



# **Ex Libris general strategy in the light of Alma**

**Expania, Sevilla, 13.05.2011**

Jürgen Küssow

Senior Consultant – Presales Europe

  
The bridge to knowledge

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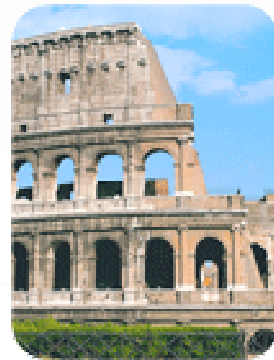
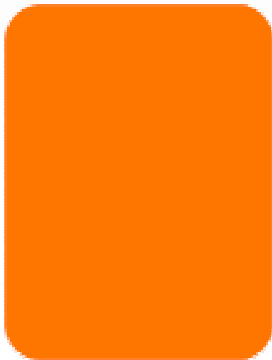
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# Agenda

- **Corporate update**
- Accelerating the delivery of next-generation library services
  - Trends
  - Primo: Discovery & delivery
  - Moving to the cloud
  - Ex Libris Alma



# Who We Are

**Ex Libris is the leader in providing library automation solutions to academic, research, special, and national libraries**

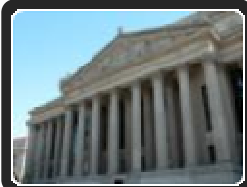
**Resource  
Management  
Solutions**

**Discovery &  
Delivery  
Solutions**

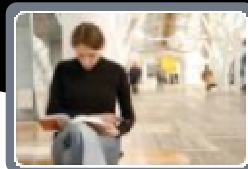
**Digital  
Preservation  
Solutions**

**ExLibris**

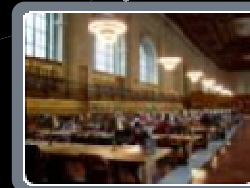
**National  
Libraries**



**Special  
Libraries**



**Research  
Libraries**



**Academic  
Libraries**

**ExLibris**

# Ex Libris in Numbers

- **4,900 institutional clients**
- **81 countries**
- **41 national libraries**
- **9 products**
- **500 employees**
- **2010 revenues: \$87M**



# Ex Libris Around the World



**12 Subsidiaries and Offices**  
**13 Distributors**

# We're Facilitating Academic Excellence

**10 out of 10** of the top universities worldwide  
**42 of the top 50** North American universities  
**78 of the top 100** universities worldwide

*Source: Institute of Higher Education Shanghai Jiao Tong University Academic Ranking of World Universities 2010*



**20 out of 20** of the top universities worldwide  
**39 of the top 50** North American universities  
**39 of the top 50** European universities  
**175 out of the top 244** universities worldwide

*Source: The Times (UK) 2010 Top 200 Universities*

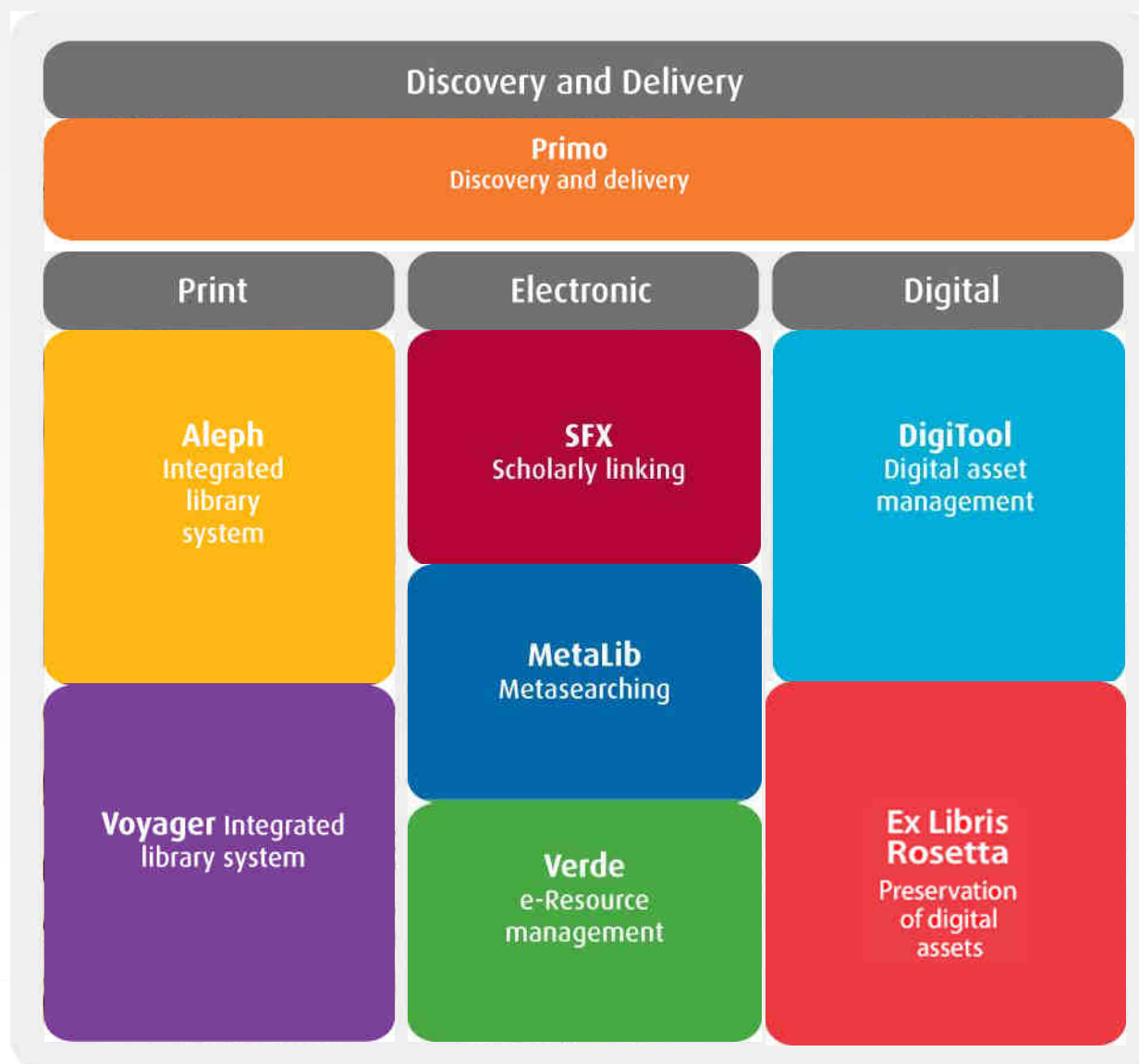


**87 of 126** members of ARL (Association of Research Libraries), North America  
**41 National Libraries**



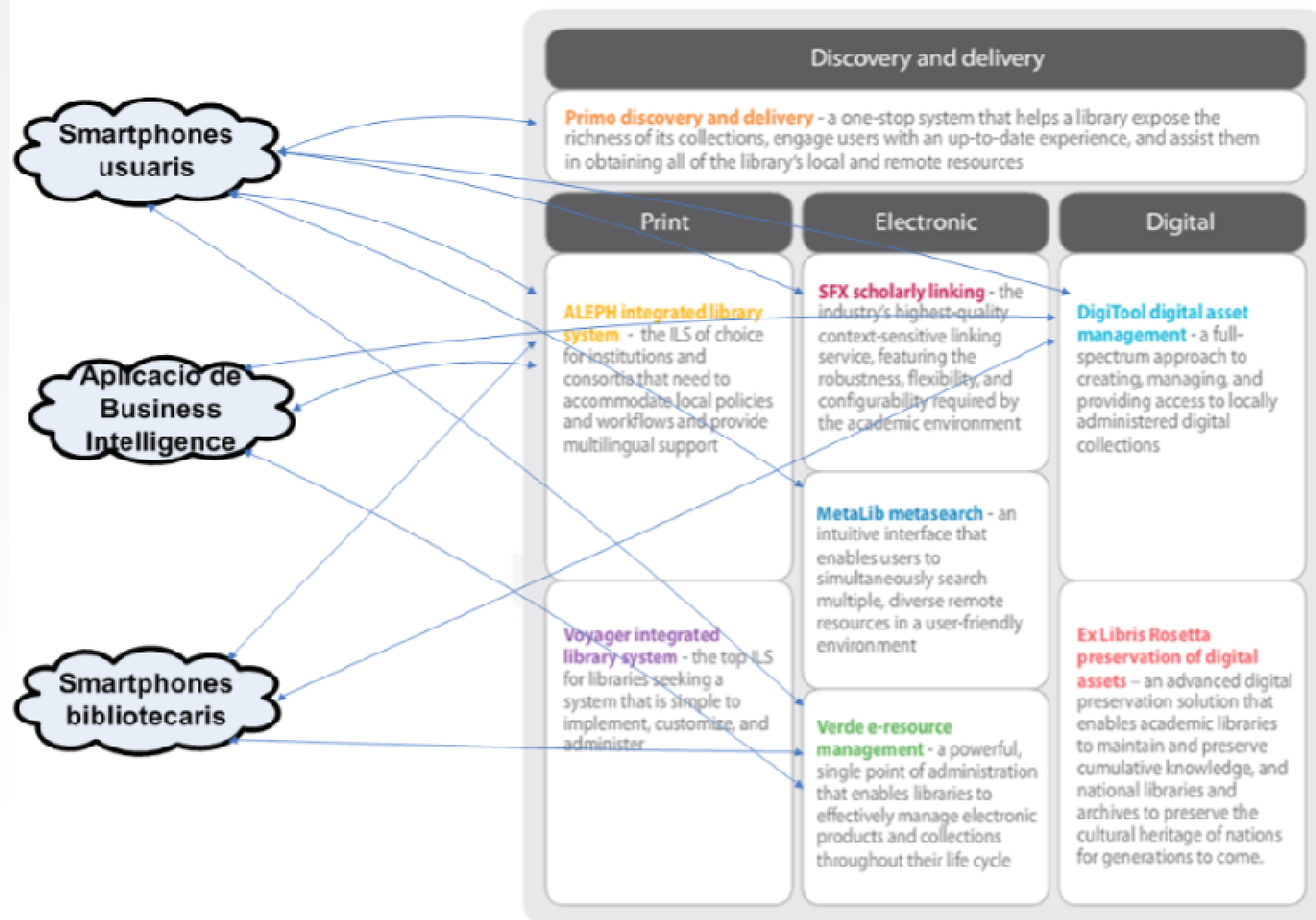
ASSOCIATION  
OF RESEARCH  
LIBRARIES

# Full spectrum of solutions





# Creación de nuevos productos tecnológicos



**GREENDATA**

INFORMACIÓN · SISTEMAS · SERVICIOS

# Smartphone application



The image shows a smartphone application interface for GRONDATA. The status bar at the top displays '3G', signal strength, battery level, and the time '1:59 PM'. The app header features the 'GRONDATA' logo in black and green, with the tagline 'INFORMACIÓN · SISTEMAS · SERVICIOS' in green below it. A search section includes the label 'Buscar:' followed by a text input field with an orange border and a 'Buscar' button. Below this is a large button labeled 'Ver documentos reservados'. The bottom right corner of the app interface shows a smaller version of the 'GRONDATA' logo and tagline.

