

Will Platform Businesses Eat Library Systems?

Amigos Online Conference

Reimagining the ILS. 15/09/2016

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More effective libraries - making sense of a confusing landscape....

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

[Read More](#)

Briefing paper

Higher Education Library Technology

Library management system to library services platform.

Resource management for libraries: a new perspective

DOI:10.13140/RG.2.1.4315.3128

Ken Chad, Ken Chad Consulting Ltd. August 2015
(ORCID ID: orcid.org/0000-0001-5502-6898)

Rethinking the Library Services Platform

Briefing paper

DOI: 10.13140/RG.2.1.4989.4481

Ken Chad, Ken Chad Consulting Ltd. January 2016
(ORCID ID: orcid.org/0000-0001-5502-6898)

Local Government Library Technology

LibTechRFP
Open specifications for library systems

My contribution is mostly food for thought
Some ideas
Few answers or conclusions



anika. zitadelle spandau Flickr CC

Part 1: ILS to LSP

Higher Education Library Technology

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The ILS hit a roadblock



Ada Gonzalez. Roadblock Flickr CC

The tipping point...?

“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 key pressure point for change has been the inability of legacy systems to provide effective management for what the University of Sheffield called the “full spectrum of library collections.”

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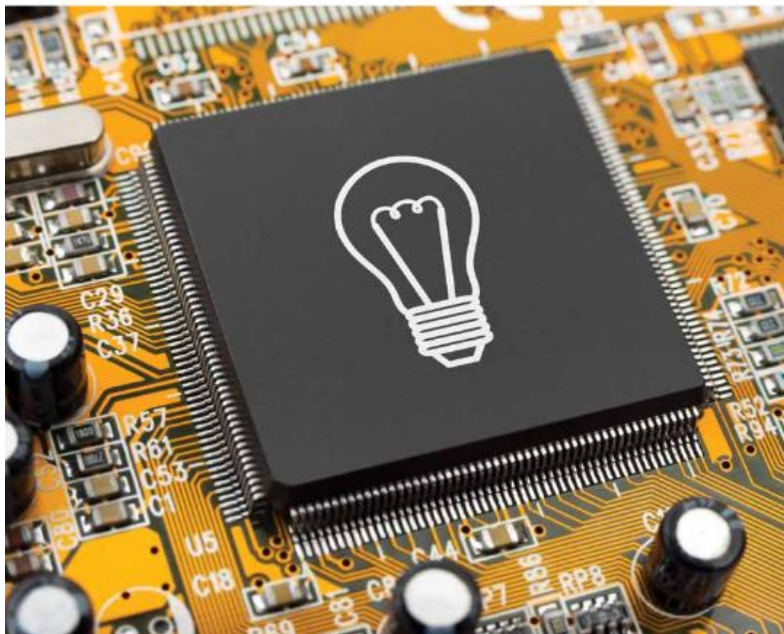
(ORCID ID: orcid.org/0000-0001-5502-6898)

“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.**”

Marshall Breeding, 2011

‘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>

THE FUTURE OF LIBRARY SYSTEMS: LIBRARY SERVICES PLATFORMS



CARL GRANT

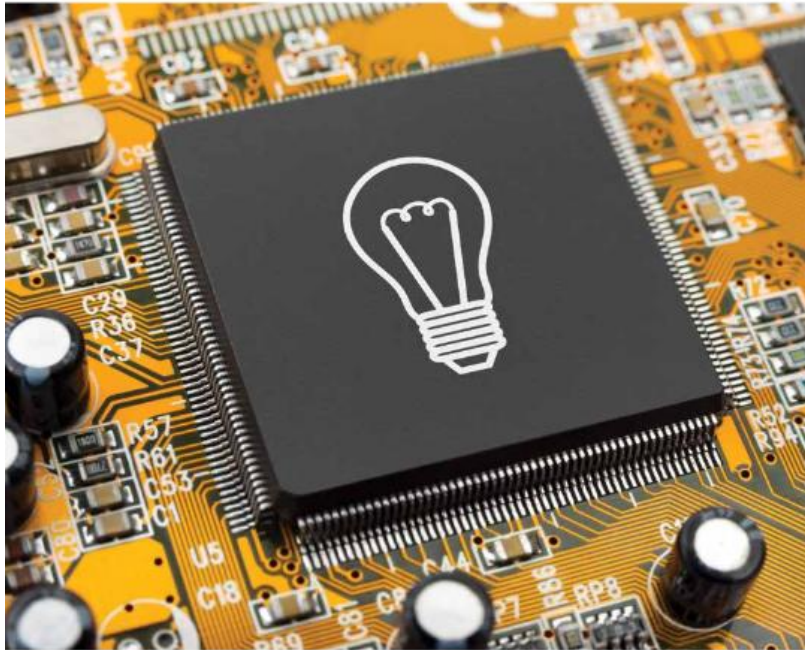
“the older ILS do not take advantage of the latest offerings in computing technologies and architectures, particularly in the area of cloud computing.” Carl Grant

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.pdf

“Sometimes you have to start over”

THE FUTURE OF LIBRARY SYSTEMS: LIBRARY SERVICES PLATFORMS



CARL GRANT

Sometimes you have to start over

“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.pdf

Sometimes you have to start over...

