

# Panorama Technology Overview





This guide dives into the fundamentals and technical components of the Panorama library analytics platform. Gain a better understanding of how Panorama leverages cloud technology to streamline data and extend to non-library sources. Learn about its visualization approach and how your staff can create customizable and dynamic dashboards for self-service data discovery. Jump to any section in this guide by clicking on the overview topic.

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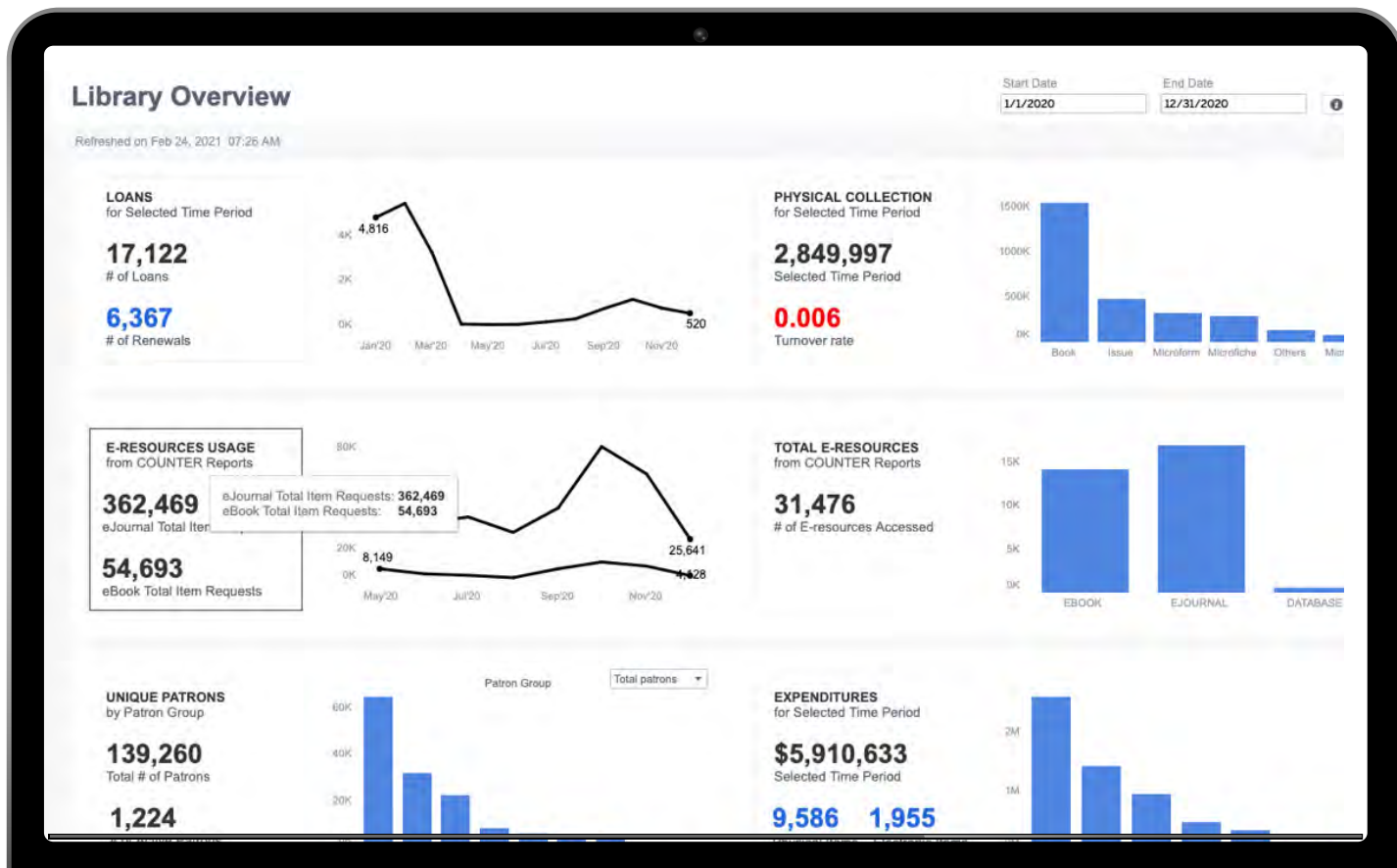
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# What is Panorama?

