

# 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

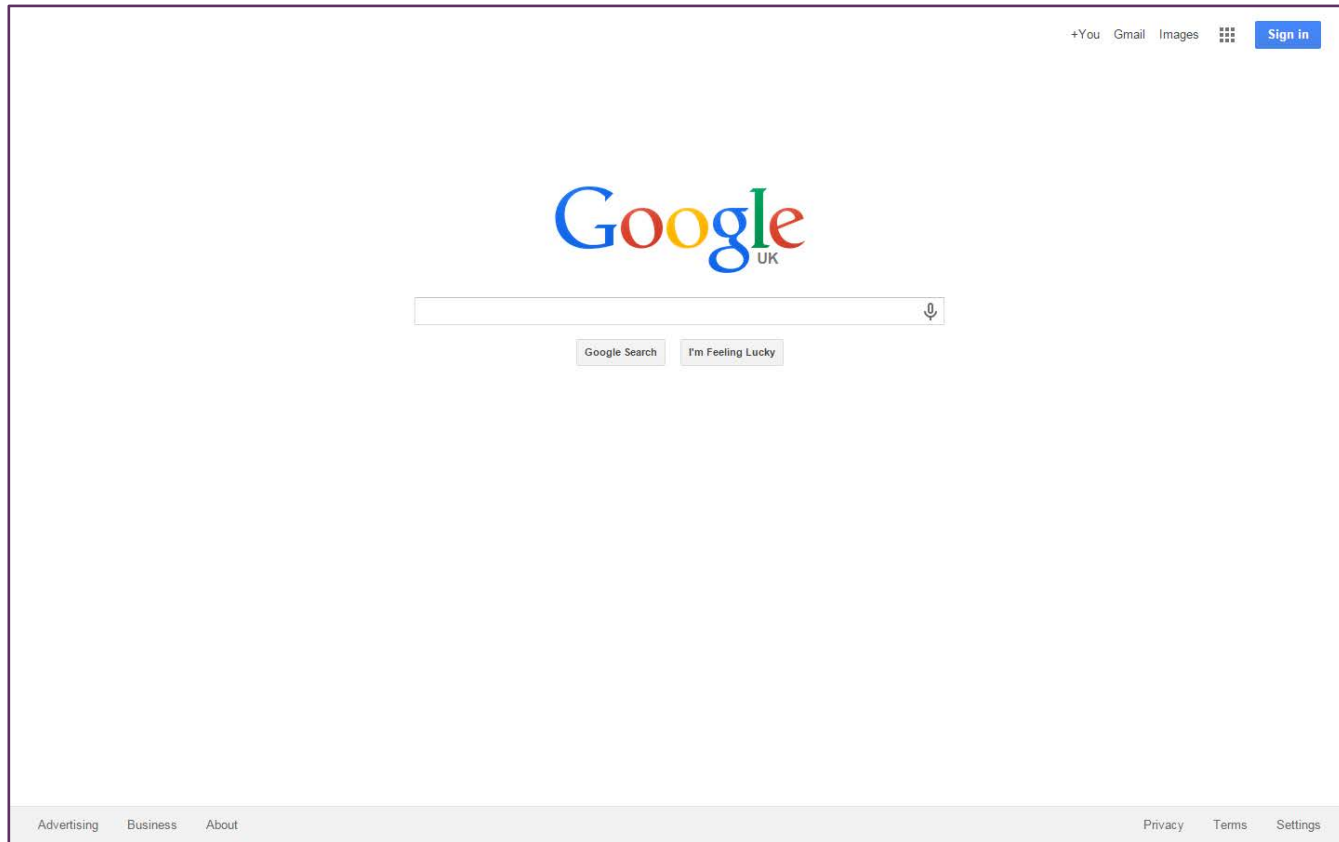


Who am I?

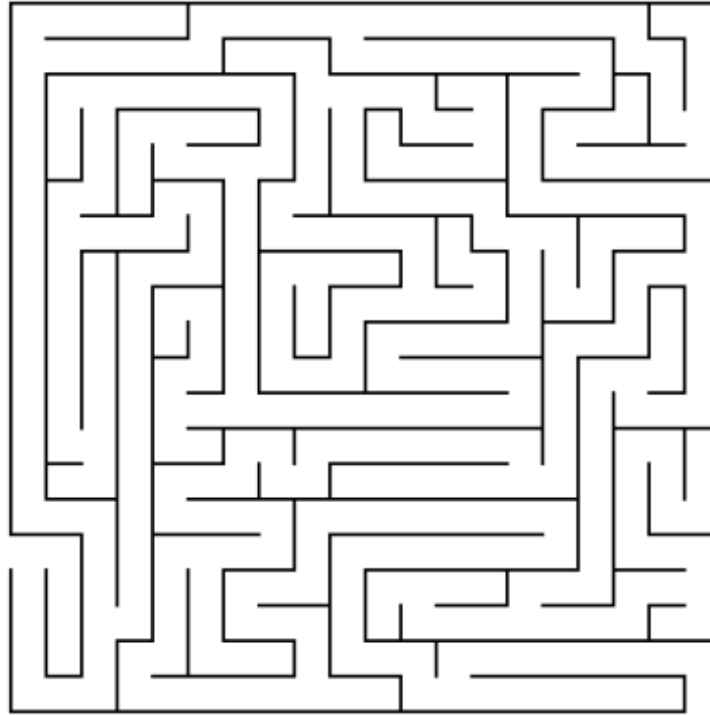
## Jon Bentley, Head of Product Marketing

- Joined OpenAthens in January 2015
- 15 years in commercial publishing
- The “voice of the customer”