But sometimes the start over doesn't go far enough..

“A librarian reviewing the Kuali solution commented that while the community development model of OLE is a key selling point, the **librarians helping to develop the software are not thinking radically and the outcome has been a traditional, conservative..ILS.**”



#rethinkLSP

The ILS lacks extensibility — to a significant degree because of the limits of legacy technology...so.....

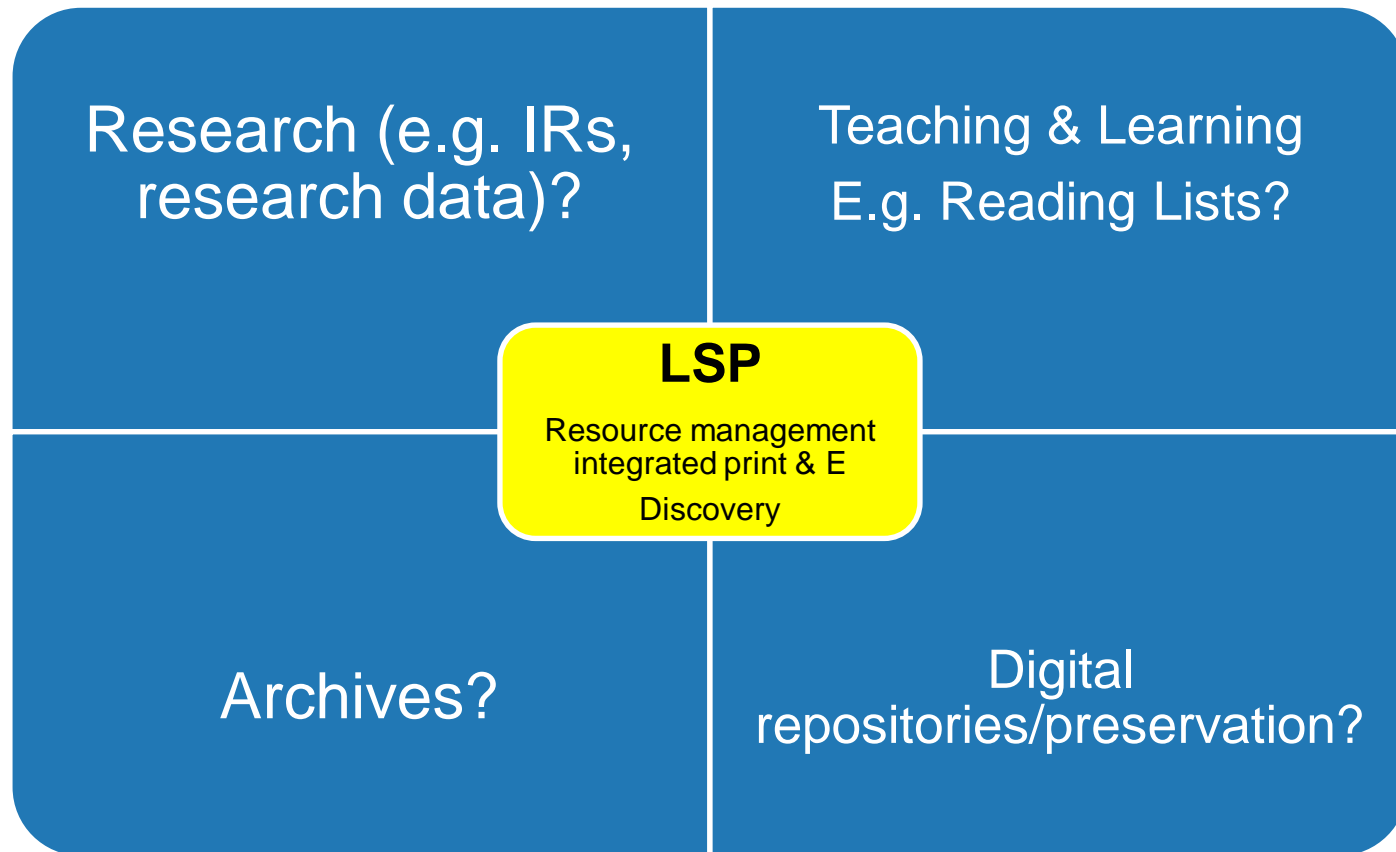
The library services platform (LSP) arrived!



