



Alliance Permanent Access to the
Records of Science in Europe Network

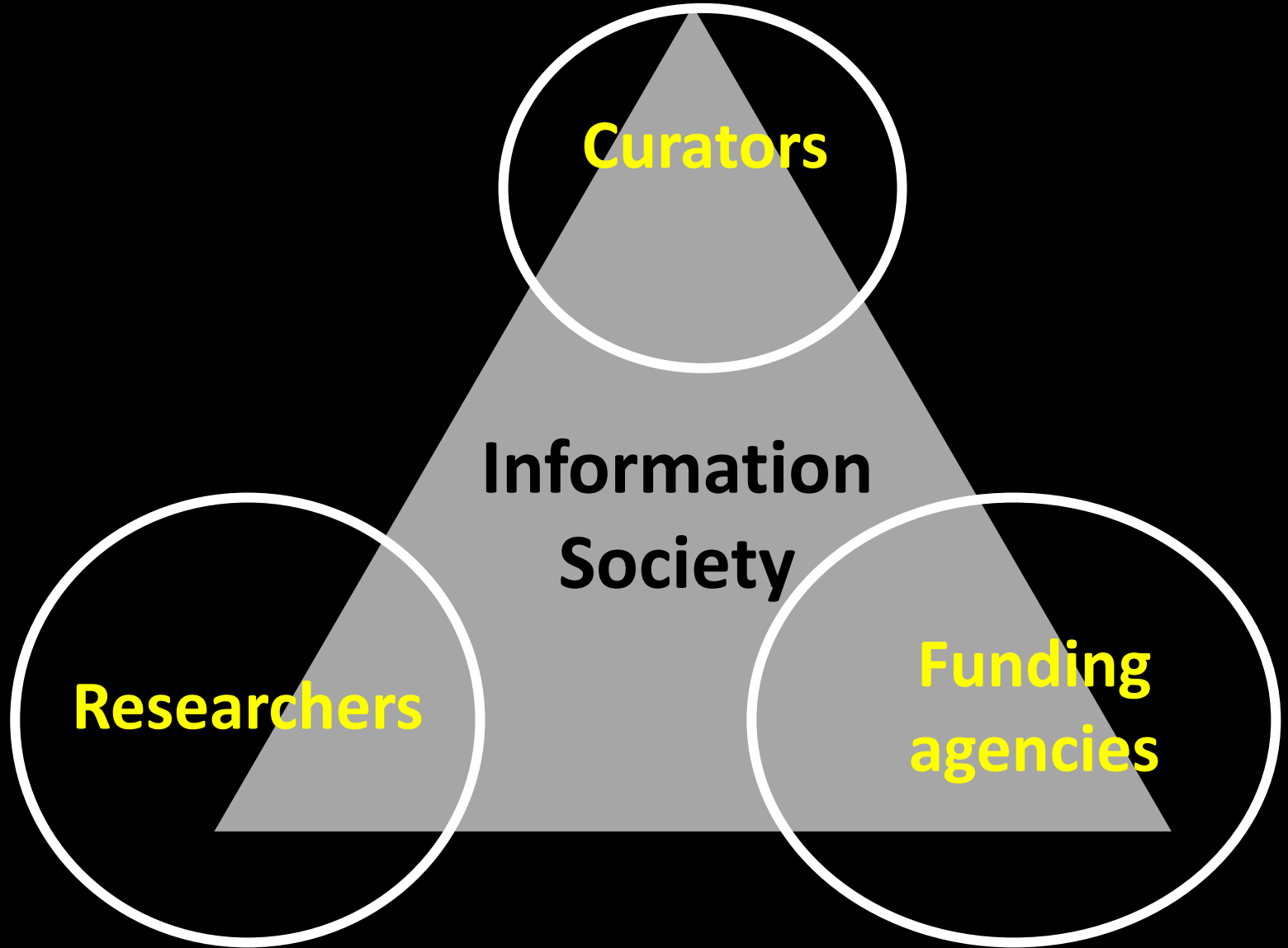
Shifting Mindsets

Ruben RIESTRA - INMARK

APAC-DAC International Conference
New Delhi, 5/02/2014



Today's active Stakeholders



Addressing the key questions

- ✓ **WHO** should preserve?
 - ✓ **WHAT** should be preserved?
 - ✓ **WHEN** should preservation start?
 - ✓ **HOW** to preserve?
 - ✓ **HOW MUCH** it will cost?
 - ✓ **WHO** should pay?
-

