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From our Managing Director



Dear Customer,

On the 27th of January the City of Paris Library Network went live with its V-smart system. The implementation process was quite intense in the last days before the go-live event with staff from both our organization and the Library Network working hard to meet the necessary deadline. The result however was a successful go-live on January 27th, as planned. Likewise, we enjoyed additional success in North America; the East Baton Rouge Parish Library System in Louisiana, U.S.A., selected V-smart as its next generation library system. And in Canada the Bradford West Gwillimbury Public Library chose V-smart after diligently evaluating alternative systems in an open tender.

Besides sales in North America, the National Library of Aruba also selected us through our Dutch operations. The implementation will take place in the coming weeks: we expect that it won't be difficult to find consultants who are willing to make a trip to this beautiful island in the Caribbean!

Also in January I attended the American Library Association's winter conference in Denver in the United States. I had the opportunity to meet with customers and industry analysts and discuss our perspective on the market and prevalent technological trends. I emphasized our current development efforts, which focus on the creation of a new online experience for library users and improved ways for libraries to attract and retain a highly savvy web audience. This theme was also echoed in our presentations at the Dutch user group meeting in February; through solutions for usage analysis, customer relationship management and an engaging online environment, we now place the "the user" squarely at the center of our development approach.

With winter behind us, the spring spirit of growth and renewal is evident. We will release new versions of V-link and V-insight in the first months of 2009. We will also continue our drive to innovate as we release V-smart version 2.0 and Vubis Smart 3.0 in the summer, and carry on the development of our new online user platform.

In this newsletter you may read more about interesting projects at various customer libraries. The Kingston Frontenac Public Library in Canada won a noteworthy award together with the Toronto and Hamilton public libraries for the 'Ontario Time Machine' project. In Belgium, users of the Turnhout Public Library can now listen to music in the library's collection through an exciting implementation of V-link, Infor's OpenURL Resolver. And Eric Conderaerts, Director of Product Management, sheds more light on the need for CRM within libraries.

I look forward to hearing from you with any questions or suggestions, and wish you happy reading!

Sincerely,

Ann Melaerts

V-insight at the Niagara Falls Public Library

The Niagara Falls Public Library, located in Niagara Falls, Ontario, Canada, is one of nearly 30 libraries that implemented V-insight, Infor's statistical analysis portal, in 2008. V-insight provides libraries with key performance data and metrics to support decision making at all levels. The application has been particularly valuable for the Niagara Falls Public Library, which has 4 branches, over 40,000 registered patrons, and an annual circulation of over 690,000.

The benefits of V-insight include the ability to analyze operations and gain a comprehensive understanding of trends. In the words of Jan Leak, Systems Administrator, at the library: "Ongoing analysis of trends and the ease of use in obtaining that data are essential to any library. Collection development, staffing usage and coverage, purchasing decisions and the day-to-day operation of a library can easily be analyzed using V-insight. Managers can be given true insight into the library operations before key decisions have to be made."



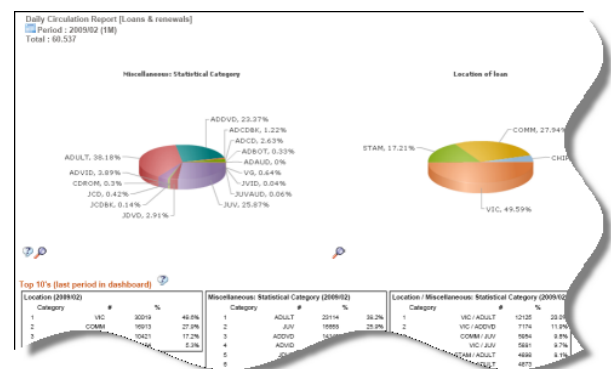
Jan Leak
Systems Administrator
Niagara Falls Public Library

"Central to understanding trends and usage in the library is the ability to easily recognize key indicators," continues Jan. "A large number of standard statistical analysis reports are available in V-insight. Categories include borrowers, loans and renewals, collection usage, bibliographic information and hot-lists of most popular and requested items. Decision making relating to collection development has become simpler with V-insight. We can see at a glance which genres are the most popular, which materials circulate the most, which items we need to purchase more copies of. V-insight makes it simple to view the busiest hours of the day and to arrange staffing accordingly."

