library systems: crossing the chasm UKSG April 2014



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the chasm and next generation 'library services platforms'

this is a small contribution to an understanding of what is currently going on in the library systems market

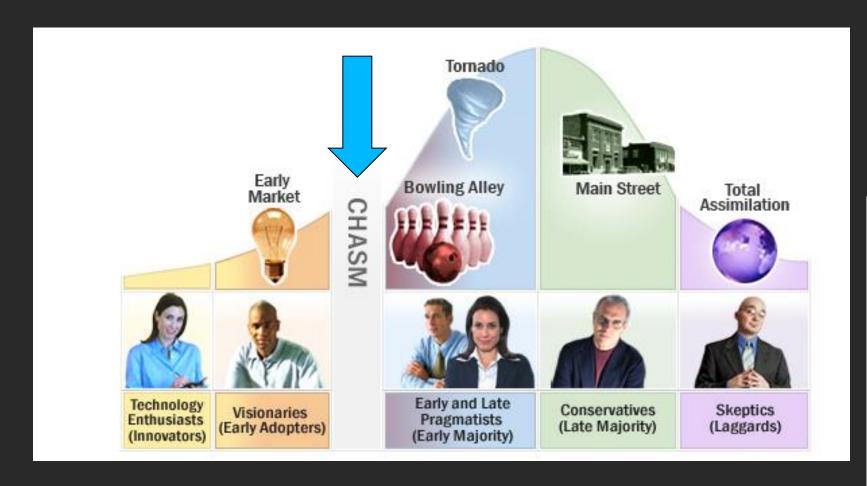
'In this time of transition of the library automation industry, stakes are high for the vendors that are creating innovative—or even transformative—products and competing to bring these products first to the market. Establishing momentum early is essential'

'Automation Marketplace 2013: The Rush to Innovate' By Marshall Breeding. Library Journal 2 April 2013 http://www.thedigitalshift.com/2013/04/ils/automation-marketplace-2013-the-rush-to-innovate/

'The emergence of a new genre of library services platforms that comprehensively manage library resources across all formats, based on service-oriented architecture with webbased interfaces designed for deployment through SaaS, stands to reshape the industry over the next decade. This transition, however, remains in its early phase, with development complete only on some of the new products. Yet the sales cycle has begun, and early successes in the short term can amplify long-term prospects'

'Automation Marketplace 2013: The Rush to Innovate' By Marshall Breeding. Library Journal 2 April 2013 http://www.thedigitalshift.com/2013/04/ils/automation-marketplace-2013-the-rush-to-innovate/

what's the chasm?



why do we need a *next* generation?

what was wrong with the *old* generation?

a consultant's view (Carl Grant)

'...we're seeing the seeds of a new revolution being sewn [sic]. As the goal of some companies becomes once more attuned to trimming costs... libraries and their users suffer. In some cases, cost savings are being generated for the company by consolidating products... When this happens, it is short-term profit that is the objective rather than serving the long-term mission of libraries. These companies have become unresponsive to the collective goals of our profession and, like so much of our society these days, are no longer focused on the "we" but the "me". It is a sad state of affairs and one that will not be tolerated'

'A symphony out of tune: when companies go deaf'. Carl Grant. Care Affiliates blog. 4 July 2007. www.care-affiliates.com/thoughts/archives/6

the librarians' view

'We feel that software companies have not designed Integrated Library Systems that meet the needs of academic libraries, and we don't think those companies are likely to meet libraries' needs in the future by making incremental changes to their products."

a consultant's view (Marshall Breeding)

"With the increasing dominance of electronic content and digital collections in academic libraries, the capabilities lacking in the current slate of automation systems has increasingly become an obstacle to progress.

'Current and future trends in information technologies for information units'. By Breeding, Marshall. El profesional de la información, 2011, v. 21, n. 1, pp. 9-15. http://www.elprofesionaldelainformacion.com/breeding-english.pdf

a consultant's view (Marshall Breeding)

"These systems aren't as integrated or comprehensive anymore as it takes maybe eight or nine or ten different applications ... to do the things that libraries do."

