

# Mobilizing Library Discovery Services

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At the heart of your information

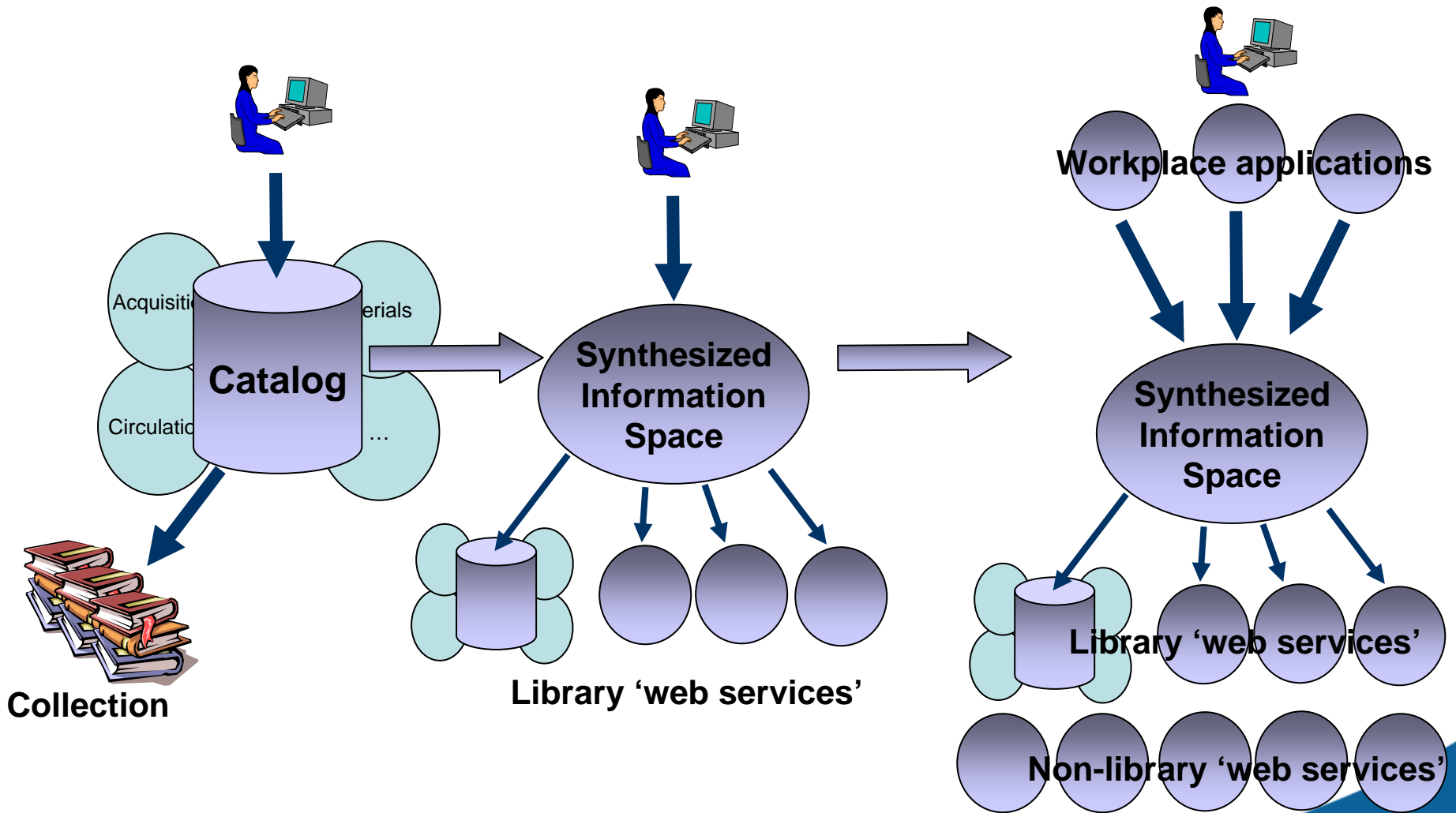


OCLC PICA

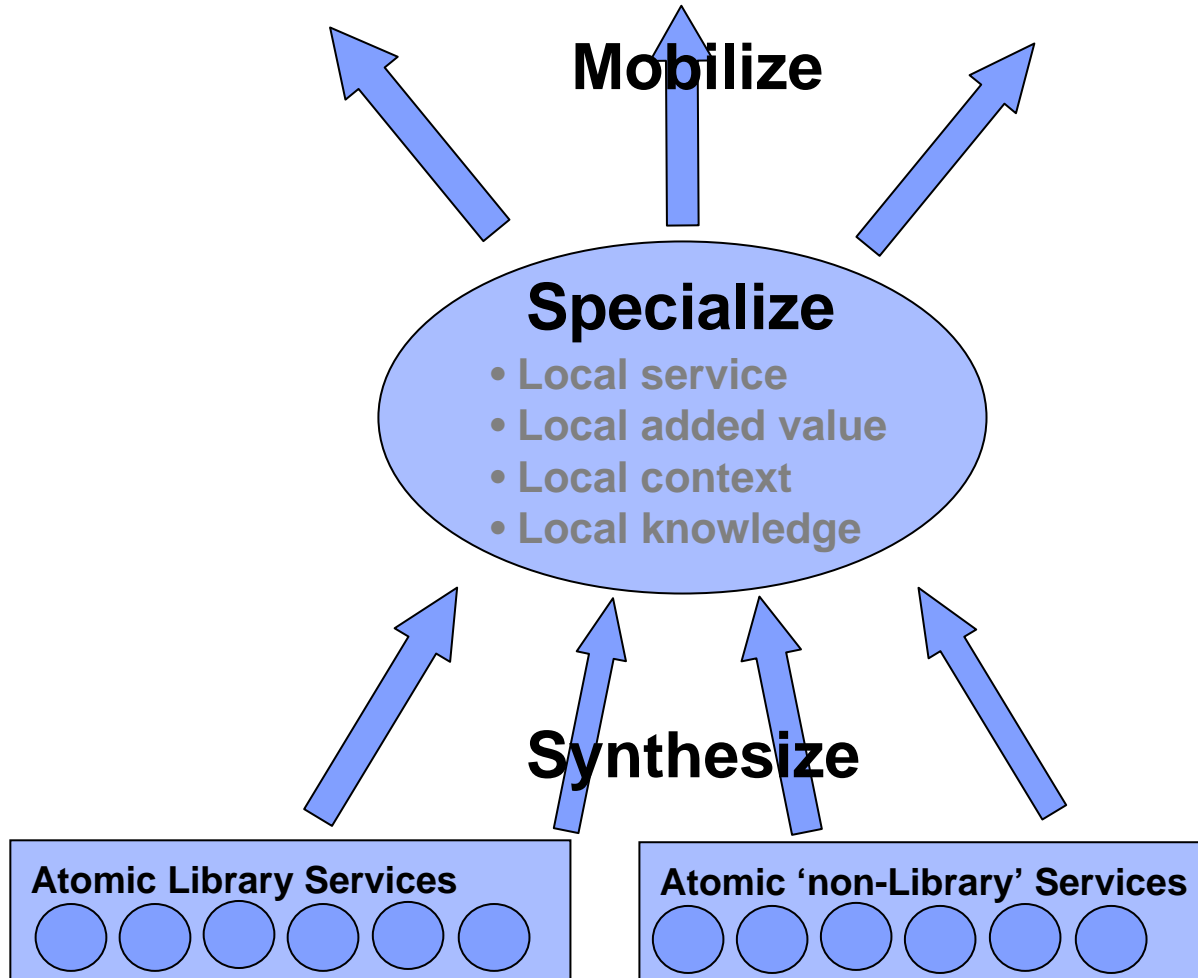
# Agenda

- Evolution of service, revolution of systems
  - Synthesize, Specialize, Mobilize
  - See ariadne July 2006
    - <http://www.ariadne.ac.uk/issue48/murray/>
  - Examples
- Case study
  - The UK National Health Service
- Conclusions & Opportunities...

