Elsevier, the Publishing Industry on the Move: Elsevier's View on Various Matters

Co@CERT 2005

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Elsevier, the publishing Industry on the move:

Elsevier's view on various matters such as Open Access, Institutional Repositories, Technological developments, etc.

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Title: Regional Sales Manager - Asia Pacific
Date: October 2005

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Agenda

- Elsevier 425 - 125
- Taiwan: an update
- Value added in the publishing cycle
  - Author
  - Elsevier
  - Libraries
  - Reader
- Conclusion

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425 - 125

We commemorate the founding of the House of Elzevir in 1580 and celebrate the establishment of the Elsevier Company in 1880

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Background

Galileo's last and greatest work, published in 1638 by Elzevir, "Discorsi e Dimostrazioni Matematiche" is considered the first important discussion of modern physics.

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Donations

Book in your name program:

- *Each employee will give a book in their name to 10 selected libraries in Africa, Vietnam and Latin America.*
- ***US$ 1 million worth of books** will be delivered to these libraries*

Taiwan: an update

Nationwide access

- *Increasing number of ScienceDirect customers (137 year to date)*
- *Taiwan is ready for the future:*
  - *Access via SDOS (permanent archive)*
  - *Access via ScienceDirect On Line (SDOL); free of charge*
- *Increasing output:*

Latest Figures

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APAC SD Usage Jan – Apr 2005

Latest Figures

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Usage on SDOL and SDOS:

Latest Figures

SDOL vs SDOS

Latest Figures

High usage from non-subscribed journals

Latest Figures

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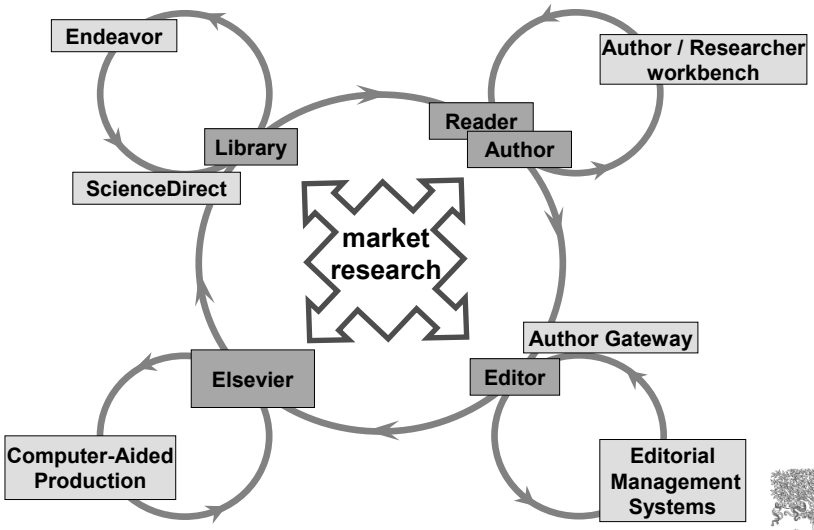
Value added in the publishing cycle



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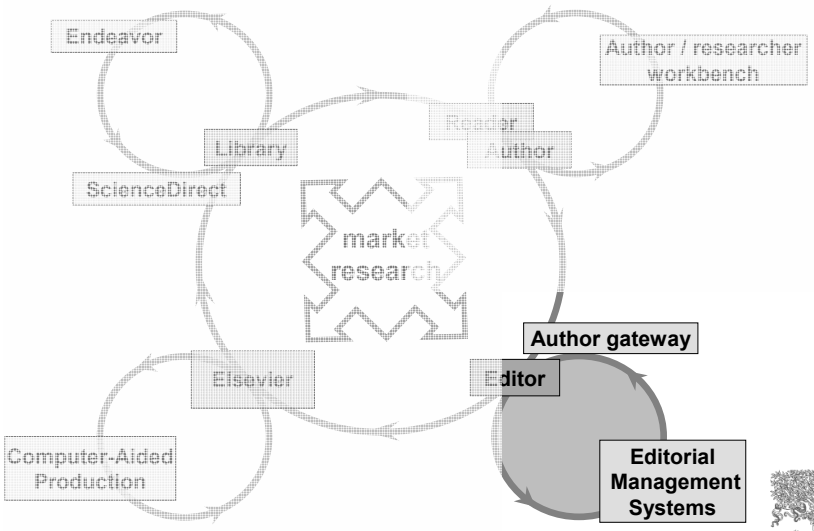
The editorial process



