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## From our Managing Director



Dear Customer,

If we are to identify overall top technologies in the past year, a number of trends would make the relatively long list. We can think of cloud computing, service oriented architectures, social computing and mobile applications - just to name a few. These and other trends have impacted libraries in many ways. Online discovery platforms integrate social networking tools and support user-generated content; a Service Oriented Architecture (SOA) enables libraries to expand their technological infrastructure and provide additional services; libraries are increasingly looking to share virtualized resources and platforms; and a growing number of users now access the library's services and collections directly from handheld devices.

The prevalent and emerging technologies of the last number of years have created an environment in which organizations can develop products and deliver services in ways that fundamentally put the user front-and-center. We can think of self-service systems, fully customizable online products, 'on demand' services, real-time information sharing with friends in our social networks - and the list goes on. This environment has of course also created immense opportunities for libraries, as we have seen with the deployment of new user interfaces or the use of RFID, for example. But I also believe that libraries can still benefit more fully from certain technological advances that we are currently witnessing. At Infor we decided to take a close look at the trends and technologies that have shaped - and are continuously shaping - the ways that consumers interact online with information, products and services. The result of these efforts has been a focus on a user-centered software architecture that will provide our customers with new ways to extend service offerings, manage customer relationships, and promote their collections.

In 2010 we will further develop our products on the basis of a user-centered architecture. We have already released new versions of our ILS (Vubis Smart 3.0 and V-smart 2.0) which incorporate a large array of workflow enhancements that dramatically improve the delivery of services to users. In addition, version 2.0 of V-insight, our statistical analysis portal, is now available. In the year ahead we will be adding a new product - Iguana - to our product offerings. Iguana is an online user collaboration platform that addresses the growing need for information discovery in a social, personalized and 'portable' setting. You can watch a brief video about Iguana at: [www.experience-iguana.com](http://www.experience-iguana.com)

As we leave 2009 behind us, I would also like to thank you for your ongoing partnership and trust that have made our success to date possible. We will keep communicating our plans to you and look forward to an ongoing dialogue about our products as we move forward in the development and release cycles. For any questions, please feel free to contact me directly at any time.

I wish you all the best for the New Year.

Sincerely,

Ann Melaerts

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## Hello Iguana!

We have created a short video describing Iguana, our next generation user-interface. You can view the video by going to [www.experience-iguana.com](http://www.experience-iguana.com). On the site, you can also sign-up to receive more information as we move forward with the development of this exciting new product.



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## Vubis Smart 3.0 - Our Biggest Release Ever

Vubis Smart release 3.0 is now available. As Infor's biggest release of its ILS products ever, release 3.0 includes a rich array of functional enhancements that improve workflow and Web OPAC functionality.

"Vubis Smart release 3.0 is our largest and most significant release to date. The enhancements deliver further flexibility in workflow management in ways that ensure better and more relevant delivery of services to library users," says Eric Conderaerts, director of product management. "Borrower management, for example, has been expanded to include contacts management, enhanced invoicing and new communications tools. The Web OPAC now features better access to user activities and the library's resources through user-contributed metadata, faceted search, mashups and reading lounges. This release is a significant milestone in the development of Vubis Smart and an important element

in our customers' ability to deliver next-generation services to their users."

In addition to changes in the existing functions, release 3.0 also features new tools that meet a variety of requirements ranging from the management of borrower contacts (CRM) to mobile library routes and stock taking. Other changes include enhanced flexibility to manage holdings, improved control over serials management, and additional acquisitions tools to process partial and standing orders. The circulation module in particular includes a large array of enhancements such as expanded collection agency functionality, more control over invoicing, additional options for customer communications, and improved reservations management.

