

## Vendor Questions

1. Describe the database product(s). If you want us to link to more than one product, provide a unique description for each product.

Entrepreneurship is one of the most commonly studied and explored subjects in both academic and public libraries today. Emerging or practicing entrepreneurs who are looking to start, grow, or maintain a business are looking for a comprehensive, one-stop business resource. Beyond current, authoritative content, practical tools can be found at the top of many entrepreneurs' wish lists.

**ProQuest Entrepreneurship** addresses these needs by providing a central access point to a variety of discovery and advisory tools specific to the needs of entrepreneurship. This already highly acclaimed database allows users to access the content of top entrepreneurial information providers, such as:

Direct Marketing Association	Dow Jones & Company, Inc.	Emerald Publishing
Vator.tv	McGraw-Hill	Freedonia
Biz Miner	New Strategist	Just
Snapshots	Hoovers	Palgrave
Technology Review	Demo.com	
eClipsNet (developed by Cornell University)	United States Association for Small Business and Entrepreneurship (USASBE)	John Wiley & Sons, publisher of the "For Dummies" series

ProQuest Entrepreneurship delivers the content users want.

- **Annual Reports.** Over 7,200 full-text annual reports detail the objectives, financial positions, and outlooks of major corporations worldwide.
- **Articles.** 500,000 articles and counting, refreshed daily from over 11,000 publications cover more than 150 major subject areas related to entrepreneurship, including business and economics, computer technology, medical science, engineering, agriculture, transportation, and law.
- **Blogs.** More than 8,100 blog entries licensed and approved by Newstex. Blogs are reviewed by professional editors and provide users with fresh new sources of information covering entrepreneurship, trade and industry, and global business.
- **Books.** With access to over 50 reference and "how-to" books online, entrepreneurs gain textbook coverage for a wide variety of business topics from publishers such as McGraw-Hill and John Wiley & Sons. Subject coverage includes business plans, grant writing, small business marketing, finance, and many more.
- **Guides, Templates, Forms.** Users can browse guides, templates, and forms, or simply find these tools included in tabbed search results. Over 1,000 forms are available, including prepared documents, sample business plans, checklists, and guides, all downloadable in useful Word, Excel, and PDF formats.
- **Business Cases.** Explore over 700 full-text business cases, plus indexing for 500 more in ProQuest Entrepreneurship. Business cases from world-class sources such as Babson, Brigham Young and Thunderbird are valuable for academic applications.

- **Company Profiles.** With over 45,500 premium company profiles from Hoovers, users can quickly research company fact sheets, overviews, competitive analysis, and financial information.
- **Conferences/Proceedings.** Conferences and proceedings cover fresh topics such as innovation, investing, self-employment, and sustainability. Over 500 papers on conferences and proceedings come from valuable sources such as the National Collegiate Inventors and Innovators Alliance, Enterprise Odyssey, and the Entrepreneurship Research Conference.
- **Market Research Collections.** Over 12,500 market research documents include reliable market profiles, analysis, and reports. Premier sources such as Bizminer, Just, and the Snapshot Series deliver the key ratios, benchmarks, and statistics highly sought by entrepreneurs and investors. Advanced search tools allow users to find results by market or industry.
- **Market Research Books and Reports.** 50+ online market research books and reports bring entrepreneurs detailed analysis on consumer demographics, household spending, best practices, web analytics, and more. This excellent market research information comes from outstanding sources such as New Strategist and the Direct Marketing Association.
- **Journals and Magazines.** Over 134 cover-to-cover titles, including key business coverage from top sources such as Fortune, Inc., Fast Company, Black Enterprise, Advertising Age, and Brand Strategy. Premium journals include Research Technology Management, Journal of Small Business Management, and Small Business Economics.
- **Video Clips.** 9,000+ video clips from successful entrepreneurs provide valuable insight on a variety of aspects of starting, running, and growing a business. Clips are available from top providers such as eClipsNet, Vator.tv, Demo.com, and more.
- **Dissertations.** Over 500 dissertations for faculty research help entrepreneurs understand scholarly roads previously traveled. Dissertations can jump-start research and can serve as a springboard for new research and ideas.

An innovative and easy-to-use interface helps users navigate their search to get what they need. The interface was designed for entrepreneurs who want quick access to the latest information on business topics, quick links to the most highly sought information, and recommendations from experts in Editor's Picks. Users can browse by topic, forms, data, reports, and publications, and can even translate an open document from English to another language. ProQuest Entrepreneurship can also be cross-searched with other ProQuest databases such as ABI/INFORM to provide even more results.

