Finding the right mix: How GOBI helps libraries to balance sustainable models in the digital era

Timothy Tillack – Director of Book Sales, Oceania
Arno Roosink – Director of Sales, Serials & GOBI, Oceania
# History of GOBI Library Solutions

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1971</td>
<td>YBP Founded (NH)</td>
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<tr>
<td>1974</td>
<td>Approval Plan</td>
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<td>1996</td>
<td>Launch GOBI UI</td>
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<td>1997</td>
<td>Shelf-ready services</td>
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<td>2006</td>
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<td>2007</td>
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<td>2009</td>
<td>Acquires Blackwell’s North America</td>
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<td>2013</td>
<td>UK distribution Centre</td>
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<tr>
<td>2015</td>
<td>EBSCO acquires YBP</td>
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Our Mission

For nearly 50 years, our mission has been the same:

Partner with libraries of all sizes to enable the broadest selection of scholarly content published anywhere in the world.

Number of libraries that use GOBI:

2,753 (domestic)
1,556 (international)

10 of the world’s top 12 universities use GOBI as their primary book ordering and collection development tool.

As a courtesy, EBSCO refrains from listing our specific customers
Academic Ranking of World Universities 2017
The GOBI vision

A one-stop-shop for all your collection development needs for books

• Strong publisher partnerships
• Most comprehensive choice of models and platforms
• Integrated workflows and efficiencies

GOBI saves the library time!
GOBI

STATS

16,405 registered GOBI users

3 Million+ EBOOKS

6,312 ACTIVE CUSTOMERS

14 Million+ PRINT BOOKS

1,443,324 New Title Notifications sent in FY2018

3 Million+ EBOOKS

ON 25+ PLATFORMS

IN 111 COUNTRIES

14 Million+ PRINT BOOKS

6,312 ACTIVE CUSTOMERS

1,443,324 New Title Notifications sent in FY2018

3 Million+ EBOOKS

ON 25+ PLATFORMS

IN 111 COUNTRIES
Print Books in GOBI

- More than 14 million print books
- All critical scholarly English language publishers worldwide, across all academic subject areas

Top Academic Publishers and University Presses

- Brill
- Cambridge University Press
- De Gruyter
- Duke University Press
- Harvard University Press
- John Wiley Publishing
- MIT Press
- Oxford University Press
- Princeton University Press
- Springer
- Taylor & Francis
- University of California Press
- University of Chicago Press
eBooks in GOBI

• +3 million eBooks / 25+ eBooks platforms
• +1 million eBooks in minutes
• Choice of sustainable models
• Integrated workflows
• Alternate format search
• 850,000 DRM-free titles
DRM-Free E-Books

GOBI is the largest source for DRM-free e-book options for libraries.

What does DRM-Free mean?

- Unlimited simultaneous users
- No limits on printing, saving, downloading, or copy/paste in a single session
- No third-party software or additional log-in (beyond authentication) required for full-book downloads
- Downloaded files do not expire

- Bibliographic records for DRM-free e-books note “Unlimited User | DRM-free”
- DRM-free Spotlight Lists

Number of DRM-free e-books in GOBI

EBSCO eBooks: 175k+
PQ Ebook Central: 170k+
Total DRM-Free e-books in GOBI: 850k+
eBooks in Minutes

In an effort to deliver content as quickly and efficiently as possible, we have made eBooks ordered through GOBI available within minutes.

Currently available for:

• EBSCO eBooks
• R2 Digital Library
• IGI Global
• Digitalia Hispanica
• Taylor & Francis – coming soon!

1,000,000+
The GOBI engine – the profiling advantage

• It all starts with the data!
• Subject matter experts (profilers)
• Book-in-hand / Book-on-screen
• Enhanced rich metadata
• Support in balancing various models
The GOBI model mix

Title by title selection

• Select from millions of eBooks and print books
• Largest choice of eSuppliers
• Alternate formats linked through ISBN
### Table of Contents

| Title: ORGANIC NANOREACTORS: FROM MOLECULAR TO SUPRAMOLECULAR ORGANIC COMPOUNDS |
| Author: | Year: 2016 |
| ISBN: 9780128017123 UK List Price: 39.00 GBP |

#### List of Contributors

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**Alternate Editions**

- **Title:** ORGANIC NANOREACTORS: FROM MOLECULAR TO SUPRAMOLECULAR ORGANIC COMPOUNDS
- **Author:** Gobi Ebsco.com
- **Year:** 2016
- **ISBN:** 9780128017123

