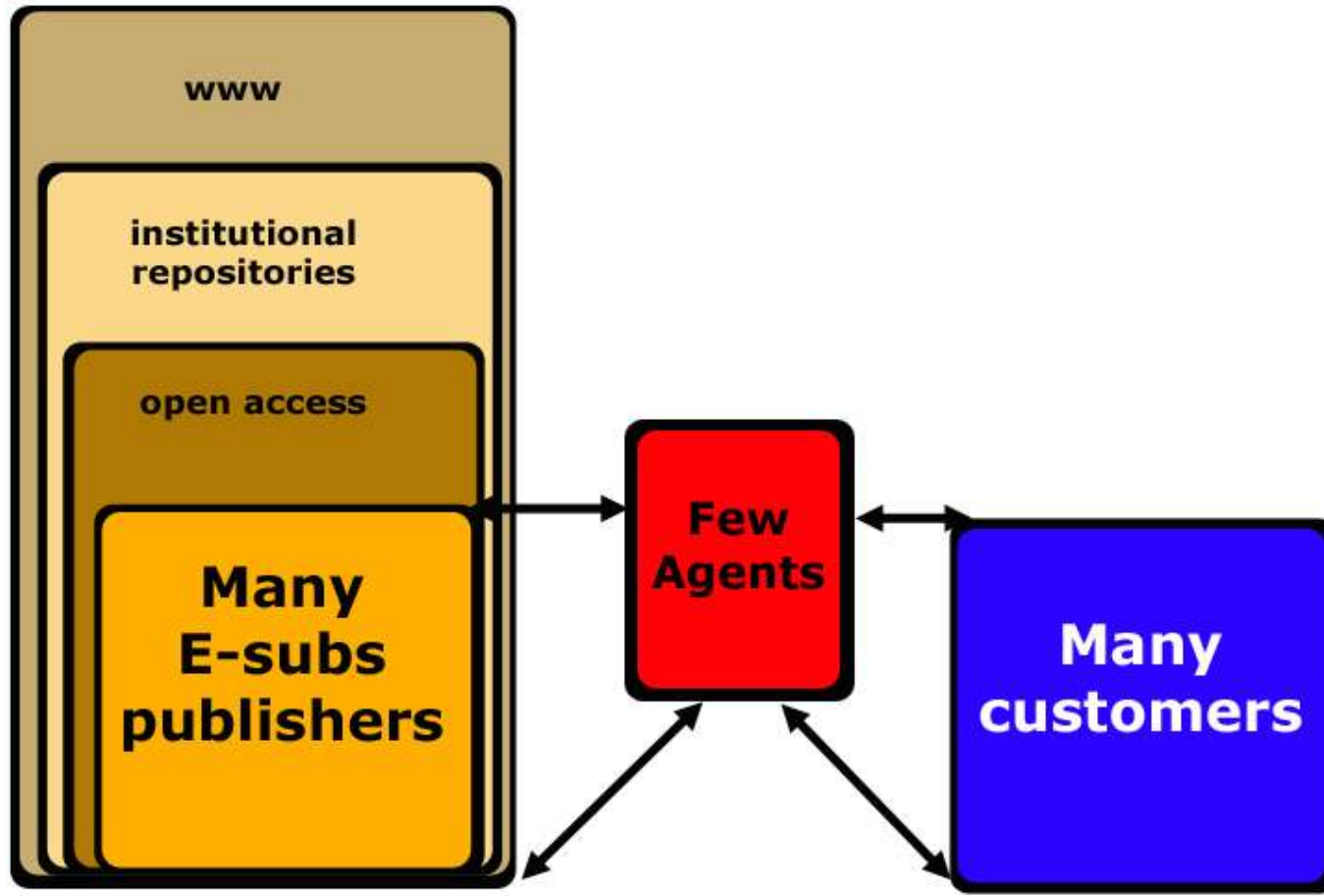
Changing Roles: The future agent (2)

