

Dublin, Oh

20 Oct 08

# Web scale: what and why



Lorcan Dempsey

the [Picture Australia: Oortown pool.](#)

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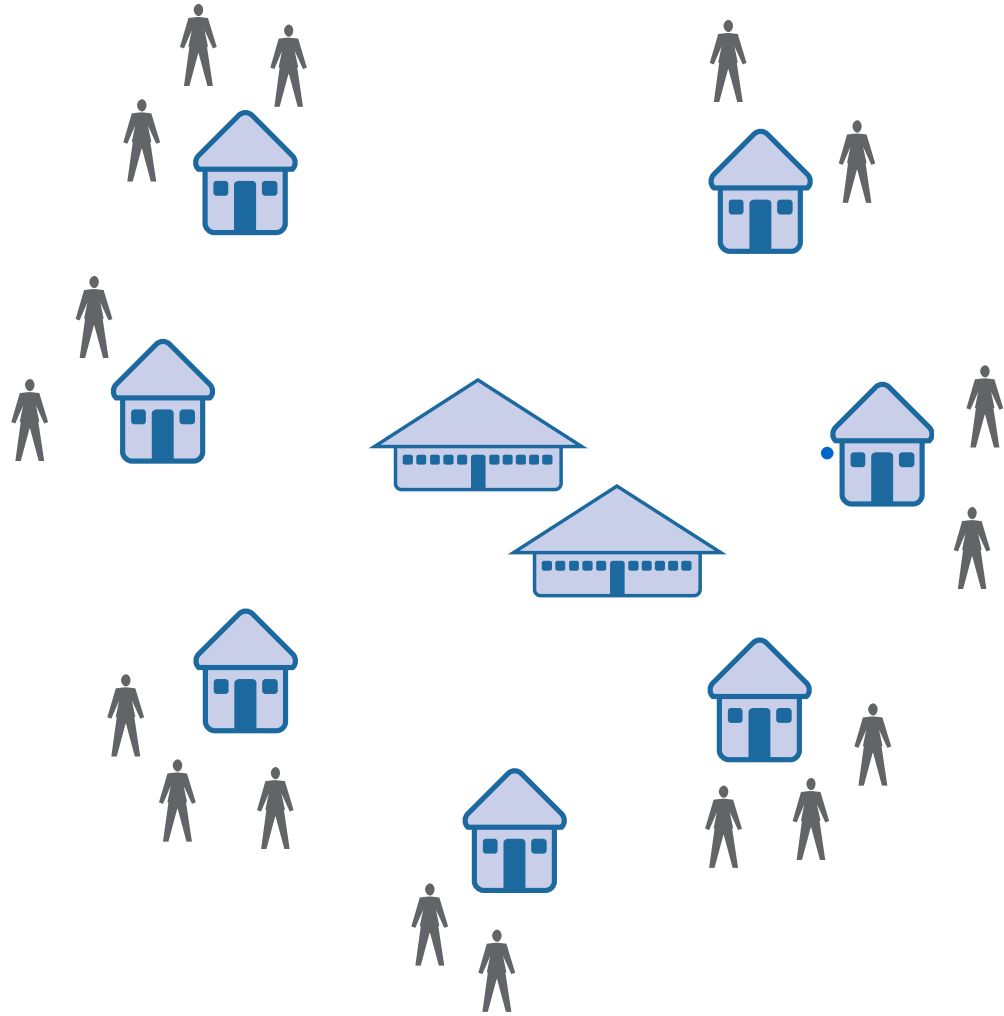
Reductive



Jokes

Part 1

# A HISTORICAL PERSPECTIVE



Resource sharing


Cataloging


Licensed journal literature

Consortial



Discover Australia's collections

 **Libraries Australia**  
Combined catalogues of Australian libraries

 **AskNow**  
Chat with a librarian

 **Picture Australia**  
Images of Australiana

 **Music Australia**  
Australia's Music:  
Online, In Time

 **Australia Dancing**  
Australian dance resources directory

 **PANDORA**  
Australia's web archive

 **Australian Research Online**  
Search for research papers and theses



GEORGIA LIBRARY  
**PINES**  
Public Information Network for Electronic Services

**THE WORLD IS SPEEDING UP**

The web is all about scale, finding ways to attract the most users for centralized resources, spreading those costs over larger and larger audiences as the technology gets more and more capable.

