

A compelling end user environment:

OCLC's view



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Product Manager

OCLC

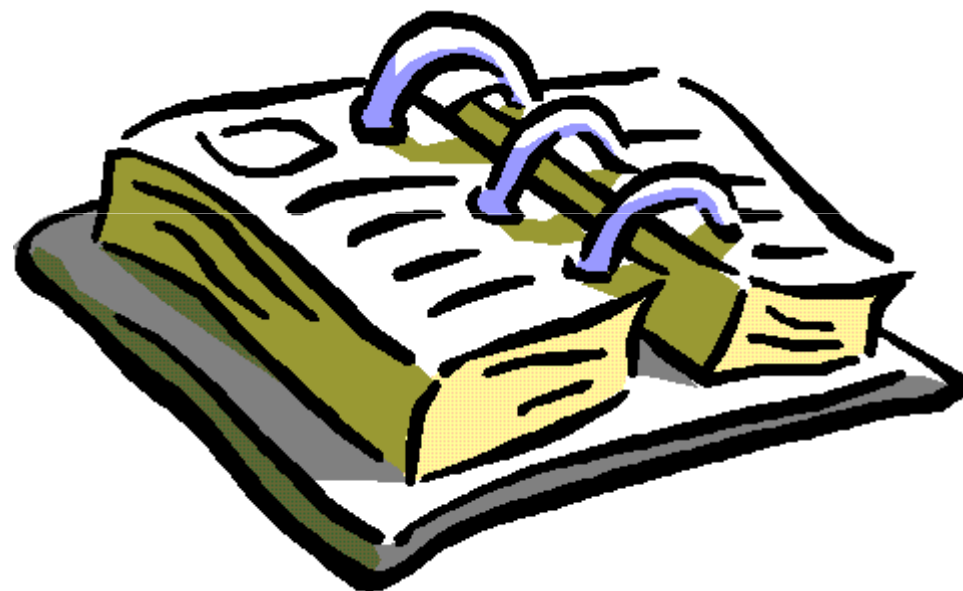
InfoTag
July 3, 2008



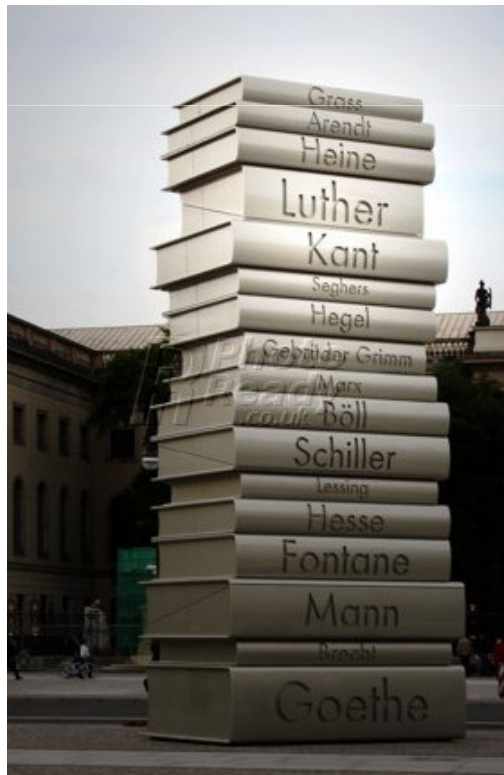
Agenda



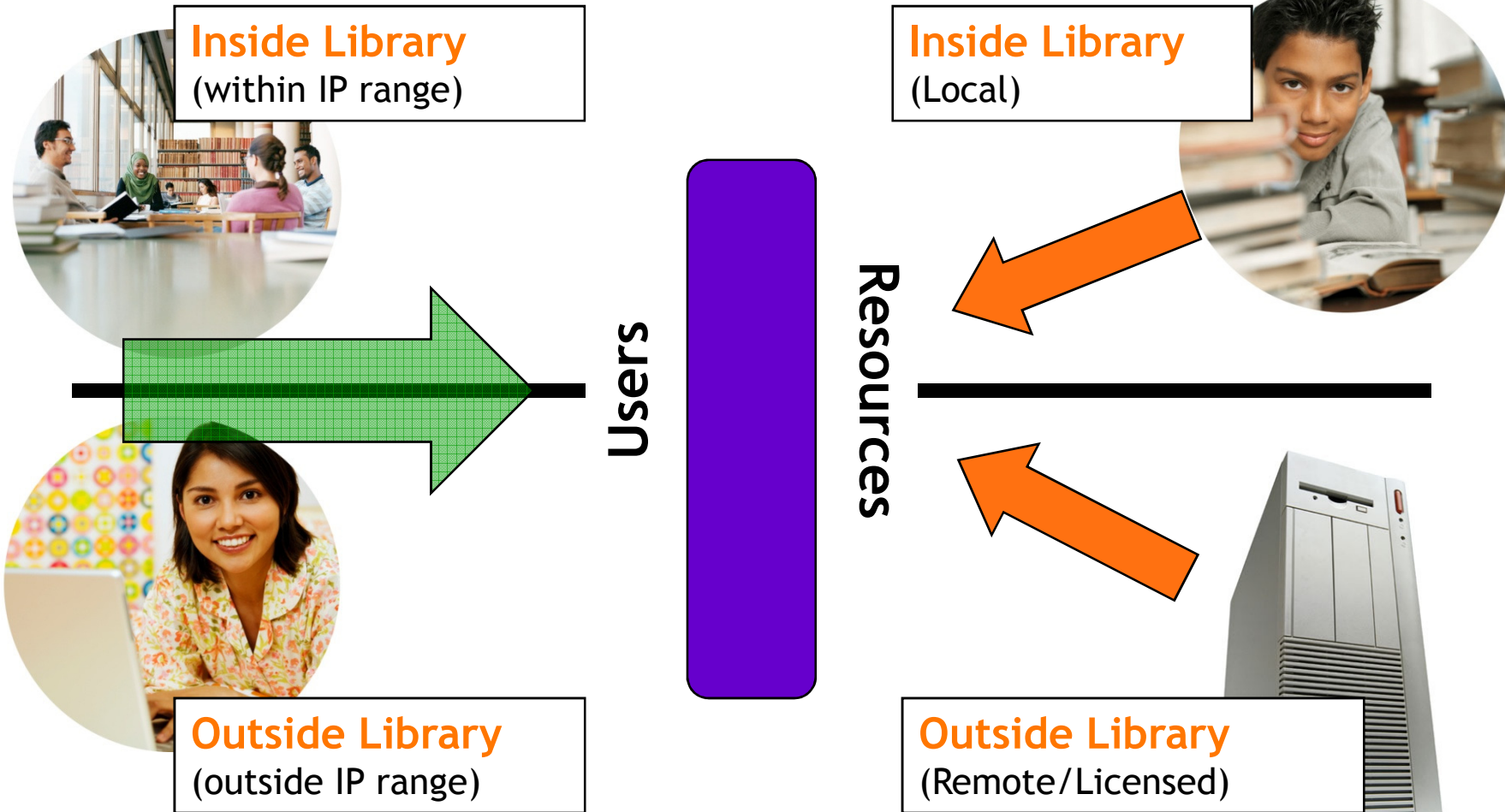
- OCLC's End User Services definition and strategy
- Implementing the strategy
- OCLC TouchPoint elaborated
- General conclusion



