

OCLC as a Global Enterprise

Jim Michalko
VP, RLG Programs

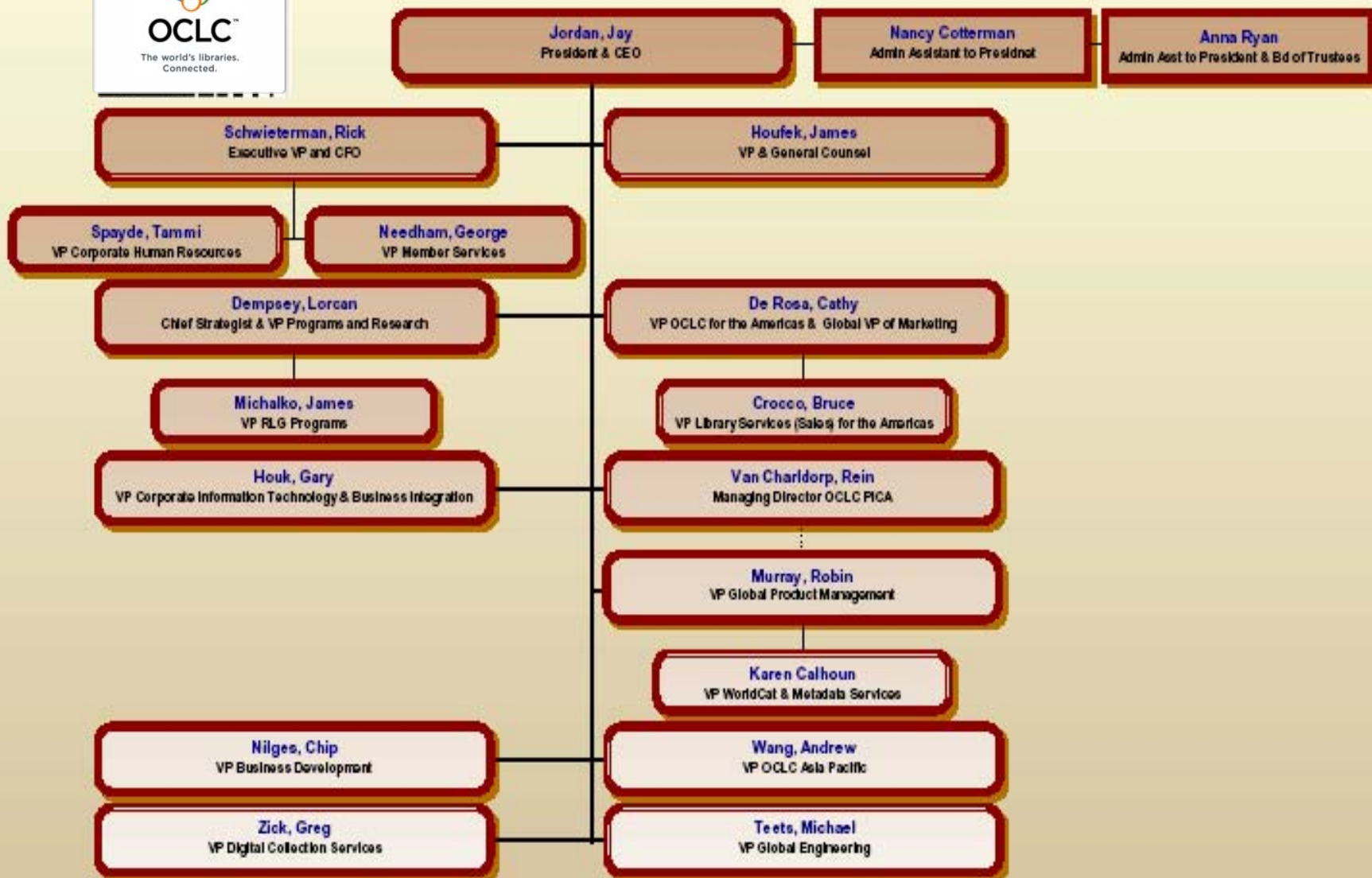
ARL Leadership Fellows

31 October 2007

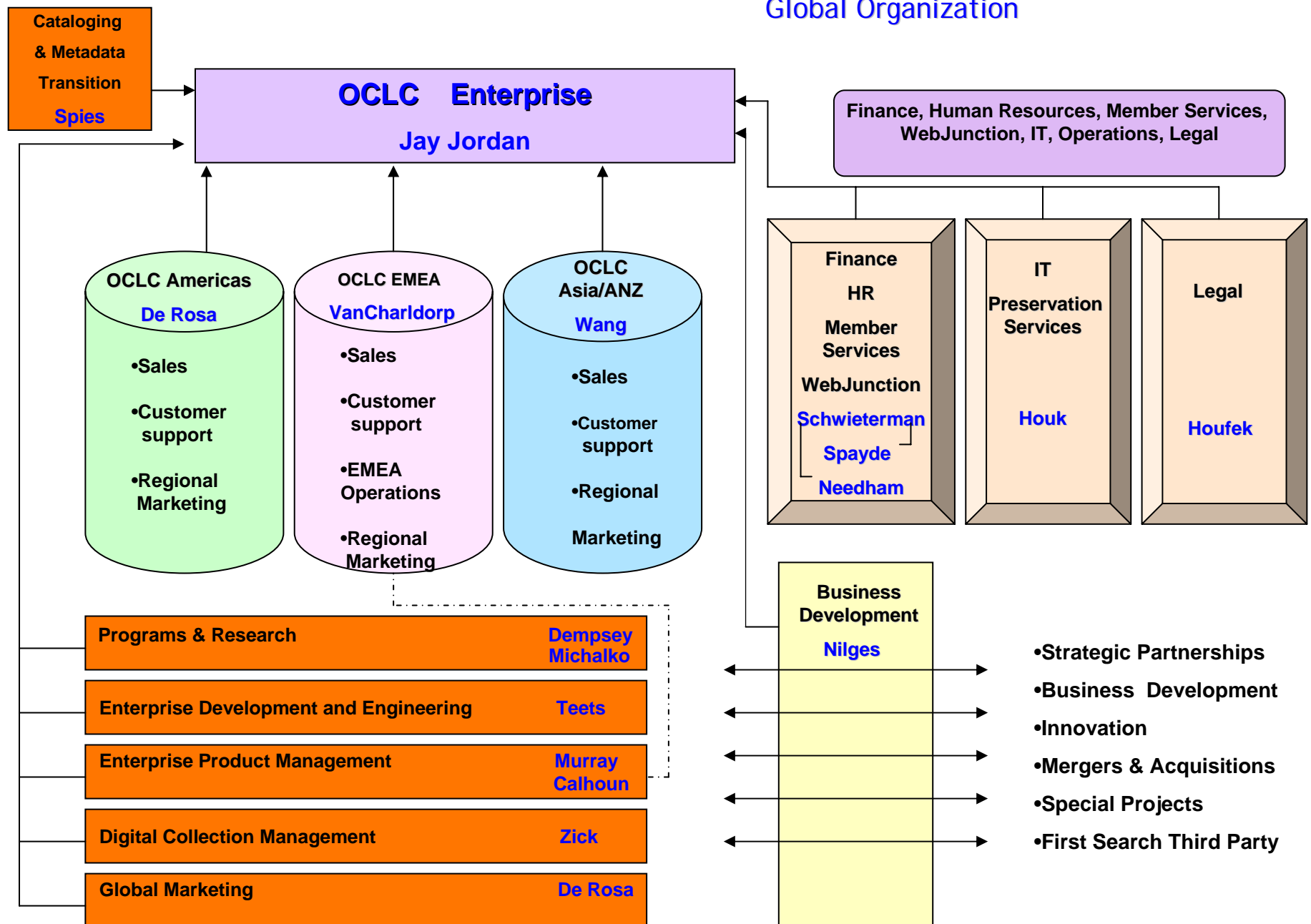
