

## An Overview of One eBook Solution



9<sup>th</sup> Fiesole Collection Development  
Retreat, Hong Kong 13-14 April 2007

The Issue of the Commercial Sector:  
Google, Yahoo, Amazon – Issues,  
Opportunities, Ramifications

# BLACKWELL

# Topics of Discussion

- eBooks? A definition to clarify
- Ramifications of Amazon & The Google Effect
- How Blackwell Responds
  - Blackwell ECHO as an example of one solution
- What we learned from our customers & how that influenced development
- Unique Features of ECHO
- ECHO Facts & Figures
- The Future

## Blackwell eCommons

Online Reference  
Works

BLACKWELL'S DIGITAL REFERENCE

eBooks

Blackwell  
echo™  
powered by ebrary

E·B·L Ebook Library  
*Technology in the service of knowledge*

eCommons is a way to describe Blackwell's commitment to providing a range of high quality options for our customers— a one stop shop. Our partnerships, both with our traditional suppliers and third parties support the ability to quickly adapt and offer modern library products while retaining the level of quality our customers expect. eCommons is a concept to encapsulate the online products Blackwell represents.

Today, we are going to focus on eBooks; defined as discrete monographs  
All of the ebooks sold by Blackwell are sold on a perpetual access basis—also known as an 'ownership model'.

Both of Blackwell's partners concentrate on the academic market, and provide the highest quality content available to libraries.

# The Ramifications of Amazon

Amazon provides competitive incentive for companies like Blackwell to create innovative and specialized products for academic libraries

What we are now required to provide:

- Stock availability
- Faster fulfillment times

Improvements and Innovations:

- Deep profiles facilitate deep matches
- Pre-publication ordering capabilities
- Cover-to-Cover Previews

# The Google Effect

- eBooks are still immature
  - sold like traditional monographs
  - Exist within data silos
  - The dust has yet to settle
- Searching is moving away from the OPAC
- eBook systems must be capable of exposing content to 3<sup>rd</sup> party search engines
- Better content license information to be supplied at time of order

## How Blackwell Responds

*Introducing ECHO powered by ebrary*

Through partnership, Blackwell and ebrary are leveraging our respective strengths to provide librarians with a trusted name and proven technology

The result: the world's most complete collection development, acquisitions, and distribution environment for academic libraries

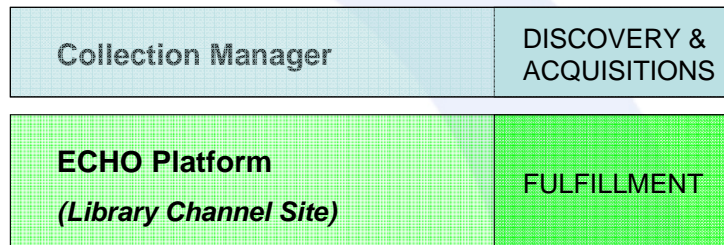
\*It was clear that in order to best serve our customers that working with a partner would produce a more complete solution in less time going forward alone. Ebrary was selected as our development partner because of the caliber of their existing solution.

\*Working together over the past 9 months has produced a complete system that is fully integrated within an acquisition and order management workflows already familiar to Blackwell customers. The solution we have crafted is one that can be incorporated into any acquisition environment, and provides more power and flexibility than either partner could have provided alone.

\*Put most simply: A partnership between Blackwell and Ebrary was the logical choice to produce a system that can satisfy both our library customers and suppliers.

*\*The result: the world's most complete collection development, acquisitions, and distribution environment for electronic books available.*