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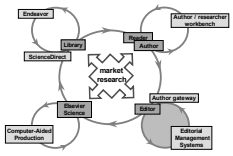
Peer review support has improved dramatically…



- ±4000 Editors & 40,000 Editorial Board Members
- 578 journals out of 1800 now handled electronically
- 116,775 authors submit electronically
- Goal – all journals by end of 2006

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Article share is increasing… (6% growth in 2004)

Latest Figures

Source – ISI for market share growth; 6% increase is as per measured by Elsevier systems

2004 Price Overview

Latest Figures

Article share grows despite industry changes

- ***Open Access***
  - ***We're sitting on the fence…***
- ***Institutional Repositories***
  - ***Supporting but need to balance author freedom with copyright protection/our value added***

Open Access – We're still sitting on the fence…

- *Key Concerns -*
  - *Quality challenges / Institutional politics*
    - *creates financial barriers to publication where currently there are only quality ones*
  - *Sustainability – OA business models are unsustainable without subsidies or loss*
  - *Poor authors excluded or have to be subsidized by the rest*
  - *Corporate free riders – multi nationals benefit*
  - *One time payment for perpetual access – no guaranteed archive*

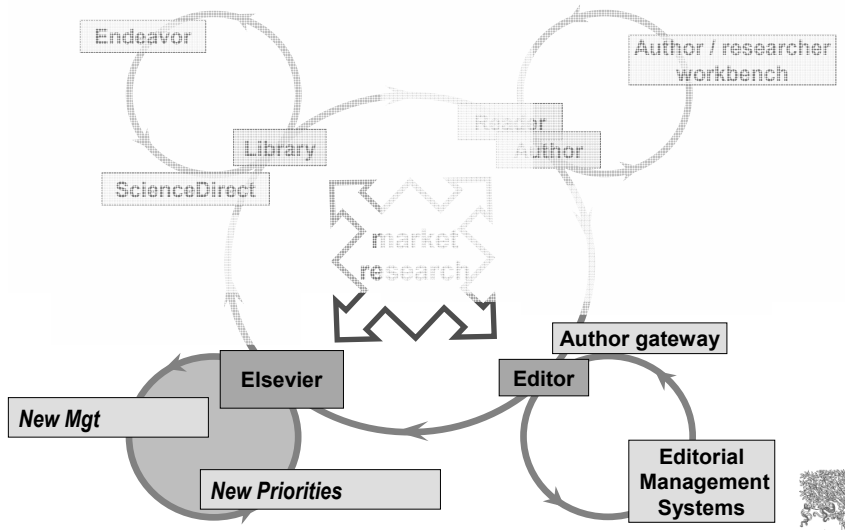
OA - Bias to accept/Pressure on quality

- *Hal Varian, Berkeley:*
  "An economic system tends to favor those who pay. If the authors pay, then the system will lean towards the author's goal (getting published) whereas if the readers pay the system will lean towards the reader's goal (effective filtering.)"

Institutional Repositories (IR)

- *Elsevier supports IRs but we need to balance author freedom with protection of copyright/our added value*
  - *Researcher retains wide rights*
    - *Author can post final article (or pre print version), with a link to the journal home page, on personal home page or institutional web site.*
  - *Author can, without permission:*
    - *Use article for classes or courses*
    - *Share article with research colleagues*
    - *Present article at a meeting or presentation*
    - *Expand the article to book-length form*
  - *Leading collaborator with the NIH*

Elsevier – Internal Developments



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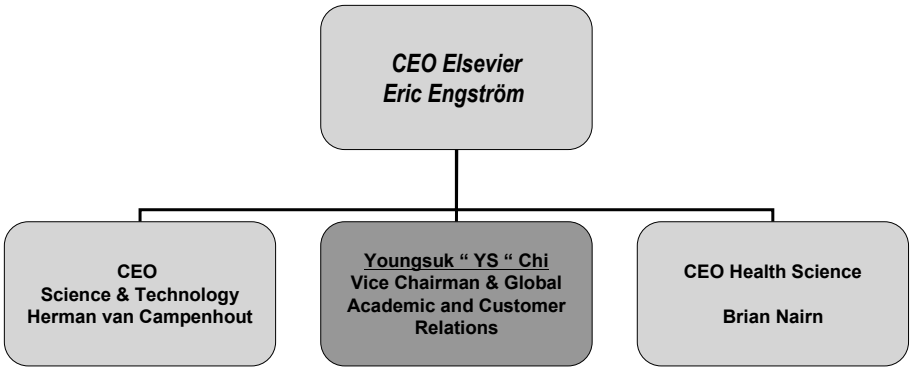
New Senior Mgt Team