Usability is another important feature of V-insight. The application's 'pick and click' interface enables users to quickly select criteria and customize the analysis according to the area of interest. Jan Leak: "The V-insight interface couldn't be simpler. One can select by day, month, year, quarter, compare between years, compare between months, the possibilities are endless. Statistics can be easily exported to a spreadsheet, made into a chart and shared with other personnel. Users can create and customize depending on what area of library service they are concentrating on."

Ultimately, the benefit of V-insight manifests itself in improved operational efficiencies. Says Jan Leak: "The introduction of V-insight has had a tremendous impact on our very small two person IT Department. We have always produced reports and statistics for managerial staff but it could be time consuming. Whilst SSP, the integrated report generator for Vubis Smart, is powerful, it can take some time to write and produce a final report. Although we still use SSP regularly many of the requested statistics are now obtained through V-insight without the intervention of IT staff."

Asked to point out her favorite features of V-insight, Jan Leak concludes: "I can't pick a favorite; I adore the whole entire product!! But if you must pin me down it has to be how easy it is to share information with other managers."



V-insight Version 2.0

In the coming months Infor will release Version 2.0 of V-insight. With V-insight, Infor's statistical analysis portal,

customers can easily obtain customized statistics to support collection development, staffing policy, marketing efforts, and more.



Major changes in V-insight 2.0 include compatibility with both the Caché 2007 and Caché 2008 database versions, new "cubes" for an extended list of data types and additional data "hotlists". The "cubes" represent a set of grouped data elements that can be analyzed according to any combination. In version 2.0, the "cubes" have been expanded to include additional data types for bibliographic descriptions (MARC21, UNIMARC, and "Smart" format), borrowers, circulation, reservations, items, as well as web sessions and requests.

Beyond new "cubes", version 2.0 also features new "hotlists". These "hotlists" are specific lists of records that are ordered by popularity. In version 2.0, new "hotlists" will include items and bibliographic records for most popular loans and renewals, and the most popular reservations. In addition, the search requests "hotlists" will list the most popular bibliographic records, the most popular search terms, and the most frequent search terms that lead to 0 hits.

Functionally, V-insight version 2.0 includes the following new features that further simplify statistical analysis for the library:

- Support for multiple bibliographic databases and circulation meta institutions
- Alphabetical ordering of report criteria in the dashboard sections
- Additional drill-down types for loans and renewals
- Display of recent updates in statistical preferences
- Option to manually update cubes and hotlists

A complete and detailed overview of new features in V-insight version 2.0 will be made available for customers

on Infor365.

Bringing Old Books to Life: The Ontario Time Machine

The Kingston Frontenac Public Library, a long-time Infor customer in Ontario, Canada, is doing its share in bringing old Ontario books to life on the Web. The 'Ontario Time Machine', a joint project of the Toronto Public Library, the Hamilton Public Library, and Kingston Frontenac Public Library, provides students and teachers with a digital collection of historical items through a page-turning online user interface.

Using the 'Ontario Time Machine', visitors can literally travel through time by going into the pages of old books in 10 different categories. The OTM is for students in Grades 7 and 8 studying history from 1759 to World War I. The site is designed to support the Ontario Ministry of Education curriculum expectations for student and teacher learning activities.

"Libraries are critical to student success," says Deborah Defoe, CEO, Kingston Frontenac Public Library. "This is a natural extension of what libraries do best - connecting people with information. The Ontario Time Machine will help students develop their inquiry, research and communication skills. We present them with a rich learning environment that entertains, educates and informs."



Recognizing innovation and excellence in public library service, Ontario's Ministry of Culture awarded the

Toronto, Hamilton, and Kingston Frontenac public libraries the Minister's Award for Innovations for the OTM partnership project. Learn more about OTM at: <http://www.ontariotimemachine.ca/>.

For more information about Kingston, visit: www.kfpl.ca.

