

# **Online Information Services Model: Adopting and Aligning Technology With Our Competencies**

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# Introduction



**Nurhazman Abdul Aziz**

## **Profession**

IEEE Client Services Manager (MENA, SEA, ANZ)

## **Community Initiative**

Doctorate Support Group (DSG Portal)  
Technical Consultant

## **Academic**

PhD Student (Library & Information Science)  
University of Malaya

## **Product Ambassador (Product Advisor)**

Mendeley | Altmetric | ORCID | Figshare | IEEE Xplore

## **Career Track**

Swets Information Services - Solution Experts  
Nanyang Technological University - Librarian (Library Technology Division)  
Nanyang Technological University - Librarian (New Media Group)  
Nanyang Technological University – Business Librarian

# Technology & us

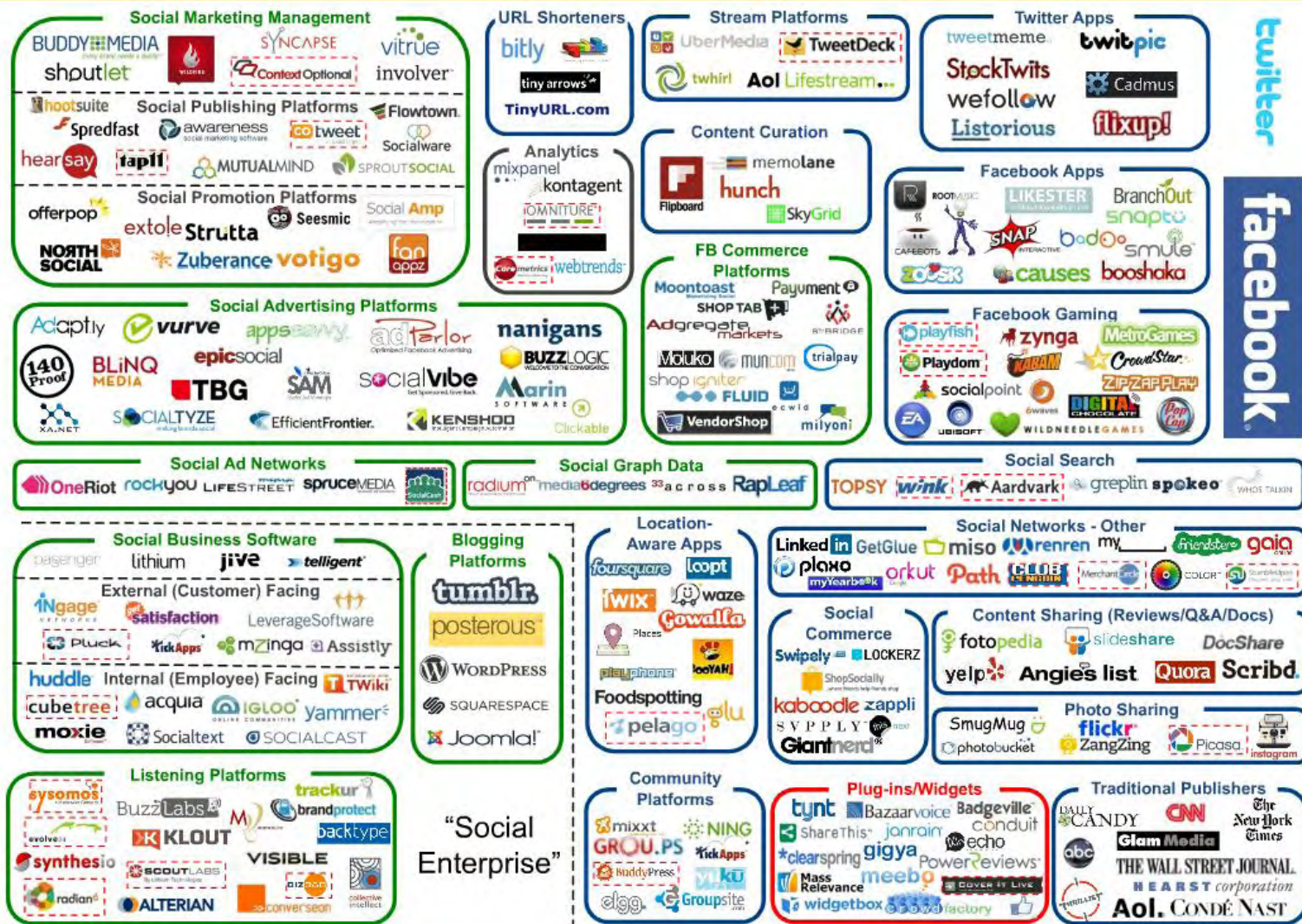




# NEW MEDIA TECHNOLOGIES LANDSCAPE

LIBRARIES & LIBRARIANS

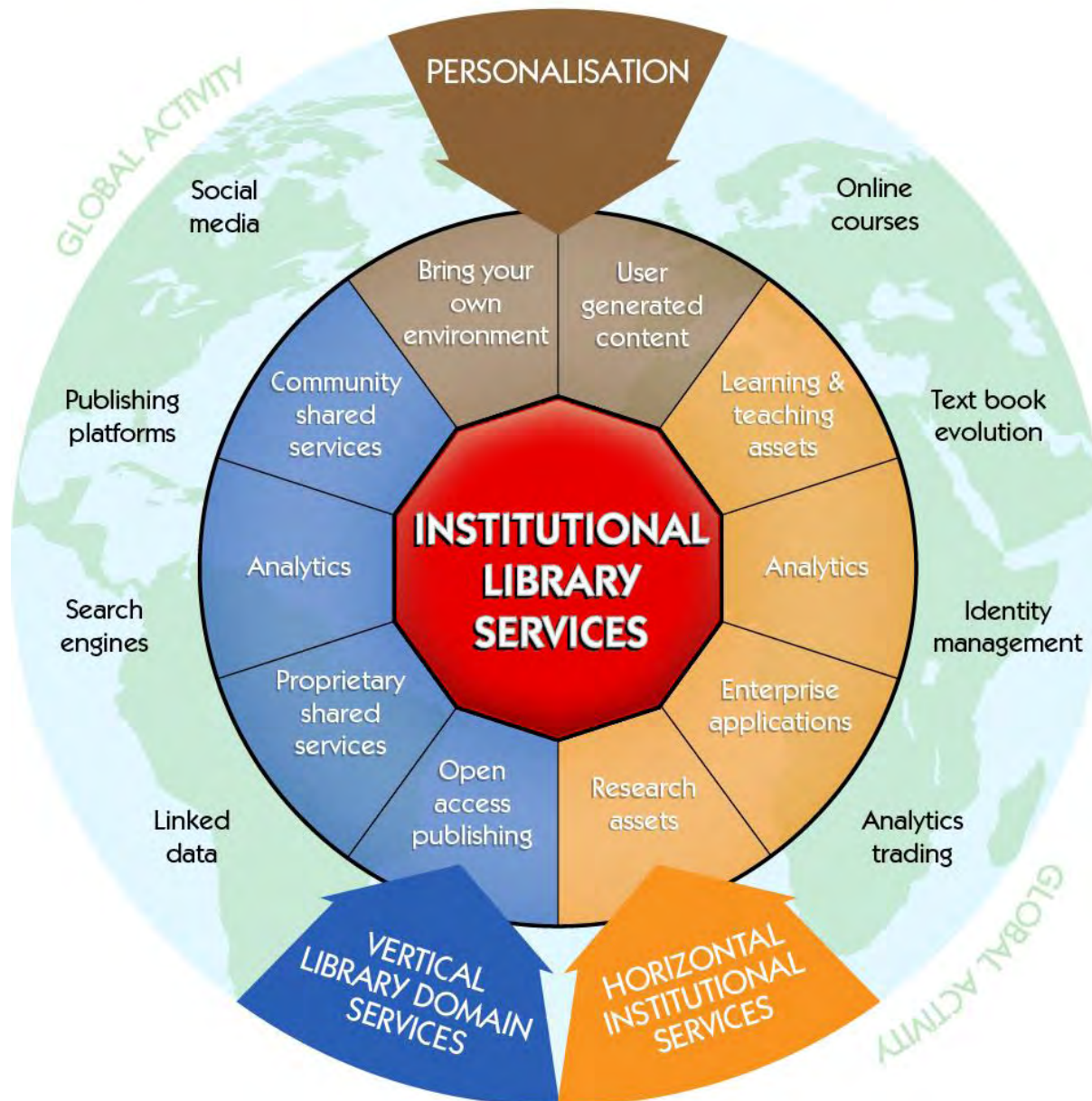
ONLINE PATRONS (AUDIENCE)





# Academic Library Services Ecosystem

<http://lmsguidance.jiscinvolve.org>



# Facing the rough sea

**A SMOOTH SEA  
NEVER MADE A SKILLED SAILOR.**



# Porter's 5 Forces

## **Threat of New Entry:**

- Time and cost of entry
- Specialist knowledge
- Economies of scale
- Cost advantages
- Technology protection
- Barriers to entry
- etc.

