

'From Print Jungle to a No Shelf Library'

Creating a high performing library function
that adds value, drives organisation change
and generates success

Andrew Clark

Group Leader, UCB Library Services

April 2010



Lou, living with epilepsy



1/9/15

About the presenter...

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the next generation biopharma leader 1 September 2015

Profile:

Name: Andrew Clark

Title: Group Leader, UCB Library Services

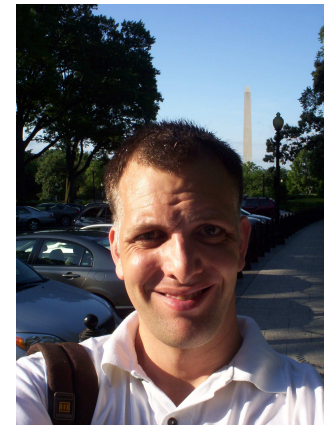
Place of work: UCB (4 years)

Location: UK and Belgium

Professional ambition: To inspire and encourage others in the industry to become enablers in what they do, to think outside the box and lead and generate success through innovation.

Professional Membership: Pharma Documentation Ring (PDR), Special Libraries Association (SLA) and Chartered Institute of Libraries and Information Professionals (CILIP)

Interests: Surfing, snowboarding, cooking, walking, climbing, running and balloon artistry...and more!



About UCB:

Headquartered in Brussels, Belgium UCB is a global biopharma company focused on severe diseases in two therapeutic areas, central nervous system and immunology and with a selective presence in primary care. With a global revenue of €3.6 billion in 2008 UCB has operations in over 40 countries and is supported by more than 10,000 staff

A propos d'UCB:

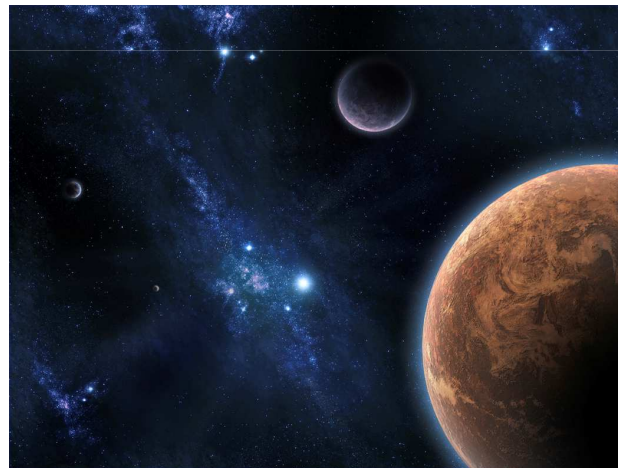
Basée à Bruxelles, Belgique UCB est une société biopharmaceutique mondiale axée sur les maladies graves dans deux domaines thérapeutiques, le système nerveux central et l'immunologie et avec une présence sélective dans les soins primaires. Avec un chiffre d'affaires global de 3,6 Md € en 2008 UCB est implantée dans plus de 40 pays et est soutenue par plus de 10.000 personnes

<http://www.ucb.com/>



Journey to success

A journey of discovery on board the innovation rocket is about to take place, if you can fasten your seatbelts please let the journey begin.....



The No Shelf Library



The Print Jungle

Agenda

- A fragmented library landscape and the challenges facing it
- Need for strategic re-alignment - case study: UCB
- Creating a library team that adds value, drives organisation change and generates success
- Questions

The library landscape

A landscape influenced by stereotypical images of librarians and even by stereotypical action figures



The library landscape

A confused and fragmented end user perspective



The library landscape

A bound with challenges...

