



Acquisitions Reengineering

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Presenting...

Thøger Kristensen

- Ω Director of Acquisitions
- Ω Master Public Administration
- Ω Aalborg University Library since 1995

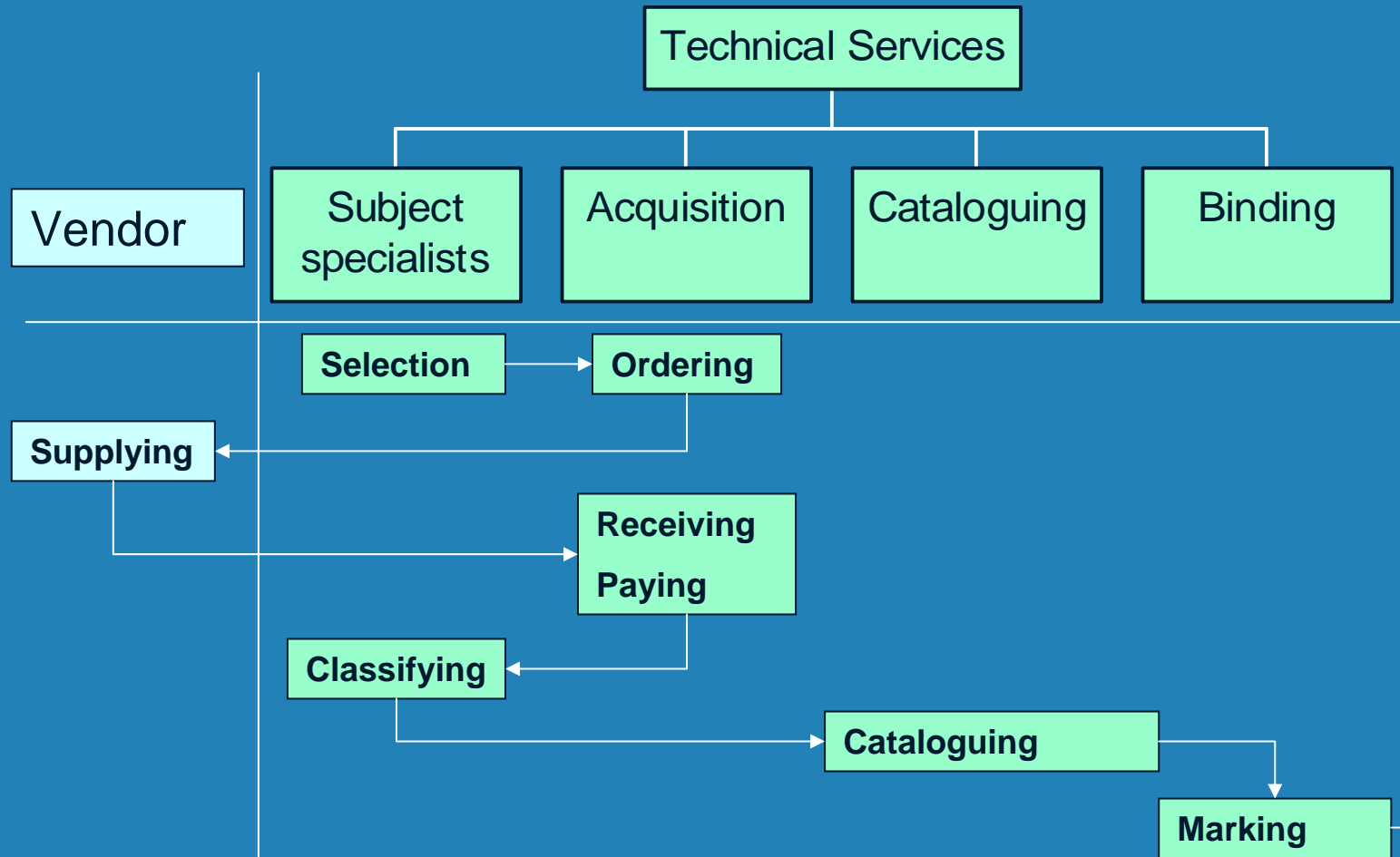
Aalborg University Library

- Ω Budget £3,5 mio.
- Ω 72 FTE
- Ω £1.2 mio. acq. Budget
 - £400.000 monograph
 - appx. 15.000 books cat./year
 - 4500 fulltext e-journals

