

## **GOBI® Library Solutions from EBSCO**

### **Branding Update – FAQ**

#### **I saw a GOBI logo change with the EBSCO brand. Is something changing at YBP?**

No, this is simply a branding change. There are no additional changes that impact our organization, the contacts that YBP customers have across the company, or the services that we provide.

#### **Why did we make this change?**

Although YBP Library Services has been working with academic libraries primarily in North America, Australia, Hong Kong and New Zealand for over 40 years, YBP is not as well known in other international markets where we're expanding access to more academic libraries. In fact, in some countries, the terms "Yankee" and "Peddler" have negative connotations. Since EBSCO already has a strong brand and reputation among academic institutions worldwide and the Sales teams in these areas are representing YBP along with other EBSCO services, it makes sense to incorporate EBSCO into the new brand. In addition, during branding discussions with members of EBSCO's Academic Advisory Board, it was clear that GOBI is a very familiar product brand that represents choice of formats, suppliers, and publishers.

After careful consideration and with all of this feedback in mind, we are transitioning YBP Library Services to GOBI Library Solutions from EBSCO effective October. Over the next few weeks and months you will see this new brand represented in everything we do from our website, emails, and newsletters to invoices, packing slips, and shipper boxes.

Although this represents a change in the global brand, it does not change our core mission—to provide the best in collection development, acquisition and workflow solutions for our customers. It's what we've always done and will continue to do regardless of our name.

#### **Who did we consult in making this change?**

- North American Academic Advisory board at ALA
- YBP and EBSCO leadership
- International sales teams

#### **If GOBI is now an EBSCO service, will we still have the same options for print and e-books?**

Yes, while the name has changed, the new GOBI Library Solutions from EBSCO will provide the same choice of formats, publishers, and aggregators as it did under the YBP name. EBSCO eBooks are just one of the more than two dozen e-suppliers that libraries can choose from when making their collection development decisions.

### **What does the new logo look like?**



### **When will everything be updated?**

The YBP website will migrate to a new GOBI Library Solutions from EBSCO website in mid-October and can be accessible via [ybp.com](http://ybp.com) and [gobi.ebsco.com](http://gobi.ebsco.com). Additional communications including 60 Second Update, emails, and other marketing communications will begin carrying the new brand over the next few weeks and months. In addition, operational items including invoices, packing slips, and shipper boxes will also be re-branded on a similar timeline.

### **Will my YBP customer service contacts be the same?**

Yes, customers can still continue to reach out to their familiar YBP customer service contacts at the same email address that they do today.

### **Since YBP is changing its brand name, will I need a new W-9 form?**

No. GOBI Library Solutions from EBSCO reflects a change in our brand only so our legal entity will remain the same. Libraries will not need a new W-9 form.

### **Should I anticipate other changes?**

No, this is simply a branding change. There are no changes otherwise. As it relates to the use of the new brand, over the next few weeks and months, it will be seen on letterhead, business cards, signage and posters at conferences and events, promotional flyers, invoices, packing lists, and shipment boxes.