

# **OpenURL Resolver Profile: WebBridge, from Innovative Interfaces, Inc.**

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Addendum (Added since release):

WebBridge is Innovative Interfaces' OpenURL resolver providing "smart linking capability" between online resources. Innovative has been developing library automation applications, solely, since 1978. In 1998, the MOBIUS Council approved Innovative as the software on which to build the Common Library Platform. Innovative's Java-based Millennium was introduced in 1996.

WebBridge allows context-sensitive, OpenURL linking from the Web OPAC, external resources, Millennium Cataloging, Serials, and Acquisitions to any specified web resource.

## **System requirements and functionality**

Innovative markets WebBridge as part of a threefold package called Millennium Access Plus, or MAP ([http://www.iii.com/html/products/p\\_map.shtml](http://www.iii.com/html/products/p_map.shtml)). WebBridge can also be purchased as a stand-alone product whether or not the library has purchased Innovative's ILS. Although, the main advantage of WebBridge for Innovative libraries will be its integration with the Innovative ILS.

For MOBIUS libraries, WebBridge is hosted locally on the cluster server. Innovative does not offer remote hosting. Innovative installs WebBridge on the cluster server. This also enables the Innopac has a true OpenURL source. Thus without the installation of WebBridge, the Innopac will not fully comply with the OpenURL syntax and can pass only a more limited amount of information (e.g., ISSN/ISBN) to a third-party link resolver. This has raised the ire of some Innovative users (see the email archives at <http://mco.mobius.missouri.edu/listarchive/OPENURL-L/msg00059.html>), however Innovative currently has no plans to change.

WebBridge requires some form of authentication to administer access to external resources like subscription databases. Libraries may authenticate by IP or by using some proxy service. WebBridge is compatible with many different proxy vendors.

No additional software client is necessary, however each library must add its own coverage information to the WebBridge database. This information can be loaded using an existing module within Millennium Serials.

## **Services Provided**

WebBridge generates lists of context-sensitive links based on a user's search or on metadata contained in a record viewed in an origin resource such as the Web OPAC or a subscription database. Links generated within the WebBridge list pass the search through to the targeted resource as defined by the library. Article-level linking is possible.

WebBridge works with any OpenURL-enabled resource. Origin resources, those resources capable of generating WebBridge lists, must be able to send OpenURL requests.

Target, or link-to, resources may be any web-based resource which has a predictable link-to syntax. The resources can be the library's Web OPAC, the Millennium staff modules, and other resources such as A&I databases, full-text databases, or local resources. WebBridge also works with linking initiatives such as CrossRef and DOI.

In the library's **Web OPAC**, WebBridge links are offered at the record level, from the search-results lists and on no-hits browses.

From a **subscription database**, WebBridge can link the user from an indexed article directly to full-text of the article within another database.

WebBridge is also integrated with Innovative Interfaces' Millennium **staff modules**. This allows staff to link from Cataloging, Serials, or Acquisitions to reviews, subscription management sites, standards organizations, or any site that the library defines.

The Management Interface of WebBridge controls linking for the Web OPAC, the staff modules, and external resources. It allows library staff to choose which target resources to link to as well as which sources to designate as OpenURL origins. Innovative provides a number of pre-defined resources with ready-made link syntaxes in WebBridge. Libraries can also define their resources and additional link syntaxes. The appearance of WebBridge lists are completely customizable via the Management Interface.

The Management Interface allows the library to define

- Categories of links to be displayed in the results list,
- Origin resources,
- Target resources,
- Data tests for determining what type of link is to be created,
- Filters to further control access to target resources, and
- Custom text and look of links and labels.

In WebBridge, the combination of Categories and Data Tests allows the library to control the linking between origin and target resources. Additionally, filters are used to further define when a particular resource is offered for a particular origin. They give an extra level of control on top of Categories.

Some examples of how Filters can be used:

- Filters can be set up for different scopes in the WebOPAC, so that different resources are offered for different scopes.
- Filters can be set up so that you can group together like origins, and then only offer certain resources for that origin.
- In the upcoming Millennium Phase 3, Filters can also be setup so that users coming from particular ranges of IPs will see different resources than others (this is useful for in-library vs. off-library use).