3G 1:59 PM

**GRONDATA**  
INFORMACIÓN · SISTEMAS · SERVICIOS

Buscar:

Buscar

Ver documentos reservados

**GRONDATA**  
INFORMACIÓN · SISTEMAS · SERVICIOS

# Smartphone application



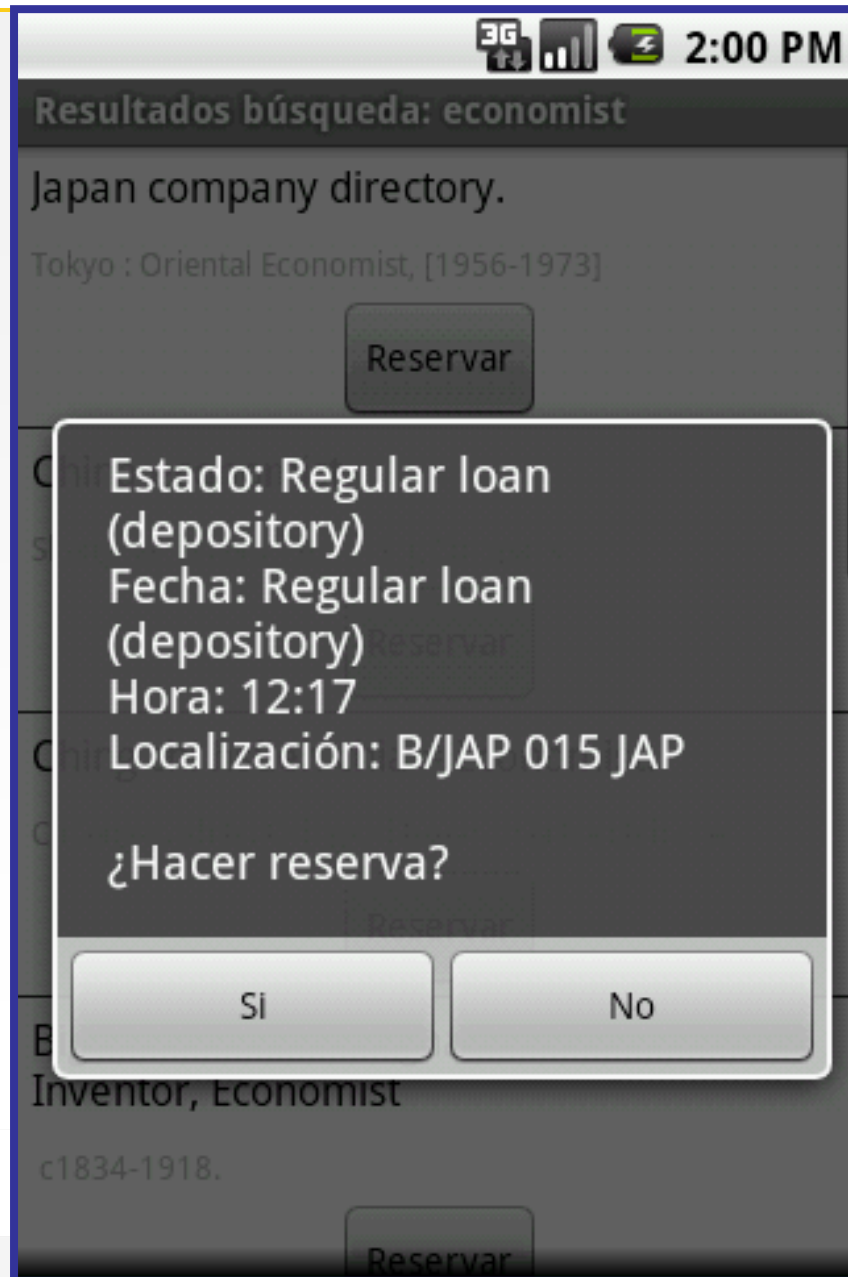
# Smartphone application



# Smartphone application



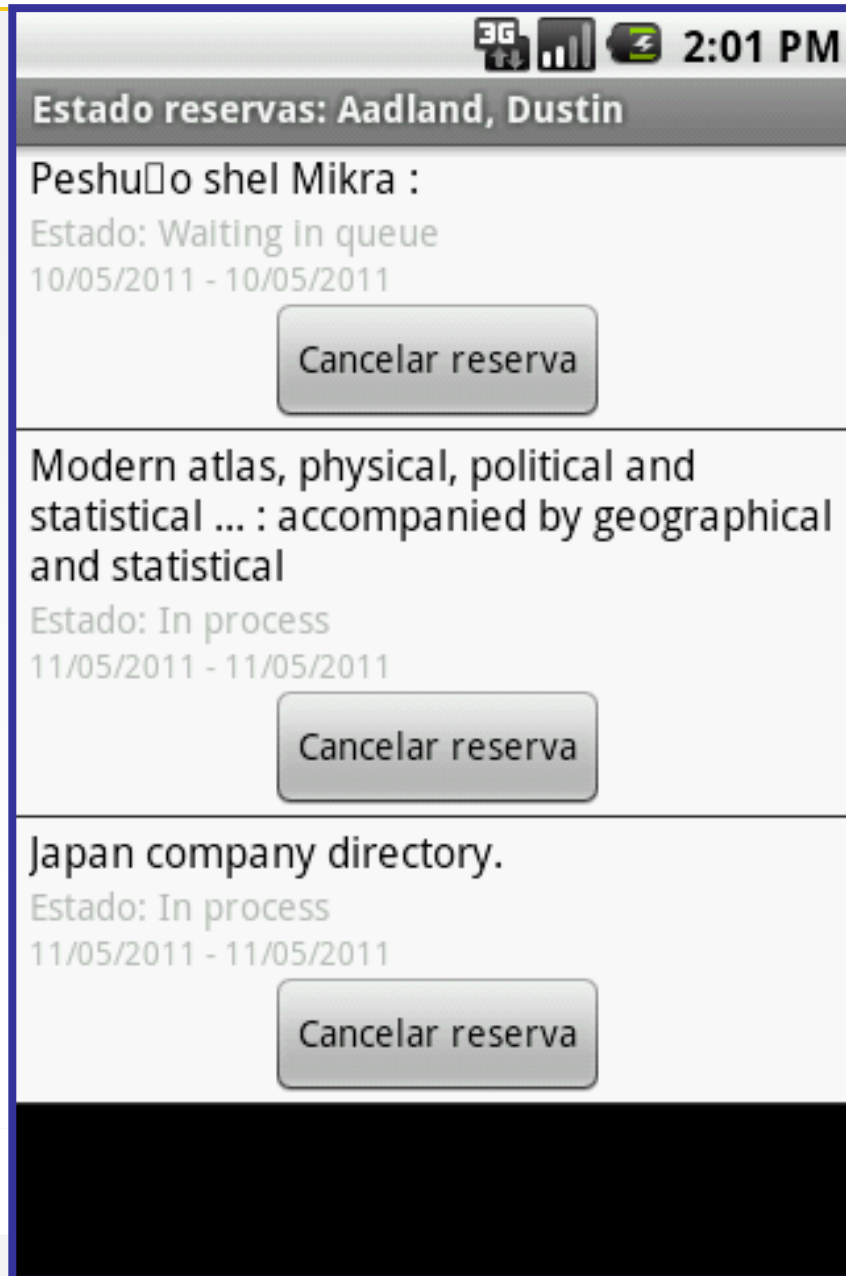
# Smartphone application



# Smartphone application

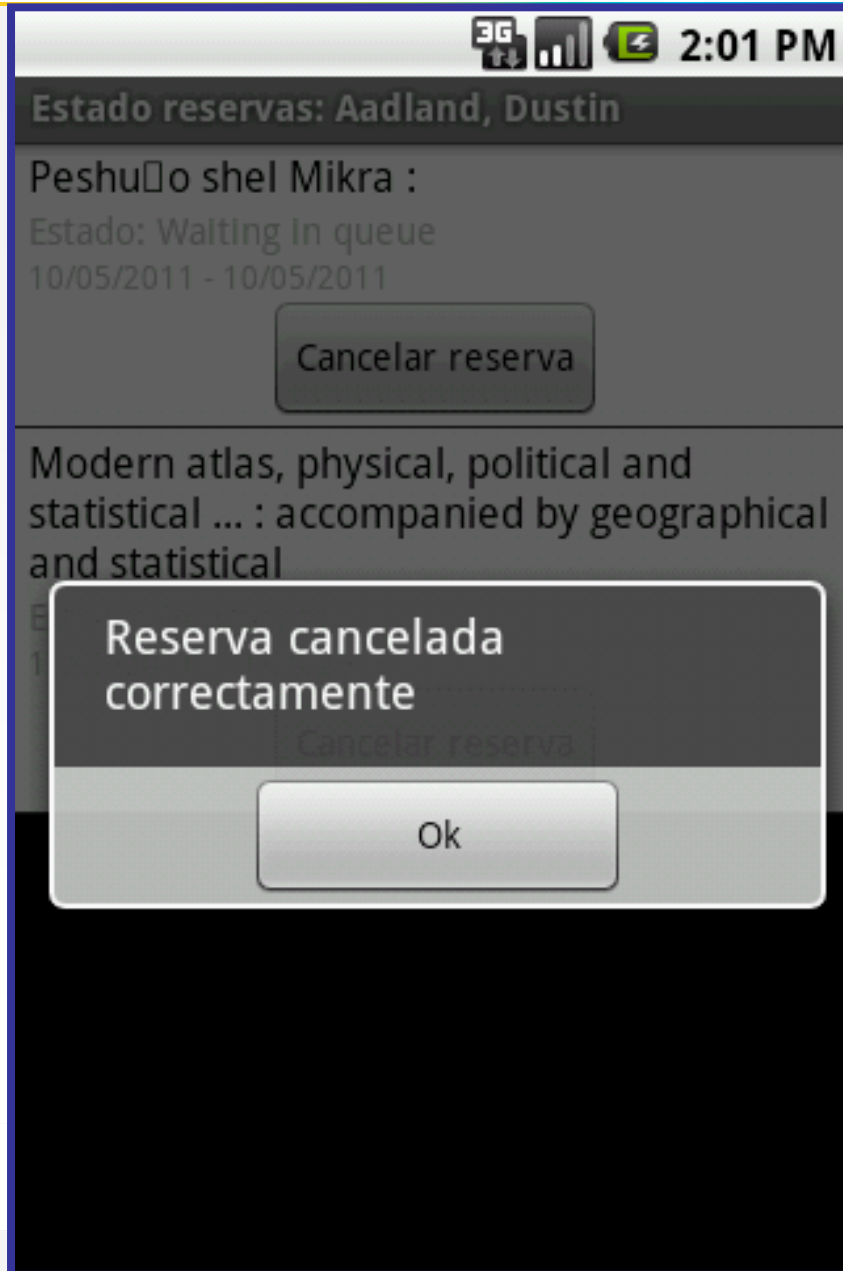


# Smartphone application

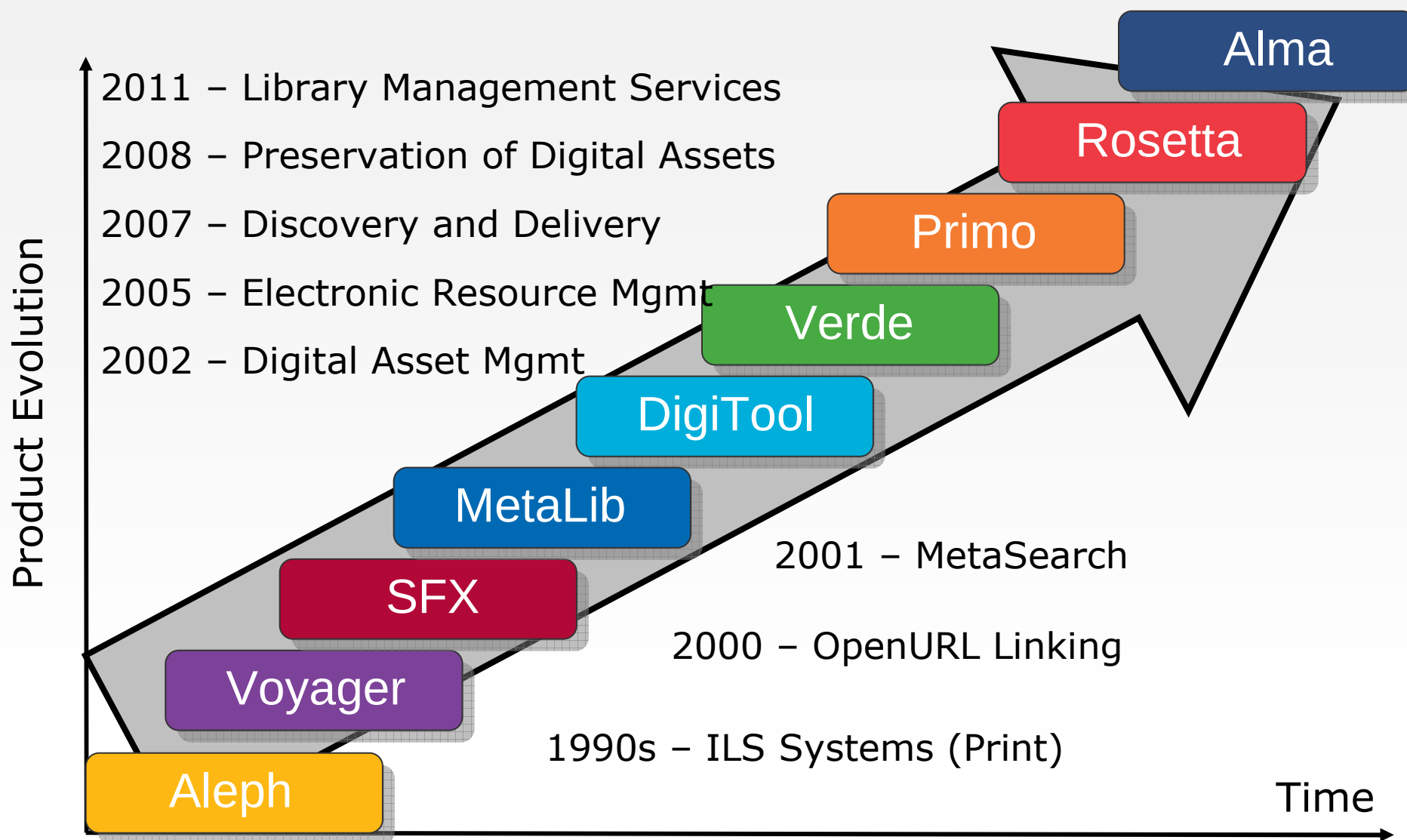




# Smartphone application

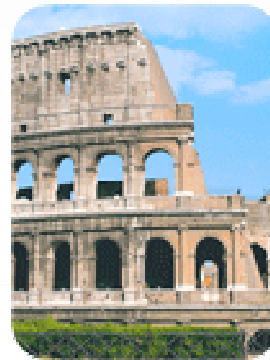
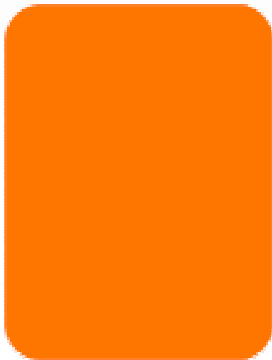


## Meeting evolving market needs



# Agenda

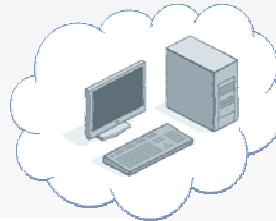
- Corporate update
- **Accelerating the delivery of next-generation library services**
  - **Trends**
    - Primo: Discovery & delivery
    - Moving to the cloud
    - Ex Libris Alma



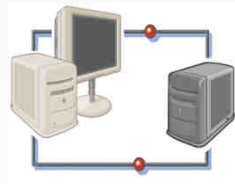
# Computing **Innovations** every 10 years



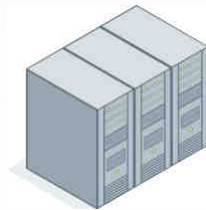
2005 **Mobile / Cloud** Computing



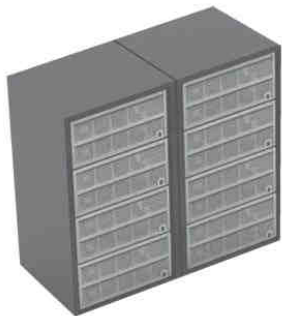
1995 **Desktop / Internet** Computing



1985 **Client / Server** Computing



1975 **Mini** Computing

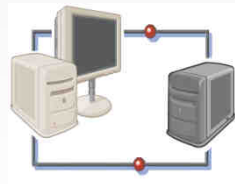


1965 **Mainframe** Computing

# Applications on the way into the Cloud



Today  