**Library Activity (37 sold)**

- Books shipped against approval profiles: 10
- Notification slips sent against approval profiles: 521
- Approval books returned by libraries: 0
- Orders placed by libraries: 23
- Books shipped on standing orders: 37

**Table of Contents**

1. Introduction to Nanoreactors
   1.1 Introduction
   1.2 Nanoreactor Definition
   1.3 Nanoreactor Classification
   1.4 Nanoreactor Applications
   1.5 Nanoreactor Applications
   1.6 Conclusion

2. Catalysis
   2.1 Catalysis
   2.2 Catalysis
   2.3 Catalysis
   2.4 Catalysis
   2.5 Catalysis
   2.6 Catalysis
   2.7 Catalysis
   2.8 Catalysis
   2.9 Catalysis
   2.10 Catalysis

3. Nanoreactor Potential Applications
   3.1 Nanoreactor Potential Applications
   3.2 Nanoreactor Potential Applications
   3.3 Nanoreactor Potential Applications
   3.4 Nanoreactor Potential Applications
   3.5 Nanoreactor Potential Applications
   3.6 Nanoreactor Potential Applications
   3.7 Nanoreactor Potential Applications
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   3.9 Nanoreactor Potential Applications
   3.10 Nanoreactor Potential Applications

4. Conclusions
   4.1 Conclusions
   4.2 Conclusions
   4.3 Conclusions
   4.4 Conclusions
   4.5 Conclusions
   4.6 Conclusions
   4.7 Conclusions
   4.8 Conclusions
   4.9 Conclusions
   4.10 Conclusions

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**Activity in the last 24-36 months:**

- Books shipped against approval profiles: 10
- Notification slips sent against approval profiles: 521
- Approval books returned by libraries: 0
- Orders placed by libraries: 23
- Books shipped on standing orders: 37

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**Quantity sold since publication:** 37
# Organic Nanoreactors: From Molecular to Supramolecular Organic Compounds

**Editor:** Samane Sadjadi  
**Publisher:** Elsevier Academic Press  
**Pub Year:** 2016  
**ISBN:** 9780128012010

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**Language:** English

**Dewey Class:** 547.2

**Subject Headings:** 1. ORGANIC COMPOUNDS—SYNTHESIS. 2. NANOCHERNESTY.

**YBP Interdisciplinary Topics:** Nanotechnology; Science

**Approval Notes:** ED: IRAN POLYMER & PETROCHEMICAL INST. NEW COLLECTION.

**Format:** Collection/Renew

**Notes:** Add...
eCollections in GOBI

Solution
• Search, discover and order eCollections via GOBI
• DRM-free content from the top academic publishers

Benefits
• Pricing negotiation
• Deduplication
• Visibility within GOBI
• Customised MARC records
• Streamlined invoicing

eCollections Partners
• Taylor & Francis
• Wiley
• Cambridge University Press
• Duke University Press
• Elgar Online
• IGI Global
• McGraw-Hill
• Oxford University Press
• Project MUSE
• World Scientific
New eCollections and Evidence-Based Acquisitions
Collections Available in GOBI

Choose a subject collection for ownership in proven, key collection development areas or leverage an Evidence-Based Acquisitions program to provide patrons broad access to content, align spend with need and gain important usage insights. All with the added benefit of GOBI visibility, deduplication, MARC records, and workflow support.

See the eCollections & EBA tab for more information on new offerings from:

- Cambridge University Press
- Taylor & Francis
- Wiley

Request more information about eCollections
Request more information about Evidence-Based Acquisitions

Find More than 850,000 DRM-Free E-Books in GOBI

DRM-free e-books allow for unlimited simultaneous users as well as unlimited printing, saving, downloading and copying/pasting. No third party software or additional login is needed, and there is no access expiration. Bibliographic records for DRM-free e-books will note “Unlimited User | DRM-free” among the business model options.

Publisher Promotions

- Get the three-user access model for the same price as the one-user model for all Taylor & Francis and CRC Press EBSCO eBooks ordered in GOBI. Pricing is reflected in GOBI. Upgrades are not eligible for promotional pricing. Promotion ends January 31, 2019. (exp. Jan. 31, 2019)
- Save 33% on World Scientific’s Digital Reference Collection for Business and Economics. (exp. Mar. 31, 2019)

*Availability may be restricted in some territories

Click the Publisher Promotions tab to view the details for these offers.
GOBI's team of Collection Development Librarians recommend the following platform specific eCollections representing high use subject areas that coincide with the subject expertise of each publisher. Collections vary in size from less than 50 eBooks to more than 2,000 eBooks and many collections are updated throughout the year as new titles are released. Customers automatically get access to any new eBooks added to the collections. For detailed collection information, refer to the eCollection record in GOBI. Pricing for eCollections vary and can be available as a standard price, a tiered price based on institutional size or a negotiated price. GOBI will work with the library and publisher to provide the negotiated price specific to each customer.