The Need for CRM in Libraries

By Eric Conderaerts, Director of Product Management

It goes without saying that library customers have become more knowledgeable and demanding in an era marked by an abundance of information resources and services. As with any industry, libraries too face growing challenges to continuously meet customer expectations, and attract and retain users in light of plentiful competition. The ability to understand customers, build relationships and market diverse services is imperative when considering ways to expand service offerings and improve Return on Investment (ROI).

CRM - Customer Relationship Management - underpins any effort to grow usage and demonstrate ROI. In its broadest sense, CRM comprises three essential areas: customer management, usage analysis, and marketing. In this comprehensive approach to CRM, these three areas "collaborate" to create the best possible and most rewarding experience for many different groups of library users.

The first area, customer management, pertains to the storage of core information, such as name, addresses, transaction history, etc., but extends into a wider spectrum. In this context one should think of managing customer correspondence (questions, suggestions, and complaints), the interfacing with customer subscription and payment services, and the safeguarding of customer data integrity. The second component of CRM, usage analysis, involves the in-depth understanding of user

behavior correlated with demographic breakdowns and geographic patterns. Usage analysis, along with the ability to granularly slice data, enables libraries to assess performance and determine paths for improvement. Marketing, finally, relates to a set of activities, ranging from promoting offerings to delivering engaging new services.

In combination, the three aspects of CRM - customer management, usage analysis and marketing - provide libraries with an important tool to deliver services that are aligned with user needs. Collections, after all, must reflect the prevalent and varied interests amongst different constituents within the community. The online experience furthermore should mirror a new paradigm of information delivery, extending beyond search to involve collaboration and community building. By deploying CRM solutions, libraries can effectively communicate with customers, understand their needs in today's environment, and continuously deliver relevant services and experiences.

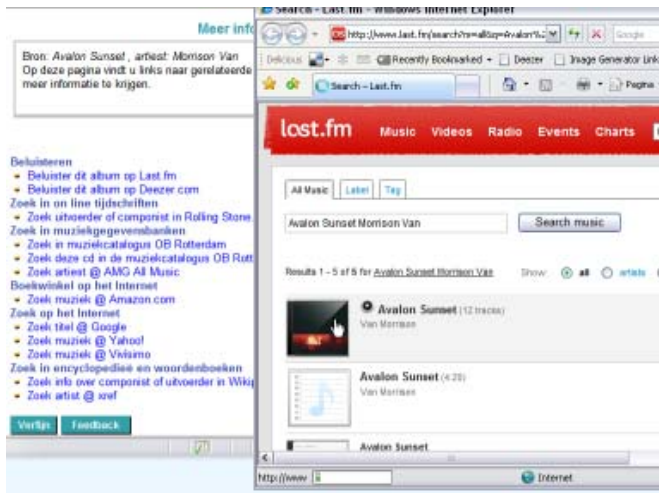
With this in mind, our development strategy at Infor has increasingly focused on ways to improve the library user's experience. We currently provide our customers the tools to understand trends and usage (V-insight), and will be deploying new customer management functionality within V-smart. We are also developing a new platform for libraries to promote services, encourage user collaboration, and advance the role of the library as the information hub in the local community. In unity, these efforts implement an holistic approach to CRM: together, new functionality and applications will provide libraries with the necessary means to attain critical objectives of meeting user needs, ensuring growth in usage and achieving maximum ROI.

A Musical Focus on OpenURL with V-link

At the Public Library of Turnhout in Belgium music lovers now enjoy a new, musical journey in the Vubis Smart catalog. When searching for music, users can



listen online to numerous albums from the library's collections by simply clicking on a button under the description of the CD. Through V-link, Infor's OpenURL Resolver, users link to a complete description of the album on two music sites - <http://www.last.fm/> and www.deezer.com - where they can immediately listen to any given track.



"Using V-link, we were easily able to link our audio collections directly to the relevant albums on free music sites," says Paul Wouters, Director at the Turnhout Public Library. "Unlike other solutions, users are not required to install any software. Another benefit is that users can replay the music as often as they want, without any time restrictions."

Beyond audio, V-link provides library users access to a range of information resources including journals, movies and books. The library can define precisely which resources are available and set up parameters such as profiles, resources, syntaxes, genres, rules and more.

