

The logo features a stylized yellow and white starburst graphic on the left, with the text 'LIBRARY FUTURES' in blue above 'Community Catalysts' in white. The background is a purple and white geometric shape.

**LIBRARY FUTURES**  
**Community Catalysts**

OCLC Americas Regional Council Conference  
**#OCLCLibraryFutures**

# OCLC Delivery Services: The Library On-Demand

**LYNN SILIPIGNI CONNAWAY, PHD**  
DIRECTOR, LIBRARY TRENDS AND  
USER RESEARCH

**CATHY KING**  
EXECUTIVE DIRECTOR,  
DELIVERY SERVICES



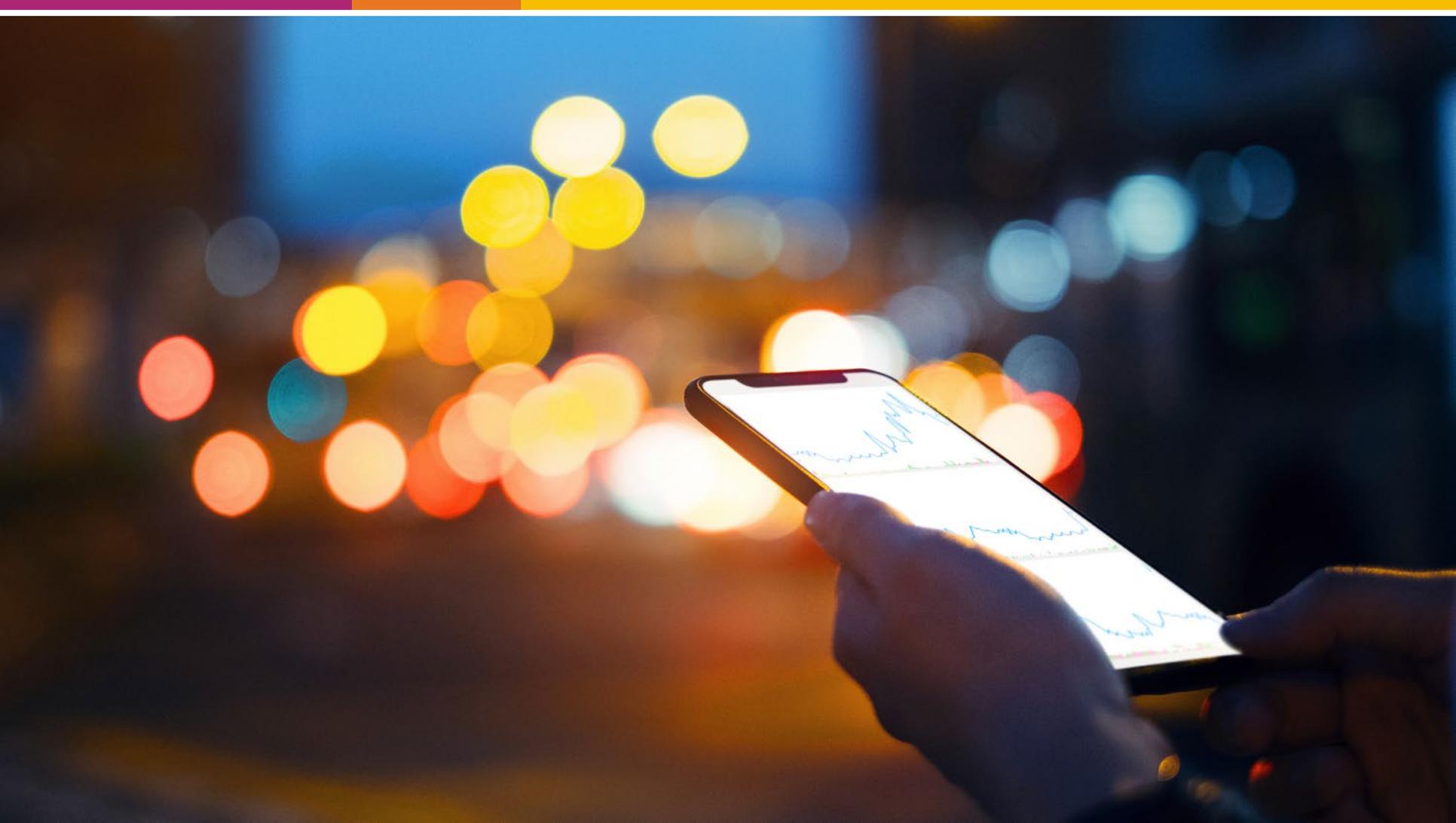
## **Lynn Silipigni Connaway, Ph.D.**

Director, Library Trends and User Research



## **Cathy King**

Executive Director, Delivery Services



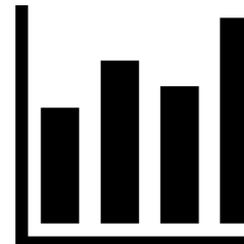
**OCLC  
Research**



**Community  
Input**



**User  
Trends**



# Intuitive

Convenience is king, queen, the whole court



# Intuitive

Convenience is king, queen, the whole court

- **OPACs are difficult**
- **Need to be effortless**
- **Familiar discovery experiences**

# Intuitive

Convenience is king, queen, the whole court

“It was very delightful to be able to not have to go through a lot of hoops to get to what I was looking for, because figuring out the topic is complicated enough.”

*Undergraduate student*

# Intuitive

Convenience is king, queen, the whole court

“They've just got the form online on the library website, and I can do that. That's really good. I'd like to get an email reminder about a week before it's due because I won't have that written down anywhere, so just to remind me that I need to return the item.”

*Faculty member, Social Sciences*

# Intuitive

Convenience is king, queen, the whole court

“It's the things that are difficult to find that then come through to the staff and they have to do the work from there to try and find the copy. There will always be a bit of [mediated and unmediated].”

*ALIA Online Information Conference participant*

# Smart

Context and situation matter



# Smart

Context and situation matter

- **Context dictates behavior**
- **Library discovery must anticipate context**
- **Systems need to do the heavy lifting**

# Smart

Context and situation matter