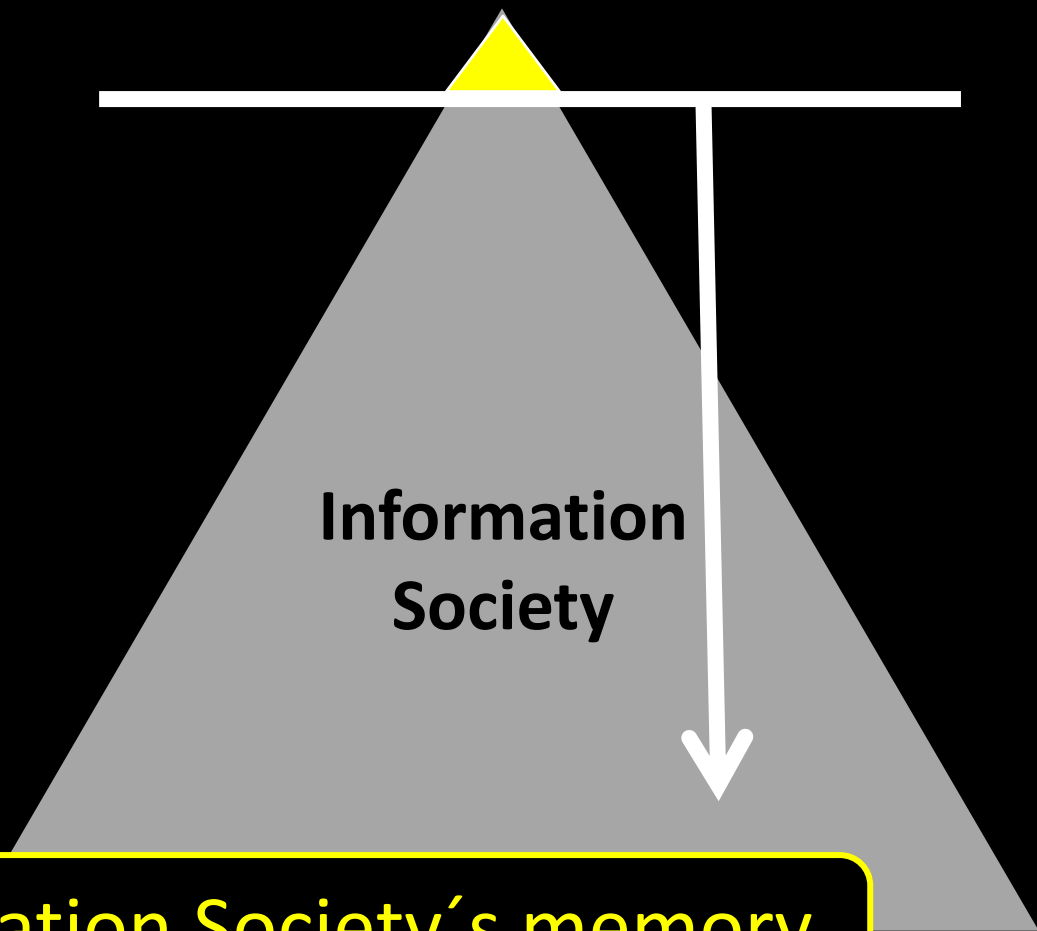
....**Why?** >>>>> for **Whom?**

Niche vs. mainstream markets

00s National ALM vs
800.000 ALM?

Public sector: 5-15% of the
economy?