“Library services platforms can no longer be considered ‘next generation systems,’ but rather by now well established products that have seen implementation in hundreds of libraries.” *Marshall Breeding 2015*

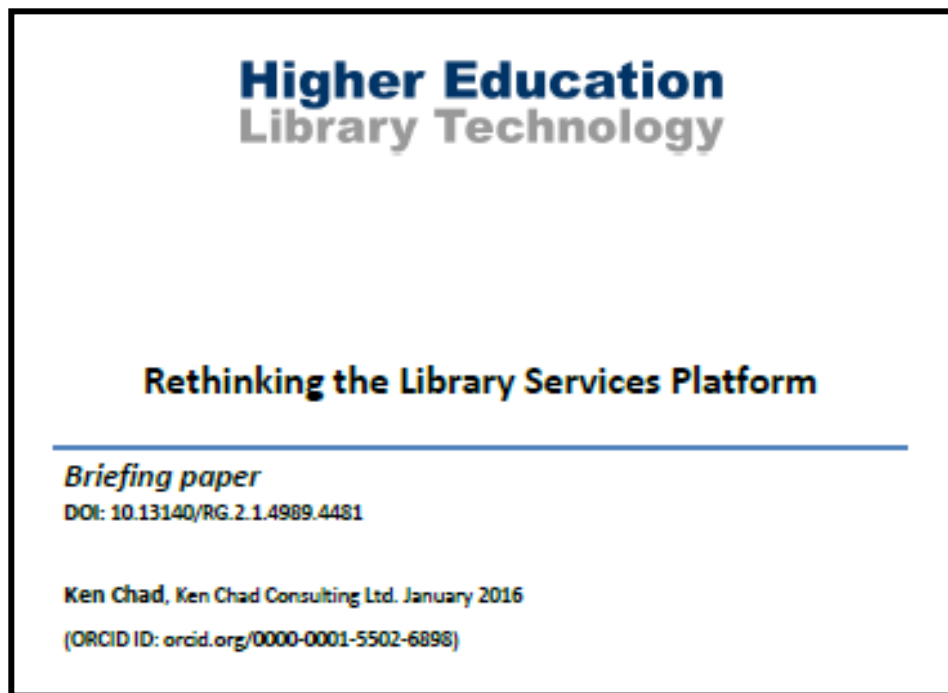
Library Services Platforms: A Maturing Genre of Products. Marshall Breeding ALA TechSource. May 2015
<http://www.alatechsource.org/blog/2015/05/new-library-technology-report-library-services-platforms.html>

How extensible are LSPs?



Are LSPs really platforms?

“Solutions are moving to The Cloud but aren’t yet really platforms. It is a platform-based ecosystem model that will be the “next generation” in library automation. The promise for libraries is a more flexible and cost effective solution and for users a much improved user experience.”



#rethinkLSP

We'll come back to this.....



Part 2: some wider context

consumerization

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



WIKIPEDIA
The Free Encyclopedia

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.



Renovating the customer experience is a digital priority

Digitalization and the digital business are catalysts of change that are affecting the human-machine relationship and driving better customer outcomes.

<http://www.gartner.com/doc/2864817?refval=&pcp=mpe>

It is impossible for a user experience to be too good.....(has anyone turned to an “inferior” product because the better one was too enjoyable?).

‘What Clayton Christensen Got Wrong’. By Ben Thompson. Stratechery [blog]. 22 September 2013 <http://stratechery.com/2013/clayton-christensen-got-wrong/>

The library world is ramping up in terms of UX work & initiatives



NISO Virtual Conference: Interacting with Content: Improving the User Experience

**Wednesday, October 28, 2015
11:00 - 5:00 p.m. (Eastern Time)**

Sponsored by:

Today's virtual conference is generously sponsored by IET, The Institution of Engineering and Technology Publishing.



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Publishers Put User Experience First, Sky Doesn't Fall

Chris Osche | October 5, 2015

Finally, someone realized that a good experience can still make money.



THE SYSTEMS LIBRARIAN

A Cloudy Forecast for Libraries

by Marshall Breeding



Vol. 31 No. 7 — September 2011

Of all the technology trends that I've been following for the last couple of years, cloud computing continues to gain the most momentum and stands positioned to most radically transform the shape of library technology. I see that we're at one of those major turning points where technology rounds a curve into a new vision of the mainstream.

“You can have different opinions about how complete and how fast this transition is going to happen, but it also seems apparent at this point that **the cloud is becoming the new normal.**” Andy Jassy Amazon Cloud Strategy Chief. 2014

How Amazon is turning cloud computing into the new normal. By Heather Clancy, Fortune 13

November 2014 <http://fortune.com/2014/11/13/amazon-cloud/>



Cloud based platforms - great for the vendor.....

“There is only one copy of the application software, one operating system and one database supporting multiple organizations on a single bank of servers. The vendor only has to deploy, develop, maintain and upgrade one copy of the software.”

Library management system to library services platform. Resource management for libraries: a new perspective.
HELibTech Briefing paper. Ken Chad HELibTech August 2015.