'Current and future trends in information technologies for information units'. By Breeding, Marshall. El profesional de la información, 2011, v. 21, n. 1, pp. 9-15. http://www.elprofesionaldelainformacion.com/breeding-english.pdf

a librarian's view

(from Princeton University Libraries, and The College of New Jersey) Library,

.. the library automation system, also called the integrated library system (ILS), has not changed much for the past two decades. It finds itself uneasily handling the ever-changing library environment and workflow. Library staff becomes ever more frustrated with the ILS, noting its inadequacy in dealing with their daily jobs.

It is obvious that we are at the tipping point for a dramatic change in the area of library automation systems."

The Next Generation Integrated Library System: A Promise Fulfilled? By Yongming Wang and Trevor A. Dawes. Information Technology and Libraries. September 2012 http://napoleon.bc.edu/ojs/index.php/ital/article/viewFile/1914/pdf

a librarian's view

'We've only ourselves to blame for wanting & demanding standalone monolithic systems in libraries.

Thanks to these monolithic systems, it's difficult to move staff around the library as everyone has specialist skills.

The current situation is clearly unsustainable.'

selected #mmit2012 tweets from Marshall Breeding's "Paradigm Shift" keynote. http://mmitblog.wordpress.com/2012/01/17/announcing-mmit-national-conference-2012/

(Thanks to Dave Pattern: UKSG presentation April 2013)

a librarian's view

'If it eventually delivers what it promises, full implementation ... should deliver staggering cost savings; "50 per cent of the total cost of ownership" according to Jo Rademakers of the Catholic University of Leuven'

'Streamlining workflow—cutting costs' By Elspeth Hyams CILIP Update May 2010





a university perspective?

Universities will continue to increase efficiency and develop innovative ways of operating

The most promising areas of reform, aside from improving procurement practice, include **process improvement**, more effective estates management, increased **collaboration** and **asset sharing**, developing **shared services**, and identifying **innovations in teaching and academic practice.**

Universities UK submission to the 2013 Spending Round

http://www.universitiesuk.ac.uk/highereducation/Documents/2013/UUKsubmissionToThe2013SpendingRound.pdf#page=1&zoom=auto,0,202

a student view.....

'From my limited perspective, much of what is wrong with the system comes down to the fact that publishers and libraries have to plan well in advance and make changes slowly...

Students on the other hand are able to change direction quickly and easily.

The problem exists because the market has changed so radically in the past few years that students have been able to adopt the new technologies well before the industry and libraries were able to make changes to support these students.

So unless this disparity is tackled students will continue to receive sub par products and support. And pay through the nose if they want access to the best digital content.

a vendors view (Lorcan Dempsey OCLC)

"Historically, libraries enjoyed stability and a shared understanding of goals. This in turn favored a focus on managing and improving the means towards those goals - building the collection, providing reference service, creating efficiencies in technical processing, and so on. Much of this work is inherently bureaucratic. However, in an environment of change while overall mission and values may remain the same, new and shifting goals become the norm.

As goals shift in a changing environment, so does the need to think about how to marshall the means to meet them. This may need reorganization, new staff skills, changing priorities, reallocation of staff and resources, and so on.

It requires a shift from bureaucracy to enterprise, an adaptive organization that reviews and reshapes what it does in light of changing requirements".

The enterprising librarian. Lorcan Dempsey. Blog 30 June 2012. http://orweblog.oclc.org/archives/002201.html

'sometimes you just have to start over'

"Sometimes you just have to start over. Systems that follow this approach include WorldShare Management Services by OCLC, Alma by Ex Libris, and Intota by Serials Solutions. The shared view of these organizations incorporates a line of thinking that says the amount of change we've seen, both in computer technology and in library management/operations, is so substantial that the best way to accommodate the change is to start with a fresh design that can take advantage of all of these changes".

'The Future of Library Systems: Library Services Platforms'. By Carl Grant. NISO. Information Standards Quarterly. Fall 2012. Vol 24 Issue 4 ISSN 1041-0031

http://www.niso.org/apps/group_public/download.php/9922/FE_Grant_Future_Library_Systems_%20isqv24no4.pd f

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....what changes are we talking about?

technology changes ...some context.....