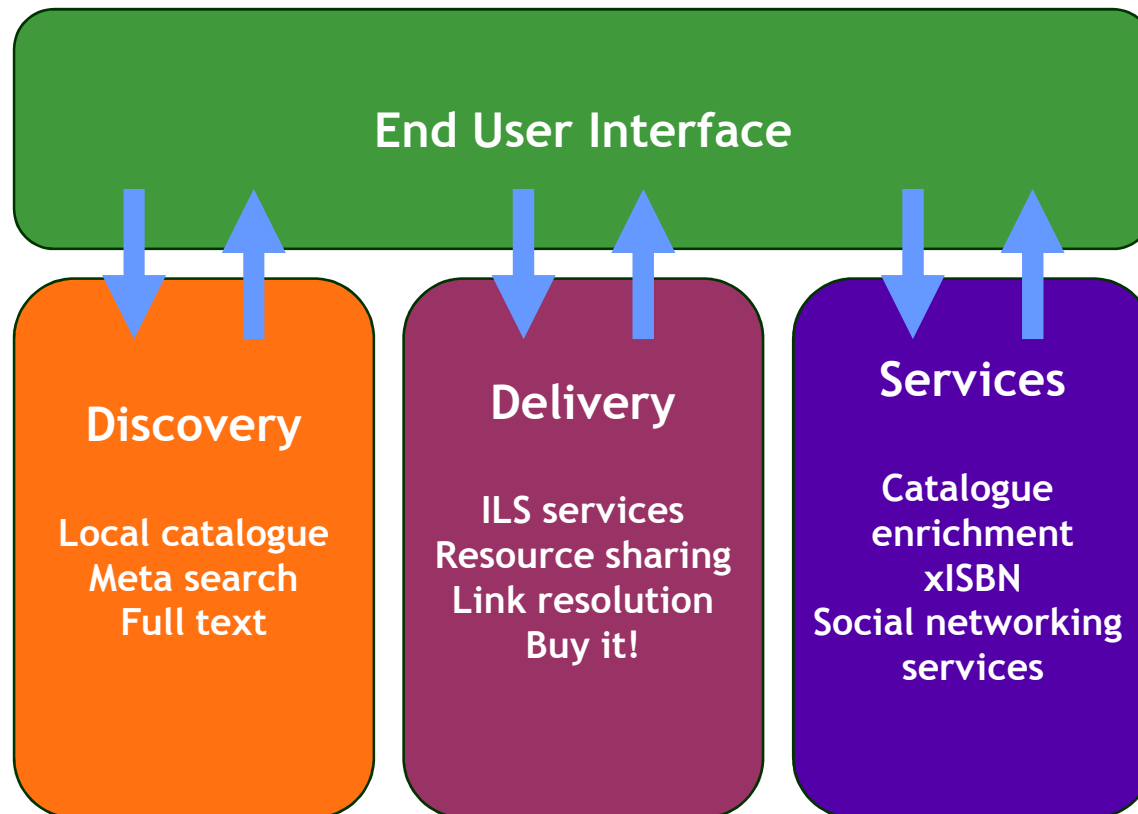
OCLC's End User Services definition and strategy



End user interface definition (1)



End user interface definition (2)



Need for new end user search experience:

Aggregate multiple information resources

Libraries looking for unbundled but connected discovery solutions, since traditional ILS-OPACs and Portals do not fulfil this new need.

WorldCat.org - networked model



Home Search

You are not signed in ([Sign In to WorldCat](#) or [Register](#))

Find items in libraries near you

1.2 billion items available here

Everything Books DVDs CDs Articles

Search everything

[Advanced search](#)

WorldCat connects you to the collections and services of more than 10,000 libraries worldwide [Learn more >>](#)

Sign in

User Name:

Password:

Remember me on this computer.

[Forgot your password?](#)

[Create a free account >>](#)

More than **10,000**
participating
libraries

Create web-scale by aggregation of data at the network level

On average **700,000**
clickthroughs to
local library services
per month

On average **13 million**
pages views
per month



Home Search

You are not signed in ([Sign In to WorldCat](#) or [Register](#))

Search for items: london

[Advanced Search](#)

Search results for 'london'

Sort by: Relevance

Refine Your Search

Author

[Great Britain](#) (167718)

[Sotheby's \(firm\)](#) (23916)

[Manson & Woods Christie](#)
(23868)

[England And Wales](#)
(10544)

[Institution Of Electrical
Engineers](#) (6782)

[Show more ...](#)

Format

[Book](#) (4148876)

• [Large print](#) (21032)

• [Braille](#) (720)

[Musical Score](#) (202682)

[Internet Resource](#)
(201186)

