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## From our Managing Director



Dear Customer,

We are excited to start the New Year with some great achievements behind us. First, we have a new Web site, available at [www.vubis-smart.com](http://www.vubis-smart.com). The site has a new look and feel and improved navigation. I hope you will find the site informative and easy to use.

On the product side— as you may recall—we introduced V-spaces, our federated search solution, in December of 2006. The system has been implemented in libraries across the globe, but one specific implementation stands out. A few months back, the Arachne Virtual Catalogue, a combined project of public libraries in Flanders, Belgium, successfully went live using V-spaces. This implementation enables participating public libraries in Flanders to offer their users a single interface to search public library catalogs, Web sites, search engines and more. You can see the Arachne V-spaces implementation at: <http://www.arachne.v-spaces.com/arachnevsp/vubis.csp>

We have also seen the continued success of our integrated library system, Vubis Smart. Our sales have grown in many different locations and regions, including Ile de la Réunion -an island (belonging to France) situated in the middle of the Indian Ocean! In addition, the Strasbourg library network, which has implemented Vubis Smart, went live on December 3, 2007. Strasbourg is the 7th largest city in France and the city's library network holds more than 1 million books.

Another highlight is the implementation of Vubis Smart at the Swiss Library for the Blind (SBS). We have been working extensively with SBS, as with other similar libraries in Europe, to develop special features for circulation, serials management and cataloguing. An example is an application to lend Braille publications and/or Daisy-Roms through a fully automated procedure, which requires no staff intervention. Our implementation and work with SBS has drawn praise from staff and users, an accomplishment in which we take special pride.

Moving forward, we will continue to introduce new solutions and applications. A particular focus will be the social Web and addressing the needs of users to connect online and share ideas, opinions, thoughts etc. The Vubis Smart Web OPAC will soon be enhanced to further address this trend through "Reading Lounges"- a great online environment for users to "gather around" a variety of topics.

Besides an enhanced end-user interface in the Web OPAC, you will also see the availability of V-insight this year. V-insight is our new Web based statistical analysis application, which incorporates "click and pick" functionality -allowing libraries to easily create statistical dashboards. From a strategy point of view, we will expand and grow our business through a consistent and timely focus on your distinctive requirements. Our emphasis on personalized attention to our customers' needs, alongside product development that addresses the wider trends in the marketplace, will remain our mission in 2008.

I wish you a happy New Year and a lot of reading pleasure in this edition of our newsletter.

Ann Melaerts

## A New Web Site for the Library Division

We are pleased to announce the launch of our new Web site, available in three languages: English, Dutch and French. The new site features an entirely new design and improved navigation. You will easily find information about our products, services, latest news and events.

A highlight of the new site is our Featured Customer on the Home page. We will be updating this section, as well other content on the Web site, regularly throughout the year.

If you wish to be featured on our Home page, or would like to comment about the site's design and usefulness, please send an e-mail to Tamir Borensztajn at [tamir.borensztajn@infor.com](mailto:tamir.borensztajn@infor.com).

The new Web site is available at: [www.vubis-smart.com](http://www.vubis-smart.com)



## Customer Perspectives: Focusing on Target Audiences at Landgraaf Public Library

By Magda Loupias, Landgraaf Public Library, the Netherlands

*For the library to remain pertinent in today's digital age, it must provide concrete products and information services for specific target populations. The library's*

*Web OPAC plays a central role in this regard. Through the implementation of "search tree" technology in the Web OPAC, Landgraaf Public Library offers target groups - such as children, parents and educators - easy, guided access to relevant information.*

It is fair to say that the library in today's society struggles with its identity and even its right to exist. As customer needs have involved, the library has - to a certain extent - lagged behind. What's needed now is a sustained effort to expand and enrich the services we offer our customers. In this context, we should focus on working more extensively with "network partners" - local institutions that provide specific information to their users. You may think of music schools, health organizations, sports clubs and more.