Forrester

top technology trends to watch: 2014 to 2016

http://www.forrester.com/Top+Technology+Trends+To+Watch+2014+To+2016/fulltext/-/E-RES104141



Businesses are forced to operate at a new pace as they contend with informed customers, smart competitors, and employees who choose to use their own technology for work.

Top Technology Trends To Watch: 2014 To 2016. By Brian Hopkins with Leslie Owens, John C. McCarthy, Abigail Komlenic. Forrester [blog] 4 November 2013

Forrester

top technology trends to watch: 2014 to 2016

http://www.forrester.com/Top+Technology+Trends+To+Watch+2014+To+2016/fulltext/-/E-RES104141

This year's top technology trends take a **customer-oriented**, **outside-in view of information technology** changes using the themes of engaged, smart, nimble, and secure.

.....strategists must understand these trends and how specific emerging technologies can be employed to position their firms ahead of the changes.



including libraries

Top Technology Trends To Watch: 2014 To 2016. By Brian Hopkins with Leslie Owens, John C. McCarthy, Abigail Komlenic. Forrester [blog] 4 November 2013



http://www.gartner.com/newsroom/id/2209615

in summary the key trends are...

Mobile
Cloud
Big Data/analytics
Social
Ecosystems

(not a complete list)



The Cloud

in 2012, we will see the beginning of the dawn of infrastructure irrelevance as the unstoppable forces of consumerization shift enterprise spending priority away from the purely mechanical pieces of the data center into areas that help address the surging demand from a new, savvy and empowered user base

Christian Reilly @reillyusa Manager of Global Systems Engineering, Bechtel

Big data

'companies begin to understand that collecting and using massive amounts of data isn't so hard any more. The cloud makes processing all this information possible without having to build the infrastructure permanently in your data center. And it's pretty useful in making smart business choices'.

Jay Fry @jayfry3 Vice President, Marketing at Stealthy Cloud/Mobility Start-up





Horizon Project

NMC Horizon Project Preview 2013 Higher Education Edition http://www.nmc.org/pdf/2013-horizon-higher-ed-preview.pdf

Social media is changing the way people interact, present ideas and information, and judge the quality of content and contributions. Educators, students, alumni, and even the general public routinely use social media to share news about scientific and other developments. Likewise, scientists and researchers use social media to keep their communities informed of new developments. The fact that all of these various groups are using social media speaks to its effectiveness in engaging people. The impact of these changes in scholarly communication and on the credibility of information remains to be seen, but it is clear that social media has found significant traction in almost every education sector

Gartner.

top technology trends 2013

http://www.gartner.com/newsroom/id/2209615

The market is undergoing a shift to more integrated systems ...Driving this trend is the user desire for lower cost, simplicity...

In the mobile world, vendors including Apple, Google and Microsoft drive varying degrees of control across an end-to-end ecosystem extending the client through the apps.



"The big picture is this. There are three companies competing to be the internet platform of the future-Apple, Google and Facebook".

Is Apple dying? By Bryan Appleyard. New Statesman 22-28 November 2013 http://www.newstatesman.com/



"Google's approach is based on its near monopoly over advertising and its drive to feed this by a rapid expansion of its ability to acquire and control information

Facebook pursues a massive expansion of the idea of the social network

Apple aims at the tightest possible integration of hardware and software that ties users into its systems

At the moment Google is favourite for gold...."

Is Apple dying? By Bryan Appleyard. New Statesman 22-28 November 2013 http://www.newstatesman.com/

consumerisation

http://en.wikipedia.org/wiki/Consumerization



Consumerization is the reorientation of product and service designs around the individual end user. The emergence of the individual consumer as the primary driver of product and service design originated from and is most commonly seen as a major IT industry shift

The primary impact of consumerization is that it is forcing businesses.. to rethink the way they procure and manage IT equipment and services.

Products have become easier to use, and cloud-based, software-as-a-service offerings are addressing an ever-widening range of business needs

the customer experience...