“I wasn't really just open-minded looking for all sorts of information. I was kind of hunting. So that was a different kind of experience, yeah.”

*Graduate student*

# Smart

Context and situation matter

“There's no reason why we can't integrate tracking into our ILL systems... UPS and FedEx all have apps that could be easily integrated into those more easily. It doesn't take a magic wand.”

*ACRL conference participant*

# Smart

Context and situation matter

“Just a little email, just like you would the modern way... you buy a product and then it's on its way, it's been shipped, it should be here this day. That'd be great... To me that would be kinda fun, rather than... I don't know where they're sending it, I hope I get it.”

*Faculty Member, Social Sciences*

# Personal

Delight users



# Personal

Delight users

- **Finding satisfies; doesn't delight**
- **Surprise delights**
- **A single account caters to preferences**

# Personal

## Delight users

“If I was searching for something that I didn't expect them to have... And then I search and then there it is at the top. That... would be like a, ‘Oh! Now I'm really delighted that they have this.’”

- *Staff member*

# Universal

Share and share alike



# Universal

Share and share alike

- **Local, regional, global access**
- **Partnerships matter**
- **Neutrality enables relationships**
- **Universal hubs**

# Universal

Share and share alike

“Most of our books are from the '60s or '70s, and it's just not helpful. And I still don't do the e-books though, which would probably be helpful, but I just don't have the ability. I would probably request a newer book from another library so I could have the physical copy...”

- *Undergraduate student*



# INTUITIVE

Convenience is king,  
queen, the whole court



# SMART

Context and  
situation matter



# PERSONAL

Delight users



# UNIVERSAL

Share and share alike

# Jill

**Student**

**English Literature**

**Looking for *Of Mice and Men***



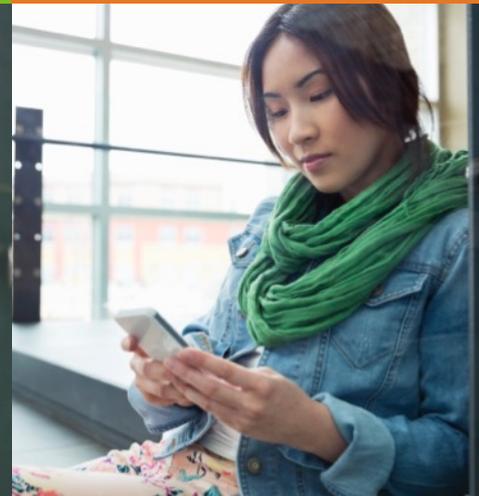
Waited until the  
**last minute**...  
Again.



One click, and  
it's on her  
**Kindle**.



Plan ahead:  
Sees another  
book in **print**.  
Her preference.



Needs **coffee**.  
And **food**. Now.

# Anything you want **on demand**





# Intuitive Discovery

Through any channel.