# Seamless user access: the expectation



# The reality?





OpenAthens



## 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.

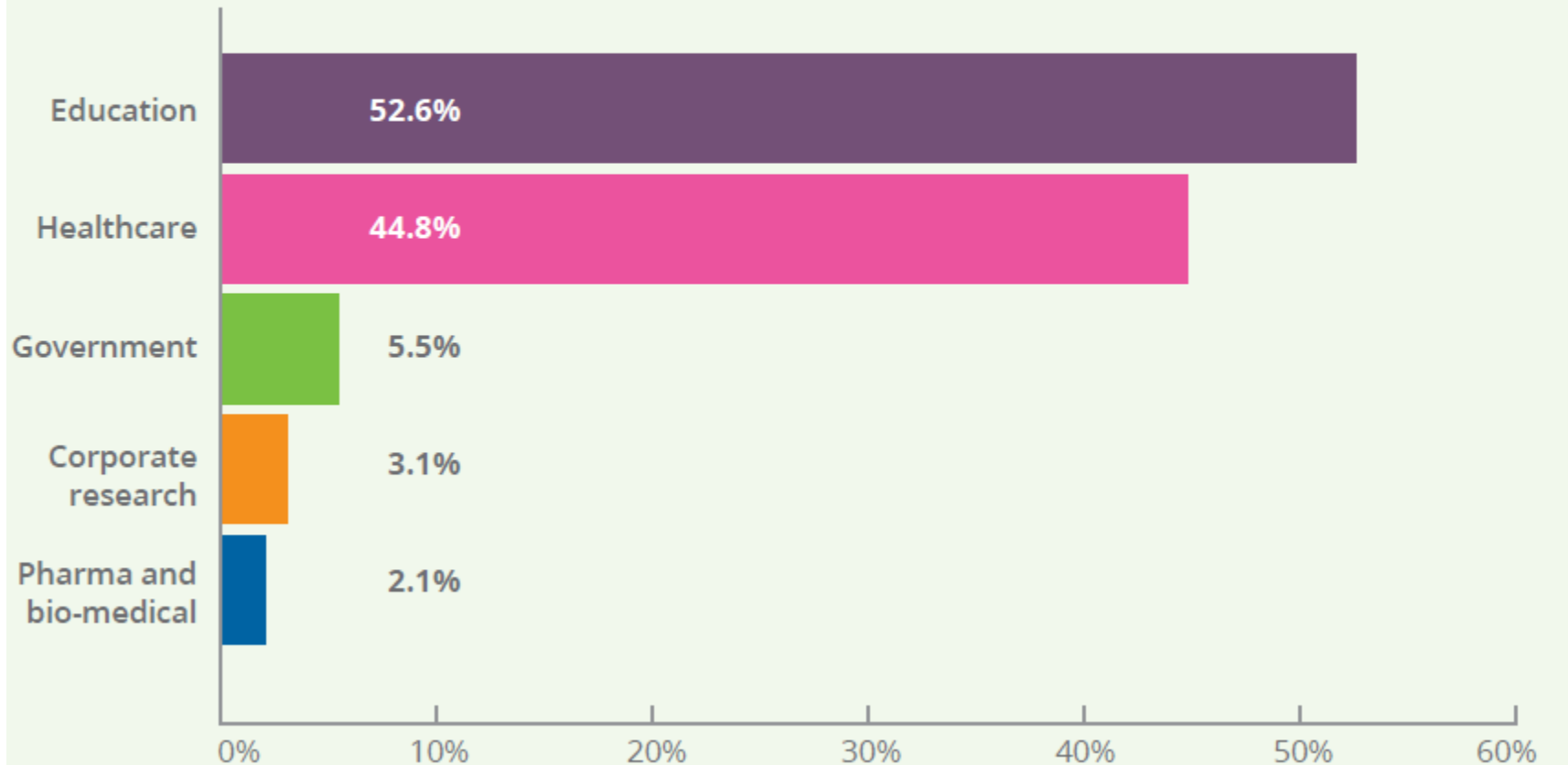


Our survey: January 2015

Librarians' experiences and perceptions  
of identity and access management

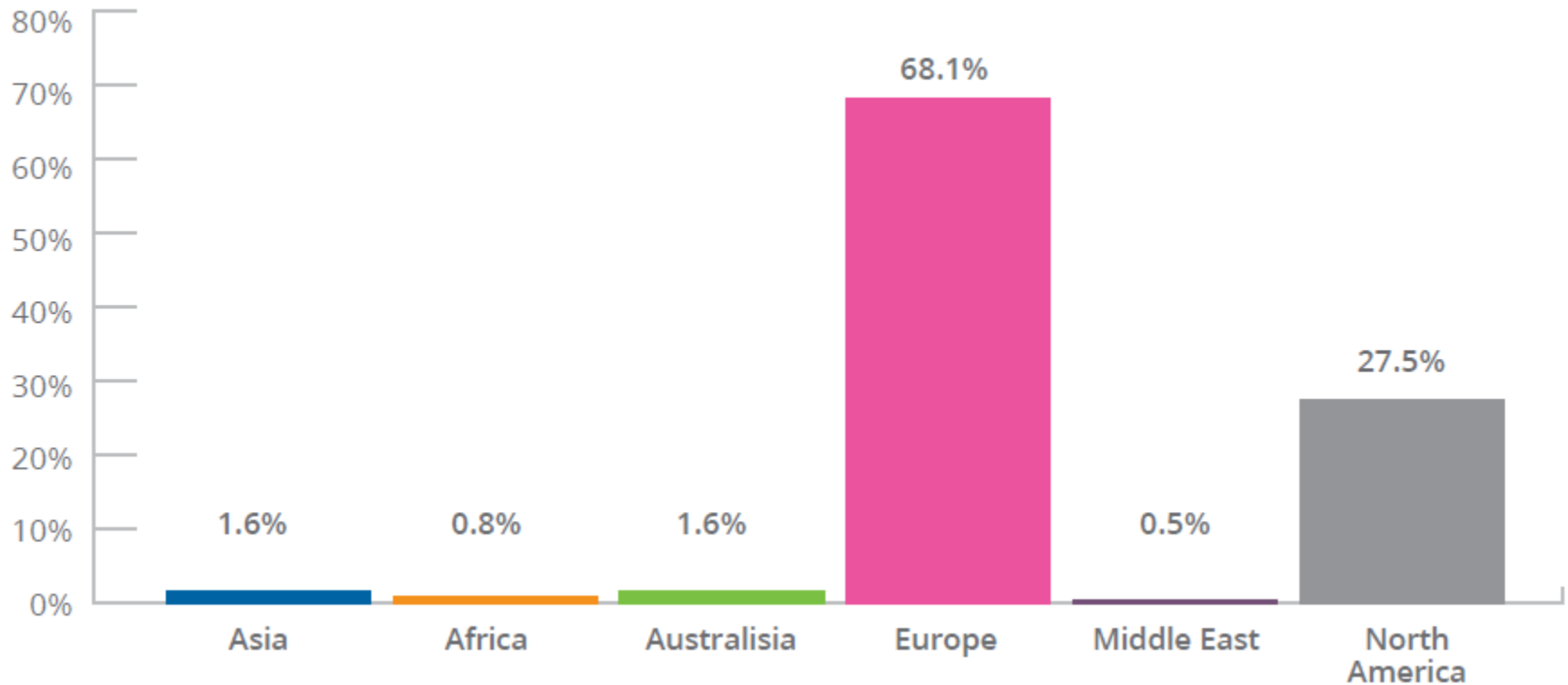
# Whose views?

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



# Whose views?

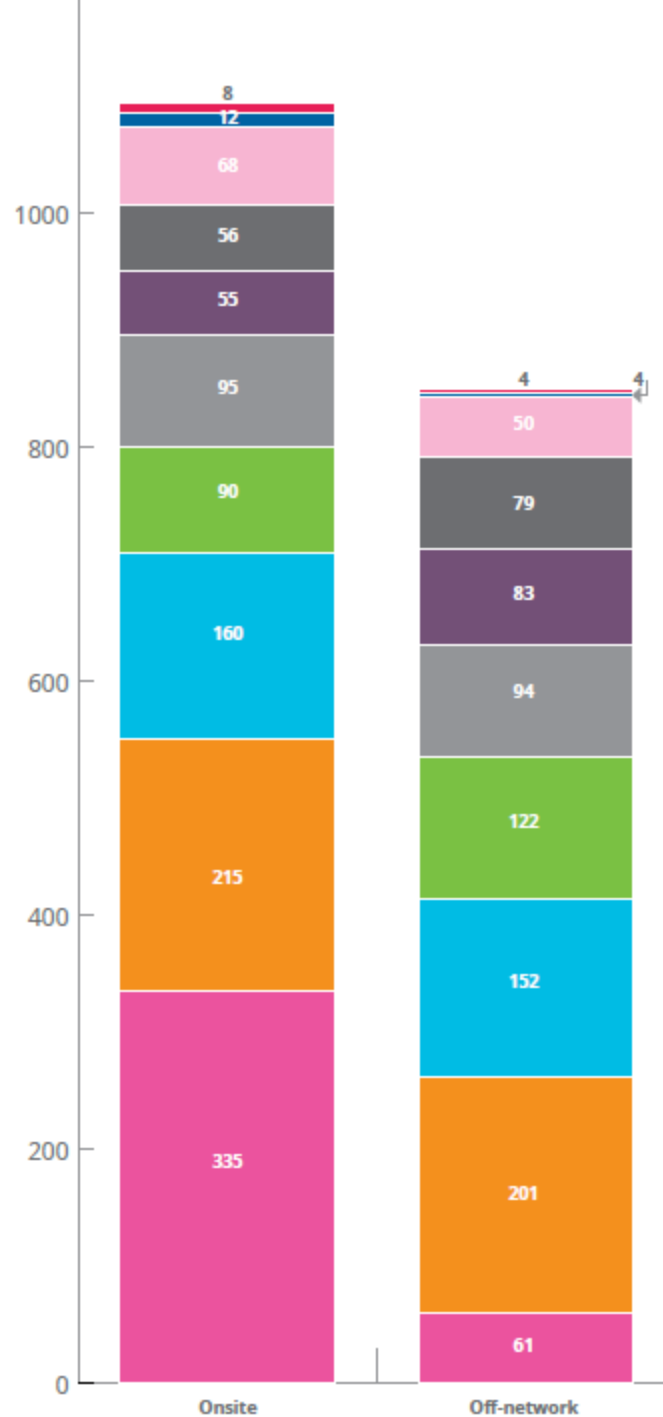
I am primarily based in:



# Whose views?

Access is currently managed in my institution by:

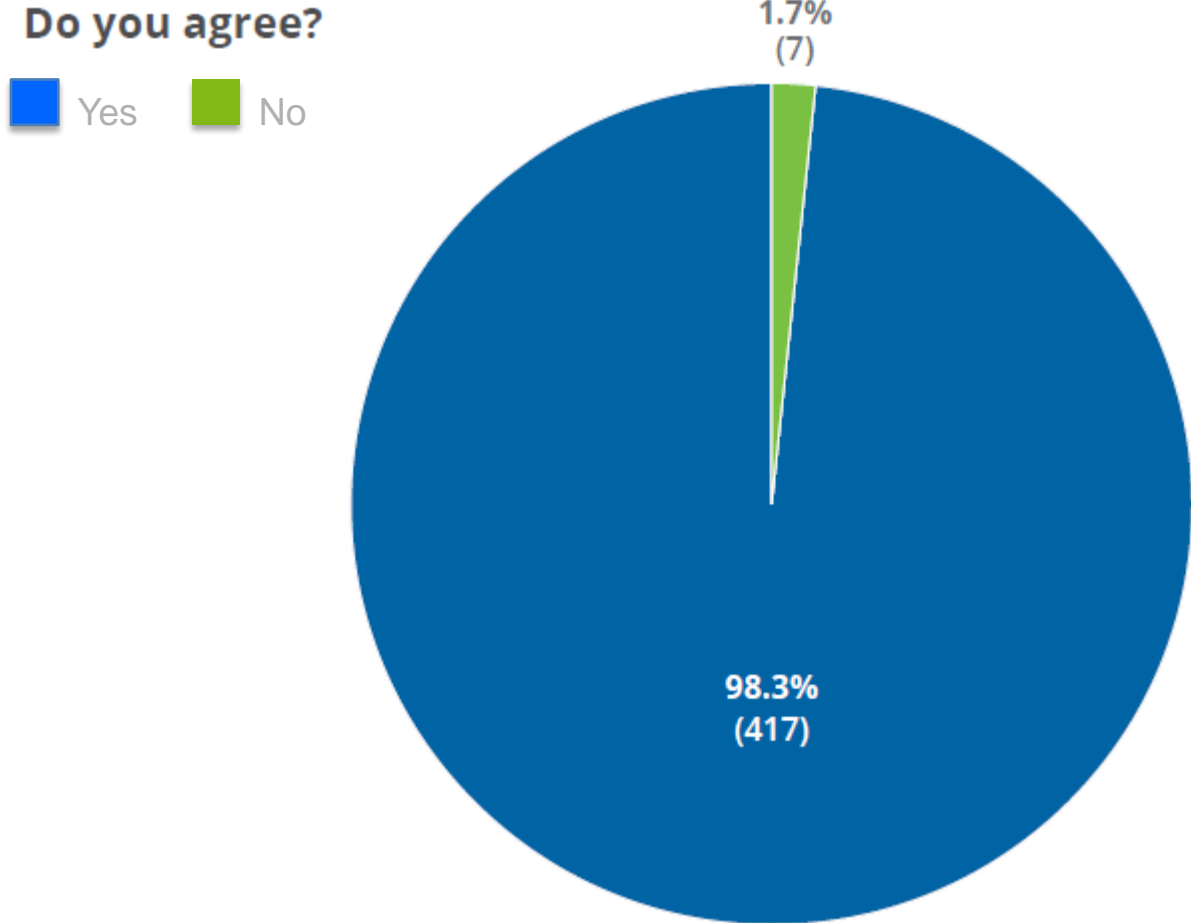
- Pingidentity
- Infotrieve
- Portal
- Remote desktop
- VPN
- Shibboleth
- EZproxy
- OpenAthens
- Username and password
- IP address





# The survey results

# Access management is critical

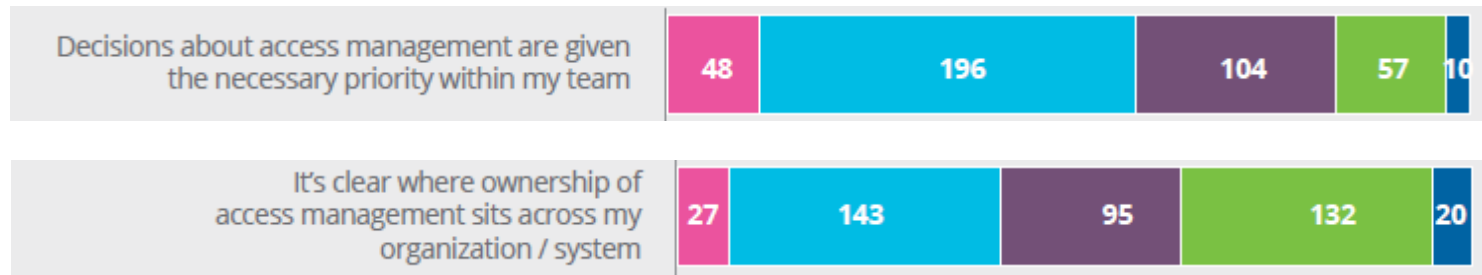




# Ownership is clear, decisions are given priority

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

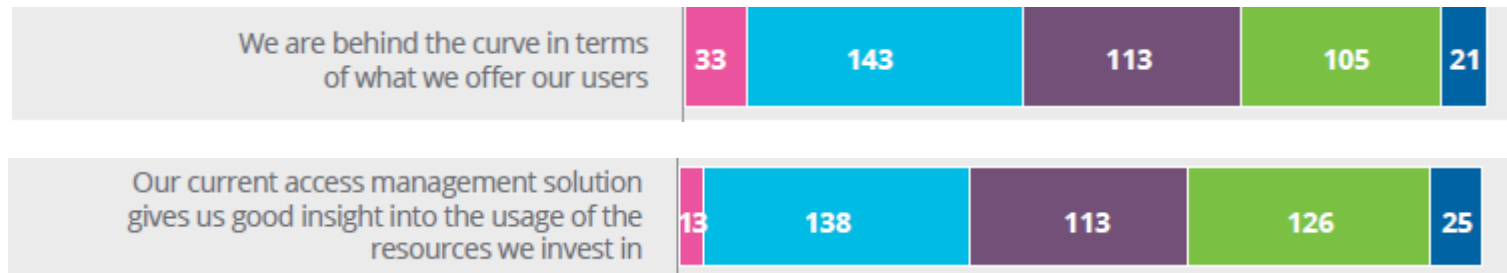
■ Strongly agree   
 ■ Agree   
 ■ Neither agree nor disagree   
 ■ Disagree   
 ■ Strongly disagree