**Chris Anderson**

On average, businesses spend 70% of their time building and maintaining and worrying about infrastructure, and 30% of their time focused on the ideas that propel their business forward.

Web-scale computing is helping to invert the 70/30 ratio, enabling you to spend your energy creating the difference that will make your business successful.

Amazon

# Concentration through platforms



## Management infrastructure

ADP

UPS

Salesforce.com

eBay, Yahoo, ...

S3, EC2

Realtor.com

## End user

Google

Yahoo

Amazon

eBay

Realtor.com

IMDB

F... B....

Vertical disintegration and specialization  
B-B-C

**WEB 2.0?**



**Concentration  
Scale matters  
Data**

**Diffusion  
Spread matters  
Syndication**

# Concentration: network level



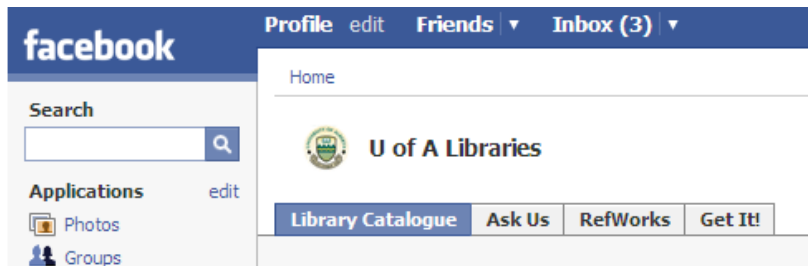
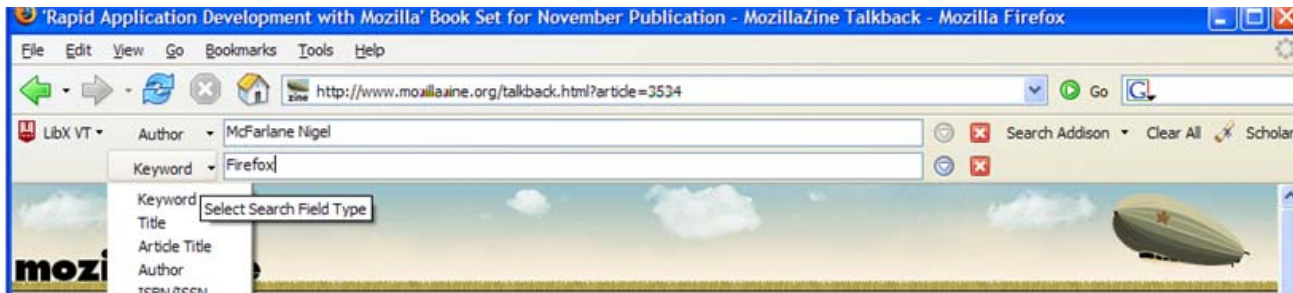
WIKIPEDIA



ISI Web of Knowledge<sup>SM</sup>



iGoogle™



Diffusion: workflow

Part 3

# WEBSCALE

The web allows organizations to create scale (through the concentration of computer resources, applications or data) and to deliver the benefits of that scale to large numbers of other users through the web.

Gravitational attraction ...

Data aggregation and contribution ...

Platform and network effects ...