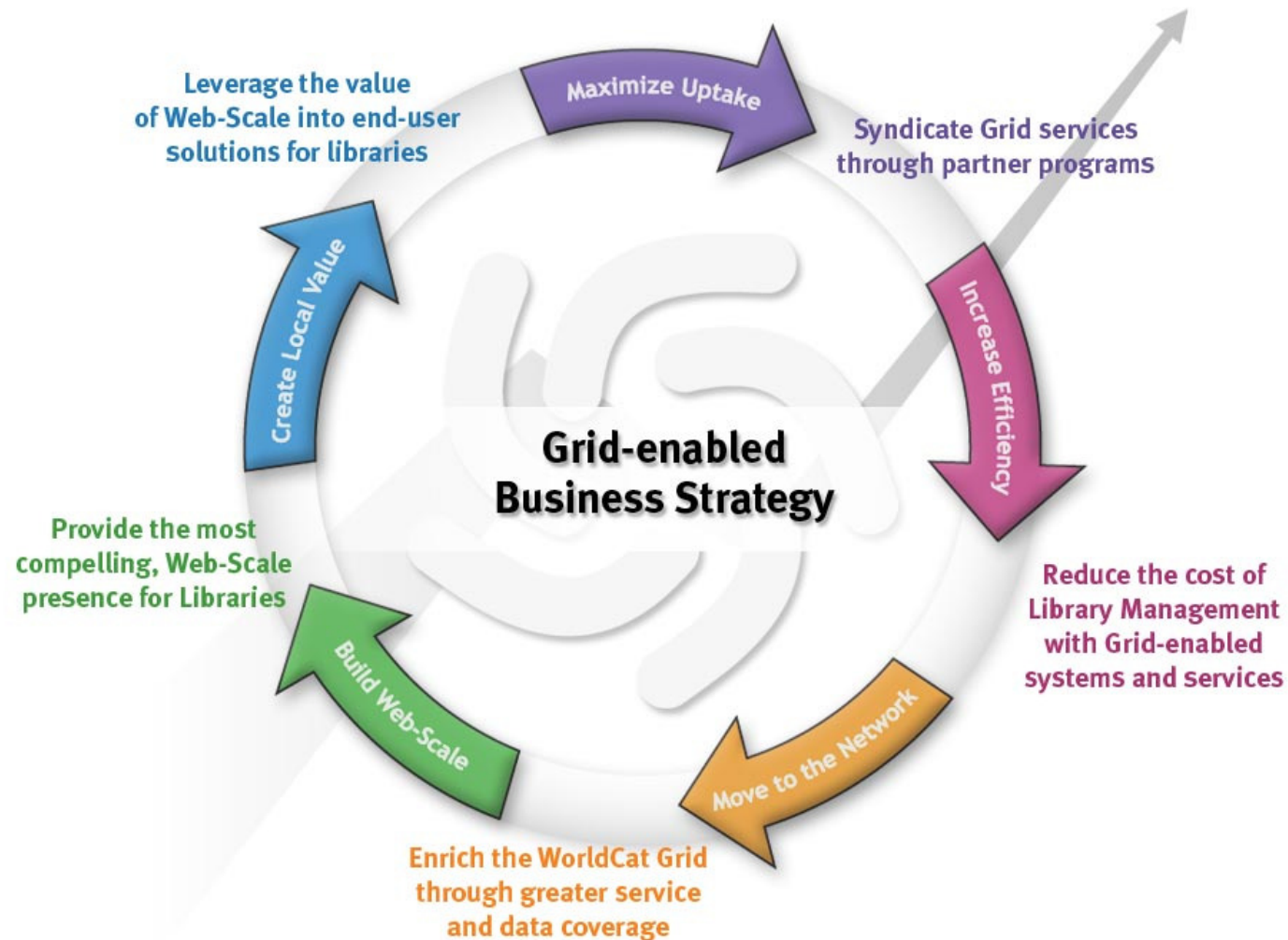
Results 1-10 of about 4,904,112 (3.12 seconds)