**Cloud Computing Applications**



1985 **Client / Server** Computing

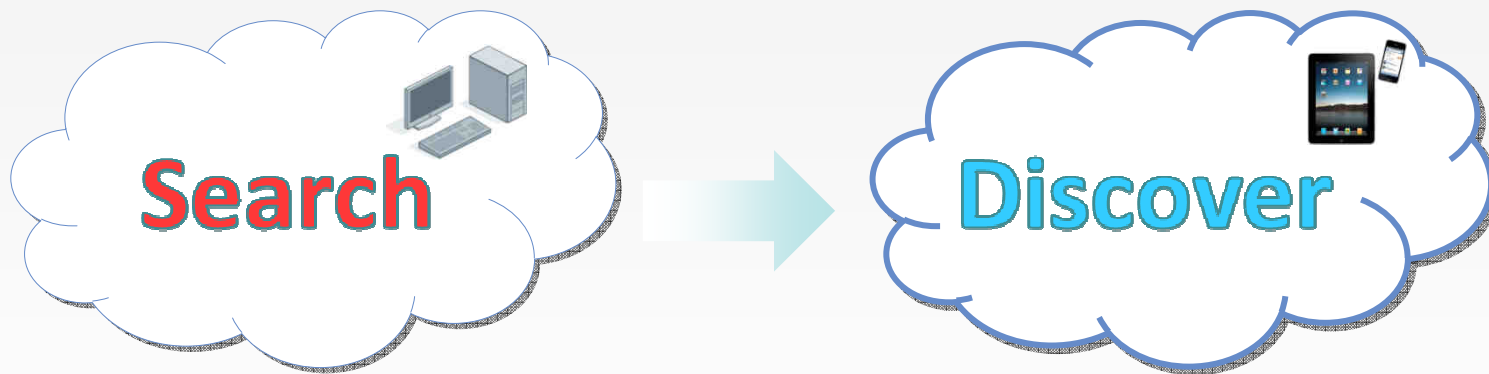


1965 **Mainframe** Computing



# Fundamental Change → Paradigm Shift

information



Google

eBay

facebook

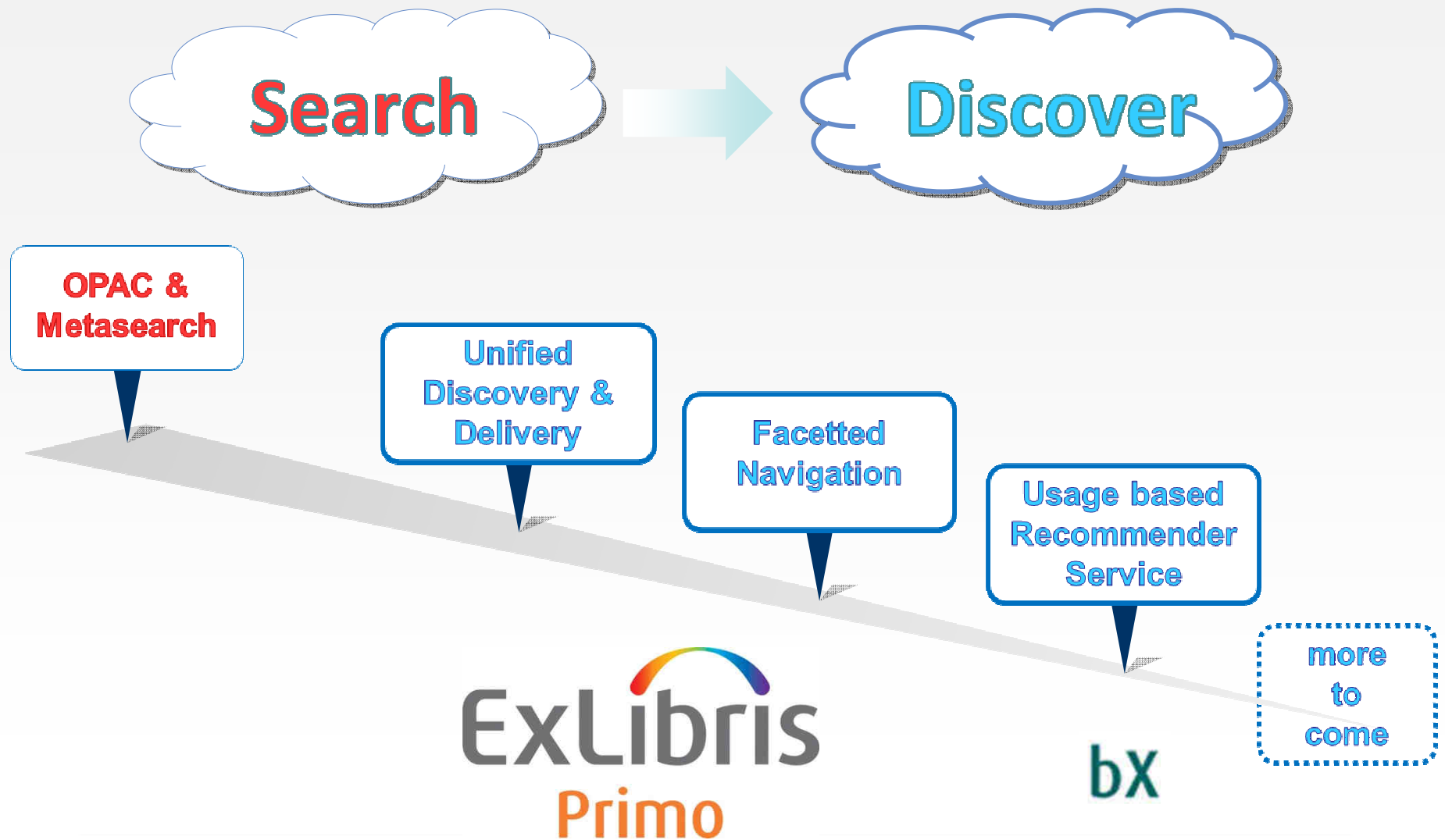
YouTube

twitter

amazon

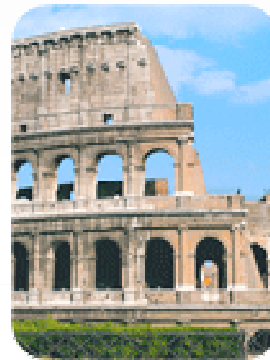
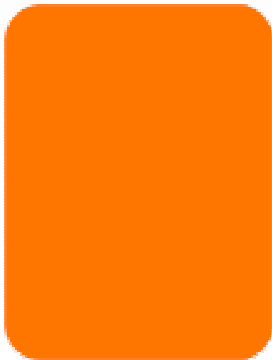
ExLibris

# What does this mean in the Library World?



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## Primo in a nutshell

- An end-user discovery and delivery solution.
- Enables a library to offer its entire collection through a single interface, easily and intuitively providing all OPAC functionalities including user account
- Incorporates Web 2.0-inspired services



## Primo in a nutshell

- Includes a full spectrum of customization options, allowing libraries to tailor the content, the display, and the services to their users' needs
- Open and extensible and integrates with other systems



# More than 810 Primo sites in 33 countries



**Next generation catalog apps offer a mix of features: faceted navigation, keyword searching, relevancy-ranked search results, “did you mean?” search revisions, item recommendations, RSS feeds, and mechanisms to collect and display user feedback.**



**Marshall Breeding**  
Vanderbilt University



According to  
Marshall Breeding...

