covery, management of OA fees, identifying operational efficiencies, and by applying PDA/PPV solutions and standards such as Transfer and COUNTER. By outsourcing these services to intermediaries, libraries and publishers can focus on core activities.

3. Harnessing technology — this takes insight, experience, expertise and substantial investment to make processes more efficient and to keep pace with new mobile technologies, including social media.

Review Your Current Practices!
We all need to continuously review the real needs of the supply chain. Tinkering won’t work. Financial stability is needed to invest in research; thought leadership is required to innovate; and drive, insight and expertise are essential to thrive in this chaos. Legacy systems, a lack of budget, and a shortage of time can be difficult factors to overcome — but inertia poses a greater risk.

Our advice is for libraries and publishers alike to consult with a range of intermediaries, to compare and explore new solutions, and to find exciting opportunities for intermediaries to add real value. Together we can challenge conventional thinking and help to stimulate change for the better.

Author’s Biography
Ann Lawson is European Publisher Sales and Marketing Director with EBSCO Information Services, a position which involves liaison with EBSCO’s major publisher partners across Europe. After an academic career in linguistics in UK and German institutions in her twenties, Ann worked for HarperCollins and Oxford University Press in electronic business development. Ann joined EBSCO in September 2006 to explore the world of electronic subscriptions. Ann sits on the UKSG committee, heads the ALPSP seminar programme committee, and is a member of the ASA Executive Committee.

Company Profile
EBSCO is the world’s premier full-service provider of information, offering a portfolio of services that spans the realm of print and electronic subscription access and management, research databases, and more. The company’s e-resource renewal and management tools help librarians accomplish in hours what once took weeks. For more information, please visit www.ebsco.com.

If you would like to request EBSCO’s series of papers “The Future Role of the Academic Information Supply Chain,” visit www.ebsco.com/papers2012.

Rumors
Entitled “Print-on-Demand and the Law of Unintended Consequences” (February 21, 2013), Rick focuses on the iPod and its disruption of the music industry and moves to the eBook and the upcoming disruption in the book industry. How are libraries to deal with it or will we?

Speaking of awards, Wolper Information Services of Easton, PA, was named a finalist in the Front-Line Customer Service Team of the Year category in the Seventh annual Stevie Awards for Sales & Customer Service. This is the second year that Wolper has been recognized. And there’s more — LM Information Delivery Group and Wolper Information Services have merged to create a global company in the information management industry. Both LM and Wolper were established in the early to mid-1970s and have significantly expanded their customer bases and breadth of services over the past 5 years. Both organizations are continued on page 35