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Overview

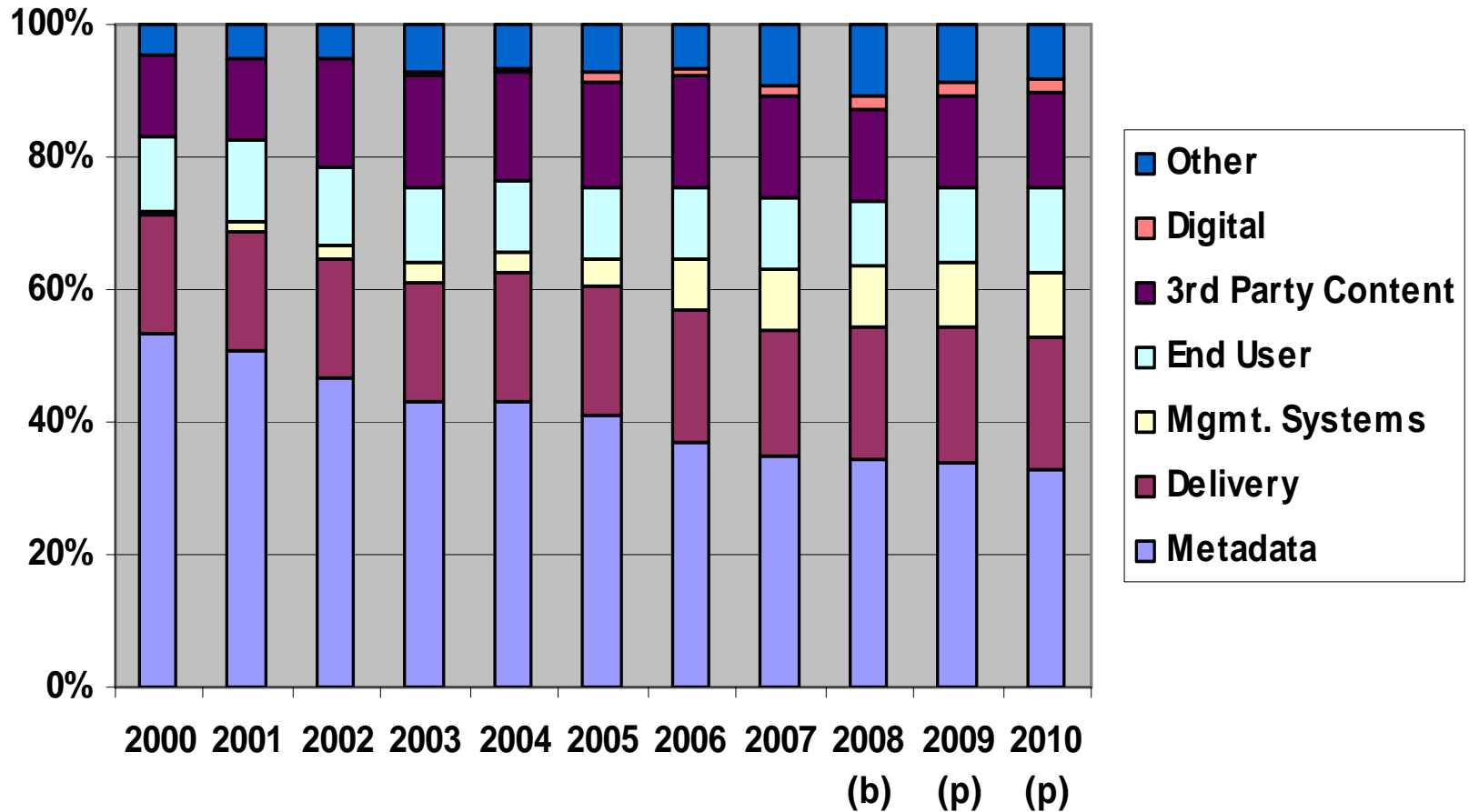
- Orienteering
 - The emerging global perspective
 - OCLC - internal and organization
 - The Enterprise Product Strategy