## Basic Discovery solutions have the following traits.

|                             |   |
|-----------------------------|---|
| Fast, easy to use           | ✓ |
| Single, unified interface   | ✓ |
| Faceted-browsing            | ✓ |
| “Did You Mean?” Suggestions | ✓ |
| RSS Feeds                   | ✓ |
| Content Coverage            | ✓ |

## Primo's added value...

**Configurable  
ranking**

**Expose local  
collections**

**Opac via  
Primo**

**End-user focus  
Lower TCO**

**bX article  
recommender**

**Added value for  
researchers**

**Content  
neutrality**

**Superior Ranking**

**Title grouping**

**Reduce information  
overload**

**e-shelf  
support**

**Critical for  
end-users**

**Consortia  
support**

**Efficient  
management**

**Multi data  
sources**

**Leverage  
investment**

**Open  
platform**

**Easy  
customization**

# Primo solves information overload

Search

## Information Overload

"Students limit what they look at to avoid being completely lost and overwhelmed. Very few students ask librarians "here's my topic; where should I look?"

**Barbara Fister, Librarian at Gustavus Adolphus College**

"62% of students said the most difficult part of doing research is narrowing down all of the information that comes up, while 61% said that filtering through irrelevant results was the most difficult."

**Project Information Literacy Progress Report: "Truth Be Told"**

**November 1, 2010 - Head and Eisenberg**

## How does Primo solve this?

# Primo solves information overload

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## How does Primo solve this?

Configurable  
Boosting/  
Ranking



> Search Engine Configurations

- ☐ Result Threshold:
- ☐ Facets:
- ☐ Language Recognition:
- ☐ Did You Mean:
- ☐ Results Boosting:
- ☐ Fulltext:
- ☐ FRBR and Dedup Boosting:
- ☐ Synonyms:
- ☐ Sorting:
- ☐ Blending:

Search Engine: Local Search Engine ▼

☒ Enable first page boosting:

Minimal ranking value for first page boosting: High ▼

Boosted items location on first page: Top ▼

Number of items to boost: 0

Fixed boost factor for search engine: 1.0

Save

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## How does Primo solve this?

Configurable  
Boosting and  
Ranking

Article  
Recommender



## Books, Media, and More

Databases by Subject

red rain meteors

Everything

Search

Advanced Search

All items

that contain my query words

anywhere in the record

## Refine My Results

## Show Only

Peer-reviewed Journals (186)

Full Text Online (373)

## Topic

Short stories (7)

Astronomy (6)

Planets (4)

Meteorites (3)

Dinosaurs (3)

Show 15 more

## Creator

Felker (15)

Felker, W.L. (12)

Schaaf, Fred (4)

Seabrook, Charles (4)

By Tad Dickens (3)

Show 15 more

## Collection

OneFile (GALE) (227)

University of Chicago Press

Journals (111)

Cambridge Journals

Online (19)

American Psychological

Association (APA) (19)

Project MUSE (10)

Show 2 more

405 results for Everything

sorted by: relevance

1-10 Next



Article

★ **Bloody rain again! Red rain and meteors in history and myth**

McCafferty, P

International Journal of Astrobiology, 2008, Vol.7(1), p.9-15 [Peer Reviewed Journal]

**Full text available**

Online resource

Details

Reviews &amp; Tags

**Recommendations**

Additional services

Send to

**bx** Users interested in this article also expressed an interest in the following:

About bx

1. CS, Cockell [The interplanetary exchange of photosynthesis](#) Origins of life and evolution of the biosphere 38.1 (2008) 87 - 104

find it

2. [Directed exospermia: II. VUV-UV spectroscopy of specialized UV screens, including plant flavonoids, suggests using metabolic engineering to improve survival in space](#) International Journal of Astrobiology 6.4 (2007) 291 - 301

find it

3. Bandyopadhyay, A [Enhanced photosynthesis rate in genetically engineered indica rice expressing pepc gene cloned from maize](#) Plant science 172.6 (2007) 1204 - 1209

find it

4. Prasad, A [Zinc in human health: Effect of zinc on immune cells](#) Molecular medicine 14.5-6 (2008) 353-357

find it

Newspaper  
article★ **Blood-red rain falls over India; Weather Eye.(Features)**

Paul Simons

The Times (London, England), March 9, 2006, p.77

**Full text available**

Online resource

Details

Reviews &amp; Tags

Additional services

★ **MATT BAYLIS . . .ON LAST NIGHT'S TV**

MATT BAYLIS

Europe Intelligence Wire, Nov 15, 2006

# Primo solves information overload

Search

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## How does Primo solve this?

Configurable  
Boosting and  
Ranking

Article  
Recommender

Title  
Grouping

Oxford Collections Journal Articles (beta)

The Prince

All libraries / collections

Search

Advanced Search



Refine your search: All items that contain my query words anywhere in the record

### Show only

Online Resources (4,098)  
Physical Items (18,946)

### Refine My Results

#### Topic

Great Britain (2,036)  
France (395)  
William III, King of England,  
1650-1702 (384)  
Princes (384)  
Shakespeare, William, 1564-1616.  
Hamlet (314)  
Show 195 more

#### Library

St Anne's College Library (291)  
St Antony's College Library (101)  
All Souls College Library (656)  
Ashmolean Museum Library (31)  
Balfour Library (Pitt Rivers  
Museum) (22)  
Show 81 more

#### Language

English (14,065)  
French (1,784)  
German (537)  
Italian (532)  
Undetermined (431)  
Show 34 more

#### Creation Date

Before 1954 (13,815)  
After 1996 (4,859)  
1982 To 1996 (2,806)  
1968 To 1982 (1,689)  
1954 To 1968 (1,076)

#### Creator

Adams, C (4)  
Adams, G (6)  
Akib, J (2)  
Albert (28)  
Alytula, J (2)  
Show 195 more

22,186 Results for All libraries / collections

sorted by: Relevance

1-10 Next

Show only Online Resources (4,098) Physical Items (18,946)



Book

**The prince**  
Niccolò Machiavelli 1469-1527. Peter E. Bondanella 1943-; Maurizio Viroli  
Oxford : Oxford University Press 2008 ll, 133 p. : 1 map. ; 20 cm. book  
**Check library holdings and other locations**

Locations Details Reviews & Tags Additional services

1 of 115 versions of this work



Book

**The prince**  
Hūshang Gulshīrī James Buchan  
London : Harvill Secker 2005 152 p. ; 21 cm. book  
**Check library holdings**

Locations Details Reviews & Tags Additional services

1 of 3 versions of this work



Book

**The prince**  
Celia Brayfield  
London : Penguin 1990 662 p. book  
**Check library holdings**

Locations Details Reviews & Tags Additional services

1 of 2 versions of this work



Book

**The prince.**  
Marshall Monroe Kirkman  
[Revised ed.]. Chicago 1913 cm.24. book  
**Check library holdings**

Locations Details Reviews & Tags Additional services



Book

**The prince**  
Edgar Wallace 1875-1932.  
London : Sunday News Ltd. 1931 p. 10 : ill. ; 44 cm. book  
**Check library holdings**

Locations Details Reviews & Tags Additional services



Book

**The prince**  
Daniel Way 1974- Marjorie Liu; Giuseppe Camuncoli  
New York : Marvel ; London : Diamond distributor 2009 1 v. : chiefly col. ill. ; 27 cm. book  
**Check library holdings**

