CILIP Conference 2015

Bringing the information world together

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How evolving access needs are redefining the library role:

- What are the challenges?
- What are the opportunities?
The next 20 minutes

• Who am I?
• OpenAthens
• Our survey
• Our survey results
• Questions
Who am I?
Jon Bentley, Head of Product Marketing

- Joined OpenAthens in January 2015
- 15 years in commercial publishing
- The “voice of the customer”
Seamless user access: the expectation
The reality?
Our purpose

• We help organisations connect their communities with the content and resources they need to develop their ideas and make the best possible decisions
What we do

OpenAthens is a single sign-on solution that combines a **powerful**, scalable system with a **simple** interface. It provides **seamless access** for users, together with **advanced management** and **security controls** for organizations and publishers.
Our survey: January 2015

Librarians’ experiences and perceptions of identity and access management
Whose views?

Please give us a broad sense of the type of organization in which you work:

- Education: 52.6%
- Healthcare: 44.8%
- Government: 5.5%
- Corporate research: 3.1%
- Pharma and bio-medical: 2.1%
Whose views?

I am primarily based in:

- Europe: 68.1%
- North America: 27.5%
- Asia: 1.6%
- Africa: 0.8%
- Australasia: 1.6%
- Middle East: 0.5%

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Whose views?

Access is currently managed in my institution by:

- Pingidentity: 8
- Infotrieve: 12
- Portal: 68
- Remote desktop: 56
- VPN: 55
- Shibboleth: 95
- EZproxy: 90
- OpenAthens: 160
- Username and password: 215
- IP address: 335
- Onsite: 152
- Off-network: 201

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The survey results
Access management is critical

Do you agree?

- Yes
- No

1.7% (7) for No
98.3% (417) for Yes

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Ownership is clear, decisions are given priority

To what extent would you agree with the following statements about how access management is perceived or managed in your organization?

1. Decisions about access management are given the necessary priority within my team
   - Strongly agree: 48
   - Agree: 196
   - Neither agree nor disagree: 104
   - Disagree: 57
   - Strongly disagree: 10

2. It's clear where ownership of access management sits across my organization/system
   - Strongly agree: 27
   - Agree: 143
   - Neither agree nor disagree: 95
   - Disagree: 132
   - Strongly disagree: 20
Behind the curve, systems struggle to support needs

To what extent would you agree with the following statements about how access management is perceived or managed in your organization?

1. We are behind the curve in terms of what we offer our users
   - Strongly agree: 33
   - Agree: 143
   - Neither agree nor disagree: 113
   - Disagree: 105
   - Strongly disagree: 21

2. Our current access management solution gives us good insight into the usage of the resources we invest in
   - Strongly agree: 13
   - Agree: 138
   - Neither agree nor disagree: 113
   - Disagree: 126
   - Strongly disagree: 25
Maintenance struggles, insufficient IT support

To what extent would you agree with the following statements about how access management is perceived or managed in your organization?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access management is requiring my team to take on IT responsibilities</td>
<td>48</td>
<td>192</td>
<td>90</td>
<td>77</td>
<td>9</td>
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<tr>
<td>It is difficult to keep up with the maintenance of our access management solution</td>
<td>21</td>
<td>145</td>
<td>151</td>
<td>88</td>
<td>8</td>
</tr>
<tr>
<td>We have sufficient IT support for access management</td>
<td>27</td>
<td>116</td>
<td>91</td>
<td>136</td>
<td>45</td>
</tr>
</tbody>
</table>
Demand for off-site access is growing

Do you agree?

- Yes: 97.6% (534)
- No: 2.4% (13)

In your view, why is this the case?

- Research increasingly taking place in offsite labs, clinics etc: 54.7%
- Research increasingly taking place at home: 76.5%
- Research increasingly taking place on mobile devices: 84.3%
Why are people off-site?

“Research at my institution is collaborative with partners in many countries and researchers carry out a lot of travel.”

Julia Martin,
Head of Information Services,
Liverpool School of Tropical Medicine
Opportunities driven by off-site access

In your view, what opportunities does this create for libraries (or other information centers) and their users?

- Better understanding of what users do with information: 52.2%
- Increased engagement with users: 57.1%
- Increased usage of licensed information resources: 86.0%
Touchpoints

“[Off-network access] makes it difficult to be engaged with users - less contact time may mean we are out of touch with what they want.”

Ellie Hunt, Information Advisor, Kingston University

“Patrons are coming to me more these days for help in learning how to do this [digital / off-network access]. It gives me a new into the kinds of information they use, and how they use it.”