**Safari Tech Books Online** is a joint venture between Pearson Technology Group and O'Reilly and Associates. The service is a comprehensive online information technology (IT) information resource built upon an exclusive collection of nearly 6,000 highly acclaimed reference books from these two industry leading IT publishers. The vast majority of books are professional IT titles, including O'Reilly's "Hacks," "Cookbooks," and "In a Nutshell" series as well as published books from leading technology companies like Microsoft, Cisco, Adobe, Addison Wesley, and many more. With Safari, each library can select books that best meet users' needs and change the collection over the course of the subscription. This customized library is presented in an easy-to-use interface with IT-specific search features.

*If there are special hardware or software requirements, please make sure you include them in the description.*

Users can access these databases with the same networking, workstations and browsers already in place.

2. *Is remote access included in the subscription price?*

Yes.

*If there are additional charges or requirements in order to offer remote access, please describe them.*

There are no additional charges, and no requirements other than for the current networking and workstations, and for authentication as described following.

*What methods of remote access are supported? If applicable, please discuss any methods or assistance you offer regarding remote access patron verification and authentication.*

### **ProQuest Entrepreneurship**

To provide seamless as possible authentication for users (whether in-library or remote, and from various applications), ProQuest provides a suite of authentication options. We also provide “cascading” authentication, which makes it possible, for example, for a laptop user to connect from the library, then return to a remote location with cable modem and seamlessly connect to ProQuest without encountering any barrier.

Cascading authentication accommodates a variety of different patron access scenarios by applying, in succession, multiple methods for recognizing an authorized user. Those methods include, in order,

1. validation via the IP address,
2. validation via the referring URL,
3. validation via the browser cookie from a previous (recent) session,
4. checking the URL and cookie for site identifiers (if these identifiers are present, the user will be redirected to your institution’s login page or local authentication service), and
5. attempting ProQuest user/password authentication.

The variety of authentication options is described following. We recommend that you employ these means in a variety of combinations based on the needs of your library, the individual libraries in your consortium, or as any given situation dictates.

- **ID/password protection.** You can choose to enable access by entering user IDs and passwords on our standard login page. (Note that you can create IDs and passwords as needed via your ProQuest Local Administrator interface.)
- **Login links with embedded ID/password.** You can enable access to ProQuest via links that include the account ID and password. (ProQuest Technical Support can assist you in implementing these links in a manner that does not display the ID and password.)
- **Authentication by IP address.** As part of your implementation, or any time subsequently, you can provide specific IP addresses and/or ranges of addresses employed by your users. ProQuest will validate these users based on the provided address information. Users attempting to connect to ProQuest from these workstations need no private login information.
- **Referring URL.** This remote access method requires locally secured pages.
- **Authentication performed by ProQuest.** ProQuest remote access is administered with a Local Administrator (LAD) account. When you select a remote access method, a unique, direct URL to your library's remote user login page is created. Available remote access methods are described following; both allow you to customize header text, text of the prompts to enter information, and include a link to a library graphic.
  - **Barcode validation / pattern matching.** Validation parameters include the following options: check digit, barcode length, prefix length, and pattern matching include alphanumeric and wildcard support. This option does not require upload or maintenance of barcodes on the ProQuest system. Rather, the system administrator merely defines the parameters that uniquely identify the institution's user identification (e.g. barcode, student ID, etc.).
  - **ID/Barcode lookup with (or without) password.** Validates the patron by looking up the barcode. Barcodes can be uploaded in batch or individually edited.
- **Locally authenticate users.** This is done via the web, simply by providing a link to ProQuest on a secure website or a secure page on your website. A user clicking on this link is asked for authentication information (for example, a library card number). The user then enters the requested information. To locally authenticate, you can either use referring URL authentication or install authentication scripts on your server to allow for a secure transfer of the user to ProQuest.
- **Athens Access Management System.** Athens delivers authentication, authorization, and distributed user administration services, and allows the student or lecturer to use a single user name and password to access many of the resources used in their

study or research. It also means that, if the institution is set up for IP authentication only, lecturers and students are not restricted to campus-only access. When a user connects to one of our products via Athens, they point their browser at a slightly different URL than the one used normally. This URL displays the Athens Single Sign On (SSO) page, where the user will be prompted to enter their Athens username and password. The Athens database holds user profiles and information that will check to see if the user is set up for ProQuest access. If authentication is successful, the Athens server passes an affirmative message to our server, which then allows the user access. For more information about Athens, please see <http://www.athens.ac.uk>.

