



Library Systems TM

An innovative overview of library automation

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Do new revenue strategies shortchange ILS

Library Systems Newsletter reported in April that sales declines hinted at a saturated market for integrated library systems. An ILS company still must turn a profit, and in response to periods of saturation, vendors find themselves in consolidation, struggling to share a shrinking portion of new-name sales while exploring new sources of revenue. The search and pursuit of new revenues nearly always results in a reallocation of effort that can have a significant impact on services to a vendor's traditional customers.

As new-name sales decline, vendors generally have four choices to remain a viable force in the software market:

- Entering new niche markets within the industry (such as academic to public, public to special);
- Breaking into new markets on a new continent;
- Marketing products to the nonlibrary market;
- Creating new library software that fulfills functional needs not met by the traditional library system.

Each of these strategies can have mixed effects on product development and the quality of service to existing clients.

New niches

Academic, public, special . . . customers become frustrated when a vendor tries to be all things to all customers. Most vendors' development resources are not nearly wide enough to cover all three types of customers

adequately. This complaint is frequently heard at vendor users' group conferences—"when will you focus on *academic* library needs?" or "that's a *public* library feature." A successful library vendor will embrace a strategy that meets most of the needs of its customers most of the time. A library that requires special attention should closely examine the development strategies and cycles of any potential product, making sure that its market segment is adequately served.

New worlds

The most popular trend among vendors in the last five years, breaking into new geographic territory can often mean tackling new cultural perspectives on library functionality. Circulation rules in Europe are, generally speaking, much different from those in the United States. The hold/request/reserve language widely used in North America breaks down completely in foreign markets.

Add to this confusion all the multilingual requirements, and a vendor is then faced with huge overhead for software development. Although the long-term benefits of new functionality—better multilanguage displays, exposure to new types of libraries—will contribute to a vendor's health, both companies and customers should be prepared for a slowdown of enhancements to existing modules and development of new ones.

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Revenue Strategies *from page 1***New customers**

Marketing library-specific products to nonlibrary enterprises is perhaps the most frightening strategy embraced by some vendors, as well as the least viable. The boastful notion of the library profession—that it can organize the world's information better than anyone else—has seemingly spread to library software vendors who hope to break into corporate markets with digital object catalogs, Web management systems, or even full-text databases.

The library profession struggles daily to make people's online experience include the library experience. Although libraries lead in providing access to information, they do not lead in marketing or developing software. Moreover, a vendor's focus on nontraditional customers might have little payoff for its library clients—libraries are a different market with different needs, and this focus, without an expansion in infrastructure, may mean fewer resources dedicated to libraries. If you are considering purchasing a

system from a vendor entering the corporate market, make sure that you specify a particular level of service in your request for proposal, and be vigilant about contract terms.

New products

The trend of new product development is a double-edged sword. Although new products present the promise of genuine innovation (sorely lacking since the advent of the online catalog), this development also threatens to send library vendors back to the days of standalone, single-task modules. Traditional integrated systems do not meet current library workflow demands, making standalone systems easier to develop; moreover, standalone systems are more profitable for ILS vendors if they are not tied to the rest of the proprietary system.

A library management system cobbled together from standalone products does allow a library to select, module by module, the products most suited to its collection. The a la carte approach

to library software will not be viable until vendors create standalone products and integrated library systems that easily and truly integrate with other products and fit the generic workflow of dealing with third-party content providers.