Part 3: Platforms



“Platforms are eating the world”

“Now, market upstarts are displacing market leaders faster than ever before as entire industries transform. We are in the midst of a **seismic shift in business models**, powered by the Internet and a **generation of connected users**.”

Business leaders, today, develop platforms that connect diverse participants with one another and enable them to interact and transact”

Sangeet Paul Choudary, Geoffrey Parker and Marshall Van Alstyne. Outlook 2014: Platforms are Eating the World. Wired Blog October 2014 <http://www.wired.com/insights/2013/12/outlook-2014-platforms-eating-world/>



“Platforms are eating the world”

Today’s network platforms aid the creation of entirely new markets by **connecting producers and consumers with each other.**

Sangeet Paul Choudary, Geoffrey Parker and Marshall Van Alstyne. Outlook 2014: Platforms are Eating the World. Wired Blog October 2014 <http://www.wired.com/insights/2013/12/outlook-2014-platforms-eating-world/>



THE FIVE LAWS OF LIBRARIANSHIP **ACCORDING TO** DR. S.R. RANGANATHAN



EVERY BOOK ITS READER



EVERY READER HIS BOOK

<http://librarysciencedegree.usc.edu/resources/infographics/dr-s-r-ranganathans-five-laws-of-library-science/>



Three forces are powering the rise of platforms: **ubiquitous network** access with ever-increasing **mobile penetration**, **reputation systems** that enable trust among distributed strangers, and access to low cost shared infrastructure with tools and data to capture and coordinate interactions..

Sangeet Paul Choudary, Geoffrey Parker and Marshall Van Alstyne. Outlook 2014: Platforms are Eating the World. Wired Blog October 2014. <http://www.wired.com/insights/2013/12/outlook-2014-platforms-eating-world/>



Ultimately, **this transformation redefines competition**. Firms that once sought advantage based on the strength of their internal resources and channel access now face **competitors that harness armies of connected users and ecosystems of resources**. Apple's App Store, hosting nearly a million applications, offers a compelling testimony to the power of ecosystems.

Sangeet Paul Choudary, Geoffrey Parker and Marshall Van Alstyne. Outlook 2014: Platforms are Eating the World. Wired Blog October 2014 <http://www.wired.com/insights/2013/12/outlook-2014-platforms-eating-world/>

Competition



Libraries are so valuable they attract voracious new competition with every technological advance

LIBRARYJOURNAL

<http://lj.libraryjournal.com/2013/09/future-of-libraries/start-ups-take-library-jobs-reinventing-libraries/#>

A platform based library service.....?

“the best online library that I've seen”



DISCOVER NEW BOOKS

Personalized Recommendations
Based on Interest and Level



TRACK PROGRESS

Reward System Offers Extra
Motivation to Keep Kids Reading



READ-TO-ME

Hundreds of Read-To-Me and
Audio Books Included

[more features ▶](#)

”

***Epic! is absolutely FABULOUS! Thank you for providing the
best online library that I've seen.***

ELLI L.

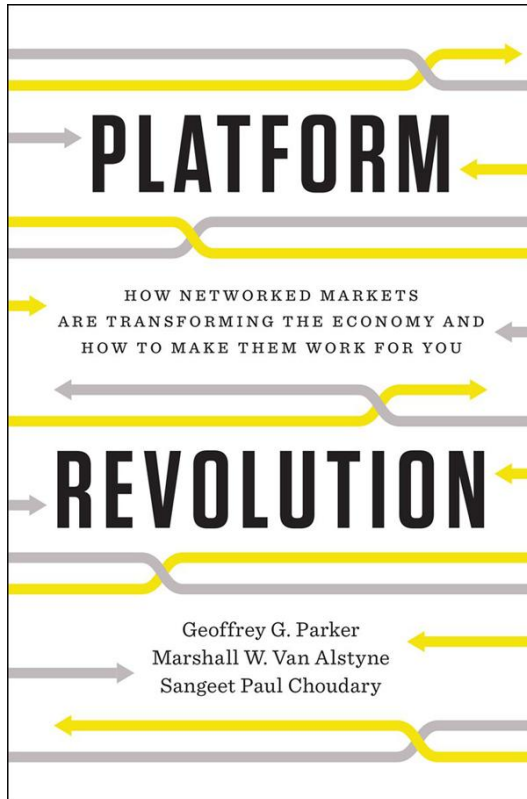
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Epic! is Free for Elementary School Teachers and Librarians!

