



Best Practices Past, Present, and Future

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Company Background

- **Advanced Micro Devices (AMD) designs and produces innovative microprocessor and graphics and media solutions for the computer, communications, and consumer electronics industries.**
- **AMD at a glance**
 - Year Company Started: 1969
 - Number of Employees: approximately 16,500
 - Headquarters: Sunnyvale, California
 - CEO: Hector Ruiz
 - Number of Locations: 80
 - Revenue: \$5.649 billion in 2006
 - NYSE ticker symbol: AMD
 - The 50x15 Initiative was announced in 2004 with the goal of accelerating affordable Internet access and basic computing to 50 percent of the world's population by 2015



The 1990s

- The mission of the Library was based on three principles :
 1. Control of cost and timely delivery of services
 2. Access to information
 3. Awareness of services/Marketing
- Customer transactions were paper driven.
- The vast majority of library materials was print : paper documents, print journals and books.
- Limited electronic access
- Technology was used in the manufacturing/design environment but not as a vehicle to delivery other kinds of information.

The early 2000s

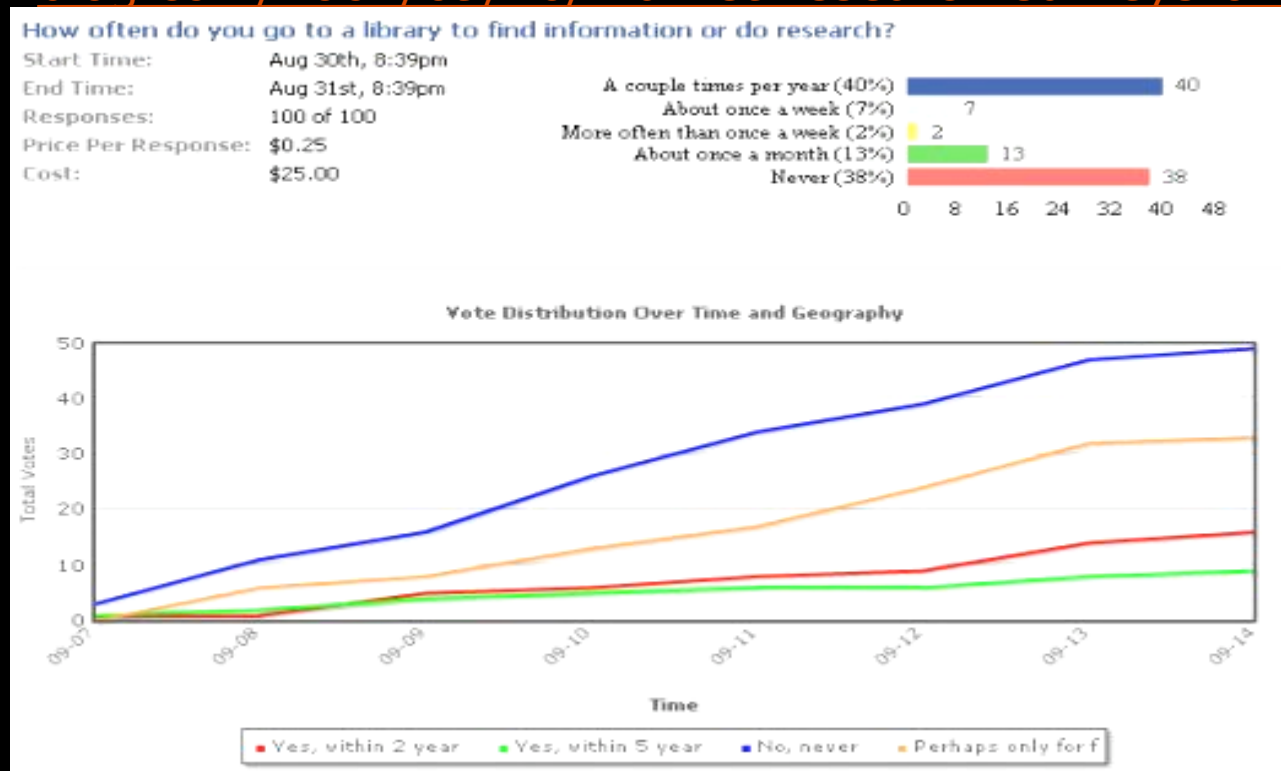
- The Web

1. It has had the greatest impact on how we deliver and handle information to our users.
2. It has impacted how we search for information (“I can find it on the web”)
3. It has empowered people with information – not always accurate information.

The early 2000s

4. It has spun all kinds of web-based interactions
- (Facebook, UTube, MySpace, wikis).

Market Research Surveys on Facebook (<http://www.ia-blog.com/2007/09/20/market-research-surveys-on->



The early 2000s

- Most library transactions are electronic.
- Most documents are digital.
- Journal publishers face issues with copyright in an electronic world.
- Web technology is used to present information and data.
- Online library catalogs provide ways to search and request print books.

Today's challenges

- As the cost for electronic storage space decreases, the amount of information that can be stored increases exponentially. It puts greater stress on search algorithms, meta data tags, and search tools.
- Libraries in the corporate sector are not a given. Digital subscriptions need to be matched to ROI. Delivery of services and marketing are integral.
- Since the web pops up within seconds, there is also the perception that no matter what the scope of research, library staff can deliver it immediately
- Print books will not go away. How libraries choose to support book collections will vary from large archival collections to just-in-time purchases.

