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Libraries: Planning for Next- Generation of Content

Special Library Association
Crystal City, Virginia

September 25, 2002
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Topics / Questions

- Who and what?
- Pragmatics of content management
- The shift to real-time information
- Outlook

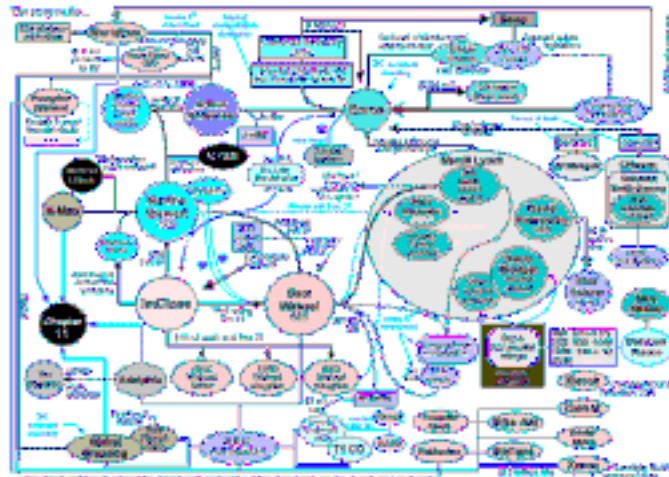
Section 1

**Who / why? and
some lessons**

The Key Question

**What new technologies
will enable libraries to build
new types of relationships
with their clients?**

The Situation Today... Search This



Five Big Trends in 2002

- **New devices**
- **New options from “non-library” sources (ASP / MSP plays: Atomz)**
- **Many library functions becoming a subfunction of IBM’s WebSphere, Microsoft’s Dot Net, or Oracle XDK**
- **Prices...very difficult to pin down**
- **Humans needed: Work processes make or break information services**

Source: IBM Conference. See <http://www.advisor.com/Articles.nsf/aid/FALLJ145>

What's Content?

- Textual information about products, people
- Binary files (audio, video, programs, pictures)
- Electronic mail with text and rich media
- Facts—structured in database tables or unstructured text
- Numeric information—static or dynamic tables, visual representations
- Metadata — information about information

Libraries' Role - 1

... the collection of policies and technologies that guide and enable corporations to **contribute, manage, and share their structured and/or unstructured information.**

Source: IBM Conference. See <http://www.advisor.com/Articles.nsf/aid/FALLJ145>

Libraries' Role - 2

2 ... includes not only collaboration, contribution, publishing, and archival for the **Web content** deployed in sites. It includes management of the **software code and integration with back-end and other enterprise systems.**

Source: IBM Conference. See <http://www.advisor.com/Articles.nsf/aid/FALLJ145>

What Must Be Integrated



What We Learned in 2002

- ① Technology: 15 percent of the first year cost
- ② Search touches upon business process issues, not a vacuum
- ③ Standards support essential
- ④ Low cost = limited functionality
- ⑤ Implementing search requires more time and people to do right
- ⑥ Integration with existing library applications not flawless

Section 2

Devices

Nomadic Computing

The combination of portable computing with portable communications is changing the way we think about information processing.

Goal of Nomadic Computing ...

The goal of "transparent virtual networking" or "nomadic" computing is precisely to permit users and programs to be as effective as possible in this environment of uncertain connectivity, without changes to the manner in which they operate.

The Devices...

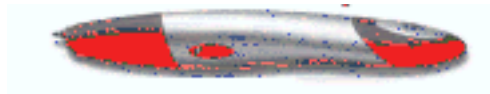


Hybrids: Phones Plus

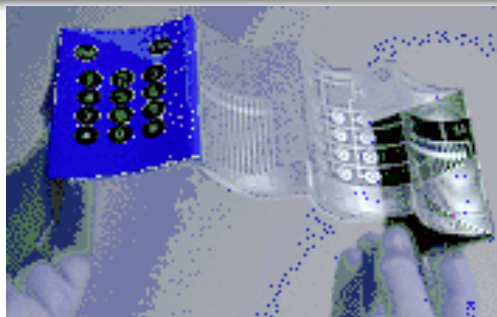


logging in at a ShareAMP server

Logitech Pen



Disposable Phone



Danner High Top



Multimedia / Rich Media: Tablets



Wearables



PDAs



Nokia = Rich Media Mobility



Nokia's Smartphone

- **The 9210 Communicator--A high-resolution color display (4,096 colors)**
- **Nokia 9210 Communicator supports connectivity to Windows applications**



