Customer Life Cycle at Ex Libris

ELUNA | May 2017

Jane Burke | VP Customer Success, Ex Libris
Yair Amsterdam | COO, Ex Libris
Overall Integration Cycle

- FIGURING IT OUT
- PLANNING THE CHANGE
- MANAGING CHANGE
- MAKING IT STICK
<table>
<thead>
<tr>
<th>Product strategy implemented</th>
<th>Added 170 Workflow Solutions employees to Ex Libris</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Summon over Alma</td>
<td>• Overall 800 employees</td>
</tr>
<tr>
<td>• Intota vision</td>
<td></td>
</tr>
<tr>
<td>• Unified enriched Content</td>
<td></td>
</tr>
<tr>
<td>• Leganto powered by SIPX</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Customer facing functions consolidated</th>
<th>Information Systems integrated</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ease migration to Alma</td>
<td>• Customer facing – SFDC, CKC, Status Page, Ideas</td>
</tr>
<tr>
<td></td>
<td>• Internal – Office 365, ERP</td>
</tr>
</tbody>
</table>
Key Goals of Next-Gen Library Services Framework

- Work more efficiently
- Focus on areas of value
- Drive new services

ENABLE SHIFTING FOCUS TO THE STRATEGIC
<table>
<thead>
<tr>
<th>Unified Resource Management</th>
<th>The Cloud</th>
<th>Better integration with other systems</th>
<th>Open platform</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Driving Forces</strong></td>
<td></td>
<td><strong>Ability to focus on new services</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Unified Resource Management</strong></td>
<td></td>
<td><strong>Better integration with other systems</strong></td>
<td></td>
</tr>
<tr>
<td><strong>The Cloud</strong></td>
<td></td>
<td><strong>Open platform</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Better integration with other systems</strong></td>
<td></td>
<td><strong>Community and collaboration</strong></td>
<td></td>
</tr>
</tbody>
</table>

- Ability to focus on new services
  - Resource List management
  - Other connections to Teaching and Learning
  - Research Data Management

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Unified Resource Management

Manage all resources in one set of workflows

- Consistent with budget allocations

Better manage e-resources

- Available to more staff
- Utilize Knowledgebase and Community data
- Open metadata

Functionality for all resource management processes

- Cataloging
- Fulfillment
- Acquisition, including new models
- Serials
- Digitized resources

...delivered in new ways

Expose rich library data

- Linked Data
Today’s Environment
Multiple systems, duplicate data, and duplicate workflows

Integrated Library System
Link Resolver
Knowledgebase & Record Services
E-Resource Management System
Digital Repository(s)

Next-Gen Environment
Single system, unified data, and unified workflows

Ex Libris Alma
Print, Electronic & Digital Resource Management
Content Inventory 2017

**Summon™**
- **COLLECTIONS**: 3,159
- **PROVIDERS**: 339
- **RECORDS**: 2,915M

**Ex Libris Primo Central**
- **COLLECTIONS**: 2,236
- **PROVIDERS**: 264
- **RECORDS**: 1,232M

**Alma**
- **COLLECTIONS**: 15,262
- **PROVIDERS**: 2,514
- **ENRICHED BIB RECORDS**: 1,647M
- **AUTHORITY FILES**: 18

**360 Link**
- **COLLECTIONS**: 33,761
- **PROVIDERS**: 6,765
- **RECORDS**: 1,775M

**S·F·X**
- **COLLECTIONS**: 6,446
- **PROVIDERS**: 637

**Other Statistics**
- **TITLES**: 414,032
- **PUBLISHERS**: 182,076
- **REFERED TITLES**: 50,758
- **ACADEMIC SCHOLARY TITLES**: 121,486
The Cloud is Calling

- Environment Friendly
- Software Integration
- Cost Efficient
- More Secure
- More Flexible
- Rapid Development
- Infinite Storage
- Streamline Workflow
- Document Control
- Backup & Recovery
Integration with Other Systems

Library system is no longer an island

Need interoperability
- Materials suppliers
- Campus finance systems
- Student information systems
- Mobile devices
- Self-check

Open Source, especially Discovery
Integration with 3\textsuperscript{rd} Party Discovery Systems

Ex Libris provides institutions with the flexibility to deploy any discovery system. Alma integrates with third party discovery systems using several protocols and methodologies. This article summarizes the integration points.