Management infrastructure

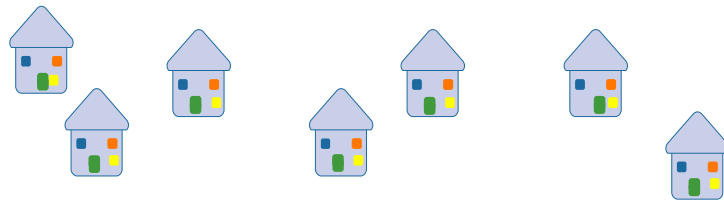
Network services



User environments  
Projection  
gathering



Platforms  
Data aggregation  
Network  
Capacity building



Local workflows  
and integration

User environments

Projection  
gathering

Worldcat.org  
Worldcat local  
Worldcat API


Platforms

Data aggregation  
Network  
Capacity building

Worldcat  
Registries  
Worldcat resource sharing

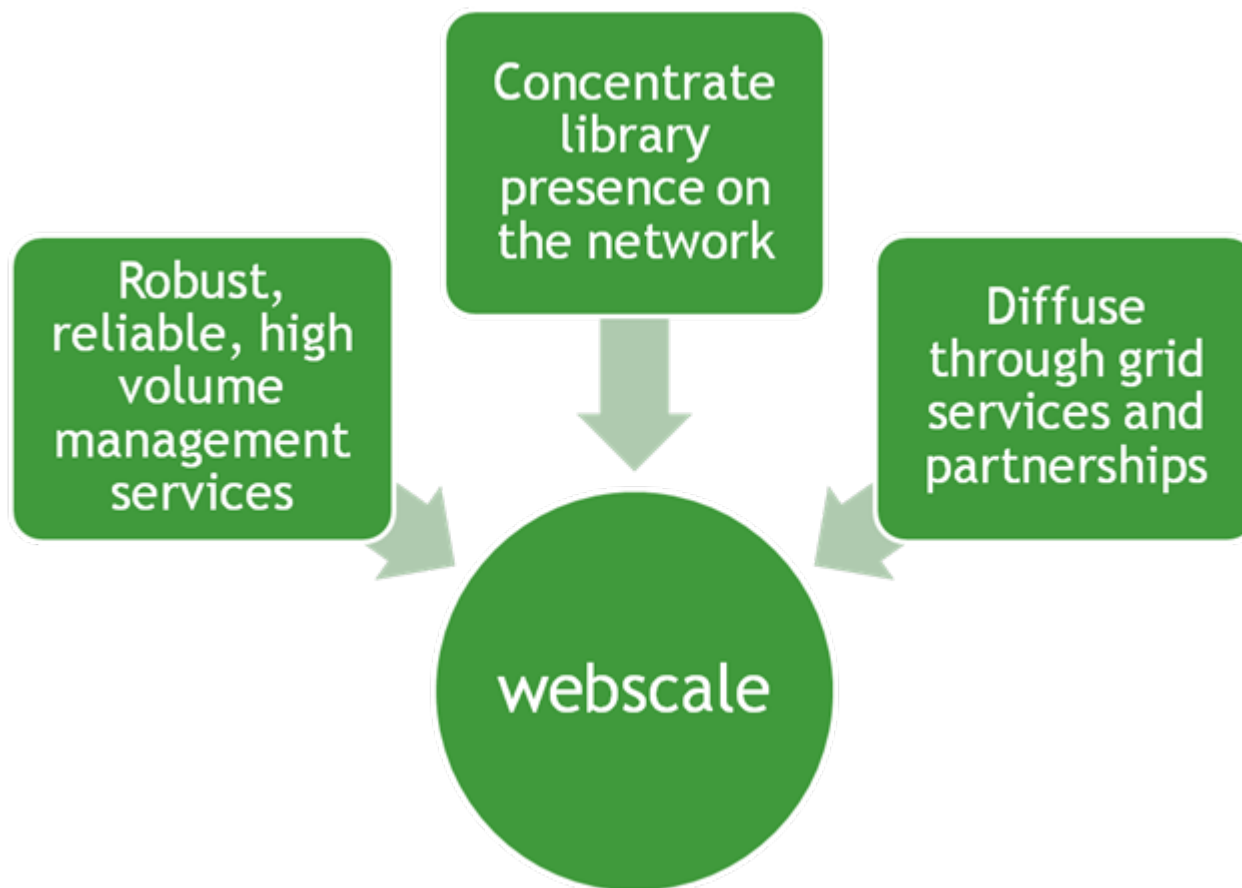
Local workflows  
and integration

Network enabled workflows  
Across P and E  
Generate network effects  
by sharing data  
Use registries



OCLC exists to create **systemwide efficiencies** in the management of libraries and to **increase their impact** in compelling user environments.

The key to each of these goals in a web environment is **scale** and the **delivery of the benefits of scale** to as many libraries and library users as possible.



Thank you