

The Evolving Agent

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(ASA)

I apologise for the bare nature of these slides - the images used in the original version of this presentation have been removed to avoid copyright infringement.

Welcome

- A bit about me
- A bit about the ASA
- Presentation: The Evolving Agent
- Q&A and discussion with panel of agents

About me...

- Secretary General of Association of Subscription Agents & Intermediaries (ASA)
- Principal, **Red Sage** Consulting
- 20 years in information industry (Academic Press, Wiley, CatchWord/Ingenta, INASP)
- Publishing background so learning all the time...
- Recent adopter of retired racing greyhound



About the ASA...

- Founded in 1934 (not by SD...)
- International trade association serving subscription agents and intermediaries
- 40+ members covering over 90% of the world's scholarly/professional subscription business
- ✓ Upholds standards of excellence, integrity and service innovation in the information supply chain
- ✓ Promotes best practice in the purchase, supply and access of serials

About the ASA...

- Seeks to enhance relations between publishers and libraries
 - e.g. early pricing, gracing of e-journals, claims reduction, anti-fraud
- Innovates/cooperates on industry standards
 - e.g. ISSN, COUNTER/SUSHI, EDI, ONIX etc.
- Lobbying
 - e.g. no/reduced VAT on e-journals

The Evolving Agent

Before we take off...

- Agency services are evolving all the time
- This presentation = a snapshot of current services
- No details from any individual branded service
- Not all services are available from all agents
- Please discuss specific services and capabilities with individual agents

A lesson from Darwin...

Species which are
well adapted to
their environment...

...survive and flourish

Finding a niche...

Agents/Information intermediaries:

- Consolidate orders and payments
 - multiple sources, currencies, time zones
 - Simplify
 - back office services fully outsourced
 - Deliver
 - e.g. prepayment of trusted orders
 - Enhance
 - practical, high value services e.g. claims reduction
- are expert at facilitating one-to-many relationships
- save customers time and money

Another lesson from Darwin...

- Pale Peppered moth
(*Biston betularia typica*)
- Dark Peppered moth
(*Biston betularia carbonaria*)
- Environment favoured pale moths
- Industrial revolution...soot
- Environment favours dark moth
- Improved environmental standards
- Environment favours pale moth again





‘Fittest’ in Darwinian terms does not mean strongest, it means the most apt or well-suited to the new environment.





Interesting.

Aren't we in the middle of
our own 'industrial revolution'?