- **Authentication proxy server (such as EZproxy).** This is done in conjunction with IP authentication.
- **Shibboleth.** We believe Shibboleth authentication to be the best solution for multiparty federated authentication. Shibboleth offers easy, single sign-on ProQuest access for students, faculty, etc. regardless of where they're located or how they're connecting. Shibboleth, a project of Internet2/MACE (<http://middleware.internet2.edu/MACE/>), is developing architectures, policy structures, practical technologies, and an open source implementation to support inter-institutional sharing of web resources subject to access controls. Additionally, Shibboleth will develop a policy framework that will allow inter-operation within the higher education community. (The full value of Shibboleth requires broad adoption by libraries; it is not currently clear how many libraries are planning implementation.) For more information, please see <http://shibboleth.internet2.edu/>.

### **Safari**

Academic and public libraries can employ IP authentication and/or remote access via referring URL. (The referring URL must be from a secure site.)

3. *What customer training is provided, and at what cost? Please include "freebies" such as Web-based tutorials, end-user documentation tents, cheat-sheets, etc.*

## Customer Education and Training

The primary focus for the Customer Education and Training department is to conduct post-sales training for ProQuest customers. The goal is to facilitate successful searching and encourage usage, thereby maximizing the library's investment in ProQuest products.

Training can be delivered in various ways.

1. **Onsite at the customer's location.** This is customized according to the subscription and the stated needs of the requestor, usually the librarian. The style is presentational with (depending on the equipment and facilities available) the capability to incorporate hands-on practice time. This type of training is the most interactive, and is best suited for those new to database searching or to the products, who like to learn by doing, and that may be training others. Sessions vary in length, but last a minimum of ninety minutes. We are responsible for preparation of training materials and for travel and accommodations costs for our staff. The host organization is responsible for inviting and organizing the trainees, reserving the training room or laboratory, and ensuring that suitable equipment is available.
2. **Online via a web conferencing tool such as WebEx or LiveMeeting.** This is also a custom presentation, with ample opportunity for participants to ask questions via online chat, speaker phone or voice-over IP. Online sessions rarely exceed ninety minutes.
3. **Online webinar.** This is generally a presentation to multiple customers and is not usually customized. For those comfortable with the technology, webinars provide an excellent means of covering everything from an introductory overview to focused information about a new or updated feature. These webinars last from 30 to 60 minutes. The webinar schedule is posted at [www.proquest.com/training](http://www.proquest.com/training).

There are three types of available training, all of which can be delivered by any of the means described above. Our trainers work with your librarians to establish what type of training is desired and to schedule sessions. Our training program is designed to be flexible and customizable to best serve the needs and expertise of each unique audience.

1. **Train-the-trainer.** This is provided most commonly when the majority of the attendees are librarians.
2. **Administrative training.** This is a session for training the librarian whose responsibilities include implementation. It includes linking setup, changing default interface settings, running usage reports and other customization features.
3. **End-user training.** When the nature of the product or audience mix (more end-users than librarians) dictate that training should be tailored to end-users, training pitch and jargon are adjusted accordingly.

### The Training Team

Most of our trainers have a Master's degree in Library and/or Information Science; those that do not have industry experience in publishing and information services. Several trainers have significant experience as practicing librarians.

The team is dispersed geographically, and each member is loosely aligned with at least one ProQuest sales territory. Currently, there are nine trainers covering North America. All trainers are trained on all products; any trainer can step in to help out in a different territory.

Other functions performed by trainers reflect their in-depth knowledge of our products and systems—they respond to or act as a conduit for inquiries needing technical support; prepare training materials such as quick reference cards, database guides and sample exercises; conduct pre-release testing of new content and features; and are instrumental in developing and participating in ProQuest's Library School Program (<http://www.proquest.com/en-US/aboutus/advocacy/lsp.shtml>).

4. *What customer and technical support is provided, including hours of operation? In your reply, please include contact names (if applicable) or name of department, the phone numbers and e-mail addresses for your support services. If you have toll-free access to these support centers, please make sure they are available here.*

We maintain an Electronic Technical Support Department with approximately fifteen staff that provides primary support for all ProQuest brand products (including ProQuest, eLibrary, SIRS, Chadwyck-Healey, and more). Our technicians have, on average, over four years of product experience and six years of technical/customer support experience. Our technicians are trained in PERL/HTML scripting, Windows and advanced browser support. Staff experience also includes various technical certifications and/or degrees in Computer Science or Information Systems.

Our team members are knowledgeable in many areas, including technical requirements and product setup. They resolve access issues, handle customer complaints, answer inquiries, and other account adjustments as needed. We also provide a dedicated team that specializes in creating tailored linking solutions to meet individual customer needs.

