

OCLC WorldShare

Cooperating and Innovating at Webscale

Chris Thewlis

Regional Manager, Australia / New Zealand
OCLC



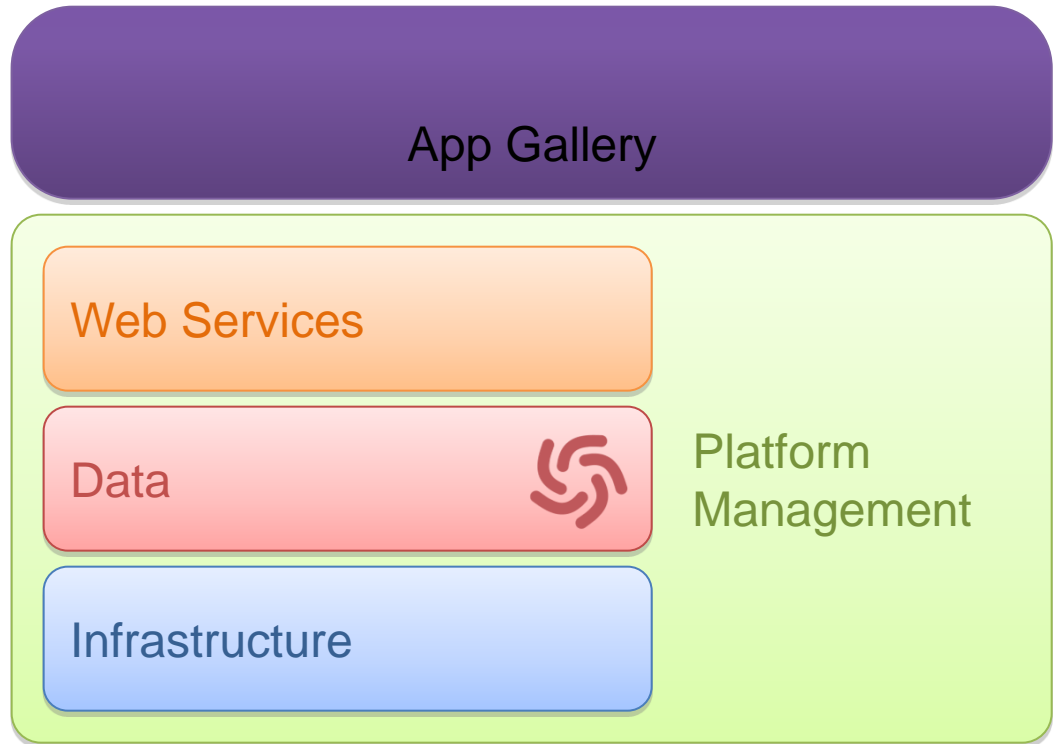
Shared data about the world's libraries.
Find and get it.



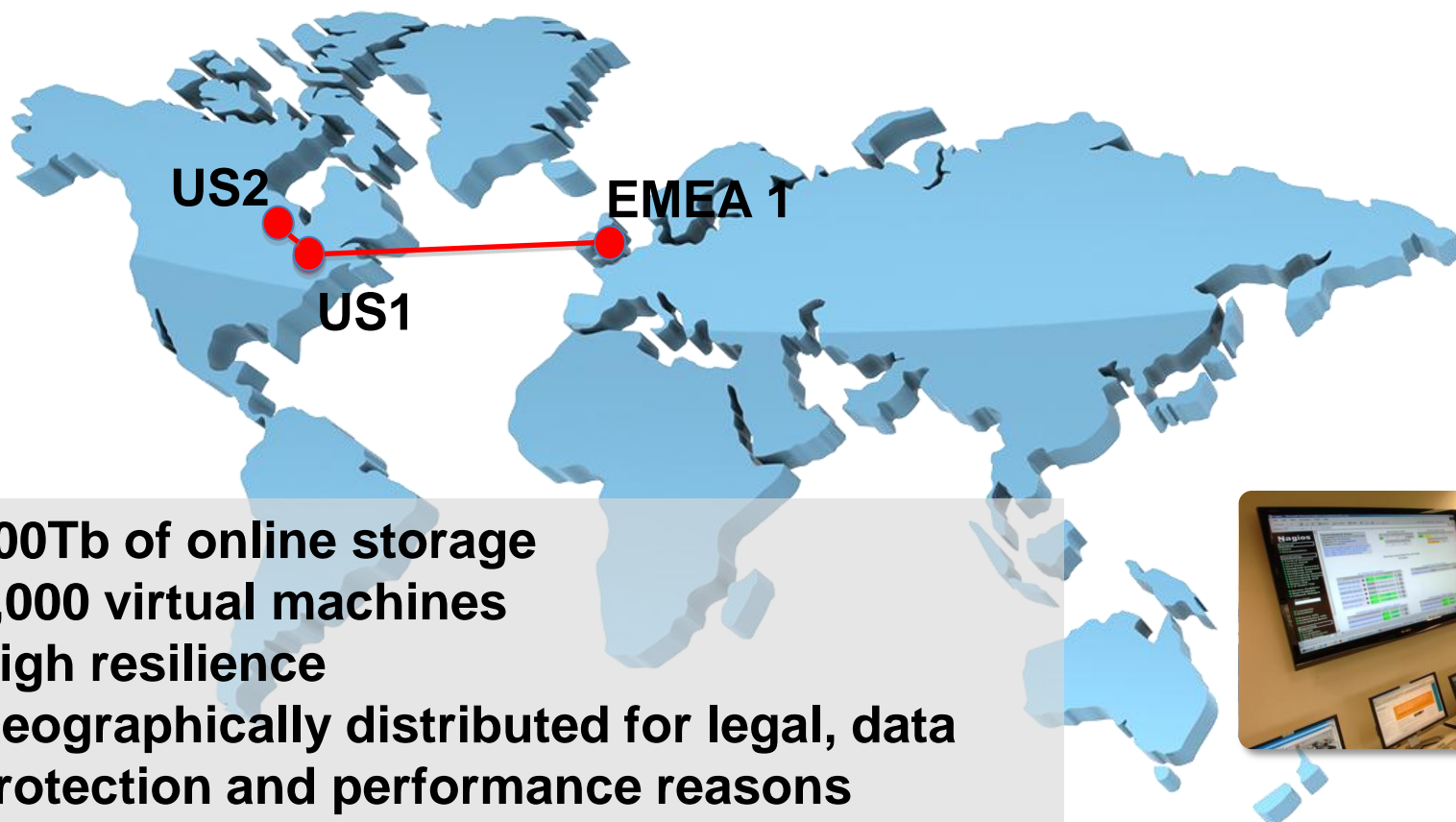
Shared infrastructure to manage and share resources
across libraries and across communities.

