



Business models for digital repositories

OAI5, CERN, Geneva, April 2007

Alma Swan
Key Perspectives Ltd, Truro, UK

DRIVER project

- Digital Repository Infrastructure Vision for European Research
- Work Package 7:
 - Long term preservation
 - Data curation
 - Intellectual property rights
 - Repository population
 - Business models
- Book: publication date October 2007

Scope

- Repositories themselves:
 - Institutional
 - Centralised (subject-focused or collective)
 - Intra-institutional
- Repository services (a bit)

Business model?

- Who pays?
- Pays what?
- For what?
- To whom?
- Why?

Possible business models

- Institutional
 - Sponsorship
 - Community
 - Subscription
 - Merchant
(commercial)
- Yes, most
 - Yes, projects
 - Yes, some cases
 - Yes (sort of)
 - Yes, some potential

Business model

- Who pays?
- Pays what?
- For what?
- To whom?
- Why?
- How?
- Institution (not the user)
- A little or a lot
- H/ware, s/ware, labour
- Insourced or outsourced
- The business case
- The business plan

DRIVER survey

- Repository managers
- Europe
- 1 national repository
- Institutional
- School
- All past the project/pilot stage and into mature service

- “Placing the reset button on the left on this form is a BAD IDEA!!!!!!!!!!”
- “The question is poorly posed. ...Don't you just hate trying to survey epidemiologists?!!”

- “After answering this, I realise how contrary I am.”

- How did you originally learn about self-archiving?

“From you today.”

“Re questions 9 and 10:
Have been suffering from a
faulty hip, waiting for an
operation. Am now
recovering from same and
hoping to be much more
active in future.”

“This is a long comment so I beg your indulgence reading it to the bitter end – because I believe I have a more basic problem than the one you ask about.....”

“I just want to establish
a relationship with you.”

Who pays?

- Provider (not the user)...
- ...though this is not necessarily the case with **repository services**
- Sponsorship or philanthropic support
- Within an institution, it is **usually** the library that makes the case and provides the budget
- Repositories at school or departmental level

Pays what? For what?

- BYO repository: €9250+
- Outsourced build: €7000+
- Outsourced build/host: €38000+
- Staffing:
 - Setting up: 1.5 FTE
 - Running: 2.5 FTE

To whom?

- Outsourced: to contractor
- In-house:
 - Parts may be outsourced
 - Collaborative arrangements sometimes
 - Extra-mural collaborations

Why?

- Make the business case

The value proposition

On behalf of the research community, a digital repository proposes to:

- maximise the availability ...
- maximise the accessibility ...
- enable the discoverability ...
- enable increased functionality ...
- enable longterm storage and curation ...
- enable other potential benefits ...
- ... of scholarly research outputs at no cost to the user

Why?

- Make the business case
- Content types
- Full-text – or a glorified bibliography?
- Link to a CRIS?
- Core proposition – visibility, access, preservation
- Additional services
- Viability, sustainability, adaptability
- Revenue

Key factors

- Viability – can we make this business happen?
- Sustainability – can we keep this business going?
- Adaptability – can we future-proof the business?

Viability

- Is it feasible to launch this?
 - Project team
 - Pilot project
 - Assessment
- Cash costs
- Other resourcing

Sustainability

- Project-to-service issues
- Resourcing requirements
- KPIs

Challenges

- Funding: X
- Integrating with exiting workflow: X
- Content recruitment: +
- Faculty engagement: +

Results of assessments

- Visibility and access: X
 - Preservation: X
 - Content recruitment: +
 - Educating faculty on OA: +
 - Educating faculty on copyright: +
 - Educating faculty of scholcomm: +
-

Sustainability

- Project-to-service issues
- Resourcing requirements
- KPIs
- Growth
- Business planning
 - The effects of success
 - Workflow: quality/quantity trade-off

Adaptability

- Can we build in flexibility?
- Can we build in resilience?
- How will we monitor for future developments that might be significant?
- What new stakeholders might appear?
- What is the development potential?
- How will we monitor performance?

Thank you for listening

aswan@keyperspectives.co.uk

www.keyperspectives.co.uk

www.keyperspectives.com

Key Perspectives Ltd