In the Web OPAC, release 3.0 delivers exciting new tools for library users to discover information resources in the library catalog and beyond. With faceted search, users can now easily explore the library's holdings and resources. Users also enjoy enriched content in search results including cover, back cover and table of contents from sources such as Electre, Amazon, Google Books, Digileen, etc. The Web OPAC also features improved social networking tools through the addition of integrated 'reading lounges' where users can interact around a variety of topics and reading lists. The Web OPAC has thereby been opened up for community participation through user contributed metadata.

For more information about Vubis Smart release 3.0 please contact your account representative.

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## Assisting the Elderly Through a Community Information Database

By Lisa Thomas, Information and Computer Services Manager, Caerphilly Library Service

*Meeting the information needs of the elderly is a primary objective for the Caerphilly Library Service in the UK. The Library serves a County population that includes nearly 60,000 people who are over the age of 50 and need to remain informed of the engagement and*



**Libraries Council HOMEPAGE**

Start Over - NEW SEARCH

Add a Group / Organisation

Help

### Local Groups - Quick Search

Search for Local Groups

### Local Groups - Advanced Search

### Hot Lists

★ Welcome to our Community Information Database.

Whether you are looking to take up a new sport, find out about evening classes or just want to make some new friends then you've come to the right place.

This database allows you to:

- \* Search by the name of the group you want to find (eg. Blackwood Miners' Institute)
- \* Limit your search to groups in a geographical area (eg. Rhymney)
- \* Access recommended websites in the HOT LISTS section

Need help searching the database or Want to add a group or organisation?  
Click on the HELP option for some hints and tips.

Record data entry - Windows Internet Explorer

http://libraries.caerphilly.gov.uk/vs/MetaDataEdit.csp?Profile=Profile10&OpacLanguage=eng&EncodedRequest="EB\*D0\*B3\*F8\*1F\*FE\*D2\*8B\*93\*03\*EC\*3B\*40\*AS\*1PF7&Ac

### Record data entry

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Select template (Moderator Access Only)

Import profile for validation (Moderator Access Only)

Load record for review (Moderator Access Only)

Please Add a short description of your record

---

Group / Organisation:

Address:

City:

Post code:

Telephone number:

Fax number:

Email address:



**Libraries Council HOMEPAGE**

Start Over - NEW SEARCH

Previous Page

Log off

Record editor

### Full description

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<b>Organisation:</b>	Healthy Living Centres.
<b>Contact:</b>	Gerwyn Harris
<b>Telephone number:</b>	01495 235313
<b>E-mail address:</b>	harrig1@caerphilly.gov.uk
<b>Address:</b>	Pontllanfraith House,Blackwood,
<b>Post code:</b>	NP12 2YW.
<b>Aims:</b>	Friendship and Community based Societies/Organisations.Other
<b>Venue:</b>	u
<b>Last date record was updated:</b>	090520

*support opportunities that exist in Caerphilly. Now, through the library's Web OPAC, users can easily access pertinent information using a community information interface.*

In its "Strategy for Older People" our County has long recognized that more needs be done to support the information needs of the 50+ age group. Many individuals in this demographic group have information needs that could be supported by better access to contact details for local groups, clubs, or advice agencies. As a result, Caerphilly Library Service decided that the development of a fully searchable and interactive guide to organisations would help facilitate these needs and raise the profile of the Service as a key information provider. Prior to embarking on the project, we identified the following key objectives:

- to enhance the existing library catalogue with an enhanced Community Information module that would benefit older people.
- to increase targeted information and encourage the active involvement of older people.
- to improve the partnership with the County Borough and promote sharing of information and good practices.

The primary focus of the scheme was to support older people in the community by providing easier access to information regarding educational opportunities, health, well being, and recreational needs in line with corporate priorities. We soon realized however that the project would ultimately also benefit users of all ages.

We identified that the basic information was already available through an existing publication and there was no requirement therefore to start the process from scratch. Caerphilly County Borough produces an annual 'Who to Contact: Caerphilly County Borough Community Guide and Directory', which is provided jointly by the local authority and Gwent Association of Voluntary Organisations (GAVO) and is published in hard copy and in electronic PDF format from the Council's website.