Threat of  
New  
Entry

## **Competitive Rivalry:**

- Number of competitors
- Quality differences
- Other differences
- Switching costs
- Customer loyalty
- Costs of leaving market
- etc.

Supplier  
Power

Competitive  
Rivalry

Buyer  
Power

## **Supplier Power:**

- Number of suppliers
- Size of suppliers
- Uniqueness of service
- Your ability to substitute
- Cost of changing
- etc.

## **Threat of Substitution:**

- Substitute performance
- Cost of change

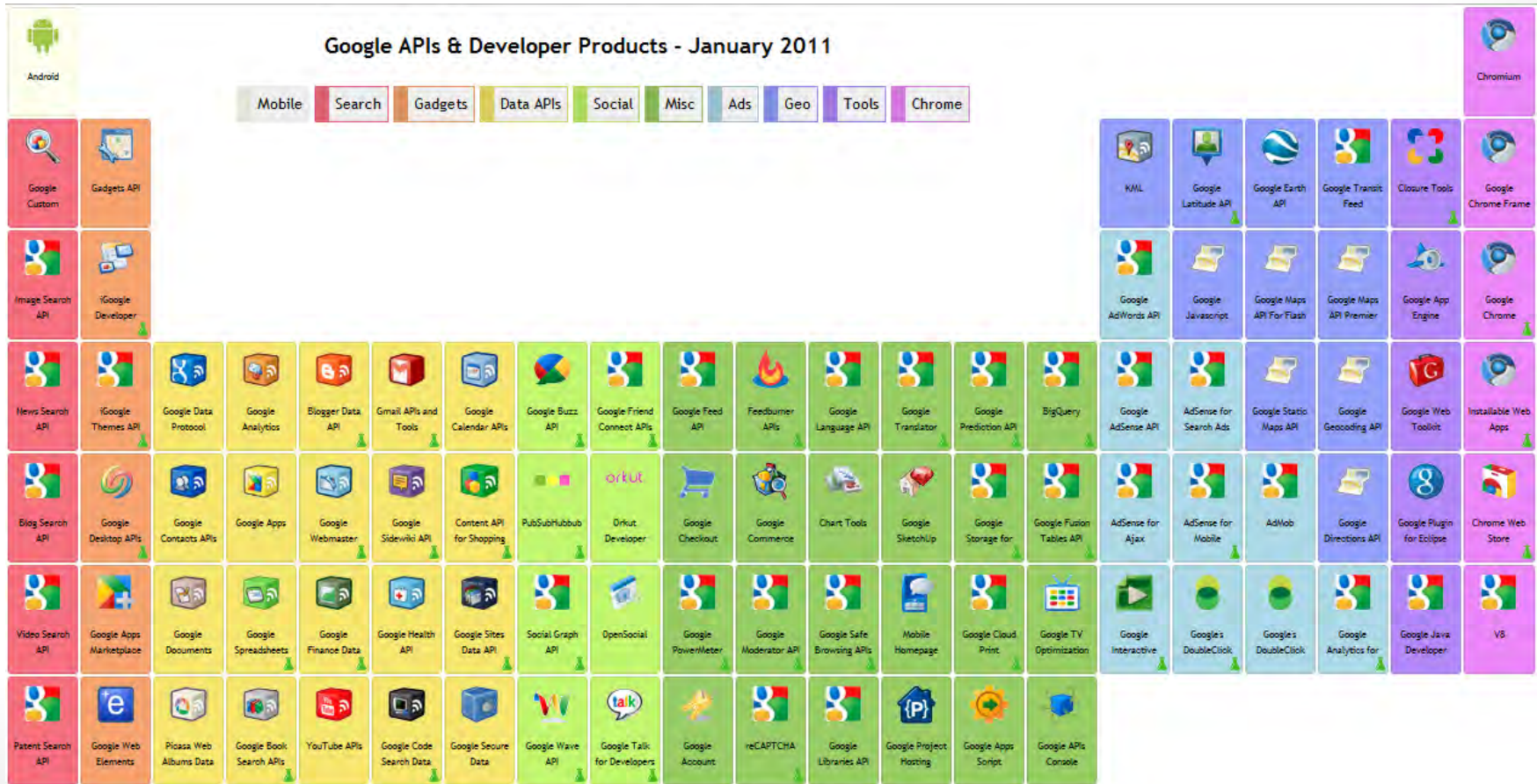
Threat of  
Substitution

## **Buyer Power:**

- Number of customers
- Size of each order
- Differences between competitors
- Price sensitivity
- Ability to substitute
- Cost of changing
- etc.