# 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?**

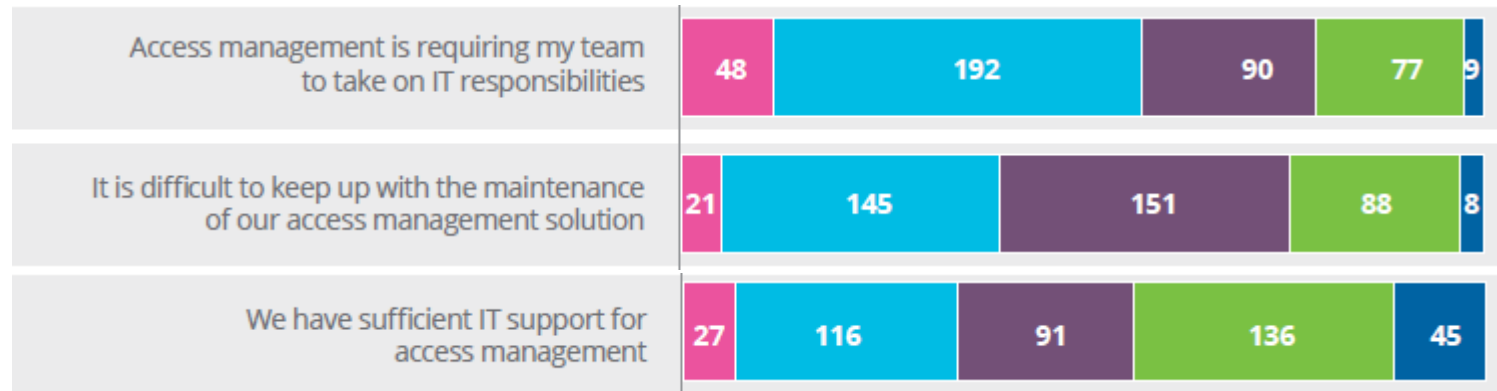
■ Strongly agree   
 ■ Agree   
 ■ Neither agree nor disagree   
 ■ Disagree   
 ■ Strongly disagree



# 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?**

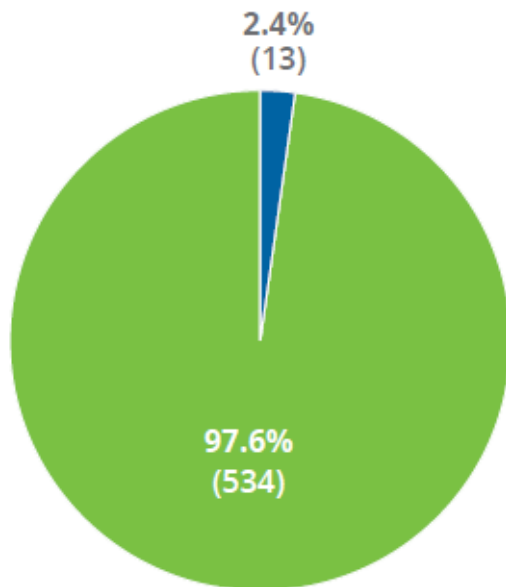
■ Strongly agree   
 ■ Agree   
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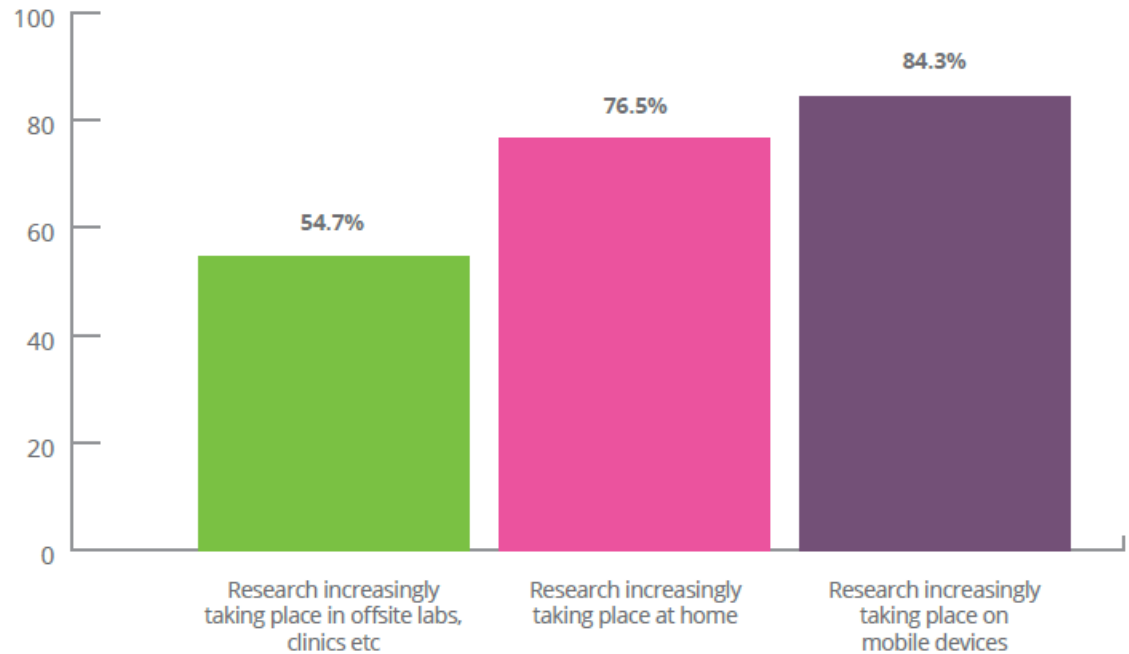
# Demand for off-site access is growing

Do you agree?

 Yes  No



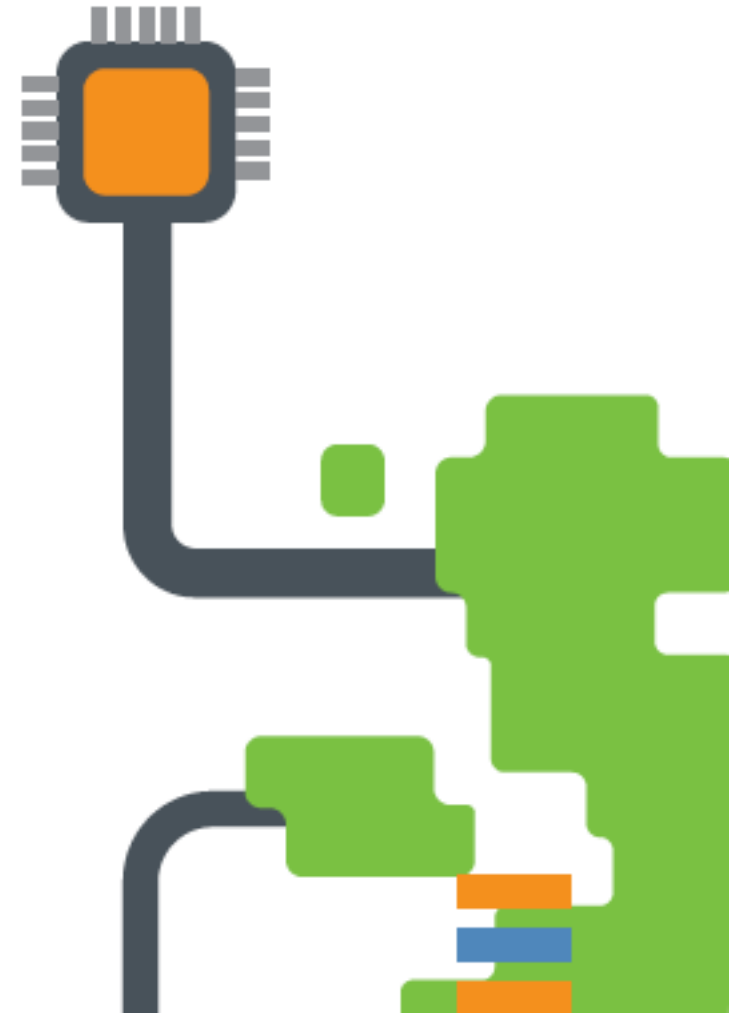
In your view, why is this the case?



