

Partner Update

The quarterly newsletter for
OCLC partner news and resources

May 2017

Welcome to the first edition of the OCLC Partner Update, your source for OCLC news, partner solutions and library insights. Each quarter, we will send you the latest news on OCLC products, events and partnerships. Do you have questions about OCLC, our partner solutions or library-related topics you would like to know more about? Send an email to PartnerUpdate@oclc.org, and we will do our best to include it in our next newsletter. We value our partners and look forward to providing you with the latest OCLC news.



PRODUCT PROFILE

OCLC's Record Creation and Delivery Service



OCLC's Record Creation and Delivery Service is a unique, full-service solution that increases library discovery and usage as well as sales of your content. Our knowledgeable teams of professional catalogers create high-quality, complete WorldCat MARC records for your books, e-books, videos and music in more than 20 languages. WorldCat records are created to support your business models, including demand-driven acquisitions, subscriptions and individual title purchases.

Our solution is full service. In addition to creating records for your resources, we deliver these records to libraries around the world so that their local systems accurately reflect your content, including any changes you make to an e-resource collection, allowing library users to get quick and direct access to your content. Libraries can opt to receive updated WorldCat records when more complete records are available to replace pre-publication records.

Chances are, many of your library customers already have established workflows to add WorldCat records directly to their catalogs without the need for further enhancement or customization. By using OCLC's Record Creation and Delivery Service, you make it easy for library patrons to find your content at the point of need and for libraries to keep their collections

“Working with OCLC's cataloging team is great. Libraries ask us for MARC records for the journals and books on JSTOR all the time. OCLC makes it possible for us to provide high-quality MARC records in a timely way, helping us meet libraries' needs and providing a useful way for people to discover and use the content on our platform.”

John Kiplinger

Director,
Production Services at JSTOR

up to date.

[Learn more](#)



FEATURED PARTNER

Naxos Music Library

[Naxos Music Library](#) is a Grammy award-winning music label established in 1987 that offers audio recordings, video recordings, and databases through an online subscription service for universities, music schools, public libraries, K – 12 schools, music professionals, and collectors. Naxos Music Library includes more than 128,000 CD-length classical music recordings with an average of 1,150 CDs added every month. Naxos Music Library Jazz includes an additional 9,000 albums with new albums added weekly. When libraries subscribe to Naxos Music Library or Naxos Music Library Jazz, they receive the whole catalog of recordings, simultaneous access from desktop and mobile devices, and advanced search functionality based on the recording metadata.

Naxos Music Library has partnered with OCLC since 2012, using OCLC’s team of professional catalogers to create high-quality MARC records for each recording. The metadata included in these records allows students, music professionals, and music lovers worldwide to quickly find the recording they need in the vast catalog offered by Naxos Music Library. Naxos Music Library data can be found in OCLC’s central index, and the collections are available in the WorldCat knowledge base. Libraries can also do a discreet search in WorldCat for the Naxos



“The records created by OCLC lead to more usage of our content because of the improved ability to find our resources.”

