

Evidence Based Acquisition

For data-driven decisions



Access to over 32,000 ebooks for six or twelve months



Analyse usage data to decide which titles to buy in perpetuity

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What is Evidence Based Acquisition (EBA)?

Academic institutions can access Cambridge ebooks on Cambridge Core via an Evidence Based Acquisition (EBA) model.

Under an EBA model, institutions are given access to an extensive collection of Cambridge and partner press ebooks, before deciding which titles to purchase in perpetuity. The evidence to support decision making is supplied in the form of usage reports, indicating which titles are the most popular within the institution during the period.

Under an EBA model you can choose to access the full collection of ebooks, or a subject specific collection - with broad lists in humanities, social sciences and science, technology and medicine. You can also choose to add coursebooks to your EBA.

With a Cambridge EBA you do not pay an access fee, and a vast amount of content is opened up to your researchers, allowing you to assess usage and spend your budget more wisely.

You can browse the full list of Cambridge titles and subject areas on our new combined academic platform Cambridge Core [cambridge.org/core](https://www.cambridge.org/core)

Why choose EBA?

EBA has several advantages over other ebook collection purchasing models:

- EBA allows the institutional library, which has expertise in managing acquisition, a key role in selecting resources.
- It also opens up a wider selection of titles to the reader, and enables purchasing decisions to be matched precisely to end user preference.
- Newly published titles may be added to the chosen collection on a monthly basis during the trial, if agreed as part of the EBA deal.
- Ebooks from Cambridge partner publishers are also included. This includes titles from Edinburgh University Press, Mathematical Association of America, Boydell and Brewer and many more. You can see a full list of our partner publishers here [cambridge.org/core/what-we-publish/publishing-partners](https://www.cambridge.org/core/what-we-publish/publishing-partners)

Step 1 Payment

- Institutions can choose 6 or 12 month trial access to all Cambridge and partner titles or selected subject collections.
- We will mutually agree a payment that takes into account the number of titles involved and expected usage. Payment needs to be made before access is opened up.

Step 2 Full Access

- Access is opened and usage measured to help inform purchasing decisions.
- Throughout the EBA project our administration team will send over usage statistics and details of newly added content every month (where applicable).

Step 3 Decision

- Under a 12 month EBA project ebook purchases are decided and made perpetual within 30 days of the end of the project. Libraries are given usage data to inform their decisions, that is then analysed with purchase choices made within the library.

What next?

- Following one successful EBA many customers choose to begin another EBA agreement under the same or different content model.
- Institutions are also able to make additional payments, if they wish to purchase further titles in perpetuity.

OVER
32,000 titles

Are available on Cambridge Core to access through an EBA agreement*

* Figure as of October 2016. Titles available include monographs, course books and reference material.

Frequently Asked Questions

How much does it cost? We will mutually agree a payment that takes into account the number and type of titles involved and the expected usage at your institution. We have options to fit most library budgets and can be flexible depending on your requirements.

Does the package remain static during the period of the EBA? It is preferable to include updates as part of your EBA deal, adding ebooks to your access on a monthly basis as we publish more ebooks. We can provide you with the title details and MARC records on a monthly basis. If you prefer a static EBA this is also an option.

How will Cambridge supply information about titles for our library catalogue? We will supply a list of titles and free in-house MARC records for you to add to your catalogue. We will also contact you each month with records for new titles added to the access if applicable. OCLC records may also be freely available to OCLC cataloguing subscribers.

Is there a rental fee? No, the entire upfront fee is allocated against the list price of each of the books you are purchasing in perpetuity.

Are we obligated to buy the most used titles? No, the decision with purchase rests ultimately with the librarian, the usage data is there to help guide your decisions. In certain circumstances it is possible that different terms may apply to coursebooks and textbooks.

When the access is over, are we limited to allocating books to the value of the upfront fee? No, if at the end of the EBA access period you want to purchase books greater than the EBA fee, you are welcome to do so and pay the difference. In many instances, librarians choose their perpetual titles at the end of the EBA and then take a quote to start a fresh new project for another term.

How quickly can an EBA be set up? As soon as the EBA fee is deposited with Cambridge we will open up access immediately and provide you with MARC records, often within 24 hours of the request. Alternatively you can specify a start date if this is more convenient.

Are there options to create bespoke EBA collections? Yes, we can tailor specific EBA deals to your institution's needs and remit. Please contact your Cambridge sales representative if you wish to create a bespoke collection.

How can we ensure the ebooks have high usage? We believe that if your academics and students are aware of the availability of ebooks through the EBA deal, they will want to use them. Cambridge has a dedicated library marketing team who can assist with raising awareness of the EBA. We can send email campaigns and provide posters and promotional materials, or simply offer advice to your library team. To find out more or to request EBA marketing support please email library.marketing@cambridge.org

Contact Us

If you would like to discuss the EBA option, please contact us using the details below or speak to your usual Cambridge representative.



Americas

online@cambridge.org

Rest of World

library.sales@cambridge.org

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