

# Serials Solutions 360 Counter

Assessment tools help libraries  
make better decisions

Susan Golden  
Richard Levy  
August 31st, 2007

# *Gathering Statistics*

Or .....



NFAIS – Philadelphia  
October 27, 2006  
Michele Newberry

# *Spreadsheet Hell!!!*



# Statistics hell

**Hell as e-resource librarians know it today:**

- Finding
- Downloading
- Standardizing
- Merging

**Statistics from 200 different vendors' Web sites that may or may not be COUNTER compliant.**

## TCR Surveys: Electronic Research Usage Statistics

- Challenges when collecting/gathering usage statistics
  - Time consuming
  - Keeping track of URLs and passwords
  - Publishers who are erratic about when and how they distribute stats
  - Manipulating data in Excel is tedious

## TCR Surveys: Electronic Research Usage Statistics

- Challenges when analyzing statistics
  - Some publishers have “*unique*” interpretation of COUNTER standards
  - A graphical representation of usage statistics would be helpful
- When asked about Project COUNTER
  - Consistency of COUNTER reports have helped
  - COUNTER audits will make vendors more trustworthy and accurate

## Publisher who will remain anonymous

- Pub Anon stats are VERY complicated to gather. Go to the admin URL: <http://www.PubAnon.com/cgi/myaccount.cgi>
- Login with the user ID and Password for each school.
- Copy the URL for each school's report and paste into the browser to get an "Open" or "Save As..." popup window.
- Open the file in Excel, and make the following modifications:
  - Add a line above line one that says: Pub Anon Usage Report (Arial, 14 point)
  - Bold & Italicize & color purple the next line (Full-Text Downloads....)
  - Delete the usage data for each title up to January of the current year (these reports keep data from the creation of any given university's account), and then move the data for the current year to the left so that the January data is in Column B.
  - Resize Column A so that the full title of each Journal is viewable
  - Merge & Center these two header lines over the width of the report
- Once finished, "Save As Web Page" naming by school & year, i.e. "famu\_2005.html"
- Repeat for each school.
- Upload to FCLA website and transcribe total annual searches into the master spreadsheet.

## “Is there a solution?”

- COUNTER Release 3 may require vendors to adopt SUSHI
- Until then:
  - Technology can solve the presentation aspects of the problem
  - Technology cannot solve all of the download and standardization problems
  - Scholarly Stats will solve the problem by hiring offshore manual labor

# SUSHI

## Simple request and response protocol

- Currently library staff must go to each individual publisher's website and retrieve stats
- Occasionally statistics are only available through a Web screen and cannot be downloaded, only printed
- SUSHI protocol automates the process
- Causes the publisher to put usage data into a standard format. (COUNTER XML)

# 360 Counter

## Launching in October

- Offers the ability to merge usage statistics from vendors with subscription costs
- Make better collection development decisions
- Aggregate, normalize, and analyze Project COUNTER compliant statistics from multiple vendors
- Offers a cost-per-click view
- Supports decision-making

# Workflow

## Aggregates

- Remove roadblocks to managing and aggregating COUNTER reports
  - Aggregate data deliveries from Counter compliant vendors
  - Facilitates aggregation of data from non-Counter-compliant vendors

## Normalizes

- Standardizes non-uniform journal titles into one normalized list.
  - **Vendor A: JAMA searched X # of times**
  - **Vendor B: Journal of the American Medical Assoc. searched Y # of times**
  - **Normalization enables the knowledge that JAMA was used X + Y times**

# Workflow

## Archive

- Offers a secure place to back-up usage statistics
- Prevents the possibility of them becoming lost or damaged.

## Analyzes

- Provides comprehensive, authority-based system to perform serials analysis and cross-vendor comparisons by integrating with the Serials Solutions knowledgebase
- Integrated with Serials Solutions:
  - Knowledgebase
  - 360 Resource Manager's Cost and Collection management features

# Associate costs

## Costs and Collection Management

- *ALL 360 Counter customers*, whether 360 Resource Manager customers or not, will be able to leverage Cost and Collection Management functionality.
- This will enable you to:
  - Attach fund codes
  - Attach value-based weight
  - Assign fiscal-year-subscription costs at all levels:
    - Collection
    - Vendor
    - Package and title

# 360 Counter

## Go 360 Counter!

How will 360 Counter alleviate the pain?