Via the Management Interface and Millennium Serials, libraries load an XML-formatted or delimited text file of holdings and coverage information. Libraries create their own information or work with third-party vendors such as Serials Solutions. Innovative does not currently provide coverage information for subscription databases. Innovative does provide pre-defined link syntaxes for a large number of databases.

While some OpenURL products allow resources to be ranked, WebBridge does not allow libraries to "weight" or rank resource links within a results set. Innovative's portal product, MetaFind, presents a unified results set that can be sorted, de-duped, exported, and limited, WebBridge resources are presented in the categories and order set up by the library.

Innovative's authentication service, Web Access Management (WAM), can be used with WebBridge to control access to subscription resources. WebBridge also works with other proxy servers and remote-access tools. WAM is purchased separately from WebBridge or as part of the Millennium Access Plus package. WebBridge can also be integrated with MetaFind, Innovative's library portal application included in the MAP package.

Innovative plans to make usage statistics for WebBridge available as a Phase 2003 enhancement. Statistics will report on links drawn, links followed, links invoked, what filters are used, and more.

## Set up and Technical Support

Once the library has purchased WebBridge, Innovative requires approximately 60 days to complete the installation. There is a subsequent on-site implementation and training phase conducted by Innovative staff. In the case of MOBIUS, Innovative requires WebBridge and the OpenURL resolver to reside on the cluster server. Innovative does not provide remote hosting.

Within a consortial environment, WebBridge (and MetaFind) can be scoped to present patrons with the resources offered by their particular library. If one or more libraries within a cluster choose not to participate in the purchase of WebBridge, Innovative allows those libraries to be blocked from using WebBridge. WebBridge has yet to be implemented in any library consortium.

The library is responsible for creating its own file of resource coverage information or obtaining the information from a third-party vendor. Coverage information (i.e. knowledge-based content) for external resources is not provided by Innovative. Making such an enhancement to WebBridge is currently in consideration. Innovative has identified 70+ possible resources so far.

The MOBIUS Consortium Office furnishes complete support for Innovative Interfaces products, even when the products are purchased without MOBIUS funds.

## Pricing/Cost

In the case of MOBIUS, a library wishing to purchase WebBridge would pay the same price as for the entire cluster. WebBridge would be installed on the cluster server and access for each library would be turned on or off accordingly.

WebBridge requires a one-time purchase plus an annual maintenance fee. The price for the MOBIUS Central East (Arthur) Cluster is \$15,500 plus a 15% annual maintenance fee after 12 months. According to Innovative, all clusters would most likely pay the same price regardless of cluster or library size. Libraries and clusters would receive a 10% discount for purchasing both WebBridge and MetaFind together.

Innovative has offered MCO what it says is a "very generous" discount for MOBIUS-wide installation of the MAP package.

## Summary

WebBridge may offer several advantages over other OpenURL services including:

- technical support provided by MCO,
- Management Interface that offers Innovative's pre-defined resources as well as flexibility for library customization,
- resource lists are maintained using Millennium Serials,
- linking from Millennium staff modules,

One disadvantage of WebBridge is that the library must maintain its own "knowledge-base" of database holdings and coverage information.

Another disadvantage may be Innovative's pricing structure and unwillingness to sell directly to individual libraries as opposed to the MOBIUS clusters.

### Example sites:

<http://library.uh.edu/>, University of Houston WebPac

<http://catalog.wpl.lib.oh.us/>, Westerville Public Library, Westerville, OH

### Data sources:

[http://www.iii.com/html/products/p\\_map.shtml#resource](http://www.iii.com/html/products/p_map.shtml#resource)

<http://www.iii.com/pdf/map0103.pdf>

<http://csdirect.iii.com/ppt/mapmwala2003.zip>

*Email and phone call with Ronnie Storey-Ewoldt, III Customer Sales Consultant,  
02/24/2003*

**Addendum (Added since release):**

*WebBridge Link Syntaxes, Origin and Target Resources,  
<http://csdirect.iii.com/faq/#webbridge>*

*Press Releases:*

*OpenURL WebBridge Linking with OCLC Services,  
[http://www.iii.com/news/2003/pr\\_012403c.shtml#article](http://www.iii.com/news/2003/pr_012403c.shtml#article)*