- *Customer Service*
- *New initiatives to serve changing needs*
- *Review of pricing models*

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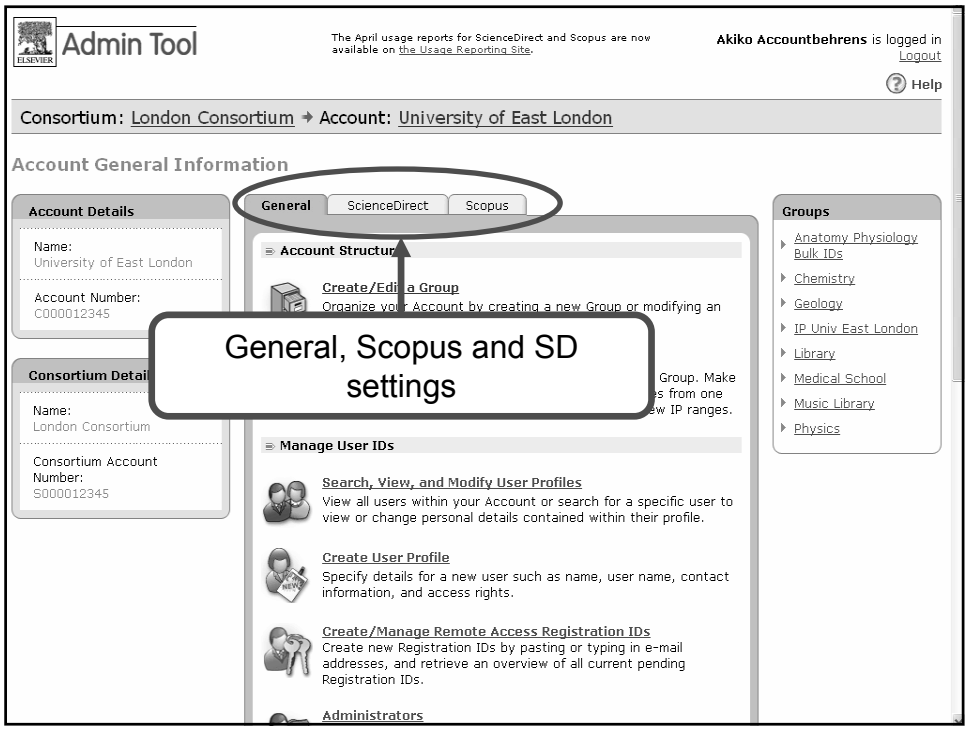
Customer Service – Key Priority

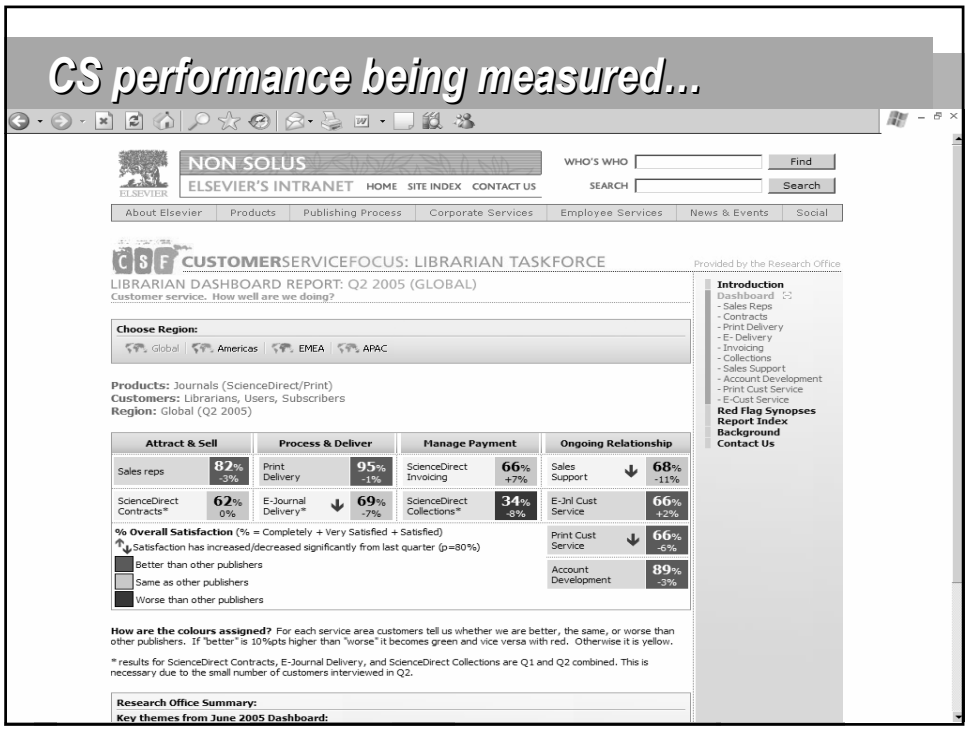
- *68 immediate action points for improvement*
  - *Simplified contracts (4 pages instead of 11)*
  - *No more amendments*
  - *Better checks on subscriptions => accurate invoices.*
  - *More dedicated admin people*
  - *……..*

