Access, Speed, & ROI for Published Content

Sandia National Laboratories Technical Library eContent Acquisition Transformation

Buying & Selling eContent 2010

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Donald W. Guy
Manager, Technical Library Operations

Setting the Stage for eContent Acquisition Transformation

What the end-users want

➢ I want to know something; I don't want to work very hard to get it; How can you help me?

➢ eContent – I want it all; I want it yesterday; I don't want to pay anything (or much) for it

What the CIO wants

➢ ROI

➢ The right-sized content budget

➢ Modernize through technology

What the Library needs to do

➢ Consolidate, standardize and simplify process & services; with greater efficiencies

➢ Reduce labor costs

➢ Provide insight into customer-base

➢ Provide seamless access to already subscribed to/owned/licensed content

➢ Expand access to external "mediated" eContent

The "Library" Sandia is building

➢ Largely electronic

➢ Unlimited access to information in a timely fashion

➢ Increased capability to find what you need

➢ Operates proactively as a resource for the whole Sandia community

Document-Delivery & eContent Transformation @ SNL

Drivers

➢ Manual process; labor & time intensive

➢ Convoluted Process (e.g. more than one vendor; request tracking, billing & payment; charge-backs)

➢ Lack of reporting capability (e.g. poor & inconsistent metadata)

➢ Cycle-time (FY05-FY09 7-days to fulfill external requests)

➢ Reduction in document-delivery personnel; From 3 – 1

Goal

➢ Contract and implement single-source document-delivery provider and customer interface for document-delivery requests

Objectives

➢ Provider will handle all document requests, incl. articles, reports, theses, standards, foreign language items, etc

➢ Customers will have 24/7 access directly to provider

➢ Provider supplies capability for metrics; this including statistics at a granular level and chargeback info

➢ Delivery model = eContent

➢ Link-back to eContent Library owns/subscribes to

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Achieved Results

- ROI
  - Transformed Library document-delivery to a self-service model
  - Deployed potential for 0-touch and 24/7 access to information
  - Consolidated, standardized and simplified Library document-delivery services
  - Reduced labor cost needed for this work
  - Achieved greater request and fulfillment efficiencies
  - Gained insight into journal use for collection management & content budget
  - Gained insight into customer-base
  - Provided for seamless access to already owned/subscribed to content
- Technology solution
  - "Modernized" this aspect of library services in alignment with value proposition
  - Self-service model
  - Reduced complexities and burdens on customers needing access and on staff doing the work
  - Aligns with executive management messages to simplify and radically change way we do business 'that works for the Labs"
  - Aligns with CIO direction to deploy technologies to enable the mission

eContent Acquisition – An Emerging SNL Strategy

World of access is changing

➢ The Internet (immense amount of information)

➢ Ubiquitous computing & high-speed networks (at our fingertips)

➢ Engaged interactively and visually

➢ Anywhere, anytime

Game Changers

➢ Librarians/Libraries no longer have "keys-to-the-kingdom"

➢ Economic recession (not about ownership; is about access & sustainability)

➢ Information is less siloed

➢ Open-Access

The Future at SNL?

➢ Non-subscribed model

➢ Local Loads

➢ At point-of-need

➢ Customer-driven

The Benefits

➢ Increased access to desired information

➢ Dynamic content; Collection agility and flexibility

➢ Right-size content budget; granular visibility into use

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