Exploration as well as Processing



Changing Relationships

...and new opportunities/roles to play

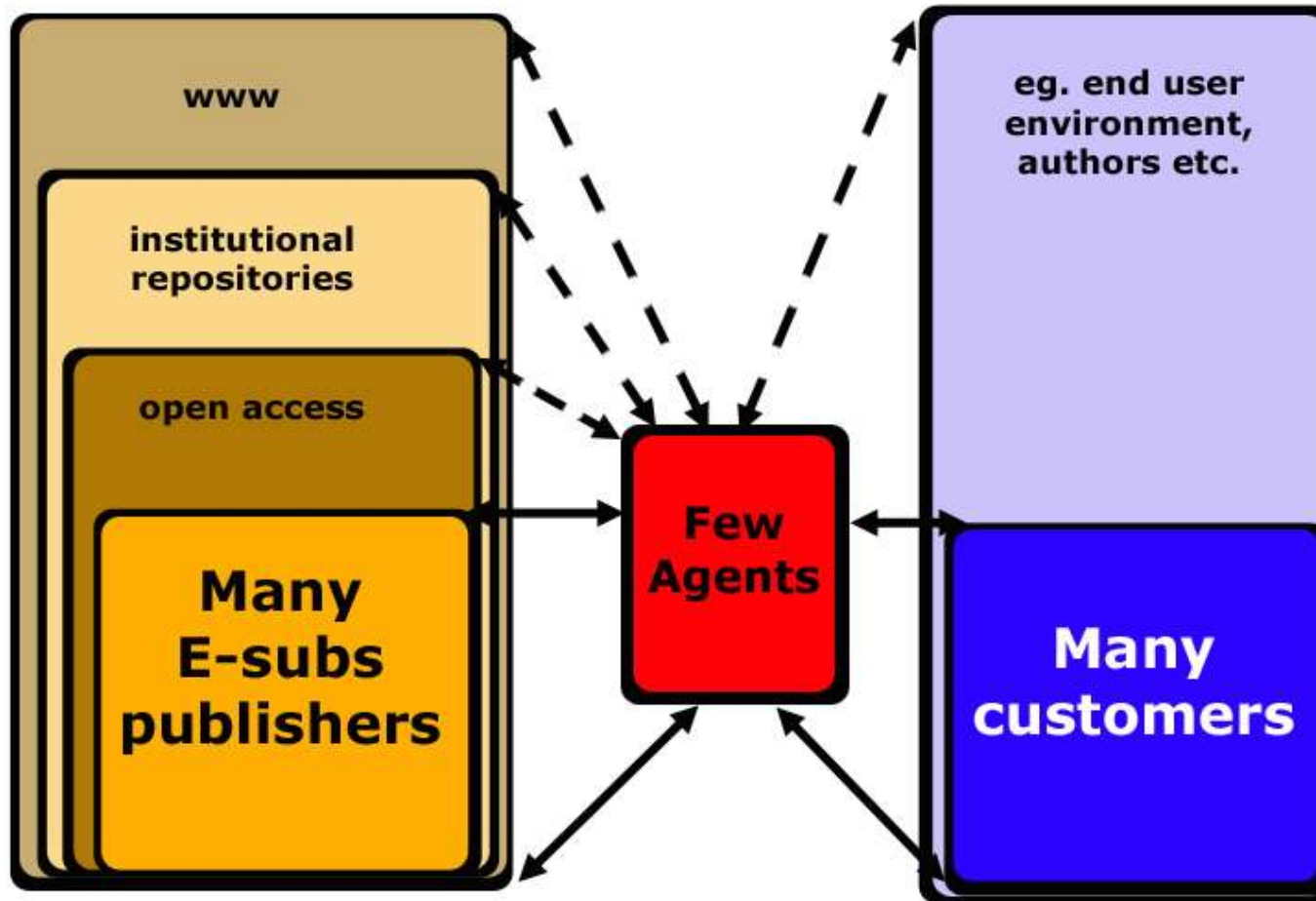


