

Q&A: Your Ebook Collections

1. *How is Ebook Collections different from other library platforms?*

Ebook Collections is YOUR library platform. It provides you with the tools and platform to create collections and sell them direct to libraries, bypassing traditional distribution partners, determining your own pricing for each transaction and keeping the bulk of the revenues. You control pricing and DRM. Ebook Collections includes an admin portal with intuitive and easy to use tools for quickly creating collections, setting up library accounts and linking the two together. Also included is an admin portal for your libraries to collect their COUNTER-Compliant usage statistics and MARC records, and a patron portal for end users. Each portal is fully branded with your colour scheme and logo. Your books. Your brand. Your customer.

2. *Why would I want to sell direct rather than just through my existing distribution partners?*

Ebook Collections is in no way intended to replace your existing distribution partners, but it can provide you with what you need to access additional revenue streams and to complement those sales channels. Ebook Collections could be for you if:

- You have your own ebook sales platform, but it isn't as flexible as it could be with respect to quick and easy collection building and creation, so you are looking for a solution for creating bespoke collections for your customers.
- You would like to set up your own direct ebook sales platform, but don't currently have the budget to do this.
- You would like to experiment with direct ebook sales to determine whether or not it is economically viable for you to create your own platform.
- There are libraries that would be a perfect fit for your titles that aren't working with any of the aggregators who carry your content.
- You have corporate customers that you would like to provide access to your titles as ebooks, but you don't have the tools to do this.
- There are tutorial groups that you'd like to provide a title or titles to as ebooks.
- You are happy to be more flexible and experimental with collection pricing in some territories, but you don't want to, or don't have the resources to devote to negotiating this with each of your aggregators.
- You would like the opportunity to negotiate direct with consortia and buying groups but don't have the tools to do so and don't want to do this through aggregators.

3. *How do I provide access to a collection to my libraries and their patrons?*

Access to your collections is based on IP authentication. Ebooks can be accessed through a library's OPAC by an 856 link in the library catalogue. An ebook accessed from an 856 link will take a patron directly to the requested ebook within your Ebook Collections. There are 6 simple steps to provide access to a collection and we provide you with simple tools to do each of these:

1. In your admin portal create an account for the library customer. We give you the tools to create:
 - An administration portal URL for the library
 - An end user portal URL for that library's patrons
 - A username and password for your primary library contact
2. Create a collection that you want to allocate to the library. This can be a subject based collection, your entire collection, or a bespoke collection for that particular library.
3. Click the "assign collection" button to allocate it to the library. When you allocate the collection you will also need to enter the amount that you are charging the library for the transaction
4. Add the IP range(s) that you want to allow access to
5. Now email your library contact and provide them with their username, password and administration portal URL
6. When they login to their administration portal your library contact will be able to download MARC records that they can use to integrate the collection into their own OPAC. Alternatively the library will need to direct their patrons to the patron portal to access the titles that way. Any patron who is directed to the patron portal or arrives at a product page via the library's OPAC will have access to the collection.

4. Do library patrons need a user name and password combination to access ebooks?

Access to your collections is based on IP authentication, so patrons don't need a username and password. You can however, manually allocate user names and passwords to access Ebook Collections if necessary.

5. Does Ebook Collections use EzProxy, Athens or Shibboleth for access?

At this stage all access is via IP authentication. Please talk to your Ebook Collections representative to hear more about our plans with respect to integration with EzProxy, Athens and Shibboleth.

6. Can Ebook Collections ebooks be read online and off-line?

Yes. Ebook Collections ebooks can be read in the browser online or downloaded to a computer, laptop, smart-phone, or reading device and read offline. Which devices your titles are available for will depend on which file formats you make available and which formats you select in your administration portal. In addition to making your titles available in the online reader, we can make your titles available in PDF for Adobe Digital Editions. To make your titles available in each of these formats you will need to supply us with ePub or PDF as a minimum.

7. What software is required for reading Ebook Collections ebooks?

Ebook Collections does not require the use of proprietary plug-ins or software. For reading online, patrons do not require any software, just a browser to read the books in. For downloading, patrons need Adobe Digital Editions or we recommend the Bluefire app.

8. Can patrons copy, paste, and print ebook content?

In your administration portal you can determine whether or not to enable printing, copying and pasting for Adobe Digital Editions and, if so, how much.

9. How is access managed for downloaded content?

Ebook Collection's Digital Rights Management enables a borrowing period set by you. When a loan expires on an ebook that has been downloaded through either pdf or epub, the user's access automatically "turns off" until they renew. Patrons do not need an internet connection to read downloaded ebooks and printing and copying is allowed in the Adobe Digital Editions downloaded ebook (if and to the extent enabled by you in your settings).

10. Are Ebook Collections ebooks compatible with any reading devices (hardware)?

Yes. Ebook Collections ebooks can be transferred to any reading device that can host Adobe Digital Editions software. Currently, the Digital Editions software is compatible with the Sony Reader PR-505 and PR700, the Cool-er Reader, Kobo Vox and with any Mac or Windows based computer or device.

11. What access permissions apply to ebooks?

Ebook Collections provides multiple concurrent accesses to content. There are currently no limitations on simultaneous access through the system. You need to consider this when you determine your pricing for a collection.

12. Can librarians search any of your Ebook Collections titles or just those that their library has purchased?

You can choose to make some or all of your collections available to your libraries to view within their administration portal, or just the collections that they own. Your librarians can search across the titles that are included in the collections that they own and any non-owned collections that you decide to make available for them to view in their admin portal.