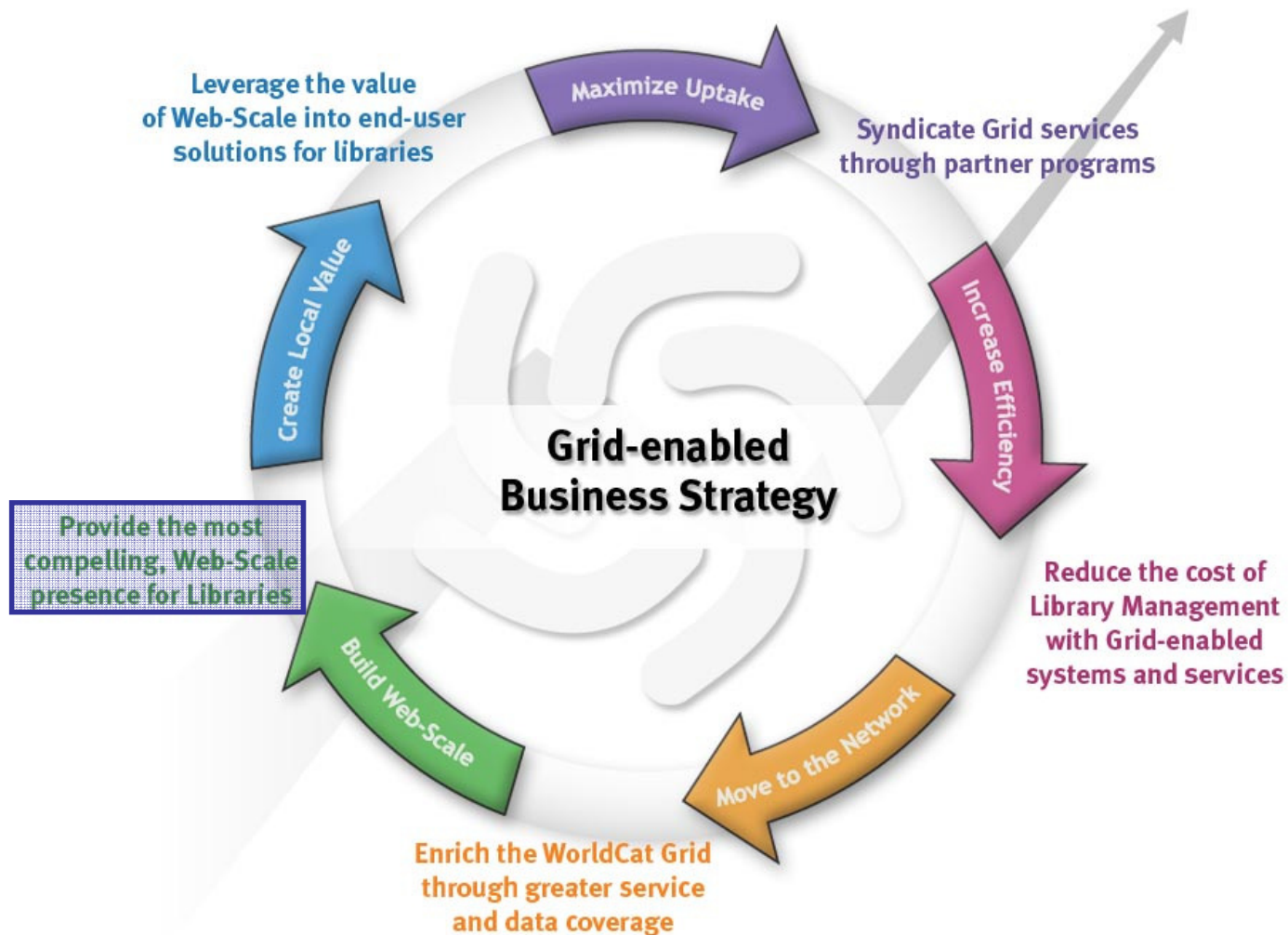
<< First < Prev 1 2 3 Next >

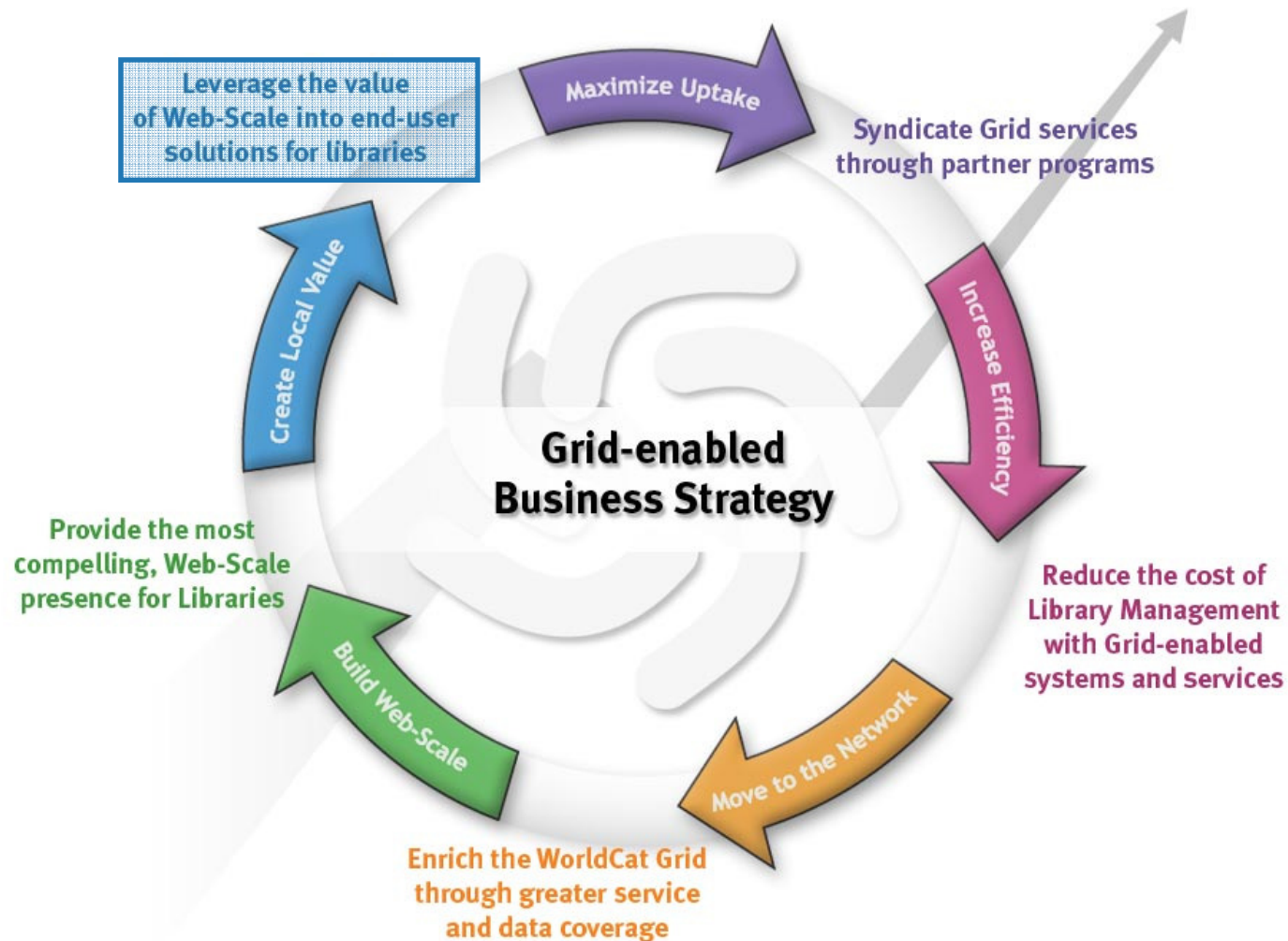
[Select All](#) [Clear All](#) Save to: [New List]

1. [A new translation of the Bible, containing the Old and New Testaments](#)
by James Moffatt
Language: English Type: Book
Publisher: New York ; London : Harper, ©1935.
2. [The prestige](#)
by Emma Thomas; Aaron Ryder; Christopher Nolan; Jonathan Nolan; Hugh Jackman; Christian Bale; Michael Caine; Scarlett Johansson; Rebecca Hall; Andy Serkis; Piper Perabo; David Bowie; Christopher Priest; Touchstone Pictures.; Warner Bros. Pictures (1969-); Newmarket Films.; Syncopy (Firm); Touchstone Home Entertainment (Firm); Buena Vista Home Entertainment (Firm)
Language: English Type: Visual Material : Videorecording : DVD video
Publisher: Burbank, CA : Touchstone Home Entertainment : Distributed by Buena Vista Home Entertainment, [2007]
3. [The call of the wild annotated and illustrated](#)
by Jack London; Daniel Dyer; NetLibrary, Inc.
Language: English Type: Internet Resource Computer File
Publisher: Norman, Okla. : University of Oklahoma Press, ©1997.

OCLC's corporate strategy









- **Global**

WorldCat.org

- **Group, Local**

Group Catalogues, WC Local
(deployed at the global node)

- **Group, Local**

TouchPoint (deployed at the local
node)

End user services proposition



	Library Group Proposition	Individual Library Proposition
Networked Model	WorldCat Local	WorldCat Local
Deployable Model	TouchPoint	TouchPoint