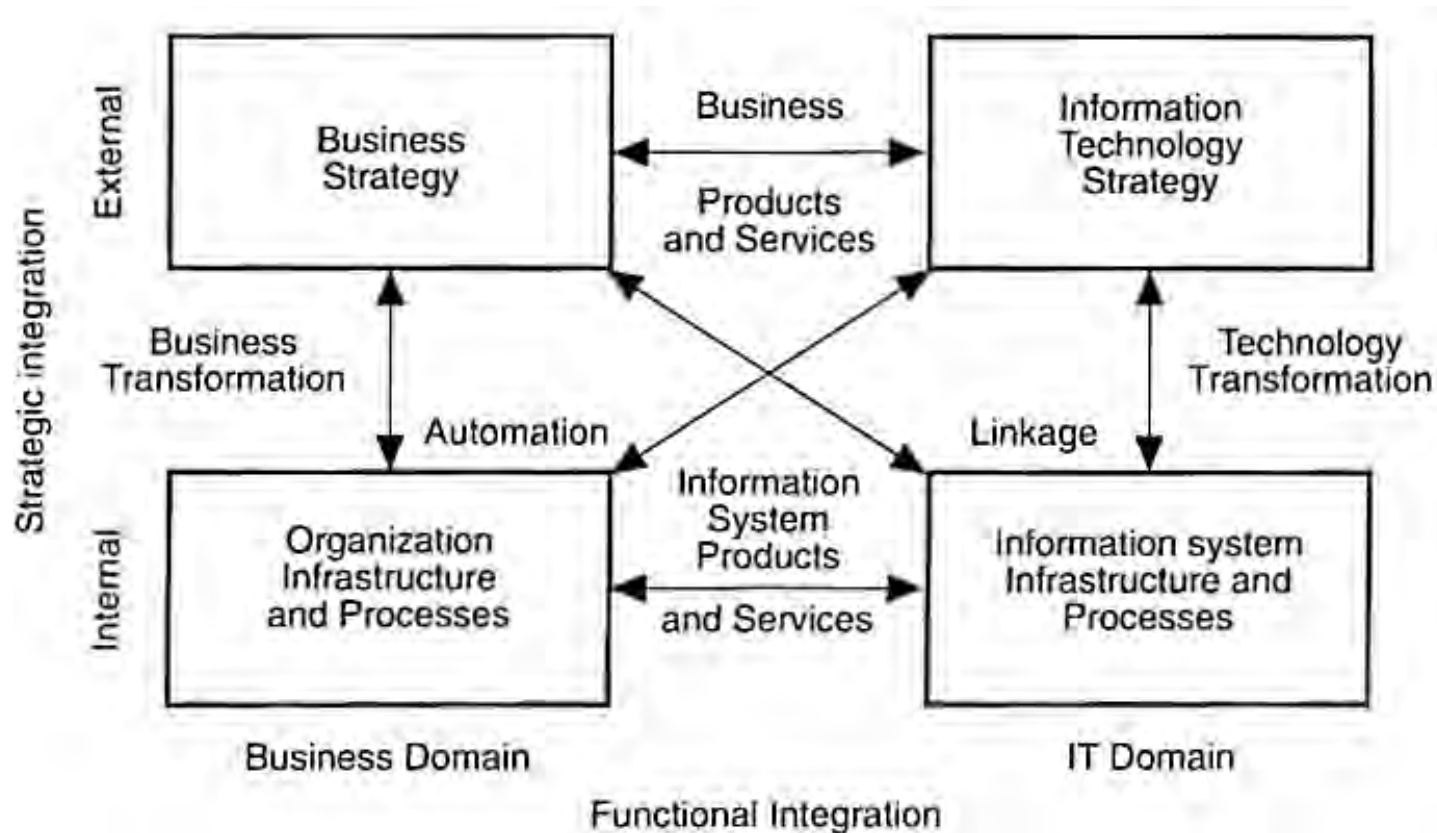


# Putting the table together





# Strategic IT Alignment



# Learning from Content Marketing Expert

# The Periodic Table of Content Marketing

## An overview of the key elements of content marketing

## A seven-step guide to success

1. Take some time to define a **strategy**.
2. Figure out the **formats** you plan on using.
3. Think about the **content types** that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social **platforms**.
5. Track the key **metrics**, and map these to your **goals**.
6. Be aware of the main sharing **triggers**. Be sure to work the emotions.
7. Always **double check** your work.