As a Library Service we saw the potential to use our

existing Web OPAC to develop an online database of local groups, organisations, and advice agencies based in the Caerphilly County Borough area. Our intention was that the online community database would reside alongside the current hard copy guide and would offer people a new and intuitive resource to support their information needs. The database would be accessible from home, at work, or at any of the authority's 19 library points, free of charge.

Earlier this year, we used a Microsoft Access Database to convert the hardcopy guide into the Library Services Community Information Module of the library's online catalogue. We now offer advanced and interactive searching capabilities, which was not previously possible. We also identified that this project could support our overall outreach methodology and would be a fantastic opportunity to work closely with groups and societies that represent older people.

As part of this innovation, we worked with Infor to develop an additional feature that would provide organisations the ability to update their own records directly through a secure login and a tailored web input form. Caerphilly Library Service is committed that a representative of each group is suitably trained and given appropriate permissions to update and maintain their own records in conjunction with colleagues from GAVO.

We launched this service in full at the beginning of November 2009. Further information can be found in the help section of our live Community Information site <http://libraries.caerphilly.gov.uk/vs/vubis.csp>.

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## Moving Towards a User-Centered Architecture

By Eric Conderaerts, Director of Product Management

A customer recently asked me to identify the single most important trend in our industry. Needless to say, this was not an easy question - as we are truly looking at many trends that are continuously reshaping how libraries manage their collections and operations. So

rather than looking at a single trend, I responded by asking a question of my own: where do we see “the action”? And here, I believe, there is a clear answer; the action today is with the user. Today, users interact with information in a social, “on-demand” and personalized context. This of course has clear implications for libraries; it’s the user experience after all that will drive usage and strengthen awareness of the library’s services and collections.

So what does this mean? When looking at next-generation library services, the user experience must be central. And here we need to distinguish between “back-end” workflow and the “front-end” user interface. On the back-end, it is clear that the workflow must touch on the user wherever possible. Collection development must be user-driven. Metadata management must support user-contributed content. Statistical analysis should provide clear and detailed insight into trends and interests. And Customer Relationship Management (CRM) - the ability to communicate with customers and cultivate relationships - must be an integral part of the back-end system.

On the front-end, the user interface must adhere to key principles. The first is portability of content; users increasingly expect to interact with content at a time and place of their choosing. We see this with the prevalence of widgets - small applications that enable users to interact with content away from the original site. For the library this means additional marketing opportunities; by using widgets, you reach out to your users in different places on the web.

The second front-end principle is social. More and more, users consult their social graphs to learn about and promote products and services. Libraries too must facilitate the collaboration around collections and services, albeit with an important footnote: rather than reinventing the wheel, users should be able to interface with their existing social networks. In other words, the front-end must be seamlessly integrated with a user’s existing affinity group(s).

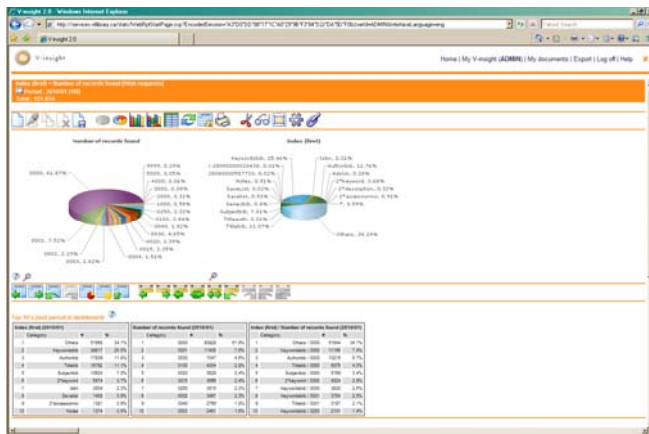
The last point is personalized. Where possible, content must not be generic - but rather catered towards a user’s particular profile. If we know that a user likes certain items or events, we can present information and suggestions that are aligned with his or her specific interests.