The attribute most valued by consumers, assuming a product is at least in the general vicinity of a need, is ease-of-use....all things being equal, consumers prefer a superior user experience.

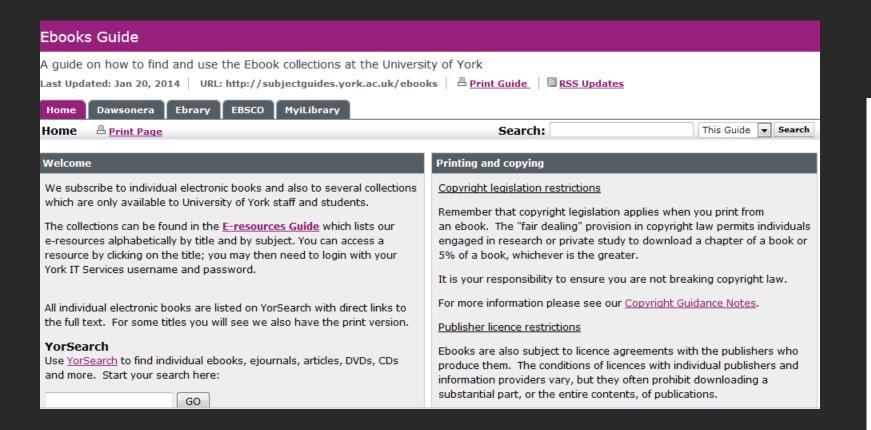
It is impossible for a user experience to be too good. Competitors can only hope to match or surpass the original product when it comes to the user experience...(has anyone turned to an "inferior" product because the better one was too enjoyable?).

it's all about the customer experience...

we **say** we care about customers but do our systems **really** reflect that?

"The business [library?] buyer famously, does not care about the user experience. They are not the user, and so items that change how a product *feels* or that eliminate small annoyances simply don't make it into their rational decision making process"

the student's experience of ebooks



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a 'consumer's' experience of ebooks

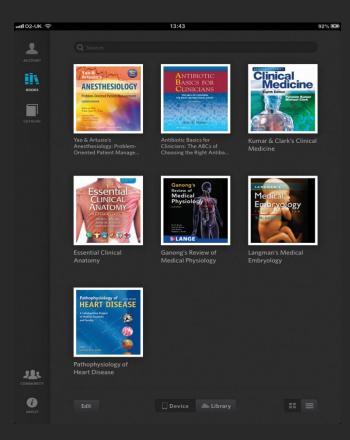
'I bought the first iPad and quickly realised it was the solution to my problems, I recognised its potential to revolutionise how students access information and I adopted it early.'

'I am now a completely paperless student.

Everything I need to study medicine is in my hand'

Joshua Harding a second year medical student at Warwick Medical speaking at UKSG conference 2013 http://www.slideshare.net/UKSG/0930-harding







just give me the answer....

the 'knowledge graph' -- 'things not strings'

'With the Knowledge Graph, Google has taken a different step towards the future of search: providing answers, not links.'

Google

who is jhn galt?

Q

Web

Images

Shopping

Videos

News

More *

Search tools

About 3.840,000 results (0.33 seconds)

Showing results for who is john galt?

Search instead for who is jhn galt?

Cookies help us deliver our services. By using our services, you agree to our use of cookies.

Learn more

Got it

en.wikipedia.org/wiki/John Galt *

John Galt is a character in Ayn Rand's novel Atlas Shrugged (1957). Although he is not identified by name until the last third of the novel, he is the object of its ...

John Galt O- John Galt Corporation - John Galt Solutions, Inc.

Atlas Shrugged - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Atlas_Shrugged *

Having demonstrated the reliability of Rearden Metal in a railroad line named after 'John Galt', Hank Rearden and Dagny Taggart become paramours; and later ...