Based on your feedback

For example – Self Administration….

- *…..via the On-Line Administration Tool*
  - *IP Ranges*
  - *Document Delivery*
  - *Library Banner*
  - *Usage statistics*
  - *Subscription coverage (Vol 12, 1997 – Vol 23, 2005)*
  - *On-line ordering of E-journal subscriptions (future)*
  - *E – Commerce: E – books, MRW, etc*
  - *User profiles*


Admin Tool
The April usage reports for ScienceDirect and Scopus are now available on the Usage Reporting Site.
Akiko Accountbehrens is logged in
Logout
Help
Consortium: London Consortium → Account: University of East London
Account General Information
Account Details
Name:
University of East London
Account Number:
C000012345
Consortium Detail
Name:
London Consortium
Consortium Account Number:
S000012345
General
ScienceDirect
Scopus
Account Structur
Create/Edit a Group
Organize your Account by creating a new Group or modifying an
Group. Make
s from one
ew IP ranges.
Manage User IDs
Search, View, and Modify User Profiles
View all users within your Account or search for a specific user to view or change personal details contained within their profile.
Create User Profile
Specify details for a new user such as name, user name, contact information, and access rights.
Create/Manage Remote Access Registration IDs
Create new Registration IDs by pasting or typing in e-mail addresses, and retrieve an overview of all current pending Registration IDs.
Administrators
Groups
Anatomy Physiology Bulk IDs
Chemistry
Geology
IP Univ East London
Library
Medical School
Music Library
Physics
General, Scopus and SD settings


CS performance being measured...
NON SOLUS
ELSEVIER'S INTRANET
HOME SITE INDEX CONTACT US
WHO'S WHO
SEARCH
Find
Search
About Elsevier
Products
Publishing Process
Corporate Services
Employee Services
News & Events
Social
CSF CUSTOMERSERVICEFOCUS: LIBRARIAN TASKFORCE
Provided by the Research Office
LIBRARIAN DASHBOARD REPORT: Q2 2005 (GLOBAL)
Customer service. How well are we doing?
Choose Region:
Global
Americas
EMEA
APAC
Products: Journals (ScienceDirect/Print)
Customers: Librarians, Users, Subscribers
Region: Global (Q2 2005)
Attract & Sell
Process & Deliver
Manage Payment
Ongoing Relationship
Sales reps 82% -3%
Print Delivery 95% -1%
ScienceDirect Invoicing 66% +7%
Sales Support 68% -11%
ScienceDirect Contracts* 62% 0%
E-Journal Delivery* 69% -7%
ScienceDirect Collections* 34% -8%
E-Jnl Cust Service 66% +2%
% Overall Satisfaction (% = Completely + Very Satisfied + Satisfied)
Satisfaction has increased/decreased significantly from last quarter (p=80%)
Better than other publishers
Same as other publishers
Worse than other publishers
Print Cust Service 66% -6%
Account Development 89% -3%
How are the colours assigned? For each service area customers tell us whether we are better, the same, or worse than other publishers. If "better" is 10%pts higher than "worse" it becomes green and vice versa with red. Otherwise it is yellow.
* results for ScienceDirect Contracts, E-Journal Delivery, and ScienceDirect Collections are Q1 and Q2 combined. This is necessary due to the small number of customers interviewed in Q2.
Research Office Summary:
Key themes from June 2005 Dashboard:
Introduction
Dashboard
- Sales Reps
- Contracts
- Print Delivery
- E- Delivery
- Invoicing
- Collections
- Sales Support
- Account Development
- Print Cust Service
- E-Cust Service
Red Flag Synopses
Report Index
Background
Contact Us