- Low value within the organisation
- Need to generate a good ROI
- Cultural barriers in an international environment
- Users who think they know what they are doing
- Technological overload
- Need to be copyright compliant
- Staffing reorganisations
- Limited resources
- Decreasing budgets



Growing user needs including increased need for content and technological innovations to support the knowledge transfer

Croissance des besoins des utilisateurs, y compris un besoin accru de contenu et des innovations technologiques pour soutenir le transfert des connaissances



Need for re-alignment – case study UCB

The challenges:

- 10,500 employees in over 40 countries
- 3 print libraries on 3 different sites
- A team of 7FTE on 3 different sites
- Budget decrease of 10%
- Increased requirement for more content and innovative technology to access content
- Increased cost for content
- Local & global copyright agreements and compliance issues
- Need to generate a good ROI to justify high budget spend
- Need to deliver added value service to the business and become strategically more visible
- Be seen as an innovative and a high performing team in the organisation taking a lead in business direction

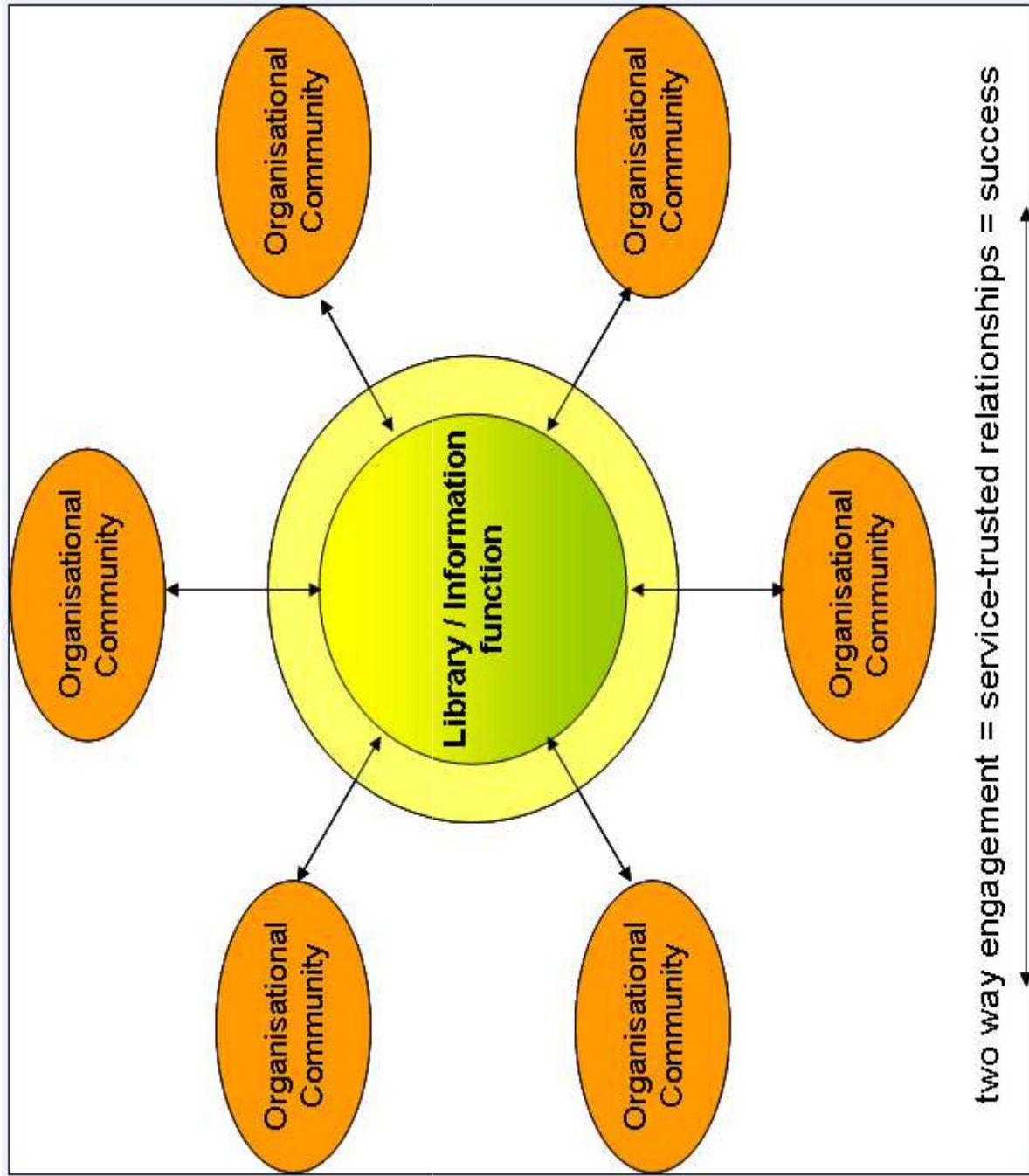


Library with no strategy



A building site

Need for re-alignment – a user driven focus

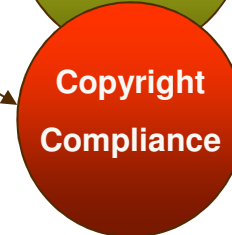
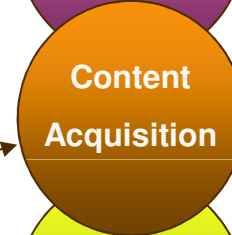
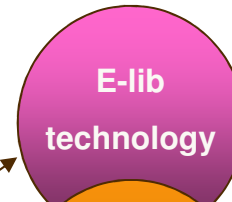


Creating a value adding library team

User interface

Library team functions

Value adding service



Content - more targeted and cost efficient

Products - used more effectively and efficiently

Services - trusted relationships



Interactive communication

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GLS VISIBILITY : GLS INTRANET on UCB Corporate Intranet

insite.ucb Company

Home | About UCB | Organisation | Patient Centricity | Products | Locations | Online Services

Home > Index

The place to be informed

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- > NextBio (no SSO)

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- > CATLIS
- > Library Services
- > Scientific Knowledge

<http://insite.ucb/company/11412.htm>



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Meet Global Library Services

Your gateway connecting people and information

News