Panorama is a modern library analytics platform combining different library and campus data sets to enable insights that were not possible until now. The platform features visualization tools and a centralized dashboard to collect, manipulate and display data about the library and the users it serves.





## Benefits of Panorama

### **Get on-demand insights for collections and services**

Automate the pull of data from siloed sources and merge different data sets into one platform. Connect ILS, COUNTER, Authentication, Student Information Systems, and more.

### **Identify what stays, what goes, and what is needed**

Access quantitative evidence to make data-informed purchasing decisions in support of new programs and identify what needs to be justified or cut.

### **Spot trends, save time**

Save staff time with a centralized place to analyze loans, renewals, e-resource usage, physical collection counts by content type, funds by subject area, circulation statistics, and more.

### **Customize by your data needs**

Customize your data choices to align the platform to your library's mission and needs. Enjoy the flexibility in selecting your data sources.

### **Ensure effective data security**

Panorama adheres to legal agreements, standards, and best practices. We will work with your library to ensure effective data security.

### **Enhance your ILS data**

Panorama allows you to gain insights into key data, including user demographics, holdings, circulation, and acquisitions. Or, create the most powerful ILS experience by combining Panorama with **FOLIO**, an open-source library services platform.

## Leveraging Cloud Technology Services

Panorama leverages an **AWS-hosted** data lake and a **Snowflake-hosted** data warehouse allowing the platform to automate the pull of data from siloed sources and aggregate all data into a single repository. This means you can connect ILS, COUNTER, Authentication, Student Information Systems, and disparate data sources for more comprehensive insights.

The below chart showcases the different data points\* that can be hosted in Panorama's data lake and warehouse and streamlined into dashboards for analysis.

Library Collections Data	ILS Data (including FOLIO)	Library Services Data	User Behavior & Outcomes Data	Library Specific Data
<ul style="list-style-type: none"><li>• COUNTER</li><li>• GOBI</li><li>• EBSCONET</li><li>• <i>EBSCO Discovery Service™</i></li><li>• <i>EBSCOhost™</i></li></ul>	<ul style="list-style-type: none"><li>• User demographics</li><li>• Holdings</li><li>• Circulation</li><li>• Acquisitions</li></ul>	<ul style="list-style-type: none"><li>• Instruction</li><li>• Reference</li><li>• Facilities</li></ul>	<ul style="list-style-type: none"><li>• Authentication</li><li>• SIS</li><li>• CRIS</li><li>• Resource Management Data</li></ul>	<ul style="list-style-type: none"><li>• You can select your own data to include</li></ul>

\*More datapoints will be forthcoming

## “Let’s Dive” - Data Lake vs. a Data Warehouse

Panorama leverages a data lake and a data warehouse – both state-of-the-art cloud technology services.

A data lake allows you to store non-relational data from all of your various systems, and it is just like the name implies. Think of it as a body of water where hosted data is mixed and “floating” with no real order to it. This data then flows to a data warehouse where it gets tidied up and is accessed through Panorama’s dashboards.

Since both the data lake and warehouse are built upon cloud services like AWS and Snowflake, it eliminates the need for administration duties. Steps such as hosting, extraction, organization, error/duplication review are automated in your analytics workflow. Panorama’s cloud-based infrastructure creates many benefits for both end-users and your library’s data. Of course, the obvious benefit is centralizing and streamlining data. But, cloud technology also reduces human error, improves security and privacy of data, and ensures the backup of data is available no matter your system failures.



