

# eCONTENT TRANSFER

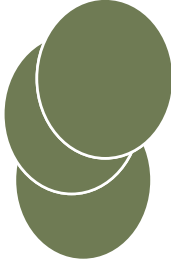
## An Axis 360 Case Study for libraries

- COMMERCIAL-IN-CONFIDENCE -



### Background Information to the eContent Transfer Project

Glen Eira Libraries and Learning Centres is based in Southeast Melbourne and has branches in Bentleigh, Carnegie, Caulfield and Elsternwick, serving a population base of 144,000. The library has been a James Bennett customer for 12 years for print sales and an Axis 360 digital customer since 2014.



In August 2015 the library had three eContent platforms and had initiated discussions to collate their content into one preferred site. Axis 360 was considered the best option and the James Bennett sales team was engaged to create a project plan, decide on a timeline, review questions and answers together, and ultimately deliver a successful eContent transfer project.



### Phase 1: Stopping Their Existing Service

Glen Eira ceased purchasing content on their other platforms around 6 months prior to the eContent transfer. Any holds on titles residing in the existing platforms would be honoured and transitioned to Axis 360, with patrons informed of the new download process.




### Phase 2: Issues Management Plan & Communications Approach

Glen Eira library staff discussed the best approaches for managing any issues from customers and placed messages on the website and Spydus pages to ensure patrons knew the library was moving to one provider for eBooks and eAudio.



### Phase 3: Title Analysis

Once the internal communications process was in place, Glen Eira then began working with the Axis 360 team on the move to one platform. They sent through a listing of titles from their existing ePlatform so analysis could be done on the number of titles that could be found on the Axis 360 platform.



There were 1726 titles in total. Of those, only 19 titles were from publishers not yet working with Axis 360. 36 publishers were contacted and 1707 titles were put forward for transfer consideration. At this stage Glen Eira also nominated a go-live date of January 2016.

### Phase 4: The Approach to Publishers

The next step was getting a formal letter prepared from Glen Eira Library that would be sent to the publishers asking for content to be moved. Publishers were given 30 days to respond and the majority agreed to the request with 1475 titles out of 1707 given permission to transfer. **That is, 86% of the content.**



**James Bennett**  
YOUR SOLUTIONS PARTNER

James Bennett Pty Limited, 114 Old Pittwater Road Brookvale  
NSW 2100 Australia  
Locked Bag 537 Frenchs Forest NSW 2086 Australia  
t +61 (0) 2 8988 5000 f +61 (0) 2 8988 5031  
[www.bennett.com.au](http://www.bennett.com.au) [info@bennett.com.au](mailto:info@bennett.com.au)

ABN 17 000 465 127

# eCONTENT TRANSFER

## An Axis 360 Case Study for libraries

- COMMERCIAL-IN-CONFIDENCE -

### Phase 5: Go Live

Before the project could Go Live a few things had to be completed.

- Firstly, the existing platform had to be formally closed down.
- Secondly, titles transferred to the Axis 360 site were programmed with original purchase dates and their circulation history to conform with publisher rules for metered licensing.
- And thirdly, MARC records for the old platform had to be removed and new linked Axis 360 records loaded into the LMS.

### Since the eContent Project went live

The Glen Eira - Axis 360 eContent transfer project went live in January 2016.

Loans have increased by 30%.

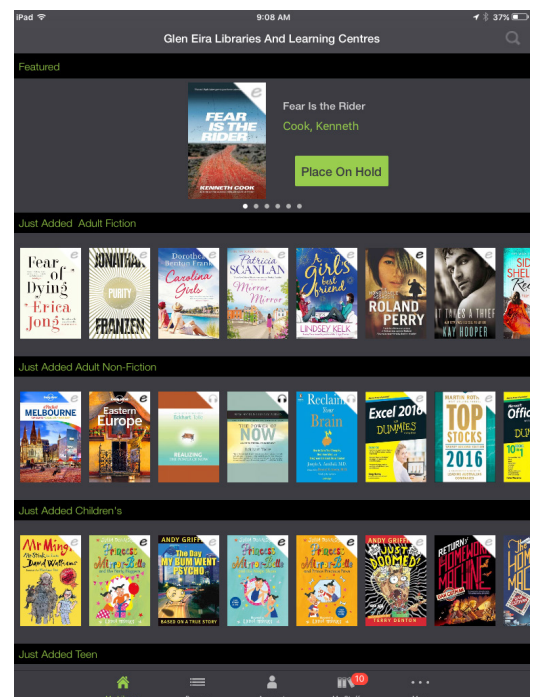
### Reference points

Like to find out more about the eContent Transfer project between Glen Eira and Axis 360? Please contact the project leads:

Chris Gigliotti  
Collection Services Librarian  
Glen Eira Libraries and Learning Centres  
Tel: +61 3 9524 3615

Sarah Cavanagh  
Sales Manager, Public Libraries  
James Bennett / Axis 360  
Mob: +61 403 115 362  
Office: +61 3 9041 5799

Ask your James Bennett account manager about transferring your existing content to Axis 360 today and discover for yourself the charm and wonder of the Axis 360 eBook and eAudio platform.



**James Bennett**  
YOUR SOLUTIONS PARTNER

James Bennett Pty Limited, 114 Old Pittwater Road Brookvale  
NSW 2100 Australia  
Locked Bag 537 Frenchs Forest NSW 2086 Australia  
t +61 (0) 2 8988 5000 f +61 (0) 2 8988 5031  
[www.bennett.com.au](http://www.bennett.com.au) [info@bennett.com.au](mailto:info@bennett.com.au)

ABN 17 000 465 127