

LIBRARY FUTURES
**Community
Catalysts**

OCLC Asia Pacific Regional Council Conference
#OCLCLibraryFutures

Introducing
EZproxy[®] Analytics

LAIMAN LI
ACCOUNT MANAGER
AUSTRALIA AND NEW ZEALAND



Laiman Li

Account Manager
Australia and New Zealand

Provide seamless
access to electronic

resources.

Why nearly 5,000 libraries prefer EZproxy

- ✓ Simple implementation
- ✓ Library controls how user data is shared
- ✓ Log files contain rich usage data than other solutions offer
- ✓ Connects to almost all content providers
- ✓ Supports a wide variety of authentication methods

EZproxy Analytics can help you make more informed decisions.



Demonstrate
library value



Collection
development



Monitor
usage



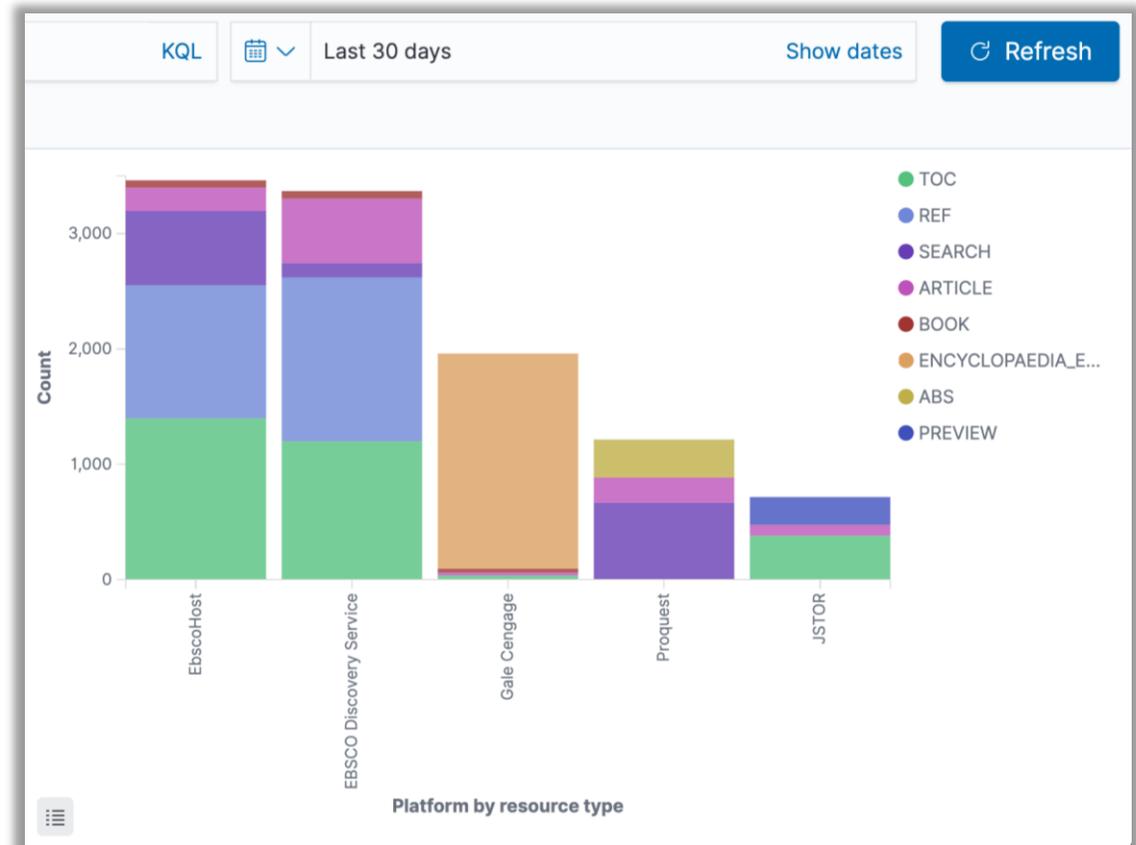
Manage
research
support

EZproxy Analytics makes it easy to get actionable insights.

