OCLC WorldShare: Cooperating and Innovating at Webscale

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Global Product Management
Libraries at Webscale Report

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- Global Challenges/Issues
- Strategic Response
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- Strategic Response – WorldShare
- The WorldShare Platform
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Challenges...

- Mainstream alternatives to Library Services
- Demand declining for traditional services
- New patron demands
- Alignment to institutional/societal goals
- Managing down print
- E-books at a tipping point
- Re-purposing library space
Challenges...

Relevance
Ensuring library relevance in an increasingly digital / online / network level / Web-Scale world.

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- Library funding
- Budget pressures
- Global economy
- Re-deploying library staff
- Outsourcing
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- **Efficiency**
  Maintaining, improving and transforming library services in an era of sustained downward budget pressure.

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1. Users start in Google / Google Scholar
2. Discovery starts outside the library
3. Exposure of Library Services
4. Getting in user workflows
5. Syndicating Library Data
Challenges...

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Present users with the library services they need within their mainstream workflows.

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- Breaking Down Resource Silos
- Licensed Resource Workflows
- Digital integration / mass digitization
- Managing Learning Objects
- Managing Down Print
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Efficiently manage a collection spanning print, electronic and digital material.

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- **Licensed Resource Workflows**
- **Managing Learning Objects**
- **Managing Down Print**
- **Digital integration / mass digitization**
Challenges / Opportunities…

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- Increased Collaboration
- Shared Services
- Economies of Scale
- Accelerate Innovation
- Sharing Innovation
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Support greater collaboration and innovation between libraries.

- **Increased Collaboration**
- **Shared Services**
- **Economies of Scale**
- **Accelerate Innovation**
- **Sharing Innovation**
Strategic Response...

Strategic Initiative to Collaboratively build Web-scale with Libraries.

- Increase the relevance and visibility of libraries in a ‘web-scale’ world
- Increase efficiencies and reduce costs.

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Web-Scale Data, Discovery and Syndication Services

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Web-Scale Data, Discovery and Syndication Services

Web-Scale management of library services across Print, Licensed & Digital
Strategic Response…

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• Increase the relevance and visibility of libraries in a ‘web-scale’ world
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- WorldCat
  Web-Scale Data, Discovery and Syndication Services

- WorldShare Management Services
  Web-Scale management of library services across Print, Licensed & Digital

- WorldShare Platform
  Support library collaboration and innovation at scale, by providing an open, Web-scale technical infrastructure.
WorldShare™ Platform

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

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

App Gallery

- Web Services
- Data
- Infrastructure

Platform Management
Data Centers Today:

- 600Tb of Online Storage
- 4,000 Virtual Machines
- High Resilience
- Geographically distributed for Legal, Data Protection and Performance
Data Centers Planned

- Additional data centers
- Partner-managed data centers
Flexible, open platform for the community to share applications and innovation

Print
- 250M+ Bib Records
- 1.8Bn+ Holdings
- 650M Articles
- 13M+ eBooks
- 10M KB Entries
- 40M Digital Items

Digital
- Licensed

Print
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Digital
- Licensed
The WorldShare® Platform is a flexible, open platform for the community to share applications and innovation. It includes Co-operative Management services like Regional Metadata Hubs and CBS, along with Real-time Synchronization for supply chains involving Publishers, Database Providers, and Mass Digitization.

Key data points include:
- 250M+ Bib Records
- 1.8Bn+ Holdings
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This platform contributes to the global supply chains by aggregating a vast amount of digital content, enabling efficient management and distribution across various regions.
1. A “toolbox” for developers that 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

<table>
<thead>
<tr>
<th>TITLE</th>
<th>STATUS</th>
<th>WHAT IS IT</th>
<th>WHAT IT DOES</th>
<th>QUERY PROTOCOLS</th>
<th>RECORD FORMATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>OpenURL Gateway</td>
<td>Production</td>
<td>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. (<a href="http://www.worldcat.org/registry/institutions">www.worldcat.org/registry/institutions</a>)</td>
<td>- Directs Web users to full-text and other online resources at an appropriate library based on the user’s IP address.</td>
<td>OpenURL</td>
<td>None</td>
</tr>
</tbody>
</table>
| QuestionPoint knowledge base API | Production| Developer-level access to QuestionPoint knowledge base Question and Answer (Q&A) pairs. QuestionPoint libraries saved for future reuse, 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. | - Provides search access to QuestionPoint Q&A pairs and returns questions that match the query
- Accesses a specific Q&A pair with metadataQuestion ID
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.
For example: When National League baseball teams have never won a World Series? | REST          | 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.
3. Support for collaboration and cooperation within the library community
“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://dljt.org/article/thursday-threads-2011w51/
• **ANYONE** can develop on the WorldShare Platform

• Currently ~80 Community Developed Apps

• Plus OCLC ‘Core’ Applications
Library & Partner App Examples…

Acquisitions plug-in Apps…
Library & Partner App Examples…

**CiteMe**

Get formatted citations from the world’s largest library catalog, WorldCat

Search for a book by its title, author, subject, or isbn:

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cheesemaking
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**APA**  

**Chicago**  

**Harvard**  

**MLA**  

**Turabian**  

Expose library services & create citations in Facebook
Library & Partner App Examples…

Knot Gneiss / -- Anthony, Piers.

Call Number: PS3551.N73 K66 2010

Direct users from the computer to the shelf…

Developed by Andrea Schurr, University of Tennessee Chattanooga
OCLC App Examples…
OCLC App Examples... Acquisitions
OCLC App Examples... 
Patron Discovery: WorldCat Local

Search results for "product marketing" limited to Libraries Worldwide

1. Product marketing for technology companies by Mark Butje
   - eBook: Document
   - Language: English
   - Database: WorldCat.org
   - Libraries that own this item: OCLC Library

2. The marketing imagination by Theodore Levitt
   - Book
   - Language: English
   - Database: WorldCat.org
   - Libraries that own this item: OCLC Library

3. Advances in electronic marketing
   - Book
   - Language: English
   - Database: WorldCat.org
   - Libraries that own this item: OCLC Library
Why?: The Benefits to Libraries of Webscale...
OCLC WorldShare: Cooperating and Innovating at Webscale

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