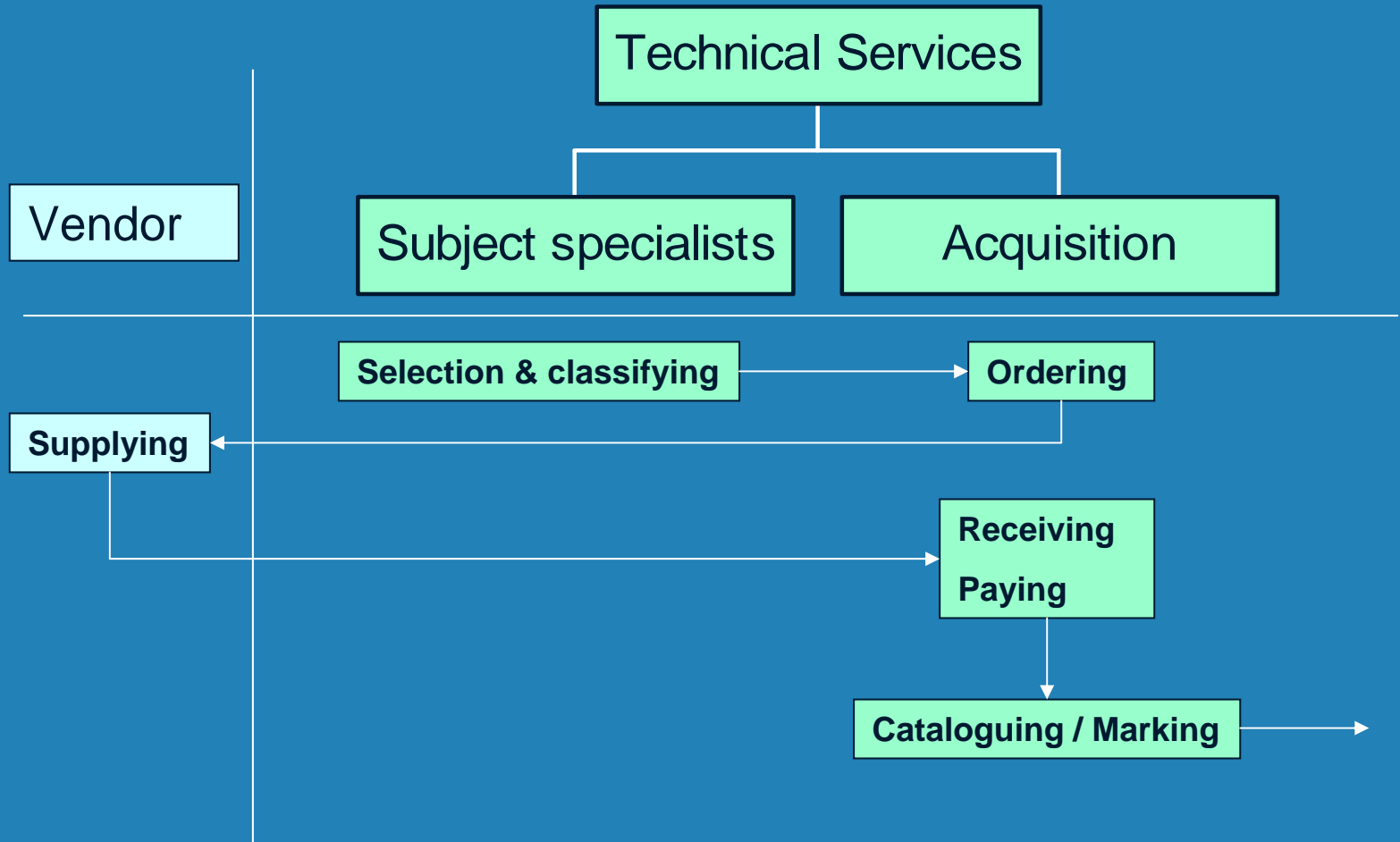
Business Process Reengineering

- ∞ goal and strategy-based
- ∞ quality goals
- ∞ process-oriented - flowchart
- ∞ radical reorganizing and reoptimization
- ∞ innovative implementation of IT
- ∞ continued quality control