# Service Evolution...



# Library Systems

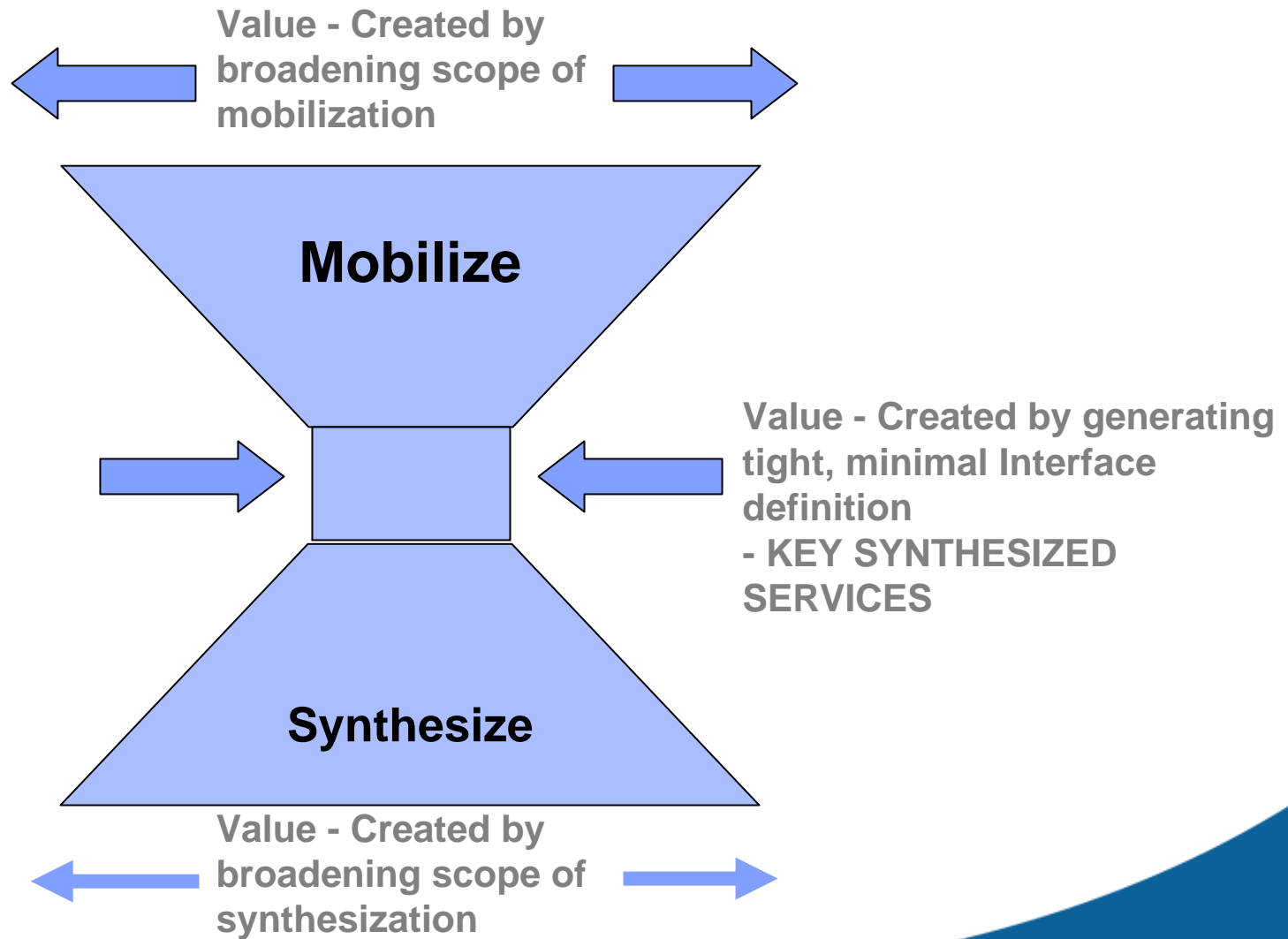


**Mobilize** - to put into action

**Specialize** - involve specific knowledge in order to serve a particular purpose; to apply or direct to specific end or use.