**Buy New** **\$17.59**

Qty:  List Price: ~~\$19.99~~  
Save: \$2.40 (12%)

**prime**

**FREE One-Day Pickup.** [Details](#) ▼  
**FREE Delivery by Saturday**  
if you order within 12 hrs 23 mins, or  
**Get it Tomorrow** if you order within 1 hr 38 mins and choose paid shipping at checkout. [Details](#)

**In Stock.**  
Ships from and sold by Amazon.com.  
Gift-wrap available.

 **Add to Cart**

 **Buy Now**

[Turn on 1-Click ordering for this browser](#)

---

**Deliver to Matthew -**  
**Lewis Center 43035**



The One Minute Manager



# Smart fulfillment

According to my preference.

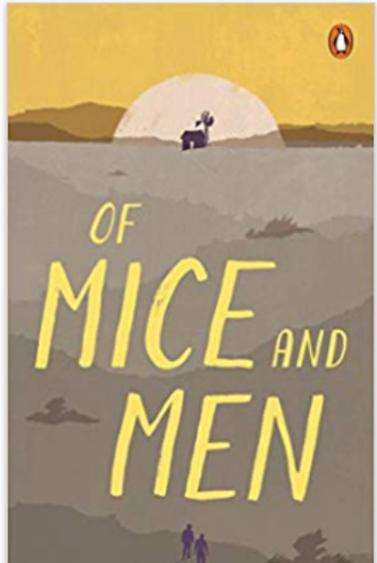
Back to search results for "of mice and men"

## Of Mice and Men Reissue Edition, Kindle Edition

by John Steinbeck (Author), Susan Shillinglaw (Introduction)

★★★★☆ 3,180 customer reviews

Look inside



<b>Kindle</b>	<b>Hardcover</b>	<b>Paperback</b>	<b>Audiobook</b>	<b>Spiral-bound</b>	<b>Other Sellers</b>
\$1.99	from \$8.99	from \$7.55	\$0.00	from \$29.99	See all 266 versions

### Buy

\$1.99

Print List Price: ~~\$11.00~~ Save \$9.01 (82%)  
Price set by seller.

Buy now with 1-Click®

**kindle + audible**  
Add Audible book to your purchase for FREE

Send a free sample

Deliver to:

Matthew's Kindle Paperwhite

### eBook features:

- Highlight, take notes, and search in the book
- Page numbers are just like the physical edition
- Length: 73 pages
- Enhanced Typesetting: Enabled
- Page Flip: Enabled
- Audible book: Available for FREE

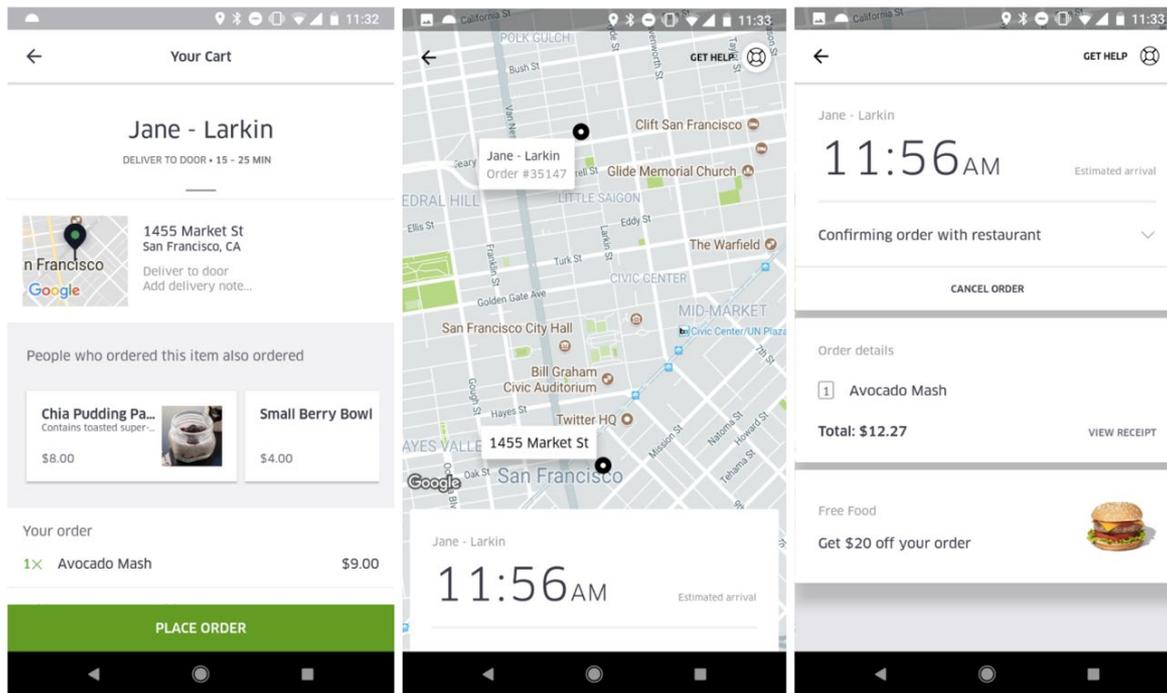
### Available on these devices:

- Kindle Fire HDX
- Kindle for iPad
- Kindle for iPhone
- Kindle for Android Phones
- Kindle for PC
- Kindle for Mac
- See all supported devices



# Single account

One-stop shop to track, inventory, recommend and return.





## Intuitive discovery

Through any channel.



## Smart fulfillment

According to my preference.



## Single account

One-stop shop to track, inventory, recommend and return.





# Library **on-demand**



## Intuitive discovery

Predictable. Through any channel.



## Smart fulfillment

According to my preference.



## Single account

One-stop shop to track, inventory, recommend and return.





# Intuitive Discovery

Predictable. Through any channel.

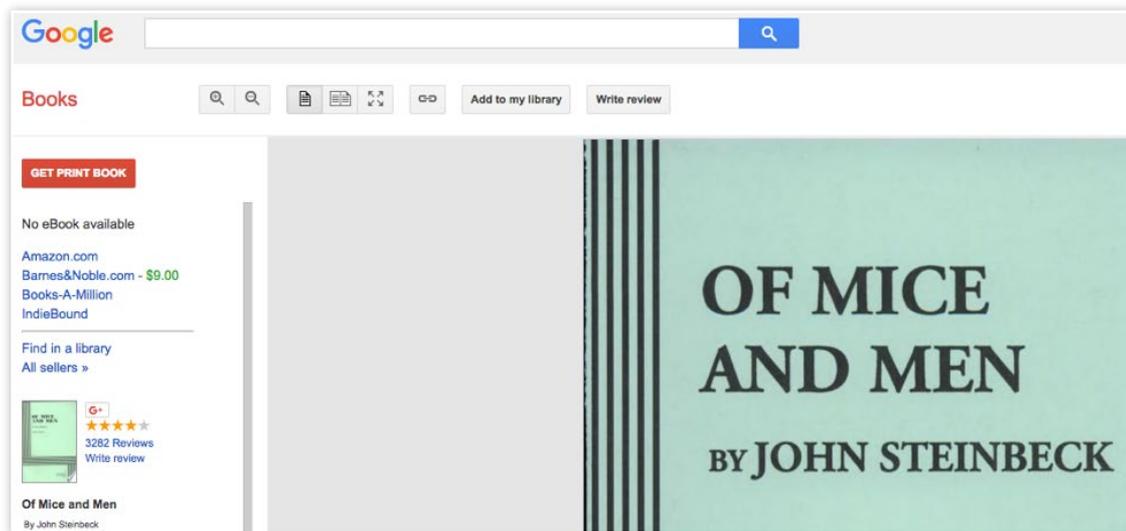