The following diagram illustrates the main functions in a discovery system that require integration with Alma:
Requires an Open Platform

APIs

And an open mindset
CUSTOMER LIFE CYCLE
Practiced Professional Services Organization

- Defined methodology and processes
- Robust Alma Migration Engine
- Implementation tools
- Training program
- Global Professional Services organization

PROVEN RESULTS!

100% on time delivery
Over 90% satisfaction
Think Global, Act Local

**THINK GLOBAL**
Implementation Methodologies, Kits, Tools, Processes, Systems, KPIs

**ACT LOCAL**
Language, Culture, Time Zone, Market Priorities

CONSISTENCY & EFFICIENCY
CUSTOMER CENTRIC
Successful Implementation Key Drivers

Library/Ex Libris partnership
• Open communications
• We are equally invested in the library’s success

Change management aspects
• Alma is different...

Strong project management
• Clear and predictable schedule

Training is key
• Great content for training

Preparing for the migration
• Opportunity for library to map data

It takes 3-6 months to realize Alma’s added value
Professional Services 2017 Plans & Initiatives

Alma Implementation Pipeline

Highlighted NA Libraries Live in 2017
- Eastern Michigan University (1st SOA)
- University of California, Santa Barbara
- University of Pennsylvania

Consortia:
- University of Georgia (31)
- California State University (23)
- CT State Colleges & Universities (18)
- Keystone Library Network (18)

Increase Implementation scalability
Focus on consortia
New products & offerings
Expand Professional Services team
Global Education Team

Global Education organization is responsible for customer education and training across all Ex Libris products

**GOALS**

<table>
<thead>
<tr>
<th>DEVELOP, PRODUCE &amp; MAINTAIN PRODUCT TRAINING KITS</th>
<th>OPERATE EDUCATION PROGRAMS</th>
<th>DELIVER TRAINING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2017 kits highlights:</strong></td>
<td><strong>• Alma Administration Certification – monthly cycle (280 customers certified in Q1 2017)• Primo Administration Certification – planned in 2017• Alma and Primo “Ask the Expert”</strong></td>
<td><strong>• Post-implementation customer training engagements</strong></td>
</tr>
<tr>
<td>• Alma Digital</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Alma New UX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Using Primo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Summon over Alma</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• campusM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Rosetta</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CUSTOMER LIFE CYCLE

ADOPTION
Factors for Successful Adoption

<table>
<thead>
<tr>
<th>Trait</th>
<th>Definition</th>
<th>ExLibris “Five Factors”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relative Advantage</td>
<td>Being better than the ideas it supersedes</td>
<td>Open, unified Resource management in the Cloud</td>
</tr>
<tr>
<td>Compatibility</td>
<td>Consistent with values &amp; experience of potential adopters</td>
<td>Designed for libraries with libraries</td>
</tr>
<tr>
<td>Complexity</td>
<td>Relatively difficult to understand and use</td>
<td>Web-based; Documentation; Support; Customer Success</td>
</tr>
<tr>
<td>Trialability</td>
<td>Can experiment on a limited basis</td>
<td>Sandboxes</td>
</tr>
<tr>
<td>Observability</td>
<td>Results are visible to others</td>
<td>Community Sharing</td>
</tr>
</tbody>
</table>

**Account for 49-87% of the variance in the rate of new product adoption**
Global Support Presence in 18 Countries

North America
- Chicago
- Seattle
- Boston

France
- Germany
- Italy
- Netherlands
- Hungary
- Romania
- Czech Republic
- Spain