Locations Details Reviews & Tags Additional services



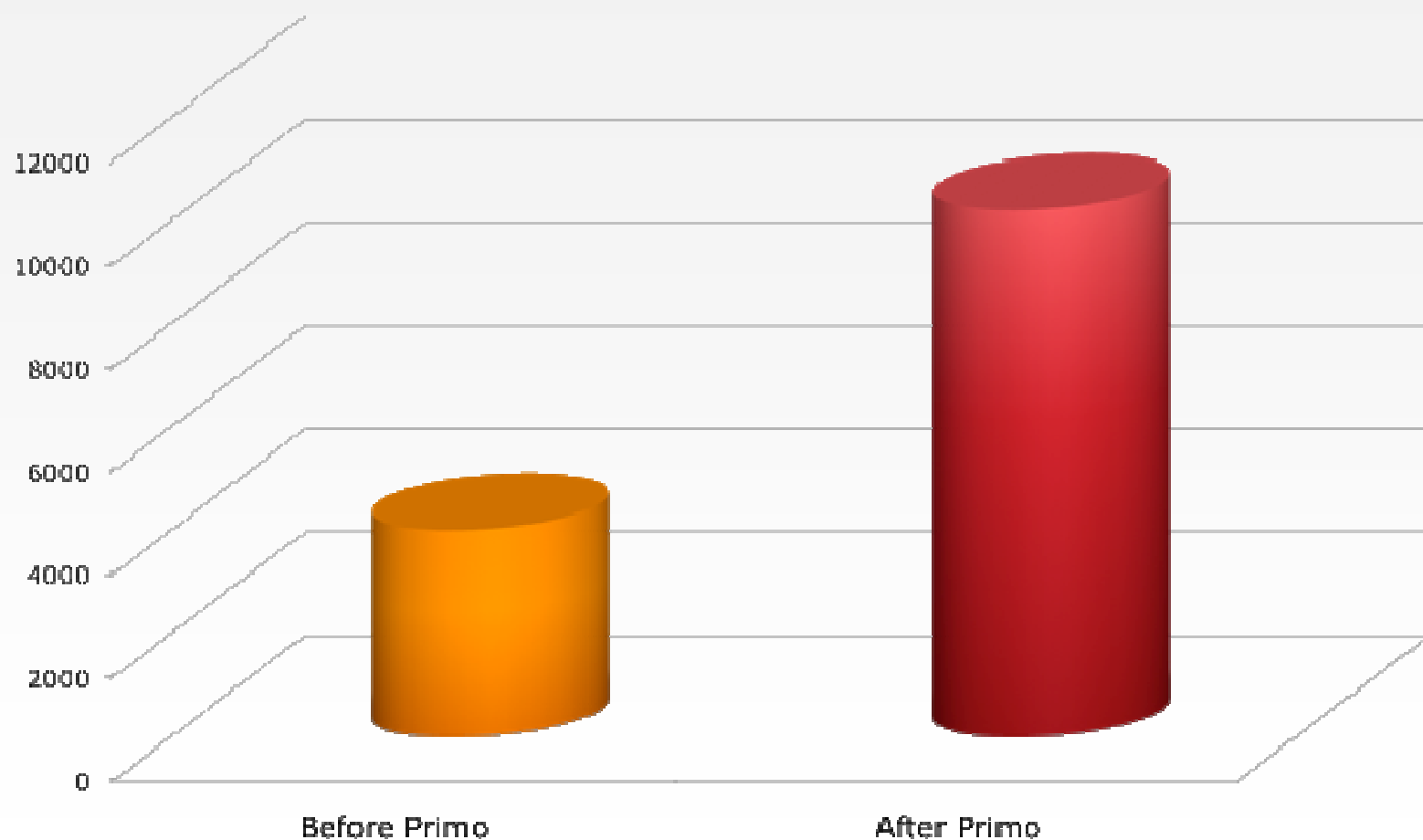
Book

**The prince.**

Usage

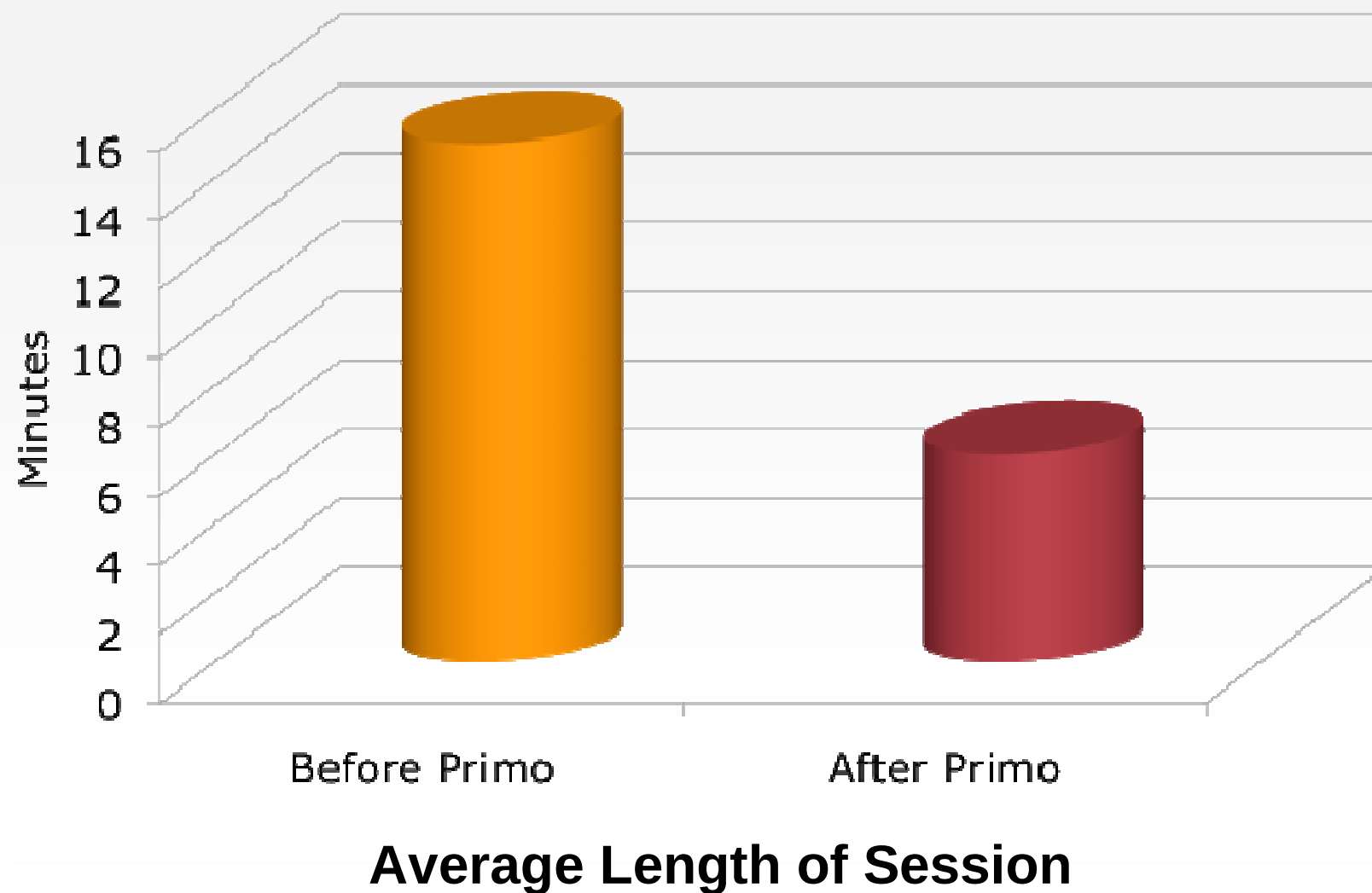
Search

## Primo In Action – New York University



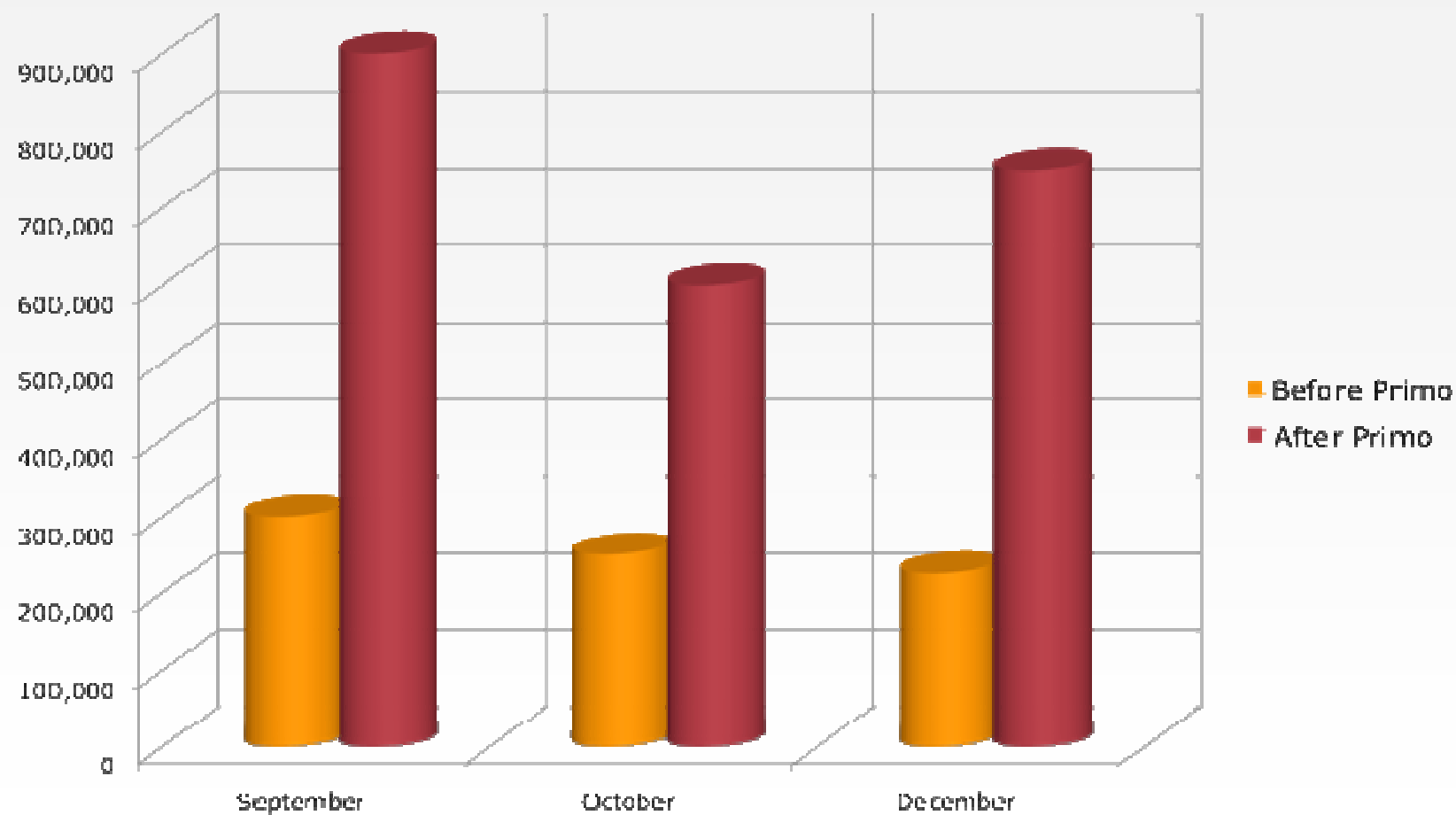
**Average Number of Sessions per Day**

## Primo In Action – New York University





## Yonsei University - Number of Searches per Month



Position within the results set

Search

### Mandatory reading titles at Yonsei university:

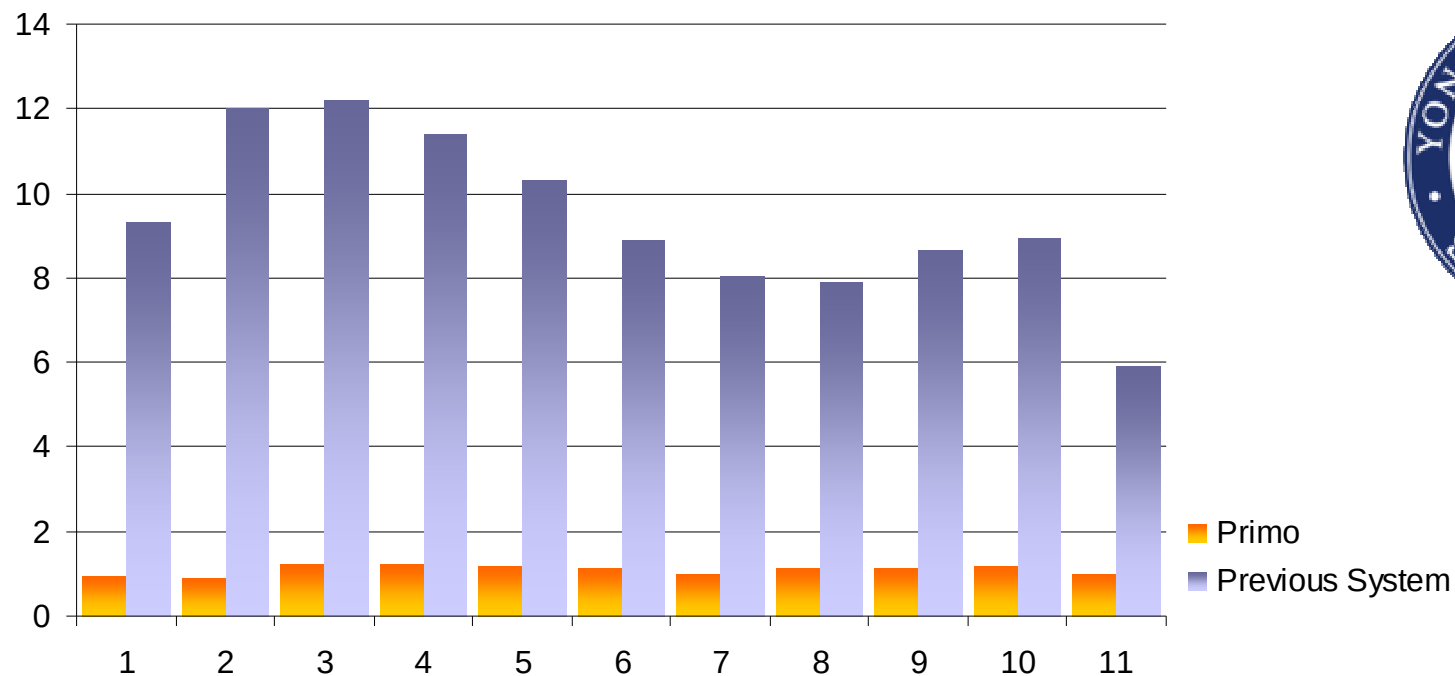
| search words |
|--------------|
| 금오신화         |
| 춘향전          |
| 무정           |
| 삼대           |
| 토지           |
| 광장           |
| 시경           |
| 초사           |
| 사육           |
| 젊은 예술가의 초상   |
| 양철북          |



## Search response time (before and after Primo)

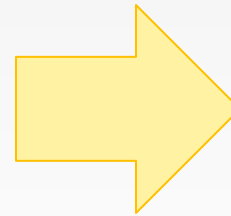
Search

### How long does it take to locate an item by title?



what did BYU experience using Primo?

Search



**35,000**

search sessions

(using the legacy OPAC system)

**400,000**

search sessions

(using Primo)

ExLibris

## Primo Central Index impact

Search

PCI



# What is Primo Central Index?

- Centralized Primo index; hosted and maintained by Ex Libris
- Includes data from primary and secondary publishers and aggregators
- Available to all Primo customers
- Available to all MetaLib customers as a search target
- Designed to index hundreds of millions of scholarly materials



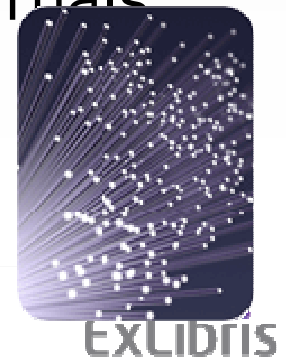
# What is Primo Central Index for?