Global Organization

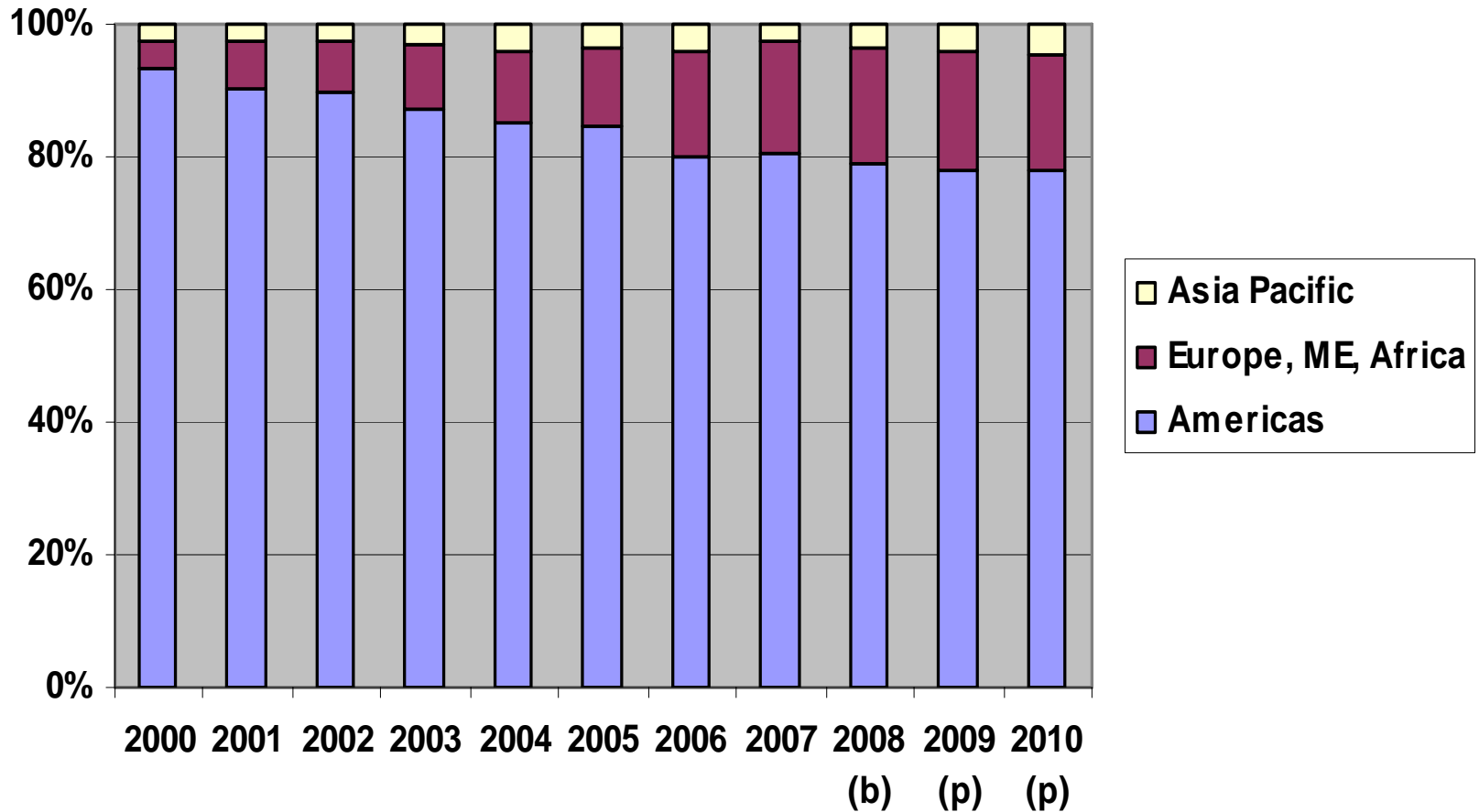


Percentage of Total Revenue, By Product Category, 2000- 2010



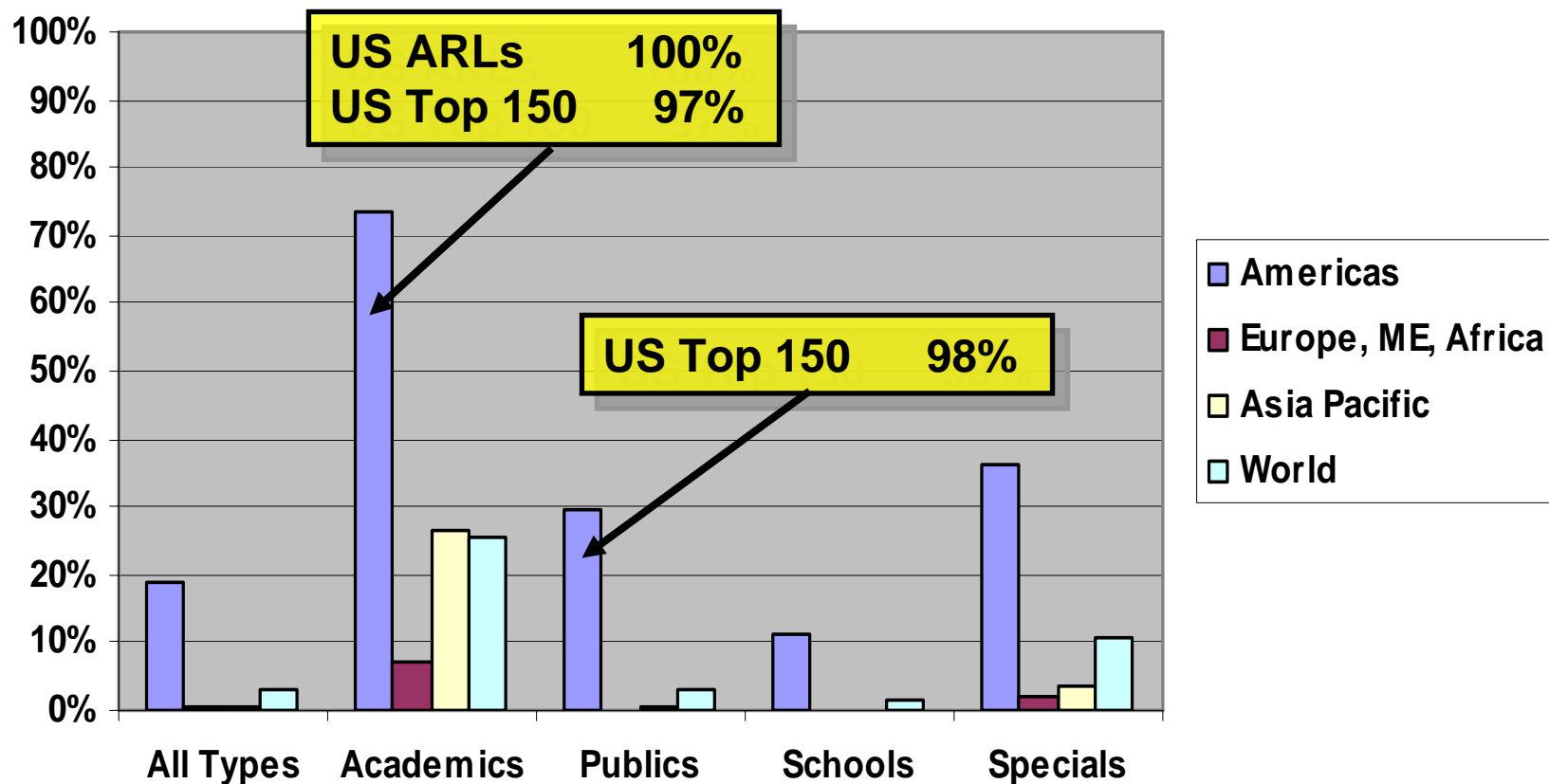
b = budgeted
p = projected

Percentage of Total Revenue, By Region, 2000 - 2010