Search GOBI's full catalog of eCollections [Here](#).

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**Cambridge University Press** - Cambridge subject collections offer valuable content to support students and researchers, covering topics including Language and Linguistics, History, Engineering and more.

- [Request more information about eCollections](#)
- [Cambridge Humanities](#)
- [Cambridge Law](#)
- [Cambridge Literature](#)
- [Cambridge History](#)
- [View all 2017 Cambridge University Press eCollections](#)
- [View all 2018 Cambridge University Press eCollections](#)

**Taylor & Francis** - Award-winning science, technology, and medical eBooks from CRC Press allow you to build or select an eBook collection that best fits your patrons' needs and your institution's budget.

- [Request more information about eCollections](#)
- [Request more information about Evidence-Based Acquisitions](#)
- [ENGinetBASE](#)
- [BIOSCIEnetBASE](#)
- [COMPUTERSCIEnetBASE](#)
- [SCI TECHnetBASE](#)
- [View all CRCnetBASE eCollections in GOBI](#)

Routledge Handbooks Online is a cutting-edge overview of classic and current research trends, as well as an authoritative guide to theory and method, the key sub-disciplines, and the primary debates of today.

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**Click to view publisher eCollections**
# Select eCollections in GOBI

## eCollection
- **eCollection Name:** Cambridge All Books 2019
- **Description:** Complete Books Collection 2019, from Cambridge University Press.
- **YBP eCollection ID:** 60006332019
- **Available To Consortia:** No
- **Date Added:** 3/1/2019

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- **eCollection Name:** Cambridge All Humanities 2019
- **Description:** Complete Humanities Collection 2019, from Cambridge University Press.
- **YBP eCollection ID:** 60006342019
- **Available To Consortia:** No
- **Date Added:** 3/1/2019

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## eCollection
- **eCollection Name:** Cambridge All Social Science 2019
- **Description:** Complete Social Science Collection 2019, from Cambridge University Press.
- **YBP eCollection ID:** 60006352019
- **Available To Consortia:** Yes
- **Date Added:** 3/1/2019

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Expand record to show related eCollections

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Downloadable: Yes
Date Added: 4/24/2018
Available To Consortia: Yes
Handled On Approval YBP-US: 3/6/2019

eCollections: ARCHAEOLGY 2019; CAMBRIDGE ALL BOOKS 2019; CAMBRIDGE ALL HUMANITIES 2019; CAMBRIDGE ALL SOC SCI 2019; CLASSICAL STUDIES 2019
Approval plans

“An approval plan is essentially a discovery tool that acts as the primary filter between the vast number of books published each year and the delivery of those books to you, no matter which acquisition model you choose.”

Source: http://www.noshelfrequired.com/the-approval-plan-a-sorting-hat-that-discovers-the-right-books-for-the-right-libraries/
Approval plans cont…

Solution

• Acquire books that match the library’s profile, goals and collection development needs
• Powered by GOBI profiling and rich enhanced metadata
• Choice of print and digital outputs
  – Auto-shipments of titles
  – Selection via notifications (or slips)
  – Demand-driven acquisition (DDA)

Benefits

• Automated workflows
• Save time from selection
• Fast delivery/access to new titles
• GOBI collection assessment and analytics expertise
Types of approval plans

- **P only** – if a new print book matches the library’s profile, GOBI will automatically ship the book to the library. Library can also choose to have books delivered shelf-ready (technical services)

- **E only** – if a new book matches the library’s profile, GOBI will automatically add the eBook to the library’s holdings and send a notice of access so the library can make the title accessible to users

- **E-preferred** – if an eBook is available within 8 weeks of the print being published, the plan will wait to send the eBook; if the eBook is not available within 8 weeks of the print, the plan will send the print version

- **Slip plan** – if a book (P or E) matches the library profile, but they do not want it auto-shipped, they are sent a slip (notification) to make a purchase decision

- **DDA** – if an eBook matches the library profile, and the title is DDA eligible, a record is sent for the title to be accessible via discovery. Purchase occurs only after the user hits a use threshold.