Strong partnership  
network



WIKIPEDIA  
The Free Encyclopedia

goodreads

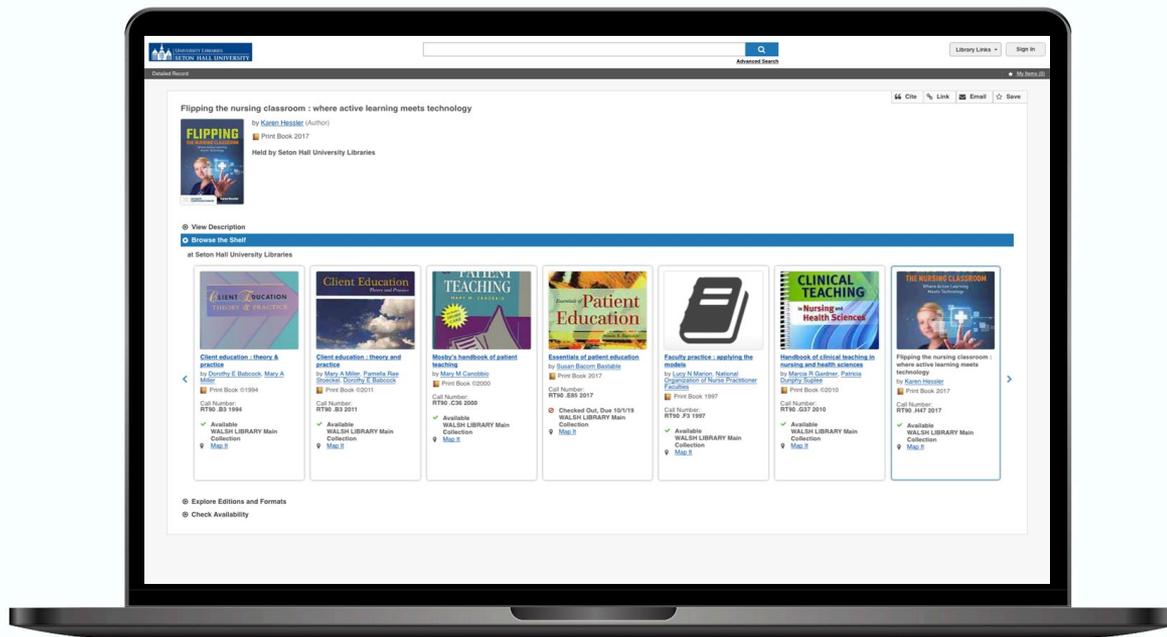
WorldCat.org

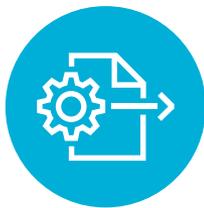




# Intuitive Discovery

Predictable. Through any channel.





# Smart fulfillment

According to my preference.

56,672 results in Libraries Worldwide

**1. Of mice and men** by [John Steinbeck](#)



eBook 2002 | [View all editions & formats](#)  
In Depression-era California, two migrant workers dream of better days on a spread of their own

Held by: OCLC University

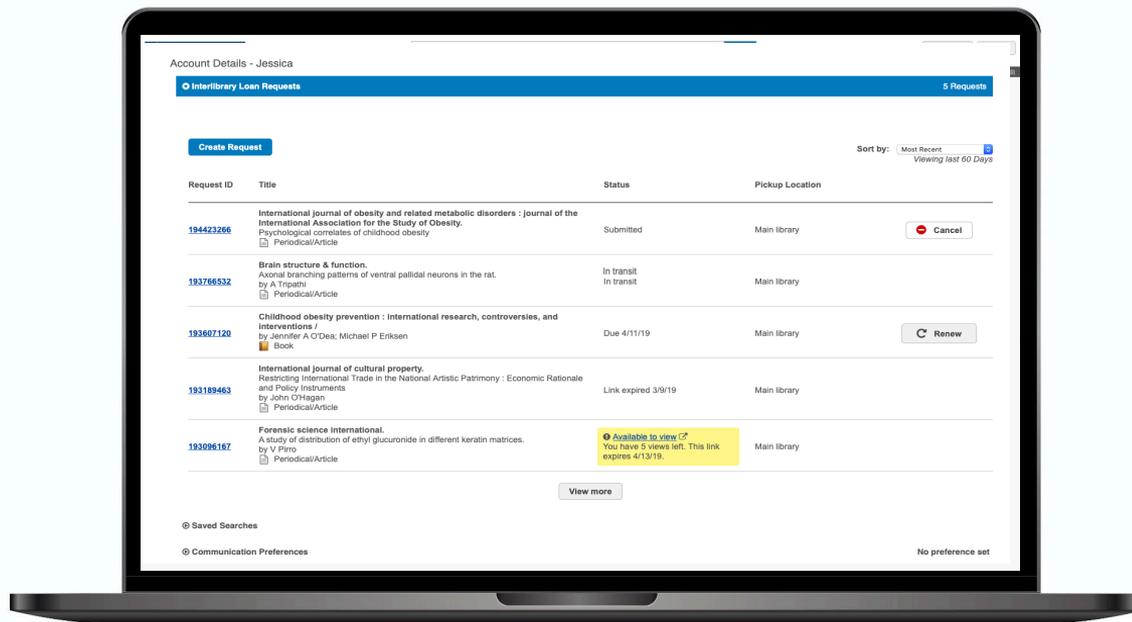
[View eBook](#)

✓ [Print Book Available](#) Main MAIN-STACKS dmb1234



# Single account

One-stop shop to track, inventory, and return.