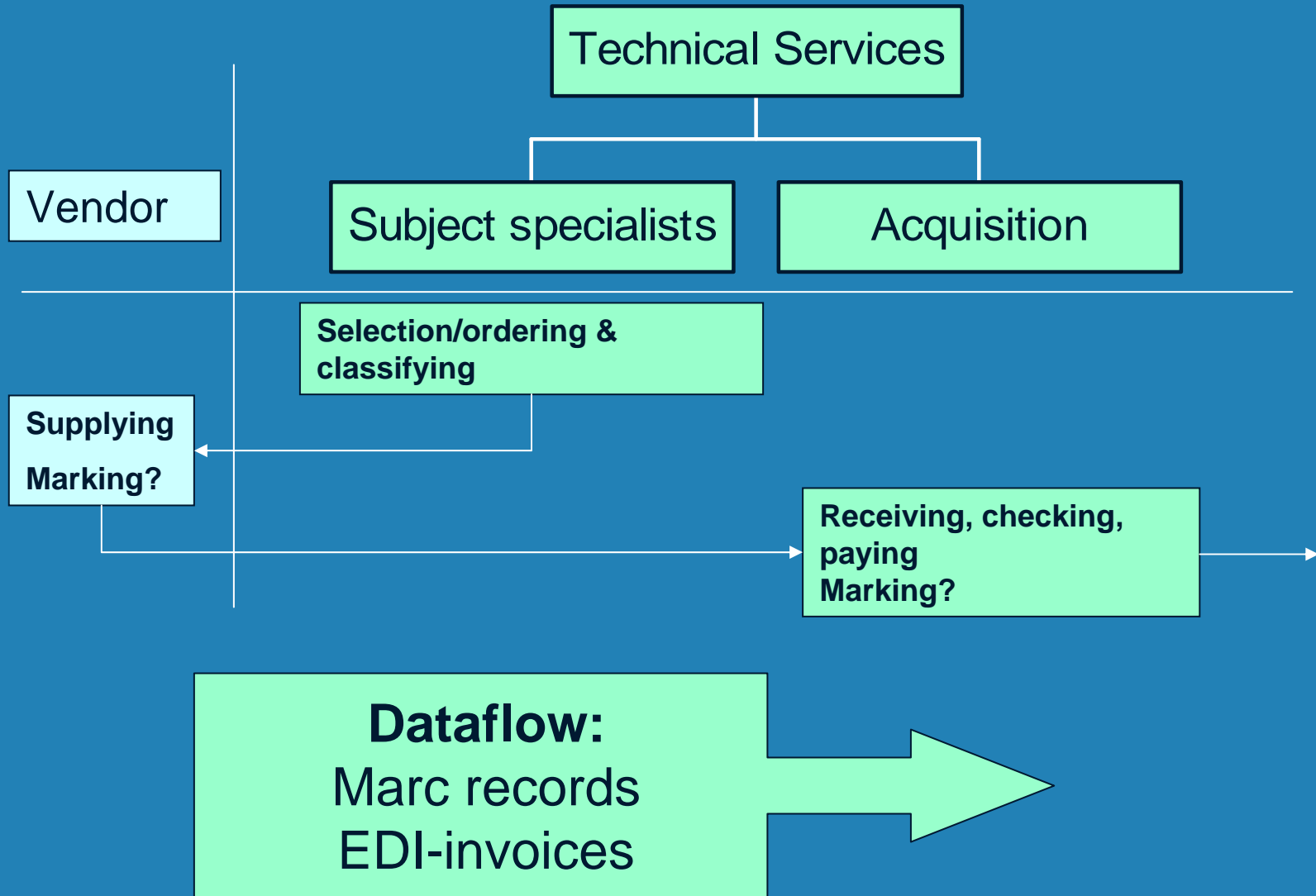
Flowchart - traditional



Flowchart - Aalborg



Flowchart - scenario



Why?

∞ Inspired by Amazon

- One-click-shopping (remembers preferences)
- recommendations (advanced selection system)

∞ Long internal and external process time

∞ Resources wanted for

- establishing electronic library
- user "education" / information specialist function

∞ Head librarian: Do it or outsource it!

1998 market activity

∞ Blackwell's Collection Manager

- Selection / profiling system
- poor / missing account administration

∞ Dawson

- promised "Selection Manager" - never released
- "Enter Books" (web 1999), no selection / profiling, good account administration
- EDI

∞ Others: Only EDI

Why (not) EDI?

∞ Why

- International standard
- will eventually include EDI-invoicing

∞ - not

- EDI in book-business: only EDI-ordering. Technology but no reengineering
- Aalborg: Aleph-system not EDI-capable

Collection Manager experience

- Ω Good selection system
- Ω TOC's in Marc-records
- Ω Slowly improving...

- Ω A mess of records, books, and invoices without simple links.
- Ω No account administration

- Ω Status: Project stalled due to implementation of new Aleph-system - and subsequent change of focus.

Future

∞ Merging of technology with international standards:

- Web-based, z39.50-compliant, EDI based business transactions

∞ Acquisition staff:

- Data managers and account managers
- Subject specialists?