

Journals: to “e” or not to “e”...?

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e-formats

- CD-ROMS
- Database (RBB, ABI, EBSCO Online, Dialog)
- Internet journals

CD-ROMS: Pro's

- Mobility
- Networkable
- Space Saving
- Easy Archiving

CD-ROMS: Con's

- Delivery problems
- Hardware requirements
- License-controlled
- Less interactive than other formats
- “Broken” searching
- Fragile
- Potentially intimidating to non-technical clients

Databases: Pro's

- No of titles available
- Powerful, structured searching
- Intelligent indexing
- Networkable
- Profiling capabilities (RBB)
- Choice of connectivity (RBB)

Databases: Con's

- Publishers' consent
- Information overload (too many titles)
- License-controlled (limits usage)
- Costly (ABI)
- Requires client education
- Full text not standard
- Extra costs for full text (RBB)
- Less mobile

Internet Journals: Pro's

- Powerful search capabilities
- File format options (.pdf)
- Space saving
- Speed of delivery (latest ed)
- Online assistance
- Interactive

Internet Journals: Con's

- Not cost effective
- Access can be limiting
- Download speed
- Publishers' consent (HBR)
- Requires client education
- Less mobile

Hard Copy Journals: Pro's

- Mobile
- Full coverage
- Familiar
- Low technical requirements
- Less costly per subscription

Hard Copy Journals: Con's

- Space consuming
- Only browsing capabilities
- Clumsy distribution of info/articles
- Complex physical distribution
- Renewal mostly manual
- Fragile

Soft Copy Journals: Pro's

- Space saving
- Power-searchable
- Search high volumes at once
- Easy distribution of info/articles
- Electronic renewals
- Lasting/durable


Soft Copy Journals: Con's

- Immobile
- Selected coverage (share price tables, surveys etc)
- Controlled access
- Unfamiliar territory to most clients
- High technical requirements
- Costly alternative

Common Barriers to Investec Clients

- Client education
- Immobility/Access
- High technical requirements
- Cost implications

Cracking the Barriers

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- Facilitate a HUGE mindshift through client education
 - Justify budget increases for subscriptions
 - Champion technical improvements

BUT ALWAYS

- Offer clients the **CHOICE!**

Has Investec done “e” yet?

- Hard copy subs

250 titles

- Electronic subs

ABI & RBB (D/base format) covering about 5 000 titles between them

- Internet Journals

Latest issues of more popular journals available via Intranet site.

- CD-ROMS

ABI back-ups