The goal of the Technical Support team is to resolve customer access issues immediately during the call. This reduces the downtime resulting from multiple transfers to other departments or callbacks. We utilize a call center hunt system that searches for available technicians as calls come in. This system helps to ensure that customers will speak to a technician without having to leave a message.

We make team members available for ProQuest support with a toll-free phone number from 8:00 a.m. to midnight ET seven days a week, 365 days a year. You can also submit support requests or questions 24 hours a day via fax and e-mail; most often, we are able to respond the same day (depending on the time of day the request is sent).

We also employ a master customer tracking database. While assisting customers, the Technical Support representative retrieves the appropriate customer record, and enters the issues presented by the customer. Our support staff uses this information to keep accurate call histories that can be accessed during a future call to help resolve an issue quickly, track trends, and log and submit to management customer enhancement requests.

In late 2008, we introduced a new online ProQuest Support Center (available at <http://support.proquest.com>). The site provides a wide range of information tailored to specific audiences (for example, students/patrons or library/IT staff), and can answer questions about a variety of topics, ranging from remote user login to establishing an XML Gateway. In addition to seamless searching and browsing of our support library, it offers FAQs for quick answers to common questions, a Problem Solver decision tree for step-by-step diagnoses and fixes, and easy access to our technical support contacts for more complex issues.

Our customers report a very high level of satisfaction with our support. To ensure that customers are satisfied with support received and that we continually improve, we survey customers that contact us for support. For 2008, over 1,500 customers returned surveys, rewarding us with an average score of 3.83 on a scale of four (with four representing “excellent”).



5. *Please describe the statistics you provide, and discuss whether your statistical reporting complies in part or in whole with the guidelines developed by the International Coalition of Library Consortia found at <http://www.library.yale.edu/consortia/webstats06.htm> or the COUNTER Code of Practice found at [http://www.projectcounter.org/code\\_practice.html](http://www.projectcounter.org/code_practice.html).*

### **ProQuest Entrepreneurship**

We are committed to providing on-demand, high quality usage reporting that allows our customers to effectively and comparably view ProQuest usage in their environment, and to easily justify its value. We provide reports through a secure website; they can be run in real time, and delivered via either the web or a number of downloadable file formats. These tools also allow reports to be run on a schedule (at an interval of your choice) and automatically delivered by e-mail.

We also develop reports functionality in compliance with leading library standards. Our reports are compliant with Release 2 of the COUNTER (Counting Online Usage of NeTworked Electronic Resources) Code of Practice, and we make all applicable COUNTER reports available to customers. We are also a voting member of COUNTER, and help to guide the standard's development.

In 2009, we will offer support for Standardized Usage Statistics Standardized Usage Statistics Harvesting Initiative (SUSHI). SUSHI is an emerging NISO standard for a web services based method for automated retrieval and consolidation of COUNTER usage reports. It was created to facilitate aggregation of usage reports across content providers. ERM vendors will use SUSHI to enable libraries to easily gather, combine, and compare content usage across multiple providers. We plan to be fully compliant with COUNTER Code of Practice release 3, which includes SUSHI support, by the August 2009 deadline set by COUNTER.

Our reports are also compliant with all of the applicable guidelines of the 2001 ICOLC (International Coalition of Library Consortia) statistical measures of usage. Additionally, we use the data dictionary provided in NISO Z39.7-2002 to define our usage reporting elements and categories.

All usage data is available for the past 36 months, in accordance with the 2001 ICOLC guidelines. Most reports can be run within the month/year date range of your choice.

ProQuest consortium customers can produce reports on any tier of multi-tiered accounts. For consortium accounts, it is possible to run the report at any tier in a multi-tiered account and to have the report reflect the breakouts of all the sub-tiers and sub-accounts below that tier. This allows a consortium to run one report and receive the usage totals for the whole consortium, breakouts of the sub-tiers for library types (academic, public, K12, etc.), and the usage totals for the individual library members.

Offered reports include the following.

### Database Activity Reports

- **Summary.** This report provides an overview of database activity. Information provided is searches and document usage broken out by location and database; it includes which format was provided (citation / abstract, any full text format).
- **Detail.** Similar to the summary report, with addition of login name. The report provides searches and document usage broken out by location, database, and login name and includes the provided format (citation / abstract, any full text format).
- **Annual.** Also similar to the summary report, but broken out by month for the previous 12 months. Information provided is searches and document usage broken out by location and database; it includes which format was provided (citation / abstract, any full text format). Provides a comparison with previous years' usage. The date range for this report is fixed at one year, and the year's range is determined by selecting the ending month.

