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

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Introduction

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Profession
IEEE Client Services Manager (MENA, SEA, ANZ)

Community Initiative
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Academic
PhD Student (Library & Information Science)
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Product Ambassador (Product Advisor)
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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
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.

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

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

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

Threat of Substitution:
- Substitute performance
- Cost of change
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.

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The Conceptualise Flow

- Strategic IT Alignment
- IT Flexibility
- Environmental Volatility
- Firm Agility
- Firm Performance
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

**Management & Leadership**
- Devise strategies to cope with complex information-knowledge requirements.
- Develop, maintain, accessible cost-effective information systems
- Motivate and encourage knowledge-sharing
- Manage external knowledge and bring valuable resources into the organisation and its members.

**Tools & Technology**
- Up to date and familiarity with KM & IT tools and developments.
- Mastery of in-house information systems
- Mastery of in-house tools for knowledge capture, dissemination, and sharing.

**Social & Communication**
- Ability to interact and socialise with organisational members as individuals, teams, and communities
- Ability to persuade
- Ability to communicate clearly, both orally and in written form.

**Information Skills**
- Matching information needs with information resources.
- Expertise in information sources and content
- Expertise in information-seeking skills
- Ability to identify, evaluate and recommend information sources.
- Providing 'best means' of information access.
- Ability to apply information organisation skills to become knowledge integrators of internet and intranet knowledge.

**Strategic Thinking & Analytical Skills**
- Exhibit and promote systems thinking.
- Understand business processes.
- Align information needs to business processes and goals.
- Ability to think logically.
- Create new ways to elicit information and knowledge.
- Create value-adding information services/systems/products.

**Personal Behaviour & Attributes**
- Proactive
- Responsive
- Friendly
- Creative
- Self-confidence
- Sensitive
- Pleasant

- Patient
- Flexible
- Depth/breadth or specialised subject and background knowledge appropriate to organisation
The Knowledge Framework

Awareness → Knowledge → Experimentation → Immersion
Learning Experience in Academic Library

2006 2008 2009 2010
Learning Experience as Product Ambassador
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 able to guide and allow you to cope with the technology strategically align to your business needs.
Thank You

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