

# Chapter 17

## Marketing Information Products and Services Through Digital Platforms: Tools and Skills

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### ABSTRACT

*Library and information science (LIS) has developed gradually over a period of time taking the opportunity of technology being spread widely. Library management system (LMS) is one of such earlier areas where ICT have been applied to the operations of the library. LSM will allow librarians to be keeping greater restriction over data stores and applications containing delicate, secretive, confidential, or revealing information about customers, products, clients. The emergence of cloud computing is creating a new area of research in relation to libraries. Cloud computing is being influenced by the developers of library systems to facilitate the possibility of moving away from ILS/LMS called library services platforms (LSP). This chapter studied and reviewed cloud computing, its uses, cloud computing in libraries and projects LSPS, market information products and services, digital platforms. Recommendations were made based on the outcomes of the study.*

DOI: 10.4018/978-1-7998-8051-6.ch017

## **INTRODUCTION**

The emergence of cloud computing has tremendously provided help to most businesses and organizations to provide the organization's customers or users with quality services via the internet. The National Institute of Standards and Technology defines cloud computing as a platform for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g. networks, servers, storage, applications, and services) that can be rapidly provisioned and released with little or no management effort or service provider interaction (Mell, 2009). Furthermore, in 2011, Priya gave a definition that Cloud computing is a technology which provides you a service through which you can use all the computer hardware and software sitting on your desktop, or somewhere inside your network but they are not actually installed on your computer, it is provided for you as a service by another company and accessed over the Internet. In one developmental study, (Cleveland, 2012) Cloud computing as a technology that uses the Internet alongside the central remote servers to maintain data and application. Hence, cloud computing is a technology that is fast move out and becoming apparent and visible that will offer permission to users to store files, share files and applications on the Internet.

In the study by Olabiyisi, Fagbola, Babatunde (2012), cloud computing is an elastic and scalable utility model that offers flexible, ubiquitous, on-demand network access to a shared pool of configurable computing resources (for example, servers, data centers, networks, applications and services) that can be rapidly provided and released with limited interaction of service provider or the management. It provides shared infrastructure, self-service, dynamic and virtualized pay-per-use platforms which put it on high demand. Cloud computing implies a level of dynamic, flexible resource sharing and allocation of assets.

According to Tuncay (2010), a library can benefit from using cloud computing technology by increasing computing performance, storage capacity, universal accessibility and cost reduction. This can help the library in terms of fixed and maintenance cost reduction in the IT investment of both hardware and software as well as computer services. With cloud computing, libraries may prevent financial waste, better track staff activities, and avert technological headaches such as computer viruses, system crashes, and loss of data. When cloud computing is used in the library, this will likely have a significant impact on library services.

In 2012, Spreeuwenberg's study of cloud computing, the author stated that it has become easier to access data with several devices. Especially for mobile devices, this can be really useful since the only thing that is needed is an internet connection. Libraries are shifting their services to cloud computing technology to facilitate its services anywhere and anytime. In libraries, the following have been identified as possible areas of applying cloud computing: Building Digital Library/Repositories, Searching Library Data, Web Site Hosting, Searching Scholarly Content, File Storage, Building Community Power, and Library Automation.

Prior to application of Information and Communication Technology (ICT), the tasks in the libraries were performed manually and independently from one another. Tasks such as collection development, cataloging and classification, circulation and reference services, current awareness (CA), selective dissemination of information (SDI), and other bibliographic services were being carried out manually and far from one another. However, with the embracement of interdisciplinary concepts such as computer software/hardware and telecommunication engineering and technology, the services in the library are better carried out through the use of an integrated library system. An integrated library system (ILS), also known as a library management system (LMS), and henceforth referred to as ILS/LMS is an enterprise resource planning system for a library which is used basically to track items owned, orders made, bills

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