"I am in the paradise of IT knowledge“

Giuliano Ferreira, Systems Analyst Division of Libraries and Documentation
PUC Rio de Janeiro

Barry Smith

INFORUM – May 2004

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The Problem with IT books in print

We are currently having problems with ensuring that new books in certain subject areas, especially computer languages/programming are available for the students.

...a patron either hides it (i.e.: behind other books, in a study corral, etc.)

...steals it (this is an increasing problem)

...a small group of students will check a new book out and renew it between themselves such that no one else is able to use the book for 1-2 years, by which time it is outdated

An obvious solution would be to buy multiple copies.

...with budget cuts, the expense of computer books, and the quickness with which the subject becomes outdated, this is not a feasible option for us.

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The solution is Safari Tech Books Online

- **Joint venture between two of the most prominent and largest IT book publishers in the World**

Pearson Technology Group

O'Reilly and Associates

Sun microsystems
Java
Addison Wesley
New Riders
O'Reilly
Peachpit Press
Prentice Hall PTR
que
Alpha
SAMS
AdobePress
Cisco Press
macromedia PRESS
Microsoft Press

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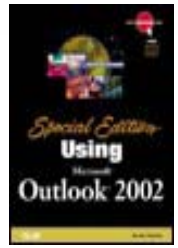
The Safari Difference

- Safari is the first publisher led venture into the e-book market
- “Safari remains the only example in captivity of publishers collaborating effectively on custom publishing” EPS, August 2003
- Safari is subject specific
- With Safari, you buy slots not books
- With Safari, some books are available before they become available in the bookstores
- Safari is the only place you can get new material from O’Reilly and Pearson



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Top 10 Print Sellers Comparison

Carried on:	Safari*
C/ C++	7/10
Consumer	0/10
Engineering	2/10
Graphics	6/10
IT Database	3/10
Java	7/10
MS	1/10
.NET	2/10
Networking	5/10
OpenSource	9/10
OS	6/10
Programming	5/10
Security	1/10
Software Engineering	7/10
XML	5/10
Web	5/10
Total:	**71/160**
	44%

On average Safari carries approximately 3.5 times more top ten sellers than any other IT e-book provider.

Source: Nielsen Bookscan Data YTD through week ending 3/9/03. Bookscan reflects units sold in retail channel including Amazon.
** Includes titles that are live in the service, plus those that are scheduled to go live.*

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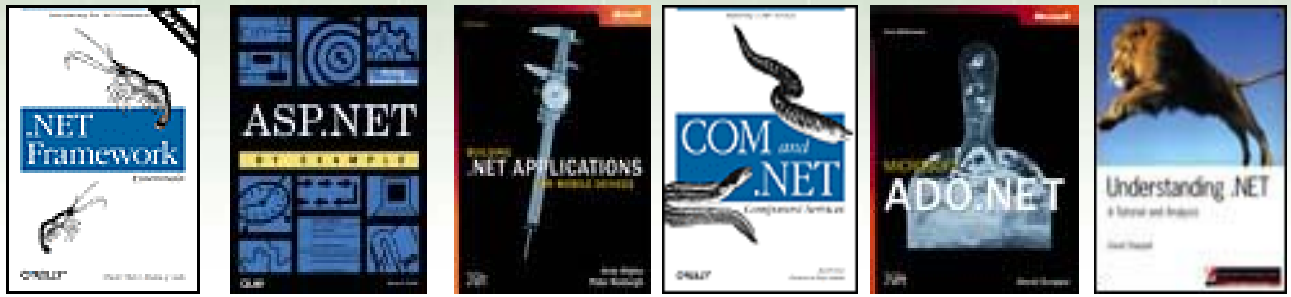
Safari covers everything for the IT expert….

.NET



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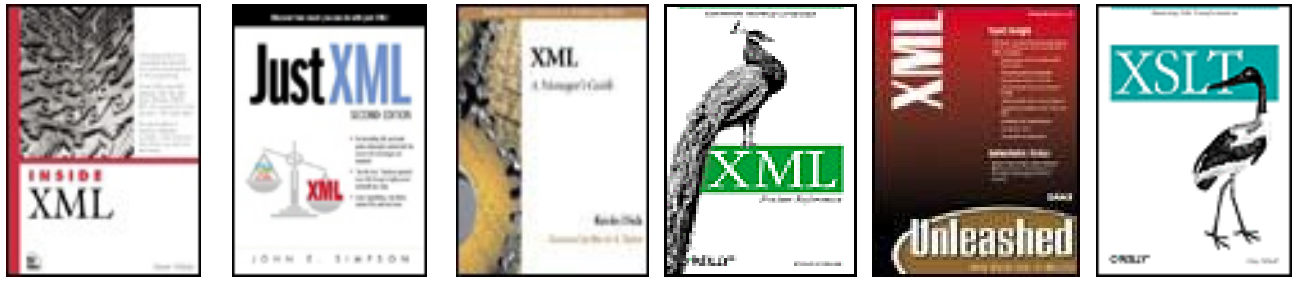