- Serves as a central index for scholarly materials
  - Primarily articles and e-books, but also other materials of interest
  - Items that are of global and regional academic significance
- Enables Primo to present one, blended result list
- Supports Primo's proven high level of performance and relevance ranking quality



# Primo Central Index Content

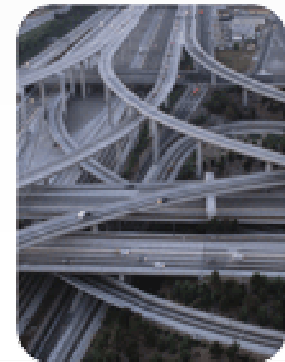
- Articles, e-books, and possibly other e-content
  - Bibliographic metadata
  - Abstracts
  - Full text
- Type of content is subject to the agreement with the information provider
- ~ 500 million items from more than 55.000 journals from 55+ providers
- ... and loading more ...





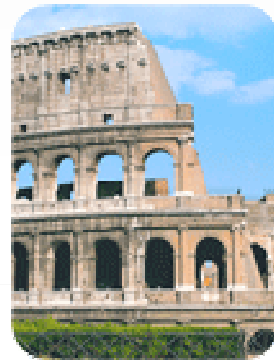
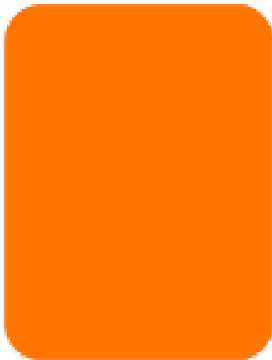
# Ex Libris Manages Primo Central Index

- Hosting and ongoing maintenance
- Signing agreements with information providers to obtain their data
- Harvesting, normalizing, and adding content



# Agenda

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  - **Moving to the cloud**
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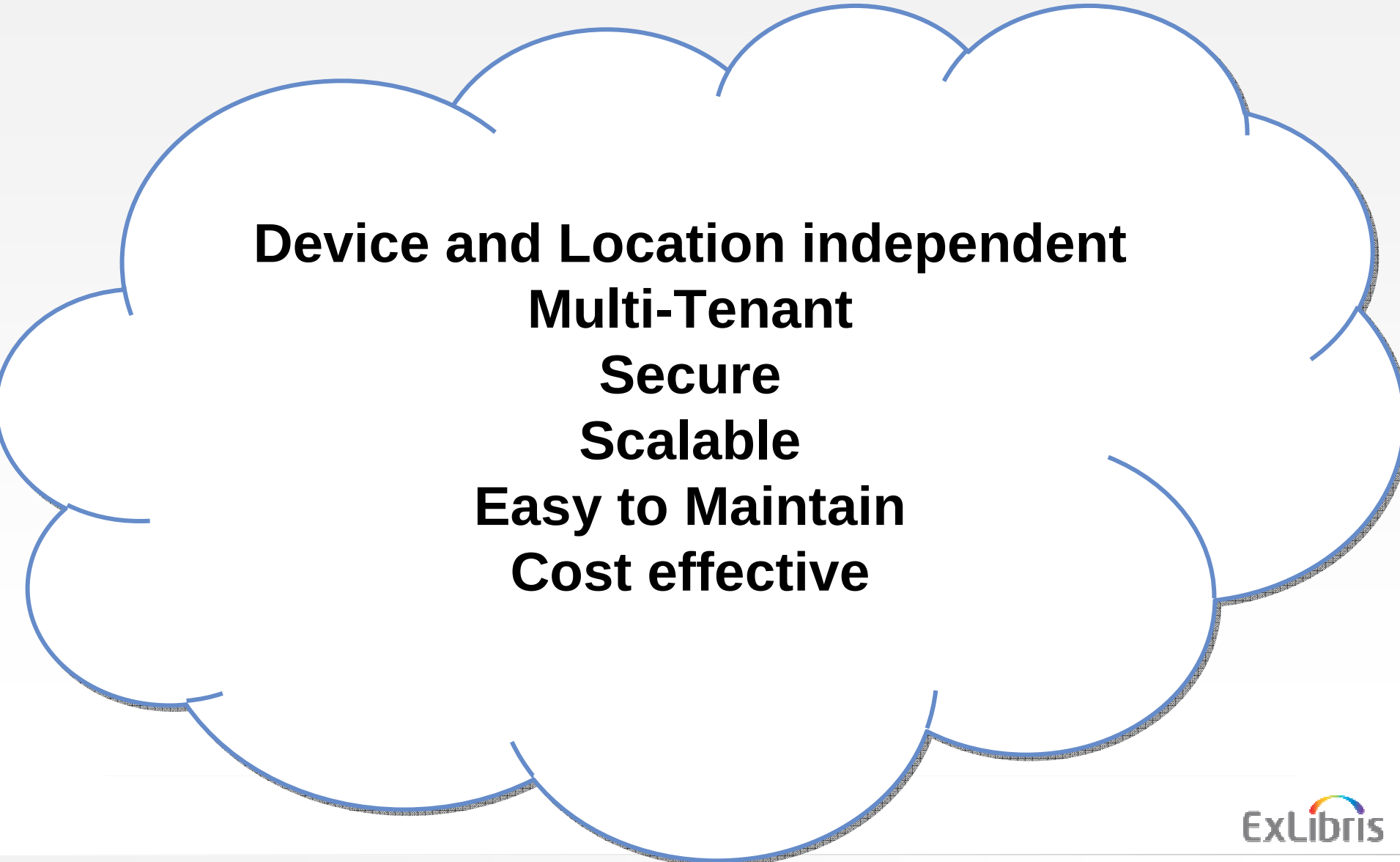


# Definition of a born cloud application

Cloud computing is a model for enabling **convenient, on-demand** network access to a **shared** pool of configurable computing resources (e.g., networks, servers, storage, applications and services) that can be **rapidly provisioned** and released with **minimal management effort** or service provider interaction

Wikipedia

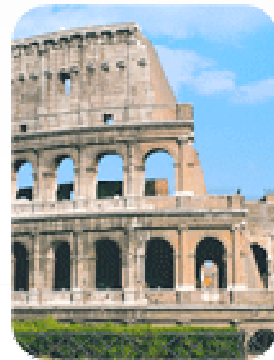
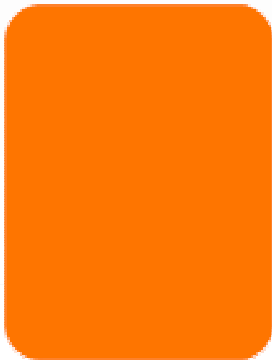
# Characteristics of a born cloud application



**Device and Location independent**  
**Multi-Tenant**  
**Secure**  
**Scalable**  
**Easy to Maintain**  
**Cost effective**

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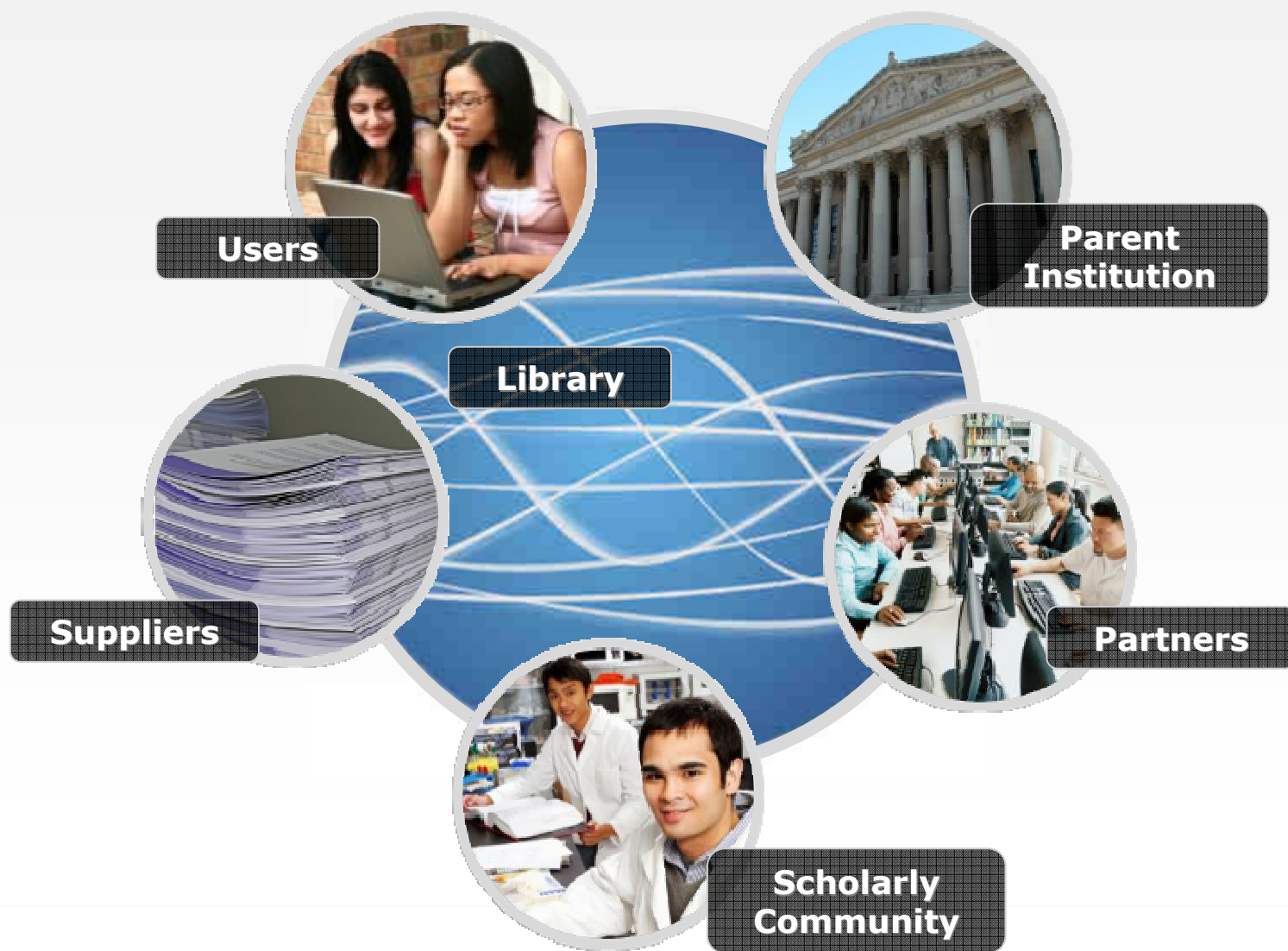
# New Generation of Library Management Services



# The Library's Stakeholder and Relationships



# The Library's internal Workflows & Processes





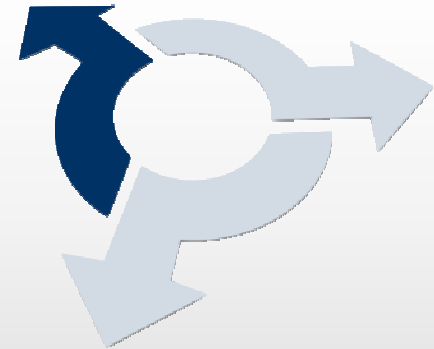
## Ex Libris Alma in 7 Bullet Points...