## Why are people off-site?

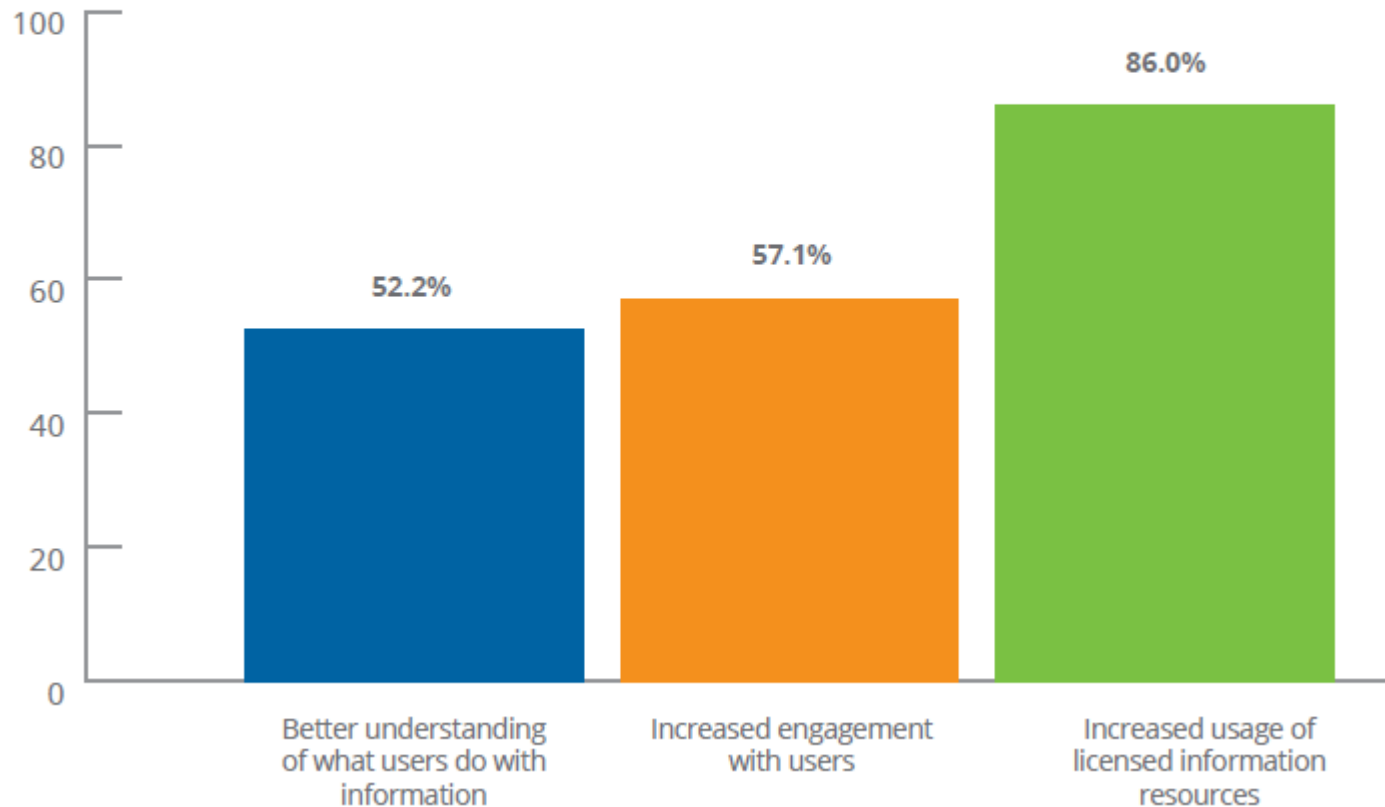
“Research at my institution is collaborative with partners in many countries and researchers carry out a lot of travel.”

*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?**



# Touchpoints

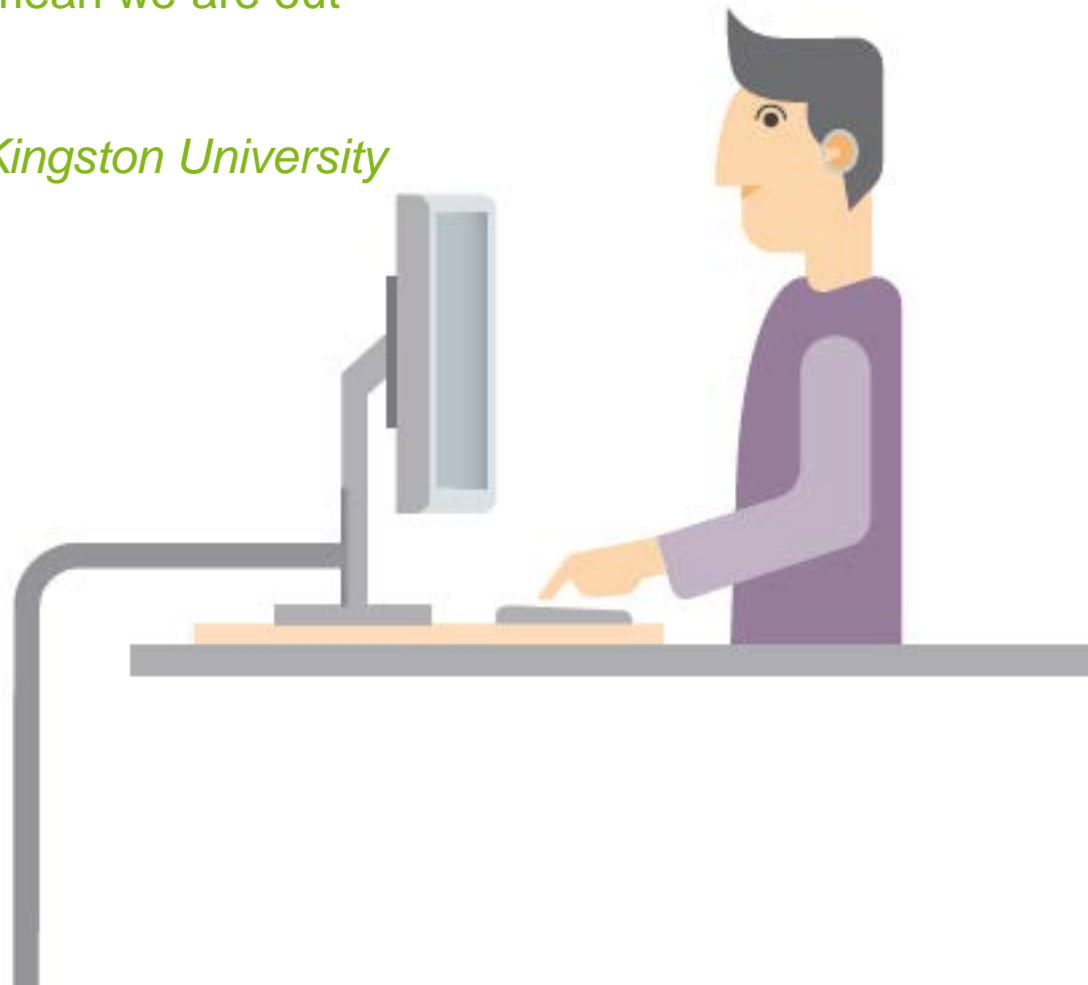
“[Off-network access] makes it difficult to be engaged with users - less contact time may mean we are out of touch with what they want.”

*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.”