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Platform attributes



A platform:

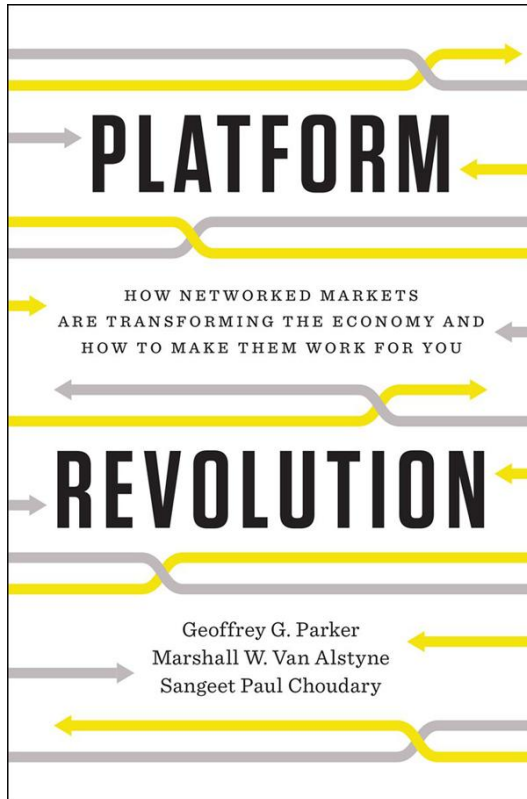
consummates matches among users and facilitates the exchange of goods, services or social currency--- enabling value creation for all participants

Create value **using resources they don't own** or control—so they can grow much faster

Platforms derive **value from the communities** they serve

Platforms invert companies—from a traditional inward focus to an outward focus

Platform attributes



The Core interaction:

the single most important activity that takes place- **the exchange of value** that attract most participants—involves three components....

Participants

Fundamentally two: producer (creates value) and consumer (consumes value). These are *roles*. A person or organisation might be both