Conclusion

Library vendors, especially large ones, do not rely on new-name sales alone to maintain profitability. Although the cost of new multiuser systems can range from tens of thousands to millions of dollars, vendors rely on product maintenance fees for longevity. Keeping customers and retaining that maintenance revenue) requires innovation and development from the vendor, as well as good service. The most important commodity that vendors can hope for in the next decade is customer loyalty. If the market strategies of library vendors fail to meet client requirements for quality, vendors will find themselves reliant on their newer customer bases, as traditional customers flee for greener pastures. —*Andrew Pace*



INNOVATIVE takes a partner on e-resources

Innovative Interfaces, Inc., and the University of Washington (an Innovative Millennium customer) announced a partnership to develop the first electronic resources management module that combines technical services management with public services display. It also enhances the structure of traditional bibliographic holdings, and order data to meet the needs of the electronic resources environment. Innovative hopes to market the software as a replacement for local standalone mechanisms used to manage licensed resources. The module will be designed to attach license information to title-level records, tie vendor-aggregated titles together, and alert users to title availability. The new product

is important to libraries because it integrates what many libraries are already doing with the functions and data of their existing systems.

The new product, marketed as Electronic Resources Management, will be available as a standalone module or as a fully integrated piece of Innovative's Millennium ILS. The standalone module will be designed to integrate with any system in a similar fashion to Innovative's other standalone acquisitions and serials modules. Electronic Resources Management will be available as a software purchase and goes into beta release this fall, with full release scheduled for 2003.—*AP*

Contact: [Innovative Interfaces, Inc.](http://www.iii.com)
Tel. 800-444-2344
www.iii.com

DOI OFFERS PLUG-IN FOR ADOBE PRODUCTS

The International DOI (Digital Object Identifier) Foundation this summer demonstrated a customizable plug-in that works with Adobe Acrobat or Acrobat Reader. It adds capabilities such as menu items or tool bar options that enable new features, including: user alerts when a new version of a document is available; displays of related links to the current document; citation creation tools; and rights transaction initiation.

DOI was created by publishers as a persistent identifier for content and is used by more than 149 participating publishers in the CrossRef linking initiative. By going beyond basic link-

ing to the document, the DOI's introduction of enhanced functions enables the technology to deliver new services to the user and generate revenues for the publisher. DOI can be viewed as a social security number for a document, rather than a driver's license or passport. Each identifies an individual object, but like a Social Security number, a DOI is permanent and is tied to both the object's income and services it delivers.—*JL*

Contact: CrossRef
www.crossref.org

ebrary

Sirsi bundles ebrary software with iBistro

Electronic information provider ebrary has announced that Sirsi Corporation will become a value-added reseller of its ebrarian for Libraries database. Under terms of the agreement, Sirsi will resell the ebrarian for Libraries database as part of its Unicorn Library Management System and iBistro Electronic Library products. Sirsi is currently building the necessary interface to its Unicorn system, which will make electronic copies of ebrarian for Libraries resources directly accessible to library users via iBistro. These expanded electronic resources will be available to the more than 10,000 individual libraries served by Sirsi throughout the world, as well as to new Sirsi customers.

ebrarian for Libraries provides simultaneous, multi-user access to ebrary's growing, searchable database of more than 10,000 books from more than 130 leading academic, professional and trade publishers, the majority of which were published within the last two years. ebrary is privately held and is funded by Random House Ventures LLC, Pearson plc and The McGraw-Hill Companies. Ebrary's business model assumes that its publishing partners will benefit from new sales and marketing opportunities on the Internet.—*ALA TechSource*

Contact: SIRSI-DRA
Tel. 256-704-7000
www.sirsi.com

TLC

TLC offers debt collection function for Library.Solution

The Library Corporation (TLC) has formed a partnership with Unique Management Services, Inc. of Jeffersonville, Ind., to add debt collection capability to its Library.Solution automation system. Unique Management's debt collection system is integrated with Library.Solution to help recover overdue materials and fines/fees accumulated by patrons. When a patron exceeds overdue balance thresholds specified by the library, the system provides the patron's information to Unique Management. Unique then writes or phones to recover the overdue fines and/or materials. The company emphasizes a gentle, nonharassing manner to maintain patron goodwill throughout the process.