John Galt

Fictional Character

John Galt is a character in Ayn Rand's novel Atlas Shrugge he is not identified by name until the last third of the novel, object of its often-repeated question "Who is John Galt?" a quest to discover the answer. Wikipedia

See results about

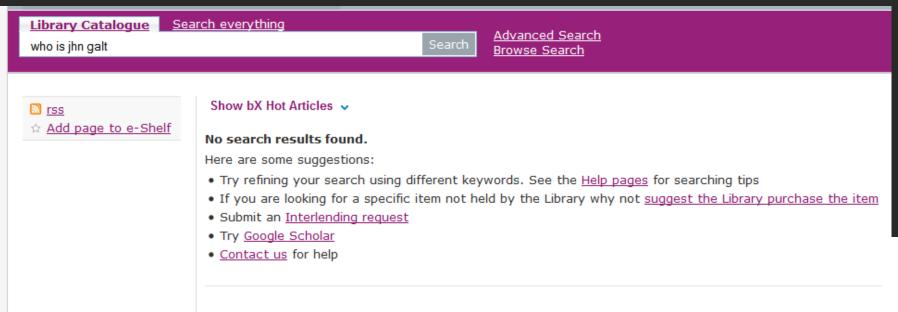
Atlas Shrugged

Book by Ayn Rand

Atlas Shrugged is a 1957 novel by Ayn Rand. Rand's fourth and last novel, it was also her longest, and ...

John Galt Novelist

John Galt was a Scottish novelist, entrepreneur, and political and social commentator. Because he was ...



....what are the characteristic of next generation library systems?'

'next generation' systems

HELibTech defines the characteristic of the new generation of library systems as follows: (http://helibtech.com/Next+Generation)

Search and discovery (Discovery services) for end users is 'decoupled' from 'back-end' resource management although some Library Service Platforms may only work with a singe discovery service (e.g. Alma will only work with Primo)

The management of print and electronic (digital) resources is integrated (or 'unified')

The library system **elements interoperate** easily with other systems. This is facilitated by a (web-based) Service Oriented Architecture (SOA) model to allow easier, lower cost integration with 'admin' systems such as student registry and finance. This can be viewed as a move from a library system to what has been called a 'library services platform' approach where various components and sub systems are 'loosely coupled' (SOA) to provide an overall solution

Related to the above is more attention to **improved workflows** leading to saving in staff effort and consequently **lower cost of ownership**

'next generation' systems

HELibTech defines the characteristic of the new generation of library systems as follows: http://helibtech.com/Next+Generation)

Systems are typically 'cloud' based. This is a move away from more conventional 'hosting' to a system that is, in effect, a single entity that is shared by many separate and distinct libraries. Such 'multi-tenant' systems offer economies of scale and the opportunity to better share data (bibliographic, data on suppliers, licences etc) across the libraries

Related to the above is a move from 'management information' to 'analytics' or 'business intelligence'. This is characterised by not simply providing statistics on transactions recorded by a single library system (number of loans, items catalogued, orders placed etc), to an approach where all activity (including clickstreams) is potentially recorded and might be analysed to deliver new business insights. A cloud environment offers opportunities to collect and analyse data and detect trends across, what is in effect, a global network of systems

....a new generation of solutions: 'sometimes you just have to start over'

characteristics of starting over? technology enthusiasts and visionaries

The Early Market consists of two kinds of customers:

Technology enthusiasts (techies) can be found in most every organization. They are always looking for state-of-the-art technology, but they typically don't have the money to fund further development. Techies provide a good test ground for a new technology. They are also gatekeepers to the rest of the TALC. Impress the technology enthusiasts, and you can get the attention of visionaries. If the techies are unimpressed, visionaries will look to another way of gaining competitive advantage.

Visionaries are industry revolutionaries looking for a breakthrough application that will give them a competitive business advantage. They see discontinuous innovations for the potential advantage offered, especially if the technology can give them a clear edge over the competition.

are you a early market buyer?

"The library did not so much purchase a product or suite of products but rather a vision to move towards a stateof-the-art library infrastructure. The ability of the chosen solution to deliver on that vision was a higher priority than matching the detailed functionality of the old system. The library didn't want to simply replicate what they already had. So the 'requirement' communicated to staff was a high level one to utilize the new systems' capability and capacity to maximise return on investment".

Library Services Platforms: Alma Case Study. University of East London (UEL). Ken Chad. Ken Chad Consulting Ltd . 21st December 2012. http://www.kenchadconsulting.com/wp-content/uploads/2013/01/Alma UEL case study Dec2012 Final.pdf

are you a early market buyer?