- COUNTER import functionality will ease the spreadsheet standardization and aggregation problem
- Serials Solutions normalization process will equalize title variations
- Ability to create graphically sophisticated reports
- Serials Solutions will unite with libraries to encourage vendors to be COUNTER compliant and to adopt SUSHI

# 360 Counter



## Benefits

- Analyze usage statistics quickly & easily
- Side-to-side comparison of stats from a variety of content providers
- Associate subscription costs with actual usage
- Enable more informed collection development decisions
- Easily build reports to disseminate to funders and decision makers
- Safely back-up archival reports

# Reports

## Project COUNTER stats file as received from vendor

K20		fx				
	A	B	C	D	E	F
1		Print ISSN	Online ISSN	2005-April	2005-May	2005-June
2				245	61	135
3	Advertising & Society Review		1534-7311	0	0	0
4	Africa Today	0001-9887	1527-1978	1	0	1
5	African Studies Review	0002-0206	1555-2462	0	0	0
6	Aleph: Historical Studies in Scienc	1565-1525	1553-3956	0	0	0
7	American Annals of the Deaf	0002-726X	1543-0375	0	0	0
8	American Imago	0065-860X	1085-7931	2	0	0
9	The American Indian Quarterly	0095-182X	1534-1828	1	2	0
10	American Jewish History	0164-0178	1086-3141	4	0	0
11	The American Journal of Bioethics	1526-5161	1536-0075	0	0	0
12	American Journal of Mathematics	0002-9327	1080-6377	1	0	0
13	American Journal of Philology	0002-9475	1086-3168	3	0	0
14	American Literary History	0896-7148	1468-4365	0	0	0
15	American Literary Scholarship	0065-9142	1527-2125	1	1	0
16	American Literature	0002-9831	1527-2117	16	0	7
17	American Periodicals: A Journal of	1054-7479	1548-4238	0	0	0
18	American Quarterly	0003-0678	1080-6490	0	2	1
19	American Speech	0003-1283	1527-2133	7	0	6

# Reports

## 360 Counter Dashboard

**SerialsSolutions** 1-866-SERIALS (737-4257) [Your Account](#) | [Support Center](#) | [Contact Us](#) | [Log Out](#)  
Current Library: [Greenlake University \(\\_LS\)](#) ([Change](#))

e-Catalog:  Title Begins With

[Home](#) > **360 COUNTER** [Summary View](#) | [Upload](#) | [Consolidated Reports](#) | [Help](#)

Filter:  Reports run from:  to:

Status	Vendor	Date Run	Report Code	Upload Time	Report State			
					Uploaded	Validated	Normalized	Consolidated
✓	Berkeley Journal	28 Apr 2007	DB1	15 Jun 2007 10:02 AM	*	*	*	*
✓	Berkeley Journal	28 Apr 2007	DB2	15 Jun 2007 8:02 AM	*	*	*	*
⚠	ProQuest	1 May 2007	JR2	18 Jun 2007 1:27 PM	*			
🕒	ProQuest	1 May 2007	JR3	18 Jun 2007 1:25 PM	*	*	*	
✓	ProQuest	28 Apr 2007	DB1	18 Jul 2007 8:02 PM	*	*	*	*

# Reports

## Upload page

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Current Library: Greenlake University (\_LS) ([Change](#))

e-Catalog:

[Home](#) > [360 COUNTER](#) [Summary View](#) | [Upload](#) | [Consolidated Reports](#) | [Help](#)

Vendor:

# Reports

## Upload page with note boxes

The screenshot shows the 'Upload' page in the Serials Solutions interface. At the top, the Serials Solutions logo is on the left, and navigation links for 'Your Account', 'Support Center', 'Contact Us', and 'Log Out' are on the right. Below the logo, the phone number '1-866-SERIALS (737-4257)' is displayed. The current library is identified as 'Greenlake University (\_LS)'. The main navigation bar includes 'e-Catalog' with dropdown menus for 'Journal' and 'Title Begins With', and a search button. The breadcrumb trail shows 'Home > 360 COUNTER'. The page title is 'Summary View | Upload | Consolidated Reports | Help'. The 'Vendor' is set to 'ProQuest'. An 'Add file' input field with a 'Browse...' button is present. Under 'Chosen Files', two files are listed: 'reports\PQCounterJournalReport2.xls' and 'reports\PQCounterJournalReport3.txt'. Each file has a note box associated with it. The first note box contains the text: 'Hi Richard, this box pops open as soon as you add a new report to upload. It is a note field associated with the report'. The second note box contains the text: 'You may add multiple reports from the same vendor. Each time that you add one a new note box appears.' An 'Upload' button is located at the top right of the file list area.

