



EZPROXY ANALYTICS

Support strategic library goals with e-content analytics

EZproxy Analytics provides advanced analytics of your hosted EZproxy data. With an additional subscription, this turnkey service extracts, enriches, and transforms your library's usage data into simple visual dashboards. Seeing how your users access certain library resources, you can better communicate the important role your library plays in **making breakthroughs possible**.

How do you demonstrate your library's value?

Faced with an uncertain future, your library is under pressure to do more with less. You need to know that your paid e-content subscriptions and open content initiatives are worth the investment. You need to show how they support online and remote learning. And you need proof of how your library drives student success.

Right now, that might mean combing through vendor-provided COUNTER reports, poring over every line of your proxy logs, or building another massive spreadsheet just to show your administration what your library is worth.

Get the insights and visualizations you need.

EZproxy Analytics makes use of all the e-resource data you're already collecting. With out-of-the-box dashboards, custom reporting, and open content racking, you can analyze who's using what resources, when, and from where. You'll be able to decide which e-resources to provide, negotiate vendor package deals better, serve users better remotely, and connect your services to learning outcomes.

Because it comes straight from your library's hosted EZproxy logs, the data received is richer than both COUNTER reports and third-party vendors. There's no need to rely on a vendor for outdated information—your library has unlimited access to usage data, giving you valuable insights to make the best decisions for your library.

EZproxy Analytics is a fully hosted, turnkey analytics solution that helps libraries better understand the vast amount of e-resource usage data in their EZproxy log files. It automatically manages the entire analytics process—data storage, extraction, enrichment, reporting, and visualization—making it easy to get actionable insights.

Make the numbers work for you.

Get a holistic view with your data

Content providers' COUNTER reports can have gaps. EZproxy Analytics enriches the usage data on your hosted EZproxy server to provide complete usage data across all content platform subscriptions so you can account for these gaps. You can also view usage by user group, resource type, location, and more.

Better support online research and learning

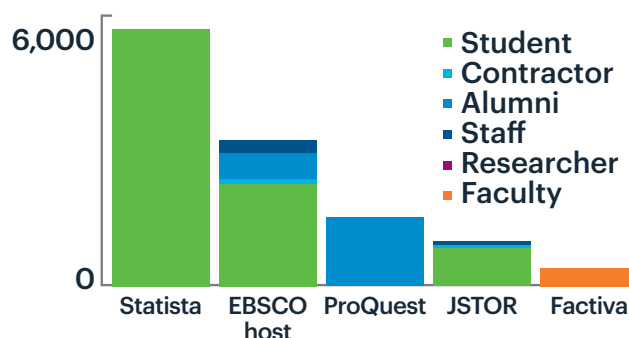
Access your library's e-resources for hybrid or online learning easily. Out-of-the-box dashboards in EZproxy Analytics provide a clear picture of what resources students and faculty are using so you can quickly pivot services if needed.

Stretch your collections' budget

Your users access more than your licensed collections, so EZproxy Analytics includes insights into your open content usage. You'll be able to decide when to stop paying for underutilized collections and when to promote collections with resources your users need.

Protect your users and your investments

Unlike SAML-based systems, EZproxy Analytics automatically shields your users' identities and data to ensure privacy and remain under your control while preventing unauthorized content usage.



Platforms by Affiliation

Out-of-the-box dashboards offer visualizations to quickly understand the value of your collections.

"Using EZproxy Analytics, library staff can access data that gives us the context to improve the way we interpret e-resource usage."

Gema Martínez

Technical Deputy Director of the University Library

Read the story at oclc.org/ezp-analytics-oviedo.

Visit oclc.org/ezp-analytics to learn more.

Find out how EZproxy Analytics can give you a holistic view of your library's data to drive better decisions, watch a video, join an upcoming webinar, request a quote, and more.

Because what is known must be shared.®