"Being an early adopter—or what the library prefers to call a development partner- has engaged members of library staff with their international peers in other institutions around the world. There has been a lot of interest in the UEL experience from libraries around the world and this has had a positive impact on staff".

Library Services Platforms: Alma Case Study. University of East London (UEL). Ken Chad. Ken Chad Consulting Ltd . 21st December 2012. http://www.kenchadconsulting.com/wp-content/uploads/2013/01/Alma UEL case study Dec2012 Final.pdf

"Innovators and the Early Adopters form the early market. But the strategies that worked to acquire innovators and early adopters no longer work with the early majority".

"Crossing the chasm revisited" Fastfedora blog 14 May 2013 http://blog.fastfedora.com/2013/05/crossing-the-chasm-revisited.html

....so what if you are not an innovator or early adopter?

....so what if you are not an innovator or early adopter?

Are you more like this?.....

Early Majority

Pragmatists who want .. proof that a technology has value before adopting it.

Late Majority

Conservatives who prefer old technology until its clear a new technology dominates.

Laggards

Skeptics who avoid adopting new technologies at all costs.

"Crossing the chasm revisited" Fastfedora blog 14 May 2013 http://blog.fastfedora.com/2013/05/crossing-the-chasm-revisited.html

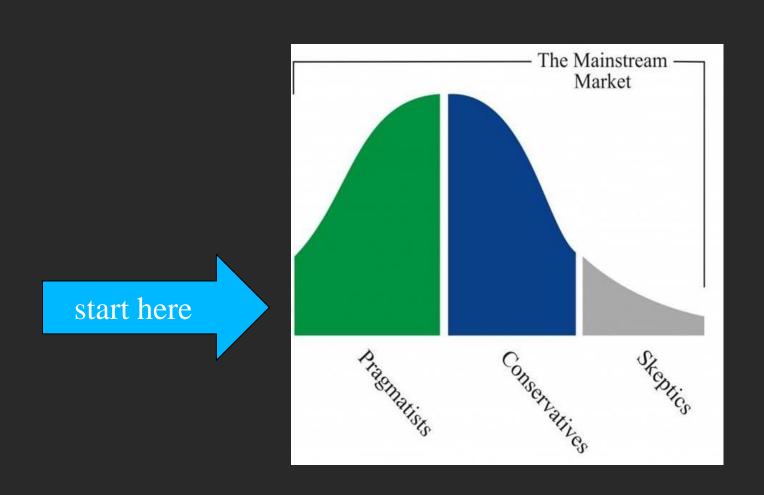
....so what if you are not an innovator or early adopter?

Are you more like this?.....

"Unlike the visionaries and early adopters, the early majority decide whether to buy based on information from their peers. They constantly ping their peers to find out what's being talked about. When there's enough validation for a new technology, they make the jump."

"Crossing the chasm revisited" Fastfedora blog 14 May 2013 http://blog.fastfedora.com/2013/05/crossing-the-chasm-revisited.html

.... can the chasm be avoided?



....so what if you are not an innovator or early adopter?

'The future of the ILS

Despite the attention gained by the new library services platforms, it seems clear that the ILS will persist, though in ever evolving forms, as a parallel thread in the industry. The library services platforms appeal especially to those libraries, such as academic and research libraries, that have increasingly complex collections of print, electronic, and digital components that demand a unified platform for management and access.

There remains a large number of libraries that continue to find the basic model of the ILS well suited to their needs'.

'Automation Marketplace 2013: The Rush to Innovate' By Marshall Breeding. Library Journal 2 April 2013

http://www.thedigitalshift.com/2013/04/ils/automation-marketplace-2013-the-rush-to-innovate/



System vendors that follow this approach re-utilize a substantial portion of their previous generation of technology and couple it with new technology in various ways to bring new services and capabilities to end users. Realizing the difficulty inherent in recreating products from the ground up, these vendors take the approach that change in libraries will be more evolutionary than revolutionary and that redesigning workflows doesn't supply enough gains to offset the costs. Products taking this approach include Innovative's Sierra and VTLS's Open Skies.