SerialsSolutions 1-866-SERIALS (737-4257) Your Account | Support Center | Contact Us | Log Out  
Current Library: Greenlake University (\_LS) (Change)

e-Catalog: Journal Title Begins With

Home > 360 COUNTER Summary View | Upload | Consolidated Reports | Help

Vendor: ProQuest Upload

Add file Browse...

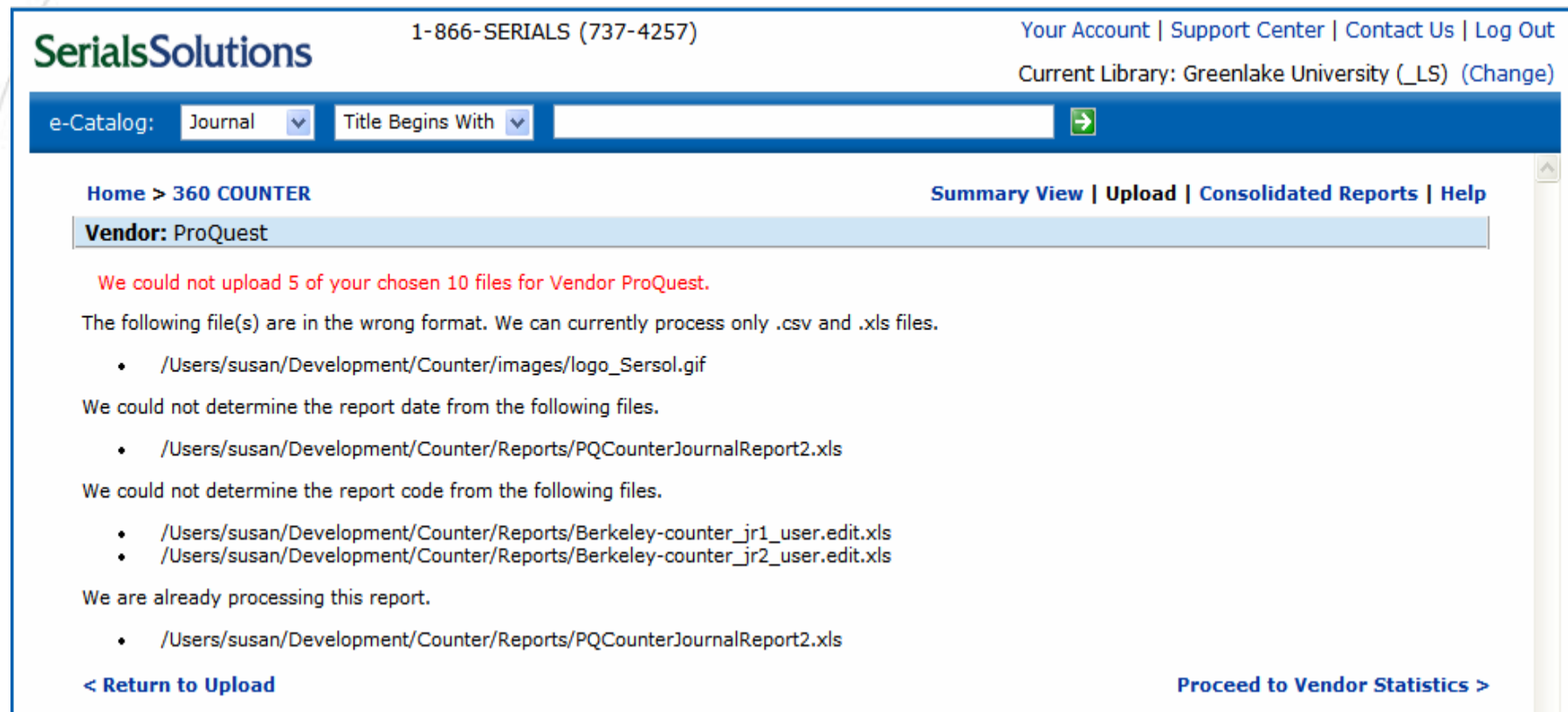
**Chosen Files:**

- Add a note C:\Documents and Settings\sgolden\Desktop\Sample Counter Reports\ProQuest usage reports\PQCounterJournalReport2.xls  
Fri Aug 24 2007 07:28:30 GMT-0700 (Pacific Daylight Time)  
Hi Richard, this box pops open as soon as you add a new report to upload. It is a note field associated with the report
- Add a note C:\Documents and Settings\sgolden\Desktop\Sample Counter Reports\ProQuest usage reports\PQCounterJournalReport3.txt  
Fri Aug 24 2007 07:29:22 GMT-0700 (Pacific Daylight Time)  
You may add multiple reports from the same vendor. Each time that you add one a new note box appears.

# Reports

## Report validation message

Really really bad UI. This will be redone



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Current Library: Greenlake University (\_LS) ([Change](#))

e-Catalog:  Title Begins With

[Home](#) > [360 COUNTER](#) [Summary View](#) | [Upload](#) | [Consolidated Reports](#) | [Help](#)

**Vendor:** ProQuest

**We could not upload 5 of your chosen 10 files for Vendor ProQuest.**

The following file(s) are in the wrong format. We can currently process only .csv and .xls files.

- /Users/susan/Development/Counter/images/logo\_Sersol.gif

We could not determine the report date from the following files.

- /Users/susan/Development/Counter/Reports/PQCounterJournalReport2.xls

We could not determine the report code from the following files.

- /Users/susan/Development/Counter/Reports/Berkeley-counter\_jr1\_user.edit.xls
- /Users/susan/Development/Counter/Reports/Berkeley-counter\_jr2\_user.edit.xls

We are already processing this report.