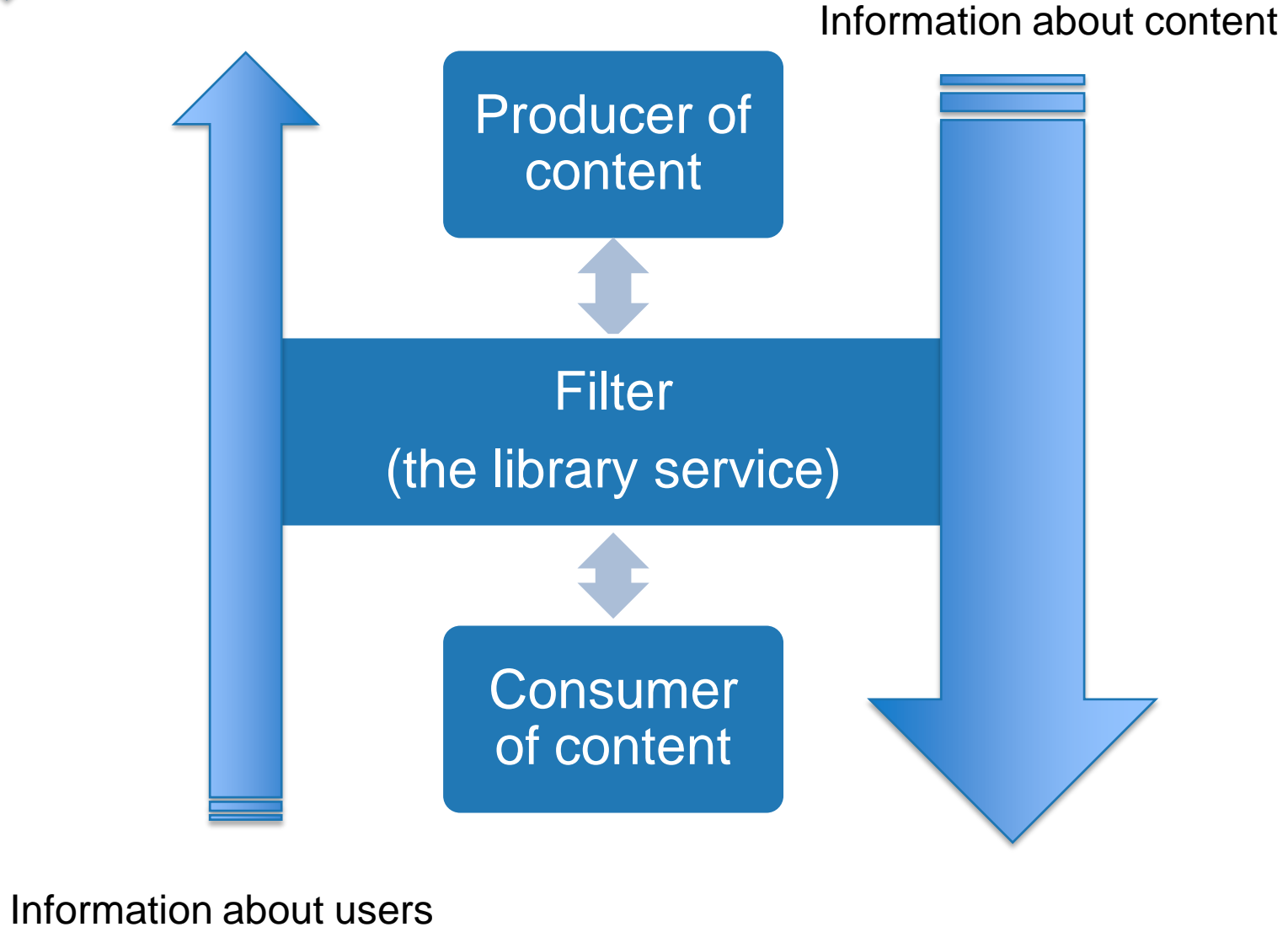
Value unit

Typically a product or services

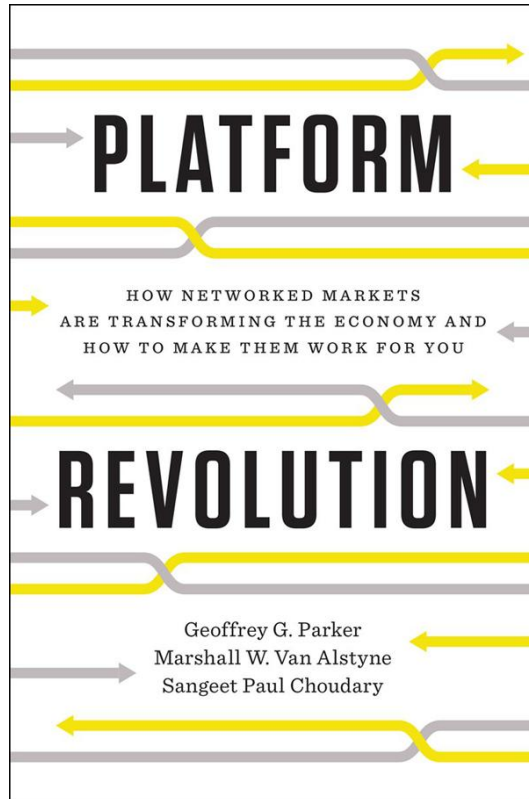
Filter

Ensures platform users receive only value units that are relevant and valuable

Platform in a library context



Platform attributes



Extensibility:

Create value using resources they don't own or control—so they can grow much faster

Platforms derive value from the communities they serve

Extensibility

Apple's App Store, hosting **nearly a million applications**, offers a compelling testimony to the power of ecosystems.



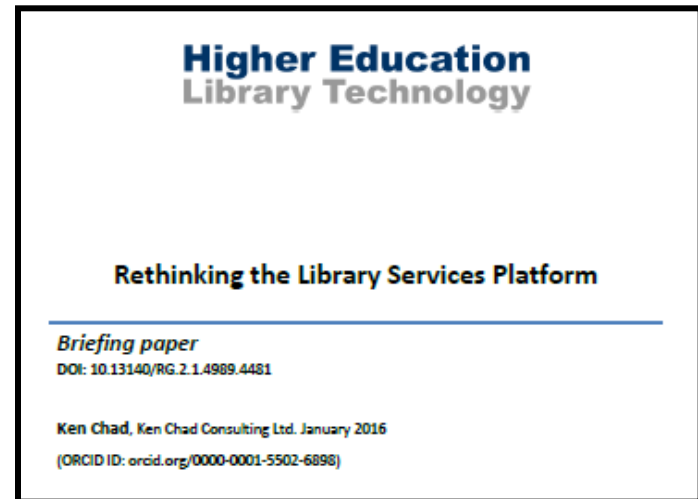
Sangeet Paul Choudary, Geoffrey Parker and Marshall Van Alstyne Outlook 2014: Platforms are Eating the World. Wired Blog October 2014 <http://www.wired.com/insights/2013/12/outlook-2014-platforms-eating-world/>

Platforms: extensibility -example from the ERP domain

The Cloud encourages a process of deconstruction. An ERP system doesn't solve all problems any more than the LMS/ILS does. The monolithic ERP is losing relevancy. The existence of disillusioned users is one of the core drivers in this change to what Gartner characterises as the 'postmodern' ERP.

ORACLE is no longer a single product suite but **sits in The Cloud alongside interoperable applications from ISVs**. In summary, Gartner's analysis is that the result will be a more loosely coupled ERP environment with much of the functionality sourced as Cloud services or via business process outsourcers.