**Synthesize** - to combine often diverse conceptions into a coherent whole.

# Adding Value...



# D2D Examples

- Synthesize
- Specialize
- Mobilize

# Synthesize - Discovery

**Standard Search**

Current Profile: Mixed Resources - General [shared] ▼

Description:

Search Term:

**GO!**

[Advanced Search](#)

**Searchable Collections**

- Amazon.com ⓘ
- British Library ⓘ
- EBSCO Academic Search Premier ⓘ
- EBSCO MasterFILE Premier ⓘ
- Google ⓘ
- Mid-Hudson Library System [NY] ⓘ
- Pennsylvania State University ⓘ
- ProQuest ⓘ

[Select All](#) | [Deselect All](#) | [Expand All](#) [Collapse All](#)

# Synthesize - Discovery

ZPORTAL

Results / Search Results / Record Details

**Record Details**

Record 1 of 388  
Collection: LinkUK

[Save](#) [Get it!](#)

**Title:** Harry Potter and the half-blood prince J.K. Rowling.



**Authors:** Rowling, J. K.  
(Click on an item to perform a search for similar records.)

**Imprint:** London : Bloomsbury 2006.  
Projected Publication date 200606

**Description:** 768 p. ; 18 cm.

**Notes:** Originally published: 2005.

**Subjects:** Potter, Harry (Fictitious character) -- Fiction.  
Hogwarts School of Witchcraft and Wizardry (Imaginary place) -- Fiction.  
Wizards -- Fiction.  
Fantasy fiction

**ISBN:** 0747584664 (pbk.) : D7-93

**Amazon User Reviews:**

OK	☆☆☆☆☆
Truly magical	☆☆☆☆☆
Magical fiction from the master	☆☆☆☆☆
Harry Potter Back on Form?	☆☆☆☆☆
Her best book so far, without a doubt.	☆☆☆☆☆

**Audience Level:**  Schooler Scholar

Synthesis allows value-added services to be applied to all data sets

Expect more of these

# Synthesize - Delivery

**ZPORTAL** Results / Search Results / Request

**Search**  
Standard Search  
Advanced Search  
Search History  
LinkBuilder

**Results**  
Search Results  
Sort Options  
Merge Duplicates  
Search Status

**My Account**  
Saved List  
Saved Searches  
Create Request  
My Requests  
Search Profiles  
Account Details  
Sign Out  
Help

**OpenLink Resources**

- Available from EBSCO Academic Search Premier
- Available from IngentaSelect (Catchword)
- Available from Check ASU catalog for this item
- Available from Check TRIPOD by author
- Available from Dartmouth College
- Available from LinkSource
- Available from OpenURL via SFX
- Journal Title link available

[Modify LinkBuilder article details](#)

**Request Item**

**SUBMIT**

Please Choose  Loan  Copy  Fair Use

Title of Journal: British Journal of Educational Psychology

Subtitle: \_\_\_\_\_

Author(s)/Editor(s): \_\_\_\_\_

Sponsoring Body: \_\_\_\_\_

Part Details

# Specialize

- Synthesis enables specialization
  - Local branding
  - Local data sets & authorisation
  - Localised data presentation

# Specialize

National Library for Health



[HOME](#) [SEARCH RESOURCES](#) [NEWS & RSS](#) [MY LIBRARY](#) [FOR LIBRARIANS](#) [ABOUT NLH](#)

Search: **multiple and myeloma** . Total records matched 26043.

Resources searched: National Library for Health (33), Pubmed (25493), Biomed Central (517), Patient Information Sites (0)

[Search Resources](#) | [Current Search Results](#)

[All Results\(999+\)](#) [Guidance\(3\)](#) [Evidence\(29\)](#) [Clinical databases\(999+\)](#) [Journals & Books\(517\)](#) [For Patients\(1\)](#)

1 | 2 | 3 | 4 | 5 | 6 | 7 | Next

[LOG IN](#)

[Healthcare services for haematological cancers](#)  
Publisher: National Institute for Health and Clinical Excellence (NICE)  
Publication Type: Patient Information  
Source: Cancer

[More detail](#) | [Full text](#) | [Save Result](#)

[Guidelines on the diagnosis and management of solitary plasmacytoma of bone \(SBP\) and solitary extramedullary plasmacytoma \(SEP\)](#)  
Publisher: British Committee for Standards in Haematology Publication Date: 1 August 2003  
Publication Type: Care Guideline  
Source: Guidelines Finder

[More detail](#) | [Full text](#) | [Save Result](#)

[Guidelines on the diagnosis and management of multiple myeloma 2005](#)

TO SEARCH EXTRA  
RESOURCES AND FOR YOUR  
PERSONALISED SPACE

Use your Athens ID to access  
bibliographic resources, full text  
journal and local resources.