**CONSOLIDATE**



**OPTIMISE**



**EXTEND**

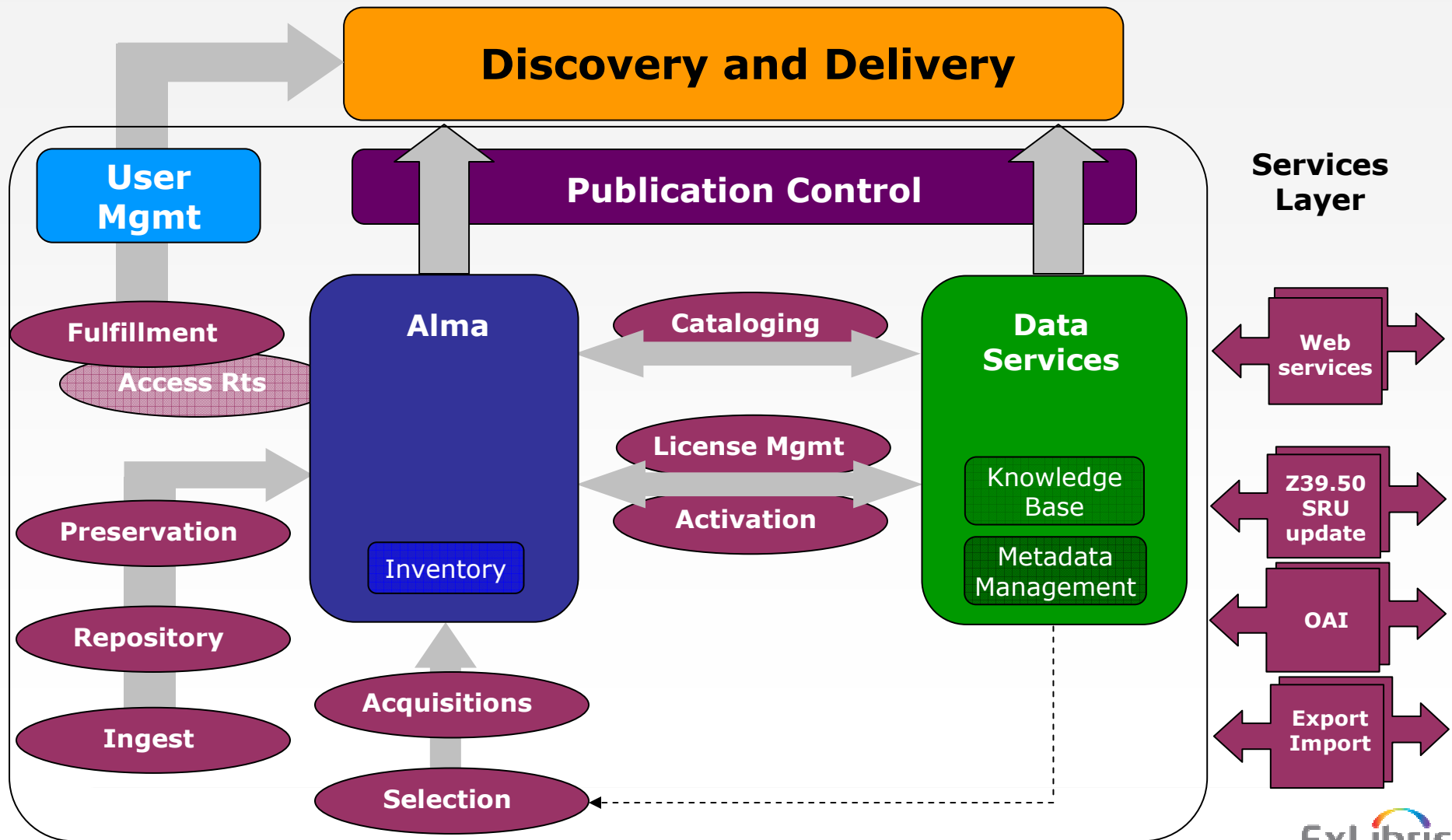
- **Unified management** of all resource types
- Consolidated **workflows** & data

- **Cloud** service
- **Collaborations** (libraries, users)
- **Analytics**-driven

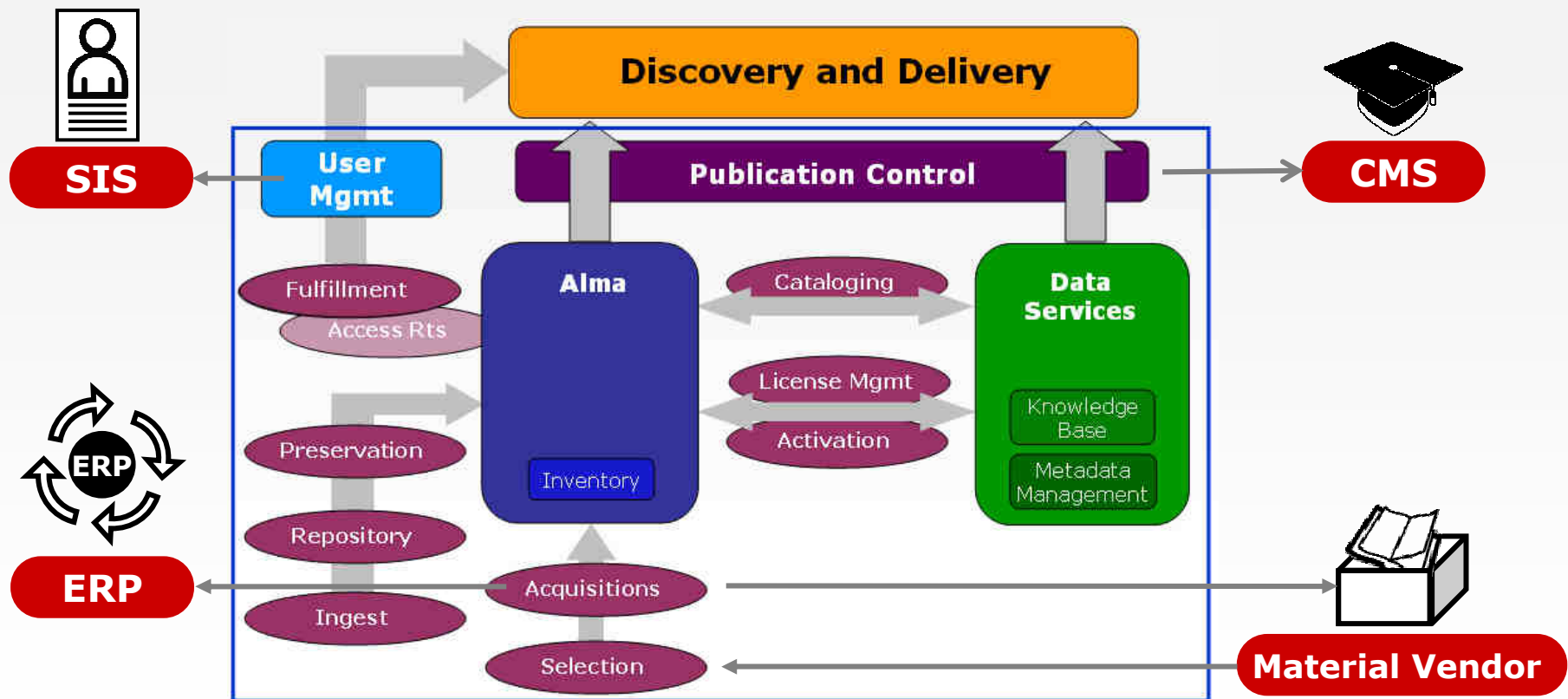
- **Open**, Service Oriented, Extensible
- Enables libraries to **offer new services**