# The Periodic Table of Content Marketing

An overview of the key elements of content marketing

Strategy

Format

Content Type

Platform

Metrics

Goals

Sharing Triggers

Checklist

**A seven-step guide to success**

- Take some time to define a **strategy**.
- Figure out the **formats** you plan on using.
- Think about the **content types** that will appeal to your audience. Do your research. Brainstorm ideas. Create.
- Share your content across the key content distribution / social **platforms**.
- Track the key **metrics**, and map these to your **goals**.
- Be aware of the main sharing **triggers**. Be sure to work the emotions.
- Always **double check** your work.

1 <b>Cs</b> Content strategy	2 <b>Ar</b> Article	3 <b>V</b> Video	4 <b>Im</b> Image	5 <b>Ev</b> Event	6 <b>Gm</b> Game	7 <b>To</b> Tool	8 <b>P</b> Print	9 <b>EI</b> E-learning	10 <b>Sh</b> Slideshow	11 <b>Vi</b> Visualisation	12 <b>Pr</b> Press release	13 <b>Wb</b> Webinar	14 <b>Ap</b> App	15 <b>Eb</b> Ebook	16 <b>So</b> Social	17 <b>Em</b> Email	18 <b>Ho</b> 'How-to'-based	19 <b>Iv</b> Interviews	20 <b>Qz</b> Quizzes	21 <b>Re</b> Reviews	22 <b>As</b> Ask the experts	23 <b>Ex</b> Experiments	24 <b>De</b> Definitions	25 <b>Qu</b> Question-based	26 <b>Rs</b> Resources	27 <b>Pd</b> Productivity	28 <b>Gl</b> Glossaries	29 <b>Ga</b> Galleries	30 <b>Ti</b> Timesaving	31 <b>Lb</b> Linkbait	32 <b>Fu</b> Fun	33 <b>Da</b> Data	34 <b>Mm</b> Mindmaps	35 <b>Bp</b> Best practice	36 <b>Hi</b> Hivemind-based	37 <b>Te</b> Templates	38 <b>Pc</b> Product-based	39 <b>Fr</b> Frameworks	40 <b>Co</b> Compilations	41 <b>Ee</b> Event-based	42 <b>Bg</b> Beginner's guides	43 <b>Sv</b> Surveys	44 <b>Tm</b> Testimonials	45 <b>Ca</b> Case study	46 <b>Rc</b> Research	47 <b>In</b> Inspiration	48 <b>An</b> Analysis	49 <b>Dm</b> Demos	50 <b>St</b> Stats	51 <b>Tr</b> Trends	52 <b>Op</b> Opinion	53 <b>Fi</b> Fiction	54 <b>Nj</b> Newsjacking	55 <b>De</b> Debates	56 <b>Cm</b> Competitions	57 <b>Ch</b> Checklists	58 <b>Gf</b> Gifs	59 <b>We</b> Website	60 <b>Tw</b> Twitter	61 <b>Yo</b> YouTube	62 <b>Re</b> Reddit	63 <b>Bl</b> Blogs	64 <b>Fa</b> Facebook	65 <b>Vm</b> Vimeo	66 <b>Ig</b> Imgur	67 <b>Hn</b> Hacker News	68 <b>Nl</b> New leads	69 <b>Pv</b> Page views	70 <b>Bm</b> Brand metrics	71 <b>Of</b> Offline media	72 <b>Li</b> LinkedIn	73 <b>Gp</b> Google+	74 <b>Vn</b> Vine	75 <b>Ps</b> Partner sites	76 <b>Uv</b> Unique visitors	77 <b>Do</b> Downloads	78 <b>Rp</b> Reputation metrics	79 <b>Mi</b> Microsite	80 <b>Pi</b> Pinterest	81 <b>Fo</b> Forums	82 <b>Sl</b> Slideshare	83 <b>Ad</b> Advertising	84 <b>Nv</b> New visitors	85 <b>Cl</b> Cost per lead	86 <b>Pm</b> PR metrics	87 <b>Tu</b> Tumblr	88 <b>Is</b> Instagram	89 <b>Ft</b> Flickr	90 <b>Fl</b> Flickr	91 <b>Br</b> Bounce rate	92 <b>Kp</b> Key pages	93 <b>Dg</b> Demographic metrics	94 <b>Am</b> Acquisition metrics	95 <b>Sc</b> Search metrics	96 <b>Nm</b> New members	97 <b>Sm</b> Social metrics	98 <b>Eg</b> Engagement metrics	99 <b>Tf</b> Traffic	100 <b>Le</b> Leads	101 <b>Br</b> Branding	102 <b>Sa</b> Sales	103 <b>S</b> Search	104 <b>Me</b> Members	105 <b>Sh</b> Shares	106 <b>En</b> Engagement
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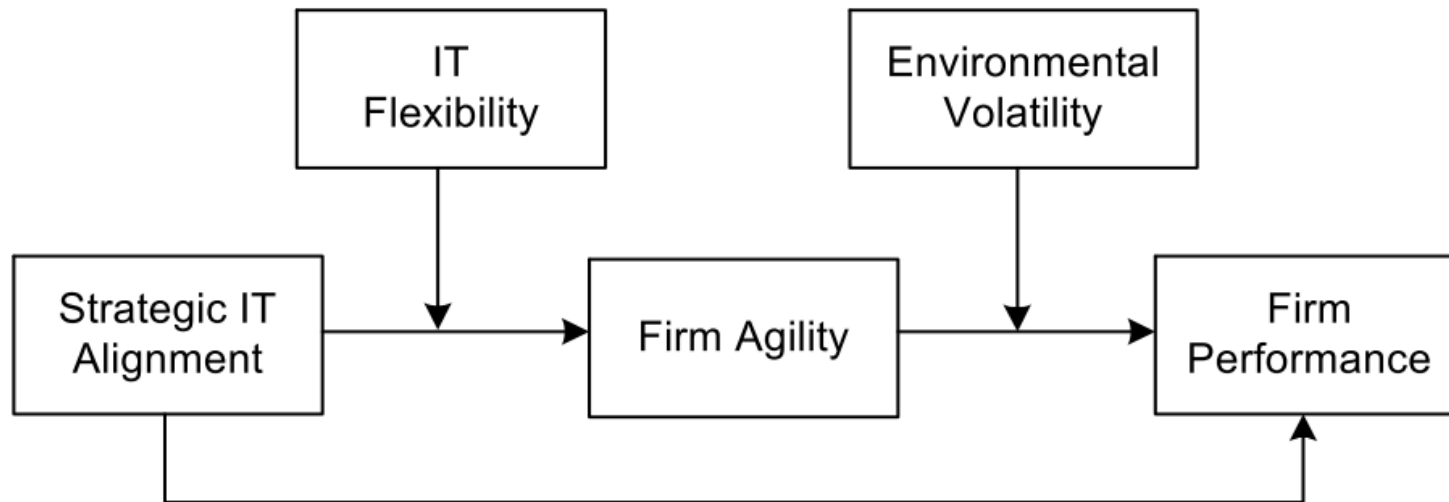


