



A Behind the Scenes Look at the Building of a Global e-Library

The World Bank

In early 2002 the World Bank approached Ingenta because they were interested in learning more about our relationship with the Organization for Economic Cooperation and Development (OECD). Completed in 2001, the Source OECD site, www.sourceoecd.org, is an aggregation of all OECD published information in a variety of arenas. It contains all OECD Journals, in addition to a section of OECD Periodicals, which contains book-like content. A final section called OECD Themes pulls information from the other two sections to build subject focused content arenas. OECD Statistical information is also included in searchable abstract form for resource discovery resulting in hits to the proprietary OECD Statistics database.

The World Bank was impressed with how Ingenta created and maintained these four separate but intertwined resource areas and provided subscriber access to institutional and individual users to parts or all of this resource. Furthermore, they felt we were apt to both help manage and disseminate their huge volume of documents, as well as create one of the most comprehensive, online collections of works in the area of international social and economic development available - an e-library.

What is an e-library?

An electronic library (e-library) is an electronic collection or knowledge portal containing multiple publications, documents and papers in various formats. Accessible through a single interface, this collection of electronic content is organized in such a way that it allows users to search and browse information relevant to them, thus speeding up resource discovery and directing the user to pertinent content. By including subscription and user authentication features within the e-library, individuals may locate content that has been purchased by their institution, and therefore access individual articles. This automated subscription access process replaces what would have been a number of heavy administration routes to retrieving data.

The Players: The World Bank and Ingenta

The World Bank, one of the world's largest sources of development assistance, prides itself on its role as a 'Knowledge Bank'. In support of its operations and its efforts to promote economic development in borrower countries, the World Bank compiles statistical indicators of social and economic development, undertakes important research on an array of public policy issues, and actively disseminates information worldwide.



The World Bank e-Library

When it comes to the management and distribution of scientific, professional and academic research via the Internet, Ingenta, Inc., based in Providence, RI, USA continues to be the global market leader, helping to develop and maintain specialist websites for publishers, self-publishing societies and libraries. Since 1988, Ingenta's technical teams have tested and developed a breadth of processes, tools and systems, having worked with more than 260 publishers and launched more than 110 new websites from the UK and USA.

Why Choose Ingenta to Create an e-library?

When the World Bank decided to create an e-library, turning to an experienced company like Ingenta seemed to be a crystal clear decision, considering its strong Information Architecture (IA) team, its suite of publisher tools, specialized expertise and history within the online publishing industry, and current relationship with OECD.

"By creating an e-library with Ingenta, The World Bank as brought together a valuable, vast and sustainable collection of publications. This fully searchable database will continue to grow in diversity and span of content, utilizing the Ingenta-built HeaderEdit tool, which allows the World Bank to update the e-Library as soon as new titles are published," said Jackie Grubb, Ingenta Producer.

The Build

The World Bank's primary objective was to have the e-library site include more than 1,200 World Bank published full-text titles which were in PDF format, and add the relevant article data to allow proper searching and browsing of the abstracted information, all to be built and powered by Ingenta. All e-library titles, from 2000 to present, would need to be accessible via the World Bank site.

Perhaps the biggest task Ingenta faced in building the World Bank's e-library was how to manage such large amounts of related publication information coming in from the publishers various departments. *"With more than 1,500 global titles which weren't standardized, we had to first update virtually all the incoming data to fit a standard aggregation model. To allow modifications to be easily made to the related pages of each and every publication, an overhaul of the content management system was required,"* said Peter Arbuthnott, Head of Engineering and Development, UK.

Ingenta's IA team created a seamless interface for the user in which each and every publication is aggregated into its relevant subject area. This created the ability for the results of any search to properly identify where each publication could be found.

Francisco Assis Rosa, US Development Manager, expressed, *"For an organization the size of the World Bank, outsourcing the creation of such a gargantuan task was a smart decision because it saved the World Bank valuable time, yet allowed us to focus on our area of expertise - the engineering and architecture solutions for their content. At the same time the Header Edit Tool we used allowed the World Bank to both remain in control of their project before, during and after, eliminating the middleman, as well as to keep their site up-to-date with minimal time and work efforts."*

Solutions

Mr. Rosa added, *"In February 2003, we began developing a demo site for The World Bank which was launched just two months later in April 2003. This was especially helpful in the process - not only to give us a realistic sense of what the completed site would eventually look like, but to help identify any possible issues upfront, avoiding delays, and overall, to ensure our clients satisfaction. Since the official launch of the e-library in June 2003, maintenance has been standard and hassle-free."*





The World Bank e-Library

By the end of the development process, Ingenta was able to deliver a reliable and robust content management system that effectively left the control over the site's content in the World Bank's hands, as well as contributed to the creation of a dynamic and fresh set of portals, but still offered Ingenta technical support whenever necessary.

World Bank e-Library Features

Features of the completed e-library site, powered by Ingenta include:

- Unified, searchable and indexed collection of World Bank publications
- Sub-collections of World Bank publications searchable by geographic or subject themes
- Full text content available in PDF format
- Unlimited access to authorized users under an institutional subscription, controlled by IP address filtering.

The Final Results

A commercial, subscription-based research and reference tool, the World Bank e-Library brings together, in a fully indexed and cross-searchable database, more than 1,200 titles published by the World Bank during the past several years. Furthermore, the e-Library will hold all future World Bank titles. Subscribers also have the option of including access to the World Bank's two statistical databases, World Development Indicators (WDI Online) and Global Development Finance (GDF Online) via Ingenta, as well as through the World Bank.

Commenting on the final results, Dirk Koehler, Publisher at the World Bank, Office of the Publisher, shared, "*I expect the World Bank e-Library to become the reference of choice on development for policymakers, development practitioners, researchers, and the academic community.*"

Access to e-Library titles is accessible via the World Bank site at www.worldbank.org/elibrary and via IngentaSelect.com www.ingentaselect.com through an institutional subscription to the collection or on a pay-per-view basis.

About Ingenta

In addition to providing an online journal service via Ingenta.com and IngentaSelect.com, Ingenta has built more than 60 publisher-branded websites for its clients and hundreds of journal websites ranging from branded home pages to highly customized stand alone websites. Ingenta continues to be the first choice for institutions, libraries and individual researchers to access electronic scholarly and professional content. Nearly 15,000 institutions worldwide are registered with Ingenta, where 1.8m articles are delivered each month.

Access to e-Library titles is accessible via the World Bank site at: <http://elibrary.worldbank.org>

To learn more about The World Bank, visit their organizational website at: www.worldbank.org

To learn more about Ingenta, please visit www.ingenta.com

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