Leverage the network effect



Close linked
with the
Management
Systems
Portfolio
Strategy

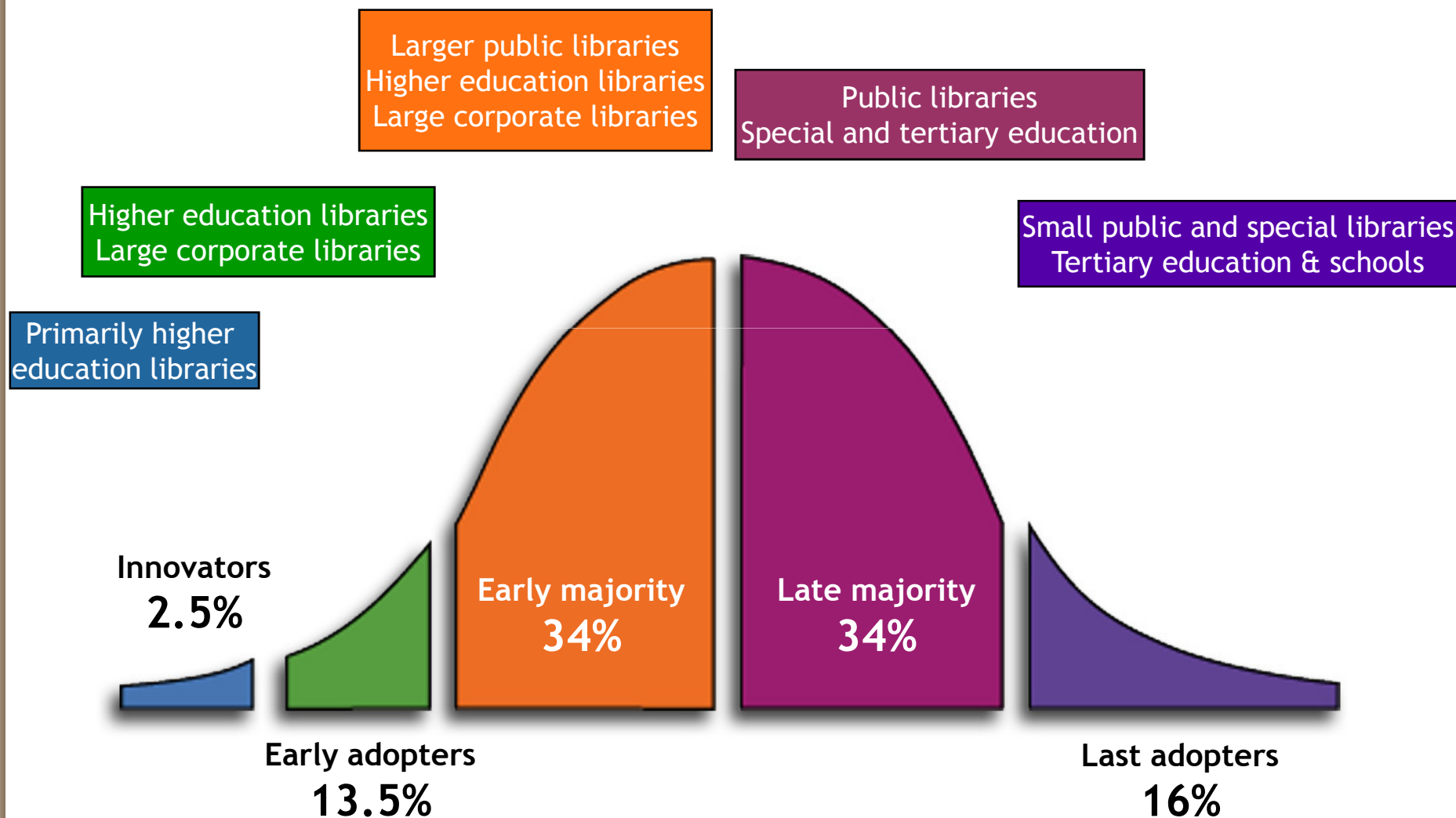
Develop a next
generation end user
service that our ILS
customers can deploy

Next step will be to
deal with portal
offerings like
ZPORTAL and Elektra

Implementing the strategy



Adoption cycle of new end user environments




Current situation with regard to end user environments



Current dissatisfaction with available discovery tools in the market:

- Either libraries start building solutions themselves, or
- They need to adopt new solutions at an early stage, or
- They keep using old-fashioned discovery tools.


- A localized version of WorldCat.org
 - Custom branding
 - Relevancy ranking that puts your collections first
- OCLC-hosted and supported service that interoperates with your existing ILS and fulfillment systems.
- Single-search, multilingual interface for all physical and electronic content held locally or in remote locations.
- Integrated access to the most appropriate delivery options for authorized users.
- Syndication of your holdings to major search engines including Google and Yahoo! via WorldCat.org.

- Installed at customer or service provider site
- Multilingual interface for all physical and electronic content held locally or in remote locations
- Support of various search engine API's to create flexibility (e.g FAST)
- Interoperability with your existing ILS and fulfillment systems
- My library features:
 - My database preferences, my search settings, my bookshelf 
- Customization possibilities, e.g.:
 - Configuration of multiple views in one installation
 - UI completely in look & feel of your library's corporate branding
- Social networking services
- Integration of WorldCat API - search in



OCLC TouchPoint elaborated



- Basic search with one search field
- Extended/advanced search which gives the user the opportunity to specify the search fields
- Systematic search which gives the user the opportunity to navigate to a thesaurus (currently available for SunRise, not for LBS)
- Limit search to branches and media types
- Database selection when meta search is used
- The library can configure additional search restrictions shown in one tab on the search screens
- Range of API's to search engines like The logo for the "fast" search engine, featuring three vertical bars of increasing height to the left of the word "fast" in a bold, orange, sans-serif font.

A first view



TouchPoint Beta

Search My list Account Request Additional services

User number 00000002514 [Log off](#)

Basic search Advanced search Previous searches

What's new Help Information

Language [german](#) | [english](#) | [netherlands](#) | [french](#)

Search

libraries change

Search temporary selection of databases

Clear

Search

Limit search

Search preferences

Database selection

Exact words Find similar terms

Current branch

Hauptbibliothek

Search in branch

All branches

Form

Please Log off to prevent accidental access to your personal data.

Noch Fragen?

Unser Auskunftssystem **QuestionPoint** steht Ihnen jederzeit zur Verfügung. Hier geht's [weiter](#).

Unsere Empfehlungen

[Neuerwerbungen Change Management](#)

[Neuerwerbungen zum Thema Geschichte](#)

Möchten Sie einen Titel zur Anschaffung vorschlagen? Dann klicken Sie [hier](#).

Aktuelle Veranstaltungen

Besuchen Sie uns auf dem [Bibliothekartag 2008](#) in Mannheim.

Die BSB wird 450 Jahre alt



Besuchen Sie die Ausstellung [Kulturkosmos der Renaissance](#)

Metasearch

Unlimited options to integrate widgets
... e.g. links to accession list,
QuestionPoint Qwidget, etc.

Search modes



Tabs for easy and quick access to all functions ...