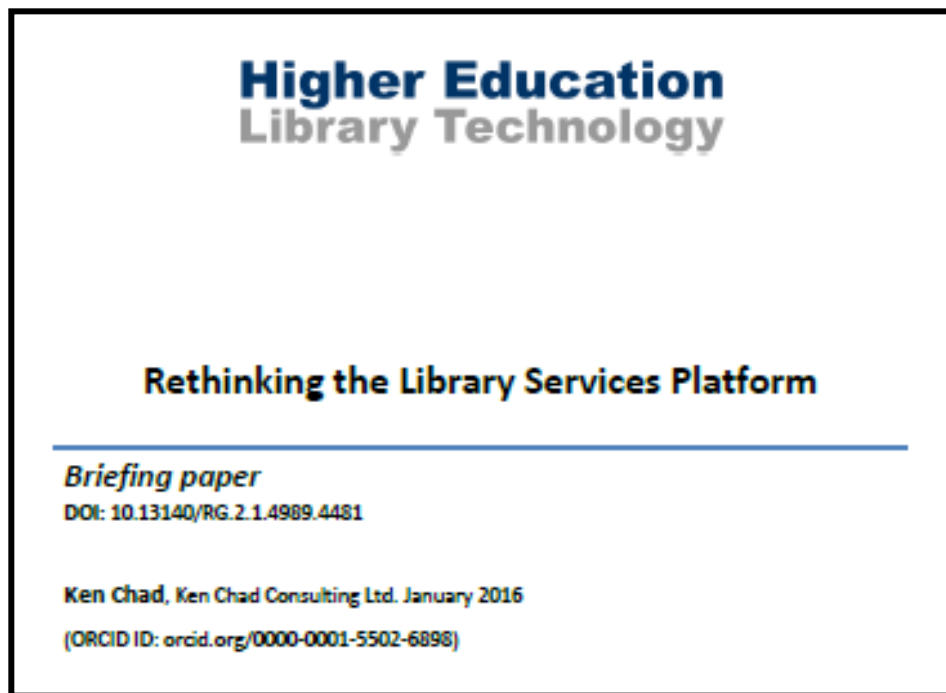
Will we see the same trend in library technology? A postmodern ILS (or LSP)?



#rethinkLSP

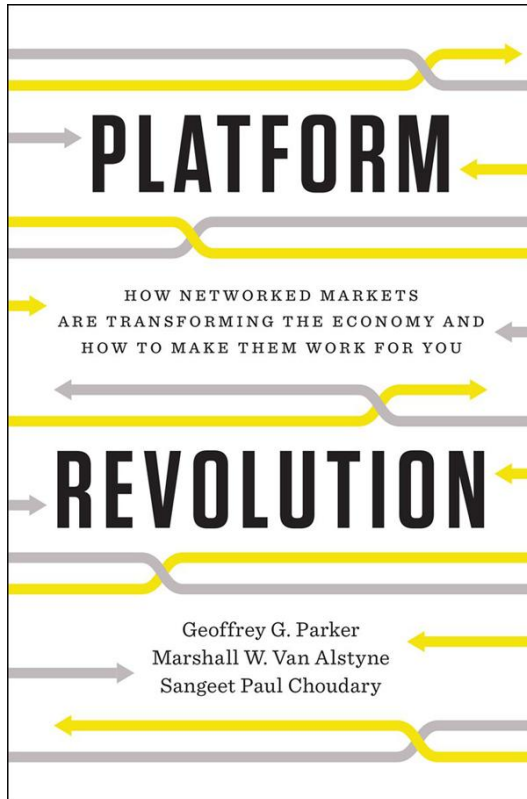
existing library solutions are not very open

“There have been some modest steps to encourage third party developments. Both the OCLC WorldShare and ExLibris Alma platforms have established developer networks but they remain small and unattractive to third party developers, so have gained little traction.”



#rethinkLSP

Platform attributes: degrees of openness



“It’s axiomatic that a vibrant and healthy platform is dependent on the **value created by partners who are outside the platform itself**. If a platform is too closed , then partners cannot or will not contribute”

Kinds/degrees of openness regarding participation

- Platform manager and sponsor (could be the same)
- Developer
- User

Platform attributes: openness

Kinds/degrees of openness regarding participation

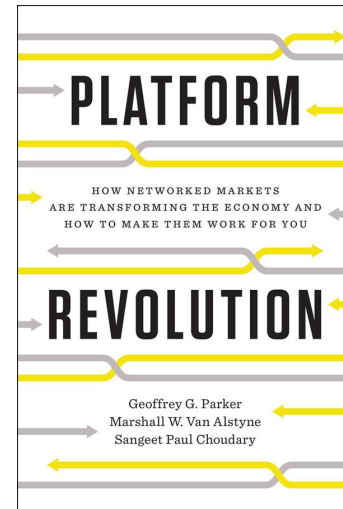
Platform manager (organises) and sponsor (controls architecture IP)

(could be the same)

Various models

- One company (Playstation)
- Many firms (Google Android)
- Shared (Linux)

Might migrate from one model to another



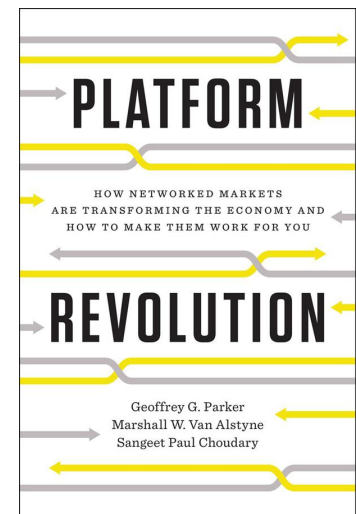
Platform attributes: openness

Kinds/degrees of openness regarding participation. How open is the platform in terms of types of **Developers**?