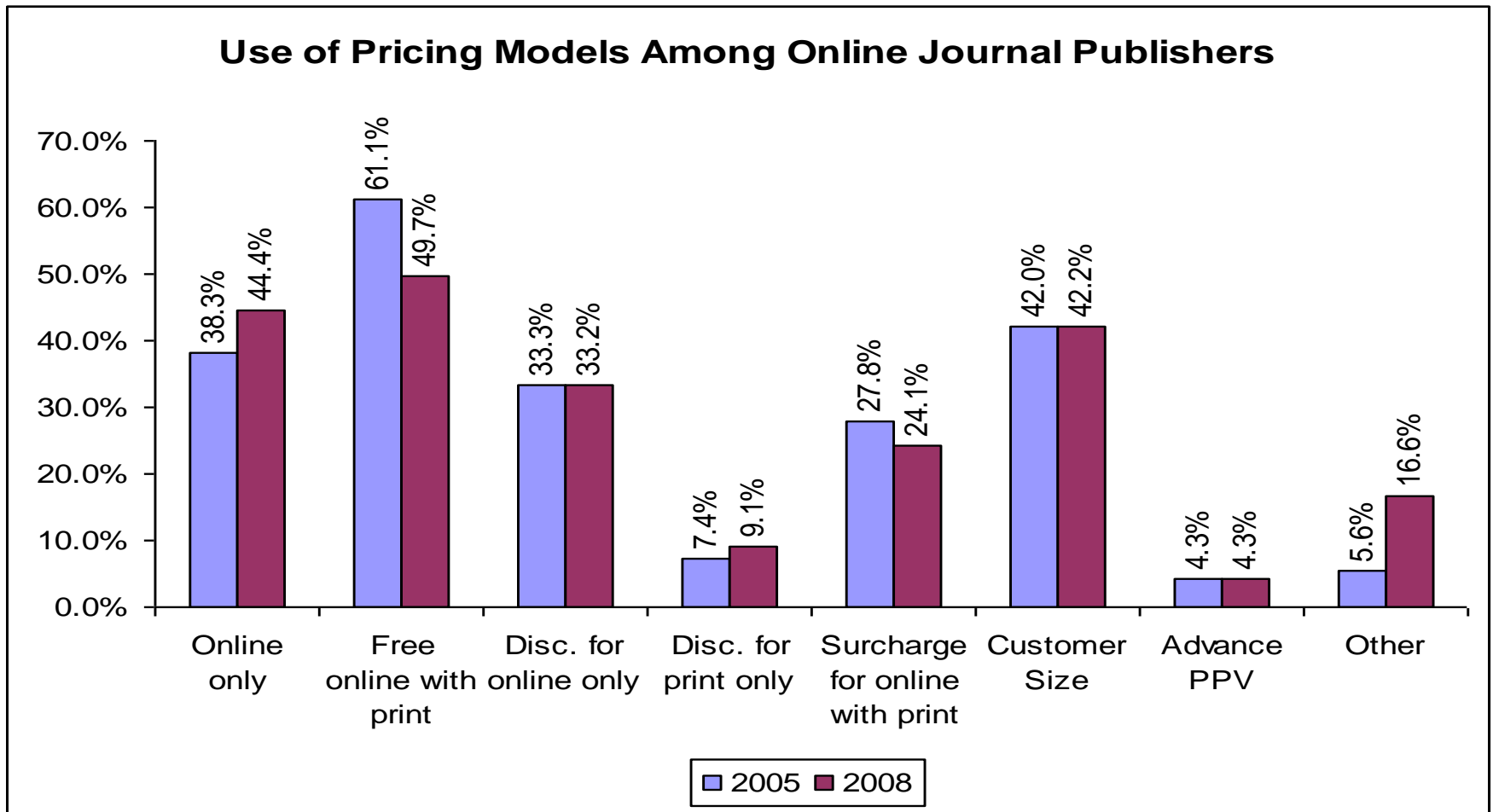


Over 85% HSS journals and over
95% STM journals now online* ...

...information environment
is much more complex.

- access vs. ownership
- complex pricing models and licences
- publishers dealing direct with libraries
- evolution of consortia
- negotiations over pricing and terms
- big deals, collections & packages, backfiles, databases, eBooks, individual articles
- perpetual access rights
- technology-based service provision
- alternative models of scholarly communication:
 - open access/institutional repositories
 - informal exchange/peer networks
 - other web-based content

Range and complexity of pricing models...



Cox J & L: *Scholarly Publishing Practice (Third Survey 2008)*, ALPSP 2008



The information environment
continues to evolve...

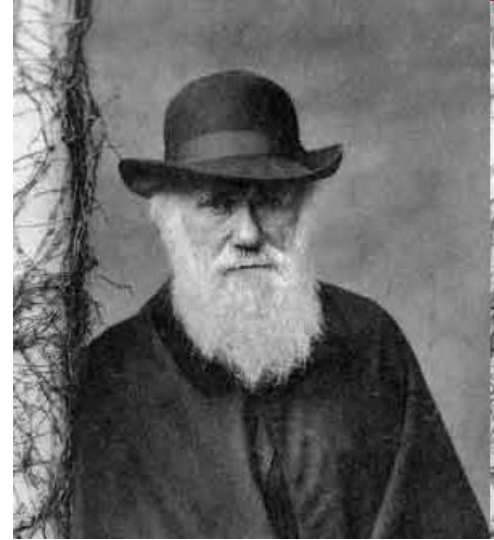


Another lesson from Darwin

In a changing
environment,
species must either...

...adapt

...or perish



How are agents responding?