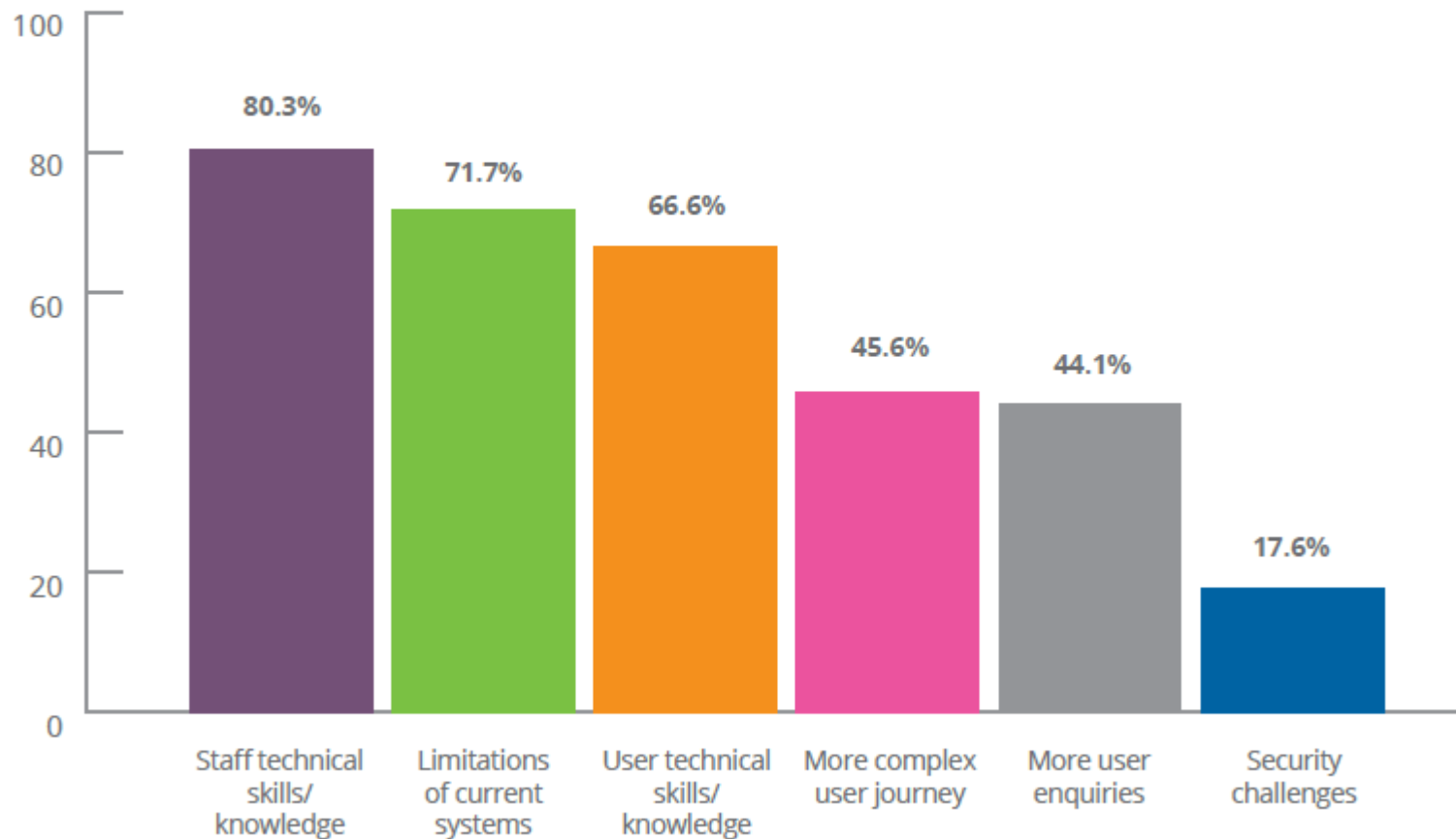
*Valerie Stevenson, Head of Academic Services, Library Services, Liverpool John Moores University*





# Challenges of off-site access

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



# User experience and troubleshooting

“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*

“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*



“[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.”

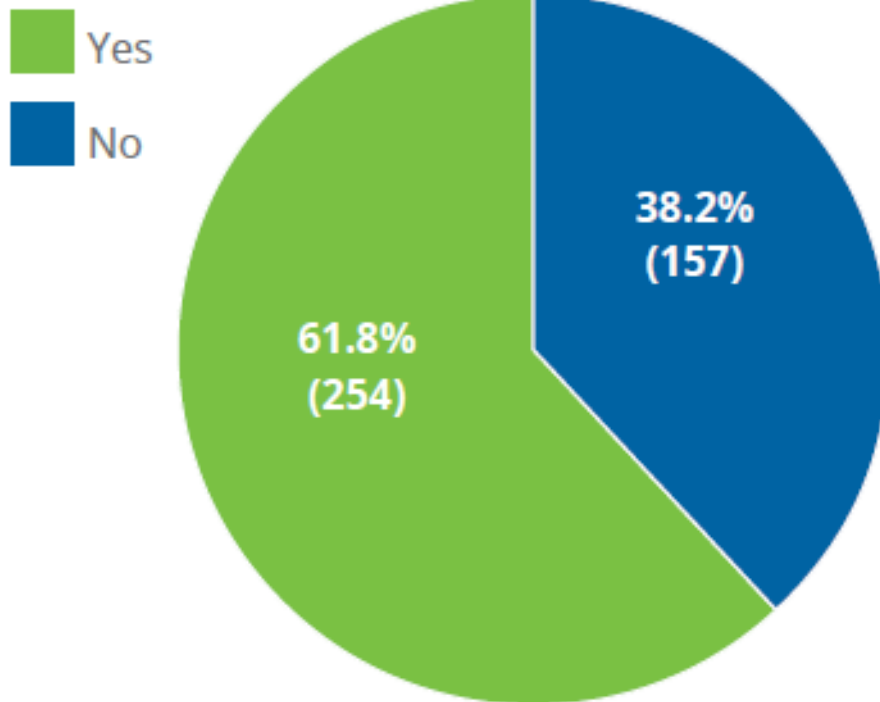
*Bill Barker, Assistant Librarian, Procurement and Access, LSE*