Customer Focus

Establishment of Local Team

- *Li Wei Lai: Account Manager*
- *Thelma Huang: Account Manager*
- *Cathy Lin Trainer*

Possible Extension in 2006:

Account Managers,
Sales Support,
Account Development Manager,
Trainer

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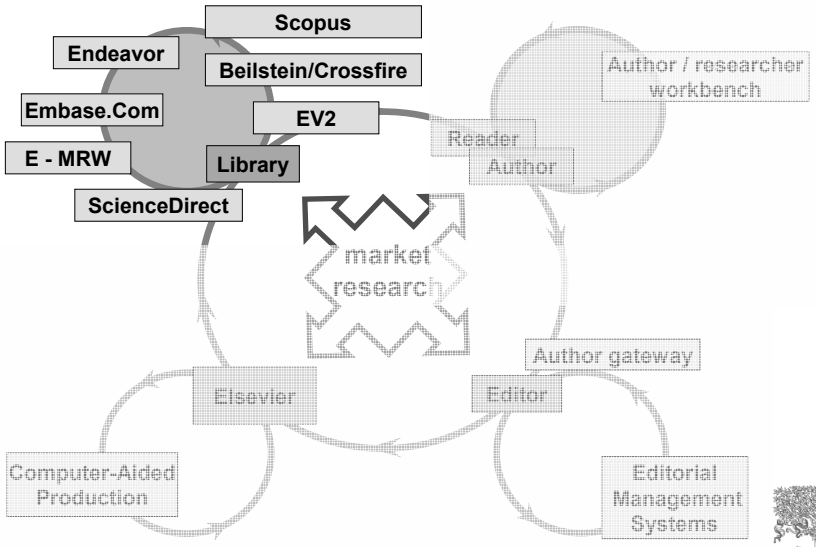
The digital library



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Update on Scopus

- *One stop shop on 14,000 Journals / 4000 publishers*
- *Citation Analysis Tool*
  - *Dec 2005: Live calculation of impact of Article/Journal*
- *Addition of 300 social science journals; books and reference works will follow soon*
- *More direct links to full text; Shortest way to full text: two clicks*
- *45 Taiwanese journals covered: unique!*
- *Journals remain permanently on Scopus: irrespective of impact*