# The Library Model



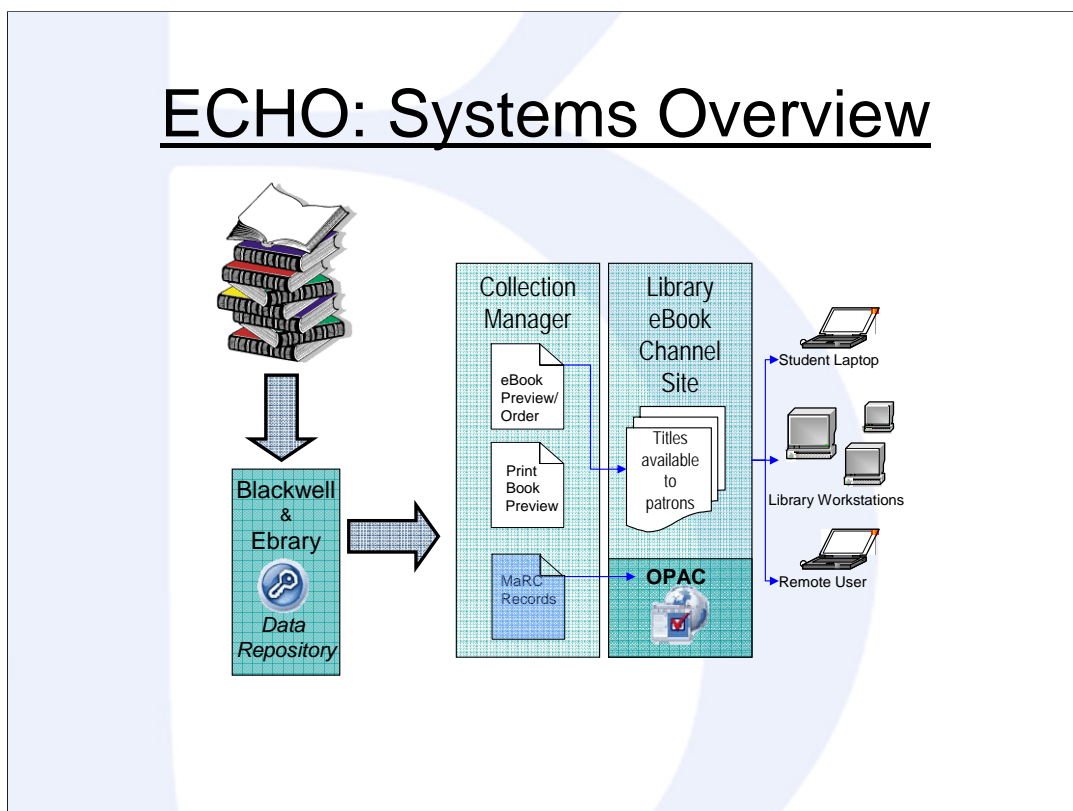
We will now take a look at the live systems that support these products.

Blackwell eBook solutions consist of two parts – the Discovery/Ordering component and the Fulfillment component.

In all cases, the main acquisitions front-end is Blackwell’s Collection Manager – it is a powerful tool that offers a level of flexibility that can accommodate nearly any established library workflow; the beauty of CM is that ebooks have been integrated into the acquisitions workflow in a manner that allows print and electronic to be purchased side by side, with no change to the established workflow.

In terms of fulfillment, the traditional “pick, pack, and ship” process is replaced with loading eBook titles to the designated web-based patron portal – i.e. EBL and Ebrary – think of the patron facing portion of our solutions as a virtual bookshelf.

# ECHO: Systems Overview



Before taking a look at the system itself, we would like to provide an overview of ECHO's structure— where content comes from, how it is discovered, acquired, and integrated into the library's holdings, and distributed to patrons.

**MENTION:** “ebrary has been working closely with publishers to build a catalogue of high quality academic titles. ECHO has been launched by loading more than 22,000 perpetual access licensed titles into Blackwell’s Collection Manager and integrating these titles into the existing print acquisition workflow.

\*Beginning in the upper left hand corner, titles are submitted by publishers in the form of .pdfs— this format offers a low barrier to participation even for small publishers. Many publishers are still grappling with the question of electronic versions of their traditional printed works – ECHO provides a low cost, powerful, and convenient publisher solution, thereby ensuring a large inventory of recently published scholarly eBooks.

\*.pdfs are converted into ebrary’s hosting format, and loaded to ebrary’s Dynamic Content Hosting Platform, ready to be distributed to individual libraries.

\*The original .pdf files are held in a secure data storage facility, should they need to be accessed in the future.