Keydi Boss
O’Hagan, Librarian, Holy Name Medical Center (teleinterview)
Wider implications and opportunities

“Increased demand for remote users has caused libraries to rethink how they present and interact with customers which has also had knock on benefits for improving the customer experience for onsite customers, e.g. a customer may be onsite but no longer needs to leave his office.”

Anne Knight, Head of Content, Digital and Client Services, Cranfield University

“Opportunity to rethink what we use the physical library building for (study space etc).”

Tom Hyland, Library Systems Manager, Teesside University

“Redefine the library mission and purpose away from physical storage to supporting learning and research in different ways.”

Valerie Stevenson, Head of Academic Services, Library Services, Liverpool John Moores University
Challenges of off-site access

In your experience, what challenges does this create for libraries (or other information centers) and their users?

- Staff technical skills/knowledge: 80.3%
- Limitations of current systems: 71.7%
- User technical skills/knowledge: 66.6%
- More complex user journey: 45.6%
- More user enquiries: 44.1%
- Security challenges: 17.6%
“I think we need to work harder to ensure a smooth experience when off campus. The danger is people will not use the bought resources through frustration or lack of knowledge.”

Andrew Simpson, Associate University Librarian, University of Portsmouth

“[Off-network access] means we have to deal with more varied user environments and have to spend time working out where it isn't working as well as why.”

Alan Fricker, Library Liaison Manager, KCL

“The more complex the route to a resource, the more chance there is of technical breakdown and the more difficult it becomes to identify the problem.”

Bill Barker, Assistant Librarian, Procurement and Access, LSE

“If the access management is too complicated the library will be seen as an obstruction, rather than an enabler.”

Martin Wolf, Research Support Lead, University of Liverpool Library

“Creates further authentication problems which are beyond our jurisdiction to resolve.”

Laura Wilkinson, E-Resources Librarian, University of Sunderland
A source of friction

“We often have different ideas on things; [the IT department’s] main focus is keeping things protected, whereas the library’s job is to make everything open to everyone! So there is discord, but we can usually work things out.”

Heather Holmes, Information Services Librarian, Summa Health System
A source of friction

**Why is this the case?**

- Current system prevents easy use of resources: 66.5%
- Tension between access and security: 57.4%
- Current system prevents easy use of mobile: 50.4%
- Need for skills beyond remit: 37.6%
Solutions to the frictions?

“What do you feel is the most desirable solution to these frictions?”

- 64.4%: Solutions that don't require IT knowledge
- 49.0%: More IT resource
- 33.5%: More IT training for my team
- 28.5%: More IT training for our users

“I'd like there to be a lot less training required, because any kind of barrier discourages usage.”

Nancy Goodwin, Director, Library & Knowledge Services, Middlesex Hospital
Talking the talk

“There is complexity around the technical language and responsibilities - content people don't understand the technical language - technical people don't understand the content / third party set up and licences.”

Claire Grace, Head of Content & Licensing, The Open University
Talking the talk

How would you rate your understanding of the following technologies and terms?

<table>
<thead>
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<th>Technology</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<tr>
<td>Shibboleth</td>
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<td>51</td>
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<td>Cloud</td>
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<td>25</td>
<td>54</td>
<td>100</td>
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</table>
Aspirations

What 3 things would you most like to achieve with your access management system in future?

- Seamless user journey: 264 (55 first priority, 24 third priority)
- Easy off-network access: 98 (95 second priority, 25 third priority)
- More granular usage statistics: 44 (81 second priority, 71 third priority)
- Better mobile device options: 58 (73 second priority, 60 third priority)
- Fully supported service: 51 (46 second priority, 62 third priority)
- Easier implementation: 56 (44 second priority, 39 third priority)
- Personalized portals for your users: 34 (37 second priority, 34 third priority)
- Less maintenance: 36 (43 second priority, 34 third priority)
- Lower IT overheads: 15 (39 second priority, 25 third priority)

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Aspirations

“Seamless means they can get from one place to another without multiple steps. [But] there’s a concern that patrons would think ‘we don’t need the librarian’ if it’s too easy!”

Keydi Boss O’Hagan, Librarian, Holy Name Medical Center (teleinterview)

“Seamlessness means the user doesn’t see the effort we’re putting into this, and they don’t have to put in much effort. [But] We need to get our branding in there.”

Nancy Goodwin, Director, Library & Knowledge Services, Middlesex Hospital
Thank you

Full survey report is available at stand 36

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