Before

```
94 - 6c2vUo0VKsim7QZ [05/Sep/2019:00:00:01 -0400] "POST
brarydatabase.com:443/api/UsageTracking HTTP/1.1" 204 0
94 - 6c2vUo0VKsim7QZ [05/Sep/2019:00:00:01 -0400] "POST
brarydatabase.com:443/librarydatabase/Analytics/PushEvent/ HTTP/1.1" 200 0
.148 - CwCPOxg08X8iBrt [05/Sep/2019:00:00:01 -0400] "POST
brarydatabase.com:443/api/UsageTracking HTTP/1.1" 204 0
94 - 6c2vUo0VKsim7QZ [05/Sep/2019:00:00:01 -0400] "GET
brarydatabase.com:443/services/s3services/mobile/playinfo?contentId=99132&con
tps:%2F%2Fdmzproddigcampuslrs002.blob.core.windows.net%2Fcontent%2Fcenc%2FA30
XX_XX%2F69063412%2FA30438_E2_WS_XX_XX.mpd&deviceId=4149ea7a-d2d5-494c-932b-ec
/ HTTP/1.1" 200 635
.148 - CwCPOxg08X8iBrt [05/Sep/2019:00:00:01 -0400] "POST
brarydatabase.com:443/services/s3services/mobile/postplayinfo HTTP/1.1" 200 0
2.106 - ivMyuGMsHSB3p8m [05/Sep/2019:00:00:01 -0400] "POST
brarydatabase.com:443/api/UsageTracking HTTP/1.1" 204 0
2.106 - ivMyuGMsHSB3p8m [05/Sep/2019:00:00:01 -0400] "POST
brarydatabase.com:443/services/s3services/mobile/postplayinfo HTTP/1.1" 200 0
.253 - - [05/Sep/2019:00:00:01 -0400] "OPTIONS https://library.idm.oclc.org:8
qurl=https://librarydatabase.com%2Fapi%2FUsageTracking HTTP/1.1" 200 141
.253 - - [05/Sep/2019:00:00:01 -0400] "OPTIONS https://library.idm.oclc.org:8
qurl=https://librarydatabase.com%2Fservices%2Fs3services%2Fmobile%2Fpostplayi
.1" 200 141
94 - 6c2vUo0VKsim7QZ [05/Sep/2019:00:00:01 -0400] "GET
brarydatabase.com:443/images/chromecast/ic_cast_connected_white_24dp.png
200 824
94 - 6c2vUo0VKsim7QZ [05/Sep/2019:00:00:01 -0400] "GET
brarydatabase.com:443/images/ajax-loader.png HTTP/1.1" 200 721
9.50 - lkvyacN8VBflwIK [05/Sep/2019:00:00:02 -0400] "POST
brarydatabase.com:443/api/UsageTracking HTTP/1.1" 204 0
9.50 - lkvyacN8VBflwIK [05/Sep/2019:00:00:02 -0400] "POST
```

After



Staff better during peak times

This line chart shows usage every 3 hours over the last 30 days.