Java

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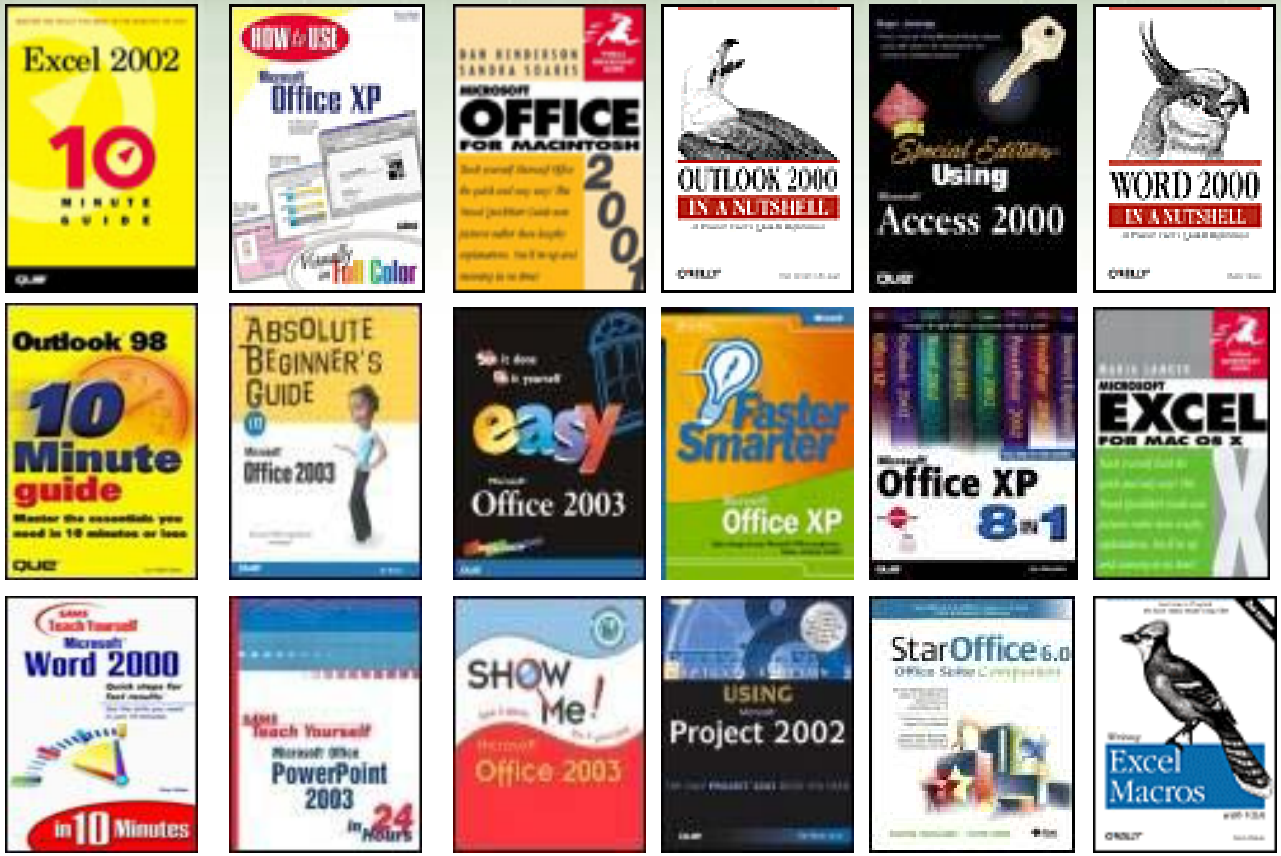
….as well as the novice user…