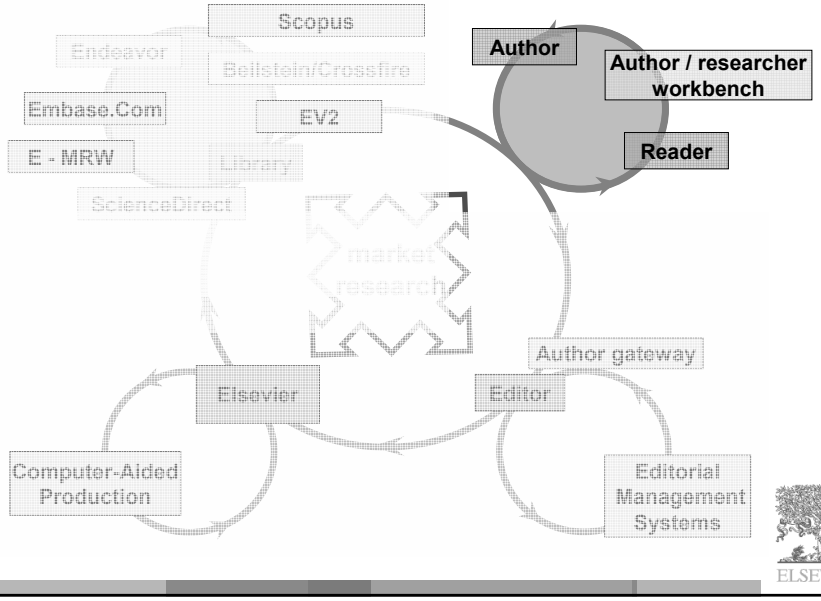
Status Scopus

SCOPUS

Global Contracts	
Asia	
Taiwan	

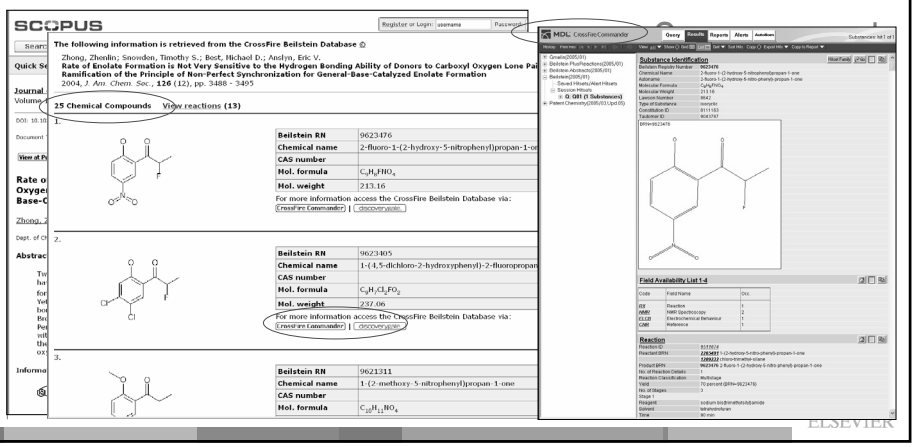
Latest Figures

The digital library

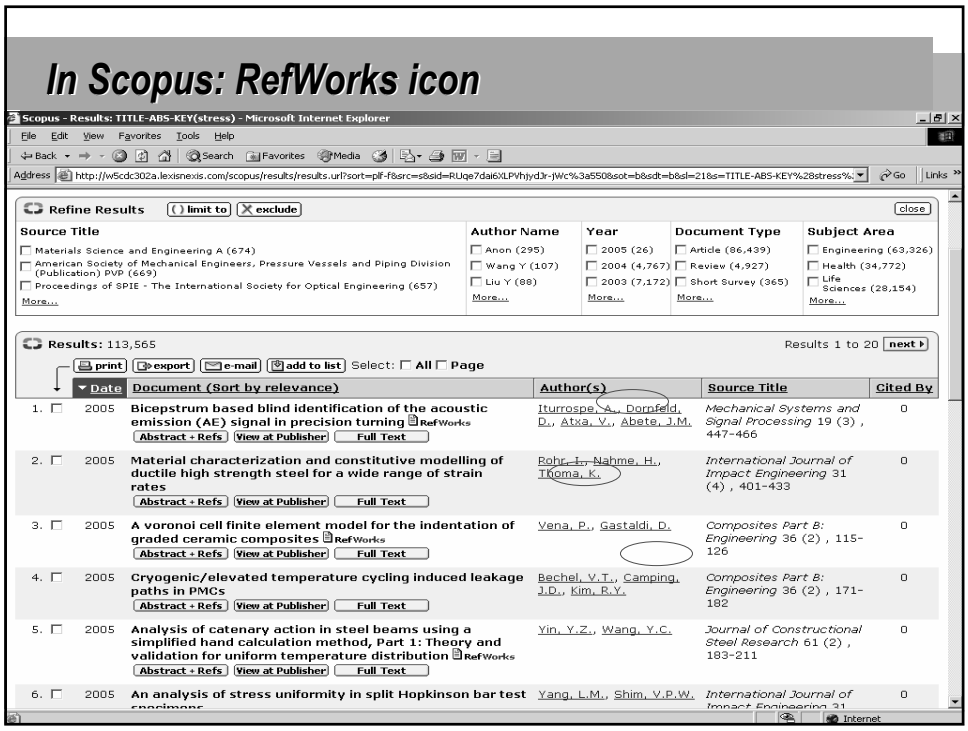


Scopus Link into Crossfire/DiscoveryGate

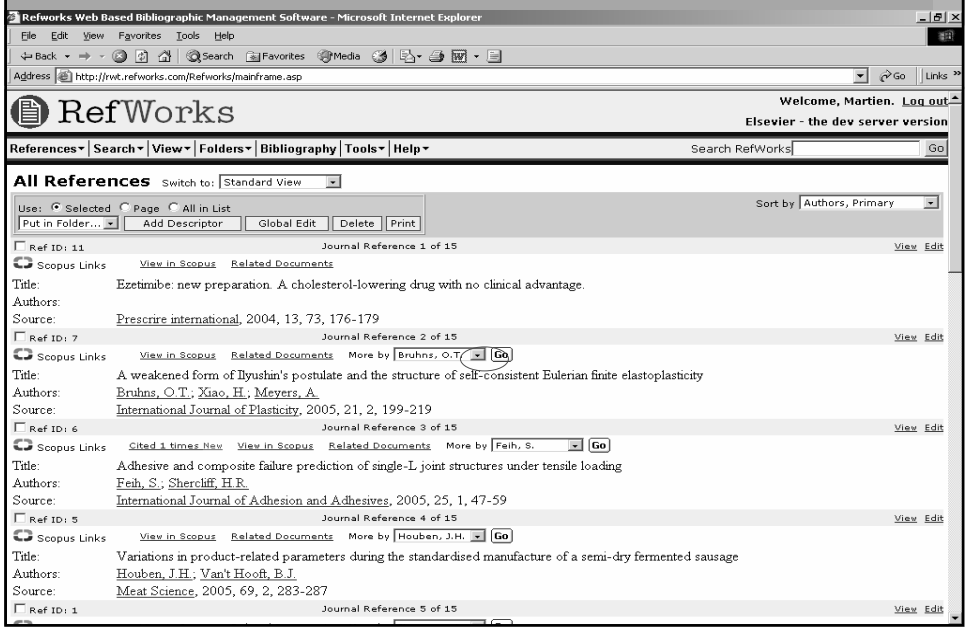
- *Start search in Scopus and link to visual display of chemical structures & factual information*
- *Link through to Crossfire Commander for detailed factual information*



In Scopus: RefWorks icon



In RefWorks: notification



In summary

Help the library to provide access to information anytime, anywhere

Develop solutions that help scientists integrate information into their daily work process

Expand content coverage to books & MRW's. Accelerate publication times

Extend electronic workflow into the peer review process

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Thank you!

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1 **不斷前進的出版業界：Elsevier 對於開放式存取(Open Access)、機構典藏(Institutional Repositories)、技術開發等事項的觀點。**

主講：Pascal van den Nieurwendijk (白志高 先生)