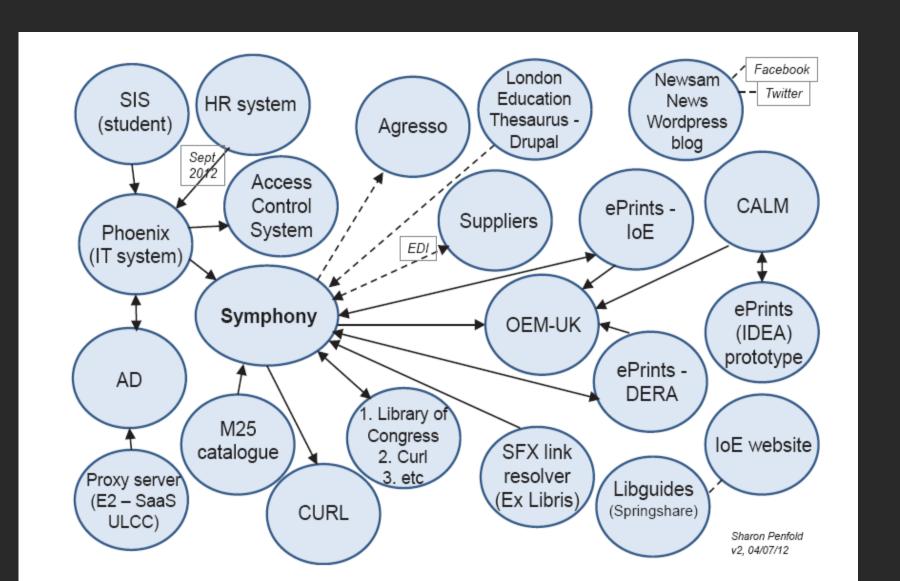
http://www.niso.org/apps/group_public/download.php/9922/FE_Grant_Future_Library_Systems_%20isqv24no4.pdf

in conclusion.....do we need to look beyond the LMS/ILS, beyond the library services platforms and look at a wider library systems ecosystem?

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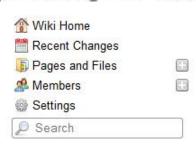
it's complicated!

not even a library services platform does all this.....



finally...some resources to help

Higher Education Library Technology



Home

About

Volunteer Editors

Who uses what systems:

- -- LMS, Discovery, Reading list etc
- -- E-Resource Systems
- -- Procurements
- -- Vendor Profiles

Articles on major issues

- The library systems market (overview)
- Top Tech issues
- -- Cloud computing
- -- Digital Strategy
- Discovery/vertical search
- -- E-Books
- -- E-Resource Management
- -- Mobile Computing





HIGHER EDUCATION LIBRARY TECHNOLOGY (HELibTech) WIKI

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The aim of HELibTech is to provide a starting point for anyone interested in library technology in Higher Education. The focus is UK but most of the issues will be relevant elsewhere.

This is a free and open community resource. Anyone can view and download the content (though bear in



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LMS Change

Summary

Based on a 3-phase work plan, the LMS Change project will develop and disseminate a vision for the future of library systems and a delivery 'roadmap'.

Working with the companion Pathfinder projects, the project will explore the potential for new approaches to library systems infrastructure, taking account of considerations beyond the traditional LMS to include other business critical and curatorial systems, both within and above campus.

The findings will be delivered in a single report, published in a highly navigable web format.

Summary

Start date

30 June 2012

End date

1 February 2013

Funding programme

Digital infrastructure: Information and library infrastructure programme

Strand

Information and library infrastructure: Emerging opportunities

http://www.jisc.ac.uk/whatwedo/programmes/di_informationandlibraries/emergingopp ortunities/Imschange.aspx #jisclms

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We help make sense of a confusing landscape....

....digital content and ebooks, social media, open source, open access, open data, the cloud, 'library services platforms', research data, shared services, disruptive innovation, hard economic times, strategy, and new business models



Reviewing your library systems? We can help you at any stage from strategy and requirements through to procurement

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