

# How To Win The Research Obstacle Course

For many users, conducting research is often similar to navigating an obstacle course. From knowing where to begin once on the library website, to navigating search results, and then finding the right content – these challenges may impede successful research outcomes and potentially undermine your library's mission.

How does your library remove these obstacles and create an optimal research journey? By creating better visibility of the libraries collections, enhancing the library's web presence, refining the authentication method, improving the discovery service, and providing ways to access the collections – knocking down these obstacles depends on many factors and the technologies that support your users on their journey.

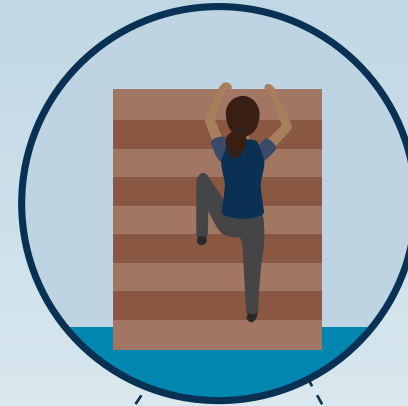
*Click any obstacle to start your journey*



Authentication



Linking to Content



Navigating the Library Website



Discovery



Finish Line



**EBSCO**



[Return Home](#)

## Obstacle #1: Navigating the Library Website

Knowing where to begin once on the library website, navigating search results – and then finding the right content – these challenges may impede successful research outcomes and potentially undermine your library's mission.

### Tackle this Obstacle with Stacks

- **Create a best-in-class library website on your own.** Stacks is the first ever library-centric content management system (CMS), allowing you and your staff to easily create an optimal and completely responsive library website built on user experience best practices.
- **Provide the best library experience for your users.** Change the look and feel of your library's website in seconds, market your programs, and manage your registrations in the same place users search, place holds and more. Simply put, Stacks is the entire library experience at [www.yourlibrary.edu](http://www.yourlibrary.edu).
- **Feel confident that you have the best of web and discovery technology behind your website.** Stacks has multiple plug-and-play integration options available including an exclusive *EBSCO Discovery Service™* integration for mutual subscribers.





[Return Home](#)

## Obstacle #2: Authentication

For users, logging in to access the library's resources and services is of critical importance. But having to re-authenticate again and again is a small task that can grow into a tiresome obstacle for your users. Your users' workflows are changing; no longer are they reliably connected to the institution's network when accessing resources. OpenAthens is a single sign-on solution that enables the end user to authenticate and personalize to their critical resources with one simplified login process, regardless of location.

### Tackle this Obstacle with OpenAthens

- **Enable easy access to publisher content** through authentication.
- **Create a more secure** and personalized research experience for users.
- **Leverage statistics** to gain insight into usage not just by individual users but by user categories as a whole.
- **Help users** gain seamless authentication to their folders for increased e-book usage and more user specific features.
- **Enable the library** to take control of its user's authentication journey and experience.





[Return Home](#)

## Obstacle #3: Discovery

Your users expect and want to be led to the most relevant content in the most expedient way. This path to trustworthy research depends on both the content sources and the technologies that provide a smooth and unbiased entry point to the library's collections. Without it users feel wobbly in their research.

**Tackle this Obstacle with**  
***EBSCO Discovery Service™ (EDS) and Full Text Finder (FTF)***

- ***Ensure users*** are connecting with the most relevant content for their research, every time with EDS.
- ***Create a custom*** and seamless experience for users through the use of EDS features and apps.
- ***Deliver a modern way to browse publications*** and search within those publications with FTF.
- ***Provide modern journal*** browsing technology that delivers a powerful and accurate link resolution for the best user experience.





Return Home

## Obstacle #4: Linking to Content

Your users want to access full text whenever they are researching from a single source – no matter who the vendor is providing the full text. Without this option, your users will be faced with conducting the same search again and again and again.

### Tackle this Obstacle with the linking technology of EDS and *Full Text Finder*

- **Anticipate** what a user is looking for with auto complete. This eliminates the need to navigate an antiquated alphabet directory, and ends the tireless hunt-and-peck browsing to find a specific title.
- **Allow** users to easily find journals and search for articles within journals with *Full Text Finder*.
- **Provide** users with one-click access to the article full text and configure full-text linking in EDS to best meet user needs.
- **Get** users directly to the full text using state of the art linking which includes OpenURL linking, *Smartlinks* and *Smartlinks+*.



## Remove Research Obstacles with EBSCO and Our Partners

Create a successful user journey with EBSCO SaaS products and our partner products. These solutions create a win-win experience through an optimal web presence, the best possible discovery, advanced linking technology, seamless authentication, and an array of apps to customize the research experience. Now your end-users can easily find the right information – ensuring optimal usage of your library's collection.

### EBSCO SaaS Products:

*EBSCO Discovery Service*  
*EBSCO Full-Text Finder*  
EBSCO Apps and Cloud Services

### EBSCO Partner Products:

Stacks  
OpenAthens

The EBSCO logo is displayed in a bold, dark blue, serif font. It is positioned in the lower right quadrant of the slide, above the contact information. The background of the slide features a stylized landscape with green evergreen trees in the foreground and light blue mountains in the background under a pale blue sky.

**To learn more about our  
products and services:**

**Visit:** [www.ebsco.com](http://www.ebsco.com)

**Email Us:** [information@ebsco.com](mailto:information@ebsco.com)

**Call Us:** (800) 653-2726