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Publisher Profile--Proquest

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the development of our new eBooks platform that will integrate EBL and ebrary. These are beloved platforms and we want to ensure that we preserve the functions, tools, and reports that our customers value. So, our customers are the touchpoint and we actively solicit their input as part of our product and platform development processes.

We also have formal programs for exploring end-users' needs. The Summon service was an outgrowth of behavioral research ProQuest conducted on students' research habits, their perceptions of the library, and the barriers they experienced. We explore scholars' needs, as well. We're particularly interested in the types of content they find valuable and where there are information gaps.

We've also found Foresee, an analytics service that surveys the user experience in our Websites, to be very valuable. We can hear directly from students and other researchers as they're completing a session in our products. It's tremendously helpful for tuning our products to make them easier to use and more productive for researchers.

ATG: *Expanding markets is a key to growth. Do you see any opportunities to go outside the library market? Perhaps selling directly to interested businesses or to the end user?*

KS: Yes, and what we've found is that reaching new markets doesn't necessarily mean going outside the *librarian* market. For example, we've recently launched **ProQuest Dialog**, which reinvents the iconic Dialog service. That service is aimed at researchers principally in Corporate and Government markets — a user group that comprises a spectrum that ranges from novice searchers to corporate librarians. The challenge in reviving Dialog was to address the needs of novice users without dumbing-down a service that many information professionals rely on for intensive, precision search. We accomplished that with an innovative interface that accommodates three search modes — from simple Google-like to command-line searching. We're seeing high user satisfaction — very high satisfaction, actually — with **ProQuest Dialog**, and we will put more focus on growing this corporate business once we have completed the migration to the new platform.

ATG: *ProQuest describes itself as an "energetic, fast-growing organization." Can you talk about the corporate vision that governs that energy and growth? How does it fit into the overall vision of the Cambridge Information Group your corporate parent?*

KS: We are a company that has been formed by many acquisitions over the past 10-plus years, and each of these was a pioneer or innovative leader in its own category. Together, we are working on how we leverage these strengths and get teams around the world working together to solve tough customer problems or invent new solutions and not just on how we can make a particular solution or

against the grain publisher profile

ProQuest

789 Eisenhower Parkway, Ann Arbor, MI 48106
Additional offices located throughout the U.S. and around the world.
Phone: (734) 761-4700 • www.proquest.com

AFFILIATED COMPANIES: ProQuest encompasses affiliated company **Bowker** and businesses such as **Dialog**, **ebrary**, and **EBL**.

OFFICERS: **Kurt P. Sanford**, Chief Executive Officer; **Jonathan Collins**, Chief Financial Officer; **Rich Belanger**, Chief Information Officer; **Kevin A. Norris**, General Counsel and Senior Vice President, Global Content Alliances; **Kellie Teal-Guess**, Senior Vice President, Global Human Resources; **Michael Gersch**, Senior Vice President, Global Marketing, Sales, and Customer Experience & Service; **Simon Beale**, Senior Vice President and General Manager, ProQuest U.S. Government, Public Library and Schools; **Kevin Sayar**, Senior Vice President and General Manager, ProQuest Workflow Solutions; **Rafael Sidi**, Senior Vice President and General Manager, ProQuest Information Solutions; and **Tim Wahlberg**, Senior Vice President and General Manager, ProQuest Dialog.

KEY PRODUCTS AND SERVICES: Notable research tools include the Summon discovery service, the **ProQuest** Flow collaboration platform, the Pivot research development tool, and the Intota library services platform.

Via **ProQuest**, researchers can access the world's largest collection of dissertations and theses; 20 million pages and three centuries of global, national, regional, and specialty newspapers; major European rare book collections such those of the national libraries of France, the Netherlands, and the Library of Florence; and archives that provide unique counterpoints — the records of the National Association for the Advancement of Colored People, personal notes from AP reporters on the front lines of Vietnam, Queen Victoria's personal diaries, and plantation records from the Slave era in the Southern U.S.

ProQuest's aggregated content covers the spectrum of publishing: humanities and arts, business and industry, science, technology, medicine and health, news, and popular culture. This extraordinary volume of information is made easily navigable through expert editorial management and continually evolving technology. The company's renowned abstracting and indexing enables every user to be an expert searcher by expanding the breadth of content a single keyword can uncover and by guiding users to relevant sources they may have never known about.

CORE MARKETS/CLIENTELE: 26,000+ Libraries, in 152 countries; including Academic, Community College, Corporate, Government, Law, Medical, Public, and K-12 libraries. **ProQuest** products and services are used in 100% of Top 400 Institutions listed in the Times Higher Ed and 100% Top 400 Institutions listed in the U.S. News & World Report.

HISTORY AND BRIEF DESCRIPTION OF YOUR COMPANY/PUBLISHING PROGRAM: ProQuest connects people with vetted, reliable information. Key to serious research, the company's products are a gateway to the world's knowledge including dissertations, governmental and cultural archives, news, historical collections, and eBooks. **ProQuest** technologies serve users across the critical points in research, helping them discover, access, share, create, and manage information.

The company's cloud-based technologies offer flexible solutions for librarians, students, and researchers through the **ProQuest**, **Bowker**, **Dialog**, **ebrary**, and **EBL** businesses — and notable research tools such as the Summon discovery service, the **ProQuest** Flow collaboration platform, the Pivot research development tool, and the Intota library services platform. The company is headquartered in Ann Arbor, Michigan, with offices around the world. 🌍

service a bit better. Our corporate parent is highly supportive of our efforts.

ATG: *ProQuest has a record of expansion and adding key nameplates like Bowker, Dialog, ebrary, Serials Solutions, and most recently, EBL. Can we expect to see that record of aggressive acquisition continue? What factors are at the forefront of your decision making when considering such an acquisition? Are there any in the offing that you can discuss?*

KS: You should expect us to continue to make acquisitions. We are looking for assets that fill in gaps we have identified or broaden the breadth of solutions we can provide to our customers, especially in the Higher Education sector. For the usual reasons I can't comment on any specific future transaction.

ATG: *In November of 2011, soon after you arrived, ProQuest moved to a new structure consisting of six strategic business units. We*

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