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Changing Relationships

...and even more opportunities/roles to play

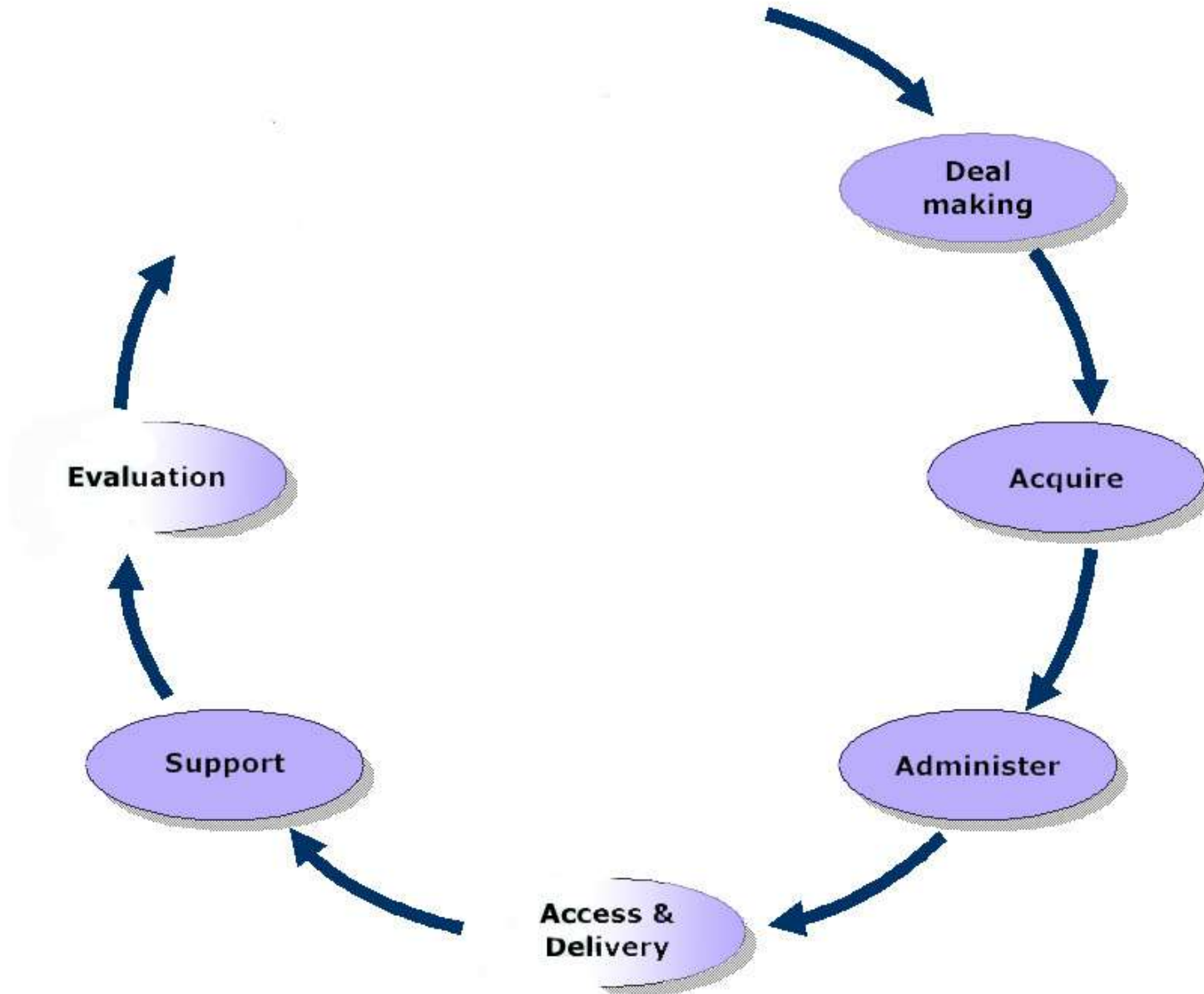


