

360 LINK

THE MOST RELIABLE LINK RESOLVER

START
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INDEX-ENHANCED DIRECT LINKING™ (IEDL) TECHNOLOGY + OPENURL LINKING

360 Link tackles the challenges of OpenURL linking head-on by leveraging the most reliable technology for libraries. 360 Link is the only link resolver combining Index-Enhanced Direct Linking (IEDL) technology and OpenURL linking to move libraries forward and provide users a better experience when accessing content.

Originally developed for the Summon® service and now fully integrated with 360 Link, IEDL technology leverages indexed provider data to dynamically inform links to the provider's own content. This ensures that users are always presented with the most reliable and direct path to content available and decreases the dependence on OpenURL linking.

IEDL MEANS MORE RELIABLE LINKING

360 Link is recognized as the most reliable link resolver available due to its comprehensive and authoritative knowledgebase and our vigilance in updating metadata, maintaining relationships with publishers and database providers, as well as proactively testing links and seamlessly pushing knowledgebase and linker updates forward on behalf of the library.¹ But, due to the volatility in metadata associated with electronic content and the need to create linkers that are only as granular as the journal or database provider level, it is simply impossible for 360 Link (or any link resolver) to deliver successful links 100% of the time using only OpenURL technologies.

Index-Enhanced Direct Linking (IEDL) technology in 360 Link eliminates many of the potential failure points associated with OpenURL linking. This is accomplished by taking advantage of publisher/provider supplied data elements in the powerful Summon Unified Index which contains rich metadata for nearly 2 billion items at the item/article level. This indexed content not only provides accurate, article level metadata and full text for discovery, but it also contains valuable provider-specific data that can aid in linking to this content.

IEDL technology allows for more reliable links than OpenURL-based links by avoiding common metadata mismatches between

referring sources and target platforms that often impede OpenURL linking. IEDL links provide direct, unmediated, one-click access to content from more than 370 providers and platforms covering content in more than 4,000 databases including more than half a billion journal articles, ebooks, digital collections and other content types. IEDL is also used to link to providers and platforms that are not compatible with OpenURL.

Previously only available to users beginning their research with Summon, integrated IEDL technology with 360 Link means that users can benefit from the reliability and convenience of IEDL links no matter where they are doing their research – whether it is from Summon, Google Scholar, PubMed, Scopus, Web of Science, or any other library discovery tool.

OPENURL LINKING CHALLENGES

Library link resolvers play a critical role in connecting users to the content they've discovered. Yet most libraries are still reliant on link resolvers that are entirely based on 12 year-old OpenURL technologies which are known to have a high failure rate in resolving users to the content they desire. In fact, failed links remain one of the biggest frustrations for library end users.

Traditional link resolvers that are reliant solely on OpenURL technologies can fail as much as 5-30% of the time.² Failed links have obvious consequences for libraries – including lower usage of resources and even abandonment of library resources altogether.

Traditional OpenURL link resolvers work by following industry standards (OpenURL) for dealing with inbound data about resources that users are trying to link to and then the vendor applies proprietary linking syntaxes to ultimately connect the user to the resources where they have access to the desired content. Unfortunately, OpenURL links frequently fail for one of 3 primary reasons which include: incomplete or missing source metadata, knowledgebase errors, and a given link targets' ability to work well with inbound links.

[1] Marshall Breeding. "Knowledge Base and Link Resolver Study." National Library of Sweden. (2012)

[2] Jason S. Price and Cindi Trainor. "Digging into the Data: Exposing the Causes of Resolver Failure." Library Technology Reports 46.7 (October 2010): 15-26.

"Since the introduction of IEDL in Summon, we've seen a significant decrease in the number of linking problem reports we receive for the providers that participate. We're very excited to see IEDL integrated with 360 Link because we anticipate a big reduction of linking problems coming out of popular platforms."