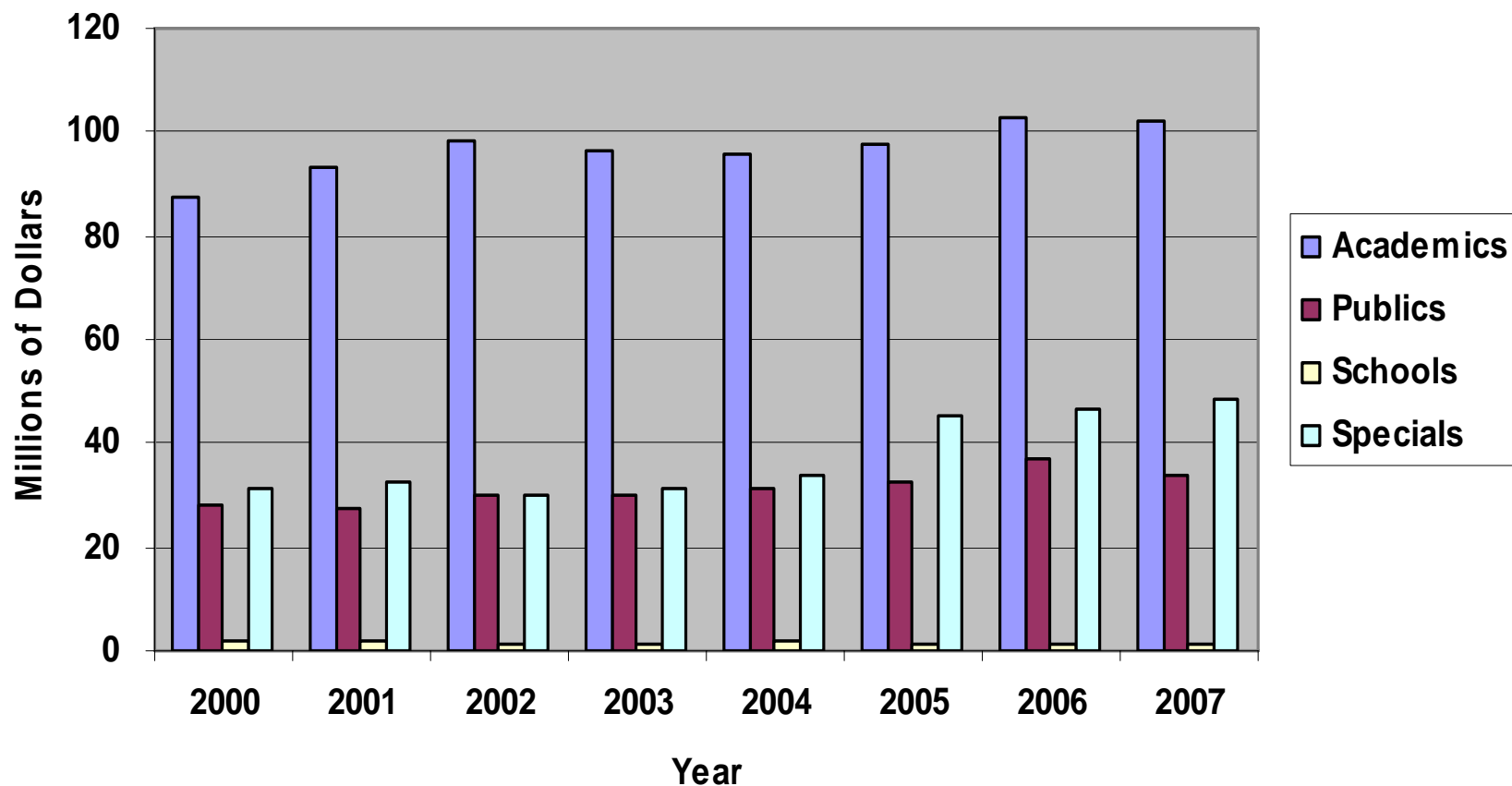


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Market Coverage, By Region and Library Type: June 2007



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.







