Information Provider
- or Spam Service?

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Delicate balance

- Do you receive spam
  - every day
  - are you pleased with that

- Do you subscribe
  - mail lists
  - news alerts/notifications
  - discussion groups
  - is that...

Our philosophy

- Tailored high quality information
  - when the user needs it
  - where the user wants it
  - in the format the user prefer
  - on the users choice of application/device

Applications and devices

- Same data - different wrappings
  - full webpage (full control)
  - part of webpage (little or no control)
  - BlackBerry (GPRS)
  - Reference Manager-file
  - phone/reference desk
  - surface mail
  - **e-mail alerts** *– case study*

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This year

- 20.000 e-mails from the Library to less than 1300 users

- Are we serving a spam service ?
  - background
  - outcome
  - status and plans

The key messages

- Alerting services is a great way to
  - expand Library services
  - enhance visibility of the Library

- Reusing existing systems is
  - cost effective
  - complex, but doable and robust

- Obey your users
  - systems for users
  - not users for systems

Dear User

We love you !

Yours forever

The Library

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Case study

- Alerts (SDI)
  - new records that match search profile are sent
  - from internal and external databases
  - interest areas; projects, firms, research areas, technologies, etc.

- High quality profiles
  - made by information specialists

- Alert services
  - News Alerts (News papers, newsletters, Factiva, PharmaTell)
  - Patent News (WPID, CAS)
  - Science Alerts (Biosis, Current Content, Embase, Medline)

"DO-IT-YOURSELF"

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Drivers

- Enhance usage of in- and ex-house databases

- Provide easy subscription to notifications

- Limit number of simple, but labour intensive library staff activities

- Detailed statistics on
  - subscriptions, user behaviour
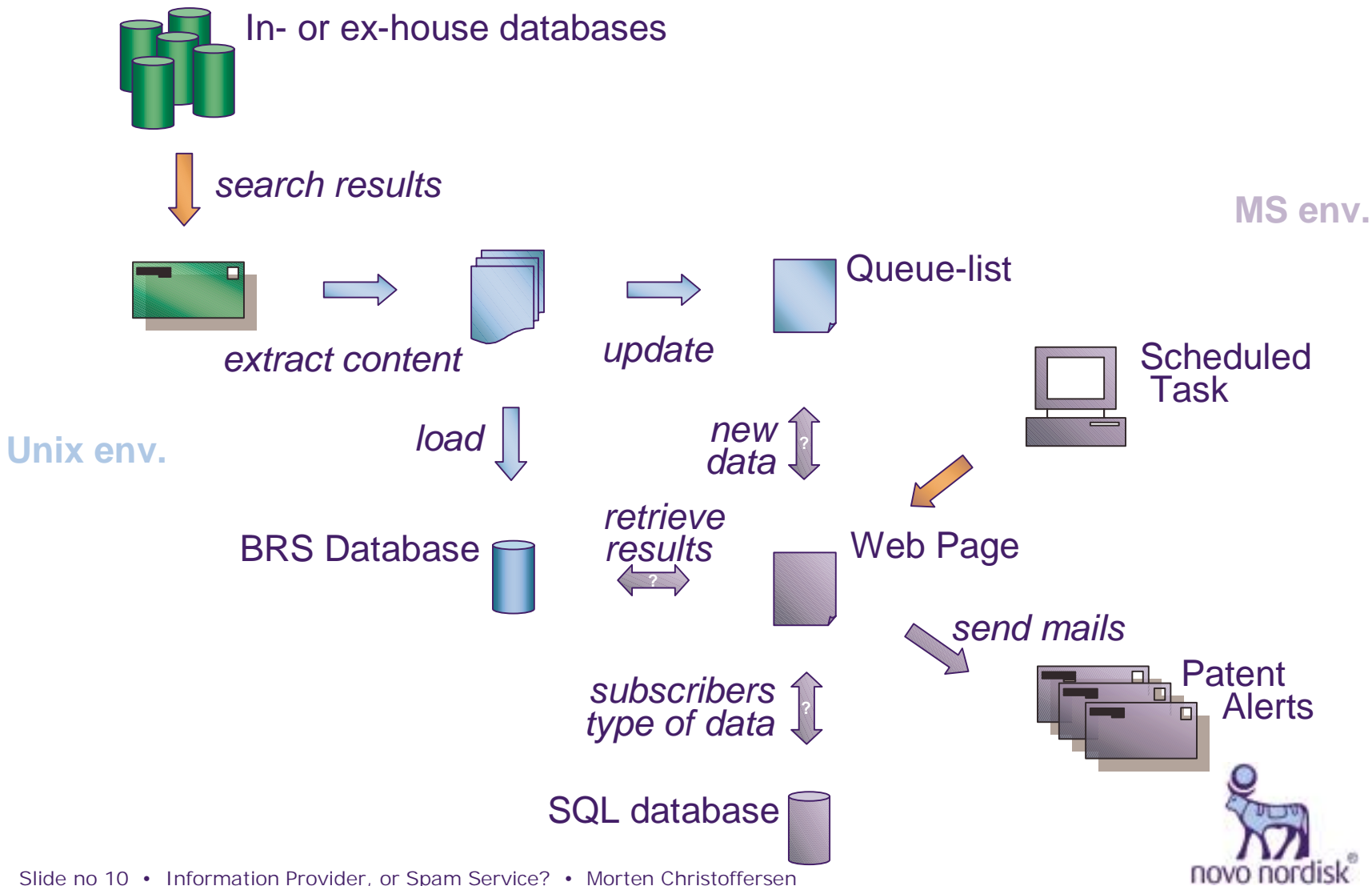 - system performance