Best Practices for Today's Challenges

- The standard for Best Practice is measured by the value that library services add to the organization.
- Remember the reference interview?
How do our customers know us?
 1. Participate on teams outside of the library environment
 2. Be informed about the company. Initiate contact to potential customers. Provide information on how services can help.
 3. Provide information to new hires
 4. Give prompt turnaround of emails and information requests. Explore other ways to use services.
 5. Submit articles to online newsletters
 6. Conduct surveys => especially 1:1.

Best Practices for Today's Challenges

When we know our customers, we are in a better position to get budget support, to know which services we promote, and to know the market niches within our organization.

"The Bird* shows how, in a capital where information is a precious currency, even a humble news digest, can take on huge influence, if it has the *right readers*." [*Italics added*]

Wall Street Journal
4/13/04

*The Current News Early Bird is a "daily concise compilation of current published news articles and commentary concerning the most significant defense and defense-related national security issues" published by the American Forces Information Service.

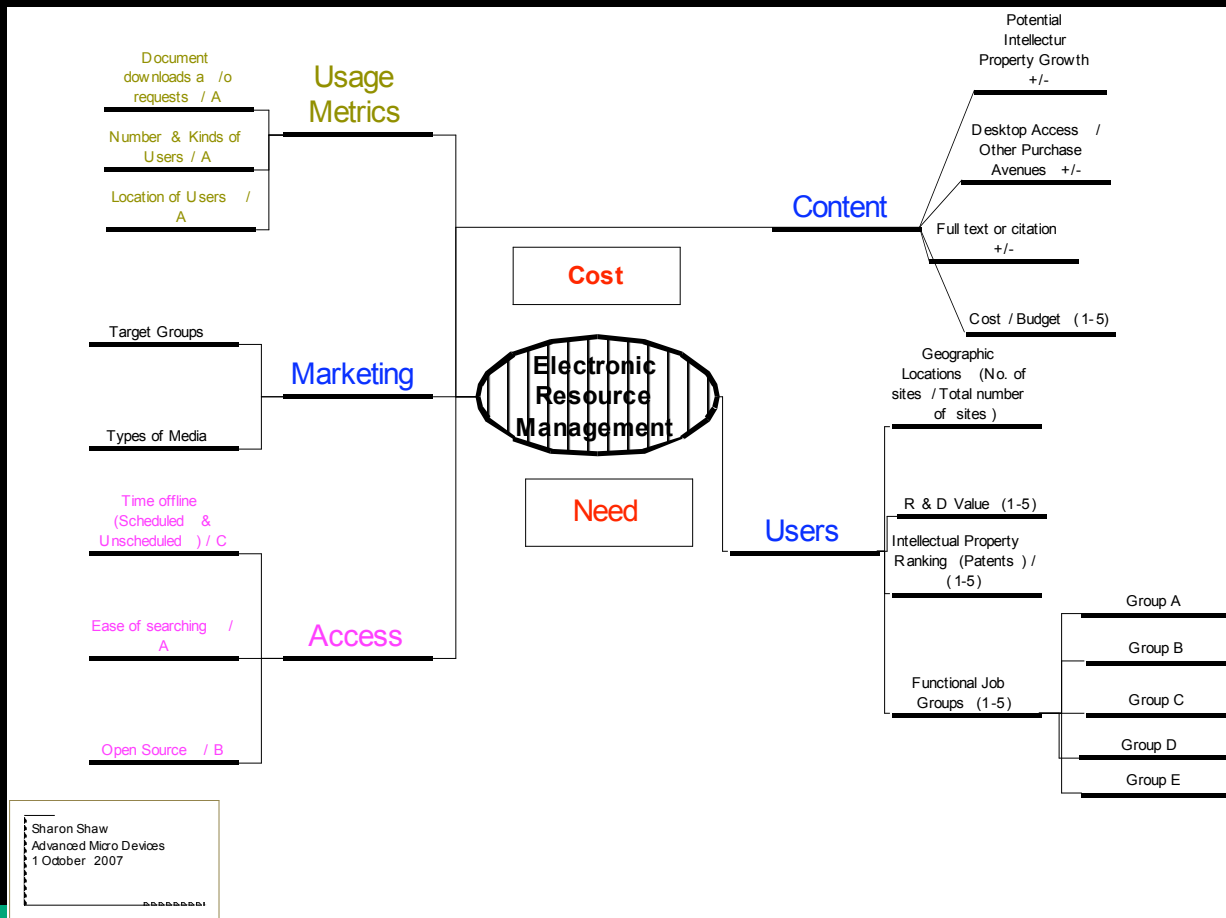
Today's challenges for Best Practices

The importance of usage statistics

- Statistics can be used to compare the cost of external resources/requests to the number of downloads from a subscription service.
- Book circulation can show the importance of a book budget or space allocation.
- Usage statistics can quantify, but it cannot show how the information was used.

Today's challenges for Best Practices

- Electronic Resource Management Model



Today's challenges

- How do we compete against the perception the web has everything and it's *free*?
 - Recognize that no one service can lay claim to everything.
 - Emphasize that consistent indexing, cited sources, and timeliness can give reliable information.
 - Open source has great value to direct traffic back to the library.
 - Know the competition.

Today's challenges

- Information continues to be necessary for organizations to grow.
- Recognizing the competitive information marketplace, libraries can deliver value-added information to its customers in support of organizational goals.
- Best Practices involves a proactive position to new technologies, knowledge of content and search tools, and a marketing approach to the delivery of services.

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