Asia Pacific Regional Council

Challenges facing Libraries
Challenges

- **Budgets**
- **Needs**
- **Languages**
- **Geography**

Asia Pacific is HUGE/Diverse
Population, Geography, Culturally, Systems of
Government

This makes saving money through cooperation complex/difficult!!!!
Communication

- Libraries need to understand the value of OCLC products and services
- More marketing materials in local languages needed
Barriers to Collaboration

- Remove barricades preventing uploading of records into WorldCat:
  - Only MARC 21 possible
  - costs of uploading ...
Local Business Practices

Need to understand local ways of doing businesses

Local policies needed
- offering longer trial period to give local libraries enough time to get to know the OCLC products or services
Promotion of Products and Services

- Create interesting events to attract libraries to see what OCLC has to offer
- Local representatives need more training in how to teach local librarians the wide range of OCLC products and services
Differential Pricing

- Need an affordable pricing
- encourage consortia buying
- affordable packages - turn-on/ turn-off features
- take advantage of the network (web scale)
- leap frog old technology
Need to change OCLC's public image from vendor (them) to partner (us)

Review current sales strategy using local vendors

Promote OCLC values separately to complement sales