Universal access  
to a massive inventory





## INTUITIVE DISCOVERY

Virtual Shelf Browse

Facet Configuration



## SMART FULFILLMENT

Direct Request

Open Access

Automation



## SINGLE ACCOUNT

Merged ILL & Circ View

Tracking on Requests

Tipasa APIs



## UNIVERSAL INVENTORY

WorldCat, Central Index & Open Content

Shared Print for Serials

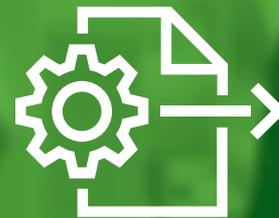


## SINGLE ACCOUNT

Merged ILL & Circ View

Tracking on Requests

Tipasa APIs



## SMART FULFILLMENT

Direct Request

Open Access

Automation



# Smart fulfillment

According to my preference.

## Transparency for the user:

Probability to fill + Prediction

## Enabled by:

Greater automation for staff



# Smart fulfillment

According to my preference.

## Probability that your ILL request ends in fulfillment.

Are you sure that you'd like to request an item that has a 50% probability of being filled?

If yes, great! If not, let's see what options we can find for you.



# Smart fulfillment

## Predict Time to Fill Algorithm:

$$\begin{aligned} & \text{library configured processing time} \\ + & \text{ predicted lender processing time} \\ + & \text{ predicted shipping time} \\ \hline = & \text{ Predicted Time to Fill} \end{aligned}$$



# Smart fulfillment

According to my preference.

## Direct Request: Automated Workflows

### Today

- Auto send requests to preferred lenders
- Identify acquisitions requests
- Leverage your holdings for document delivery



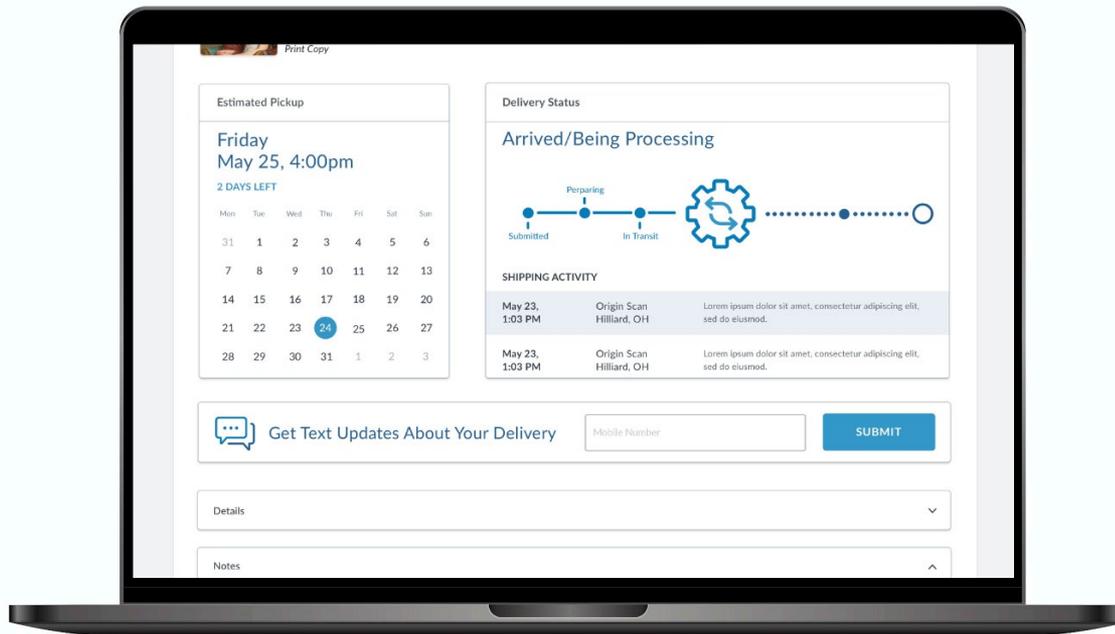
### Tomorrow

- Auto tagging requests (e.g. 'rush')
- Notifications
- Auto send to Reprints Desk or Get it Now