- The core infrastructure underlying all OCLC applications.
- Designed from the ground up for Webscale operations

Open to the community
to enable
“Collective Innovation”
and sharing



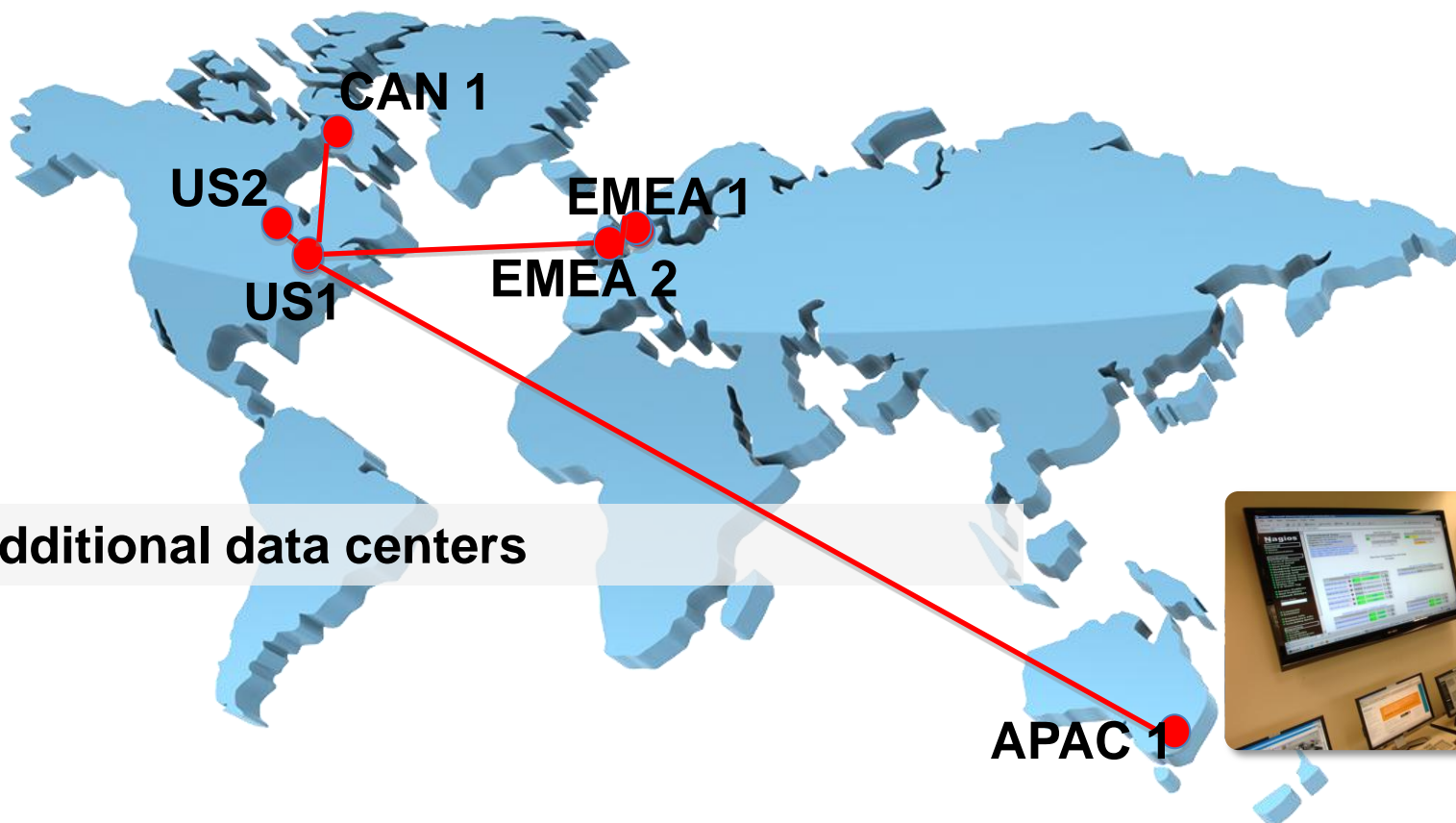
Data Centers Today:



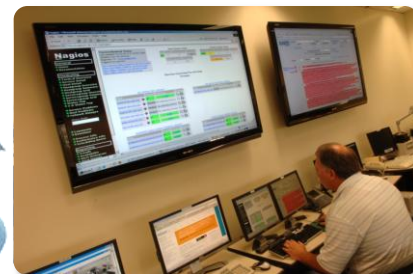
- 600Tb of online storage
- 4,000 virtual machines
- High resilience
- Geographically distributed for legal, data protection and performance reasons



New Data Centers



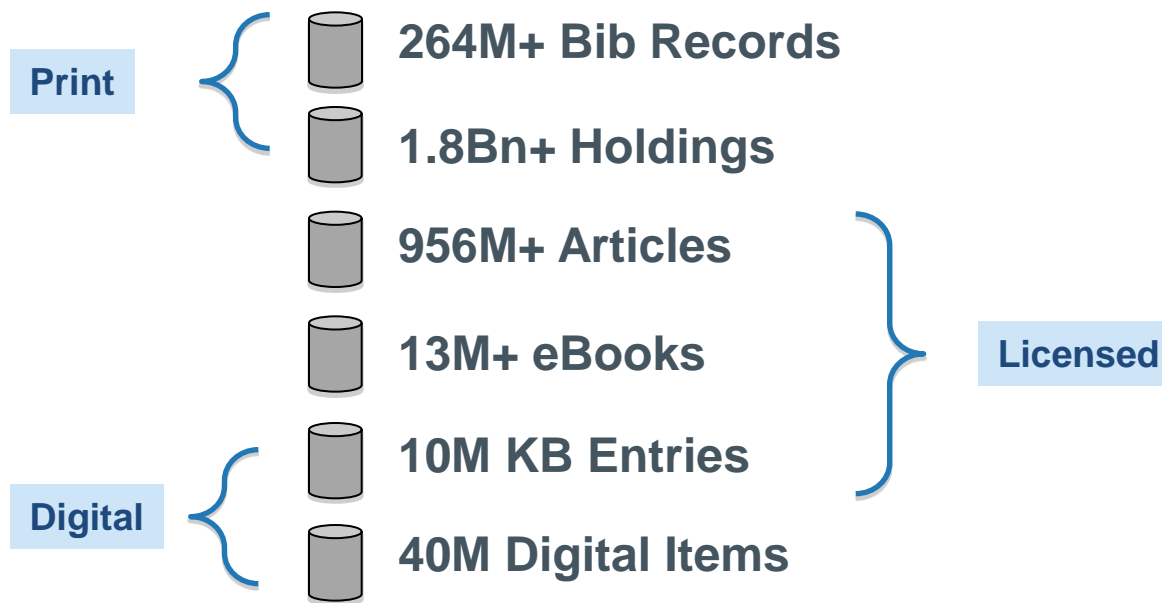
- **Additional data centers**



OCLC: ISO 27001 certified
International Organization for
Standardization (ISO) 27001:2005
Information Security Management System
(ISMS) certification from Lloyd's Register
Quality Assurance (LRQA).