- /Users/susan/Development/Counter/Reports/PQCounterJournalReport2.xls

[< Return to Upload](#) [Proceed to Vendor Statistics >](#)

# Reports

## Summary View

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Current Library: Greenlake University (\_LS) ([Change](#))

e-Catalog:  Title Begins With

[Home](#) > [360 COUNTER](#) [Summary View](#) | [Upload](#) | [Consolidated Reports](#) | [Help](#)

Filter:  Reports run from:  to:

Vendor	<<	Feb 07	Mar 07	Apr 07	May 07	Jun 07	Jul 07	>>
Berkeley Journal		6	6	6	6	6	5	
ProQuest		4	4	4	3	4	2	
Vendor A		0	0	5	5	5	4	

# Reports

## Expanded Summary View

SerialsSolutions

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e-Catalog:

[Home](#) > [360 COUNTER](#)

[Summary View](#) | [Upload](#) | [Consolidated Reports](#) | [Help](#)

Filter:  Reports run from:  to:

Status	Vendor	Date Run	Report Code	Upload Time	Report State			
					Uploaded	Validated	Normalized	Consolidated
	Berkeley Journal	2 Jul 2007	DB1	15 Jul 2007 10:02 AM	*			
	Berkeley Journal	2 Jul 2007	JR3	31 Jul 2007 10:02 AM	*	*		
	Berkeley Journal	2 Jul 2007	DB2	15 Jul 2007 10:02 AM	*	*	*	*
	Berkeley Journal	2 Jul 2007	JR1	15 Jul 2007 10:02 AM	*	*	*	*
	Berkeley Journal	2 Jul 2007	JR2	15 Jul 2007 10:02 AM	*	*	*	*

# Reports


## Report details page

Mouse over the cells outlined in red and a dialog box opens up explaining the formatting error in the cell.

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Current Library: Greenlake University (\_LS) ([Change](#))

e-Catalog:  Title Begins With

[Home](#) > [360 COUNTER](#) > [Report Details](#) [Summary View](#) | [Upload](#) | [Consolidated Reports](#) | [Help](#)

**Vendor:** ProQuest  
**Date Run:** 1 May 2007  
**Report Code:** JR2  
**Report Full Name:** Number of Successful Full-Text Article Requests By Month and Journal  
**Time Uploaded:** 18 Jun 2007 1:27 PM  
**Uploaded By:** khu@serialssolutions.com  
**State:**  **Validation Errors** [what's this?](#)  
**Notes:** [Show](#)  
**Report Data:** [Download](#) [Delete](#)