Create Web Scale

Reduce unnecessary
fragmentation and
redundancy

Increase the
impact of libraries

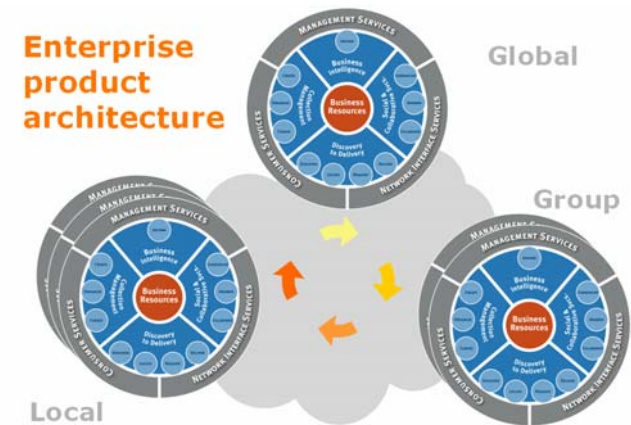
Put libraries
at the point of need

Make the network work
for libraries

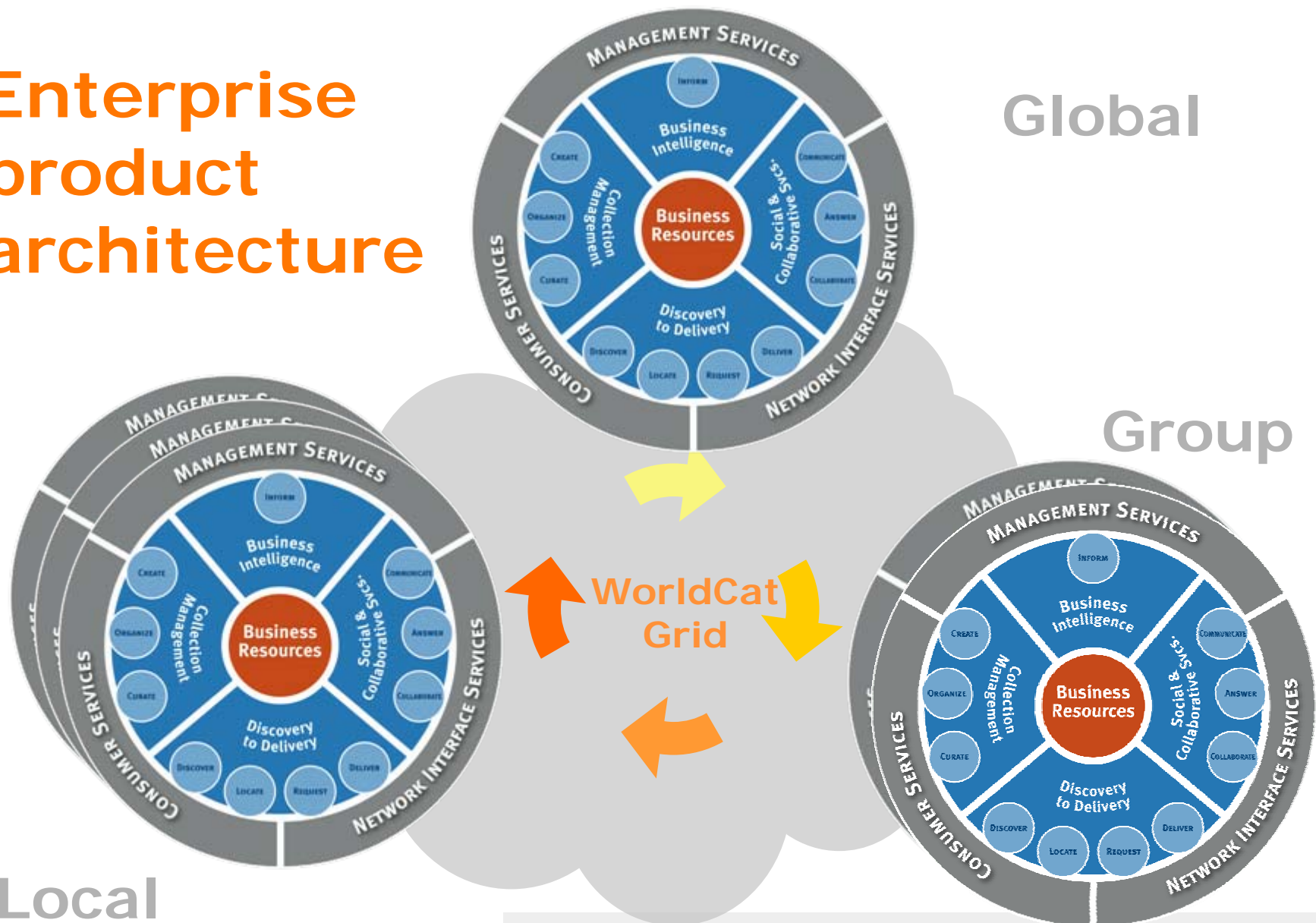
Create system-wide