Privacy and Security Policies available:
<http://www.oclc.org/policies>

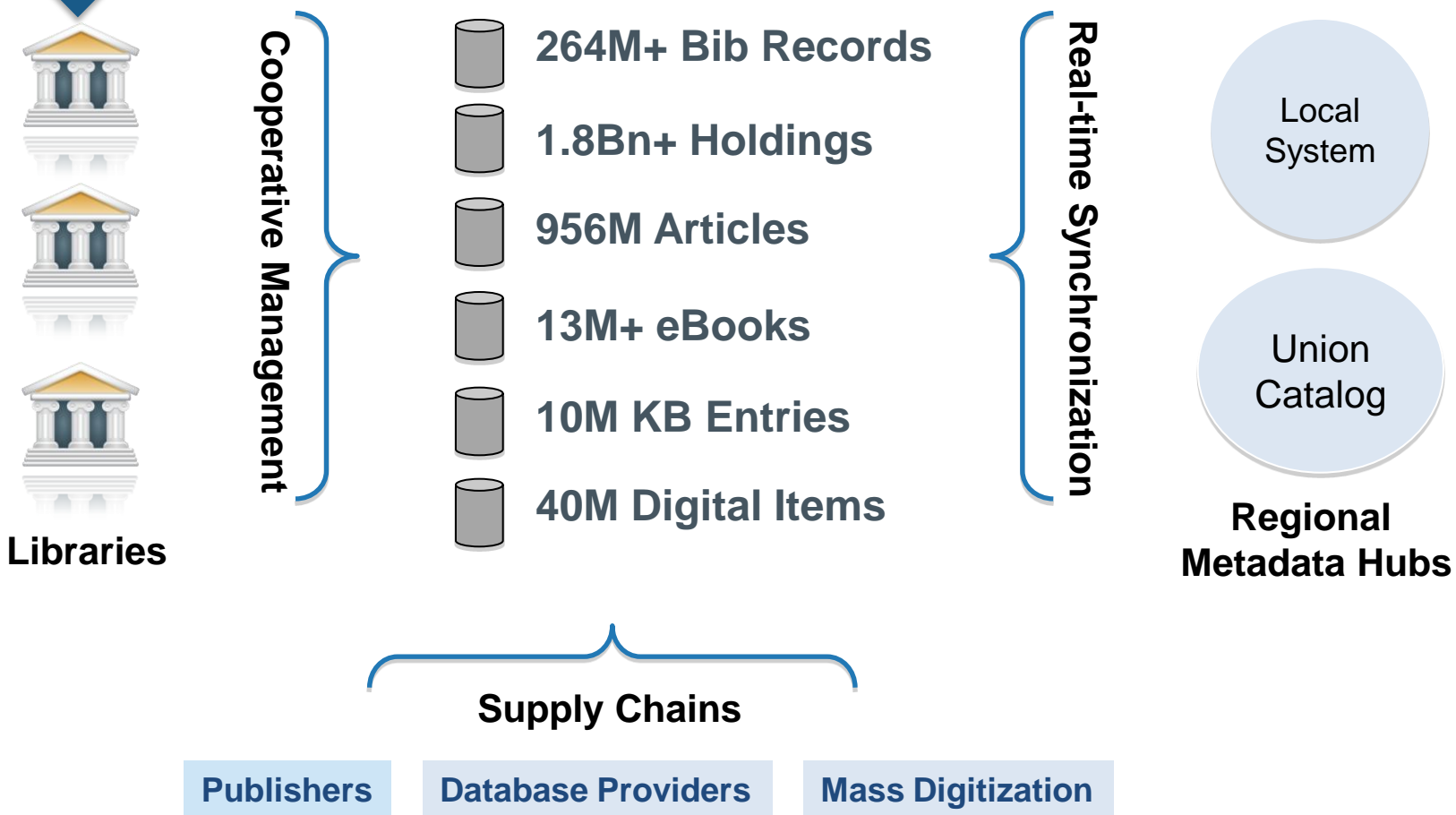
Highly shared data models













Data



Highly shared data models



Data Services & Business Logic Services

- | | |
|---|--|
|  WorldCat Web Services |  Acquisitions Web Services |
|  Knowledge base Web Services |  Circulation Web Services |
|  WorldCat Registry Web Services |  Vendor Information Web Services |
|  WorldCat Identities Web Services |  OpenURL Web Services |
|  Identifier Web Services |  QuestionPoint knowledge base Web Services |

WorldShare Platform: What is it *really*?