Core (basic platform capabilities)

Extension (add features & enhance value –typically via APIs)

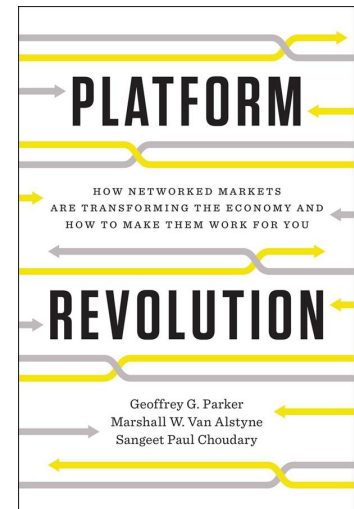
Data aggregators (harvest data about user & interactions and re-use/re-sell)



Platform attributes: openness

Kinds/degrees of openness regarding participation. How open is the platform in terms of types of **User Participation (esp. Producers?)**

- Producer openness = right to freely add content to the platform
- Issue around quality and control (e.g. Wikipedia)
- Critical role for 'curation'





Who are the platform managers?

Who are the platform sponsors?

Who are the developers and data aggregators?

How are content producers managed?

Where will this fit?

FOLIO

The Collaboration • Platform • Customization Hosting • Apps Timelines • Updates • **SIGN UP**

A new collaboration.

Some FOLIO Community Participants

Role in the Community

Libraries

Guiding, Discussing, Developing, Collaborating

OLE

Organizing, Community-Building, Developing

Index Data

Listening, Developing, Providing Seed Code, Managing Code Releases

EBSCO

Funding, Ensuring, Integrating, Hosting, Supporting, Sustaining

ByWater

Supporting, Hosting, Sustaining

BiblioLabs

Integrating, Developing, Sustaining

SIRSI Dynix

Integrating, Hosting, Supporting, Sustaining

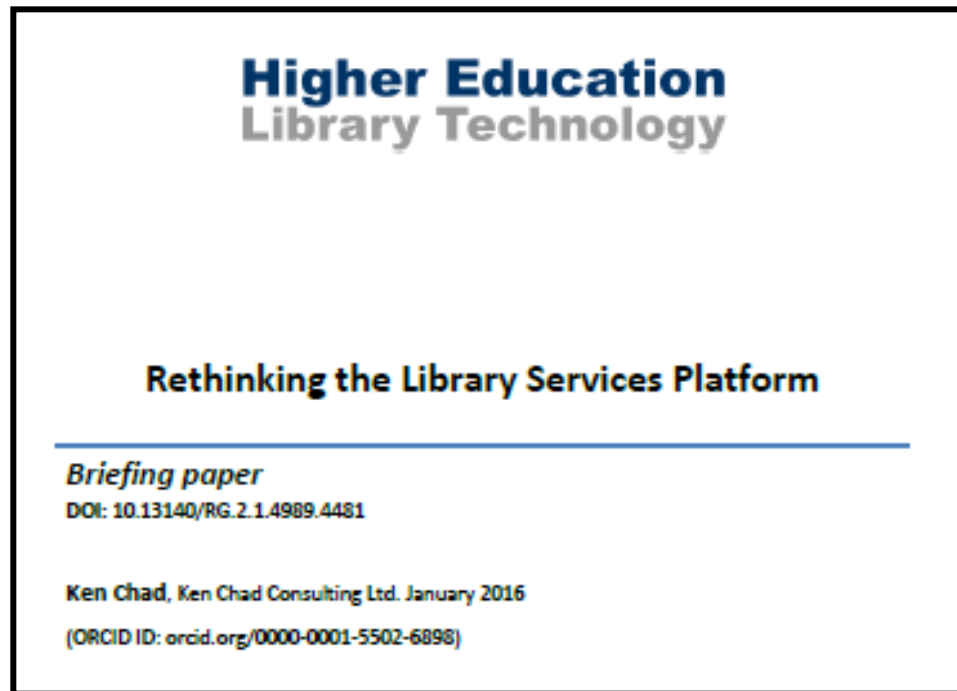
Many Others (all welcome)

Each is Unique – all participation will go toward Sustaining the project

Conclusion

“No single vendor will be able to develop all the applications necessary to meet the technology requirements of a complex library – and librarians like to see choice in the market.

A more open library technology ecosystem would eliminate the restrictions of a closed and monolithic suite of services from a single vendor.”



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