efficiencies

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



Enterprise product architecture



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.

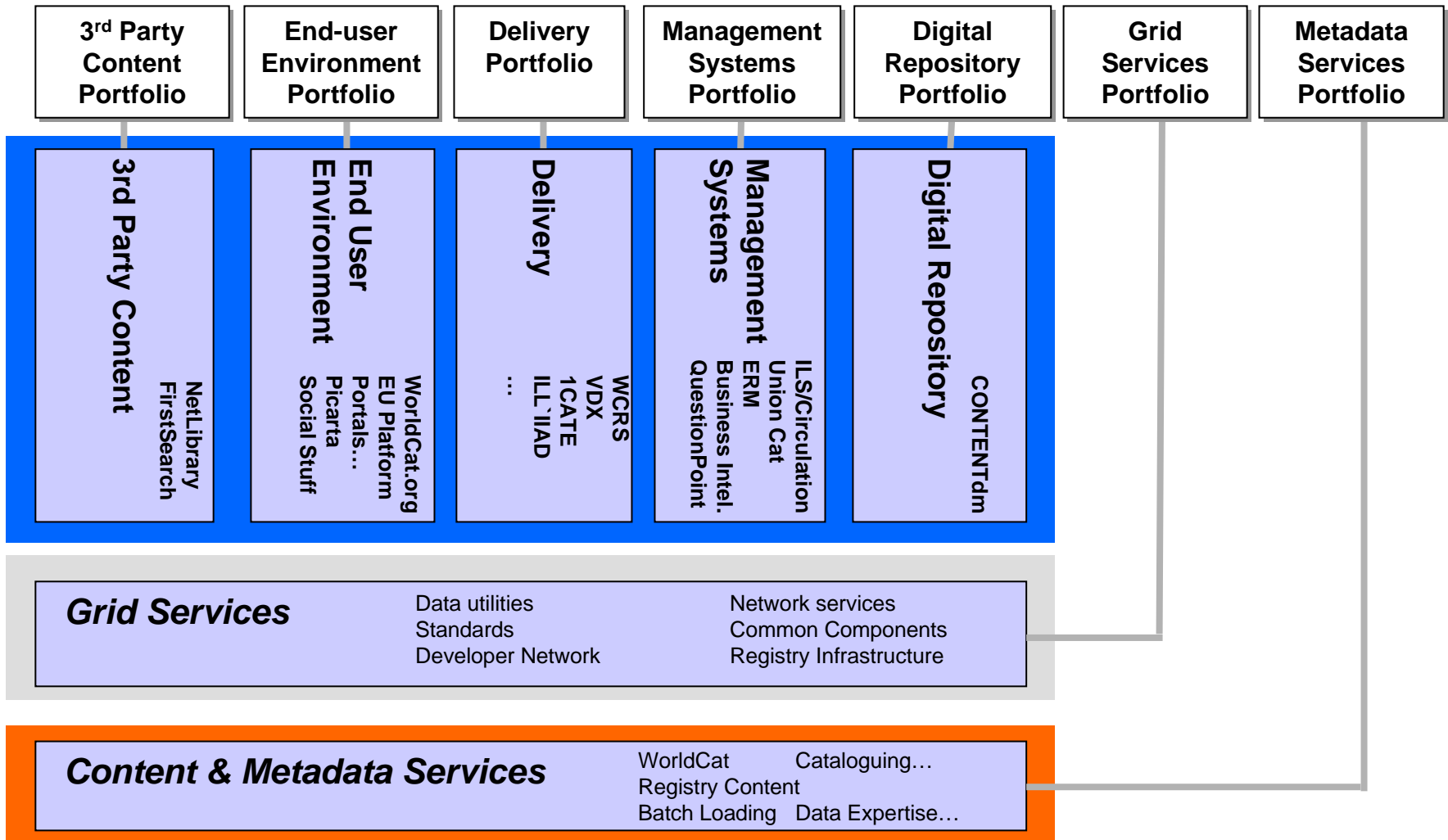
Grid Services

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...