- **Faculty plan** – if a book matches the library profile and the author is affiliated with the institution then a slip or book is sent

- **Awards plan** – if a book matches the library profile and is on an awards list then a slip or book is sent
Each year, a higher percentage of e-books are made available along with the print counterpart of the title.
User-driven acquisition

Powerful shift in how libraries acquire digital content
Balancing of just-in-time with just-in-case approaches to collection building
Restricted budgets and less physical space

Solution

• GOBI supports both DDA and EBA
• Integrated with approval plans and other models
• Holistic collection development strategy
Demand-driven acquisition (DDA)

How it works

• An eBook purchasing model where selection is driven by users.
• Similar to the approval plan where a profile is used
• Titles matching the profile are fed into a pool and made available to users via discovery
• Library only pays for content that is used – and can be set to purchase on trigger, or short-term loan (STL)

Benefits

• Choice of multi-vendor (EBSCO and PQ)
• Users gain immediate access to titles they need via discovery
• Library can offer a larger volume of relevant content
• Staff time is reduced as they are not having to select titles for the collection
• GOBI collection assessment and analytics expertise
DDA Challenges

Challenges

• Publishers embargo frontlist content and increase STL prices
• Not everything is available for DDA
• Hosted on aggregator platform so mostly DRM-protected (but now changing with more DRM-free)
Evidence-based acquisition (EBA)

How it works

• An eBook purchasing model where selection is driven by users
• Library pays an upfront deposit that is smaller than the full cost of the title pool
• Users have unlimited access to the entire collection for an agreed period of time.
• At the end of this period, the library determines purchases of the titles based on the usage.
• The upfront access fee goes towards the purchase cost

Benefits

• Users gain immediate access to titles they need via discovery
• DRM-free unlimited user titles on publisher platform
• Access to frontlist titles not available in DDA
• Budget certainty
Our EBA partners

GOBI has partnered with the following top academic publishers to expand its service to include EBA to ensure interoperability for its libraries:
How GOBI supports EBAs

GOBI now offers Evidence-Based Acquisition (EBA) and will provide the following related services in partnership with publishers, for individual institutions and consortia.

- Title and Price Negotiation
- Invoicing
- De-duplication
- EBA Discovery Records
- Visibility in GOBI Interface
- Selection Support
- Cataloging
- Renewal
GOBI can help you integrate all the models

**EBA**
- Provide immediate access to UU DRM-free content including frontlist on publisher platform. No embargoes. DRM-free
- Deduplicate with DDA, Approval Plans, and GOBI holdings

**DDA**
- Provide broad subject area coverage via aggregator platform using GOBI profiling services. DRM-protected.
- Users gain immediate access to titles they need.

**APPROVAL PLANS**
- Automate the acquisition of monographs and receive newly published content faster.
- Save the time of selectors.

**COLLECTIONS**
- Provide coverage of content in key areas of collection development for the library

**TITLE BY TITLE**
- Select from millions of print or eBooks
Collection development tools
GOBI Collection Development Resources

Curated Selection Lists

Save time with GOBI Spotlight Lists featuring librarian-recommended eBooks and print books. Subscribe, browse what’s new, acquire whole lists or select which titles you want.

• Core titles
• Best-sellers and award winners
• DRM-free
• Lists by subject
• Lists by language
GOBI Collection Development Resources

Award Programs

Automatically receive award-winning books, or choose to be notified when they become available. Programs cover a wide range of awards, including Pulitzer Prize and Newbery Medal

- Choice Outstanding Academic Titles Program
- Adult award lists
- Children’s award lists
- Specialized award lists
- International award lists
GOBI Collection Development Resources

Faculty approval plans

Automatically receive monographs written by authors affiliated with the institution soon after publication.

Stay on top of your institution’s research output and receive auto-shipments or notifications.
Library Technical Services
Library Technical Services Options

• Electronic ordering
• MARC-formatted export or confirmation records
• Electronic order responses/status reports
• Electronic invoicing
• Cataloguing records
  – Customised to meet your needs
• Physical processing
Book Processing

• Binding/Strengthening
• Property Stamps
• Barcodes
• Theft Detection
• Date Due Slips
• Book Pockets
• Spine Labels
• Book Covers
GOBI Ordering Workflows
• The order starts in GOBI
• Brief Bibliographic Records provided next business day
• No need to send EDIFACT orders to GOBI
• Creates the order, encumbers funds, and provides a place holder to match to full cataloguing
• Provides customization options through constant data mappings
• Brief, MARC-formatted records
• Records are made available immediately downloaded from GOBI or from the FTP server
• Library imports the records and runs a job that creates order records – purchase order lines
• Library runs a job on these order lines, this prompts the ILS to send the orders to GOBI
• GOBI processes and ships the orders
• A real time integration process between GOBI and Alma
• Replaces ordering on GOBI and loading EOCR
• Replaces exporting from GOBI and sending EDIFACT orders
• Alma’s name for this is ‘Real-Time Acquisitions’
• Bib and order data immediately transmitted to Alma
• Order automatically created & purchase order number returned to GOBI
• All within seconds!
GOBI development
2018/19 Highlights and Enhancements