2.000 STM publishers vs
Media industry?



Securing Information Society's memory

Competitive challenges

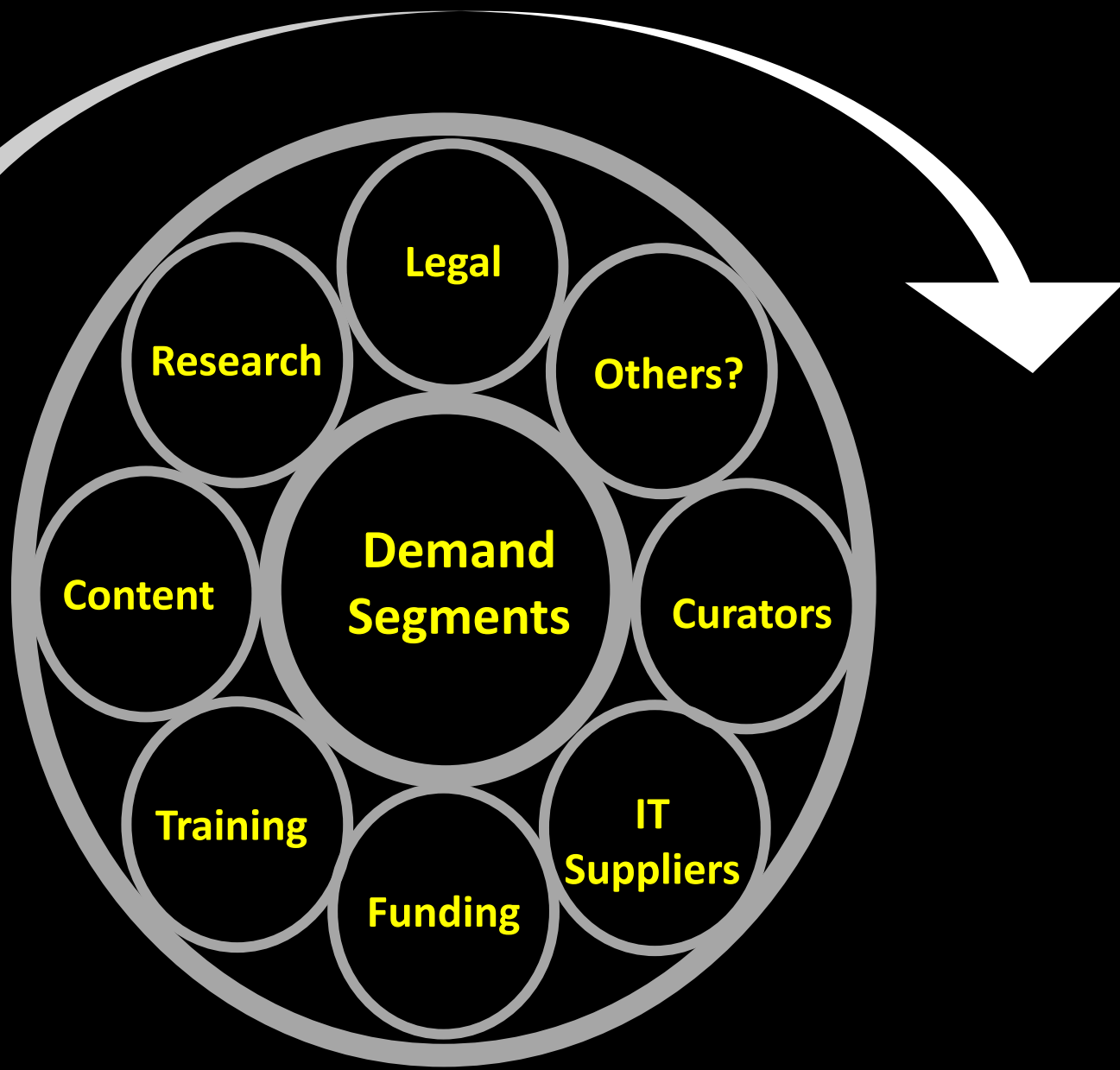
- ✓ **Explosive growth** of **DIGITAL**
- ✓ ALM becoming **digital organisations**
- ✓ **Compliance with mandate NOT** enough
- ✓ **Marketisation** of public sector
- ✓ Public **funding** is no longer adequate

Change management drivers

- ✓ From generic to **well-identified beneficiaries**
 - ✓ From compliance to **meeting changing needs**
 - ✓ From users to **customers and partners**
 - ✓ From curating to **offering permanent access**
 - ✓ From “monopolies” to **services providers**
-

From **SUPPLY** push to **DEMAND** driven

Niche



Research

Legal

Others?