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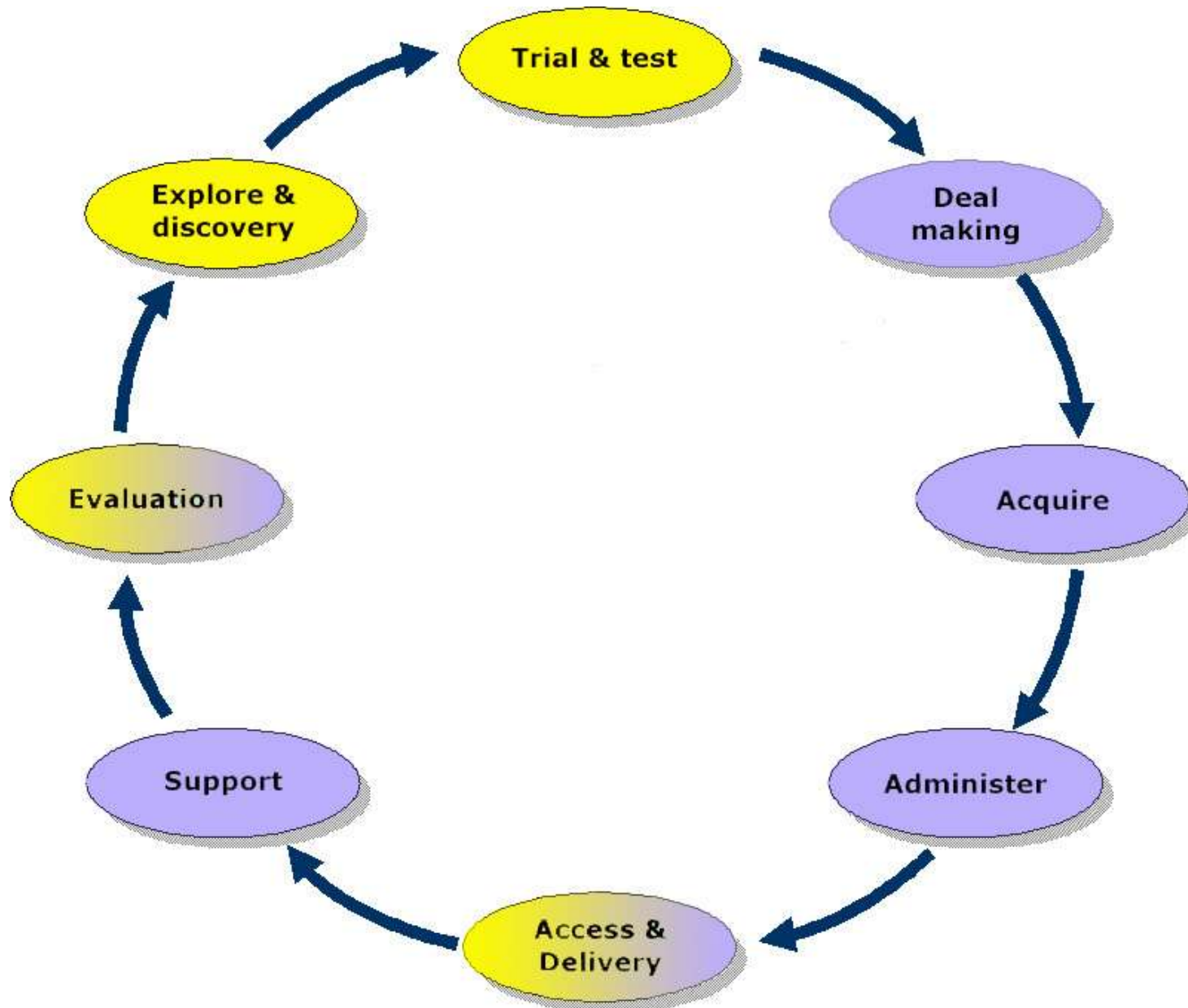
Conclusions – resource management cycle



