

# Patron Driven Aquisition

## What is it?

Patron Driven Acquisition (PDA) allows the library's end-users to determine what is purchased. Users browse through pre-determined content and trigger a purchase, whether this is by requesting a rental, previewing a title or suggesting for purchase.

## Why use it?

- Real-time access to content not owned by the library
- Deliver the content end users want, when they need it
- Only pay for titles that your end users actually use
- Fill gaps in your current library collection
- Sustainable model
- Save on staff resources
- No deposits or upfront fees
- Free MARC records

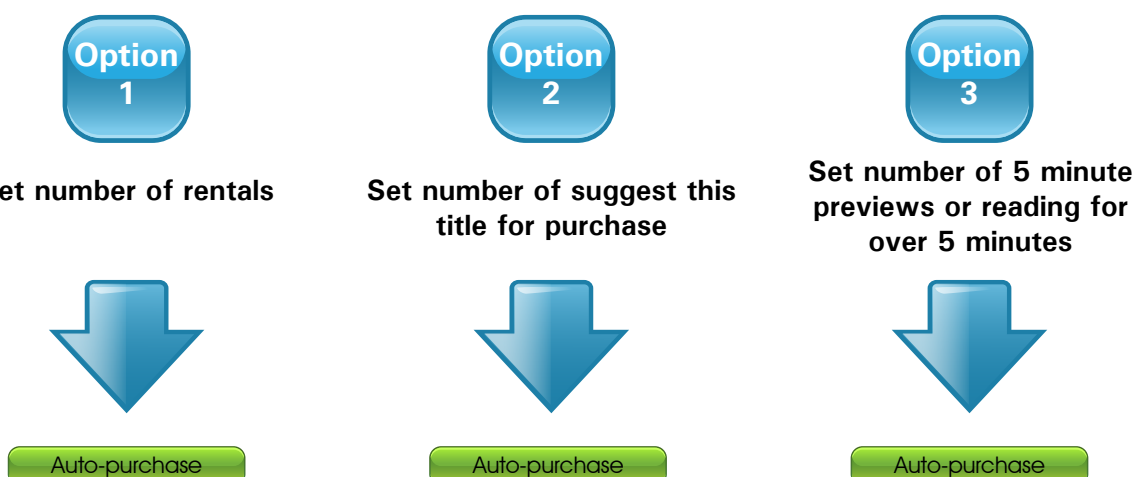
## Dawson works with the library to provide

- A specific profile of content
- Budgetary controls
- The best trigger points and combinations to activate purchase
- Usage statistics to measure return on investment

## How it works...

The library can choose to make more than 180,000 ebooks available through the dawsonera reader portal, and/or the bibliographic records may also be loaded to the library catalogue or website. Content is also discoverable through products such as Primo or Summon, whereby libraries do not wish to load content to the OPAC.

There are 3 trigger points that drive the acquisition of content through demand:



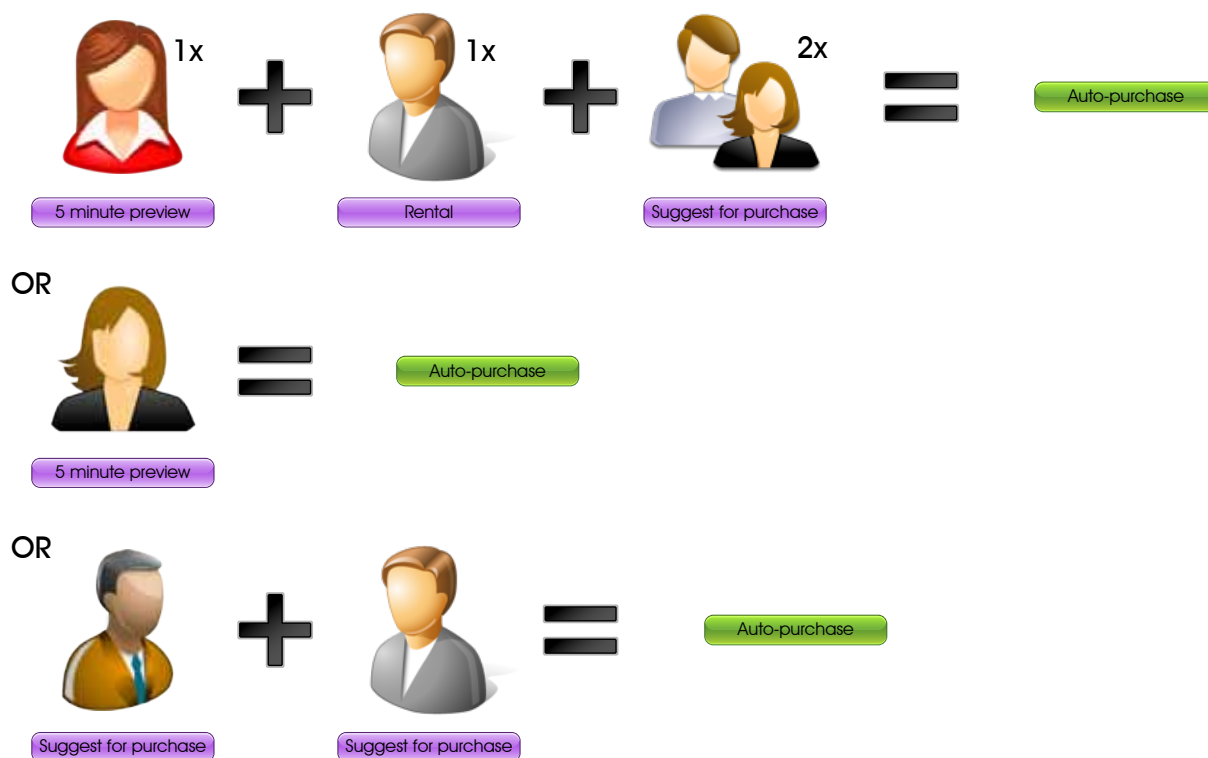
## Value for money

PDA proves excellent value for money as there are no pre-charges for content (unless using the rental model). Once purchased there are no more fees to pay – your library owns the ebook in perpetuity and is guaranteed up to 400 access credits per year.

## In summary

You can mix and match any trigger points, and may wish to use two or three combinations to automatically purchase content.

## Making PDA work for you...



## Sign-up today!

As there are no set-up fees, you can start building your ebook collection today; simply contact a member of our sales support team.

Alternatively, if you would like to arrange a 30 day free trial, live demonstration, or take advantage of our title matching service, please contact a member of the dawsonera team on +44 (0)1933 417500, or send your questions to [enquiries@dawsonbooks.co.uk](mailto:enquiries@dawsonbooks.co.uk)

Please visit our website [www.dawsonbooks.co.uk/services/e-books](http://www.dawsonbooks.co.uk/services/e-books) for further detailed information and press releases.