Libraries can implement V-link in two ways: as a 'self-service' look-up tool or integrated in the Web OPAC search results. In the first scenario, implemented at the Vrije Universiteit Brussel (VUB), users can find context-sensitive links by selecting specific criteria (material type, title, author, etc.) in the V-link interface. When



integrated in the Web OPAC search results, users select an item and then click on the V-link icon to continue their search in library-defined resources. The Public Library of Breda, for example, draws its users' attention to V-link through a button in the catalog that reads: "Click here for more information about this title". A separate page opens and users can then search additional sites for more information.

Paul Wouters: "At Turnhout we have taken full advantage of the capabilities of V-link to provide our users with access to many additional resources. The link to music sites from within our catalog is a good example of how V-link can easily improve the value of the library's collections and resources."

To learn more about V-link, visit: <http://www.vubis-smart.com/html/envlourlr.htm> .

A demo of the V-link implementation at the Turnhout Public Library can be viewed at: <http://screencast.com/t/WIX1q5hsGJ1>.

To view the V-link implementation at the VUB, visit: <http://biblio.vub.ac.be/vlink/VlinkLookup.CSP?genre=article>.

The Web OPAC of the Breda Public Library is available at: <http://vubis.bibliotheekbreda.nl/vubisweb/vubis.csp>.

Several Dutch Libraries choose V-smart and Vubis Smart

A number of Dutch libraries have recently chosen for V-smart and Vubis Smart, Infor's integrated library systems, including the Netherlands Institute for Curriculum Development (SLO) and the Theological University Apeldoorn (TUA).

The SLO serves as a national expertise centre in the Netherlands,

providing independent and professional advice and support for curriculum development in primary, secondary, and vocational education. The organization's curriculum projects usually involve many partners such as the Ministry of Education, other specific expertise centers, schools, teacher colleges, publishers, universities and many others throughout the country. The SLO will implement V-smart, Infor's web-based library management system, to provide policy makers, schools, universities and businesses improved access to relevant publications. For more information about the SLO, visit: <http://www.slo.nl/organisatie/international/>.



In the meantime, the Theological University Apeldoorn has implemented Vubis Smart to support faculty and students in research and



learning. The library's collections include 45,000 titles, journals, reference works, doctoral theses, and more. Visit <http://www.tua.nl/index.php?paginaID=18> for additional information about the TUA library.

Working 30 Times More Effectively with "The Sentry"

In the public libraries of Malmedy-Waimes in Belgium each cataloger enters more than 500 items and title

descriptions each day using a sophisticated yet easy to use piece of software.

Like many other libraries with no staff to spare, Malmedy faced a momentous task: the library had over 90,000 items that were circulated by hand, and had no available time to catalog them. "Cataloging all items could not be accomplished in a reasonable time-frame and with only 3.5 FTE, we calculated it would take us over 19 years to manually complete the retrospective conversion", says Roseline Lemaire, Chief Librarian.

In order to eliminate the backlog with little or no manual data manipulation, Infor and the library developed a three-layered



software approach. The first layer enables the scanning of the book's EANcode, an inventory code (also programmed in an RFID chip), institution, location, and record type. The software translates the EANcode to the ISBN. On the basis of this information, the application creates a simple text file in an Access database with a single line for each item.

Next, Infor created a specific loader in Vubis Smart that automatically generates a minimalistic summarizing bibliographic description (bibliographic record number and ISBN) using the information contained in the Access database to create the item records that are linked to the bibliographic description. The system only generates a record if the ISBN appears in the Access Database and not in the Vubis Smart database. Once the record has been created the item is ready for circulation.

The third software component, called the "Sentry", automatically enriches the bibliographic record at the end of each day. The Sentry gathers the newly created bibliographic descriptions and then, using the ISBN,

queries an external database (the catalog of the Bibliothèques Publiques de Bruxelles). If the database contains the ISBN, the records of Malmedy-Waimes are automatically enriched. A second Sentry queries the Bibliothèque Nationale de France. Over 70% of the titles can automatically be recovered through these two external databases alone. The remaining titles will be either manually complemented or automatically enriched at a later date. In the meantime, The Vubis Smart "nightwatchman" function checks once a week if the missing titles have been made available in the external databases. This aspect of the process also gives the software its name "the Sentry", as it literally keeps an eye on the external databases in order to benefit from external metadata and update the local catalogue to the extent possible.