# Single account

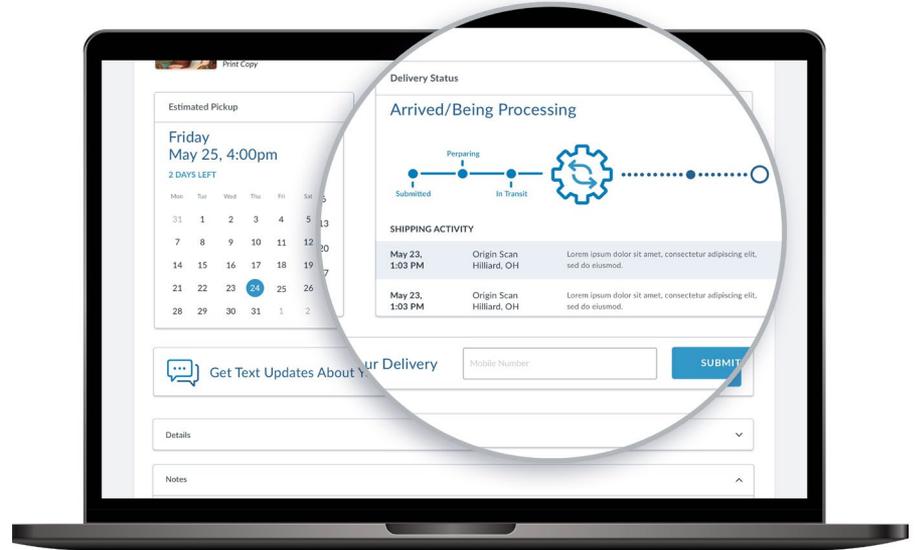
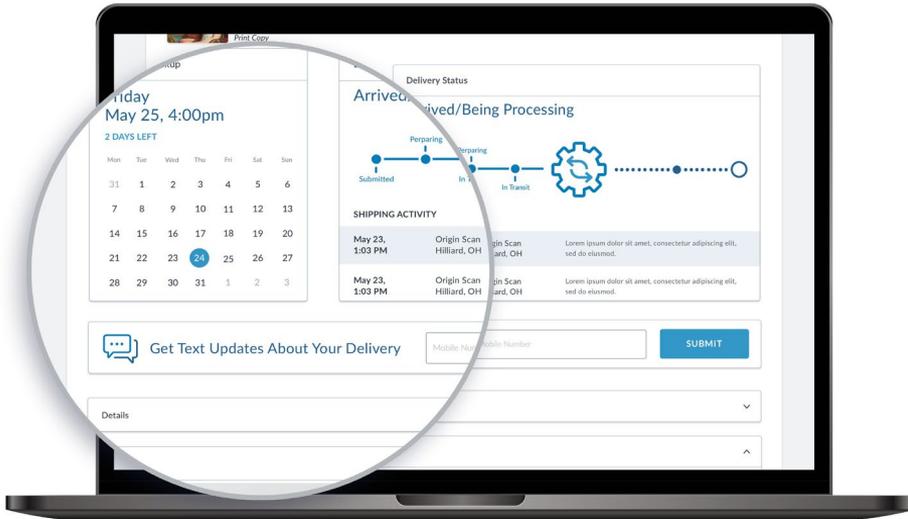
One-stop shop to track, inventory, recommend and return.





# Single account

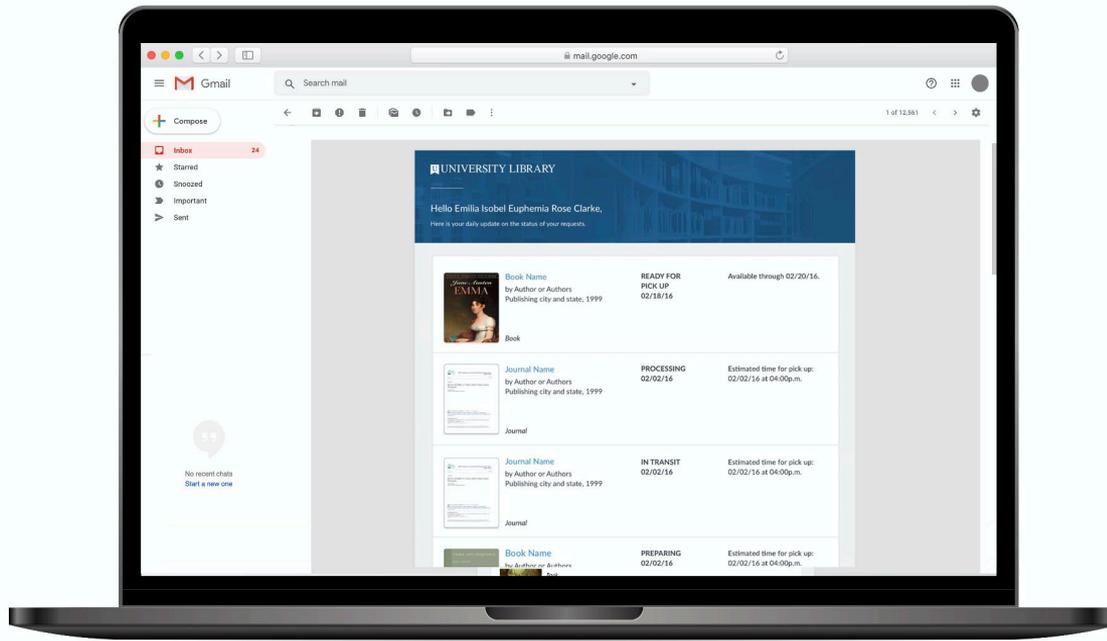
One-stop shop to track, inventory, recommend and return.