A much heard complaint amongst libraries is that network partners do not sufficiently value the library. Network partners are often unaware of the services the local library offers and are frequently involved too late in the library's educational and health related initiatives. To address these concerns, Landgraaf Public Library has implemented a policy aimed at fulfilling the needs of particular target groups. We now provide a customized, comprehensive package of products and services that our network partners can use to expand their own services.

We should keep in mind that the library has traditionally served as an information broker or reference site. While in the past this function may not have always been visible to our customers, this has changed dramatically with digitization and the availability of online guides (such as the Yellow Pages and references resources). As a result, we can easily demonstrate our role as information brokers and consultants to our customers and network partners. Being concrete is what matters when working with network partners. We must offer a complete package in a specific area, for a specific audience and address the needs of today's user: one click and I have all the information that I need.

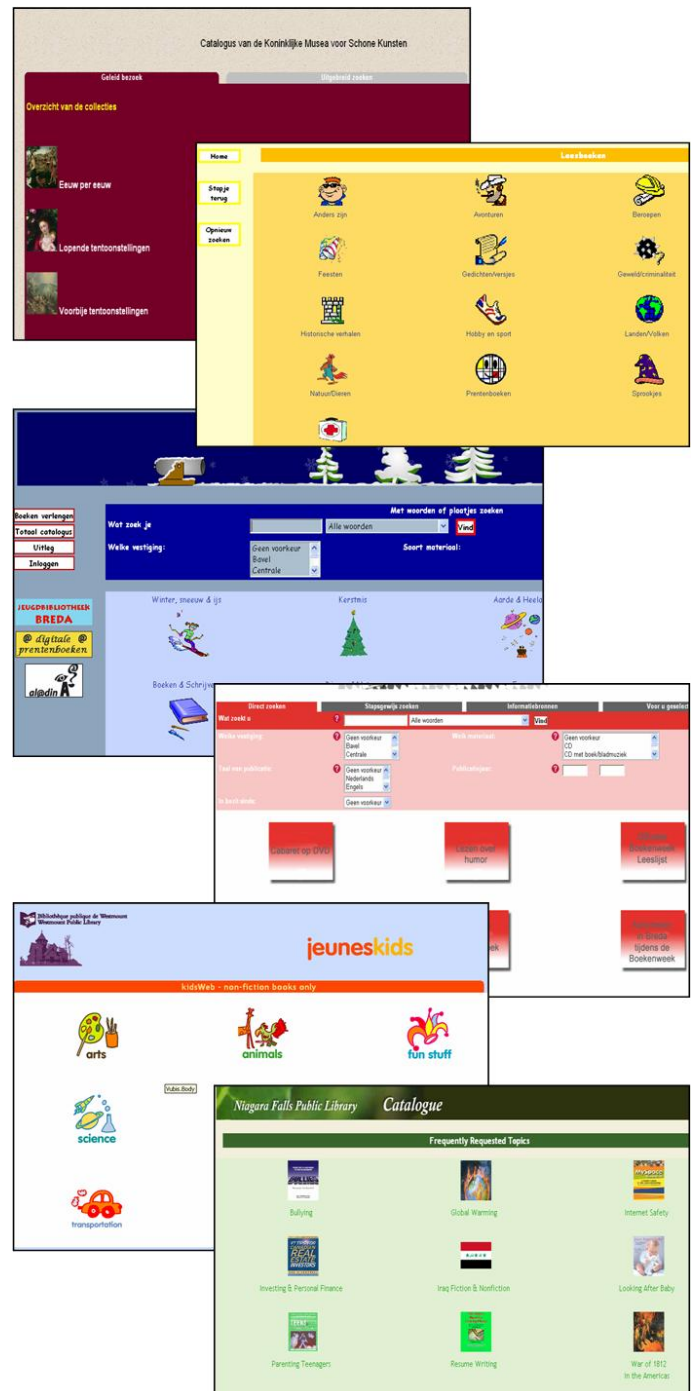
Of course, libraries must have the technology in place

that enables them to effectively cater to defined audiences. Landgraaf Public Library has implemented Vubis Smart, Infor's integrated library system, which incorporates "search tree" functionality in the Web OPAC. Search trees essentially filter information for target groups and guide users in their search. Unlike a regular search or browsing, users do not need to know the proper terminology in order to obtain the right search results. As the search terms and "access points" (e.g. material type) are pre-defined, search trees increase the probability that users find exactly what they are looking for.