## Dynamic Visualization

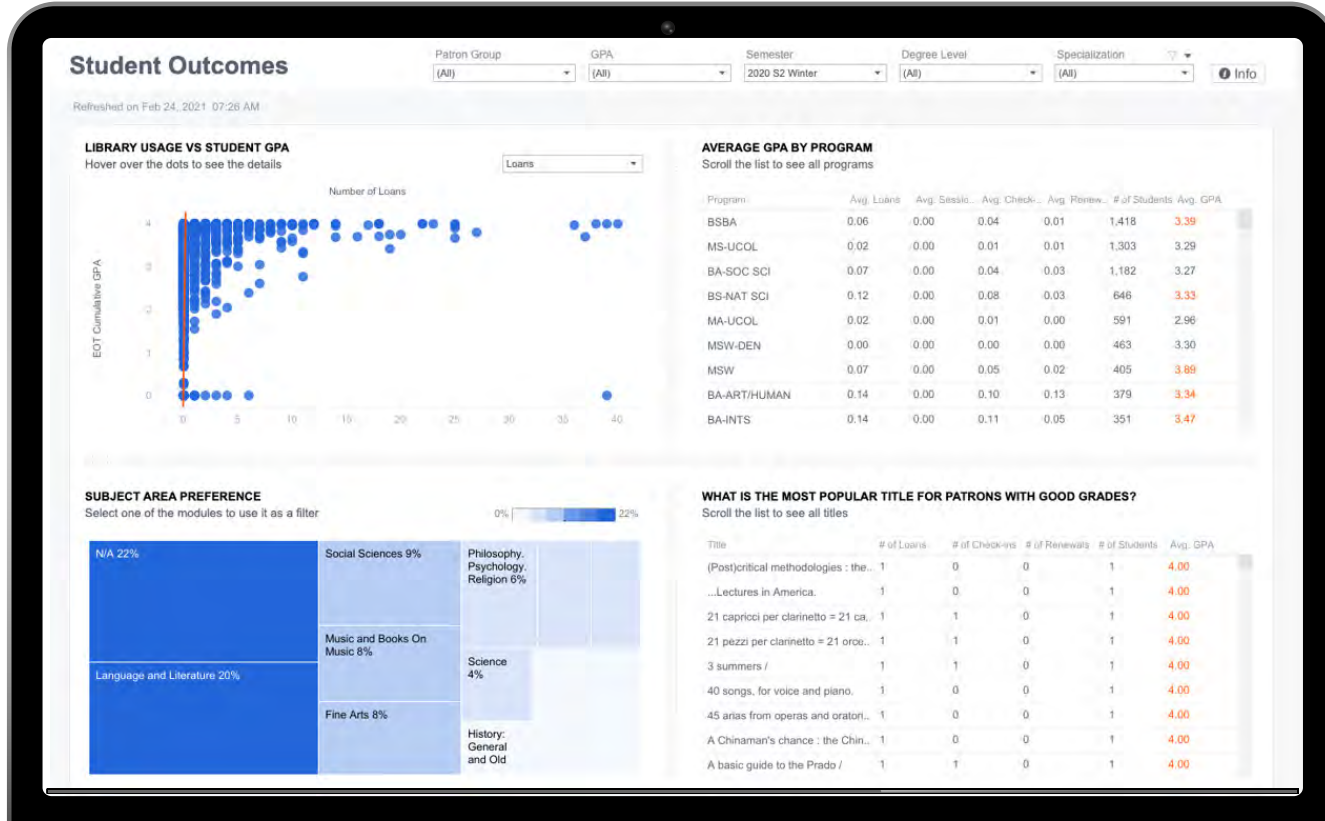
The inherent problem with big sets of data is being able to interpret any evidence or trends. Humans are visual by nature and responding to this sense is a focus within Panorama. Panorama includes both common data representation such as charts, tables, and bar graphs and stimulating visuals like bubble cloud charts, cluster graphs, and timelines (to name a few).

Panorama takes visual analytics to the next level by creating a dynamic approach, allowing librarians to interact directly with the data. This approach to visualization presents data not only in a digestible format, but it creates easier reporting and identification of trends.



## Customizable Data Sources

To improve insights and gain a holistic view of your library's influence, standard data and reports may meet only some of your needs. Because of Panorama's cloud-based infrastructure, libraries can easily load data of their choosing, regardless of vendor. It is this extensibility that separates Panorama from other library analytics platforms, allowing you to create niche reports that work specifically for your library.





# Panorama™

## Insights Through Analytics

To learn more about Panorama's technical components or to view a demo.

Contact one of our Sales specialists.

[information@ebSCO.com](mailto:information@ebSCO.com)

[www.ebSCO.com/panorama](http://www.ebSCO.com/panorama)

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