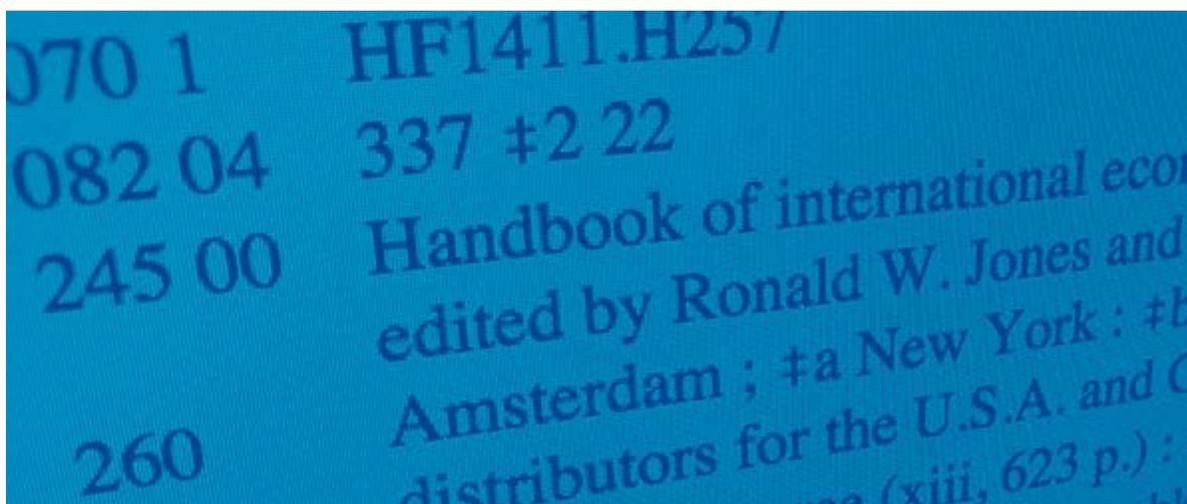
Nick Floyd

Naxos Music Library Sales & Marketing
Naxos Music Library

Music Library. Naxos Music Library has found that the MARC records created by OCLC, and their inclusion in WorldCat, leads to more people finding this content.

[Learn more](#)

 **SOLUTIONS**



How can you help me make my content more visible to libraries?

This is a question we often hear from content providers who want to maximize their sales to libraries. Libraries are making evidence-based decisions on acquisitions and renewals. They track how often books, journals and other resources are requested, checked out and accessed both inside and outside the library. The more your content is being used, the more likely libraries are to renew their subscription or acquire new resources that patrons request. But first, they must find your content.

All libraries use MARC records (Machine Readable Cataloging records) that describe resources. These

“Alaska librarians working with OCLC MARC records for the OverDrive collection find the records to be easy to access and of high quality.”

Tracy Swaim
Executive Director
Alaska Library Network

records include many different fields, such as author, title, subject and publication date. MARC records are not just for books but also for e-books, sheet music, streaming videos and music, and any other resource that a library can access or owns.

The more complete a record is, the more likely it is to appear in search results. To make your content discoverable, be sure to provide your library customers with complete, current MARC records. Investing in the creation of high-quality MARC records supports the needs of the library community as well as your business goals. However, not all records are created equally. WorldCat records created by OCLC are the standard in the library industry, and many libraries specifically request WorldCat records.

[Learn more](#)



Product Update



OCLC announces two new interlibrary loan product offerings

OCLC has acquired Relais International, a leading interlibrary loan solutions provider, based in Ottawa, Canada, to significantly increase resource sharing options and capabilities for Relais customers and OCLC member libraries and groups worldwide. Relais D2D is a state-of-the-art consortial borrowing solution that integrates the end-user experience with request management.

OCLC also recently introduced a new product for interlibrary loan, Tipasa. This is the first cloud-based interlibrary loan management system for individual libraries that want to share and obtain materials through different resources and systems, as well as provide an exceptional experience for the patron. Tipasa is built on the OCLC WorldShare technology platform and takes advantage of the world's largest resource sharing network.

Through WorldShare Interlibrary Loan, Relais D2D and Tipasa, OCLC delivers a comprehensive set of resource sharing solutions to libraries around the world. This adds to the diverse offerings from OCLC for you and your customers. OCLC is focused on creating innovations for libraries to operate efficiently and in customized ways that serve their patrons best.

[Learn more](#)

WorldCat support for Unicode expanded

OCLC has recently completed a project to expand WorldCat support for full Unicode characters and scripts so that we can better represent international collections. Every character of every script in the world can now be represented in WorldCat records. Users can now search using full UTF-8 characters, resulting in improved, worldwide discovery of titles and articles in non-Latin-based scripts.



