Agenda

- Content Operations Vision & Mission
- The Complexity of Content World
- Content Operations main activities
- Working Closely with the Community
- 2017 – 2018 Focus Areas
Vision & Mission

Provide best in class content services to academic libraries and content providers

VISION

MISSION

- Allowing libraries to fulfill their content related needs for both administrative and end-user aspects
- Serve as a partner to content providers by maximizing discovery, access and usage of their content
From Discovery to Delivery

Enabling libraries to make their resources discoverable and accessible
Content Fundamental Characteristics

**CURRENCY & ACCURACY**
- Automated updates mechanism
- Strong industry representation and relationships
- Content & linking proactive QA

**METADATA QUALITY**
- Records enrichment
- BIB Contribution
- Standards alignment
- Authorities
- In-depth subject matter expertise

**CONTENT RELEVANCY**
- Comprehensive coverage
- Increase scalability
- Voting process with the community
- Collection contribution (Alma CZ)
Content Focus Areas

- Coverage
- Working with the Community
- Content Services
- Provider Relations
- Content Management
The Content World

Discovery
Summon Index
Primo Central

Delivery
360 KB
SFX KB
Alma CZ

Ulrich’s

Support and Linking

Provider Relations & Research

Content Development
Discovery and Delivery: Our Domain

- Content acquisition set-up & processing
- Content analysis & evaluation
- Content curation & maintenance
- Content dissemination
- Define scalable big data working procedures
- Authority data management
- Support expertise layer
The Complexity of the Content World
The Complexity of Content World – Acquisition Process

Start

Provider

Curation

Dissemination

Customer

End

New Content

Provider

Curation

Dissemination

Customer

Idea Exchange
Product Management

GCA - Global Content Alliance

Standardization

QA
Indexing
Linking
Package & Release
The Complexity of the Content Support World

<table>
<thead>
<tr>
<th>Outside Company</th>
<th>Customer</th>
<th>Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Content Operations</td>
<td>Product Support</td>
<td></td>
</tr>
<tr>
<td>Tier 1</td>
<td>Tier 1</td>
<td>Tier 2</td>
</tr>
<tr>
<td>Tier 2</td>
<td>Development</td>
<td>PRR</td>
</tr>
<tr>
<td>Development</td>
<td>Closed</td>
<td></td>
</tr>
<tr>
<td>Finish</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

© 2017 Ex Libris | Confidential & Proprietary
### The Metadata That We Look For — Discovery

<table>
<thead>
<tr>
<th>TITLE METADATA</th>
<th>IDENTIFIER METADATA</th>
<th>PUBLICATION INFORMATION METADATA</th>
<th>ADDITIONAL METADATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articles</td>
<td>DOI</td>
<td>Publisher</td>
<td>Subject Headings</td>
</tr>
<tr>
<td>Books</td>
<td>ISSN, ISBN</td>
<td>Author(s), Corporate Author(s)</td>
<td>Keywords</td>
</tr>
<tr>
<td>Chapters</td>
<td>OCLC Number, LCCN</td>
<td>Volume, Issue &amp; Start Pages Numbers</td>
<td>Language</td>
</tr>
<tr>
<td>Publications</td>
<td></td>
<td>Publication Details</td>
<td>Classification</td>
</tr>
<tr>
<td>Subtitles</td>
<td></td>
<td></td>
<td>Abstracts</td>
</tr>
</tbody>
</table>

**METADATA SCHEMA & STRUCTURE**

MARC21, MODS, Dublin Core, NLM, JATS, ONIX

Well-structured, and labeled, homegrown schemas
Alma Operational Weekly Cycle

New Content, Updates & Deletions on staging environment

Revision release

QA
*Manual
*Automatic

Revision creation

QA
*Manual
*Automatic

Revision release
Working Closely with the Community

- CZ Management Group
- Idea Exchange
- Dedicated Focus Groups
- Content Working Group
- Content Visibility
Idea 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>35</td>
<td>7</td>
</tr>
<tr>
<td>April 24th</td>
<td>647</td>
<td>96</td>
<td>105</td>
</tr>
<tr>
<td>May 30th</td>
<td>860</td>
<td>137</td>
<td>185</td>
</tr>
<tr>
<td>June 30th</td>
<td>1,211</td>
<td>298</td>
<td>447</td>
</tr>
<tr>
<td>August 30th</td>
<td>1,395</td>
<td>1,395</td>
<td>535</td>
</tr>
</tbody>
</table>
Ulrich’s

- Tracking serials publication authority data
- Serials publisher authority data (PAD)
- Print product editorial work
Providers are key to Content Operation. We work tightly together to achieve our shared goals

- Over 5,000 Content Providers
Supporting Delivery and Discovery

**Tier 1**
- Gatekeeping
- Initial response to incoming cases
- Escalate complex issues to support expert

**Tier 2 - Expertise support layer**
- Resolve complex issues
- Large scale updates
- Solved linking issues
Content Development

- Development of internal tools
- Automation of content daily activities
- In charge of content dissemination
2017-2018 Focus Areas

- Integration & Efficiency
- Content Related Areas
- Relevancy, Quality & Enrichment
- Projects
- Priority to customer facing activities
Thank You