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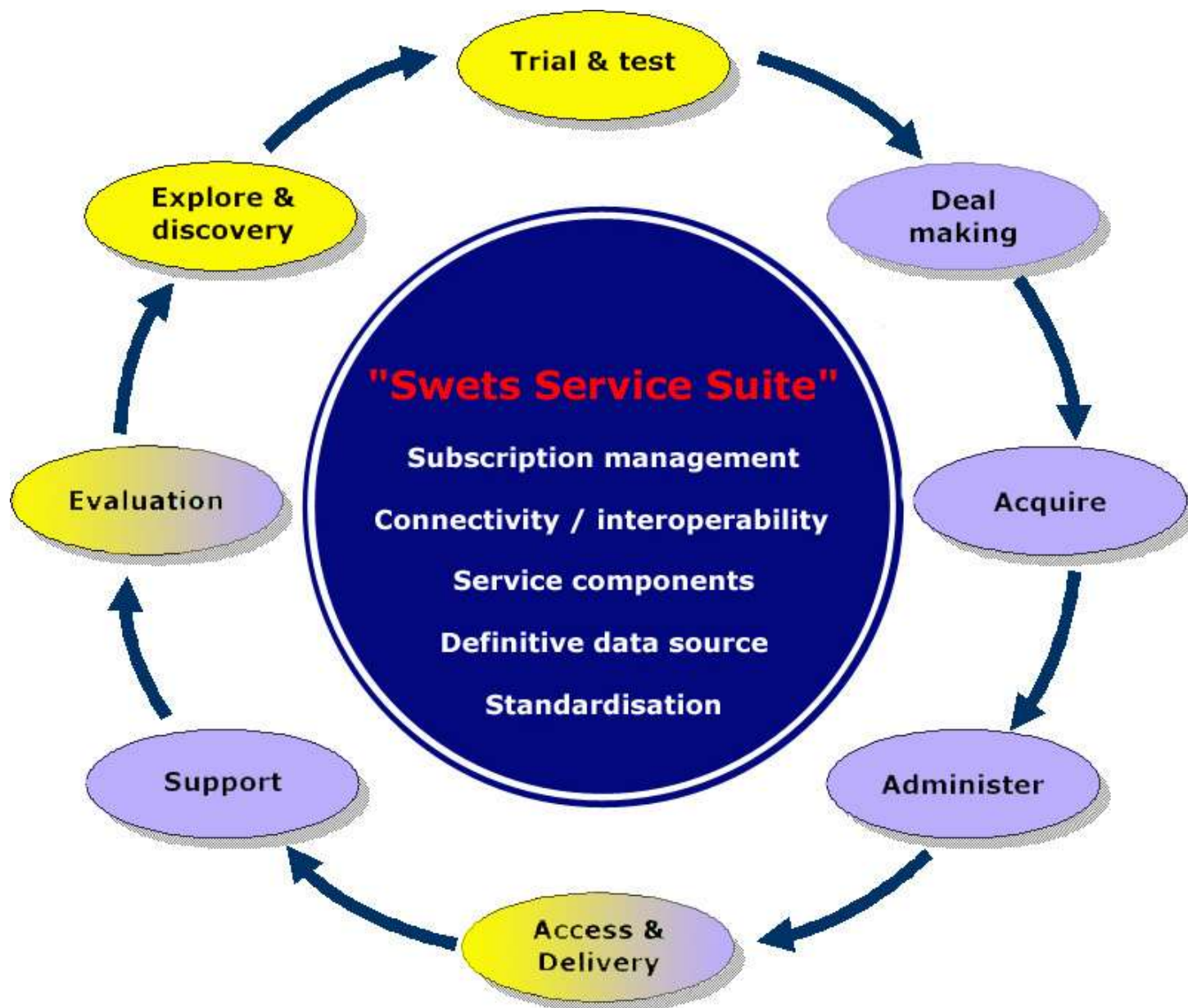
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Conclusions

- 1. An Agent is perfectly suited to provide a customer with the insights and services needed to dynamically manage and develop their information resources**

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

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1. An Agent is perfectly suited to provide a customer with the insights and services needed to dynamically manage and develop their information resources
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- 3. The above is equally the case for traditional subscription models as well as for OA (license) based models**

Conclusions

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2. The agent's role naturally extends from administrative services to explorative services
3. The above is equally the case for traditional subscription models as well as for OA (license) based models
- 4. In doing so the agent helps to harmonise (further normalise) the relationship between the supplier and the consumer of information**