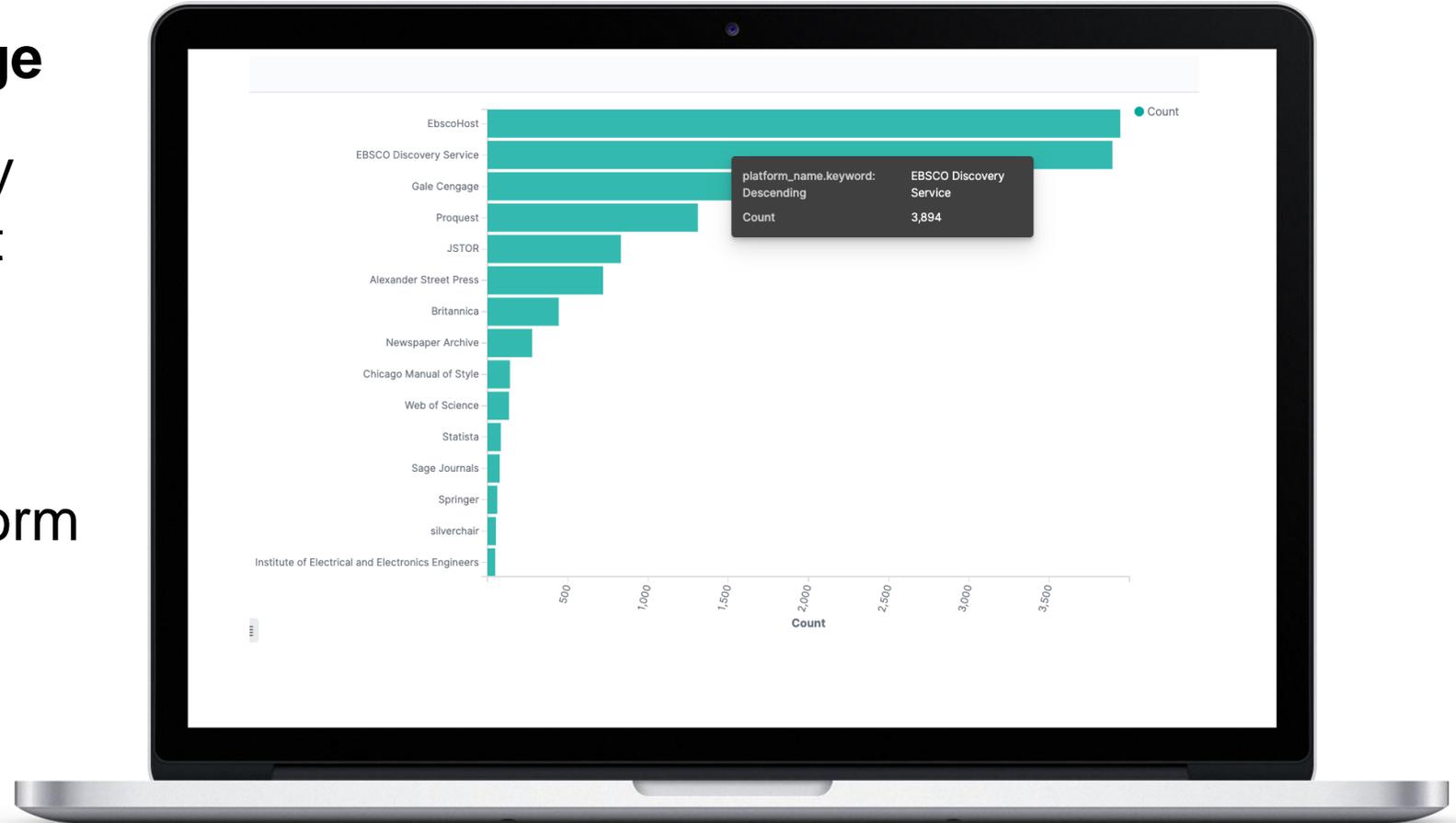
This information can help you identify spikes in usage to staff more effectively during these windows.



Get a clearer picture of usage

This bar chart shows usage by platform, ordered from highest to lowest.