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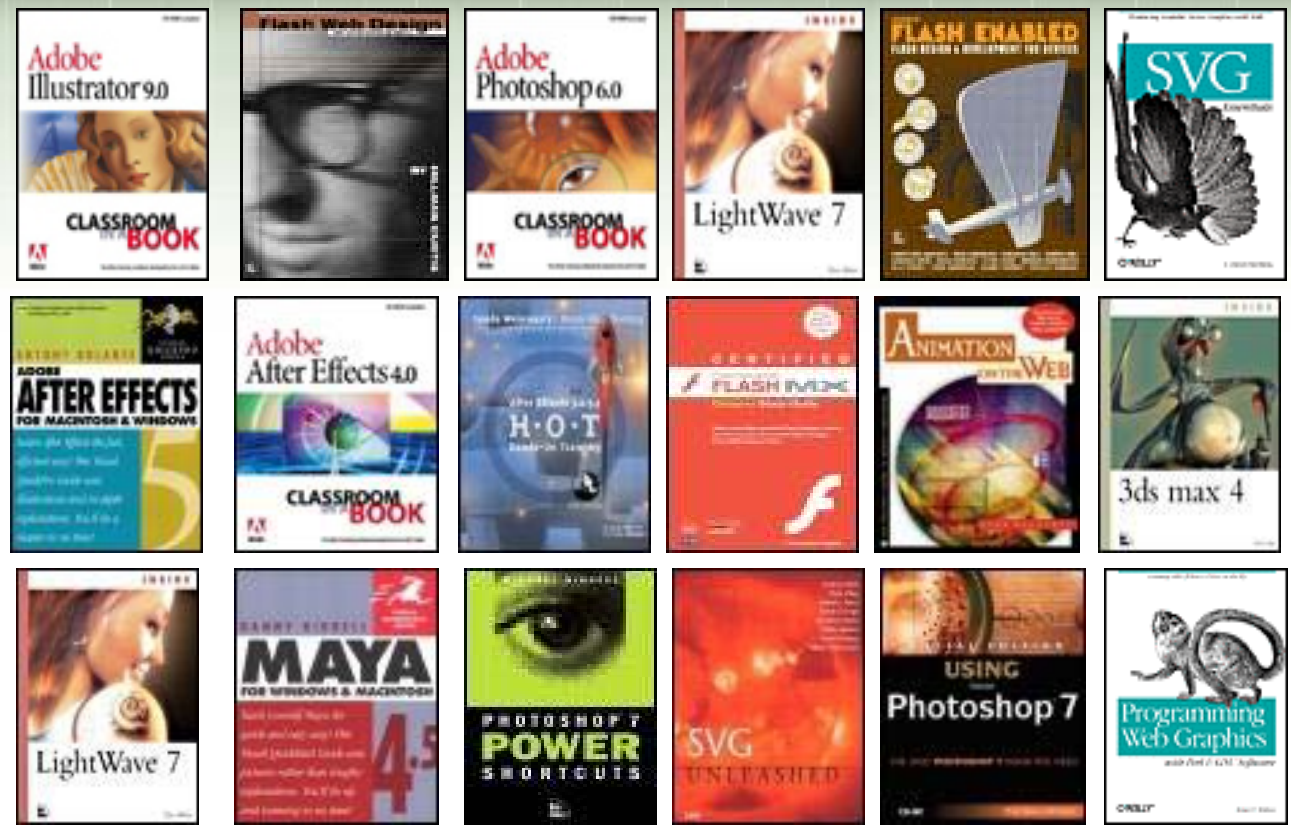
….the graphic designer…



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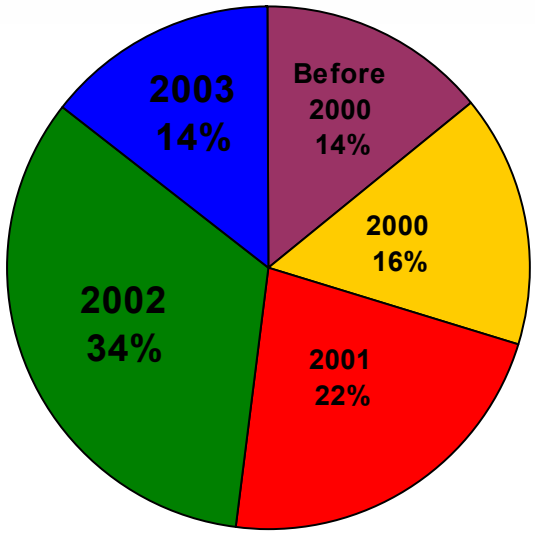
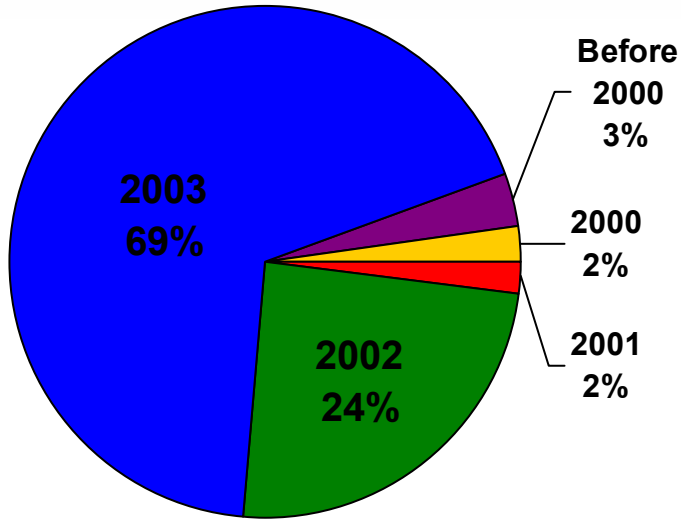
Safari has Superior Currency

- **New is primarily front list due to superior business model from the point of view of publishers and authors**
- **Agreements with publishers require direct e-feeds so licensed titles flow into product very quickly**