Landgraaf Public Library has used search trees to develop a service for parents and educators, positioning the library as a partner in a local organization that caters to youth and families. The library is directly involved in defining the organization's role as an information resource and trusted adviser. Importantly, this formula has also opened avenues for revenue and subsidies.

To view an example of information aimed at target audiences, visit [www.bibliotheeklandgraaf.nl](http://www.bibliotheeklandgraaf.nl) and click on "speciaal voor" (Dutch only).

## Examples of Search Trees in Vubis Smart



The opinion expressed in this article is solely the opinion of the author and does not necessarily express the opinion of Infor Library and Information Solutions

## Library Highlight: Niagara Falls Public Library

The Niagara Falls Public Library, located in Niagara Falls, Ontario, Canada, is a hallmark of the community; the Library boasts 4 locations, over 40,000 registered patrons, an annual circulation of over 650,000 and a wide array of programs and services. In a typical week nearly 12,000 people enter the Library in person to borrow items, participate in readings or visit an exhibit. In 1974, the Library inaugurated a new, uniquely designed main library building. Chief Librarian at the time, Dorothy Van Slyke, said: "The building was designed with nature as its central theme. The hundreds of plants throughout, water running in the fountains and pools, and the rustic walkways give the feeling you are strolling through a garden."



Last year, the Library migrated from its Geac Advance system to Infor's Vubis Smart integrated library system. The Vubis Smart implementation has enabled Niagara Falls Public Library to offer its users new and improved ways to find information and learn about the Library's services. An example is the "What's New This Week" feature in the Web OPAC, which lists new materials that have arrived in the library. The Web OPAC also features

a Kids Catalogue with seasonal flash animation and colorful icons for easy navigation.

Another interesting Web OPAC feature is the integration with Syndetics. For many materials, a color picture of the cover is shown with helpful information such as the contents, a summary, or even an excerpt from the first chapter. Along with advanced search options and user participation tools, the Web OPAC has transformed the user experience.

Says Systems Administrator Jan Leak of the Niagara Falls Public Library:

"With nearly 50,000 electronic visits to its Web site each week, the Library must offer its users an intuitive, feature-rich tool to access our rich and extensive collection. Vubis Smart has provided our users - children and adults - with the necessary means to find the information in an easy and convenient way. The Web OPAC is controlled and customized by the library to provide a knowledge portal that meets the information needs of the diverse users of the Niagara Falls Public Library.

Vubis Smart is the most innovative and flexible system for managing data in a variety of formats. The ability to handle flexible database formats such as UNIMARC, MARC21, Dublin Core and XML is providing us with a unique partnership opportunity. Data from the City of Niagara Falls Museums will shortly be imported into Vubis Smart, with an estimated live date of February 2008.

The key strengths of Vubis Smart are the user-driven tools within the product that put the library in control of managing collections, catalogue information, borrowers, items, transactions and its reporting capabilities."

Visit the Niagara Falls Web OPAC at <http://services.nflibrary.ca/niagvw/vubis.csp>

## From Reporting to Statistical Analysis

By Eric Conderaerts, Product Manager

Ample has been written about the need to effectively derive usage data from an integrated library system and other applications. As libraries have implemented bigger systems, and have offered more services to more users, reporting capabilities have followed suit. Yet the question of usability and in-depth analysis has largely been side-tracked and often neglected. Beyond an "out of the box" solution, reporting must address the ease in which users can obtain data and gain, for example, a comprehensive, useful understanding of the in-and-outs of how services are being used, when and by whom. In other words, traditional reporting does not suffice, but must extend into true statistical analysis.