Journal	Publisher	Platform	Print ISSN	Online ISSN	Page type	Jan-07	Feb-07	Mar-07	Apr-07	YTD Total
Journal of AA	ProQuest	ProQuest	1234-5678	1234-5679	Full-text Turnaways	-7	10		823	1840
Journal of BB	ProQuest	ProQuest	1234-5688	1234-5689	Full-text Turnaways	823		10	1000	1840

# Reports

## Report details page – normalization in process

Serials Solutions | Client Center QuestMail UKSG Serials-eNews: Serials-eNews

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Current Library: Greenlake University (\_LS) ([Change](#))

e-Catalog: Journal Title Begins With  [➔](#)

[Home](#) > [360 COUNTER](#) > [Report Details](#) [Summary View](#) | [Upload](#) | [Consolidated Reports](#) | [Help](#)

**Vendor:** ProQuest  
**Date Run:** 1 May 2007  
**Report Code:** DB1  
**Report Full Name:** Number of Successful Full-Text Article Requests By Month and Journal  
**Time Uploaded:** 18 Jun 2007 1:27 PM  
**Uploaded By:** khu@serialssolutions.com  
**State:** Normalized [what's this?](#)  
**Notes:** [Add](#)

# Reports

## Database usage cost comparison

Month	Apr 2005			May 2005			Jun 2005			Grand total:		
DatabaseName	Database Cost	Count (uses)	Cost per Use	Database Cost	Count (uses)	Cost per Use	Database Cost	Count (uses)	Cost per Use	Database Cost	Count (uses)	Cost per Use
<a href="#">ScienceDirect Elsevier Science Journals</a>	8,229	10,070	\$0.82	8,229	7,088	\$1.16	8,229	9,081	\$0.91	24,688	26,239	\$0.91
<a href="#">America's Newspapers</a>	608	421	\$1.44	608	166	\$3.66	608	526	\$1.16	1,825	1,113	\$1.16
<a href="#">American Chemical Society Web Editions</a>	1,854	793	\$2.34	1,854	744	\$2.49	1,854	709	\$2.62	5,563	2,246	\$2.62
<a href="#">Wiley Interscience Journals</a>	10,490	2,264	\$4.63	10,490	1,512	\$6.94	10,490	2,085	\$5.03	31,470	5,861	\$5.03
<a href="#">MD Consult Core Collection</a>	2,770	412	\$6.72	2,770	337	\$8.22	2,770	323	\$8.58	8,311	1,072	\$8.58
Grand total:	23,952	13,960	\$4.63	23,952	9,847	\$6.94	23,952	12,724	\$5.03	71,856	36,531	\$5.03

# Reports

## Journal usage cost comparison

JournalName <input type="text" value="JournalName"/>	Apr 2005		May 2005		Jun 2005		Grand total:	
	Count (uses)	Cost per Use	Count (uses)	Cost per Use	Count (uses)	Cost per Use	Count (uses)	Cost per Use
Lancet (British edition)	256	\$0.02	164	\$0.04	231	\$0.03	651	\$0.03
Social science & medicine (1992)	157	\$0.04	77	\$0.08	121	\$0.05	355	\$0.05
Tetrahedron letters	74	\$0.08	104	\$0.06	110	\$0.06	288	\$0.06
Cell (Cambridge)	118	\$0.05	109	\$0.06	103	\$0.06	330	\$0.06
Brain research	75	\$0.08	60	\$0.10	103	\$0.06	238	\$0.06
Journal of the American College of Cardiology	109	\$0.06	69	\$0.09	94	\$0.06	272	\$0.06
Archives of physical medicine and rehabilitation	145	\$0.04	45	\$0.13	91	\$0.07	281	\$0.07

# Reports

Future look and feel



# Reports



# Conclusion

**360 Counter will allow you to answer following questions at budget review time:**

- What are the top 10 subscriptions that I want to protect at all costs?
- What are the ones that can be let go?
- What are the reasons for the above?
- What is the dollar impact?

# Commitment to Assessment

Serials Solutions is committed to bringing customers new and enhanced tools to track and analyze collection usage

- **Today reports include**
  - Click-throughs by database, journal holdings and journal type
  - Search types
  - Subject searches
- **Coming in August**
  - Link usage reports
  - Search usage reporting
- **October – 360 Counter**

# 360 Counter



**Thank you**

Richard.Levy@anz.proquest.com