The above concepts - a user-driven front-end alongside a user-centered back-end system - form the cornerstone of a User-Centered Architecture (UCA). As we build out our suite of applications and move towards next-generation systems, UCA will be a critical focal point in our development efforts. It will provide our customers with an extensible environment to understand users and to cultivate relationships. On the back-end, much has already been done - we introduced CRM functionality in Vubis Smart / V-smart for example and provide statistical analysis tools through V-insight. On the front-end, we are developing Iguana - our user collaboration and marketing platform. Now, as we move forward, UCA will be at the heart of our approach, providing both libraries and their users with a next-generation framework that redefines the user experience.



## More Analysis with V-insight 2.0

Libraries can now benefit from even more analysis with V-insight 2.0. The latest release of V-insight, Infor’s statistical analysis portal, enables our customers to delve deeper into data, while enjoying the product’s ‘click & pick’ functionality and graphical presentation of



results. We have packed V-insight 2.0 with new options for libraries to easily understand usage and trends and get the information that supports decision making at all levels in the organization.

So what can you expect to see in V-insight 2.0? The focus in V-insight 2.0 is on data mining that provides insight into user behaviour. Which users borrow what materials, and how often do they borrow? You can also detect inactivity amongst particular borrower categories e.g. young people in particular age groups who borrow relatively little. With this type of information you finally have the necessary data to create effective marketing campaigns that increase awareness and drive usage amongst specific constituents.

Another example is the analysis of web sessions and OPAC search requests. What is the search behavior of your users? At what hours do they search? How often do they search? What the most used search terms? What are the most popular indexes? In this manner, V-insight provides a clear picture of online behavior.

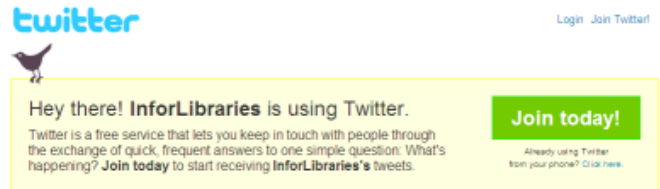
V-insight 2.0 comes with improved drill-down options and built-in support for file formats including PDF, JPEG and PNG. To see these and the many more enhancements in action, contact your account representative and request a system demo.

## Follow us on Twitter and YouTube

You can now also follow us on Twitter and YouTube.

Twitter: [www.twitter.com/inforlibraries](http://www.twitter.com/inforlibraries)

YouTube: <http://www.youtube.com/user/InforLibraries>



## Visit us at the Following Events

### Ontario Library Association Conference 2010

Visit us in Toronto, Canada, on February 25 and 26 in the Metro Toronto Convention Center. Booth number: 104.

### Dutch speaking user group meeting

The Dutch speaking user group meeting will be held this year on March 2 in Tilburg, the Netherlands, in the "Theater De Nieuwe Vorst".

### Public Library Association National Conference

Visit us in Portland, Oregon March 23–27 in the Oregon Convention Center. Booth number 1356.

### Computers in Libraries 2010

We will be in Arlington VA from 12 to 14 April in the Hyatt Regency Crystal City. Booth number 520.

## Welcome to the V-smart and Vubis Smart Family

### V-smart

- Observatoire Royal de Belgique, Belgium
- Kind & Gezin, Belgium
- Public library of Meudon, France
- Public library of Les Pavillons-sous-Bois, France
- Academic library of EM Lyon, France
- Bibliothèques de Blois, France
- Public library of St Raphaël, France
- Public library of Entre-Deux, Réunion

- Warwickshire County Council, United Kingdom

## Vubis Smart

- Public library of Kluisbergen, Belgium
- Public library of Laarne, Belgium
- Public library of Zwalm, Belgium
- Public library of Lubbeek, Belgium
- Daily Bull & C°, Belgium