News Links to CATLIS Catalogue from March 22nd, Monday, March 22, 2015

EBL - Launch of a self-service e-books library platform, Friday, March 19, 2015

Cancellation FDR Compendium US from Hummedex Healthcare Series, Thursday, January 21, 2010

Monthly eLearning Bulletin

Find out if you are Copyright compliant by registering to a UCB Learning session of the Revised Copyright Training 1

The Training available in French, German and English includes updated information on the Retrieval, Sharing and Storage of externally published information and introduces Content SCM Document Ordering and Copyright Checking Platform providing an automated solution for Copyright Compliance.

Value Adding Content + Innovative Technologies = A Simpler Life



Library Services

- Article Ordering**
Content SCM supplies copyright compliant articles [More](#)
- E-Journal Access**
Looking for 2010 online journals available? [More](#)
- E-Books Access**
Pharmacopoeia, compendia, dictionaries... [More](#)
- Bravo Reprint Ordering**
Save money on reprints by aggregating orders [More](#)
- Copyright at UCB**
Find out if you are compliant! [More](#)
- Individual Print Subscriptions**
Use EBSCO Marketplace [More](#)
- Book Ordering**
Purchase depending on your location [More](#)
- Pharma Newsletters**
Use EBSCO Marketplace [More](#)
- Book Ordering**
Purchase depending on your location [More](#)
- Pharma Newsletters**
Use Library Service Tools effectively [More](#)

New online Springer Protocols Collection
Access to over 19,000 Protocols

CATLIS
Catalogue of library information services

Who's who

More Information

- Informatics
- Partnerships
- ISI/CI
- Scientific Knowledge

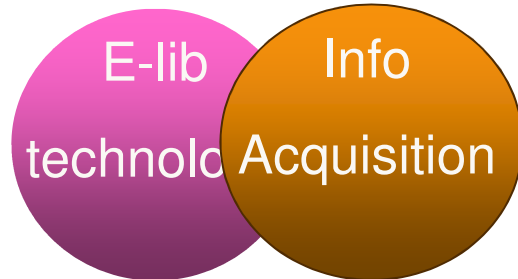
Documents & Tools

- Quick Guides from the Library
- ISI/CI
- Scientific Knowledge

Documents & Tools

- Quick Guides from the Library

Strategic success - the UCB story



The focus:

- End user search and retrieval processes
- Seamless sequential linking to full text
- Customised e-content delivery
- Usage and copyright compliance of externally published information
- Analyse the cost effectiveness of content
- Consider remote accessing device
- Use tracking tools to identifying popular full text downloads, most read content
- Automate print book ordering processes



Articles : Infotrieve Document Supplier - Content SCM (CSCM)