1,830 Active Titles
As of October 2003



Pub Year of Planned New Titles
147 titles scheduled for Nov 2003 – Jan 2004

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New for 2004

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MARC Records

- **Safari MARC Records**
  - Modified LC Print Records
  - Available in Safari Back Office
  - “Knows” Customer Collection
  - Included With Customer Subscription
- **OCLC MARC Records**
  - Cataloged by OCLC
  - Accessed through OCLC Systems
  - Does not “know” Customer Collection
  - Library must pay OCLC charges for records

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New Usage Report

- **Account Usage Summary**
  - Counts Session Statistics & Turn-aways
  - Includes Search Statistics
  - Updated Daily
  - Search Any Date Range (back to January 2003)
- **Accessed in Back Office**
  - Bottom of List of Usage Reports

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Usage Report Example

Account Usage Summary :	
From: 10/01/2003 to 10/31/2003	
Total Number of Sessions	771
Average Session Length (minutes)	06:07
Concurrent Session Limit	6
Number of Rejected Session Requests	20
Total Number of Keyword Queries	842
Successful Queries	777
Unsuccessful Queries	65
Total Number of Section Retrieval	4,247
View Detail	
By Book	
By User	

Hot Links to Drill Down Into Data

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Sneak Preview – Number 1

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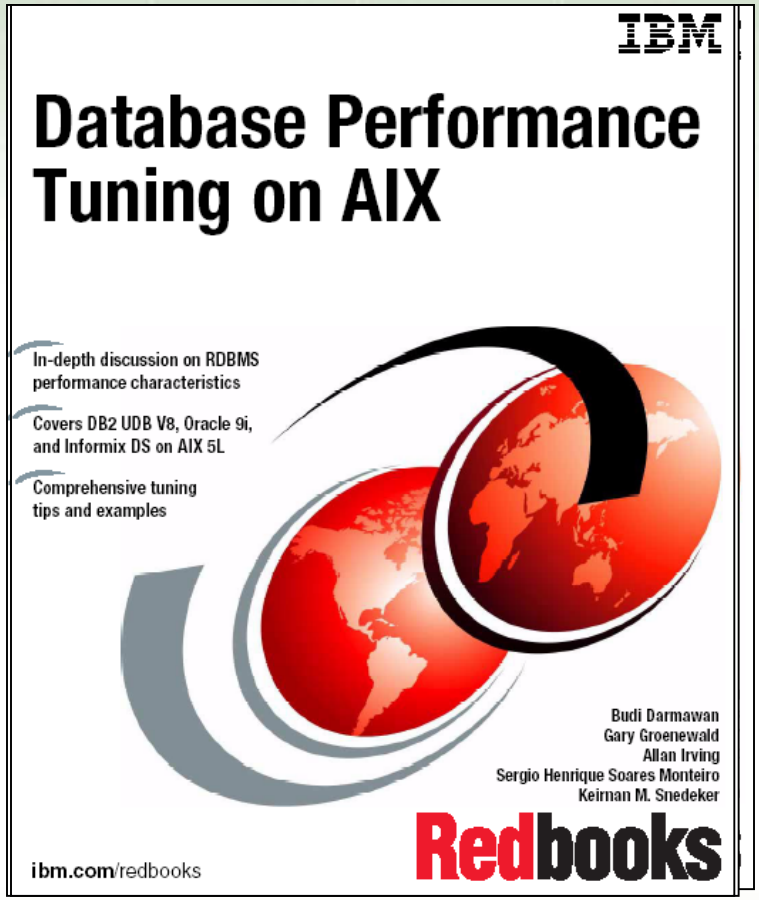
NEW FOR 2004! – IBM Redbooks Added to Safari

- 178 IBM Redbooks loaded into Safari Tech Books Online – May 2004
- The second publisher to deliver content to Safari that isn't a partner publisher (Microsoft Press added March 2003)
- IBM Redbooks provide *"positioning and value guidance, installation and implementation experiences, typical solution scenarios, and step-by-step "how-to" guidelines"*



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Sneak Preview – Number 2

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COMING SOON! – Safari launches…
SAFARI BUSINESS BOOKS ONLINE

- **Same flexible pricing model, different purpose built interface**
- **New content from Publishers such as:**
  - Financial Times Prentice Hall,
  - Crisp
  - South Western
- **Over 500 professional and textbooks covering every business discipline**
- **Flexibility to swap books every 30 days**