職稱：亞太區區域業務經理
日期：2005 年 10 月

2 議程

- Elsevier 425 - 125
- 臺灣：最新消息
- 在出版循環中所提供的加值服務
  - **作者**
  - Elsevier
  - 圖書館員
  - 讀者
- 結論

3 **425 – 125**

- 我們於 1580 年創辦 House of Elzevir 並在1880 年成立 Elsevier 公司。

4 **背景**

- Elzevir 於1638 年出版伽利略最後及最偉大的作品「Discorsi e Dimostrazioni Matematiche 」，這也是現代物理學最重要的論據。

5 **捐贈**

- 『以汝之名』的捐贈活動
- 每一位職員將以他們的名字命名的一本書籍贈送給位於非洲、越南和拉丁美洲的十所選定院校。
- 總值US$ 1 百萬美金的書籍將遞送到這些圖書館

6 **臺灣：現況回顧**

7 **全國性的存取**

- 不斷增加的 ScienceDirect 客戶數量（目前計有137所學術單位加入）
- 臺灣已為未來做好準備，包括：
  - 透過 SDOS 存取（永久性的存檔）
  - 透過 ScienceDirect On Line (SDOL)線上存取；SDOL係免費提供給會員的平台服務
- 增加的輸出資料：

8 **APAC SD 使用率 2005 年 1 月至 4 月**

9 **SDOL 和 SDOS的使用量**

10 **SDOL v.s. SDOS**

11 **非訂閱期刊 (non-subscribed journals) 的高使用率**

12 **在出版循環中所提供的加值服務**

13 **編輯程序**

14 **顯著改善的同儕評鑑支援**

- 大約 4000 名編輯和 40,000 名編輯部成員
- 如今，在 1800 餘種期刊中有 578 種已經完全採用電子化處理
- 116,775 名作者以電子方式呈交論文
- 目標 – 於 2006 年年底前完成將期刊全部採電子化處理模式

15 **全球科學論文出版市佔率 (預估2004年較前年成長6%)**

16 **2004 年價格概覽**

17 **儘管業界環境在變化，Elsevier論文出版市佔率仍持續增長**

- 開放式存取（Open Access）
  - 我們持中立的態度...
- 機構典藏（Institutional Repositories）
  - 我們支持此一概念，但仍需在作者自由權及著作財產權保障中取得平衡