**Demand
Segments**

Content

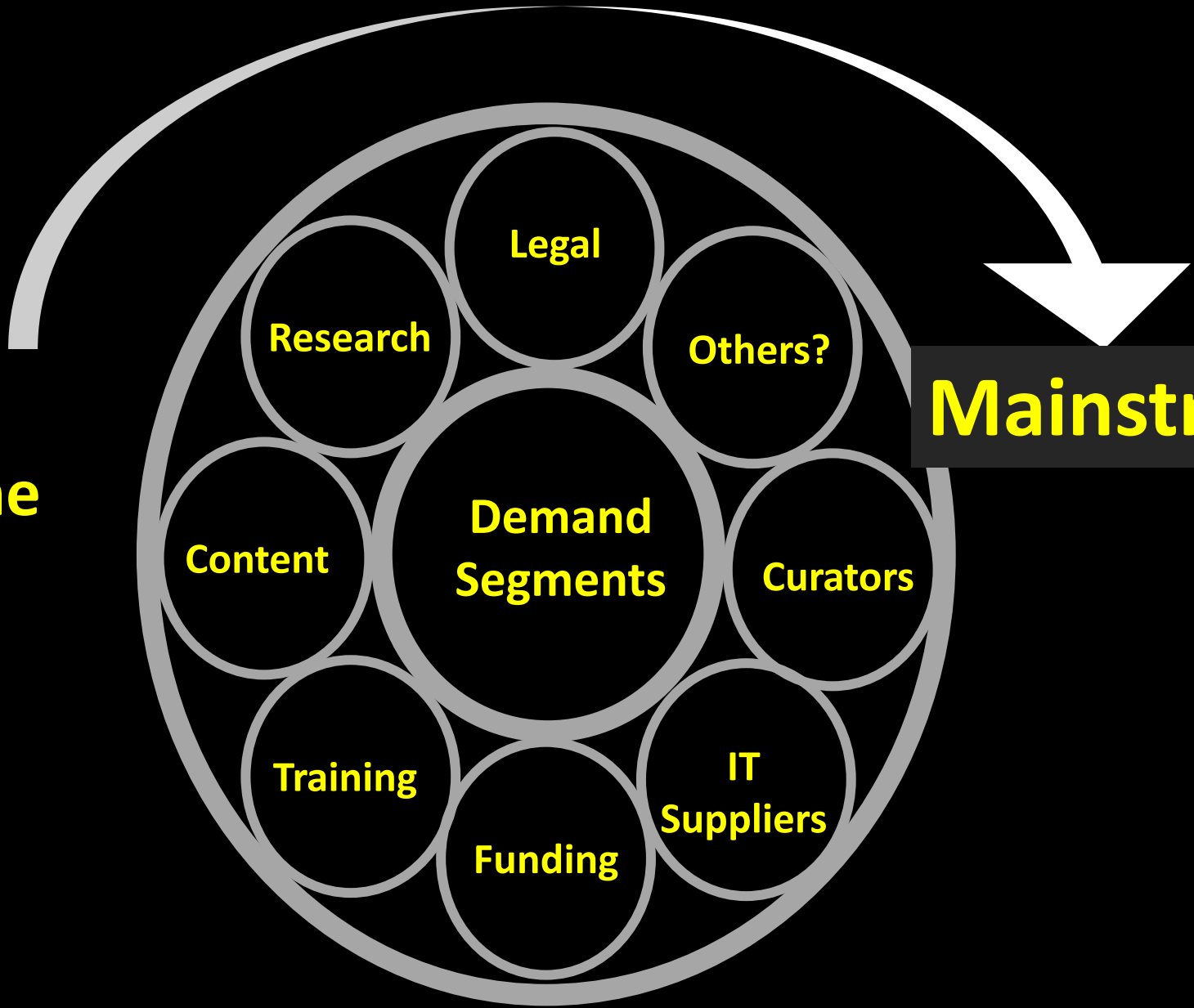
Curators

Training

**IT
Suppliers**

Funding

Niche



Mainstream

From Research to Production

Pilot Project → **Business process**

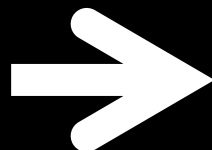
Costs → **Business models**

Awareness raising → **Marketing**

Budgets → **Revenue flows**

Mindset shift:

**Problem
solving**



**Opportunities
enabling**

Thank you!

ruben.riestra@grupoinmark.com