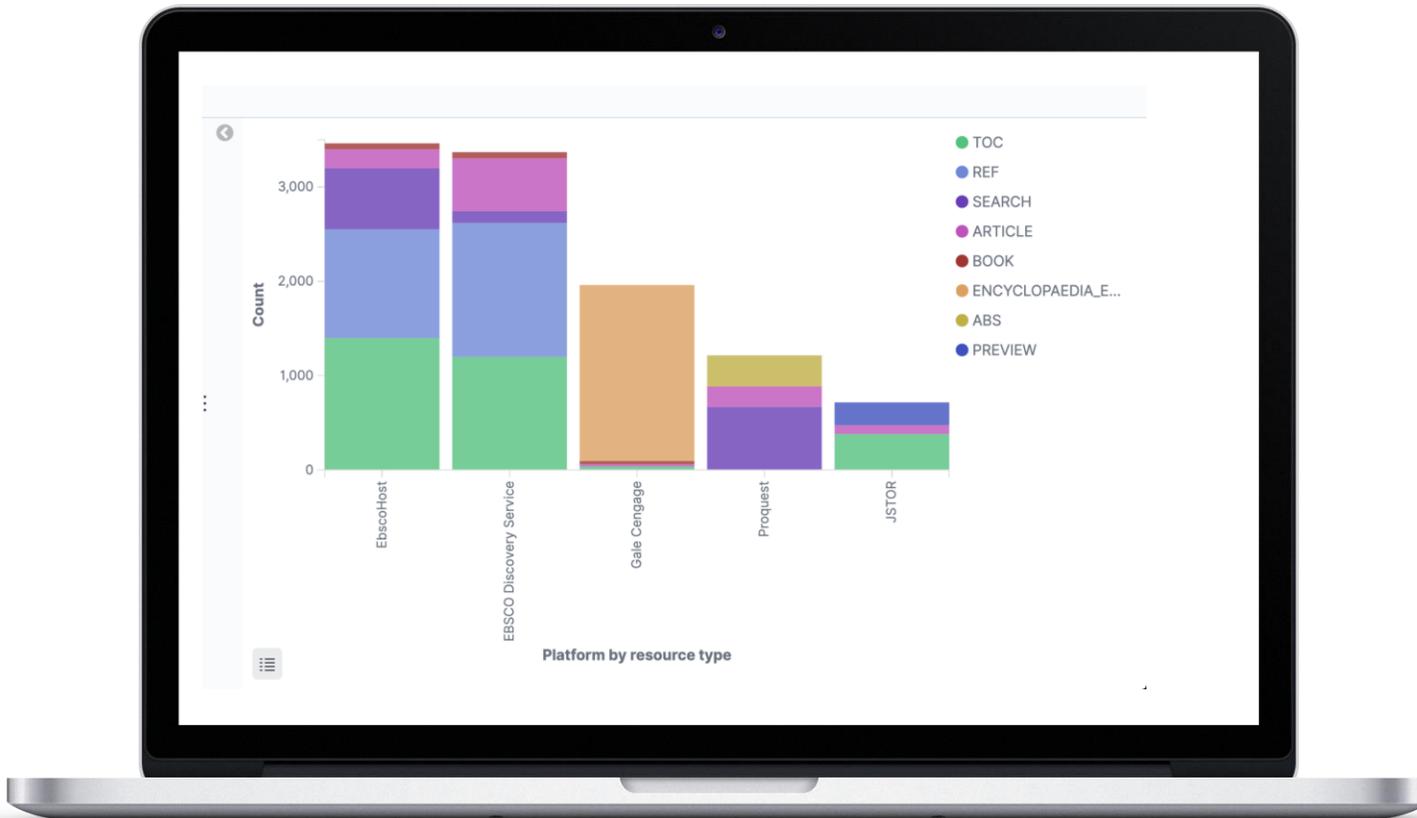
You can get a holistic view of usage across all content platform subscriptions, even when content providers don't supply statistics.



Evaluate platform value

This bar chart breaks down resource type usage by content platform.