TLC and Unique Management are offering the debt collection capability on 90-day trial basis. TLC believes that this automated process will recover a high percentage of overdue materials and reduce library staff time spent on debt collection. Libraries can configure the debt collection module to run for the entire library system or for specific branches in an automatic or manual mode of operation. TLC has worked with Unique Management before to provide debt collection to Carl.Solution.—*ALA TechSource*

Contact: [TLC \(The Library Corp.\)](http://TLC (The Library Corp.))
Tel. 800-624-0559
www.tlcdelivers.com

NEW SOFTWARE RELEASES

Endeavor releases Encompass 2.0

In June, Endeavor Information Systems released Version 2.0 of ENCompass, its system for managing e-content and digital collections. The latest version features multiprotocol (Z39.50, XML, and HTTP) searching across resources, OpenURL syntax support, and customizable eXtensible Stylesheet Language Transactions for the user interface. ENCompass offerings include Resource Access, Digital Collections, customized digital content needs, and LinkFinder-Plus, the linking system for diverse library resources; these compatible products are all part of the ENCompass suite of e-content management tools. ENCompass is installed in 25 libraries around the world.

Contact: Endeavor Information Systems
Tel. 800-762-6300
www.endinfosys.com

Sirsi announces Unicorn 2002

With key enhancements to Acquisitions, EDI, ILL, and Oracle SQL reports, Unicorn 2002, Sirsi's first software release since its acquisition of Data Research Associates (DRA) has generated much customer interest. The release also includes new versions of Sirsi's public interfaces: iBistro, iLink, and WebCat, and Web2 Version 2.0, the Web OPAC software developed by DRA, which is now compatible with the Unicorn system.

Contact: Sirsi-DRA

Tel. 256-704-7000
www.sirsi.com

Open source ILS available

Koha, the first open source integrated library system, released Version 1.2 in July. Available under the GNU General Public License, Koha is freely available for download. The software includes basic modules for cataloging, OPAC, circulation, and acquisitions. Developed in New Zealand by Katipo Communications, the software is now maintained by programmers and librarians around the world.

Although an open source ILS will not likely ever be a viable solution for large-scale libraries, the solution proves intriguing for smaller libraries with technically savvy staff. Actual costs will depend on how much training staff will be needed to maintain the suite of open source software. Paid support also is an option, on a model similar to that used by RedHat's support for the Linux operating system.

Contact: Koha
www.koha.org

epixtech iPac 2.01 on the market

iPac 2.01, epixtech's next generation Web OPAC, includes content-rich information tools, such as cover art, reviews, summaries, and bibliographies. The consolidated search feature allows searching of disparate databases with a single interface. The iPac interface is available for both Dynix and Horizon systems.

COUNTER SEEKS INPUT ON USAGE STATISTICS

Counter (Counting Online Usage of NeTworked Electronic Resources), an international measurement initiative that includes librarians, publishers, and vendors, is making strides toward its goal of standardizing usage data for electronic resources and has collected feedback on its developing Code of Practice on usage statistics for libraries.

Counter is widely supported by major library and publisher organizations in the United States, United Kingdom, and Europe that have a stake in the development of usage statistics. Contributors include major library groups and standards organizations, such as the Association of Research Libraries (ARL), the National Information Standards Organizations (NISO), and the Association of American Publishers (AAP).

Richard Gedye of Oxford University Press has led this initiative since its inception as a JISC-PALS group (Joint Information Systems Committee-Publisher and Library Solutions). Building on the work of a number of existing initiatives,

including ARI, NISO, and PALS, Counter will provide guidance on data elements and their definitions, data processing, report formats, methods of delivery, and methods of combining reports from direct use along with reports from intermediaries. The objective over time is to create standardized formats for usage data.

Peter Shepherd, the current project director, notes that the plan to produce an internationally accepted Code of Practice by December 2002 is the first step in a continued discussion that will provide insights into online usage. In July, the JISC-PALS group made available the first draft of usage reports with an online survey. It is soliciting feedback at the Counter Web site, www.ProjectCounter.org. The community is invited to participate in the discussion on the electronic discussion list at usage@jiscmail.ac.uk.—*JL*



Aggregators lose content

Two important announcements this summer have demonstrated

how aggregators' offerings are susceptible to publishers' licenses. Sage Publishers is withdrawing its content from journal aggregators for financial reasons, and Time, Inc. is withdrawing PDF files for reportedly legal reasons.