China
- India
- Japan
- Korea
- Singapore

Brazil

Israel
- UAE

Australia
Overall Customer Support Volume

- **2014 (A)**: Stable case volume over past years
- **2015 (A)**: Significant growth in number of institutions
- **2016 (A)**: 1/3 of all cases are related to content
- **2017 (F)**: Decrease in SFX, Voyager and Aleph cases

**Graph:**
- Total WFS Cases Opened
- Total Cases Opened
Case Surveys Satisfaction Rate

- Q4 2014: 88%
- Q1 2015: 90%
- Q2 2015: 90%
- Q3 2015: 91%
- Q4 2015: 89%
- Q1 2016: 92%
- Q2 2016: 91%
- Q3 2016: 92%
- Q4 2016: 3100
- Q1 2017: 3513

Case Surveys Satisfaction Rate

- 80%
- 85%
- 90%
- 95%

- 0
- 500
- 1000
- 1500
- 2000
- 2500
- 3000
- 3500
- 4000
- 4500
Case Surveys Drive Improvement!

**MEASURE**
Results appear on personal dashboards for all levels: analysts to COO

**REPORT**
Monthly report to support management

**ENGAGE**
- Phone call follow up for outstanding cases
- Ongoing communication of improvements

**ANALYZE**
Weekly content analysis for all comments received

**ACT**
- Support processes change upon customer feedback
- Results serve as basis for professional training
Customer Success Team

“Customer success is about getting customers to use your product with a smile on their faces.”

Newly expanded team at Ex Libris: 2 in 2016; 7 in 2017

Ensures customers feel they are receiving value for their investment

Works with other Ex Libris departments when a customer is “in pain”
Ex Libris Cloud Requirements

- Cost Effectiveness
- Scalability
- Security
- Availability
- Stability
## Cloud Uptime 2016 - 2017

<table>
<thead>
<tr>
<th>Product</th>
<th># live institutions</th>
<th>% of customers meeting Contractual SLA (99.5%)</th>
<th>% of customers meeting internal SLA (99.85%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alma</td>
<td>579</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Summon</td>
<td>1217</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primo</td>
<td>996</td>
<td>99.90%</td>
<td>99.80%</td>
</tr>
<tr>
<td>Primo Central</td>
<td>1700</td>
<td></td>
<td></td>
</tr>
<tr>
<td>campusM</td>
<td>49</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>SFX</td>
<td>417</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>bX</td>
<td>480</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Yearly uptime 99.97%
- >99.97% of customers meet SLA
- >99.90% of customers meet internal SLA
Certified with the Most Rigid Security Standards

### MAINTAIN EXISTING CERTIFICATIONS

<table>
<thead>
<tr>
<th>Certification</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISO/IEC 27001:2013</td>
<td>Data centers are SSAE-16 certified (formerly SAS-70)</td>
</tr>
<tr>
<td>ICO Registered (UK Data Protection Act)</td>
<td>CSA STAR – Self assessment</td>
</tr>
<tr>
<td>ISO 27018:2014 Privacy Standard</td>
<td></td>
</tr>
</tbody>
</table>

### PLAN FOR NEW CERTIFICATIONS IN 2017:

<table>
<thead>
<tr>
<th>Certification</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>FedRAMP</td>
<td>US Federal - FedRAMP (Alma/Primo)</td>
</tr>
</tbody>
</table>
We Are at Cyber War...

Ex Libris continues to experience DDoS attempts that aim to prevent legitimate users from accessing services by increasing the load on the system.

