OCLC as a Global Enterprise

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Overview

- Orienteering
- The emerging global perspective
- OCLC - internal and organization
- The Enterprise Product Strategy
Percentage of Total Revenue, By Product Category, 2000-2010

[b = budgeted]
[p = projected]
Percentage of Total Revenue, By Region, 2000 - 2010

- Asia Pacific
- Europe, ME, Africa
- Americas

(b) = budgeted
(p) = projected

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Market Coverage, By Region and Library Type: June 2007

- **US ARLs**: 100%
- **US Top 150**: 97%
- **US Top 150**: 98%

Legend:
- **Americas**
- **Europe, ME, Africa**
- **Asia Pacific**
- **World**
World Billings by Library Type: 2000 - 2007

Note: Special Libraries include association/foundation libraries; federal/state/local government libraries; corporation/business libraries; and state/national libraries. Includes the Library of Congress and a number of national libraries, such as the British Library, National Library of Poland, National Library of the Czech Republic, etc.
Reduce unnecessary fragmentation and redundancy

Increase the impact of libraries

Put libraries at the point of need

Make the network work for libraries

Create system-wide efficiencies

Create Web Scale
Overview - From Strategy to Execution...

- The enterprise product architecture
  - How we are organized to deliver
- The ‘fly-wheel’ business strategy
  - Concrete product initiatives against the fly-wheel
Network level

OCLC’s unique strategic advantage is the ability to deliver local, group, and global solutions that simultaneously leverage the value of the network, and add value to the network.

Web-scale
Enterprise Product Architecture

Product Lines

The specific product lines which provide access to services and automate business processes.

Grid Services

The network interfaces & common components that share services across nodes and product lines.

Content & Metadata Services

The content & Metadata that underpins all our services.
Enterprise Product Architecture: Organizing to deliver...

Grid Services
- Data utilities
- Standards
- Developer Network
- Network services
- Common Components
- Registry Infrastructure

Content & Metadata Services
- WorldCat
- Cataloguing...
- Registry Content
- Batch Loading
- Data Expertise...

3rd Party Content Portfolio
- 3rd Party Content
  - NetLibrary
  - FirstSearch

End-user Environment Portfolio
- End User Environment
  - WorldCat.org
  - EU Portal
  - Picarta
  - Social Stuff

Delivery Portfolio
- Delivery
  - WCRS
  - VDX
  - 1CATE
  - ILLiad

Management Systems Portfolio
- Management Systems
  - ILSCirculation
  - ERM
  - Business Intel.
  - QuestionPoint

Digital Repository Portfolio
- Digital Repository
  - CONTENTdm

Grid Services Portfolio
- Grid Services

Metadata Services Portfolio
- Metadata Services

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Grid-enabled Business Strategy

Provide the most compelling, Web-Scale presence for Libraries

Build Web-Scale

Leverage the value of Web-Scale into end-user solutions for libraries

Maximize Uptake

Enrich the WorldCat Grid through greater service and data coverage

Move to the Network

Increase Efficiency

Syndicate Grid services through partner programs

Reduce the cost of Library Management with Grid-enabled systems and services
Grid-enabled Business Strategy

- Maximize Uptake: Syndicate Grid services through partner programs
- Increase Efficiency: Reduce the cost of Library Management with Grid-enabled systems and services
- Move to the Network: Enrich the WorldCat Grid through greater service and data coverage
- Build Web-Scale: Provide the most compelling, Web-Scale presence for Libraries
- Create Local Value: Leverage the value of Web-Scale into end-user solutions for libraries
Grid-enabled Business Strategy

- Leverage the value of Web-Scale into end-user solutions for libraries
- Maximize Uptake
- Syndicate Grid services through partner programs
- Increase Efficiency
- Reduce the cost of Library Management with Grid-enabled systems and services
- Move to the Network
- Enrich the WorldCat Grid through greater service and data coverage
- Build Web-Scale
- Create Local Value
- Provide the most compelling, Web-Scale presence for Libraries
Grid-enabled Business Strategy

1. Build Web-Scale
2. Move to the Network
3. Enrich the WorldCat Grid through greater service and data coverage
4. Create Local Value
5. Maximize Uptake
6. Increase Efficiency
7. Syndicate Grid services through partner programs

- Leverage the value of Web-Scale into end-user solutions for libraries
- Provide the most compelling, Web-Scale presence for Libraries
- Reduce the cost of Library Management with Grid-enabled systems and services
Leverage the value of Web-Scale into end-user solutions for libraries

Provide the most compelling, Web-Scale presence for Libraries

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Increase Efficiency

Reduce the cost of Library Management with Grid-enabled systems and services
Provide the most compelling Web-Scale presence for libraries

- WorldCat.org: Focus on what users do...
  - Keep it simple...
- Add social networking features
  - Reviews & rating improvements
  - Personal lists, recommendations
  - Tagging
  - Build community
- Add features
  - WorldCat Identities
- Search Engine Optimization
  - Maximize efficiency of Search-engine access
  - URL structures
  - Motivate linking

- Every library should realize they NEED to be represented on worldcat.org

FY 08 initiatives

Build Web Scale
Leverage the value of Web-Scale into end-user solutions for Libraries

- **Discovery**
  - Launch and widely deploy WorldCat Local
  - Add features
    - Article metadata, Delivery options...
  - Integrate WorldCat into End User Environments

- **Delivery**
  - Worldcat.org / Local as the entry point
  - Comprehensive & intelligent delivery options
    - Electronic resource resolution
    - Consortial borrowing
    - Buy-it
  - Home delivery - from pilot to product

**FY 08 initiatives**

**Create Local Value**
Syndicate Grid services through partner programs

- Make data work harder
  - xISBN, Audience-level,
- Integration components
  - ILS Service integration
  - Authentication / identity management...
- Build community
  - Developer network
- Making it easier to participate & build web-scale

Maximize Uptake
Reduce the cost of library management through Grid-enabled systems & services

- Cataloging
  - Move record capture upstream
    - Generate efficiencies in cataloging, selection & acquisitions
  - Radically improve batch-load
- Digital Repository
  - Link local, group and global nodes
  - Integrate physical and digital metadata
- Electronic Resource Management
  - Investigate potential for network-based ERM
- Physical Repository
  - Investigate potential for network-based circulation/acquisitions

Increase Efficiency
Enrich the WorldCat Grid through greater data & service coverage

- Greater data acquisition
  - Global coverage (national library loads)
  - Increase participation
  - Add local data with global significance
- New data types
  - Registries..., Policy Directory
    - Make the network work
- Fuller integration of existing services
  - Search Services, Circ Services, Authentication, IFM...

Move to the Network
**Enterprise Product Roadmap**

- **Development Schedule**

- **Principles**
  - Move products into the ‘strategic flow’
  - Spin the fly-wheel
Discussion...