- By continuing to create tools and services publishers & librarians need
- By understanding that value
 - has more than one definition
 - is customer-specific
- By continuing to play a leading role in standardisation e.g. EDI, SUSHI, ONIX etc.

Services for Libraries...

Helping libraries stay informed

- Bibliographic updates
- A-Z lists; subject lists
- Publication schedules
- Changes to platforms, URL's, titles, packages etc.
- Pricing models and information
- Access and ordering options
- Customer holdings including:
 - orders placed
 - e-versions enabled
 - progress of claims
- Trial access

Saving time and money

- Invoice consolidation - simplification
- EDI transactions – speed, accuracy
- Integrated searching - comprehensive
- Link resolvers – appropriate copy
- Usage statistics integrated with pricing – collection development
- Aggregated collections – economies of scale
- Shelf-ready print journals – save staff time

Technical Expertise

- Registration tracking ✓ simplifies e-content registration
- Licence tracking ✓ easy access to current licence terms
- Package renewal tools ✓ efficient renewal of large collections
- New ERM tools ✓ e.g. ERM EssentialsTM from EBSCO
- ONIX ✓ populating ERM or acquisitions systems
- ONIX PL ✓ efficient transfer and communication of licence information

Consortia services

Online tools for

- ✓ assessment of offers
- ✓ order placement and subscription activation
- ✓ ensuring e-package deals are accurately invoiced and charged
- ✓ administration including tracking membership, invoicing etc.
- ✓ efficient renewals

Decision support

Reports for:

- searches, sessions and turnaways
- (multi-year) price comparisons
- price-per-use data
- vendor- and/or collection specific queries

Supporting:

- collection development decisions
- migration from print to electronic
- analysis of cost per budgetary code

Services for Publishers...

Information for publishers

- Web-based fully customisable services
- Transparent, detailed customer data
 - ✓ contact information
 - ✓ IP ranges
 - ✓ full financial history
e.g. orders, payments, cancellations etc.
 - ✓ status of claims

Saving time and money

- Consolidated electronic orders via EDI
 - ✓ one e-document
 - ✓ pre-payment by e-transfer
 - ✓ in required currency/ies
 - ✓ integration w/ publisher finance system (e.g. tagged with PO data)
- fast, accurate and efficient
- improves publisher cash flow
- reduces publisher debt risk

Serving publishers' customers

- E-access support
 - reducing access problems and delays
- Automated data population and linking tools
 - maximize usage
- Full back office services in relation to licensing
 - time-consuming tasks managed efficiently
- Web-based renewal tools
 - facilitate renewal of complex package deals

Sales & Marketing Services

From:

- Information updates to customers
- Trial access, telemarketing, mailings
- Open days, roadshows

To:

- Full negotiation and licensing service on behalf of publishers *e.g. Swets Gateway, EMpact*
- Bespoke promotion/marketing services
e.g. by title, collection, region, market sector, language etc.

What if...

What librarians want (i)

- More shelf-ready services
- More technical support
- Thorough checking of subscription lists
- More follow-up with publishers
- Resolution of access problems (e.g. IP)
- Less price competition amongst agents
- Help libraries convince publishers that the coming two renewal cycles will be extremely tough

What librarians want (ii)

Help us keep track of...

- alternative versions of articles
- what we're entitled to after cancellation (where perpetual access was negotiated)...
- ...and manage the associated access
- which journals make some content free, and under what conditions (useful during renewals)

What publishers want (i)

- Mediation of access issues (especially IP)
- More proactive approach towards consortia licensing (negotiation not mentioned)
- Pricing advice
- Information about local market conditions, currency situations etc.

What publishers want (ii)

Greater accuracy

- prevent lapses due to inaccurate data
- accurate renewal reporting
- closer follow up on non-renewals or slow renewals
- accurate details for customers and titles agents are quoting site licenses for
- accurate pipeline reporting, especially for major customers and renewals
- better stats from agents' online gateways

What else...?

Thank you for your attention.

Questions, comments,
discussion...