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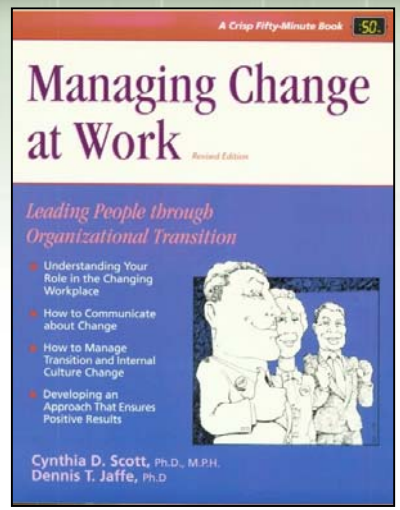
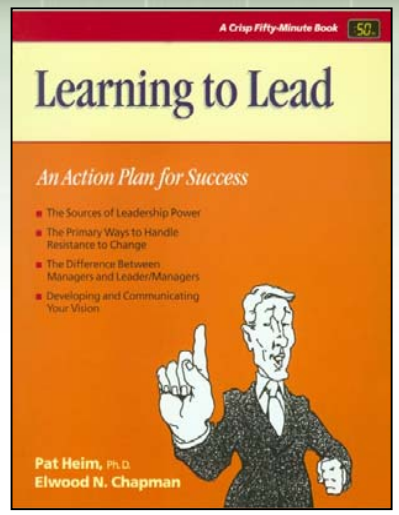
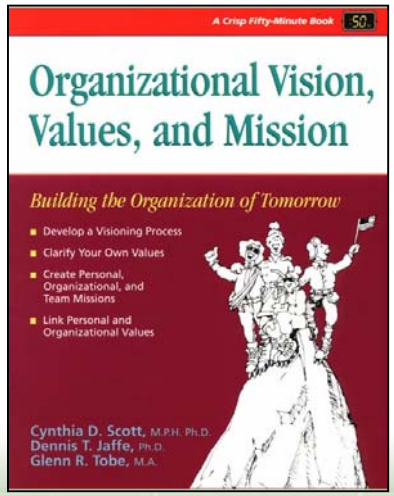
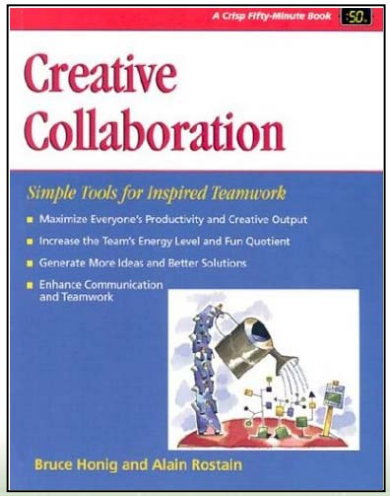
NEW FOR 2004! – Safari launches…
SAFARI BUSINESS BOOKS ONLINE

- **Crisp Publications**
  - Founded in 1985, Crisp Learning has over fifteen years of experience in supporting the learning efforts of thousands of corporate, government, and educational organizations, as well as millions of individuals.
  - Over 20 million copies of their best-selling *Fifty-Minute Books* have been used worldwide by learners working to improve their lives and careers.
  - Over 75 textbooks available in Safari Business Books Online from June.









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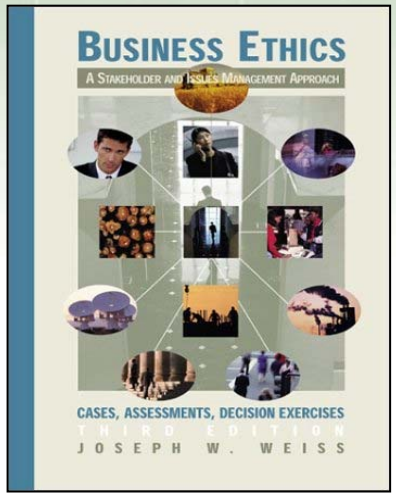
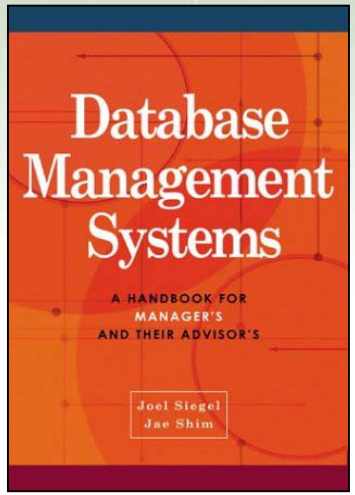
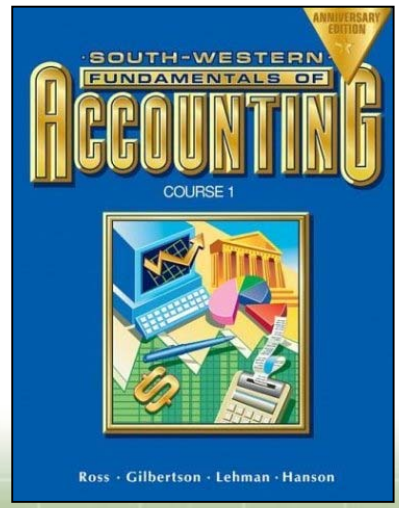
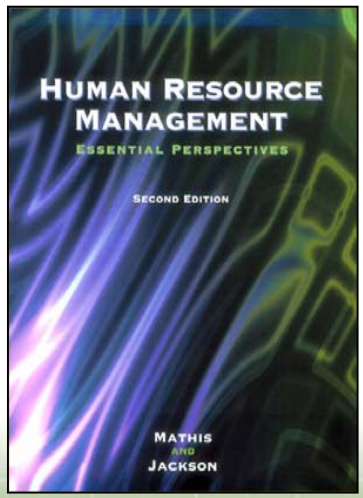
NEW FOR 2004! – Safari launches… SAFARI BUSINESS BOOKS ONLINE