TouchPoint Beta

[Search](#) [My list](#) [Account](#) [Request](#) [Additional services](#)

User number 00000002514 [Log off](#)

[Basic search](#) [Advanced search](#) [Previous searches](#) [What's new](#) [Help](#) [Information](#)

Language [german](#) | [english](#) | [netherlands](#) | [french](#)

Search request

author [Index](#)

and institution [Index](#)

and author

and institution

and title

and year

and subject

and ISBN

and Title string

Search Local stock

Limit search [Search preferences](#) [Database selection](#)

Exact words Find similar terms

Current branch Search in branch

Form

Please [Log off](#) to prevent accidental access to your personal data.

Searching with FAST[®] helps your clients to locate information



TouchPoint Beta

Search **My list** Account Request Additional services

User number 00000002514 [Log off](#)






Basic search Advanced search Previous searches **Results** What's new Help Information

Your search request title claim and similar Search

Narrow results

- author
 - [Samland, Bernd M.](#) (2)
 - [Cavell, Stanley](#) (1)
 - [Cohn, Victor](#) (1)
 - [Coleman, Elizab...](#) (1)
 - [Daqtoqlu, Prodr...](#) (1)
 - [Display more ...](#)
- institution
 - [Implementation ...](#) (4)
 - [Canada / Indian...](#) (3)
 - [Muenchener Ruec...](#) (2)
 - [1042855 0](#) (1)
 - [Bank fuer Inter...](#) (1)
 - [Display more ...](#)
- language
 - [english](#) (10)
 - [eng:fre](#) (3)
 - [ger](#) (3)
 - [fre](#) (2)
- subject
 - [Markenname](#) (2)
 - [Markenpolitik](#) (2)
 - [Naturkatastrophe](#) (2)
 - [Schadenregulierung](#) (2)
 - [Aborigines](#) (1)
 - [Display more ...](#)
- year

Result(s) Local stock (24) < 1 2 3 4 5 >

-  **Unverwechselbar**
von [Samland, Bernd M.](#)
available for request
[Get document](#) | [Add to My list](#)
-  **Competing jurisdictions:**
available for request
[Get document](#) | [Add to My list](#) | [Display parent](#)
-  **Claims management following natural catastrophes:**
available for request
[Get document](#) | [Add to My list](#)
-  **Schadenmanagement bei Naturkatastrophen**
available for request
[Get document](#) | [Add to My list](#)
-  **Aboriginal art, identity, and appropriation**
von [Coleman, Elizabeth Burns](#)
available for request
[Get document](#) | [Add to My list](#)

< 1 2 3 4 5 >

Actions

Search request
[Modify](#)
Sorting order
Relevance
[Sort](#)

Save/E-mail/Print
[Save/E-mail/Print records list](#)

SDI service
[Create SDI service](#)

Databases

Selection of databases
Selection
[Extend automatically](#) | [Modify](#)

Databases
[Local stock](#) (24)

Filters to narrow your results based on the result set , linguistic features like multi-lingual dictionaries, lemmatisation of terms and spell checking (“Did you mean ...?” function)

- Hitlist and full record display can be configured
- Presentation of covers are also included in the full record display and/or in the hit list (covers presented for example from Amazon)
- Google Book API is available but not active in standard distribution
- Style sheets are used so fonts, colors, logo's can be adjusted to the library's look & feel
- Sorting options depend on underlying search engine
- TouchPoint is developed according web accessibility standards based on www.w3.org
- A library can configure the presentation of several news boxes
- German, Dutch, English and French interfaces are available
- Multiple views in single installation are configurable

Hit list



TouchPoint Beta

Search **My list** Account Request Additional services

User number 00000002514 [Log off](#)

Basic search Advanced search Previous searches **Results**

What's new Help Information

Your search request Basic search = claim management

Narrow results

author

- [Eller, Roland \(3\)](#)
- [Beike, Rolf \(2\)](#)
- [Luz, Guenther \(2\)](#)
- [Scharpf, Paul \(2\)](#)
- [Barckow, Andreas \(1\)](#)
- [Display more ...](#)

language

- [ger \(12\)](#)
- [english \(1\)](#)

subject

- [Derivat <Wertpa... \(13\)](#)
- [Risikomanagement \(13\)](#)
- [Kreditrisiko \(4\)](#)
- [Bank \(3\)](#)
- [Bankenaufsicht \(3\)](#)
- [Display more ...](#)

year

- [<= 1995 \(1\)](#)
- [1996 - 1998 \(4\)](#)
- [1999 - 2000 \(4\)](#)
- [>= 2001 \(4\)](#)

Result(s) Local stock (13)

1 2 3 >

1. **Interest rate management**
von [Zagst, Rudi](#)
on loan (total of reservations: 0)
[Get document](#) | [Add to My list](#)

Search box - everywhere

2. **Risk-Management mit Finanzderivaten**
von [Beike, Rolf](#)
available for request
[Get document](#) | [Add to My list](#)

3. **Risk-Management mit Finanzderivaten**
von [Beike, Rolf](#)
All copies of the selected title are on loan. A reservation is not possible.
[Get document](#) | [Add to My list](#)

4. **Handbuch Kreditrisikomodelle und Kreditderivate**
on loan (total of reservations: 0)
[Get document](#) | [Add to My list](#)

Automatic database extension

5. **Kreditderivate**
von [Kern, Marco](#)
on loan (total of reservations: 0)
[Get document](#) | [Add to My list](#)

Actions

Search request

[Modify](#)

Sorting order

Relevance

[Sort](#)

Save/E-mail/Print

[Save/E-mail/Print records list](#)

SDI service

[Create SDI service](#)

Databases

Selection of databases

Selection

[Extend automatically](#) | [Modify](#)

Databases

[Local stock \(13\)](#)

Personalized status information

Hit list clearly arranged



TouchPoint Beta

Search **My list** Account Request Additional services

User number 00000002514 [Log off](#)

Basic search Advanced search Previous searches **Results** What's new Help Information

Your search request Basic search = worldcat

Narrow results

- institution [Online Computer... \(1\)](#)
- language [english \(1\)](#)

Result(s) Local stock (1)

- [OCLC WorldCat](#)
von [Online Computer Library Center <Dublin, Ohio>](#)
The selected title is not available at the moment:
[Get document](#) | [Add to My list](#)

Result(s) GBV (5)

- [Searching worldcat user guide](#)
[Get document](#) | [Add to My list](#)
- [OCLC WorldCat dissertations and theses](#)
[Get document](#) | [Add to My list](#)
- [OCLC WorldCat](#)
[Get document](#) | [Add to My list](#)
- [Haqqad'a xsel pesach](#)
von [Beqer, Hayim xS.](#)
[Get document](#) | [Add to My list](#)
- [Yalqule-mo'adim](#)
von [Beqer, Hayim xS.](#)
[Get document](#) | [Add to My list](#)

Actions

Search request
[Modify](#)

Sorting order
unsorted
 specific overall

Sort:

Save/E-mail/Print
[Save/E-mail/Print:records list](#)

SDI service
[Create SDI service](#)

Databases

Selection of databases
Selection
[Modify](#)

Databases
[Local stock \(1\)](#)
[GBV \(5\)](#)
[WorldCat \(339\)](#)

Configurable FAST® filters based on the results ..., ranking ..., ...

