Investing for Value in Data and Discovery

Fiesole Collection Development Retreat

Cambridge – April 2014

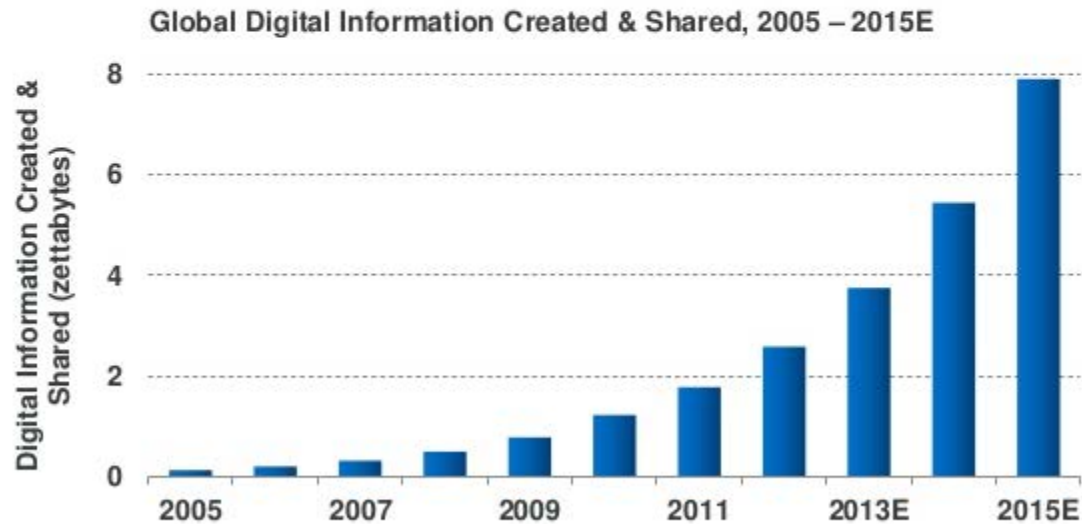## David R Worlock

A Consultant's Life

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Goodbye Journal Publishing: Hello Research Support

- Intelligent tools for data-driven solutions

- Content as data – the ability to bring together previously unaligned data objects makes a difference

- Search coverage must be as wide as possible

- All tools need to work everywhere

- Semantic analysis is a given

- Evidential data is as important as articles

Users are the publishers now!

World's Content is Increasingly Findable + Shared + Tagged - Digital Info Created + Shared up 9x in Five Years

Amount of global digital information created & shared
– from documents to pictures to tweets –
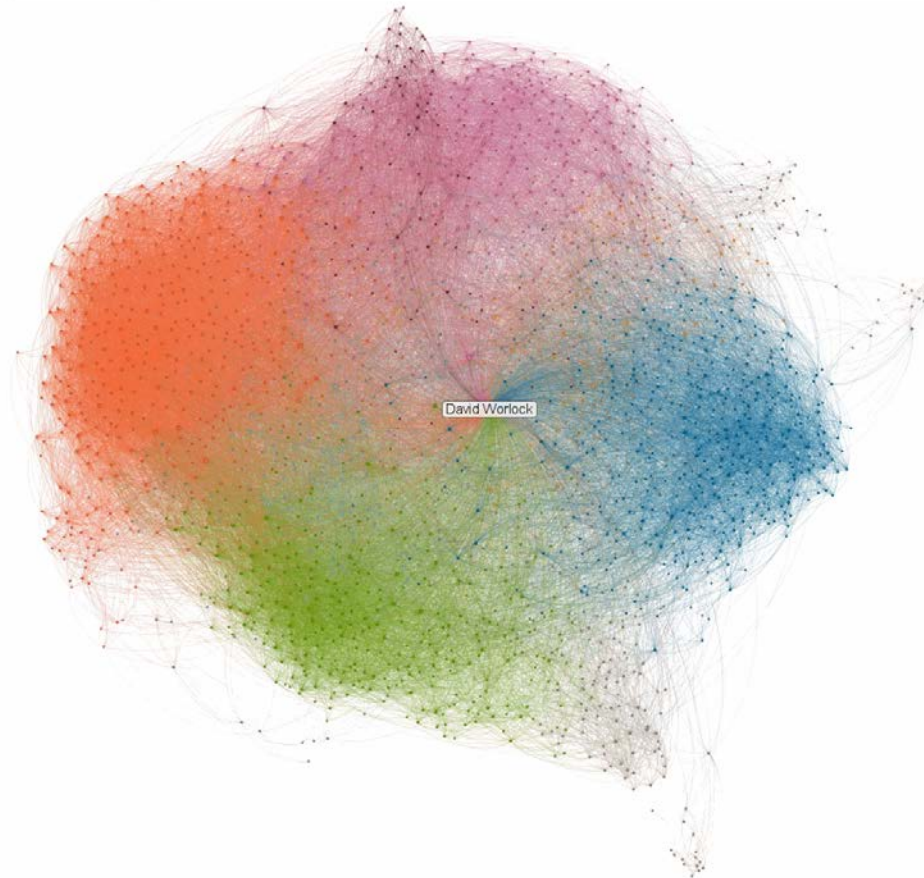grew 9x in five years to nearly 2 zettabytes* in 2011, per IDC.

Global Digital Information Created & Shared, 2005 – 2015E

KPCB

Note: * 1 zettabyte = 1 trillion gigabytes. Source: IDC report "Extracting Value from Chaos" 6/11.   11

We are – what we relate to…

LinkedIn Maps — David Worlock's Professional Network as of May 17, 2013

David Worlock

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Welcome to the Scholarly Communications Industry

- We support self-publishing and post publication peer review by making it easy

- We develop software and tools to give our customers searchable credibility throughout the research cycle – whether they are blogging, or speaking, or posting or publishing

- We do not call ourselves publishers – our parents are Mendeley, ResearchGate, figstore, Faculty1000

- We want to see ALL the evidence, and will show our raw data too

How do you change models?

- Set up a greenhouse and grow some new ones quickly – Macmillan/Nature
- Re-platform for a data-rich world – Springer
- Start developing data browsers in key fields – Wiley
- Push your early start in content retrieval into a data and service hub – Elsevier
- Or of course you could just sit quietly and wait for the End!

Investing in Service Development

- Agile, re-iterative product renewal cycle
- Increasing customization and personalization
- Workflow and process methodology with increasing machine to machine communication
- Solutioning with third party and client content

While you cope with changing business models, you will want to be sure that you are Data Ready

But are you Data Ready?

- Metadata – the single most important element of your dataset

- Mapping and linkage – making metadata discovery effective

- Architecture for product development: ontologies, entity extraction, taxonomies, rules

- Semantic Web – RDF, triples

The Age of Research Professions is (Almost) Over:
The age of Universal Research has just begun

- Knowledge management, Intelligent solutions (including AI) and service models have waited in the wings long enough

- In the Age of Data, the burden of format
  - article, page, paragraph, chapter, book
  - is at last receding

Criteria for business innovation

- Productivity gain

- Decision making improvement

- Compliance protection

If we save time/cost, achieve better decision outcomes and protect the user's back from the regulator then we will all benefit

Thanks for listening!

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