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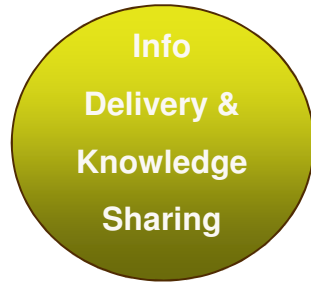
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The screenshot displays the Content SCM interface. At the top, it says 'Global Library Services part of Informatica' and 'ContentSCM Powered by Informatica'. The user is logged in as 'UCB(16) welcomes End User Account'. The search criteria are: Type: Keyword - Any, Genre: Journal articles, Collection: [All], and Keyword(s): ginkgo. The search results show four items, each with a checkbox and a list of metadata including Publication, Section, Standard Num, Publisher, Author(s), and Pub Date. An 'Order Validation' window is open, showing details for a selected item: 'Fate of oxidative stress in development of complications in diabetes'. The window has tabs for 'citation', 'delivery and service options', and 'tracking'. The 'delivery and service options' tab is active, showing 'Wgetex Normal Copies: 1 Profile: Default'. Below this, there are fields for 'Cost Code' (None) and 'PO Number'. At the bottom, there are 'order and viewing options' including 'show all', 'account details', and 'permissions'. A table lists various options with their prices and 'Pub. in Cart' status:

Option	Price	Pub. in Cart
e-article for internal sharing purpose Copyright permission for 1 copy emailed to ucb_user3@infotrieve.de	23,09 €	Pub. in Cart
e-article for Regulatory submission Copyright permission for 1 copy emailed to ucb_user3@infotrieve.de	23,09 €	Pub. in Cart
e-article for an int. business partner Copyright permission for 1 copy emailed to ucb_user3@infotrieve.de	23,09 €	Pub. in Cart
a print copy for myself Copyright permission for 1 copy emailed to ucb_user3@infotrieve.de	0,00 €	Out. Nov. Pub. in Cart
a print copy for an internal UCB colleague		



Strategic success - the UCB story



The focus:

- To maximise the use of full text content supplied by the team to UCB
- Nurture knowledge sharing to generate ideas, inspire creativity and breed success, building on the knowledge of others across the organisation
- To develop ways of annotating content and sharing ideas that have been inspired



Strategic success - the UCB story

Copyright Compliance

The focus:

- To ensure complete copyright compliance across the organisation in the way that externally published information is retrieved, shared and stored.



Copyright Saga

**This film is about
to begin.....**

**Sit back, relax
but please remember....**

No smoking in the auditorium
No eating or drinking

PLEASE TURN OFF YOUR MOBILE PHONE

U



Copyright Trainings on UCB Learning

insite.ucb UCB Learning

- 1. Search Engine
 - Search for Courses & Resources
- 2. My Training Profile
 - My Assigned Sessions
 - My Training Plan
 - My Training History

Click here for help : ??

Enter the text to search (*) :

Search for : Courses Training Resources

Advanced Options :

Retrieve only :

Site :

Language :

Training Section :

Training Type :

Resource Type :

Created within the last : (*) Mandatory field.

[Download_Course_Catalog](#)

Course results:

Course Info	Type/Language
<ul style="list-style-type: none"> Copyright - Introduction Copyright - Introduction Version 0 Copyright - Introduction 	Virtual Classes English
<ul style="list-style-type: none"> Copyright Awareness Version 1 Copyright Training in English 	Tracked Online Training English
<ul style="list-style-type: none"> Copyright Awareness Version 1 Copyright Training en Français 	Tracked Online Training Français
<ul style="list-style-type: none"> Copyright Awareness Version 1 Copyright Training in German 	Tracked Online Training Deutsch
<ul style="list-style-type: none"> Copyright Awareness for UK Version 0 Copyright Training specific for UK 	Tracked Online Training English



Strategic success

Key steps to building a successful strategy:

- Develop a team that focuses on **collaboration** and **service trusted relationships**
- **Optimise** budget through **targeted** and **cost efficient content**
- Capitalise on **creativity**
- **Enhance** the user experience and develop functions that **add real value**
- Create a team of library professionals that are **empowered, accountable & passionate**
- **Be visible**
- **Affiliate** the library to professional bodies
- **Have fun!**



Mission Accomplished!

Innovative Technology  Flexibility  Creativity  Added Value, Savings and Success



From print jungle to a no shelf library



Questions and thank you!

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