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# The Conceptualise Flow





# The Challenge of Open Source Adoption

The Free Software Foundation defines that:

“... the term “open source” software is used to mean more or less the same category as free software.

But, it is not the same class of software, where they accept some licenses that consider too restrictive, and there are free software licenses they have not accepted.

However, the differences in extension of the category are small: nearly all free software is open source, and nearly all open source software is free.”

# The Benefits

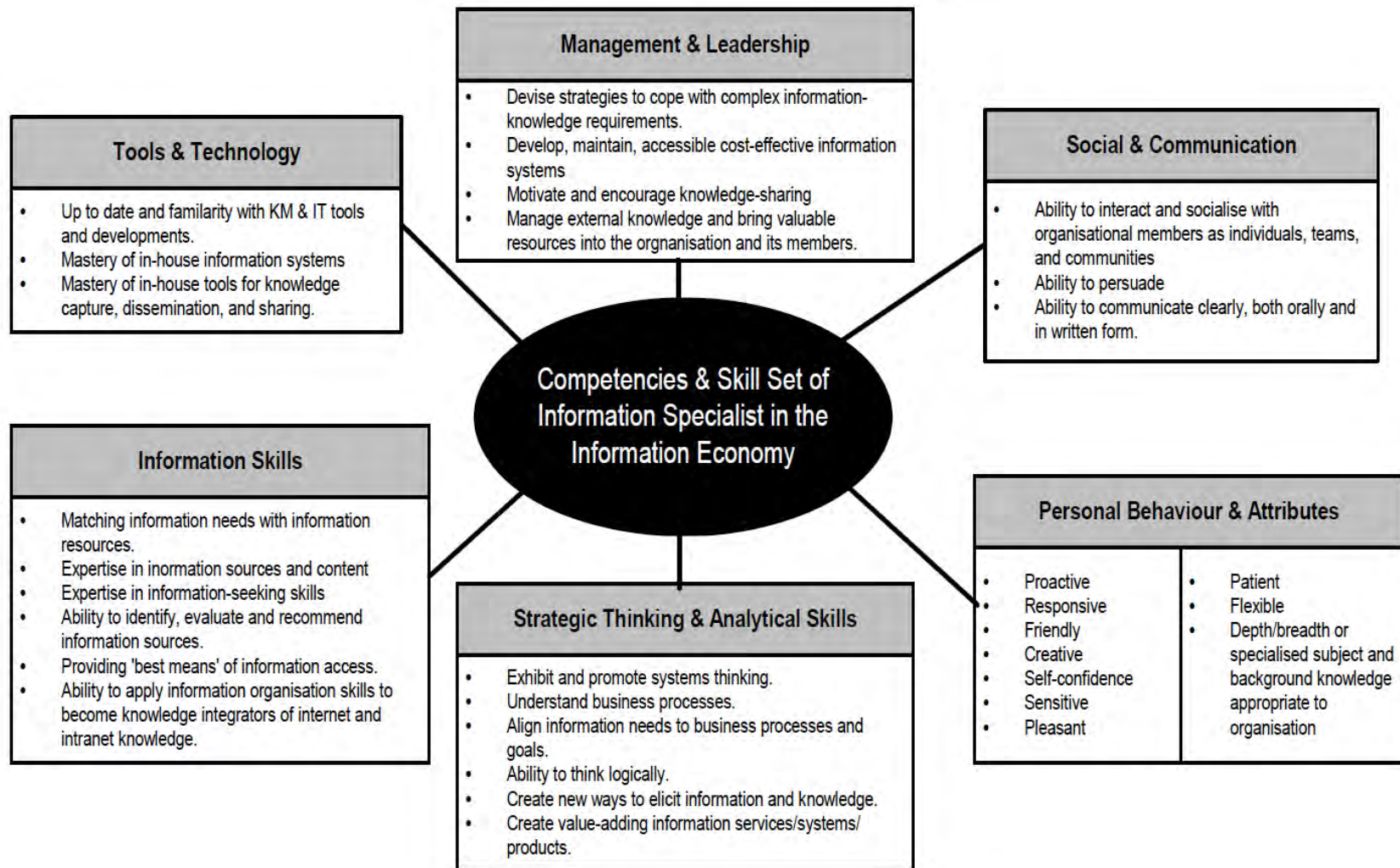
- Software does not depend on any specific hardware or operating system platform to function.
- With OSS, people can have any number of copies of programs on their machines, at home or at work.
- Since source code is available one can customise the software as per the requirements.
- It is possible to incorporate the software into another program to perform new functions.
- If the user base of open source is large, it can sustain in the market for long time.