... result breakdown by resource ...

Full record presentation



TouchPoint Beta

Search My list Account Request Additional services

[Log on](#)

Basic search Advanced search Previous searches Results **Full record**

[What's new](#) [Help](#) [Information](#)

Your search request Basic search = libraries

Local stock (9/203)

[|<<](#) [>>|](#)

Libraries to the people

Place of publication, Publisher, Year of publication: Jefferson, N.C., McFarland & Co., 2003

Umfangangabe: x, 245 p. : ill. : 26 cm

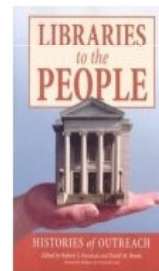
Subject heading: [USA](#), [Öffentliche Bibliothek](#), [Erwerbung](#), [Ausleihe](#), [Geschichte:1800-1945](#),

[Aufsatzsammlung](#)

Sprache:eng

ISBN: 0-7864-1359-X

[Add to My list](#)



Actions

Search request

[Modify](#)

Save/E-mail/Print

[Save/E-mail/Print](#)

Selection of databases

Selection

[Extend automatically](#) | [Modify](#)

Similar documents

[Refine](#) | [Exclude](#) | [Find](#)

SDI service

[Please login on first!](#)

- Which ILS?
 - SunRise and LBS are supported
 - OLIB planned for next version (dependent on investigation by OLIB Product Manager)
- Ultimate aim - support integration of 3rd party ILSs based on a generic interface
- Self-service options:
 - Display of user account (loans, requests, reservations, fees)
 - User self-registration (change user data)
 - Ordering / reservation (copy and/or title) / cancel of reservations / renewals

Delivery options



- Integration with ILL services can be configured in any way, e.g. ZFL and NCC-IBL
- Deep OPAC linking
- OpenURL resolver:
 - SFX is supported
 - WCLM strongly desired for next version
- Availability search is highly configurable according to the library's needs

Full record presentation



TouchPoint Beta

Search **My list** Account Request Additional services

[Log on](#)

Basic search Advanced search Previous searches Results **Full record**

[What's new](#) [Help](#) [Information](#)

Your search request Basic search = libräries

Local stock (9/203) [|<<>>|](#)

Libraries to the people

Place of publication, Publisher, Year of publication: Jefferson, N.C., McFarland & Co., 2003

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Subject heading: [USA](#), [Öffentliche Bibliothek](#), [Erwerbung](#), [Ausleihe](#), [Geschichte 1800-1945](#),

[Aufsatzsammlung](#)

Sprache:eng

ISBN: 0-7864-1359-X

[Add to My list](#)



Actions

Search request

[Modify](#)

Save/E-mail/Print

[Save/E-mail/Print](#)

Selection of databases

Selection

[Extend automatically](#) | [Modify](#)

Similar documents

[Refine](#) | [Exclude](#) | [Find](#)

SDI service

[Please login on first!](#)

Holdings Get document More title information

Shelfmark Status	Item number	Branch	Location
4 2003.2623 available for request	36625879620012	Hauptbibliothek / Magazin	Location guide

Holdings with their current status + optional link to location guide **Get-it function (availability check)**

“Get it” functionality



TouchPoint Beta

Search | **My list** | Account | Request | Additional services

Basic search | Advanced search | Previous searches | Results | **Full record**

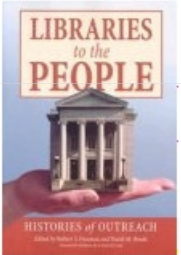
Your search request Basic search = libraries

Local stock (9/203) « » »»

Libraries to the people

Place of publication, Publisher, Year of publication: Jefferson, N.C., McFarland & Co., 2003
Umfangsangabe: x, 245 p. : ill. : 26 cm
Subject heading: [USA](#), [Öffentliche Bibliothek](#), [Erwerbung](#), [Ausleihe](#), [Geschichte 1800-1945](#), [Aufsatzsammlung](#)
Sprache:eng
ISBN: 0-7864-1359-X

[Add to My list](#)



Holdings | **Get document** | More title information

Local Holdings

Local Holdings	available for request	Select
----------------	-----------------------	------------------------

Gateway Bavaria

Gateway Bavaria (SFX)	The title is available via SFX (Bibliotheksverbund Bayern)	Select
-----------------------	--	------------------------

Depending on the document type the best option to get the documents is determined by TouchPoint

Social Networking Services



- When WorldCat Lists will be available as a web service, it will be implemented in TouchPoint asap
- Reviews from WorldCat.org are included (read only), how to include write access in a proper way will be discussed internally on a short notice
- Personal search preferences can be indicated by user based on a personal user id (persistent my profile):
 - Preferred language
 - Default search (simple or advanced)
 - Preferred databases
 - My list features / shopping basket (save / e-mail / print options)
 - Timeout preference
 - Max. number of results presented in the hit list
- SDI / alerting service and personal search history available based on a personal user id

Personalized lists



TouchPoint Beta

Search | **My list** | Account | Request | Additional services

User number 00000002514 [Log off](#)

What's new | Help | Information

Select list: mathematik (17) Display | Delete

mathematik (17) « 1 2 3 4 »

[all](#) | [none](#) Select titles | [Brief records](#) | [Full records](#)

1	<input type="checkbox"/>		Philosophie als Lehrgegenstand Dessoir, Max 1918 Get document
2	<input type="checkbox"/>		Geschichte der Philosophie Friedlein, Curt 1984 30/CB 3800 F911(14) Get document
3	<input type="checkbox"/>		Philosophie der Praxis Schwemmer, Oswald 1980 00/CF 5017 S414 Get document
4	<input type="checkbox"/>		Lehrbuch der Geschichte der Philosophie Windelband, Wilhelm 1980 30/CD 1100 W763(17) Get document
5	<input type="checkbox"/>		-Die Unzulänglichkeit der Freiheitsbeweise Pothast, Ulrich 1980