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

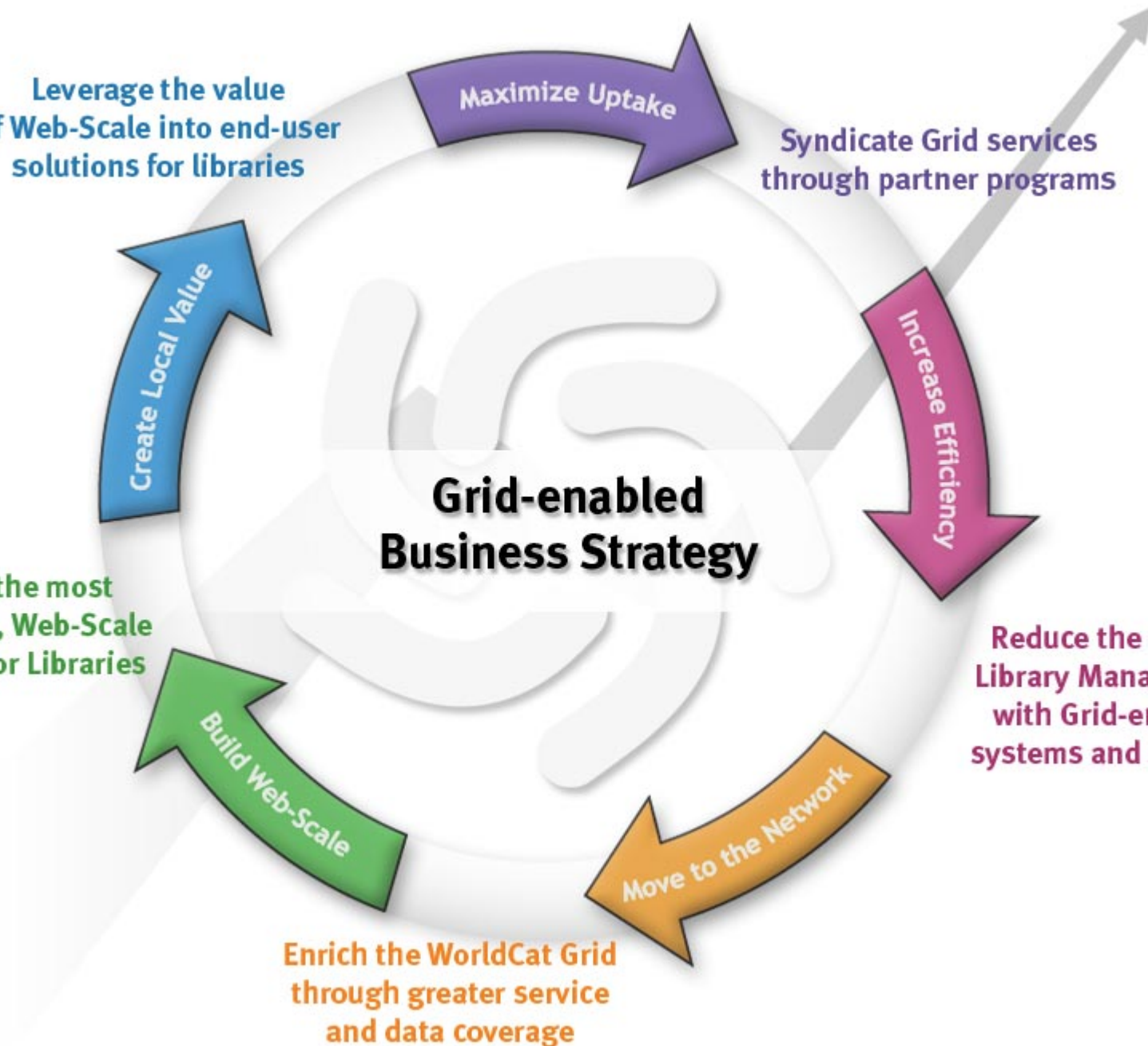
Enrich the WorldCat Grid
through greater service
and data coverage

Build Web-Scale

Provide the most
compelling, Web-Scale
presence for Libraries

Create Local Value

Grid-enabled Business Strategy



Grid-enabled Business Strategy

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Syndicate Grid services through partner programs

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Provide the most compelling, Web-Scale presence for Libraries

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

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Leverage the value
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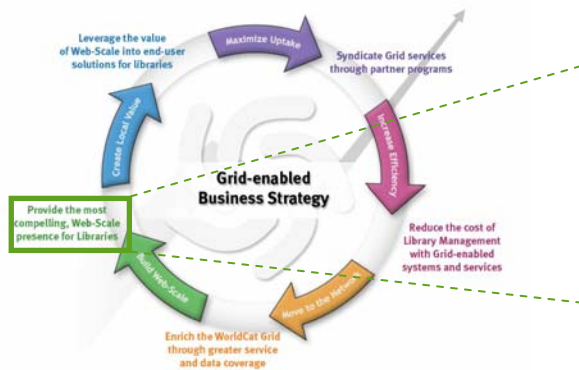
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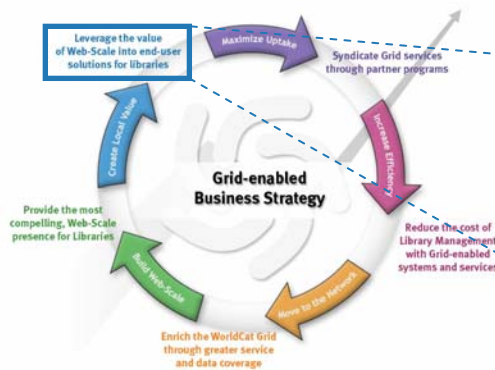