Username:

Password:

[LOGIN](#)

# Mobilize – “Getting in the flow”

- Synthesis enables mobilisation...
  - Where are the users?
    - Internet – search engines
    - Intranet
    - Workplace applications
    - ...
- Mobilize D2D services to the point of need...

# Mobilize: Internet – OpenWorldCat...

The screenshot shows a Windows Internet Explorer browser window displaying a Google search for "crossing the chasm" "find in a library". The search results are listed under the "Web" tab. The first result is "Crossing the chasm : marketing and selli... by Geoffrey A. Moore ..." from www.librarything.com. The second result is "Crossing the Chasm by Geoffrey Moore | LibraryThing" with a link to Amazon. The third result is "Find in a Library: The chasm companion : a fieldbook to Crossing ..." from www.worldcatlibraries.org. The fourth result, "Find in a Library: Crossing the chasm marketing and selling high ...", is circled in red. The fifth result is "The long tail : the revolution changing ..." from es.librarything.com. The browser's address bar shows the search URL, and the top right corner displays the user's email and account options.

Windows Internet Explorer  
http://www.google.com/search?hl=en&lr=&q=%22crossing+the+chasm%22+%22find+in+a+library%22

r.murray@oclpica.org | Search History | My Account | Sign out

Google "crossing the chasm" Search Advanced Search Preferences

Web Images Video News Maps more »

Web Results 1 - 10 of about 88 for "crossing the chasm" "find in a library". (0.43 seconds)

**Crossing the chasm : marketing and selli...** by Geoffrey A. Moore ...  
Find in a Library ... Crossing the chasm : marketing and selling high-tech products to mainstream customers. by Geoffrey A. Moore ...  
www.librarything.com/catalog/649 - 25k - Cached - Similar pages

**Crossing the Chasm** by Geoffrey A. Moore | LibraryThing  
Find At... Amazon | Abebooks Alibris | Biblio | Booksense OCLC Find in a Library ...  
Crossing the Chasm by Geoffrey Moore ( 1 copies ; separate ) ...  
www.librarything.com/card\_card.php?book=126498 - 7k - Supplemental Result -  
Cached - Similar pages  
[ More results from www.librarything.com ]

**Find in a Library: The chasm companion : a fieldbook to Crossing ...**  
The chasm companion : a fieldbook to Crossing the chasm and Inside the tornado. By:, Paul Wiefels; Geoffrey A Moore; Geoffrey A Moore ...  
www.worldcatlibraries.org/wcpa/top3mset/1014d2ca48680531a19afeb4da09e526.html -  
Similar pages

**Find in a Library: Crossing the chasm marketing and selling high ...**  
Crossing the chasm marketing and selling high-tech products to mainstream customers. By:, Geoffrey A Moore; Regis McKenna ...  
www.worldcatlibraries.org/wcpa/top3mset/668ff27dc8a6b610a19afeb4da09e526.html -  
Similar pages  
[ More results from www.worldcatlibraries.org ]

**The long tail : the revolution changing ...** por Chris Anderson ...  
Find in a Library ... Crossing the Chasm : Marketing and Selling High-tech Products to Mainstream Customers por Geoffrey A. Moore - How to Drive Your ...  
es.librarything.com/catalog/719582 - 28k - Cached - Similar pages

Internet 100%



# Mobilize: Internet – OpenWorldCat...

Synthesize, network

Find in a Library: Crossing the chasm marketing and selling high-tech products to mainstream cu - Windows Internet Explorer

http://www.worldcatlibraries.org/wcpa/top3mset/668ff27dc8a6b610a19afeb4da09e526.html

Search for items in libraries:

Advanced Search

Deutsch | English | Español | Français | Nederlands

My Account Help

Sign In

**Crossing the chasm marketing and selling high-tech products to mainstream customers**  
by [Geoffrey A Moore](#); [Regis McKenna](#); [NetLibrary, Inc.](#)