Anytime, Anywhere Access



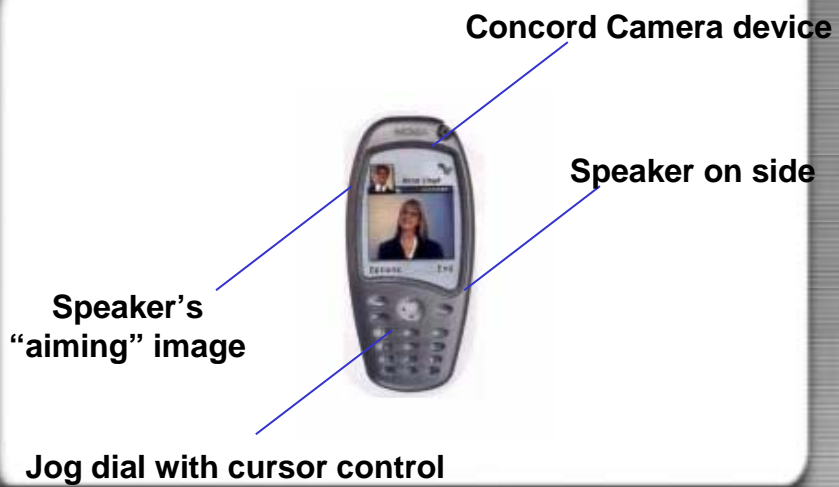
Poma: 800x600 and Telephony



Sony T206 - GPS Inside



Nokia's Videophone



Section 3




Challenges

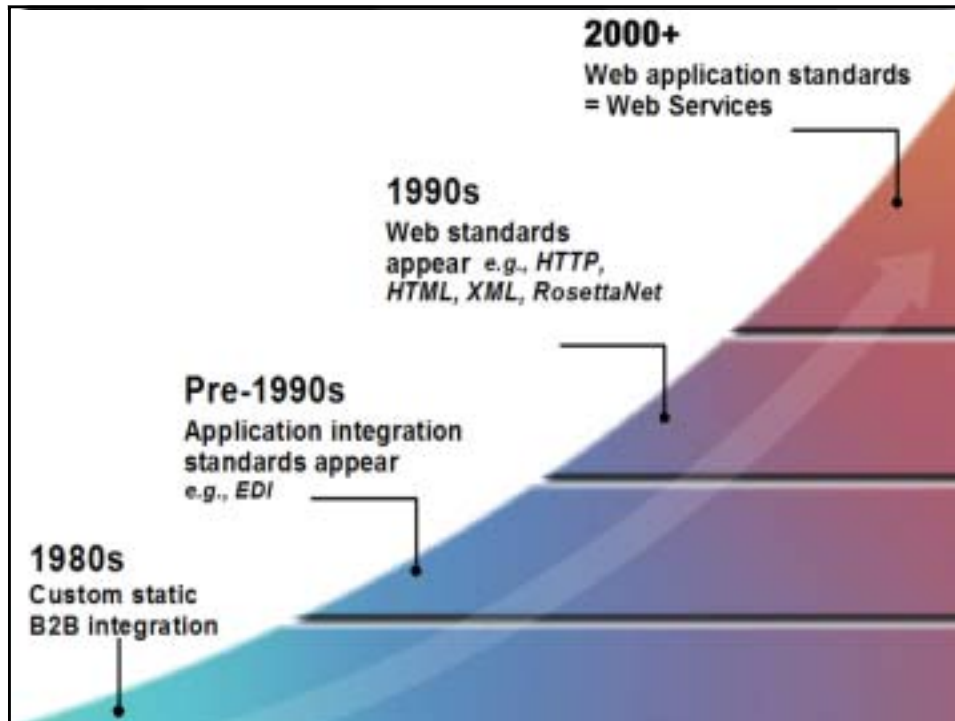
One: Network Computing





Tool Selection

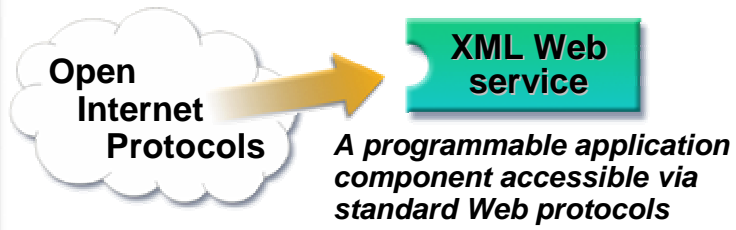
 The Java logo, featuring a yellow square with a red and blue coffee cup icon and the word "JAVA" in red below it.	 The Visual Studio.net logo, featuring the Microsoft logo and the text "Visual Studio.net" on a blue background.
 A meme image of a man with devil horns on his head, wearing a white shirt.	 A landscape photograph showing a sunset or sunrise over a body of water with waves.



One Tribble ...



Search as a Web Service



Kartoo Pertimm



Web Services--Multiple Formats

- UDDI - Provides a directory of services on the Internet
- WSDL - XML Web services are defined in terms of the formats and ordering of messages
- SOAP - XML Web service consumers can send and receive messages using XML
- Built using open Internet protocols

Universal
Description,
Discovery and
Integration

Web services
Description
Language

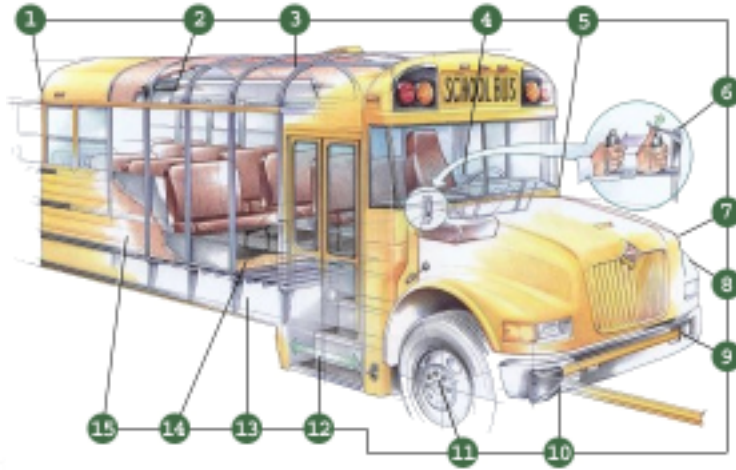
Simple Object
Access Protocol

XML and
HTTP

Then ... Many Tribbles



Set Up of the “Business Vehicle”



Then Apply a Process to Customers



4. Summary

Wrap Up

The 7x24 “Trading Floor” Model



The Real-Time Enterprise

- [A real-time enterprise is] a company that uses Internet technology to drive out manual business processes, to eliminate guesswork, and to reduce costs.
- The key feature of a real-time enterprise is spontaneous transaction flow. In most businesses today, an event like a customer order spawns thousands of transactions that go through a series of vertically organized departments.
- As a result, most companies have a highly fragmented view of their customers. A real-time enterprise addresses that problem.

*Ray Lane, General
Partner, Kleiner Perkins, 2001*

Characteristics of a “Real Time Enterprise”

- Computing and communications available to every employee or authorized user
- Superior Information availability across the value chain
- Streamlined business processes using the Web via communications plus content
- Lower costs through improved analytics
- Data entered only once
- Single interface to applications

IT and 360°ROI: Fatten Cost Curves

1. The largest inefficiencies lie in interactions between units in a business and enterprises in an industry sector.
2. Communications and information are critical to interactions among enterprises.
3. The Internet's biggest influence is on business process innovation, and reducing communication and interaction costs.
4. Content has to be the "Teflon" of work



What Steps?

- ① Select "platform"
- ② Identify tools / vendors
- ③ Perform tests
- ④ Verify integration with existing applications
- ⑤ Develop budget
- ⑥ Create timeline
- ⑦ Focus on Extensible Markup Language

This Presentation

www.arnoldit.com/sitemap.html