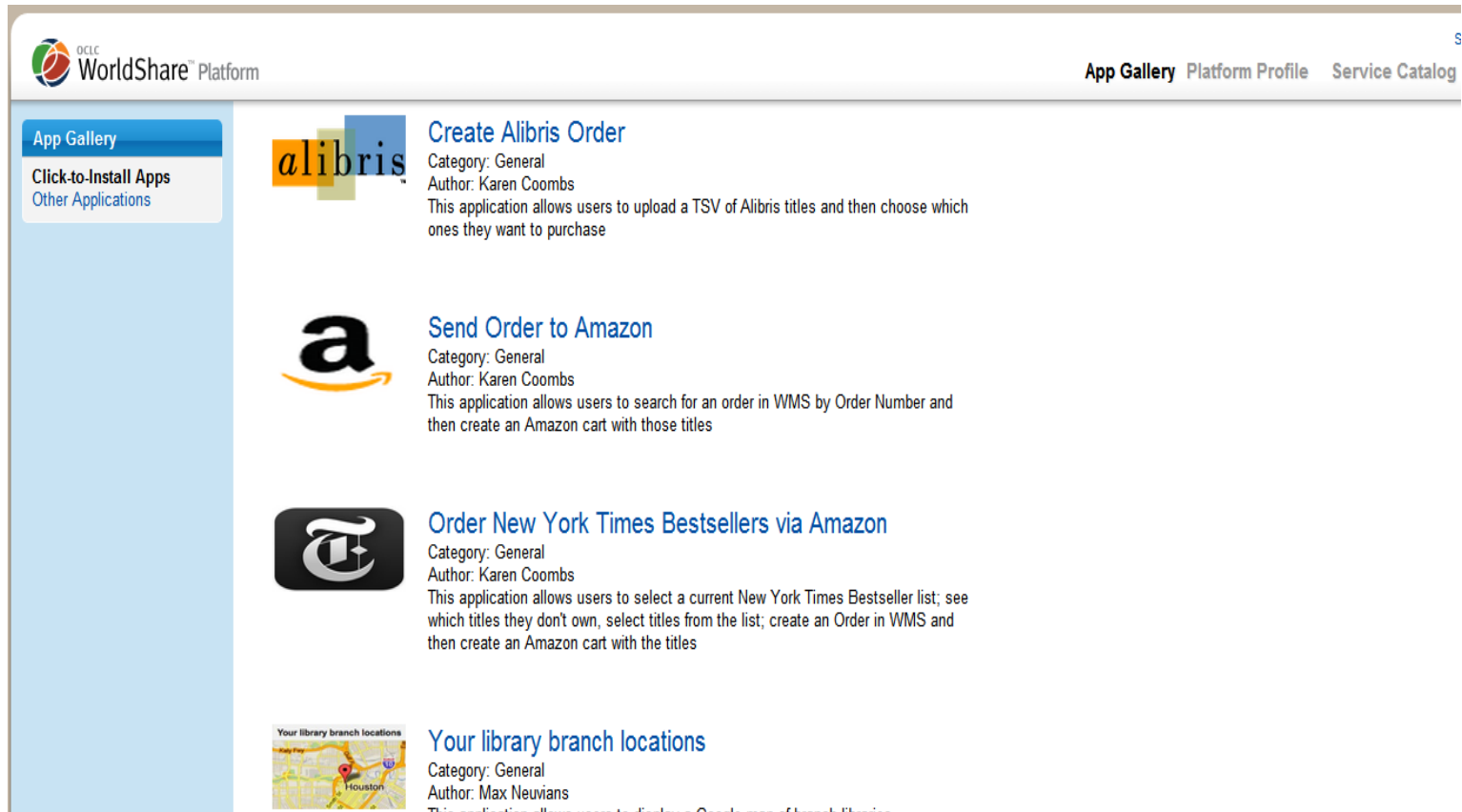
1. A “toolbox” for developers who want to use OCLC services and data to build new or enhance existing applications

Download the Developer Network Handbook [8.5x11 A9](#)

[Show your data source: add the WorldCat symbol](#)

TITLE	STATUS	WHAT IS IT	WHAT IT DOES	QUERY PROTOCOLS	RECORD FORMATS
OpenURL Gateway	Production	An OpenURL-resolving Web service that redirects Web-based applications to provide their end-users direct access to full-text articles and other online resources available from libraries. The OpenURL Gateway pulls OpenURL data from the WorldCat Registry—a global directory for libraries, consortia, archives and museums. (www.worldcat.org/registry/institutions/)	<ul style="list-style-type: none"> Directs Web users to full text and other online resources at an appropriate library based on the user's IP address. 	OpenURL	None - Creates a URL redirect
QuestionPoint knowledge base API	Production	Developer-level access to QuestionPoint knowledge base Question and Answer (Q&A) pairs that QuestionPoint libraries saved for future re-use, for FAQ pages, for patron searches. The QuestionPoint global knowledge base is a collection of Q&A pairs contributed by nearly 500 libraries worldwide. Local knowledge bases are built and maintained by single libraries or regional library groups and usually contain information more specific to that group.	<ul style="list-style-type: none"> Provides search access to QuestionPoint Q&A pairs and returns questions that match the query Accesses a specific Q&A pair with metadataQuestion ID <p>For example, the QuestionPoint knowledge base API could be used to retrieve a list of questions that have been asked on the topic of baseball. The API could then be used to return information about a specific question on that topic.</p> <p>For example: Which National League baseball teams have never won a World Series?</p>	REST	<ul style="list-style-type: none"> HTML XML Text JSON
WMS Acquisitions API	Production	A read-write Web service for the Acquisitions module of OCLC WorldShare Management Services so library staff can create, update, delete and submit orders for materials they'd like to acquire. Provides developer-level access to order data.	Lets you create purchase orders as needed for your institution. Facilitates the ability to access and edit existing orders or update an individual order status, and submit purchase orders to fulfillment vendors. Through the Acquisitions API, you can combine your data with external fulfillment vendor data, such as that from Amazon, Alibris, YBP and others and save a lot of time, steps and screens in acquisitions workflows.	OpenSearch	XML JSON

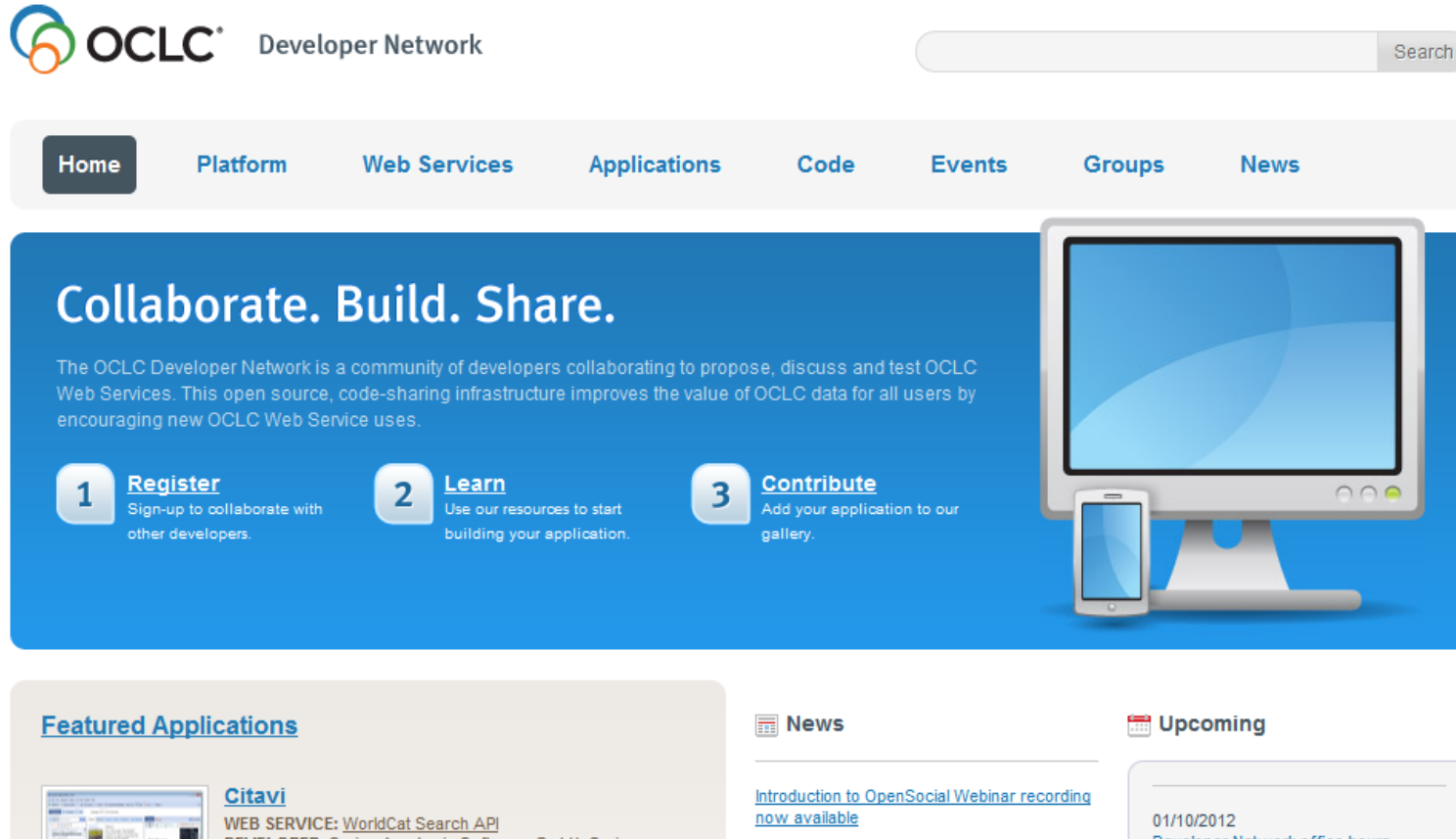
2. An “App Gallery” through which libraries can easily share apps created by the community.