- Since developers working for open source are spread across the world its development does not depend on any single person/community. Hence, new release versions can frequently be made available to the community.
- There is large community of people who work on popular open source hence regularly new versions of the OSS are available to the community.
- There is a group of community who can provide support through mailing lists, internet relay chat centers to get quick answer to any of problem/query.
- Since it is open source, there is no data loss as well as with open standards/formats, hence it is easy to retrieve data for future.

# The Drawbacks of Using Open Source Software

- Lack of formal support and training that a commercial software package offers.
- Often software support is provided only through mailing lists and discussion forums.
- Installing and maintaining OSS generally requires a technical knowledge than that required for commercial software.
- OSS are also not known for ease of use as the focus is usually on functionality



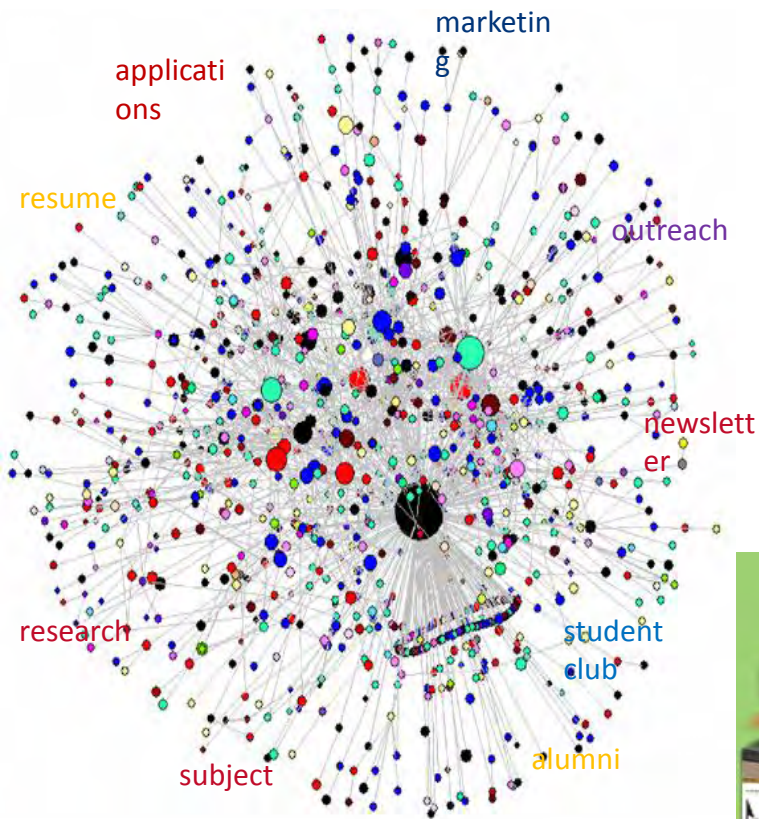
# As a librarian, the competencies and skills