Type: English : Internet Resource Computer File  
 Publisher: [Pymble, NSW ; New York, NY] : PerfectBound, 2001.  
 ISBN: 0060189878 OCLC: 52629076  
 Subjects: [Selling -- Technology](#) | [High technology industries](#) | [Marketing](#)

Libraries | Details | Subjects | Editions | Reviews

Enter Location Information:    
 Enter postal code, state, province or country

Narrow Your Results by Format:

Displaying libraries 1-10 out of 334 SK237 Stockport, GB

1.	<a href="#">British Library, Boston Spa</a>	Wetherby W Yorkshire, LS23 7BQ United Kingdom	80 km
	Other Formats: <a href="#">Book</a>		
	Services: <a href="#">Library Information</a>		
2.	<a href="#">Buckinghamshire County Library</a>	Buckinghamshire, HP20 1UU United Kingdom	186 km
	Other Formats: <a href="#">Book</a>		
	Services: <a href="#">Library Information</a> <a href="#">Ask a librarian</a>		

My Library  
 UNIV OF SOUTHERN CALIFORNIA  
 Services:  

- [View eBooks from NetLibrary](#)
- [FDI MnLink](#)
- [USC Content Connection](#)
- [OCLC FirstSearch](#)
- [Search the catalog at University of Southern California Library Catalog](#)
- [Ask a librarian](#)

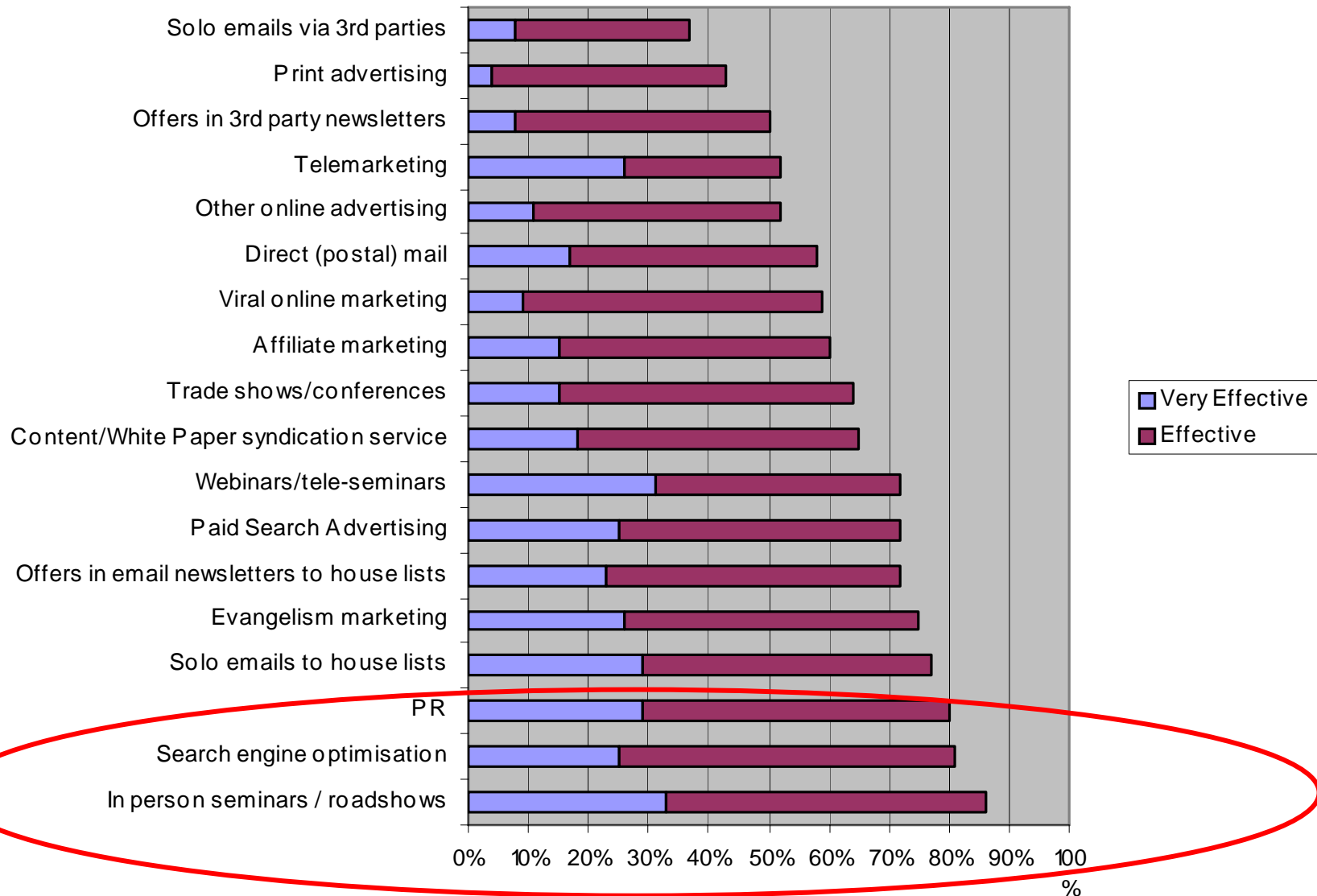
Ready to Buy?