The screenshot displays the OCLC WorldShare Platform App Gallery. The interface includes a top navigation bar with the OCLC logo, the text "WorldShare™ Platform", and links for "App Gallery", "Platform Profile", and "Service Catalog". A left sidebar contains a blue "App Gallery" button and links for "Click-to-Install Apps" and "Other Applications". The main content area lists four applications:

- Create Alibris Order**
Category: General
Author: Karen Coombs
This application allows users to upload a TSV of Alibris titles and then choose which ones they want to purchase.
- Send Order to Amazon**
Category: General
Author: Karen Coombs
This application allows users to search for an order in WMS by Order Number and then create an Amazon cart with those titles.
- Order New York Times Bestsellers via Amazon**
Category: General
Author: Karen Coombs
This application allows users to select a current New York Times Bestseller list; see which titles they don't own, select titles from the list; create an Order in WMS and then create an Amazon cart with the titles.
- Your library branch locations**
Category: General
Author: Max Neuvians
This application allows users to display a Google map of branch libraries.

3. Support for collaboration and cooperation within the library community



The screenshot shows the OCLC Developer Network homepage. At the top is the OCLC logo and the text "Developer Network". To the right is a search bar. Below this is a navigation menu with links: Home, Platform, Web Services, Applications, Code, Events, Groups, and News. The main content area has a blue background with the heading "Collaborate. Build. Share." and a paragraph describing the OCLC Developer Network as a community of developers. Below this are three numbered steps: 1. Register (Sign-up to collaborate with other developers), 2. Learn (Use our resources to start building your application), and 3. Contribute (Add your application to our gallery). To the right of these steps is an illustration of a computer monitor and a smartphone. At the bottom, there are three sections: "Featured Applications" (with a link to Citavi and a description of its web service), "News" (with a link to an OpenSocial Webinar recording), and "Upcoming" (with a date 01/10/2012 and a link to Developer Network office hours).

OCLC® Developer Network

Search

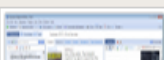
Home Platform Web Services Applications Code Events Groups News

Collaborate. Build. Share.

The OCLC Developer Network is a community of developers collaborating to propose, discuss and test OCLC Web Services. This open source, code-sharing infrastructure improves the value of OCLC data for all users by encouraging new OCLC Web Service uses.

- 1 Register**
Sign-up to collaborate with other developers.
- 2 Learn**
Use our resources to start building your application.
- 3 Contribute**
Add your application to our gallery.

Featured Applications

 **Citavi**
WEB SERVICE: [WorldCat Search API](#)
NEW! OCLC: [OCLC Academic Software GmbH](#)

News

[Introduction to OpenSocial Webinar recording now available](#)

Upcoming

01/10/2012
[Developer Network office hours](#)

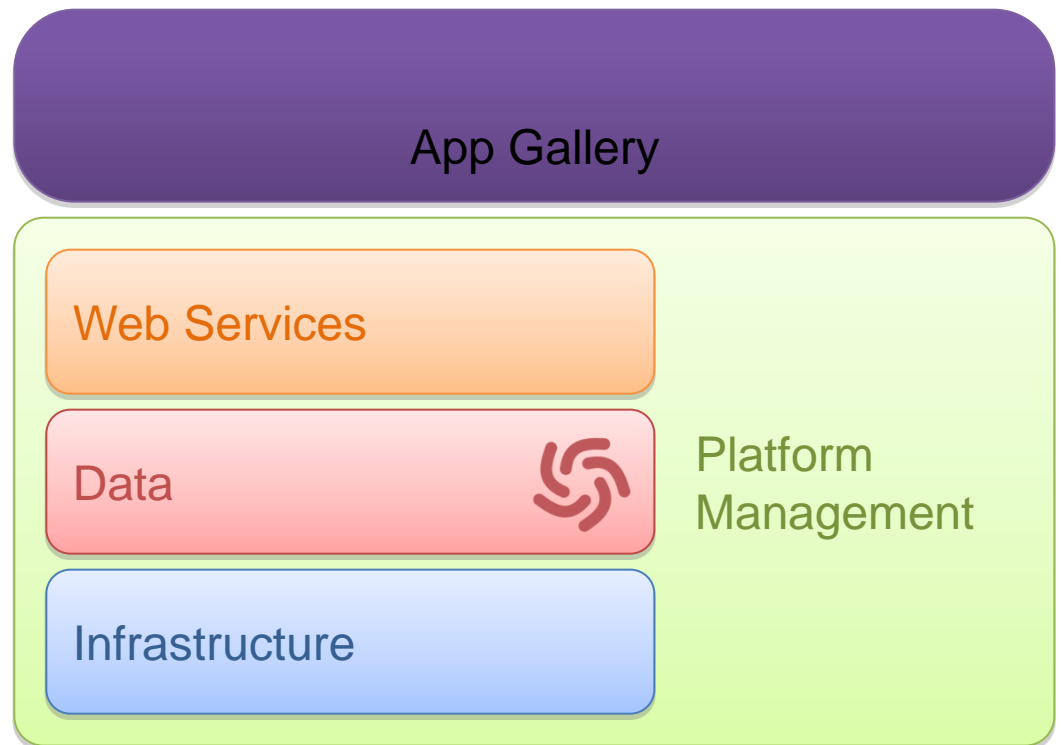
“This is potentially a game-changer in how libraries work with bibliographic data. It turns the traditional approach of information processing inside out—the data is in a superior position to the computer program. The WorldShare Platform is sort of like Facebook. Just as Facebook introduced ways for outside developers to ‘integrate into the core Facebook experience,’ the WorldShare Platform enables external providers to supply applications that can use the data residing in the platform.”