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How?

Established using a combination of:

- ## Unix bibliographic database software and Perl scripts
  - ## Live Link Discovery Server (was: BRS)

- ## Relational SQL database and ASP web pages
  - ## MS SQL

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How – in more detail

In- or ex-house databases

search results

MS env.

Queue-list

extract content

update

Scheduled Task

Unix env.

load

new data ?

Scheduled Task

retrieve results ?

BRS Database

Web Page

send mails

subscribers type of data ?

Patent Alerts

SQL database

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Cost effective transformation

- Re-using
  - existing servers
  - database set-up
  - established in-house search interfaces
  - in-house search and technology expertise

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The system is flexible

- Alerts
  - based on data extracted from in- or ex-house databases
  - can be sent within the hour of arrival of the data, or collected for a period of time (four hours, daily, weekly, etc.)

- Users
  - subscribe themselves
  - can use the archive to see previous sent alerts

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Service

- Higher visibility of alerting services – and the Library

- Less manual work on e-mail lists etc.

- More statistical information about our users

- Happy users
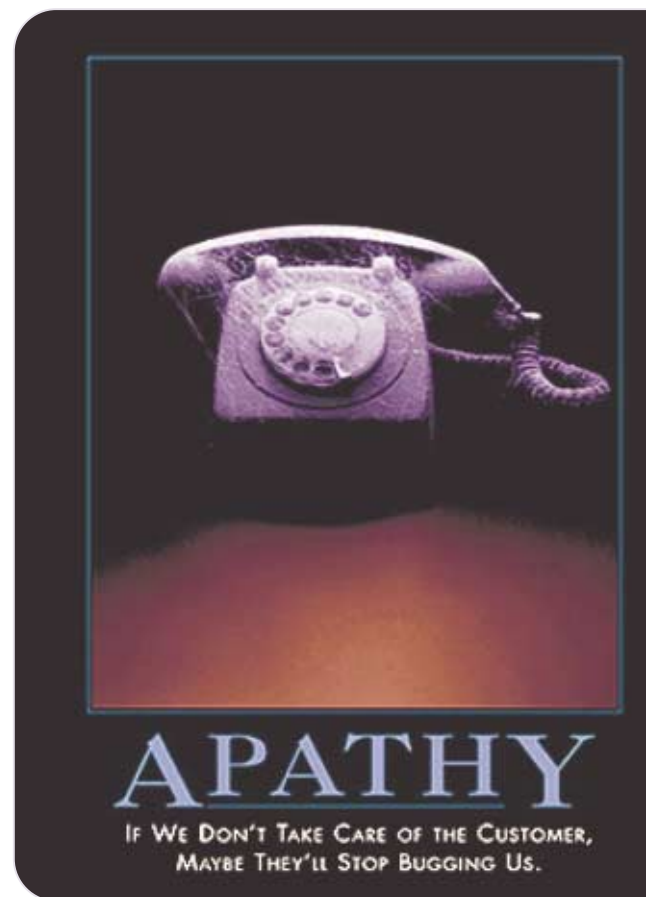
APATHY
IF WE DON'T TAKE CARE OF THE CUSTOMER,
MAYBE THEY'LL STOP BUGGING US.