http://www.worldcatlibraries.org/wcpa/oclc/52629076?page=frame&url=http%3A%2F%2Fwww.mnlinkgateway.org%3A8080%2F



# Search Engine Optimization... getting in the flow...

## Most Effective IT Lead Generation Tactics



# Mobilize: Intranet – ‘Portlets’

The screenshot shows a Windows Internet Explorer browser window displaying the Somerset County Council intranet. The page title is "Libraries Homepage". The address bar shows the URL "D:\My Documents\Products\VDX\Unity\Somerset\COPY of Libraries Homepage.htm". The search bar contains the text "Search" and a "Go" button. Below the search bar is a "A to Z of Services" menu with letters A through Z. The main content area features a banner for "Somerset County Council" with the tagline "let's make a difference". Below the banner is a navigation menu with "Home > Culture & Community > Cultural Service > Libraries & Information Service". A "Main Navigation" section lists various services such as "Advice & Benefits", "Business & Economy", "Community & Living", "Council & Democracy", "Education & Learning", "Environment & Planning", "Health & Social Care", "Jobs & Careers", "Leisure & Culture", and "Transport & Streets". A "Do It Online" section lists "Consultations", "Multimedia", "Online Payments", "Online Services", "Useful Websites", and "Your Somerset Newspaper". A "Contact Us" section lists "Email Us", "Phone Us", "Our Address", and "Comments & Complaints". A "Search the TCR service" portlet is highlighted with a red oval. It contains a "Current Profile: UK Libraries" and a "Search Term:" input field with a "Go!" button. Below the portlet are three service tiles: "Foursite" (Library Catalogue and self-service facilities), "Somerset Gateway" (community information database), and "answers now." (reference question service).



# Newsnight

10.30pm weekdays

Mobilize

- Newsnight Home**
- Interviews
- Special Reports
- Debates
- GorDaq
- Ethical Man
- Feedback
- Editor's Column
- Paul Mason's blog

## The Big Read-All-About-It

Click here to vote



- Newsnight Player**
- VIDEO LATEST PROGRAMME
  - VIDEO Bono - 'no news today'
  - VIDEO Korea united?

- Newsnight Review
- About Newsnight
- FAQs
- BBC TWO
- News & Current Affairs
- Programmes
- BBC NEWS

### IN THE PROGRAMME



**Tuesday**  
 EU membership debate; Ethical Man on life without a car; and Kelvin MacKenzie's choice of front page.

- EU entry hopefuls 'must do more'
- Dutch MP to quit amid asylum row

Past programmes

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Idle Scrawl: A blog by Newsnight's online scribe Paul Mason

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RSS What is RSS?