– *Peter Murray, Lyrasis*

“OCLC Introduces WorldShare” blog post, December 22, 2011

<http://dltj.org/article/thursday-threads-2011w51/>

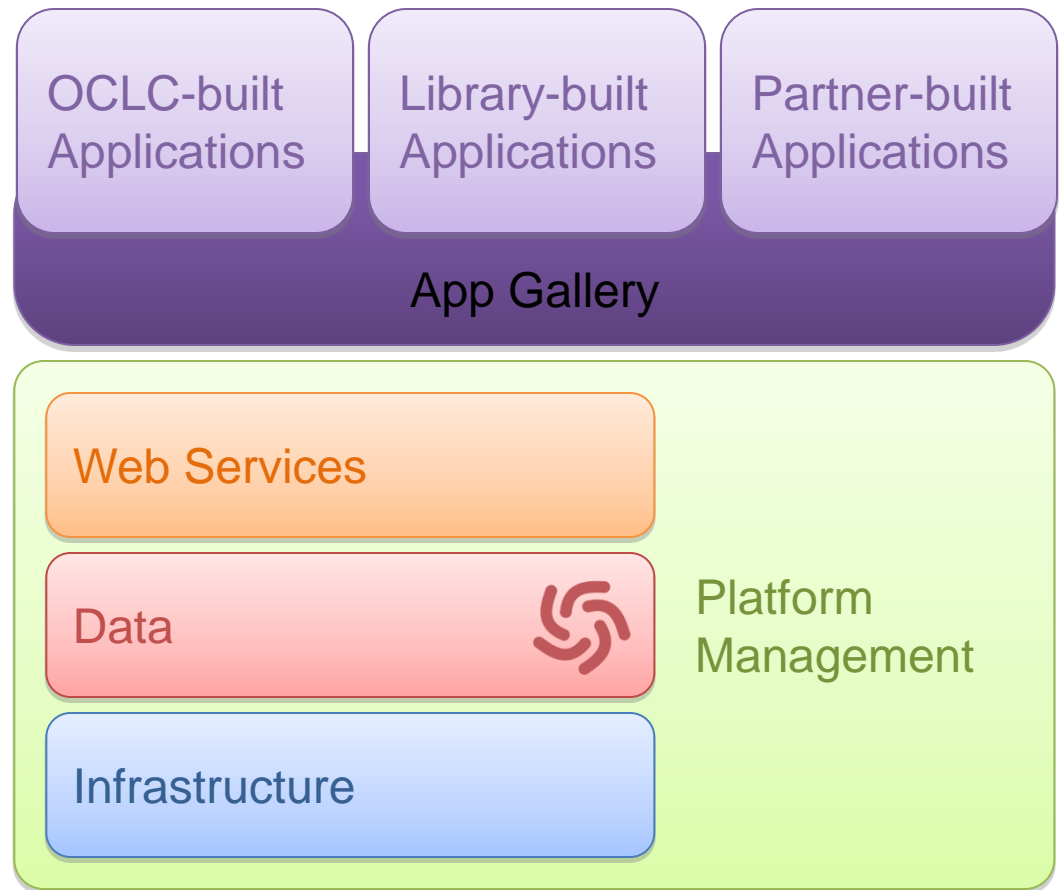
“Game-changer”




WorldShare Platform + A New Model for Library Automation

BASIC PRINCIPLE: ANYONE can develop on the WorldShare Platform


- OCLC creates an app
- A library developer creates an app
- A third party creates an app
- Many happy libraries will consume all three without ever having to do anything!



Library and Partner App Examples

The New York Times → 

amazon.com
and you're done.™

Welcome, Kathryn Harnish | [log out](#)
Acquisitions | **Help** | 

OCLC® Web-scale Management Service beta

► Discover Items
▼ My Apps
Order New York Times Bestsellers via Amazon
Create Alibris Order
Send Order to Amazon

Books from the Hardcover Nonfiction list not owned by Harris County Public Library

Title	OCLC Number	Price	Availability	Purchase?	Copies
SEAL Team Six : memoirs of an elite Navy seal sniper	681499659	14.88	Usually ships in 24 hours	<input checked="" type="checkbox"/>	1
The psychopath test : a journey through the madness industry	668193260	15.10	Usually ships in 24 hours	<input type="checkbox"/>	
Blind allegiance to Sarah Palin : a memoir of our tumultuous years	711777273	14.44	Usually ships in 24 hours	<input type="checkbox"/>	
Dog sense : how the new science of dog behavior can make you a better friend to your pet	657595594	15.59	Usually ships in 1 to 3 months	<input checked="" type="checkbox"/>	2

[Place Order](#)

amazon.com
and you're done.™

OCLC WorldShare™ Management Services
The first cooperative management service for libraries

↑

Acquisitions plug-in Apps...

[Contact Support](#) | **Branch: OCLC Library Main Branch**

WorldShare Management Services

An OCLC Developed 'app' on the Platform

What's included

- **Acquisitions** for physical and electronic collections
 - all available in one service
- **Circulation and patron management** for the 21st century
 - handled centrally using a simple, web-based interface
- **Discovery and delivery** as users expect it
 - with WorldCat Local's or alternative single search interface
- **Cataloging tools** for data creation and enrichment
 - powered by WorldCat
- **The WorldCat knowledge base** – combining data about your library's electronic resources and linking features
- **WMS Reporting**

- **Group / Consortial Functionality**
- **WorldShare License Manager**
 - management of license terms, integration with WMS Acquisitions, electronic resource management efficiencies
- **Next-gen Analytics tools (currently under development)**
 - Peer and authoritative list comparisons
 - Decision-making tools

WMS: Acquisitions

My Tasks(0)

Discover Items

☐ My Library Holdings Only

Keyword

marketing

[Search](#)

☒ Keyword with marketi...