13. Can patrons search any Ebook Collections titles or just those that their library has purchased?

Non-owned content is not available for patrons to view. Patrons can only search for and read titles that have been purchased by, or are on trial to their library.

14. Are there restrictions placed on simultaneous access?

Ebook Collections provides multiple concurrent accesses to content. There are currently no limitations on simultaneous access through the system. You need to consider this when you determine your pricing for a collection.

15. Can I use Ebook Collections to sell to consortia?

Yes. Within your Ebook Collections admin portal you have the functionality to create a consortium or “parent” library under which you can nest a number of other libraries. Any collections allocated to this parent library will also become available to view by associated libraries. Usage data for this group of libraries can be reported library-by-library and across the whole consortium.

16. How does Ebook Collections relate to eBooks.com, EBL and Ebooks Corporation?

Ebooks Corporation Ltd has three different business units:

- eBooks.com (our retail offering)
- EBL (our academic library sales model) and
- Ebook Services (technology solutions for publishers).

Ebook Services is a suite of sales and marketing technology solutions that we make available to our publishing partners that includes:

- Digital Comps (our eInspection copy and voucher’s for promotions solution)
- Ebook Engine (a retail sales model for publishers) and
- Ebook Collections.

While the Ebook Services products, including Ebook Collections, draw on the expertise from the rest of the company, they are unique and distinct products.

Q&A: Administering Ebook Collections

1. Can I provide my libraries with trial access to my collections at no cost?

Yes. Within your administration portal you can create trial access for a library at no cost.

2. Are Ebook Collections available for subscription and perpetual access?

Yes. You can decide whether to make your collections available as perpetual and / or subscription access and you can also modify this on a customer-by-customer basis.

3. How do I upload new titles and metadata to my Ebook Collections account?

When you sign terms with Ebooks Corporation we provide you with login details to our Publisher Interface for managing your inventory and an FTP account for uploading your ebook files and metadata. We will also provide you with a metadata template for metadata submission and a handbook to help you navigate the Publisher Interface.

4. Can I make titles available through Ebook Collections that are not also available through EBL or eBooks.com?

Yes. You just need to indicate in your metadata which channels to make each title available through.

5. Does Ebook Collections provide MARC records with 856 links?

Yes. Ebook Collections provides free MARC records with customized 856 links for all titles in your Ebook Collections catalogue. MARC records can be downloaded on a collection-by-collection basis. We build out MARC records based on the metadata that you submit when you upload your titles and where possible supplement this with additional data to make them more complete. If you would like to replace these records with MARC records of your own we can store your own records against each title.

6. *Is Ebook Collections Open URL / Z39.50 compliant?*

Yes. Ebook Collections can be set-up as a target in many of the federated search or link-resolver products.

7. *Does Ebook Collections provide downloadable usage statistics?*

Ebook Collections Library Administration Portal and your Administration Portal both provide a range of real-time usage statistics, including COUNTER reports, which can be downloaded as CSV files.

8. *Who manages customer support and integration?*

You manage customer support and integration, but your Ebook Collections representative is always on hand to answer questions as they arise, and we provide you with a Help Manual to help you with integration and common trouble shooting and FAQs.

9. *What if I want my sales agents to use Ebook Collections?*

You are very welcome to use Ebook Collections in collaboration with your sales agents. With your authorization we can either set your agents up with their own account and access to your titles and tools for collection-building, or provide them with administrator access to your account. You will negotiate terms direct with your agent.

Q&A: Pricing

1. *Is there any set up cost associated with Ebook Collections?*

We charge you no fees for setting up your Ebook Collections account.

2. *Is there an annual maintenance fee?*

No. There are no annual maintenance fees for your Ebook Collections account.

3. *What does it cost to use Ebook Collections?*

Your Ebook Collections account is free to use. You will only be charged a percentage of the transaction cost for each sale made.

Our commission is calculated in each year or part of a year as follows:

- Revenue of up to \$50,000: 20% commission
- Revenue of between \$50,001 and \$300,000: 15% commission
- Revenues above \$300,001: 8% commission

4. *What currencies can I sell my collections in?*

You can choose to sell your collections in any of the following currencies:

- \$ USD
- \$ AUD
- € EUR
- £ GBP

5. *What about taxes?*

Any applicable taxes such as sales tax, VAT or GST are payable in addition to the commission payments.

6. *What should I consider when pricing my collections?*

Pricing is completely in your hands. As well as a standard price per collection you can alter pricing on a transaction-by-transaction basis depending on the customer. Some things that you may like to consider when determining pricing are:

- Which population you are selling the collection to?
 - Academic

- Corporate
- Government
- Local market and territory considerations
- What is the library's FTE (full time equivalent)?
- Is this a new or developing market for your content?
- Will this sale supplement rather than replace existing business models?
- What is the content type?
 - Reference
 - Monograph
 - Textbook
 - Frontlist
 - Backlist

7. *Who manages invoicing for transactions?*

You will need to invoice your library customer and enter the amount of the transaction into your administration portal when you allocate the collection to your customer. We will then bill you based on the transaction amount recorded in the system.

8. *How often will Ebook Collections bill me?*

The commission is calculated and payable monthly.

Getting Started with Ebook Collections

Interested in getting started with Ebook Collections or setting-up a free trial? Getting started is easy; contact us to find out how...



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