Sage Publications is pulling its journal content from ProQuest and EBSCOhost at the end of 2003, inferring that royalties earned from the aggregator databases did not offset the loss of journal subscriptions that occurs when libraries

cancel a direct subscription and rely on access through a database instead.

Sage plans to offer discipline-based packages of its 300 social science journals online directly to libraries as full-text collections in the following subjects: communication studies, criminology, sociology, politics, and international relations. Each discipline will be accompanied by a 20-year backfile with full backward and forward linking that enables the user to move seamlessly from an article to those articles that cite it and to sources cited in the bibliography.

Time, Inc., has instructed the full-text database aggregators to remove PDF

files. This move follows its requirement more than a year ago to pull compound or full-embedded images, which include photos, graphics, charts, and illustrations. Coming on the heels of the Tasini case, the decision appears to be related to insufficient copyright clearances for electronic distribution. This withdrawal applies to *Time*, *Fortune*, *Money*, *Sports Illustrated*, *People*, *Entertainment Weekly*, and others.—*JL*

Contact: Sage Publishers
www.sagepub.co.uk
 Time, Inc.
www.time.com

WHO'S BUYING WHAT

Six libraries go live with Ex Libris in eight days

Ex Libris announced that six libraries around the world went live with the ALEPH 500 system in the eight-day period from July 1 to July 8: the University of Delaware, the University of Minnesota, Twin Cities, the State University of New York (SUNY) Cortland, and Harvard University, in the United States; Curtin University, in Australia; and Lancaster University, in the United Kingdom.

Contact: Ex Libris (USA)
Tel. 773-404-5527
www.exlibris-usa.com

Millennium spreads across CSU

California State University, Northridge, has chosen Innovative Interface's Millennium system. Innovative systems are installed in 14 of the 23 California State Universities.

Contact: Innovative Interfaces, Inc.
Tel. 800-444-2344
www.iii.com

VTLS has a good quarter and year

VTLS Inc. ended its fiscal year June 30, 2002, on a high note with increased customers, revenues, and profits. Unaudited results indicated a 6% growth in revenues with profits at 9% of revenues. Second quarter sales included 21 libraries on five continents selecting Virtua, the company's new integrated library system.

Contact: VTLS, Inc.
Tel. 800-468-8857
www.vtls.com

Pomona Public Libraries chooses TLC

Pomona Public Library (PPL) in California is migrating the TALIS-man system to The Library Corp.'s Library.Solution. PPL will use the new system on its 100-workstation network.

Contact: TLC (The Library Corp.)
Tel. 800-624-0559

Competition growing in e-journal management market

The serials list that is so challenging to maintain in print cannot be cost-effectively maintained at the library level for electronic journals. Databases of articles and journals that libraries are licensing from aggregators and publishers contain an array of journals, coverage periods, and URLs that change daily. The level of maintenance required to keep serials records up-to-date requires a shared workload—the size of the task makes it practical for libraries to outsource e-journal management to an intermediary.

Libraries need metadata for electronic journals that serves users who want to link to a journal or an article the library has licensed. Core e-journal management service includes the journal title record, the period covered, and the necessary URL for linking from either a list on the library's Web site or in its OPAC. Vendors are coming forward with new and consolidated products to help libraries manage and maintain electronic resources. A snapshot of what's available in the marketplace:

- With more than 1,000 customers since it launched in Seattle two years ago, Serials Solutions was the first to address the burdensome issue of identifying the changing titles provided in aggregator databases. The company's service highlights the staff time saved in tracking all electronic journal holdings, including single titles and those in publisher databases. Serials Solutions' management products deliver reports in HTML for the library Web site, MARC records for the OPAC, printed lists in binders for the reference desk and spreadsheets for analysis. HTML is the most popular version and these reports are updated every other month.
- Serials Solutions was soon joined by Journal Web Cite, a Philadelphia company that offers Standard and Lite versions of its management product, JournalList. It is maintained on the company's Web site and updated quarterly. JournalList offers usage statistics based on clicks, a feature that Serials Solutions does not offer. Both companies will include a library's

print journals in their products so that the journal list is comprehensive.