### Document Usage Reports

- **By Organization.** Reports the total number of documents provided, broken down by location and the delivered format (citation, abstract, full text, Text + Graphics, page image, page map, and article image).
- **By Database/Journal.** Reports the total number of documents provided, broken down by location, database/journal and the delivered format (citation, abstract, full text, Text + Graphics, page image, page map, and article image).
- **By Delivery Method.** Reports the total number of documents provided, broken down by location and method of delivery (e-mail, online display, or fax).

### Search Statistics Reports

- **Searches by time.** Provides the total number of searches for each hour of the day for the last 14 days. It is broken down by day, client, and login name.
- **Searches by Search Mode.** Provides the total number searches by the search mode (Basic, Guided, Advanced, Natural Language, Publication or Topic) broken out by location and login name.

## COUNTER Reports

- **COUNTER Journal Report 1.** Lists document usage by journal title. This report can be run for up to a twelve month time period.
- **COUNTER Journal Report 2.** Lists turnaways by month and journal.
- **COUNTER Journal Report 3.** Lists the number of documents by month, journal and page type.
- **COUNTER Database Report 1.** Lists searches and sessions by database.
- **COUNTER Database Report 3.** List searches and sessions by service.

## Safari

Safari provides the following COUNTER reports.

- **Book Report 2.** Number of successful section requests by month and title.
- **Book Report 4.** Turnaways by month and service.
- **Book Report 6.** Total searches and sessions by month and service.

6. Describe your pricing structure or formula for the product. (I.e. we want to know what your prices are and how they are calculated: Based on FTEs? On buildings? On a combination, or on something else?)

Safari pricing is based on FTE, population served, and the number of simultaneous users that you choose. ProQuest Entrepreneurship pricing is based on FTE or population served.

*If you cannot provide a standard price that would enable each library to understand their cost to subscribe, then for each product tell us the price that you would charge these hypothetical libraries if they subscribed to your product as a result of these trials.*

- a. *Library A: A high school library with 750 students in grades 9-12*
- b. *Library B: A public library that serves a population of 100,000 and has two branches*
- c. *Library C: A public library that serves a population of 20,000 and has only one building, no branches*
- d. *Library D: A community college or four-year academic library serving 5,000 full-time equivalent students*
- e. *Library E: A hospital library serving a hospital that employs 1,000 staff plus has 200 doctors attached to the hospital*

The following sample pricing is applicable to new higher education and public library customers only (with the exception of academic ProQuest Entrepreneurship discounts offered to customers with current ProQuest subscriptions).

### Public Library Sample Pricing

Safari Tech Books Online (2 simultaneous users)	100,000 pop served	200,000 pop served	300,000 pop served
• Complete file	\$11,012	\$13,942	\$23,933
• Complete file plus video	13,215	16,730	28,720
• Current file	9,578	12,131	15,960
• Current file plus video	11,494	14,557	19,152
ProQuest Entrepreneurship	3,230	4,165	5,360

## Academic Library Sample Pricing

Safari Tech Books Online	Over 30,000 FTE	Over 20,000 FTE	Over 15,000 FTE	Over 10,000 FTE	Over 5,000 FTE
Simultaneous users	5	5	3	3	2
• Complete file	\$93,339	\$46,651	\$39,480	\$26,328	\$23,933
• Complete file plus video	112,006	55,981	47,376	31,593	28,720
• Current file	74,681	37,328	31,591	21,065	19,144
• Current file plus video	89,617	44,794	37,909	25,278	22,973

FTE	ProQuest Entre- preneurship	With current subscription to ABI/INFORM Complete or ABI/INFORM Global (25% discount)	With current subscription to ProQuest Research Library and either ABI/INFORM Complete or ABI/INFORM Global (30% discount)	With current subscription to ProQuest Central (40% discount)
35,000	\$27,945	\$20,959	\$19,562	\$16,767
>25,000	21,073	15,804	14,751	12,644
>17,000	16,597	12,448	11,618	9,958
>12,000	13,891	10,418	9,724	8,335
>7,500	12,551	9,414	8,786	7,531
>5,000	11,807	8,855	8,265	7,084
>3,000	8,102	6,076	5,671	4,861
1,000	4,479	4,479	4,479	4,479

7. Please provide the name and contact information (toll-free telephone number, e-mail address, hours, etc.) for libraries to make further inquiries. (Sales representatives for our area are preferred.)

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