- **South Western**
  - *"In the classroom, online or in the corporate workplace, South-Western meets the needs of all students of business. With business tools and resources that engage and enhance learning. South-Western leads the way to business success"*
  - Almost 100 books available in Safari Business Books Online from June
  - Strengths in business and economics textbooks









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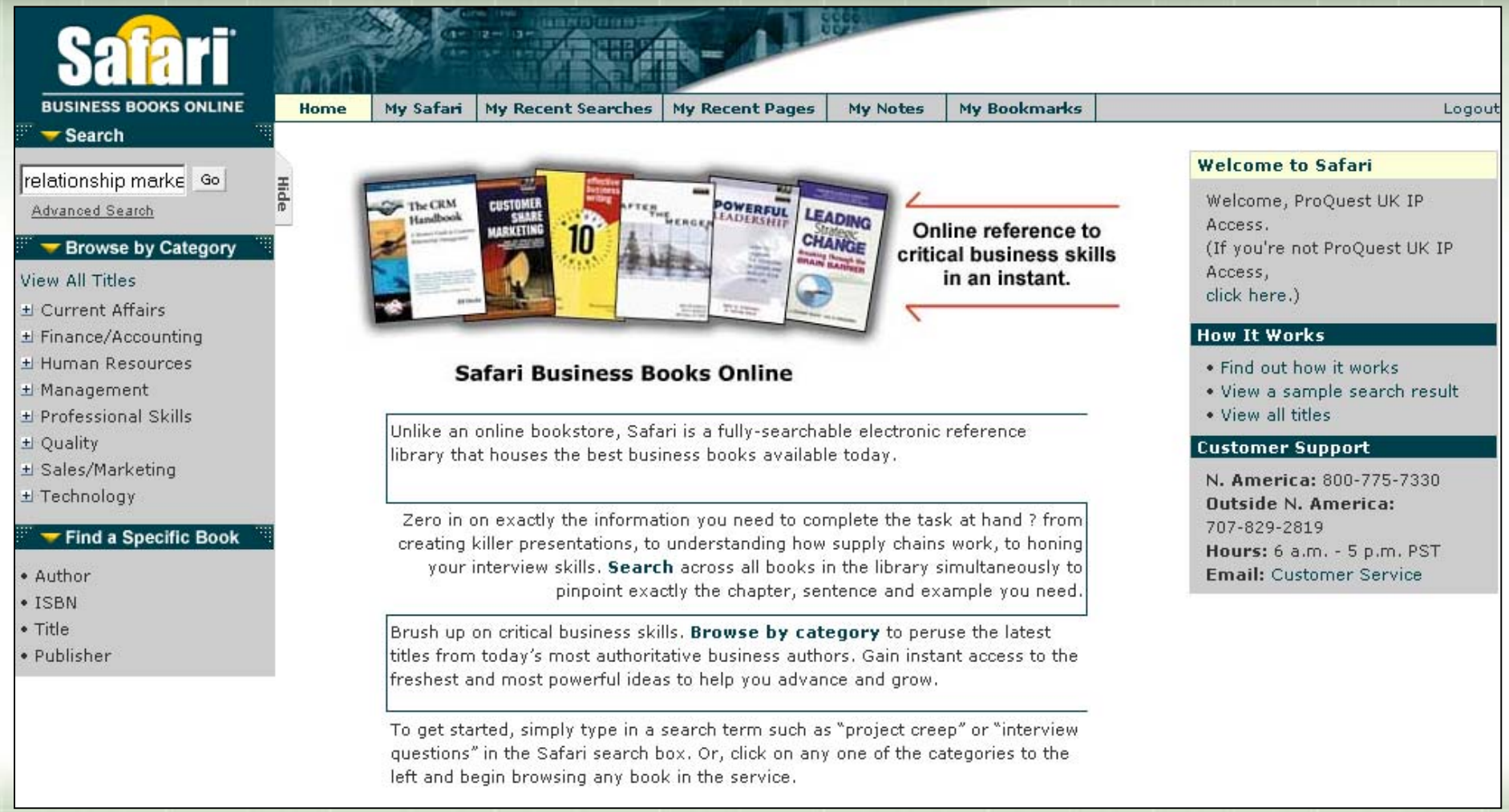
NEW FOR 2004! – Safari launches…
SAFARI BUSINESS BOOKS ONLINE