- A broader array of services with a higher price tag is available from TDNet, which was launched last year in the United States. Created by an Israeli subscription agent, TDNet offers a service that includes the table of contents for journals and provides detail at the article level. In addition to providing an A–Z list of print and electronic journals that the library has licensed, TDNet offers a journal alerting service and can link to a document delivery service provider. The core service of TDNet with the A–Z list is the data sets that contain the journals that are added and dropped from aggregator databases, along with their coverage dates and updated URLs. Libraries use these data sets to build their own Web pages, update their OPACs, determine the overlap in content between two databases, and update the URLs in their proxy servers. TDNet also offers usage reports and links to document delivery services.
- In July 2002 EBSCO announced that its Electronic Journals Service (EJS), formerly under the banner of EBSCO Online, is now part of EBSCOhost, which is known for delivering aggregated full text and secondary databases. Planned enhancements to EJS will position it in the space now occupied by Serials Solutions, Journal Web Cite and TDNet. As a subscription agent, EBSCO offers many services and created EJS to provide online access to more than 8,000 journals from nearly 600 publishers. Users accessing this site can link directly to the licensing agreements of more than 300 publishers to easily compare terms and conditions. The Basic service is complimentary for titles ordered through EBSCO and includes a searchable table-of-contents (TOC) service with reliable links to the full text of e-journals to which the library subscribes. The planned additional features for the enhanced service for EJS will produce the A–Z list of the library's electronic resources and a registration service so the library can track licensing agreements and authentication requirements. Also in development are new features to allow custom branding so the library can add its own logo and obtain downloadable usage reports.—*Judy Luther*

E-BOOKS are still alive

Despite questions about the viability of e-books, data announced this July by Nicholas Bogaty, executive director of the Open eBook Forum, provides evidence of industry growth. The Open eBook Forum is a trade and standards organization that aggregates comprehensive business data and champions the use of e-books as a tool to promote literacy and provide access for readers with disabilities. Members include technology companies (Microsoft, Adobe, Overdrive), publishing companies (McGraw-Hill, AOL Time Warner, Harcourt), and agencies (Library of Congress, American Foundation for the Blind).

Although the library market has witnessed a search for a sustainable business model, publishers and software companies are encouraged by increases in the sales of e-book software and content. Random House, Harper Collins, and Simon and Schuster are recording new levels of sales and revenue this year. Random House has standardized its e-book production and its eight trade divisions will publish their lead titles in both print and e-book form.

More than 5 million copies of Microsoft Reader have been distributed for use on desktop, notebook, and Pocket PC system. Average monthly downloads of Adobe Acrobat's eBook Reader in 2002 are 70% higher than last year. Palm Digital Media saw a 40% increase in the number of e-books sold from 2000 to 2001. —*JL*

Sirsi and LSSI form virtual reference partnership

Sirsi Corporation has announced a partnership with Library Systems and Services (LSSI) to provide Sirsi libraries and their users with virtual library reference services. Sirsi will integrate LSSI's Virtual Reference Toolkit (VRT) 2.0 software with its iBistro and iLink e-Library solutions for library users and staff, providing the capabilities for one-on-one virtual reference sessions and access to related electronic content. The new Sirsi–LSSI partnership was announced at the 68th IFLA General Conference and Council this August in Glasgow, Scotland.—*ALA TechSource*

Contact: [Sirsi Corporation](http://www.sirsi.com)
www.sirsi.com
Library Systems and Services
www.lssi.com

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