# Alma Service Layer



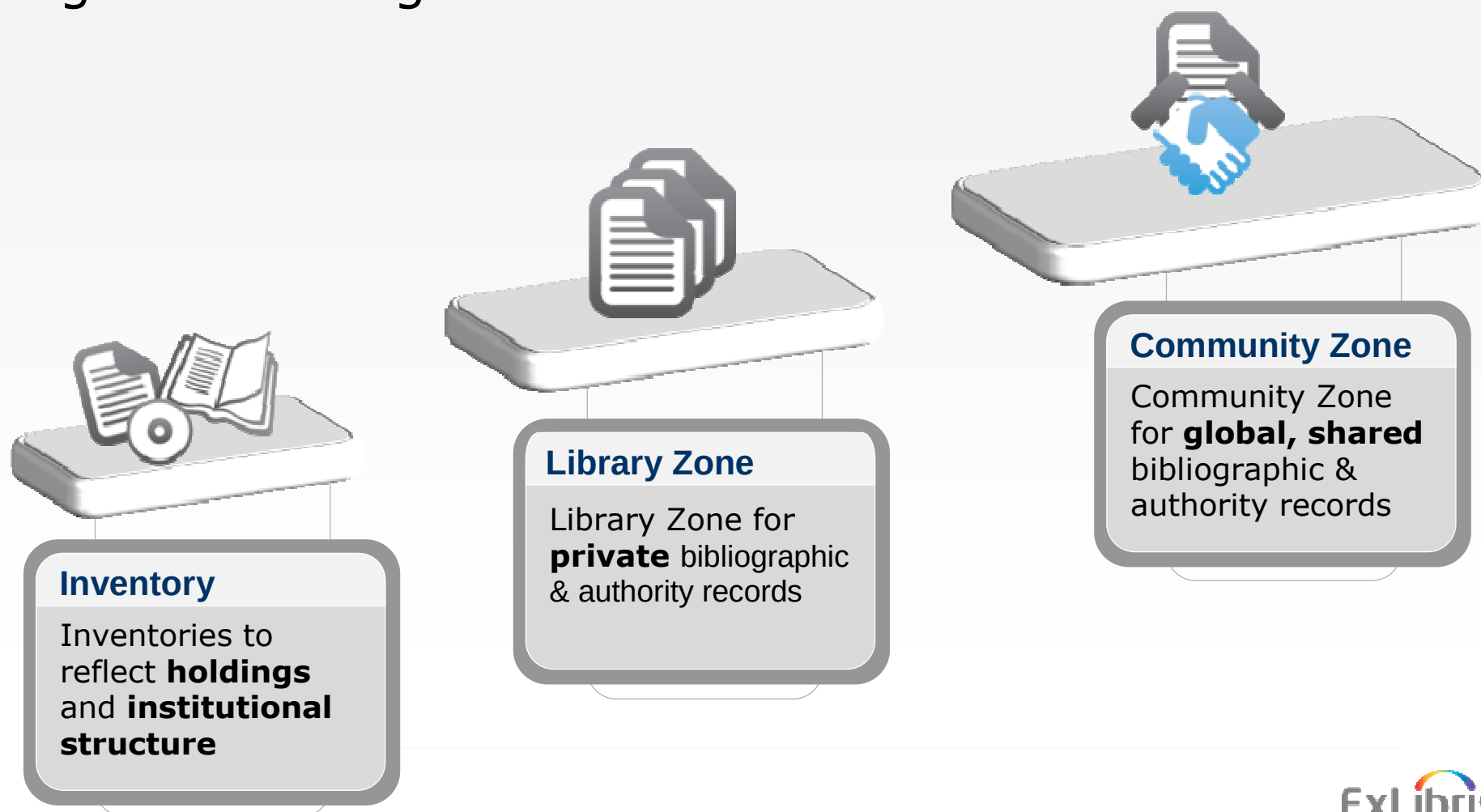
# Alma Service Interfaces



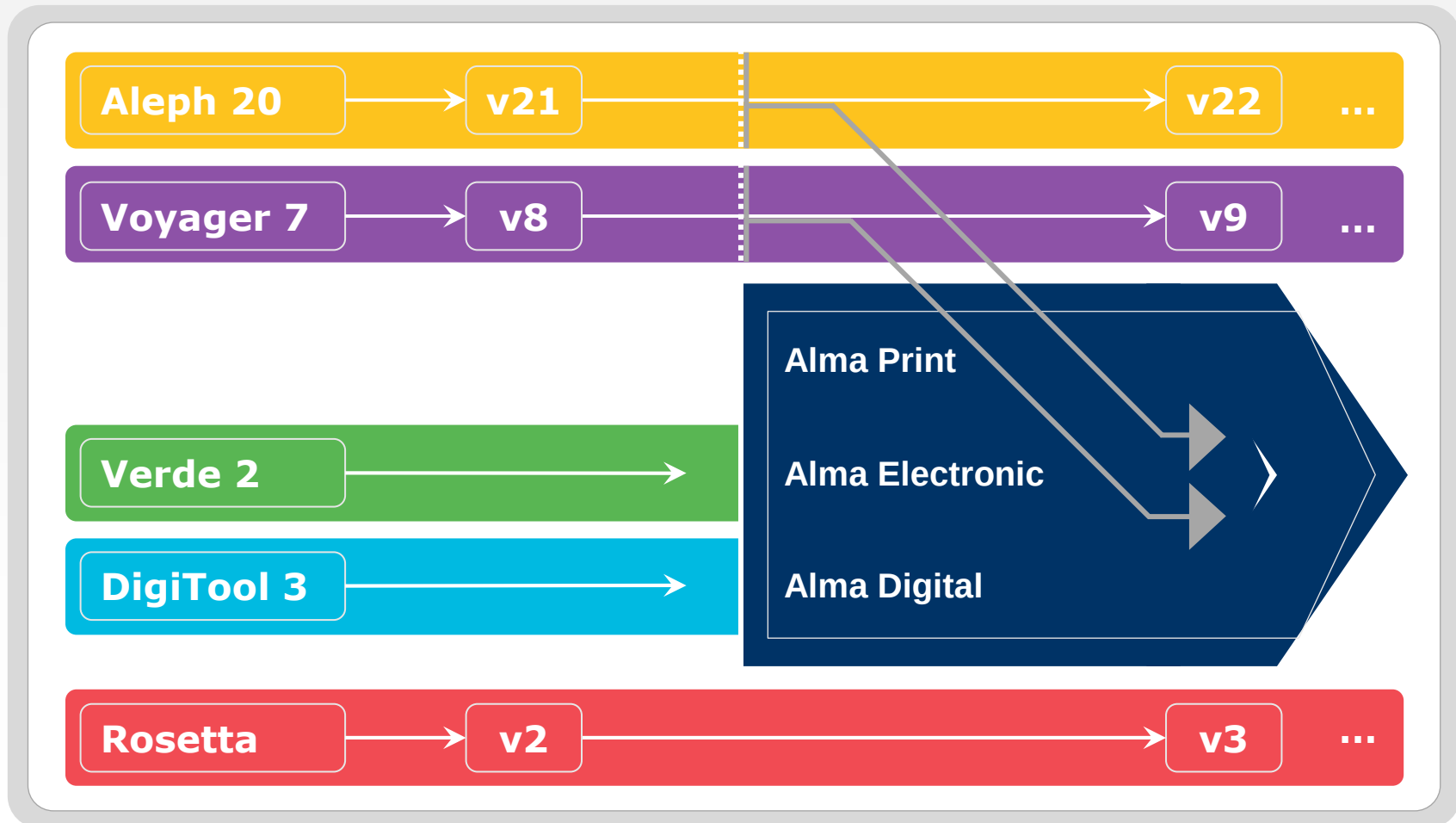


# Collaborative Metadata Management

A hybrid model to balance global sharing with local needs

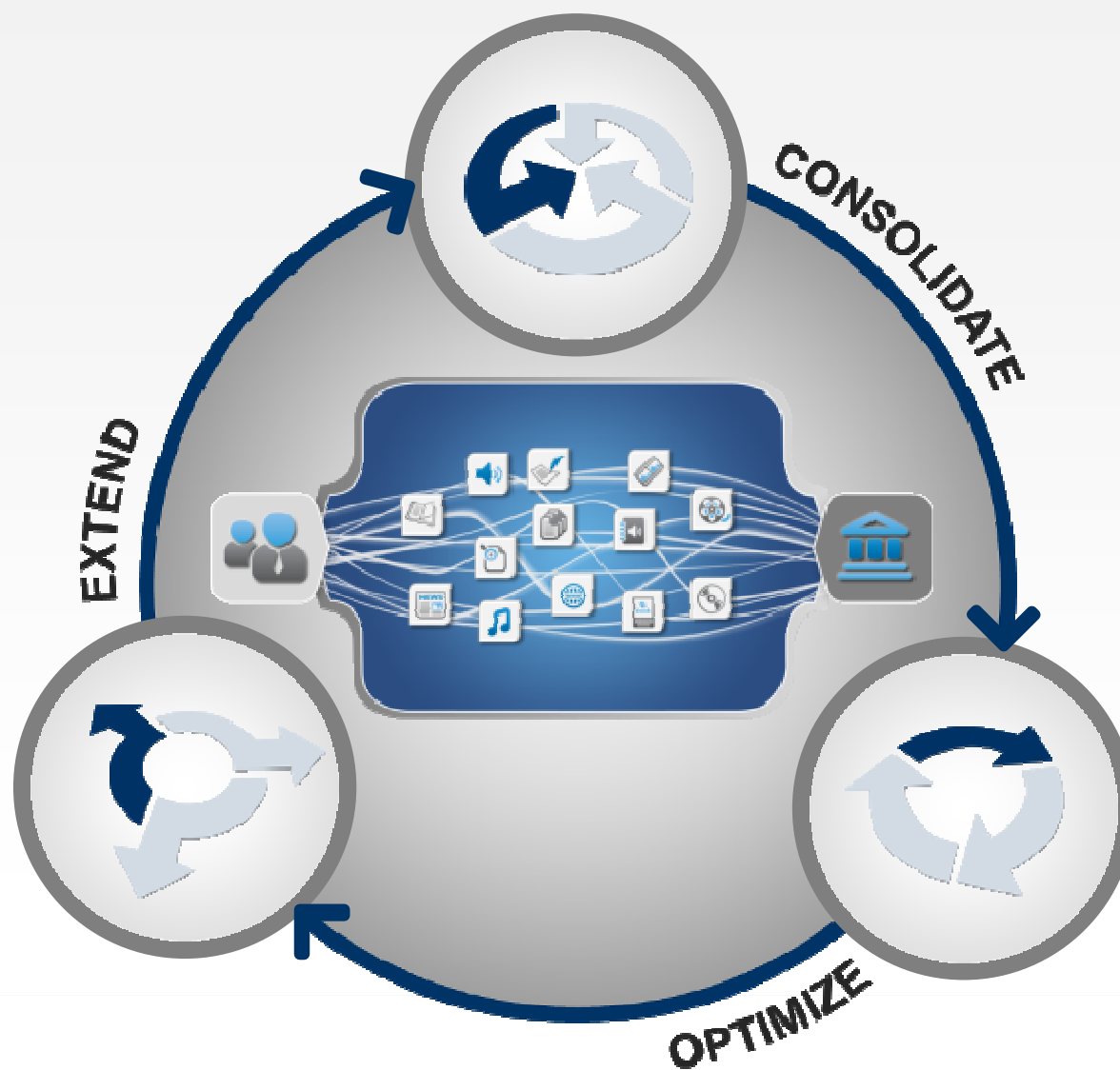


# Evolutionary Path for Every Customer



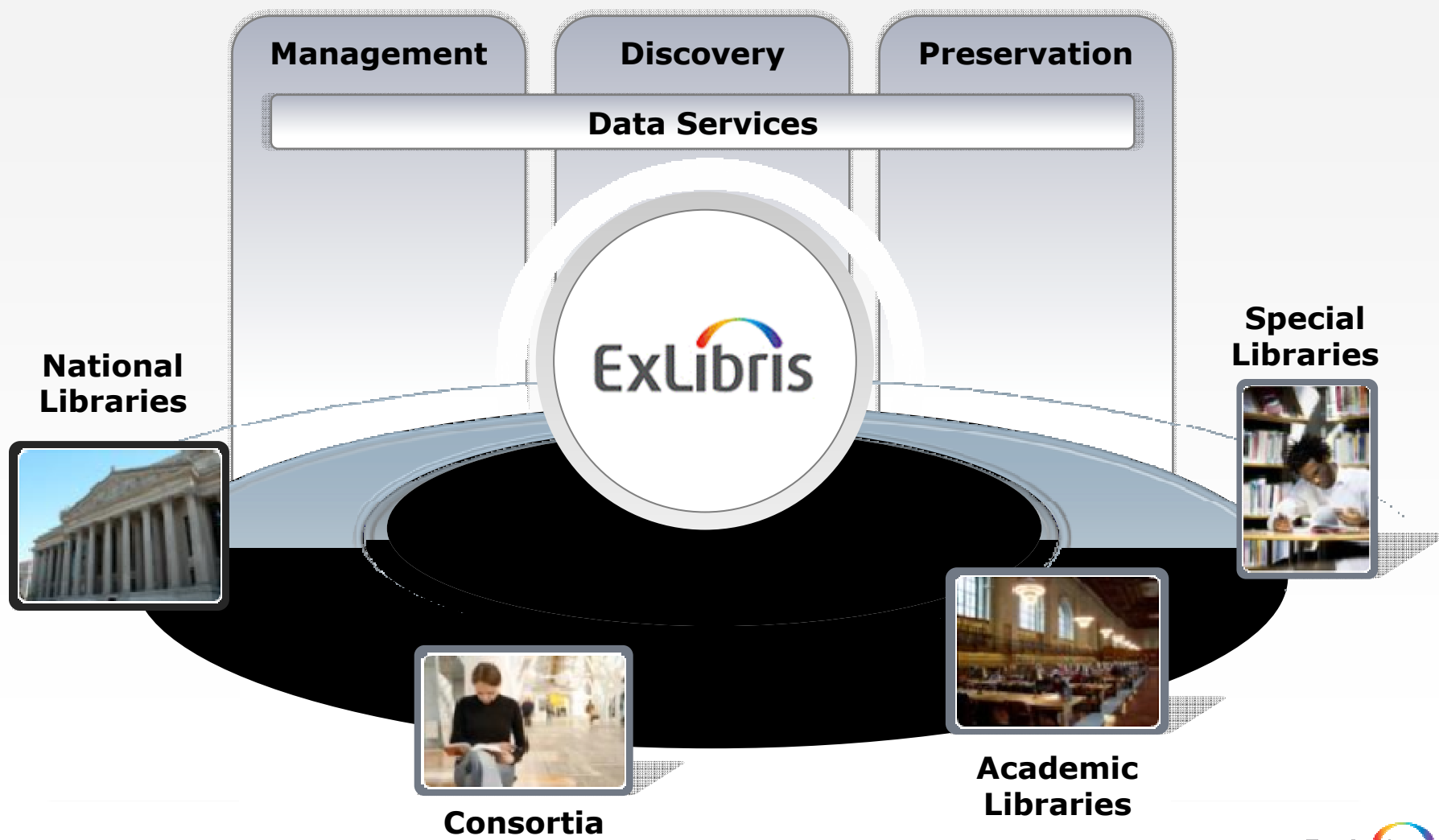
## **Why Ex Libris?**

# The Ex Libris Vision





# Ex Libris Focuses on Library Optimization



# Working Together, Succeeding Together

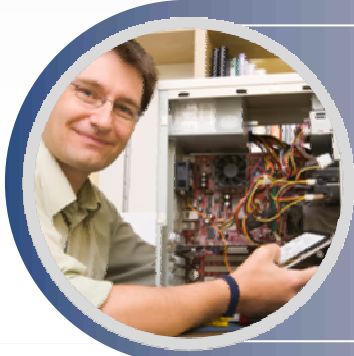
- Development partners
- Charter members
- User group meetings
- Steering committees
- Product working groups
- Focus groups
- Strategy meetings
- Collaborative testing

## Benefits → Value



- ▶ Optimize internal processes
- ▶ Reduce TCO and financial risk
- ▶ Improve user experience

- ▶ Get the best out of my budget
- ▶ Social collaboration across institution
- ▶ Have a modern infrastructure and work environment



- ▶ Open and easy to integrate systems
- ▶ Increase security and availability
- ▶ Manage information, not servers

# Muchas gracias



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