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Screenshots

Admin pages
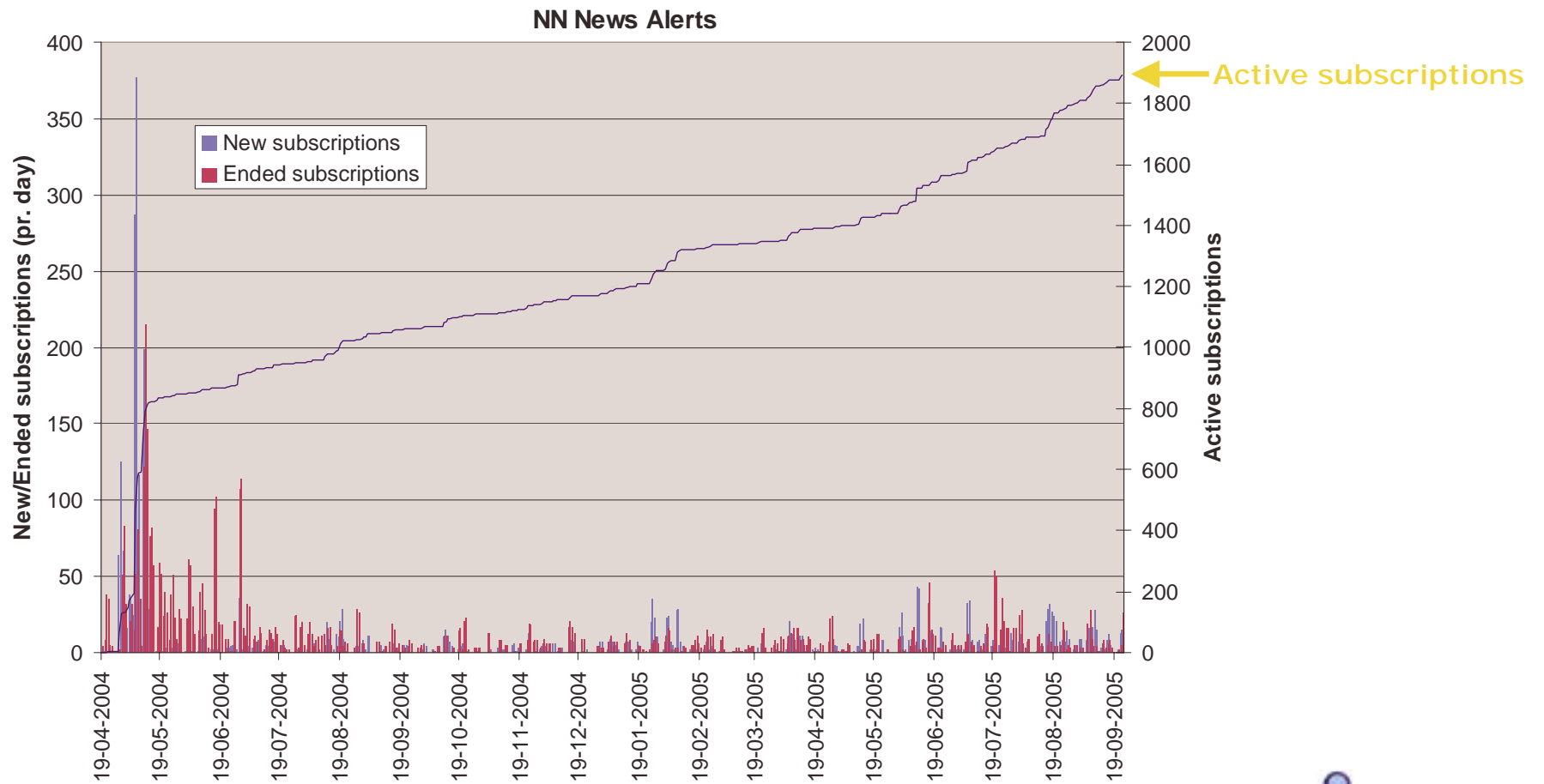Subscription page
Alert mail

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Status

- Alert services (total)
  - 379 alerts
  - 1.240 subscribers
  - 4.123 subscriptions
  - 19.772 e-mails sent
    - to 1 or more users
    - from Jan 1st to Oct 1st

- Spam ?
  - Do they read the e-mails
  - Delete or unsubscribe

LibSPAM
NNONH: Nonsens – No. 3, May13. 2004

Made available to you by Library & Information

To view everyting: Wait, click and then wait. Then click th
step 1.

Questions regardi... to ... s ...ce ... not ...e answered by

Message for

You h...
s...

**LiBSPAM
buy it today !**
A lot of news, all the time
Not recognized by spam-filters
Unlimited mails with unlimited length
Arrives at inappropriate times,
when you least need it
More to come
- subscribe today!!

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News alerts (one of the alert services)

NN News Alerts

Active subscriptions

Legend:
- New subscriptions
- Ended subscriptions

Y-axis (left): New/Ended subscriptions (pr. day) — 0, 50, 100, 150, 200, 250, 300, 350, 400