Provide the most compelling Web-Scale presence for libraries

- 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

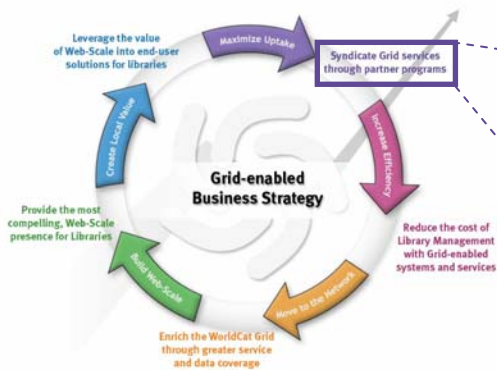


Leverage the value of Web-Scale into end-user solutions for Libraries

- 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

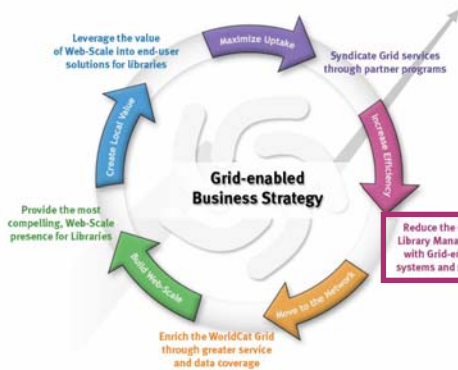


Syndicate Grid services through partner programs

- 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

FY 08 initiatives

Maximize Uptake

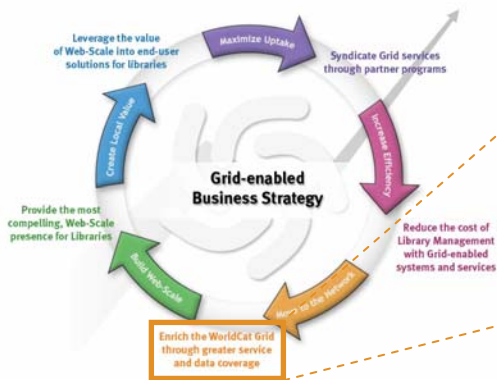


Reduce the cost of library management through Grid-enabled systems & services

- 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

FY 08 initiatives

Increase Efficiency



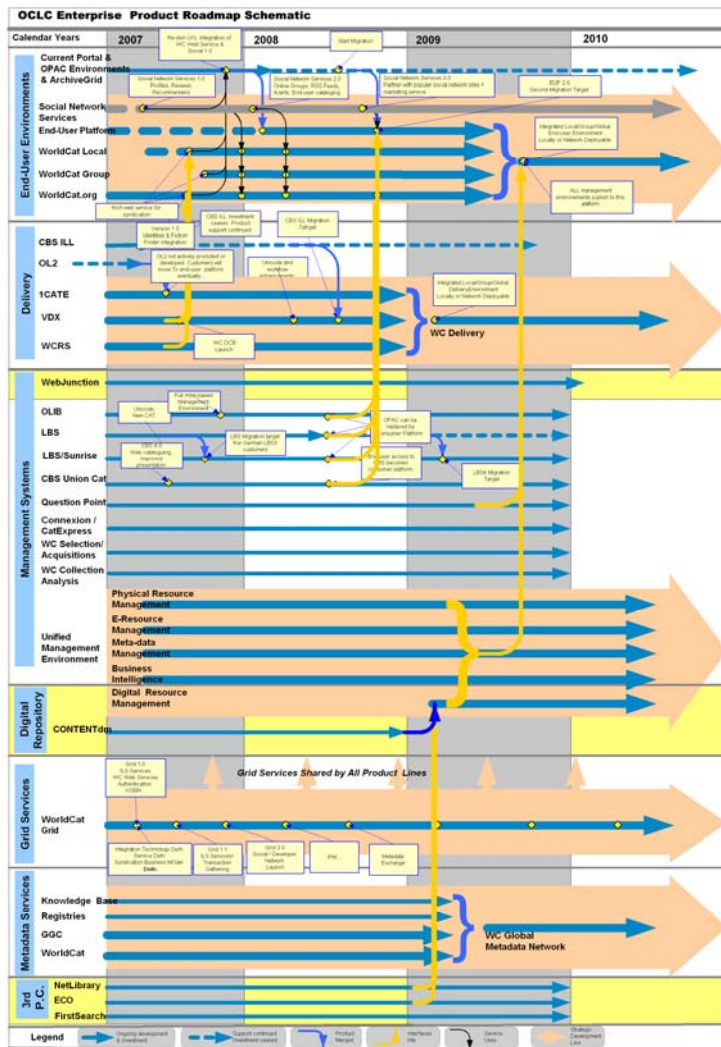
Enrich the WorldCat Grid through greater data & service coverage

- 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...

FY 08 initiatives

Move to the Network

Enterprise Product Roadmap



Development Schedule

Principles

- Move products into the 'strategic flow'
- Spin the fly-wheel

Discussion...