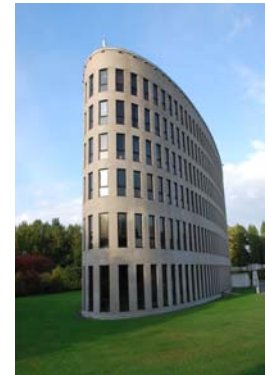
The library gained great efficiencies as a result of these tools. Roseline Lemaire: "I knew that it had to be possible to work in this manner. I also realized that we needed to revisit our work methods and to ensure that automation would not be an end in and of itself but a means to properly accomplish our mission." In addition to the regular daily activities, library staff entered nearly 10,500 copies (and 70% of the related descriptions) in January alone; a nearly 30-fold increase from the manual process.

Roseline Lemaire: "We now run the process once a week. Our focus remains on serving the public, leaving automation to the Sentry."

For more information about the Public Libraries of Malmedy-Waimes, visit: <http://www.wamabi.be/>.

Dutch Speaking User Group Meeting

The user group meeting for Dutch speaking customers was held on the third of February in Belgium. Approximately 200 people attended the event, which took place at the Vrije Universiteit Brussels, in Belgium. The day was marked by two themes: the availability of new products (V-smart) and upcoming releases (Vubis Smart and V-insight) on the one hand, and the use of



various products for CRM (Customer Relationship Management) purposes on the other hand.

The morning program included an Infor update by Ann Melaerts (Managing Director) and the product roadmap overview by Eric Conderaerts (Director of Product Management). Eric provided additional detail about Vubis Smart release 3.0, which will be available later in 2009. Release 3.0 will be one of the largest releases ever and include tens - and even hundreds - of new functions in multiple modules. The morning program concluded with a V-smart update, followed by Karolien Selhorst from the Vlissingen Public Library who spoke about the library's mission to make life-long learning concrete for people in today's information intensive society.

The afternoon was dedicated to practical implementations of customer-related services. Presentations focused on the ways in which Infor products can strengthen the library's relationship with its customers. Through a combination of the integrated library systems (Vubis Smart or V-smart) and V-insight, customers have a sophisticated, and quickly implementable, cost-effective solution for operational CRM (e.g. direct marketing) and analytical CRM (using V-insight).

Paul Clemens, Development Manager, spoke about "collaborative software" and described how SOA (Service Oriented Architecture) supports the process of online registrations, online address verifications, "double opt-in" and online payment. H el ene van

Buijtenen then elaborated on the use of V-smart / Vubis Smart and V-insight for CRM purposes. Going beyond traditional library systems, these products will include customer relationship functionality, such as a new contact administration module which will enable the registration of various types of contact information in addition to traditional circulation data.

Eric Conderaerts concluded the day with a presentation about new forms of customer interactions, which are not limited to the back-office. Eric demonstrated a prototype application, currently in development, that will enable libraries to engage with customers in an innovative and mainly personalized manner.

Welcome to the Vubis Smart and V-smart Family

- National Library of Aruba, Aruba
- Bradford West Gwillimbury Public Library, Canada
- Canadian Museum of Civilization, Canada
- Les Pavillons-sous-Bois Public Library, France
- Netherlands Institute for Curriculum Development (SLO), the Netherlands
- Theological University Apeldoorn, the Netherlands
- East Baton Rouge Parish Public Library, US

Visit us at the Following Events

2009 Annual Florida Library Association

Visit us at the 2009 Annual Florida Library Association from May 6 to May 7.

North American User Group Meeting

The North American User Group Meeting will be held at the Niagara Falls Public Library in Canada from May 12 to May 15. A great conference is being planned at one of the world's most magnificent sites.

Special room rates are available at the Hilton Niagara Falls Fallsview—visit: <http://www.hilton.com/en/hi/groups/personalized/XLVNFHF-NFPL-20090510/index.jhtml>.

ALA Annual Conference 2009

Visit us in Chicago, Illinois, July 11-14 at the McCormick Convention Centre.