-Virginia Bacon, Head, Electronic & Continuing Resources Acquisitions, East Carolina University

OPENURL + IEDL: A WINNING COMBINATION

Fully integrated with the ProQuest's authoritative knowledgebase, 360 Link uses a combination of IEDL and OpenURL technologies to provide full text links uniquely tailored to each library's collection. With metadata and full text content from multiple providers brought together in a single record through Summon's match and merge technology, 360 Link is capable of providing multiple IEDL or OpenURL links to different sources depending on a library's holdings.

The strength of 360 Link lies in the combined approach and coverage brought forth by having both the most comprehensive set of OpenURL-based linkers tied to our superior knowledgebase AND Index-Enhanced Direct Links tied to the Summon Index.

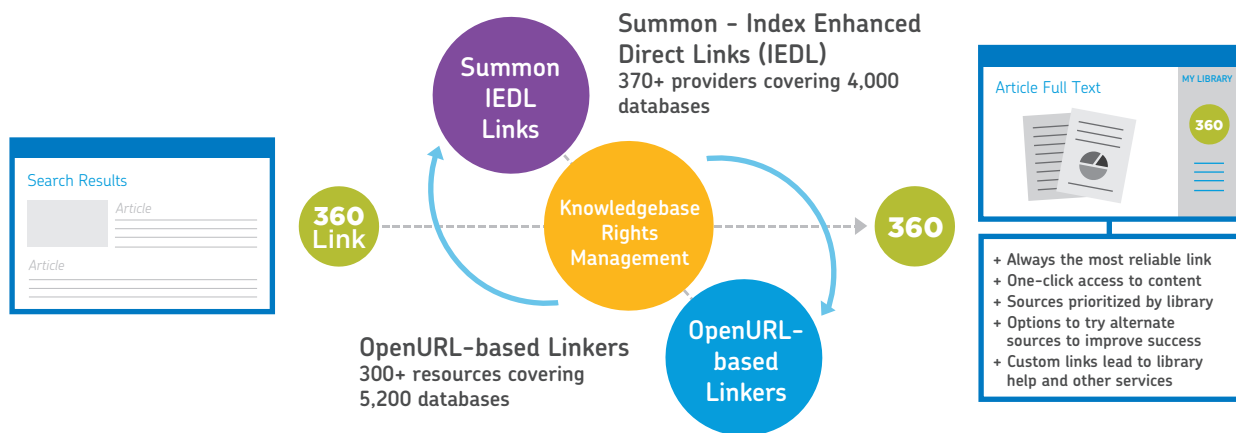
When IEDL links are available, 360 Link automatically prioritizes these links that bypass potentially less stable OpenURL links to provide users with the most reliable and direct access to the content they desire. OpenURL is still used for materials from providers that don't provide direct full-text linking. The library is always able to customize link prioritization to ensure that the library's preferred link targets are exposed, however, by default, 360 Link will present the most reliable links available.

IEDL enables more accurate and granular linking directly to articles and chapter levels than OpenURL linking. And, when inevitable metadata changes occur that would adversely impact linking, this information gets updated directly from the publisher/provider which usually ensures a more accurate and timely update to eliminate errors or disruptions for end users.

KEY ADVANTAGES OF IEDL OVER OPENURL LINKING

- Near 100% reliability
 - Relies on pre-indexed data delivered directly from providers
 - Reduced number of failure/break-down points in the information exchange
- Allows for deeper linking to item level for articles and book chapters
- Faster speed when resolving to content
- Enables more rapid turnaround for new link requests and bug fixes
- Provides ability to link to content/providers that are not OpenURL compliant
- Requires fewer end user clicks to get to content

THE MOST RELIABLE ACCESS TO FULL TEXT



360 Link is the only link resolver that uses Index-Enhanced Direct Linking in combination with OpenURL-based linkers and the most authoritative knowledgebase. While traditional OpenURL link resolvers construct predictive links to content, the power of IEDL in 360 Link allows for matching of link requests to known items of content. 360 Link returns verified links to the content from different sources thereby increasing the probability of a successful link.