# The Knowledge Framework

**Awareness → Knowledge → Experimentation → Immersion**

# Learning Experience in Academic Library



2006

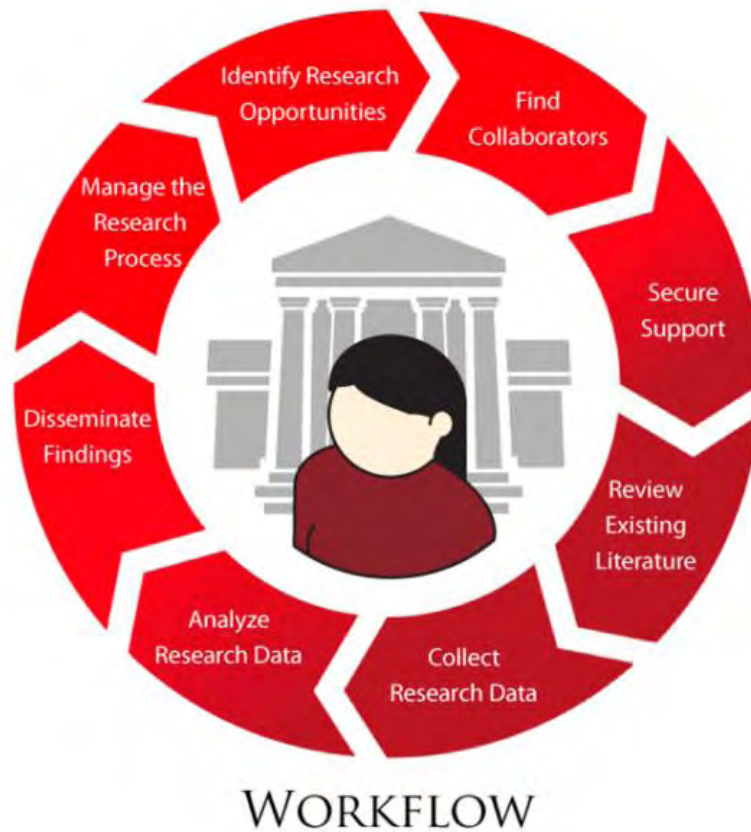
2008

2009

2010



# Learning Experience as Product Ambassador



 **MENDELEY**  
INSTITUTIONAL EDITION POWERED BY **SWETS**



# Community Initiative

40,000 Members

- MOOC Platform
- Community of Researchers
- Library of Open Access Knowledge
- Library of Webinars
- Library of Opportunities

## Scholarly Communication Services

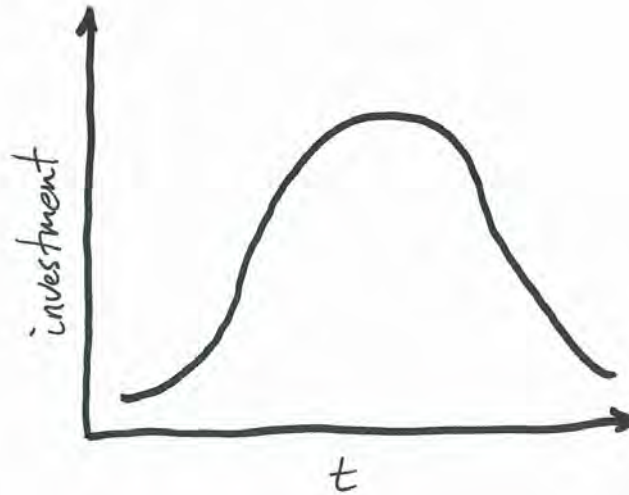
- Proof Reading Services
- MS Office Formatting (your Thesis)
- Learning Open Access Databases
- Research Tools & Methodology

Visit  
<http://dsgportal.org>



# Conclusion

- Adopting, developing and implementing an application, especially open source software, needs a high learning curve.
- With a basic framework that is share or best practices, this will be able to guide and allow you to cope with the technology strategically align to your business needs.





# Thank You



Nurhazman Abdul Aziz



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for Humanity*

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for the advancement of technology

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