\*Once the titles are loaded to the hosting platform, corresponding bibliographic records are loaded to the Blackwell Bibliographic Database and displayed within Collection Manager.

\*At this point, the titles behave very much like printed books. “E” is simply an additional format— Cloth, Paper, now Electronic.

\*Titles can be purchased using the same workflows currently in place for print, with most of the same options—MaRC Records are available with customized URLs allowing linking from the OPAC to specific titles within the library’s channel site.



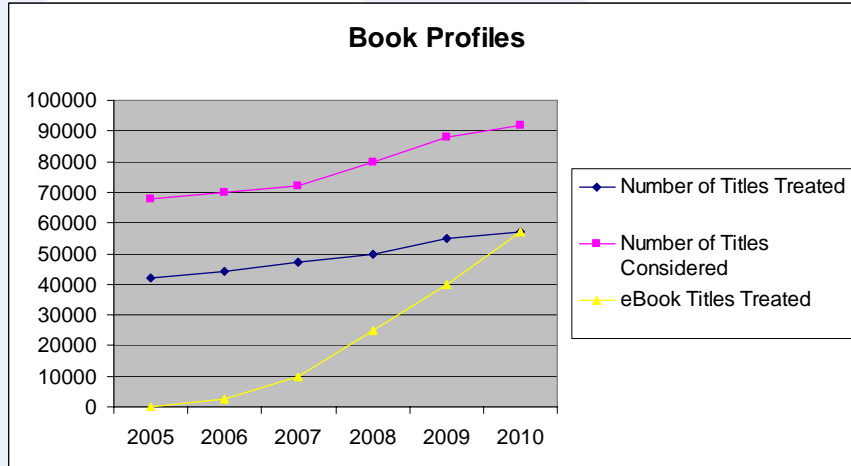
## Blackwell eBooks: Common Traits

“One Stop Shop” for print and electronic  
within the existing acquisitions workflow

- Collection Manager Based Ordering
- Cover-to-Cover Title Preview
- Title-by-Title Purchase
- Perpetual Access License (Title Ownership)
- eBooks from Leading Publishers
- Consolidated Invoicing
- MaRC Records + OPAC Integration
- Full Text Searching – Catalogue & Title Level
- Compatible with Courseware
- Remote Access
- On Demand Statistics

What's missing?  
Profile Based New Title Announcements  
*Coming in Fall 2007*

# eBook Profiling



# Unique Features



- InfoTools - Integrated with Existing Resources
- Library Branded Interface
- Patron Bookshelf
- No check-in / check-out required
- Optimized for Low Bandwidth Users
- Citation Export
- Subscription Packages Available
- Multiple Consortia Models

# Facts & Figures



## Titles & Publishers

- 38,000+ Perpetual Access Titles
- 72,000+ Subscription Titles  
(total # of titles = 80,000+)
- ~166 Publishers & ~250 Imprints
- 2,000-3,000 Titles Added/Month

## Pricing

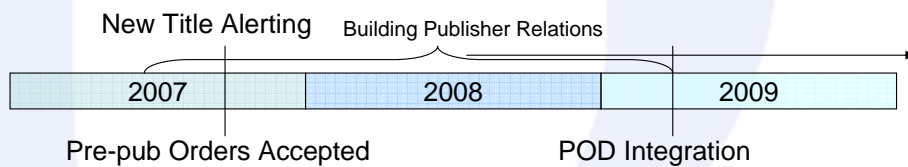
- Annual Platform Fee +
- Books Available as:
  - Single User: ~Cloth List
  - Multiple User: ~1.5 x Single User

# The Future

- Pre-Publication Order Acceptance
- POD – The Death of Out-of-Print
- The Holy Grail of Bookselling:

## **Objective Qualitative Data**

The Question Blackwell is now asking: How do we harness the expertise of our customers for the benefit of everyone?



# Questions

Questions any time to:  
[echo@blackwell.com](mailto:echo@blackwell.com)

eBook Comparison – Against The Grain  
<http://www.against-the-grain.com/files/200611/ebookrollout.pdf>