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Safari
BUSINESS BOOKS ONLINE

Search

relationship marke Go

Advanced Search

Hide

Browse by Category

View All Titles
- Current Affairs
- Finance/Accounting
- Human Resources
- Management
- Professional Skills
- Quality
- Sales/Marketing
- Technology

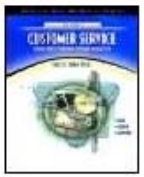
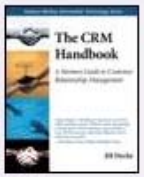
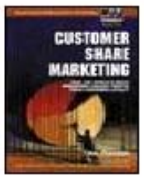
Find a Specific Book

- Author
- ISBN
- Title
- Publisher

Found **1042** section(s) in **409** book(s) that match your search for "relationship marketing".

View by Section | View by Book | Hide Bookcovers

Books 1 to 10 of 409 Previous Page: **1** 2 3 4 5 6 7 8 9 10 Next

	Book Title	Rel	Most Relevant Sections	Publisher	Pub Date
1	Exploring Web Marketing & Project Management By Donald Emerick, Kimberlee Round Table of Contents	★★★	1. Lab 1.2: Roles of Direct Marketing and Relationship Marketing 2. Internet Marketing Basics 3. Chapter 1	Prentice Hall PTR	2000/01/24
2	Customer Service: A Practical Approach, Third Edition By Elaine K. Harris Table of Contents	★★	1. Building Customer Intelligence 2. Glossary 3. Communication and Technology	Financial Times Prentice Hall	2002/07/05
3	 Customer Service: Career Success Through Customer Satisfaction, Second Edition By Paul R. Timm Table of Contents	★	1. Changing Conventions in Customer Service 2. The Master Key Called E-Plus 3. Recognize the Role of Customer Service in Your Success	Prentice Hall	2000/09/01
4	 CRM Handbook, The: A Business Guide to Customer Relationship Management By Jill Dyché Table of Contents	★	1. From Product to Customer: A Marketing Retrospective 2. The Manager's Bottom Line 3. Further Reading	Addison Wesley	2001/08/09
5	 Customer Share Marketing By Tom Osenton Table of Contents	★	1. The Yin and Yang of Marketing 2. Building Long-Term Loyalty 3. The Web as an Offensive Marketing Weapon	Financial Times Prentice Hall	2002/01/31

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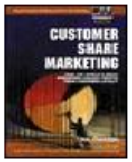

Customer Share Marketing
By Tom Osenton

Table of Contents

Chapter 9. Customer Share Marketing

Copyright
Acknowledgments
Foreword
Introduction
The Battle for Market Share
Unlocking the Power of Customer Loyalty
Marketing One-to-One Comes of Age
Selling Direct Comes of Age
Maximizing Your Customer Touches
Permission, Privacy, and Protection
Customer Share Marketing
Customer Share Marketing: Tapping Customer Loyalty
The 3 Rs of Customer Share Marketing
More from the Customers You Have

The Yin and Yang of Marketing

Market share marketing and customer share marketing are complementary actions with the same overall objective: to generate more sales and profits. While market share marketing creates unprecedented reach in helping to identify and drive prospects, customer share marketing creates targeted, one-to-one conversations with those prospects. While market share marketing works to drive sales this year, customer share marketing helps to deepen customer relationships, laying the groundwork for sales a decade from now.

Customer share marketing fulfills the promise of segmentation—building a one-to-one relationship with each customer based on relevance to each customer. Customer share marketing can truly accomplish what 20th century marketers intuitively knew was the next logical step in the evolution of marketing. They were simply unable to deliver on the promise of segmentation using the available 20th century mass marketing tools. All of that changed with the advent of the Web and email.

Table 9.4 demonstrates the extreme yet complementary differences between market share marketing and customer share marketing. Though market share marketing still plays a critical role in reaching the masses most efficiently, its effectiveness has come and gone. On the other hand, customer share marketing's time is just beginning. Market share market-ing's primary mission was to build and sell one brand at a time to as many people as possible, most of them unknown and unidentified. Customer share marketing's mission is just the opposite—sell as many relevant brands to each customer, all of them known and identified.

