The First “S” of Organizing and Distributing Information: Standards

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ALA Conference, June 2010

Overview

Why standards?

NISO's role in development of standards

- ERM standards: SUSHI, SERU, ONIX-PL, KBART

- Successes and Challenges in the adoption of standards
Standards form the basis of commerce

Standards Aren’t a Foreign Language
Supply Chain or Library?

Three S’s of Electronic Resource Management

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National Information Standards Organization

32% Libraries/Library Organizations

32 LSA Members (non-voting)

ISO

35% Publishers/Publishing Organizations

35% Library Systems Suppliers, Publishing Vendors & Intermediaries

ANSI

Other SDOs

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Three S’s of Electronic Resource Management
Ongoing work within NISO (1/2)

**Business Information Topic Committee**

- CORE (Cost of Resource Exchange) Working Group
- E-journal Presentation Working Group
- ERM Data Review Working Group
- I² (Institutional Identifiers) Working Group
- OpenURL Quality Metrics Working Group
- SUSHI (Standardized Usage Statistics Harvesting Initiative) Standing Committee
Ongoing work within NISO (2/2)

Content & Collection Management Topic Cmtee
- DAISY Standard Revision Working Group
- RFID in Libraries Revision Working Group
- Standardized Markup for Journal Articles Working Group
- NISO/NFAIS Supplemental Journal Article Materials Project

Discovery to Delivery Topic Committee
- NISO/UKSG KBART Phase 2 Working Group
- NCIP (NISO Circulation Interchange Protocol) Standing Committee
- Physical Delivery of Library Resources Working Group
- SSO (Single Sign-On) Authentication Working Group

NISO on the International Stage

Actively participate internationally with ISO, EDItEUR, IFLA, ICSTI, International STM Association, the UK Serials Group, LIBER, Standards Australia, ISO Registration Authorities

Standards developed today generally are applied across a worldwide and integrated industry.
Three S's of Electronic Resource Management

ISO world community

Our part of ISO’s Organizational Structure

Technical Committee (TC) 46
Information & Documentation

Subcommittees (SC):
4 – Systems Interoperability
8 – Performance Measurement
9 – Identification & Description
11 – Records Management

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ERM Challenges and Standards

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Three S's of Electronic Resource Management

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Differences between print and electronic workflow

As described in initial ERMI report


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Three S's of Electronic Resource Management

Provide Support

- User feedback
- Usage stats
- Downtime analysis
- Review problems
- Problem log
- Hardware needs
- Software needs
- Contact info
- Troubleshoot/ triage

Evaluate

- License terms
- Trial use
- Price
- Evaluate

Monitor

- User feedback
- Usage stats
- Downtime analysis
- Review problems
- Problem log
- Hardware needs
- Software needs
- Contact info
- Troubleshoot/ triage

Provide Access

- Register
- IP Addresses
- Portals/ Access lists
- Proxy servers
- Campus authentication
- URL maintenance

Administer

- User IDs
- Preferences (store)
- Holdings lists
- Access restrictions
- View rights for use
- User feedback
- Usage stats
- Downtime analysis
- Review problems
- Problem log
- Hardware needs
- Software needs
- Contact info
- Troubleshoot/ triage

Acquire

- Assess need/budget
- Trial use
- License terms
- Price
- Evaluate

Workflow of E-Resource Management

Image from Oliver Pesch, EBSCO

Workflow of E-Resource Management

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Workflow of E-Resource Management

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## What is ONIX-PL, really?

- **A structure for making the content of a license machine-readable**
- **An XML format**
- **A tool to make license terms and conditions more accessible**
- **Extensible so additional terms can be added to dictionary in the future**
- **OPEN to interpretation**

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### ONIX-PL Example

```xml
<expression>
  <term>name</term>
  <expression type="open_quote">open_quote</expression>
  <expression type="close_quote">close_quote</expression>
</expression>
```

---

### ONIX-PL Example

```xml
<license_term>
  <description>
    <term>description</term>
    <expression type="open_quote">open_quote</expression>
    <expression type="close_quote">close_quote</expression>
  </description>
</license_term>
```
### Briefly: SUSHI

- **Need:** Simplify and automate the gathering of usage data for librarians
  - Librarians spending more time gathering data than analyzing it
- **Solution**
  - Server/Client system to exchange COUNTER reports
  - Easily incorporated into usage systems (on publisher side) or into ERM (on library side)
  - Client calls to server, asks for report, and server runs the report and sends it on
  - Data exchange is taking place by machine talking with machine
- **Incorporated into COUNTER 3 Code of Practice in fall 2009**
  - Publishers who claim COUNTER compliance MUST BE SUSHI Compliant

### Briefly: SERU

- **Need:** Reduce the transaction costs of negotiating licenses, particularly for smaller products
- **Solution**
  - Framework for community-held best practices regarding delivery and management of electronic content
  - Based on a decade of growing mutual trust and experience with digital information
  - Broad consensus on issues such as authorized users, third-party archiving, improper use, systematic downloading, etc.
  - Not another model license, nor a click-through or wrap

  *Why have lawyers arguing over small ticket products?*
Briefly: KBART

Knowledge Bases and Related Tools Project, Phase II
Joint NISO/UKSG project launched in 2008
Phase I Report published in January 2010
Three core problems
  - Inaccurate data leads to bad links
  - Incorrect implementation
  - Lack of knowledge

• Recommendations on data requirements, transfer format & protocols, error reporting, education

Standards for E-Resources

Adoption.
Promotion.
Problems?
Successes based on community pressure

SUSHI has had tremendous success in adoption since it was published in 2007

Presently 110 publishers are COUNTER 3 compliant [as of May]

Key to driving adoption:
Tying SUSHI Compliance with COUNTER 3 Compliance
COUNTER had established market credibility and demand
SUSHI added functionality, which made COUNTER easier to use, therefore more desirable
Relative simplicity to implement based on web services

Successes based on cost savings

SERU has had also seen significant success in adoption since it was published in 2008

Presently 131 libraries are listed on the SERU registry
    Another 8 consortia
    AND 44 publishers and content providers

Key to driving adoption:
Simplicity – easy to understand and narrow scope
Real pain by both publishers and libraries negotiating licenses
SERU provides significant cost savings and facilitates sales.
Challenges for adoption of license expression

Clearly, communicating license permissions and prohibitions to staff and users is difficult.

License expression is not a simple process
- Definite cost-benefits analysis needed
- Consider:
  - Desire for ambiguity versus clarity
  - The level of detail that your organization needs
  - ONIX-PL is not an enforcement mechanism
  - Issues impacting negotiation – risks of 3rd party encoding/handling
  - The pain threshold of managing licenses badly is less than the system costs

Chicken and the egg problem: Communication

A communication structure isn’t really useful with no one to talk to. Applies to CORE & ONIX-PL.

There is no real benefit to being a first mover in adoption

Partnership is required among two providers who may not have the same goals, priorities
Challenges for adoption of ERM systems

Electronic Resource Management, generally, is a complicated process

For many reasons didn’t fit within existing ILS systems

E-content management staff levels comparatively low

Many different models for managing library data
   End-to-End Enterprise Systems, Plug-in, Open Source

Squeaky Wheel
Thank you!

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