Discover eResources

Order

Receive & Invoice

Processed Items

Manage Invoices

Manage Budgets

Manage Vendors

Keyword with marketing

[Refresh](#) Results 1-10 of 585737

<< first < prev 1 2 3 4 5 6 7 8 9 10 [next](#) > last >>


Sort By: Relevance

	<p>Search engine marketing, Inc. : driving search traffic to your company's web site / by Moran, Mike, Book: English Publisher: Upper Saddle River, NJ : IBM Press, 2006 Open in Connexion</p>	<p>✓ Held by my Library 597 Libraries Own This Item</p>	Add To Order
	<p>Guerrilla marketing : easy and inexpensive strategies for making big profits from your small business / by Levinson, Jay Conrad. Book: English Publisher: Boston, MA : Houghton Mifflin, 2007, 4th ed., Completely updated and expanded ed. Open in Connexion</p>	<p>✓ Held by my Library 1103 Libraries Own This Item</p>	Add To Order
	<p>The new rules of marketing and PR : how to use news releases, blogs, podcasting, viral marketing, & online media to reach buyers directly / by Scott, David Meerman. Book: English Publisher: Hoboken, N.J. : John Wiley & Sons, 2007 Open in Connexion</p>	<p>✓ Held by my Library 1083 Libraries Own This Item</p>	Add To Order
	<p>The long tail : why the future of business is selling less of more / by Anderson, Chris, Book: English Publisher: New York : Hyperion, 2006, 1st ed. Open in Connexion</p>	<p>✗ Not Held by my Library 2421 Libraries Own This Item</p>	Add To Order

Contact Support

Branch: OCLC Library Main Branch

WMS: Circulation



Welcome, Doris Lessing | [log out](#)

Acquisitions | **Circulation** | eResources | Admin | Workflow | Help

My Tasks(0)

Assist Patrons

Enter barcode

[Go](#)

Search
Everything
theresa brown
[Search](#)
[Everything with ther...](#)
[Theresa Brown](#)

[Check In](#)
[Discover Items](#)
[Reports](#)

Theresa Brown

Checkout Profile Account

Account Overview

4 items checked out	0 requested items ready to pick up
0 items overdue	4 requested items not yet available
\$0.00 current fine balance	0 items claimed returned

Enter barcode

[Go](#)

[Set 'Due Before' Date](#)

[Refresh](#) Results 1-4 of 4

<< first < prev 1 next > last >>

Format	Title	Call Number	Barcode	Checked Out Date	Due Before Date	Renewal Count	
	The Mabinogion tetralogy / Walton, Evangeline.	PS3545.A6296 M33 2002	7489574305740034	09/21/11 1:59:06 PM	10/20/11 12:00:00 AM	0	
	Paradigm shift : the new promise of information technology / Tapscott, Don,	652.01 M215	311186000958508	09/21/11 1:53:51 PM	10/20/11 12:00:00 AM	0	
	The role of the academic reference librarian / Whitlatch, Jo Bell.	355.1 U141	311186001562773	09/21/11 10:51:50 AM	10/21/11 12:00:00 AM	2	
	The terra cotta army : China's first emperor and the birth of a nation / Man, John,	DS747.9.C47 M34 2008	574389275420577453	09/22/11 4:13:39 PM	10/21/11 12:00:00 AM	0	


[Refresh](#) Results 1-4 of 4

<< first < prev 1 next > last >>

Contact Support

Branch: OCLC Library Main Branch

License Manager: License Terms



Welcome, Matt Goldner | [log out](#)

Acquisitions | Circulation | **E-Resources** | Admin | Workflow | Help

My Tasks(0)

Manage Licenses

Create New License

Browse Your Licenses

License Name

Search

☒ EBSCO Master agreement

Manage E-Resources

Add New Collection

Collection

☒ My Library Holdings Only

Search

License

Save Delete

Please note:
Fields marked with an * asterisk are required.

License Name: *

Licensor: *

Licensee: *

Start Date: *

Date Signed:

Valid Until: *

Enable license for use: ☐

Collections (3)

Collection Lookup: *

Add Collection

Included in this license	
EBSCO Business Source Premier: Government Edition (EBSCO Host)	Remove
EBSCO Business Continuity and Disaster Recovery Reference Center (EBSCO Host)	Remove
EBSCO MAS Complete (EBSCO Host)	Remove

Terms of Use (1)

Documents (1)

Contact Support

Branch: OCLC Library Main Branch

 **OCLC** The world's libraries. Connected.

License Manager: Knowledge base

My Tasks(0)

► [Manage Licenses](#)

▼ [Manage E-Resources](#)

[Add New Collection](#)

Collection ▼

ebSCO

☐ My Library Holdings Only

[Search](#)

☒ Collection with
ebSCO

Collection with ebSCO

Results 1-10 of 19

<< first < prev **1** **2** next > last >>

Collection	Status
EBSCO America: History and Life Provider: EBSCO Host	Titles in Collection: (0 / 1839) Select Collection
EBSCO America: History and Life with Full Text Provider: EBSCO Host	Titles in Collection: (2595 / 2595) Deselect All Titles
EBSCO Arte Público Hispanic Historical Collection: Series 1 Provider: EBSCO Host	Titles in Collection: (0 / 995) Select Entire Collection
EBSCO Australia/New Zealand Points of View Reference Centre Provider: EBSCO Host	Titles in Collection: (646 / 646) Deselect All Titles
EBSCO Business Continuity and Disaster Recovery Reference Center Provider: EBSCO Host	Titles in Collection: (2 / 181) Deselect All Titles
EBSCO Business Source Alumni Edition: Government Edition Provider: EBSCO Host	Titles in Collection: (0 / 12559) Select Entire Collection
EBSCO Business Source Complete: Government Edition Provider: EBSCO Host	Titles in Collection: (1 / 31960) Deselect All Titles
EBSCO Business Source Elite: Government Edition Provider: EBSCO Host	Titles in Collection: (0 / 1871) Select Entire Collection
EBSCO Business Source Premier: Government Edition Provider: EBSCO Host	Titles in Collection: (0 / 13301) Select Entire Collection
EBSCO Energy & Power Source Provider: EBSCO Host	Titles in Collection: (1 / 1148) Deselect All Titles

Results 1-10 of 19


<< first < prev **1** **2** next > last >>

[Contact Support](#)

Branch: OCLC Library Main Branch

WorldCat Local: Discovery




OCLC Library Search WorldCat

 The world's libraries. Connected.[™]

product marketing

Search

Libraries to search Libraries Worldwide Limit to full text articles Advanced Search

 Print  Share  Ask a Librarian

Search results for 'product marketing' limited to Libraries Worldwide

☒ Available online

☐ Full text articles

☒ Format

☒ All Formats (49,865)
☐ Article (26438)
☐ Peer-reviewed (21528)
☐ Downloadable article (296)
☐ Chapter (179)
☐ Book (14176)
☐ eBook (3067)
☐ Thesis/dissertation (2892)
☐ Microform (272)
☐ Continually updated resource (14)
☐ Large print (2)
☐ Braille Book (1)
☐ Internet resource (4443)
☐ Website (25)
☐ Archival material (1546)
☐ Downloadable archival material (1236)


Results 1-10 of about 49,865 (.44 seconds)

<< First < Prev 1 2 3 Next >

Select All Clear All Save to: [New List] Save


Sort by: Library and Relevance Save Search

1.