Table 9.4. The Yin and Yang of Marketing

Marketing Type	*Marketing Perspective*	*Marketing Style*	*Marketing Scope*	*Sales Perspective*

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Subscribing to Safari Tech Books Online

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The 'virtual' IT library

- **Only buy the books you need**
- **25 point minimum (standard price $700)**
- **Swap books after 30 days**

Book Title	RRP	Points on Safari
The Informix Handbook	$99.99	3
CCIE Professional Development: Routing TCP/IP, Volume I	$70.00	2
Advanced JAVA Networking	$44.99	1
Learning the Unix Operating System, Fourth Edition	$14.95	0.5

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Getting more from Safari

- **36% of 2003 renewals increased in value**

> …I strongly suspect that we will be adding points and concurrent users in the very near future (we currently have 628 points with one concurrent user and we will need at least ***two and probably three users at 800+ points*** for a more efficient interface).
>
> My record indicate that our next renewal will be 6/30/04, but we would like to upgrade our subscription ***sooner than that***. …Can we pro-rate the addition and put this on track with our next renewal cycle?
>
> *-U North Texas email to Oliver Kelzenberg*

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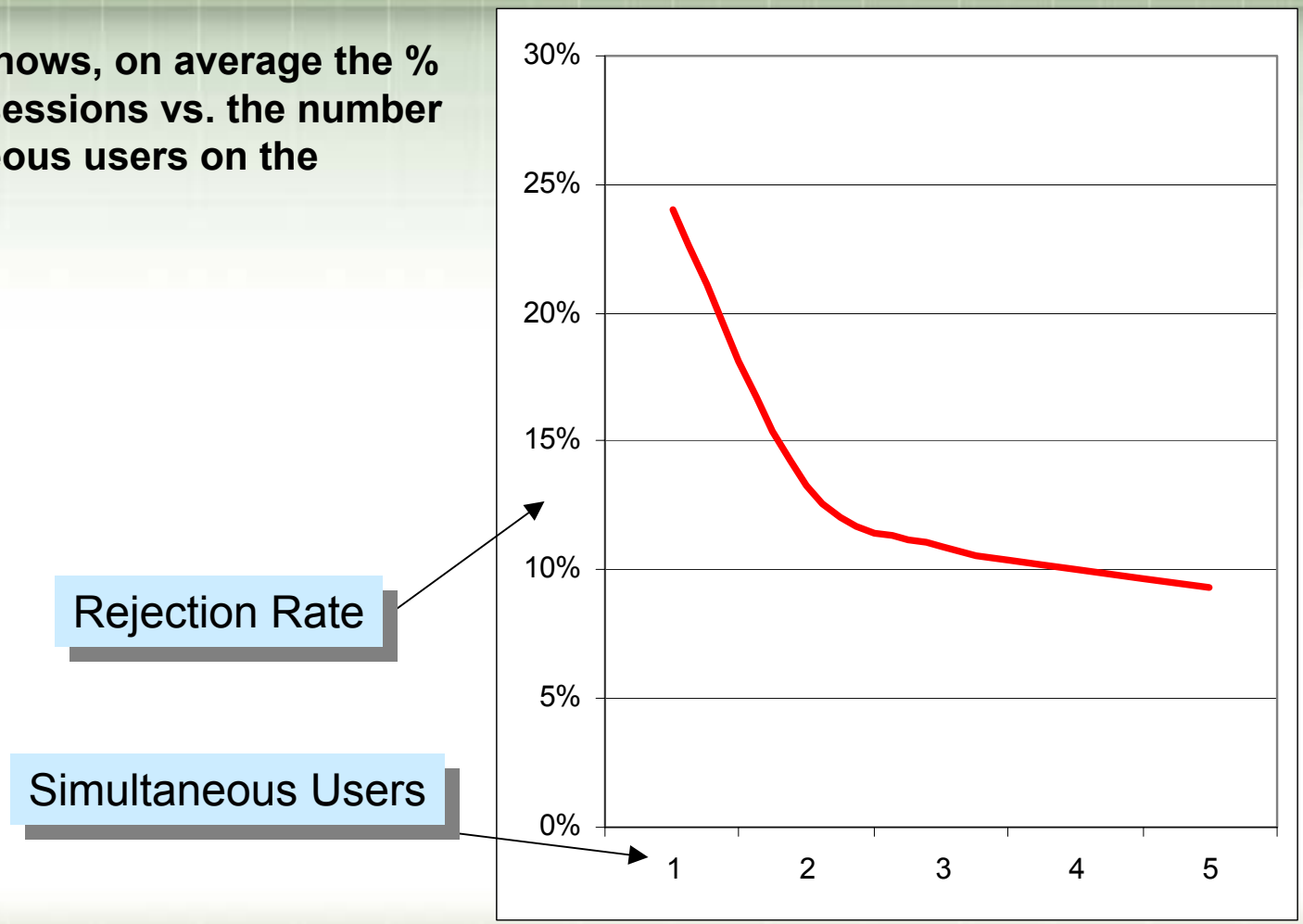
Up-selling Simultaneous Users

- **This chart shows, on average the % of rejected sessions vs. the number of simultaneous users on the account**



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Conclusion

- Safari is different from every other e-book service
- You ‘own’ your Safari account
- Safari covers every IT related subject
- Safari will grow quickly over 2004 to comprehensively cover the latest technologies.
- New publishers will be added to Safari in summer 2004