Save/E-mail/Print

Selection of results/Format

all selected titles
 titles 1 to 1

format:
text (*.txt)
CSV (*.csv)
XML (*.xml)
Endnote

Subject

[Send](#)

Actions

Delete selection
[Delete](#)

Copy to
Temporary list(0)

[Copy](#)

Save as

[Create new list](#)

Save/E-mail/Print

Selection of results/Format

all selected titles
 titles 1 to 1

format:
text (*.txt)

[Print](#) | [Save](#)

Send selection

To

Subject

**Administration of lists
(temporary or permanent saving)**

Various output formats and - options

TouchPoint Beta

[Search](#) [My list](#) [Account](#) [Request](#) [Additional services](#)

User number 00000002514 [Log off](#)

[Account details](#) [User details](#) [Search preferences](#) [SDI services](#)

[What's new](#) [Help](#) [Information](#)

[Search](#)

SDI service

Name

Search statement

E-mail

Dispatch

Valid until

The following databases can process your SDI service.

- Local stock
- GBV
- Hebis union catalogue

[Back to hitlist](#) [Clear fields](#) [Save](#)

Definition of SDI services for multiple resources

“My library account”



TouchPoint Beta

[Search](#) [My list](#) [Account](#) [Request](#) [Additional services](#)

User number 00000002514 [Log off](#)

[Account details](#) [User details](#) [Search preferences](#) [SDI services](#)

[What's new](#) [Help](#) [Information](#)

Loans (3) **Requests (2)** **Reservations (2)** **Fees (19,50 EUR)**

Summary [Items overdue](#) [Items recalled](#) [Items renewed](#) [Interlibrary loans](#)

No.	Title, Author	Due date, Branch
1.	Männer lassen lieben Wiesek, Wilfried 039300068089 / 30/CR 6000 W642 Overdue: This item already has 2 reminder(s) Please return immediately.	13.10.2006 - 02.04.2007 Zweigstelle 30 /
2.	Unternehmen im Wandel - Change-Management Berndt, Ralph 039000881475 / 00/QP 300 B524 Renewal of this item is possible.	21.05.2008 - 18.06.2008 Hauptbibliothek / Ausleihtheke
3.	Wandelwörter Kogoj, Traude 039001176315 / 00/QB 900 K78 Renewal of this item is possible.	21.05.2008 - 18.06.2008 Hauptbibliothek / Ausleihtheke

Actions

Bulk renewal
[Renew](#)
Save/E-mail/Print list
[Print](#) | [Save](#)

To:

Subject:

[Send](#)

User account

Library card valid until
Dec 31, 9999

Credit
EUR 0,00

Please [Log off](#) to prevent accidental access to your personal data.

Circulations, requests, orders, fees, library card validity

Renewal date for membership fee, ...

Status information and facility for immediate renewal, ...

Reference service integration



TouchPoint Beta

Search My list Account Request Additional services

User number 00000002514 [Log off](#)

[What's new](#) [Help](#) [Information](#)

Question / Message to the library

Send us a message or ask a question concerning a former search.

Subject my E-mail

my question / message

We could help you more effectively if you provide us with the search history of your current search.

Would you consent to its inclusion (search terms and selection of databases) with your question?

Include search history Do not send search history

Actions

[Interlibrary loan](#)
[Interlibrary loan](#)
[Order suggestion](#)
[Order suggestion](#)



Please [Log off](#) to prevent accidental access to your personal data.

WorldCat Social Networking Services



Search My list Account Request Additional services User number 06911053625 [Log off](#)

Basic search Advanced search Classification search Previous searches Results **Full record** What's new Help Information

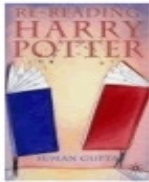
Your search request (KEYWORDS - Re-reading Harry Potter)

Regensburg Union Catalogue (1/1)

Re-reading Harry Potter

AUTHOR: [Gupta, Suman](#)
PLACE/PUBL, PUBLISHER, YEAR: Basingstoke [u.a.], Palgrave Macmillan, 2003
UMFANG: VII, 185 S.
SUBJECT HEADING: [Rowling, Joanne K. / Harry Potter](#)
Language: eng
ISBN/ISSN: 1-4039-1264-5, 1-4039-1265-3

[Add to My list](#)



Further options

Search request
[Modify](#)
Save/E-mail/Print
[Save/E-mail/Print](#)
Selection of databases
Selection
[Extend automatically](#) | [Modify](#)
SDI service
[Create SDI service](#)

Holdings Get document More title information **Reviews (2)**

Write a review of this item and share your opinions with others. Please be sure to focus your comments on the item. Read our [content guidelines](#) for more information.

Your Review

1. How do you rate this item?
Select rating


2. Please enter a title for your review:

3. Type your review in the space below: (recommended length: 75 to 300 words)

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Summary of key features of OCLC TouchPoint



- Network effects of WorldCat.org in locally deployable discovery solution
- The range of API's to search engines that are / will be supported
- Deep integration to WorldCat products like QuestionPoint, xISBN, WorldCat Link Manager
- Deep integration with ILS loan functions / self-service registration (SunRise yet available and LBS planned)





General conclusion



OCLC™

The world's libraries.
Connected.

Networked or deployable



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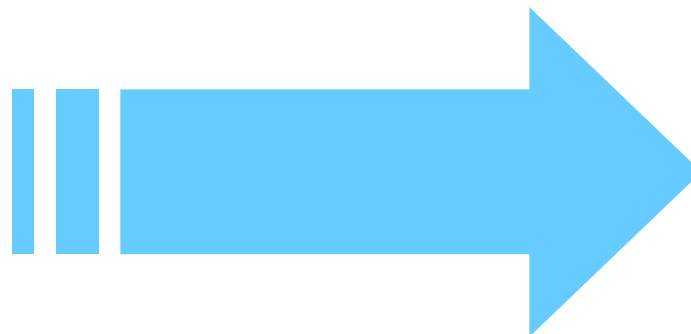


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OCLC's end user solutions - from discovery to delivery



- With TouchPoint and WorldCat Local OCLC provides two powerful end user solutions on top of your library system
- The integration with WorldCat services like X-ISBN, WorldCat API, the WorldCat social network services, QuestionPoint, WorldCat Link Manager, ...
deliver unique value for your end users!



Herzlichen Dank für Ihre
Aufmerksamkeit!



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