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

*Laura Wilkinson, E-Resources Librarian, University of Sunderland*

# A source of friction

## Do you agree?

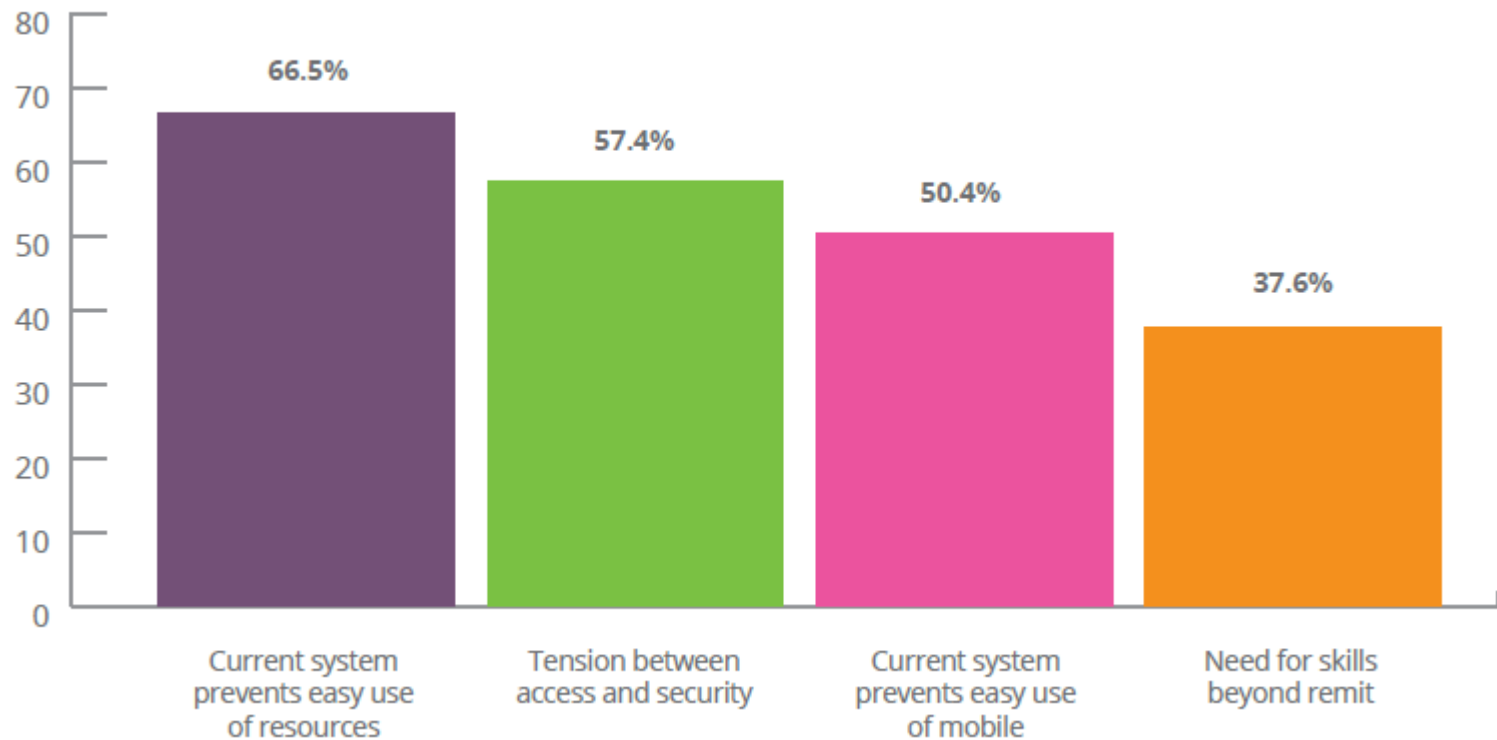


“We often have different ideas on things; [the IT department’s] main focus is keeping things protected, whereas the library’s job is to make everything open to everyone! So there is discord, but we can usually work things out.”

*Heather Holmes, Information Services Librarian, Summa Health System*

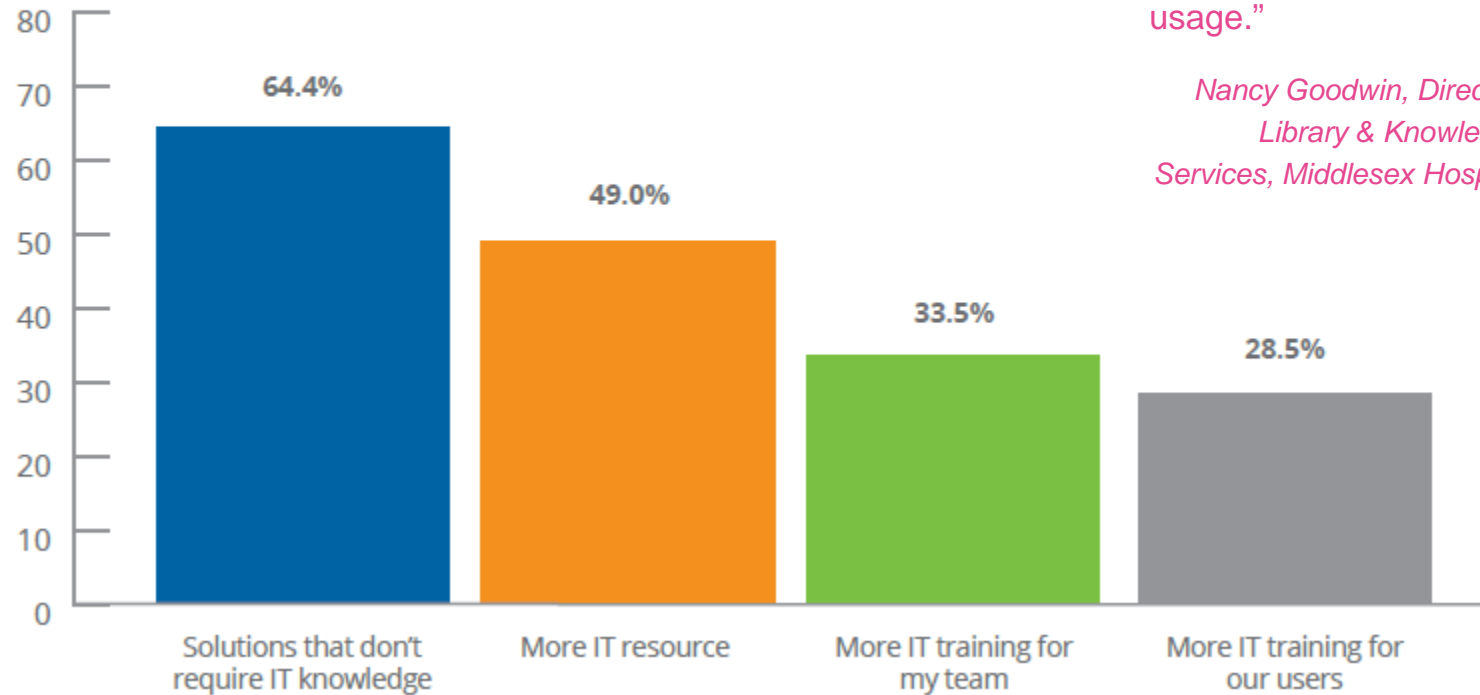
# A source of friction

## Why is this the case?



# Solutions to the frictions?

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

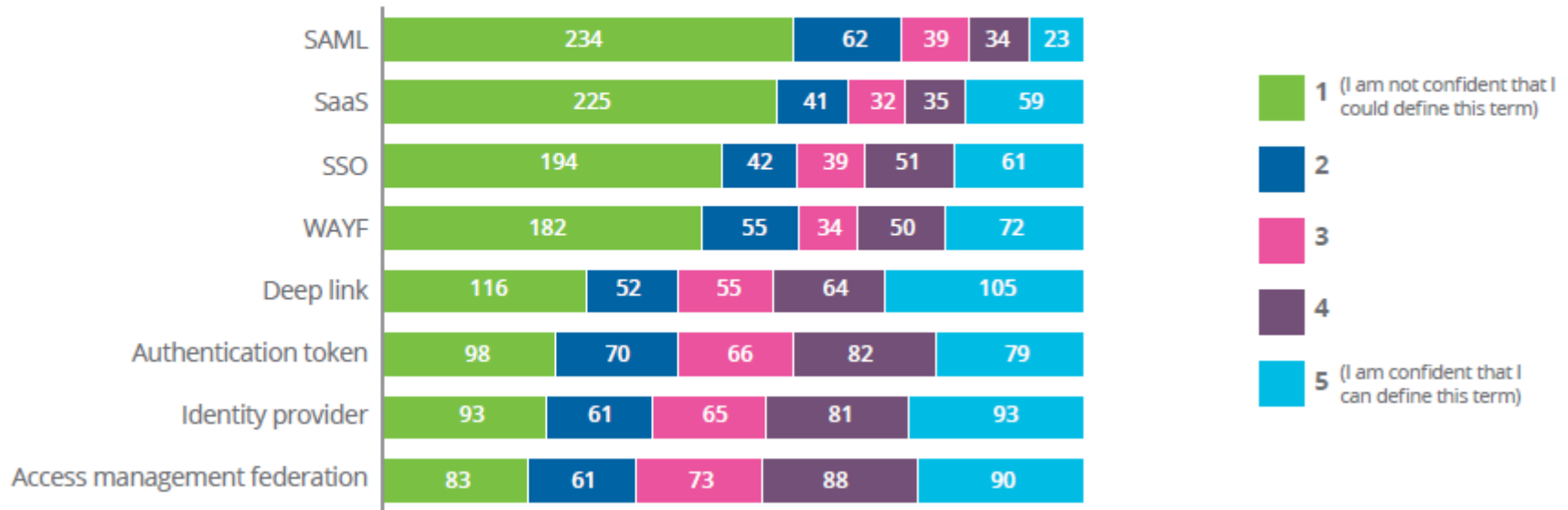


“I’d like there to be a lot less training required, because any kind of barrier discourages usage.”

