Business models for digital repositories

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

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

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