Product marketing for technology companies

by Mark Butje

 eBook : Document

Language: English

Publisher: Oxford ; Burlington, MA : Elsevier Butterworth-Heinemann, ©2005.


Database: WorldCat.org

Libraries that own this item: **OCLC Library**

[View Now](#)


[Availability](#) [Editions and formats »](#)

2.



The marketing imagination

by Theodore Levitt

 Book

Language: English


Publisher: New York : Free Press ; London : Collier Macmillan, ©1986.

Database: WorldCat.org


Libraries that own this item: **OCLC Library**

[Availability](#) [Editions and formats »](#)

3.




Advances in electronic marketing

 The world's libraries. Connected.

WorldCat Local: Patron Record

OCLC Library ▾ Search ▾ WorldCat ▾

 **OCLC®** The world's libraries. Connected.™

Search

Libraries to search Libraries Worldwide ▾ | Advanced Search

[My library account](#) ([Sign Out](#)) [WorldCat](#) ([Sign In](#))

Connected to the OCLC Library Network

My OCLC Library account

[View / change account information](#)

Checkouts (1) ▲ 0 overdue









Holds (7) 🟢 3 ready

Charges (0) ▲ \$0.00

Displaying 1 – 7 of 7 holds

Sort by: Position in queue (Lowest first) ▾

« First < Prev 1 Next > Last »


	Title	My position in hold queue	Hold schedule	
1.	 <u>The quality library : a guide to staff-driven improvement, better efficiency, and happier customers /</u> by Sara Laughlin  Book Language: English Publisher: Chicago : American Library Association, 2008	 This item is being held for you at Main Please pick this up at Main	Starts: 2011-03-22 Expires: 2012-03-22	Edit
2.	 <u>The new rules of marketing and PR : how to use news releases, blogs, podcasting, viral marketing, & online media to reach buyers directly /</u> by David Meerman Scott  Book Language: English Publisher: Hoboken, N.J. : John Wiley & Sons, 2007	 This item is being held for you at South Please pick this up at South	Starts: 2011-04-14 Expires: 2012-04-15	Edit
3.	 <u>The great libraries : from antiquity to the Renaissance (3000 B.C. to A.D. 1600) /</u> by K. Staikos	 This item is being held for you at Main Please pick this up at Main	Starts: 2011-06-10 Expires: 2011-06-30	Edit

WorldCat Local: Course Reserves

OCCL Library ▾

Search ▾

WorldCat ▾


 **OCCLC**[®]


The world's libraries.
Connected.[™]

Libraries to search


Libraries Worldwide ▾

| [Advanced Search](#)


 [My library account](#) ([Sign Out](#))

 WorldCat ([Sign Out](#))

Connected to the **OCCLC Library**



Search

 **COURSE MANAGER**

[Create a course](#)

Search for courses or reserve items

Search for:

☐ Include inactive courses in search results

Search

Search results for 'Jeff Schilling' courses:

Results **1-4 of 4** (0.048 seconds)


Sort by:

Course Prefix & Number ▾

<< First < Prev **1** Next > Last >>

1.

CZECH 101.51 lecture: Elementary Czech I: Individualized Track (14 items)

 **ACTIVE**

Description:
"Development of oral and written language skills. Not open to native speakers of this language through regular course enrollment or EM credit. GEC for lang course. FL Admis Cond courses. Repeatable to a maximum of 5 cr hrs. Students register for [Read more...](#)

Dates:
3/26/2011 - 6/1/2011

Department:
[Foreign Language](#)


Instructor(s):
[kent rowand](#) [bruce wolfe](#) [amy collins](#) [jeff schilling](#) [tyler james](#)
[tyler ferguson](#) [elina greif](#) [rob ross](#)

Created on:
05/15/2011

Notes:
Foreign Language

2.

CZECH 101.51 lecture: Elementary Czech II: Group Track (16 items)

 **ACTIVE**


Description:
"Development of oral and written language skills. Not open to native speakers of this language through regular course enrollment or EM credit. GEC for lang course. FL Admis Cond courses. Repeatable to a maximum of 5 cr hrs. Students register for [Read more...](#)

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[tyler ferguson](#) [elina greif](#) [rob ross](#)

Created on:
05/15/2011

 **OCCLC**[®] The world's libraries. Connected.

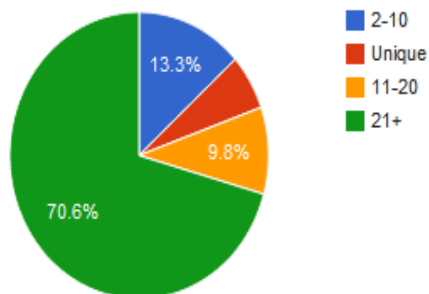
Holdings Comparisons

Publication Dates

Formats

Conspectus Subjects

Click a slice below to view a set of sample records



Results for search "2-10"

Showing 1 to 10 of 147 entries

Show / hide columns

First Previous 1 2 3 4 5 Next Last

OCLC#	Title	Author	Publisher	Pub. Date
31712666	Signals		College Annual Corp..	
31712773	Magnetic observatory results at San Juan, Puerto Rico for ...		U.S. Coast and Geodetic Survey,	1943-
31712835	Po starym adresam.	Sukontsev, Aleksandr.	Politizdat,	1973.
31713656	Hints to emigrants, addressed chiefly to persons contemplating an emigration to the United States of America		E. Rushton,	1817.
31714161	Ai qing ju zi Zhou Shoujuan /	Zhou, Shoujuan.	Ye qiang chu ban she,	1994.

WorldShare Management Services Community (US and Canada)



OCLC in the ANZ Region

- ANZ presence:
 - 22 Staff
 - Nearly all with library backgrounds & qualifications
 - Local Support
- National Cataloguing Agreements:
 - Libraries Australia
 - Te Puna



ANZ Region Product Offering

- Library Management Systems
 - Amlib & CBS
 - WorldCat Local (Discovery)
- Dewey
- Interlibrary Loan
 - VDX
 - WorldCat Resource Sharing

Digital Repositories

- CONTENTdm

Authentication services

- EZproxy



Australian presence

OCLC WorldShare Management Services community



- **Identified Suitable partner libraries to work with**
 - Existing Amlib libraries
 - New business
- **Train Local Staff**
 - How to train libraries
 - How to implement
- **Datacentre in place**
- **Learn how to local data**
 - Bibliographic
 - Holdings
 - Transactional
- **Train Operations Staff**

We are ready !

Chris Thewlis

chris.thewlis@oclc.org

Questions?