# Single account

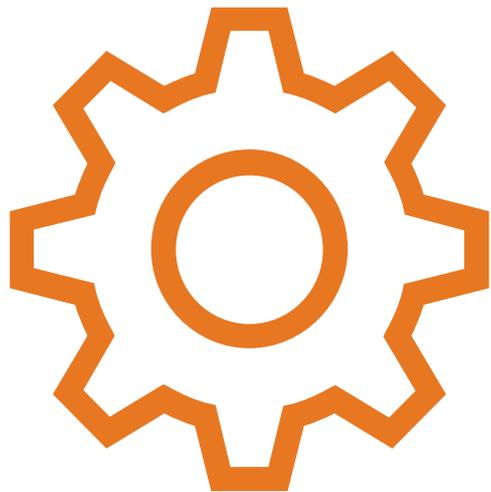
One-stop shop to track, inventory, recommend and return.





# Single account

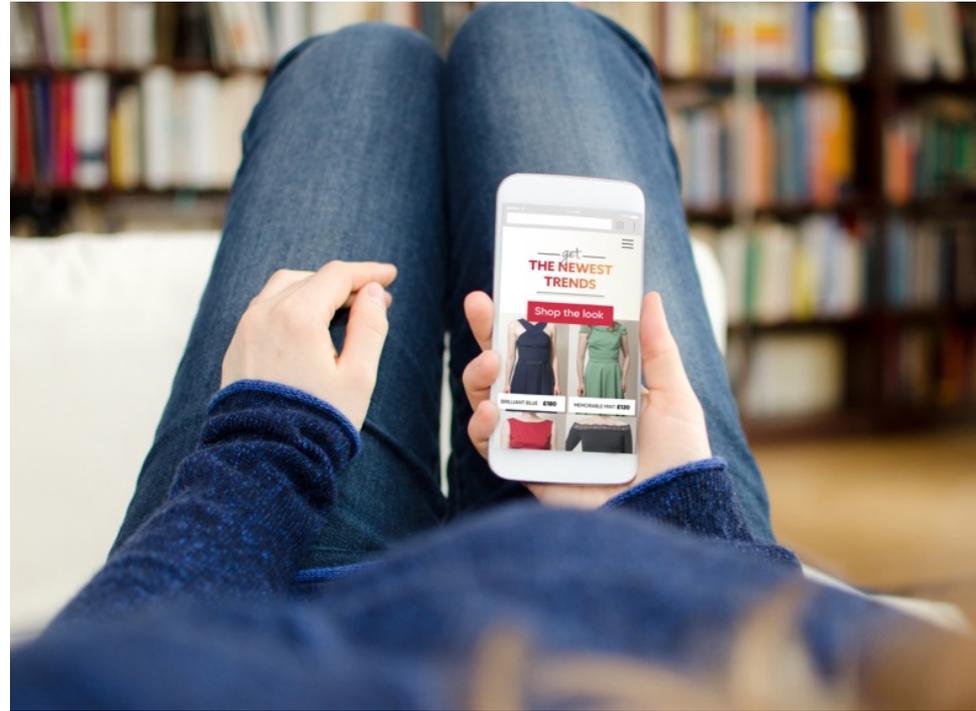
One-stop shop to track, inventory, recommend and return.



## Tipasa APIs

# OCLC as your partner going forward

1. Research
2. 10,000+ libraries connected
3. Analytics
4. API-first, Standards
5. Content-neutral position



LIBRARY FUTURES

# Community Catalysts

Thank you

OCLC Americas Regional Council Conference  
**#OCLCLibraryFutures**

Lynn Silipigni  
Connaway, Ph.D.

OCLC

[connawal@oclc.org](mailto:connawal@oclc.org)

 @LynnConnaway

Cathy King

OCLC

[kingc@oclc.org](mailto:kingc@oclc.org)