Y-axis (right): Active subscriptions — 0, 200, 400, 600, 800, 1000, 1200, 1400, 1600, 1800, 2000

X-axis: 19-04-2004, 19-05-2004, 19-06-2004, 19-07-2004, 19-08-2004, 19-09-2004, 19-10-2004, 19-11-2004, 19-12-2004, 19-01-2005, 19-02-2005, 19-03-2005, 19-04-2005, 19-05-2005, 19-06-2005, 19-07-2005, 19-08-2005, 19-09-2005

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Challenges

- Corporate anti-spam filter !

Future

- **Expand alert services**
  - Widen scope of alerts
  - Include ex-house data
  - RSS
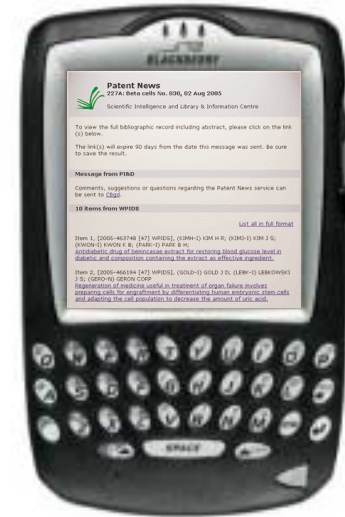
- **New devices**
  - BlackBerry
  - iPod, PlayStation Portable ??

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Conclusion

- High quality information should be "accessible"

- Let the systems work for the user – don't let you users work for the systems

- Find needs - not just serve

- Let users decide what they want – don't stand in the way of your users

GOALS

IT'S BEST TO AVOID STANDING DIRECTLY BETWEEN A COMPETITIVE JERK AND HIS GOALS.

despair.com

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Thank you !

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