**Newsnight Review**  
 The panel take a look at new film Down in the Valley

**The world's best**  
 Tell us which parts of the world have the best public services

**Studio Build**  
 Watch as our new set is slowly put together

### FEATURES, LINKS AND MORE



**Ethical justice is sweet**  
 Things are getting nasty -

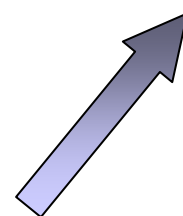
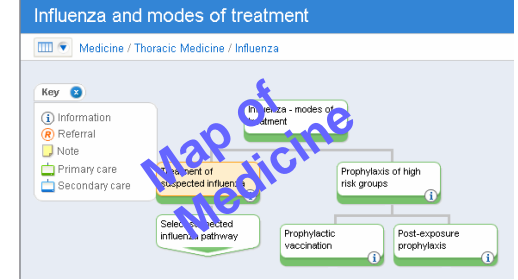
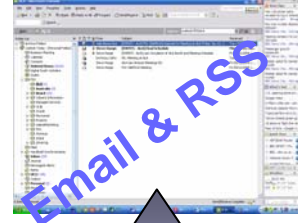
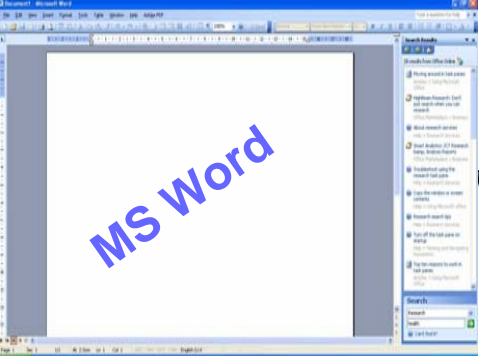
### WHAT YOU'RE SAYING...



# Case Study – Health Care

***“Knowledge is the enemy of disease; the application of existing healthcare knowledge will have a greater impact on health and disease than any drug or technology likely to be introduced in the next decade.” -- Dr. Muir Gray***

- UK NHS
  - 1 Million employees
  - 2 million consultations/day
  - 10 million clinical decisions/day
  - 1000 librarians
- Evidence-based healthcare
  - Need a Mobilized, Specialized, Synthesized Evidence base
  - The National Library for Health...



**Mobilize**

**Specialize**

- Select appropriate content
- Analyze & present content for local need
- Direct to appropriate services
- Monitor use for continual improvement

**Synthesize**

- Specialist Libraries**
- Cancer
  - Cardiovascular Diseases
  - Child Health
  - Clinical Genetics
  - Diabetes
  - Emergency Care
  - ENT and Audiology
  - Eyes and Vision
  - Health Management
  - Knowledge Management
  - Learning Disabilities
  - Mental Health
  - Musculoskeletal
  - Oral Health
  - Palliative and Supportive Care
  - Respiratory
  - Screening
  - Skin Disorders
  - Women's Health

- Guidance**
- NICE Guidance
  - NHS R & D Health Technology Assessment Programme
  - Health Technology Assessment Database (CRD)
  - NeLH Guidelines Finder
  - NeLH Protocols & Care Pathways
  - PRODIGY Knowledge
- Evidence**
- Clinical Evidence
  - Cochrane Database of Systematic Reviews
  - CRD Database of Abstracts of Reviews of Effects
  - NHS Economic Evaluation Database
  - Drug and Therapeutics Bulletin
  - Bandolier
  - Research Findings Register

- Clinical Databases**
- Medline
  - Images MD
  - King's Fund
  - Cinahl
  - Psycinfo
  - Embase
  - AMED (Allied and Complementary Medicine)
  - British Nursing Index
  - DH-Data
  - Zetoc
- Journals and Books**
- A-Z List of Electronic Journals
  - BioMed Central
  - Mental Health e-books

Knowledge base	Google Spell-checker
Authentication & Authorization	Amazon Book reviews
RSS feeds	Data enrichment services
Internal ILL	Link resolution
Commercial Document suppliers	Personalized profiles

# Conclusions & Opportunities...

## • Libraries

- Synthesize, Specialize, Mobilize...
- be ready to synthesize new services that add value to their offering
- be ready to outsource internal services to network service providers who can realize economies of scale
- External focus - **Mobilize!**

# Conclusions & Opportunities...

- **Network service providers**
  - have to be looking for opportunities to provide new 'synthesizable services'.
- **Systems providers**
  - opportunities for revolutionary systems
  - have to ensure 'plug-and-play' compatibility with network services.
- **Standards Bodies**
  - External focus – mobilization
  - Facilitate use of wider industry standards

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Managing Director of OCLC PICA UK

At the heart of your information



OCLC PICA