Suzanne Saskia Kemperman is the Director of Business Development and Publisher Relations at OCLC. She is responsible for OCLC's content acquisition strategy and for partnerships with content providers to enhance discovery and access. Suzanne is currently co-chair of the Publisher-Vendor-Library Interest Group of the ALCTS/ALA. She serves on the Advisory Boards of Ubiquity Press and GLLI (Global Literature in Libraries Initiative) and on the special operations team of the Jaipur Literature Festival in Boulder, Colorado, United States. She has worked for 30 years in the publishing and information industry in Europe and the United States, including STM, academic and educational publishing.



Suzanne Saskia Kemperman

Suzanne began her career in electronic publishing at Springer in New York in the mid-nineties and was the first Electronic Publishing Manager at New York University Press. She is dedicated to increasing the collaboration between libraries and publishers and has a special interest in open access. Suzanne holds a master's degree in Social Science, Political Science and German Literature (Freie Universitaet Berlin, Germany) and a vocational college degree as Business Manager, Publishing (BBS Braunschweig, Germany).

We are pleased to introduce some of our new partners.



American Academy of Pediatrics (AAP), based in Elk Grove Village, Illinois, United States, is an organization of 66,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults. The AAP has the largest pediatric publishing program in the world, with more than 500 titles for physicians and other healthcare professionals.

Editorial Medica Panamericana, based in Madrid, Spain, operates as a medical publisher. The company publishes and markets original textbooks, reference books, and translations of foreign medical publications. OCLC will add Editorial Medica Panamericana MARC records to WorldCat so that these collections will be available in the WorldCat knowledge base.

Film Platform, based in Sausalito, California, United States, is an innovative collaboration between some of the leading filmmakers and sales agents around the world to bring the finest documentary films to an academic audience. The company's international selection of films introduces new concepts, exposes students to fresh perspectives, and enhances classroom discussions. OCLC will add Film Platform MARC records to WorldCat so that these collections will be available in the WorldCat knowledge base.

iG Publishing, Pte., Ltd., based in Singapore, works with more than 100 reputable publishers to represent their brands. The company is the leading provider of e-book collections in the region with more than 80,000 titles covering all disciplines. iG publishing is growing its online resources to meet emerging needs and is embracing innovative and new technologies to deliver relevant and timely content to readers at home, in colleges and universities and in the workplace.

MyJoVE Corporation, based in Cambridge, Massachusetts, United States, is the leading creator and publisher of video solutions that increase productivity in scientific research and learning. JoVE has produced more than 5,500 videos demonstrating experiments from laboratories at top research institutions and has delivered these online to millions of scientists, educators, and students worldwide.

Open Book Publishers, based in Cambridge, England, United Kingdom, is already the biggest open-access academic publisher of monographs in the UK and is among the leaders in the English-speaking world. Open Book Publishers is now the hub of choice for a rapidly increasing international network of scholars who believe that it is time for academic publishing to become fairer, faster and more accessible.

Preselect.media GmbH, based in Munich, Germany, is a distributor of e-books, eJournals, articles, audiobooks and videos to libraries from 37 publishing houses across various subject areas.

The HistoryMakers, based in Chicago, Illinois, United States, is a leader in helping to educate and enlighten millions worldwide through refashioning a more inclusive record of American history by recording, preserving and sharing the life stories of thousands of African Americans.

 **WHERE TO FIND US**

Members of the of the business development team will be at these events. If you will also be attending and would like to meet with us, please [send us an email](#).

 **31 May - 2 June 2017**

BookExpo America

Javits Center, New York City, United States

[Learn more](#)

 **22-27 June 2017**

ALA Annual

Convention Center Chicago, Illinois, United States

[Learn more](#)

 11-15 October 2017

Frankfurt Book Fair

Frankfurt, Germany

[Learn more](#)



SHARE YOUR FEEDBACK

We would like to hear your feedback on this newsletter and any topics you would like to have covered. Do you have questions about OCLC, our partner solutions, or library related topics you would like to know more about? Send us your thoughts or questions, and we will do our best to include it in our next newsletter.

[Tell us what you think](#)



blog



Because what is known
must be shared.®