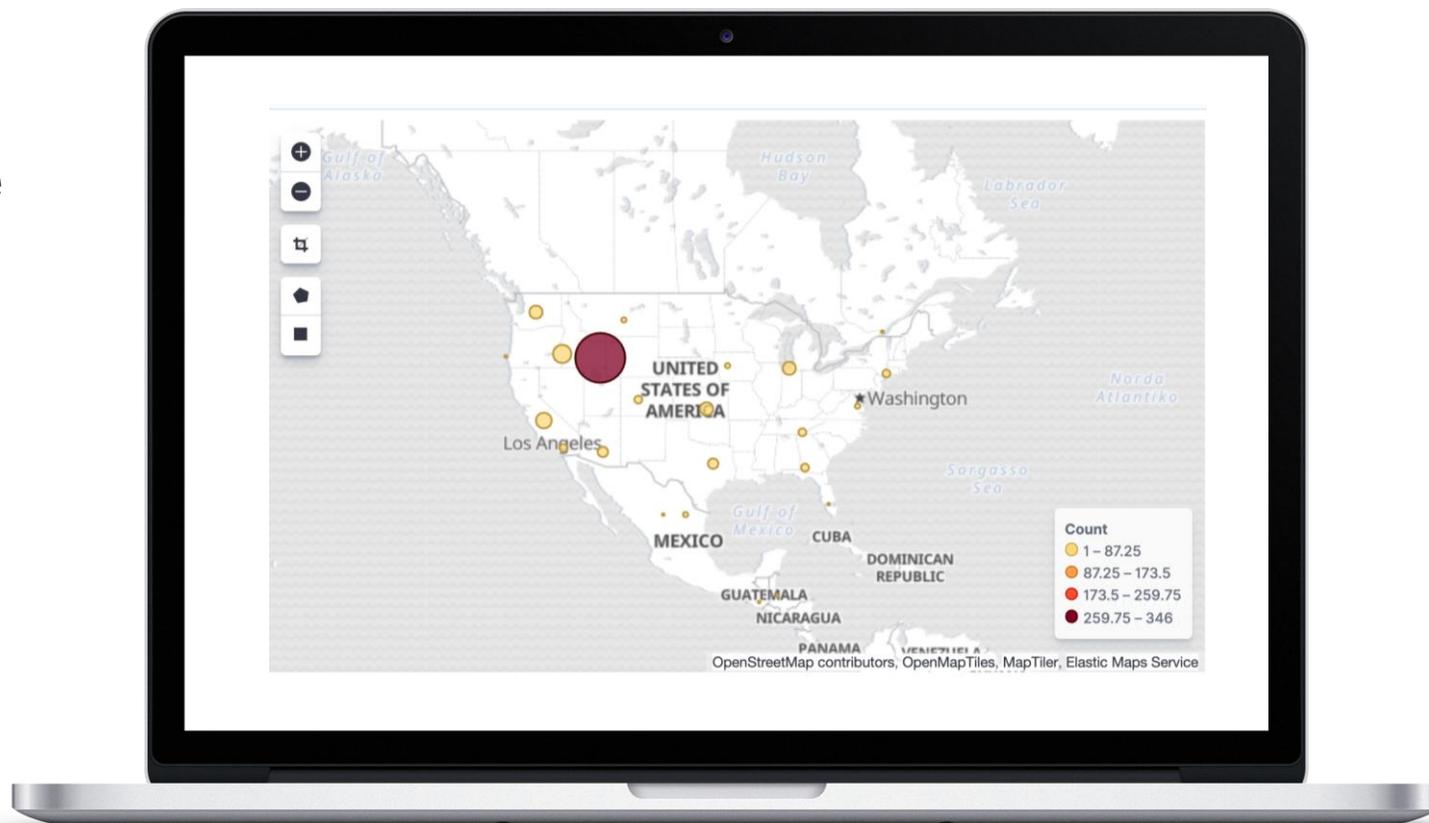
This information can help you determine what subscriptions need cancelled to maximize your return on investment.