- **Attack patterns change dynamically**
- **May result in short disruptions to system performance**
- **Increased number of attacks as of Q4/2016**

**Type of attacks identified:**

- **Primo Search Attack**
- **Mail Sending Functionality Attack**
- **Global DNS “Dyn Attack”**
Layered Protection

AUTOMATICALLY BLOCKING SUSPICIOUS ACTIVITY
CONTINUOUSLY PROTECTING AGAINST NEW PATTERNS

- Application Protection (Application DDoS Filter, CAPTCHA)
- Web Application Firewall and DDoS protection
- Vulnerability Protection
- Firewall Protection and Network DDoS Protection
- IP Reputation – Block Blacklist Hosts
Ex Libris Customer Knowledge Center

What can we help you with?

Search

System Status  Submit a Case

Browse by product:
- Alma
- Primo
- Summon
- Rosetta
- campusM
- Leganto
- Aleph
- Voyager
- SFX
- 360 Services
- Intota
- Ulrich's
- Metalib
- Verde
- DigiTool
- 360 KB

Knowledge Articles
Access quick answers to questions our Support team is asked.

Product Documentation
Learn from comprehensive material prepared by our documentation team.

Featured Topics:
- Security Update - Customer Announcement
- Introduction to the Knowledge Center
- Introduction Video for 360, Summon, Intota, Aquabrowser and Ulrich's Discoverer

Knowledge Articles, Documentation & Training Under a Unified Platform
SINGLE SEARCH FOR ALL CONTENT
MODERN CUSTOMER EXPERIENCE
FREE AND OPEN TO ALL
Customer Usage Goes Up

KNOWLEDGE CENTER TRAFFIC

Was this article helpful?  ☑ Yes  ☞ No
Closely Integrated with Global Support

% Cases Closed with Knowledge Articles

- Launch of Customer Knowledge Center
- Added WFS Cases

Higher Customer Case Satisfaction

Aim to Decrease Time to Resolution
Working with the Community

- Authorities
- Bib Records Enrichment
- SFX Contributions
- PWG (NERS)
- Tailored Collections
- Community Voting

- Alma CZ Contributions
- Support Surveys
- KB Advisory Board
New! Content Operations Voting in Ideas Exchange

- Number of ideas
- Number of Votes
- Number of Active Users

<table>
<thead>
<tr>
<th>Date</th>
<th>Number of Ideas</th>
<th>Number of Votes</th>
<th>Number of Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 4th</td>
<td>372</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>April 6th</td>
<td>486</td>
<td>58</td>
<td>45</td>
</tr>
<tr>
<td>April 24th</td>
<td>647</td>
<td>96</td>
<td>105</td>
</tr>
</tbody>
</table>
Single Tenant Status Page – Coming Soon...

The System Status page presents the latest information on the availability of all multitenant instances. You may check this page at any time to see the current status information, or subscribe to be notified via email of interruptions to any individual service. If you are experiencing a real-time, operational issue that is not indicated below, please inform us by opening a customer support request.

| Product: All | Region: All |
|--------------|
| Instance     | Email Alerts | Current Status | Apr-23 | Apr-22 | Apr-21 | Apr-20 | Apr-19 | Scheduled Maintenance |
| Aleph EU01   | 💌 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 |
| Aleph NA01   | 💌 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 |
| Aleph AP01   | 💌 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 |
| Primo EU01   | 💌 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 |
| Primo NA01   | 💌 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 |
| Primo AP01   | 💌 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 |
Continue to Earn Your Business

Deliver continuous value
- Enhancements
- Knowledgebase expansion
- Documentation
- Communication

Be careful about $$

Do everything right in the first 4 steps

Relationship
- Contact
- History
# Continue to Share Your Vision

<table>
<thead>
<tr>
<th>NEW INTEGRATIONS</th>
<th>NEW SERVICES</th>
<th>UNDERSTAND TRENDS</th>
</tr>
</thead>
</table>
| • Summon over Alma  
  • Ulrich’s in SFX | • Leganto  
  • Alma-D | • In library  
  • On campus  
  • In higher education |
WHAT MAKES EX LIBRIS DIFFERENT?
Thank You

jane.burke@exlibrisgroup.com
yair.amsterdam@exlibrisgroup.com