18 **開放式存取 (Open Access) — 我們持中立的態度...**

- 主要關注 —
  - 品質挑戰 / 機構的政策
    - 以往, 出版只分品質好壞, 但在OA模式會產生所謂的出版品財務界線 (有無經費出版)
  - 持續性 – 在無津貼或虧損的情況下 OA 業務模式無法維持
  - 經濟能力差的作者將被排除在外, 或必須仰賴其他作者的補助
  - 免費的企業附加優惠 — 多種全國性的利益
  - 一次性付款可取得永久存取權 — 無存檔保證

19 **OA 傾向於接受出版 / 但會有品質難以控制的壓力**

- Hal Varian、Berkeley：
  「經濟型系統傾向於討好那些付款的人。如果作者付款，系統將會趨向於作者目的（獲得出版），如果是讀者付款，系統則將會趨向於讀者目的（有效的過濾）」

20 **學院館藏（IR）**

- Elsevier 支持機構典藏, 但在主張作者自由權的同時也應顧及到著作權的保護 / 我們的增值服務即致力取得二者平衡
- 研究員保留最大的權利
  - 作者可使用在個人首頁或學院網站上連至期刊首頁的連結發表最終文章（或預先列印版本）
- 作者可以在無須獲得同意下：
  - 在課堂或課程中使用文章
  - 與研究的同事共用文章
  - 在會議或演示中展示文章
  - 將文章擴展為書籍長度形式
- NIH 的主要合作者

21 **Elsevier – 內部發展**

22 **新的資深管理層級**

- 總執行長: Eric Engstrom
  - 科學與技術部執行長:Herman van campenhout
  - 全球學院及客戶關係副主席: Youngsuk “YS” Chi
  - 健康科學部執行長: Brian Nairn
- 客戶服務
- 滿足變更需求的新動力
- 價格模式的探討

23 **客戶服務 – 我們將其列在最優先!**

- 我們採取了 68 項改善服務的方針, 包括:
  - 簡化的合約（4 頁而非 11 頁）
  - 刪除不必要的附加條款或備註
  - 更好的訂購資料核對 => 準確的發票。
  - 更多專屬的管理人員
  - .....
- 我們需要來自您的意見. 並據此來提昇我們的服務

24 **例如 – 自我管理...**

- .....透過線上管理工具
  - IP 範圍
  - 文獻傳遞
  - 設計Library Banner (如:圖書館的logo) 來客製化系統界面
  - 使用率統計

- 訂購範圍（1997 年第 12 期 – 2005 期第 23 期）
- 線上訂購電子期刊（未來）
- 電子商務：電子書、MRW、等等
- 使用者個人檔案

25 **Admin Tool (管理者功能介紹)**

26 **客戶服務品質的評鑑...**

27 **客戶服務**

- 建立當地服務小組
  - Lai Li Wei (賴俐位)　　客戶經理
  - Thelma Huang (黃婷鈺)　　客戶經理
  - Cathy Lin (林雯瑤)　　系統訓練講師
- 在 2006 年可能增設：
  - 客戶經理
  - 銷售支援
  - 專案發展經理
  - 系統訓練講師

28 **數位圖書館**

29 **Scopus 產品訊息更新**

- 14,000 餘種期刊 / 4000 多家出版商
- 引用文分析工具
- 2005 年 12 月：即時分析計算文章 / 期刊的引用影響係數
- 額外再新增 300 餘種社會科學類期刊；同時也將收錄書籍和參考資料
- 更多直接連至全文的連結；更快存取全文的方式- 只需滑鼠按兩下
- 收錄 45 種臺灣期刊
- 期刊永久保留在 Scopus 中：不論其引用次數的多寡

30 **Scopus 現況**

- 全球
- 亞洲
- 臺灣

31 **數位圖書館**

32 Scopus 連結至 Crossfire/DiscoveryGate

- 在 Scopus 中檢索並連結至以圖像界面顯示的化學結構和事實資訊
- 透過 Crossfire Commander 連結以獲得詳細的事實資訊

33 **在 Scopus 中如何將結果匯入RefWorks (圖示)**

34 **在 RefWorks 中如何連結至Scopus (圖示)**

35 **總結**

- 協助圖書館隨時隨地提供資訊服務。
- 開發協助科學家將資訊結合到日常工作程序中的解決方案。
- 將電子工作流程運用在同儕評鑑程序中。
- 擴展資訊內容, 涵蓋書籍及參考工具等。加速出版時間。

36 **感謝您的參與！**