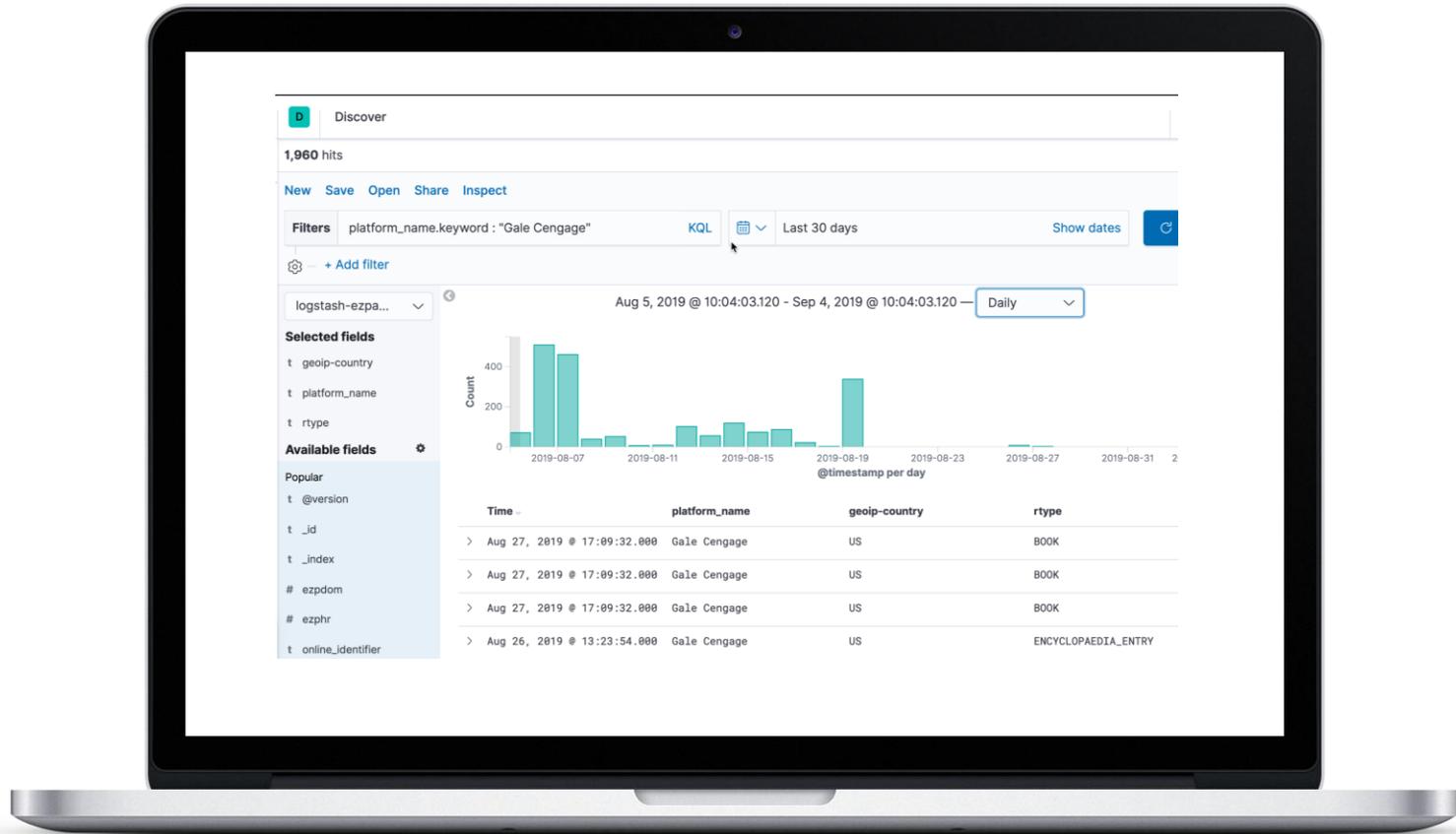


Monitor user logins

This visualization is an example of an interactive heat map.

You can monitor the geography of user logins, including when a user is logging in from multiple regions within a short period of time.





Powerful query interface

After running a search, results can be easily exported to share with your colleagues. Or, you can link directly to your dashboards and visualizations.

EZproxy Analytics Pilot

6 Institution Pilot – 3 in America, 3 in Europe



The University of Manchester





Paint a robust picture

“I'm interested in comparing [the EZproxy Analytics student usage] data to other data the library collects to see if it would help us paint a robust picture of library use and value.”

Mary Wegmann

Collection Development Librarian, Sonoma State University



A good gauge

“We have 28 platforms that we need usage for, worth about \$23,000. [EZproxy Analytics reports offer] a good gauge to determine which resources we need to flag for possible cancellation next year.”

Margaret Hogarth

Electronic Resources and Licensing Librarian, The Claremont Colleges

EZproxy Analytics helps libraries

- ✓ Make sense of usage data in EZproxy logs
- ✓ Get a more holistic view of content platform usage
- ✓ Validate content providers' COUNTER reports
- ✓ See meaningful data in a few clicks
- ✓ Create custom reports for deeper insights
- ✓ Collaborate and share with colleagues

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Thank you

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