Analysis of course is a very broad term, so the question really becomes about usability, audience and, in the end, actionable insights. To put it somewhat differently: how easy is it to obtain useful information, who are the people that need to learn something from the data, and what are the actionable insights that stakeholders -such as library directors, marketing staff or circulation staff - ultimately gain? When we think of analysis and analytical tools, we must think of these questions. For a tool to be effective and useful, it must provide relevant answers about diverse trends to various people in the organization.

As we set out to develop V-insight, our browser based statistical analysis solution, we did not just keep these points in mind -we kept them in place as the cornerstone of the new application. If we take the first point- usability-users evidently require that information is available at their fingertips at the right time and in the right format. V-insight provides libraries with canned and customizable automated reports that are easily generated through "click and pick" functionality and visual dashboard reporting. Users can then export the data in a variety of formats for use in a variety of applications.

The second point relates to audience. As with any organization, multiple stakeholders require comprehensive information to introduce or improve services and offerings to various customers. If we think of the library director, he or she will need to see key performance indicators and understand overall trends, such as in-library visits over time and the popularity -or lack thereof -of newly introduced services. Circulation staff, on the other hand, requires a more "narrow" focus -understanding borrower statistics and trends as these pertain to circulation or access services in particular. And then there are selectors who need to understand the popularity of certain genres, material types etc. in order to make the appropriate purchasing decisions. In addition, marketing staff must know which customers to target for specific actions, based on information that is delivered through a few simple clicks. With V-insight, the right people have permission-based access to information that is relevant to their specific role in the organization. The library can easily define users or groups of users who can access data at a functional level (e.g. circulation statistics), at a regional level (e.g. per branch) or report level (e.g. report X, Y, Z).



At the end of the day, however, it is all about actionable insights. What does the data mean and how can it be applied to drive decisions and improve the services that the library offers? For the library, V-insight is a key factor in driving business performance. As trends are presented quickly in a clear and coherent

way, according to customizable criteria, libraries can easily understand the performance of key service areas and align these with the user's expectations and experiences.

It is in this that V-insight offers libraries a vital benefit: through comprehensive and usable statistical analysis, libraries immediately enjoy accurate data upon which to base decision making. A lot rests on the ability to do just that. As libraries seek to expand their service offerings and compete for funds in the process, true statistical analysis will support - and even make - whatever case is at hand.

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## Visit Us At the Following Events

### American Library Association 2008 Midwinter Meeting

The 2008 Midwinter Meeting will be held in Philadelphia, PA, January 11-14, 2008. Visit us at booth: 1737

<http://www.ala.org/ala/eventsandconferences/midwinter/2008/home.htm>

### Dutch & Belgian User Day, January 24

The Dutch and Belgian User Day will take place on Thursday January 24 at the Amsterdam Public Library in the Netherlands.

### Ontario Library Association Super Conference Expo

The Super Conference will be held at the Metro Toronto Convention Center, Toronto, ON, Jan 31-Feb 1st, 2008.

Visit us at booth: 104

<http://www.accessola.com/superconference2008/>

### Public Library Association Conference

March 26-28th, 2008 at the Minneapolis Convention Center, Minneapolis, MN. Visit us at booth number 949

### UK Serials Group 2008 Annual Conference and Exhibition

Visit us April 7 - 9 at the Riviera International Conference Centre in Torquay. For more information,

see: <http://www.uksg.org/events/annualconference>

### The Library Association of Ireland 2008 Annual Joint Conference

Visit us April 15-17 at the Radisson SAS Hotel, Athlone, County Westmeath.

<http://www.libraryassociation.ie/>

### LIS Show 2008

The 2008 LIS Show will be held April 23-24 in Birmingham. For more information, visit: <http://www.lishow.co.uk/>

### North American User Group Meeting

The 2008 user's conference will be held in Helena, Montana on Tuesday, May 20th until Friday, May 23rd, 2008. For more information, visit: <http://www.gaug.org/conference.htm>

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## Welcome to the Vubis Smart Family

- Anzegem Public Library, Belgium
- Wortegem Public Library, Belgium
- Carmarthenshire County, UK