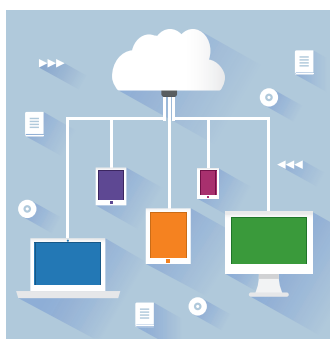


Success Strategies for Electronic Content Discovery and Access



Authored by a cross-industry group of professionals from libraries, publishers and OCLC, this white paper identifies problems with data quality in the content supply chain and gives practical recommendations for improved usage, discovery and access of e-content in libraries.

Data quality problems

Electronic content in libraries is facing a data quality problem, which directly affects users' ability to find and—maybe more importantly—to use library resources. One of the library's main missions is to get the right resources in front of its users at the right time. The library's discovery and access systems play an important role in helping users sift through and access the large amount of electronically published content. When these systems have to rely on poor-quality bibliographic metadata and holdings data, users face a major barrier to discovery and access.

Building on *KBART Phase II Recommended Practice*, the E-Data Quality Working Group identifies three main problems with data quality that impede user-initiated discovery and access of e-content.

- **Data are incomplete or inaccurate.**
- **Bibliographic metadata and holdings data are not synchronized.**
- **Libraries receive data in multiple formats.**

Improvements in the content supply chain

The ability to generate value for published content depends on data quality. Effective discovery and easy access drive usage, which increases the value of the content to libraries and makes it more likely that the library will renew its subscriptions or purchase new content. This white paper offers solutions for the efficient exchange of high-quality data among libraries, data suppliers and service providers.

For more information or to download *Success Strategies for Electronic Content Discovery and Access: A Cross-Industry White Paper*, visit oc.lc/econtent.

Recommended solutions



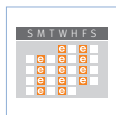
1. Improve bibliographic metadata and holdings data.

- **Use e-identifiers** instead of print identifiers in bibliographic metadata to describe e-resources.
- **Provide consistent collection information** to align data with the titles and collection names used in the sales and marketing materials.
- **Verify data before sending** to ensure that the data provided matches the library's actual holdings.



2. Synchronize bibliographic metadata and holdings data.

- **Follow a schedule** to update data files at the same time as collections.



3. Use consistent data formats.

- **Use Knowledge Bases And Related Tools (KBART) and Machine-Readable Cataloging (MARC) standards** to exchange data throughout the supply chain.
- **Provide change management records** with scheduled data feeds to alert libraries to alterations in collection subscriptions.
- **Provide direct holdings data to the service provider** so that libraries will no longer have to manage their holdings independently.



E-Data Quality Working Group

includes representatives from:



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