*Nancy Goodwin, Director,  
Library & Knowledge  
Services, Middlesex Hospital*

# Talking the talk

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

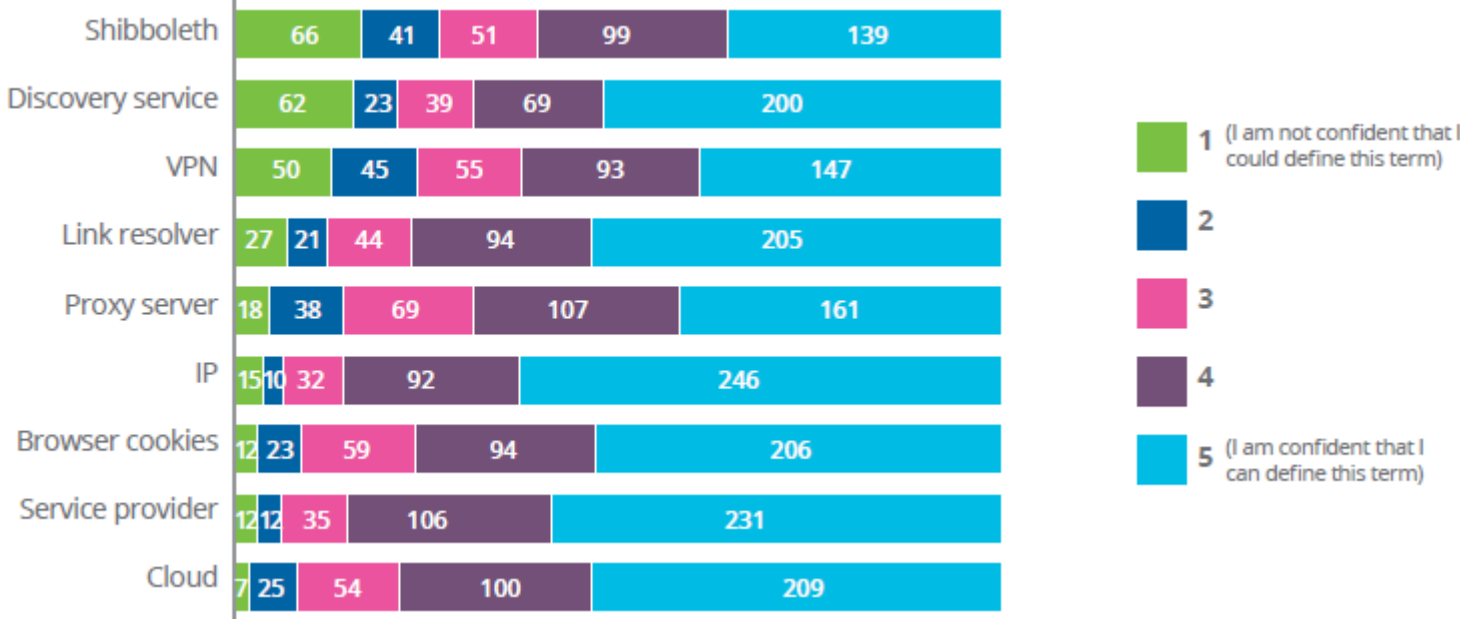


“There is complexity around the technical language and responsibilities - content people don't understand the technical language - technical people don't understand the content / third party set up and licences.”

*Claire Grace, Head of Content & Licensing, The Open University*

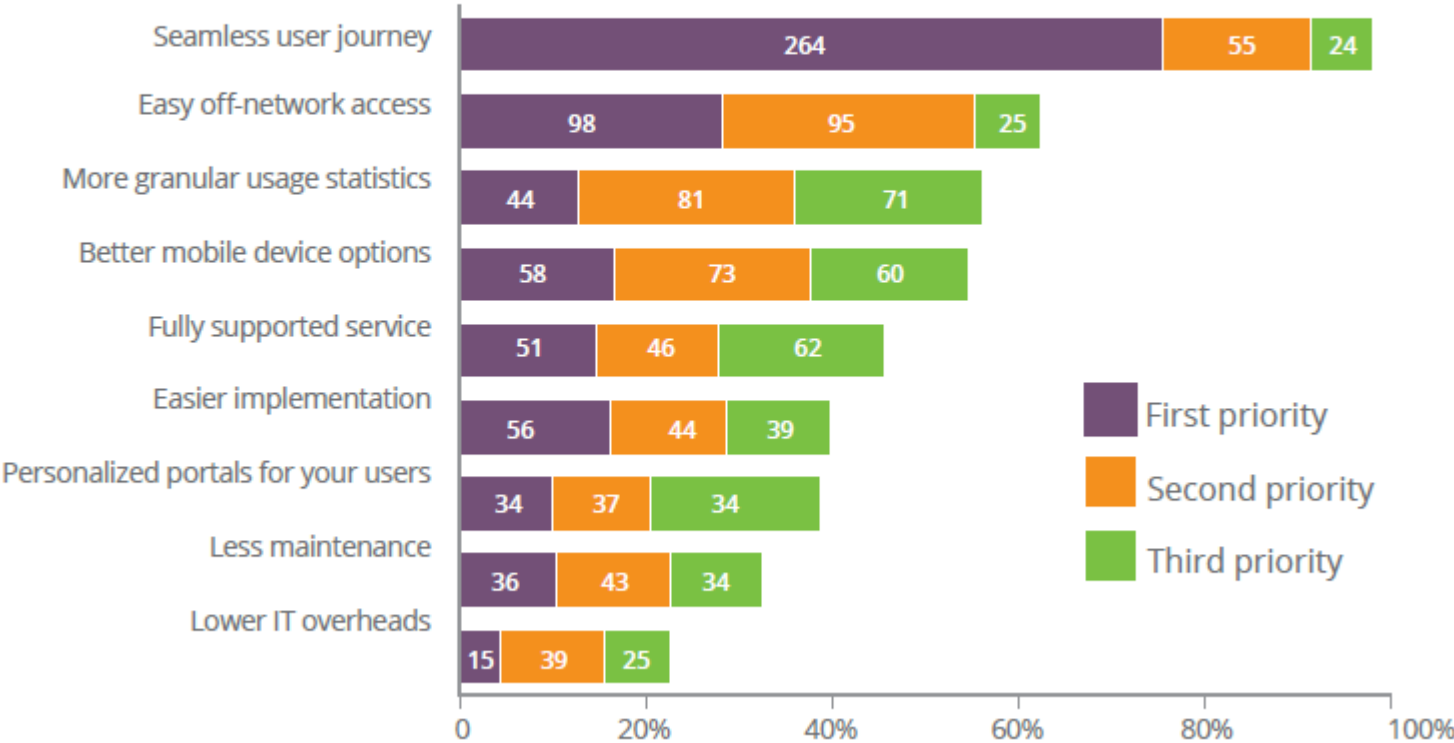
# Talking the talk

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



# Aspirations

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





# 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*



Questions?

Thank you

Full survey report is available at stand 36

Jon Bentley  
Head of Product Marketing, OpenAthens  
@openathens  
openathens@eduserv.org.uk  
[www.eduserv.org.uk/openathens](http://www.eduserv.org.uk/openathens)



# Conference 2016

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