All Aboard! How All Roads Lead to Content

ELUNA | May 2019

Rael Elstein | Content Product Manager
Dave Hovenden | Director of Content Operations, North America (He/Him/His)
How All Roads Lead to Content

“Content is king” - Bill Gates

But here... Content is the KINGDOM

Come on a journey with us as we lead users to their final destinations

There are many starting points, each culminating with rich and relevant data for librarians, patrons and researchers
Our Journey

• Meet the Content Conductors
• The Map of Content
• Delivery Line
• Discovery Line
• Research Line
• Pit stop!
  • Platform 9¾: The ProQuest Effect
• Final Destination: Getting People Where They Are Going
Meet the Content Conductors

- Judith Fraenkel
  VP – Content Operations
  (Ex Libris)

- Liron Klein Levy
  Alma/SFX Content Operations Manager

- Dave Hovenden
  Director of Content Operations (North America)

- Elad Adasha
  Content Development Team Lead

- Kat Cuff
  Discovery Services Content Operations Manager

- David Hanegbi
  Primo Central Team Lead

- Madeline McKee
  Tier 1 Content Support Supervisor (360 KB & Summon)

- Patricia Phillips
  Ulrichsweb Content Operations Supervisor

- Betsy Vick
  Research Services Content Operations Manager

- Keith Jones
  Pivot Content Operations Supervisor

- Jess Short
  360 KB Content Operations Manager

- Valerie Mahon
  Provider Relations Manager

- Mirella Rosentrom
  Research Professional Funding Operations Manager

- Yael Adar
  Director of Content Operations

- Evgenia Polyachek
  Content Support Manager

- Shahar Cohen
  Tier 1 Content Support (Alma CZ & SFX KBs) Team Lead

© 2019 Ex Libris | Confidential & Proprietary
Title level metadata
Brief metadata
• Identifier
• Title
• Linking
• Imprint
• (Author)
Delivery Line: Community Zone Stops

**ENRICHMENT**
MARC enrichments create rich Bibliographic records

**AUTHORITIES**
Authorities/vocabularies add language/regional

**LOCAL EXTENSIONS**
Local extensions enable connecting to local resources

**EXTERNAL RESOURCES**
External resources connect to other institutions
Provider Zone Stop

*Under construction! Due to ‘open’ late 2019!*

Enabling providers to access, add and update content directly and automatically within the Community Zone

- Quicker turnaround for new collections
- Increased currency and accuracy
- Growing collaboration with providers

Development Partners

© 2019 Ex Libris | Confidential & Proprietary
Delivery Line: Delivering Librarians

- Think global act local
- Electronic content with print representations
- Centrally updated, community contributed and provider driven content
Discovery Line: Central Discovery Index Stops

**DISCOVERY LINE**

**ARTICLE LEVEL METADATA & DISCOVERY MARC**
MARC enrichments create rich Bibliographic records

**DE-DUPLICATION**
Grouping and match & merge create a seamless experience for end users

**RESOURCES TYPES**
Utilizing resource types for appropriate searches

**FILTERS AND FACETS**
Enabling easy and accurate searches

Central Discovery Index Station
Discovery Line: Mobilizing Patrons

Indexes representing global content, institutional repositories and local indexes

Introducing Central Discovery Index!
• Supported resource types to be coordinated with Working Groups
• Single activation service via Delivery Systems
Research Line: Pivot and Research Professional Stops

**PAPERS INVITED**
Calls for papers with deadlines for upcoming conferences and special issues of scholarly journals

**FUNDING OPPORTUNITIES**
Available to researchers for review in a multitude of disciplines

**RESEARCHER PROFILES**
Key biographical information, research interests, selected publications, and contact information, enabling users to identify and contact relevant scholars
Research Line: Esploro Stops

RESEARCHER CITATIONS
Identifying citations belonging to researchers at Esploro institutions

DISCOVERY-BASED METADATA
Utilizing Discovery metadata to enrich Esploro profiles

Esploro Station

RESEARCH LINE

RESEARCHER PROFILES

FUNDING OPPORTUNITIES
Research Line: Transporting Researchers

Pivot and Research Professional
- Consolidating funding opportunities
- Extending regional reach of each product

Esploro
- Developing researcher-oriented products to promote sharing and collaborations of research activities
## Platform 9¾: The ProQuest Effect

Consistency throughout Ex Libris products to represent ProQuest offerings accurately

<table>
<thead>
<tr>
<th>ProQuest One Academic launch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Future ProQuest One disciplines</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary Sources launch</th>
</tr>
</thead>
</table>
Final Destination: **Getting People Where They Are Going**

Content Operations are the conductors

Community and Providers are co-conductors

Together, we get our users to their final destinations; finding the content they desire
THANK YOU!

rael.elstein@exlibrisgroup.com
dave.hovenden@exlibrisgroup.com