• Digital Partnerships with Cambridge University Press, Taylor & Francis and Wiley
  – New product offerings and workflow enhancements: eCollections and Evidence-based Acquisitions and related services

• GOBI Enhancements
  – Redesigned GOBI homepage sidebar to make it easier to find information
  – Reorganized Spotlight Lists to make it easier to find lists by category and subject
  – DRM Free Unlimited User Designation on Applicable Platforms/Titles in GOBI
  – GOBI selection alerts
GOBI Search and eCommerce: Planned Improvements

Make GOBI easier, faster, and more robust for firm ordering of books for ALL users

Key areas of focus:

- Search
- Pricing
- Performance
- Usability

Quality
- Improve **discoverability** of titles
- Improve **accuracy** of print pricing
- Increase **predictability** of stock status and **estimated delivery time**

Effort
- Automate the **submission of title selections**
- **Limit searches to titles not already owned** or available in their collection

Risks
- Eliminate errors experienced by customers due to search time-out
- Minimize delays introduced by de-duplication, during the order submission process

Time
- Ensure that **GOBI search performance meets customer expectations** of an eCommerce site

Simplifies
- Modernize and simplify the GOBI User Interface by implementing **intuitive user conventions**
GOBI ALMA Integration

ALMA is the most heavily used ILS system of GOBI Libraries

- 30% of GOBI customers use the ALMA ILS system
- 50% of GOBI customers use an ExLibris’ ILS Systems (ALMA, Aleph, Voyager)

Improved integration with ALMA is important for GOBI Library Solutions. It is important that we support choice for our libraries, by providing valuable workflow integrations with ExLibris systems

API planned enhancements:

- Include GOBI SubAccount in EDI Invoices for ALMA customers
- GOBI ALMA Order API to include additional Reporting Codes for customers using ALMA
Working with Alma: a tale of two case studies
University A (UNSW)

Collection development strategy
- E-preferred
- Approval plans (auto)
- EBAs (a few)
- Small multi-vendor DDA pool
- Firm orders

Benefits
- Only a small firm amount of firm ordering
- Reduced workload – GOBI provides the data, invoices, MARCs
- No onsite physical processing

Alma integrations and workflow
- GOBI API for firm orders
- FTP MARCs and EDI invoices for approval plans
- GOBI discovery records for DDA
- Highly-customised GOBI MARCs
- Physical processing of print
We have found GOBI Library Solutions has continued to enhance their offering, for example, approval plans, which allow us to easily find the electronic version we need and only obtain the print titles we have to have with little intervention from staff…

Having a seamless integration between Alma and GOBI, particularly via API ordering, has also allowed us to develop processes that minimise staff effort from the provision of items for reading lists, user requests or reading lists.

Alison Neil, Associate Director, Library Resources, UNSW
University B (QUT)

Collection development strategy
• E-preferred
• EBAs (as many as possible)
• Large multi-vendor DDA pool
• Approval plans (auto + slip)
• Firm orders

Benefits
• Large EBA and DDA pools expose a lot of content to users
• Users have access anytime/anywhere
• Reduced workload – GOBI provides the data, invoices, MARCs
• No onsite physical processing

Alma integrations and workflow
• GOBI API for firm orders
• FTP MARCs and EDI invoices for approval plans
• GOBI discovery records for DDA and EBA
• Highly-customised GOBI MARCs
• Physical processing of print
QUT EBA testimonial

The process of picking up new files from the FTP [for EBA titles] is a lot easier and the records are a lot better with less problems with the files.

We are so happy with the process that we want to move [other EBAs] to GOBI to manage...

The implementation and change to GOBI went smoothly with no problems and was far easier than the process direct with publisher.

Garry Johnston, Manager, Library Resource Services (Acting), QUT Library
Summary: GOBI’s value-added services

- A one-stop-shop for book collection development and workflows
- Dedicated project management
- Analytics and collection assessment expertise
- Complimentary training and marketing
- Experienced GOBI support team
Questions?

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GOBI Library Solutions from EBSCO – please come and see us at Booth S5