



# V-insight Statistical Portal

As libraries offer increasingly diverse services to their patrons, effective statistical analysis is a must in order to understand how services are used, by whom and when. The key to useful information is in-depth analysis of trends and ease-of-use in obtaining the data. With V-insight, library directors, circulation staff, marketing staff, selectors and others gain true insight into the library's operations and enjoy a convenient tool to inform their decision-making.

## Why V-insight?

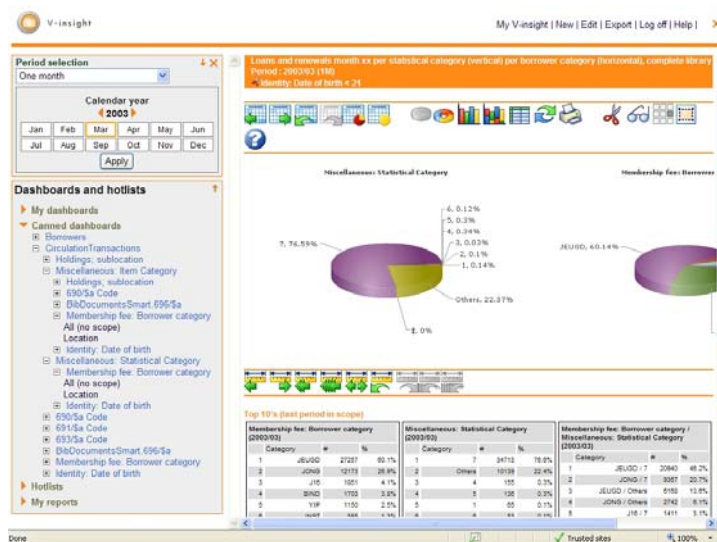
Obtaining relevant, up-to-date information about usage and trends is critical for decision-makers in libraries. Library directors need to see key performance indicators and understand overall trends. Circulation staff must understand borrower statistics, while selectors need the right information – such as the popularity of certain genres or material types – in order to make the appropriate purchasing decisions. Marketing staff, on their part, must know which customers to target for specific actions or promotions.

## V-insight: a statistical portal

V-insight is a Web-based statistical portal that provides libraries with key performance indicators and business performance metrics. Library directors, marketing staff, circulation desk managers, selectors and others use V-insight to gain actionable insights for effective decision making. The system dynamically tracks and delivers key business metrics, creates reports automatically, and broadcasts them without end-user intervention.

## Ease-of-use

Usability is a fundamental component of the V-insight statistical portal. The system features unique “click and pick” functionality, enabling users to easily select criteria and customize analytical reports. Easy navigation and automatic clustering of data further enhance the user experience. Users can also share statistical information without intervention of IT or application managers.



V-insight includes visual dashboard reporting, providing users with tree structured access to statistics based on user permissions and preferences. The dashboard overviews are created dynamically; as statistical analysis is not based on static data collection but is generated in real-time, users can create all types of data slices “on demand”. Users also enjoy graphing capabilities (bar, pie, line, etc.), and export options to Excel (.csv), HTML, PDF and printer.



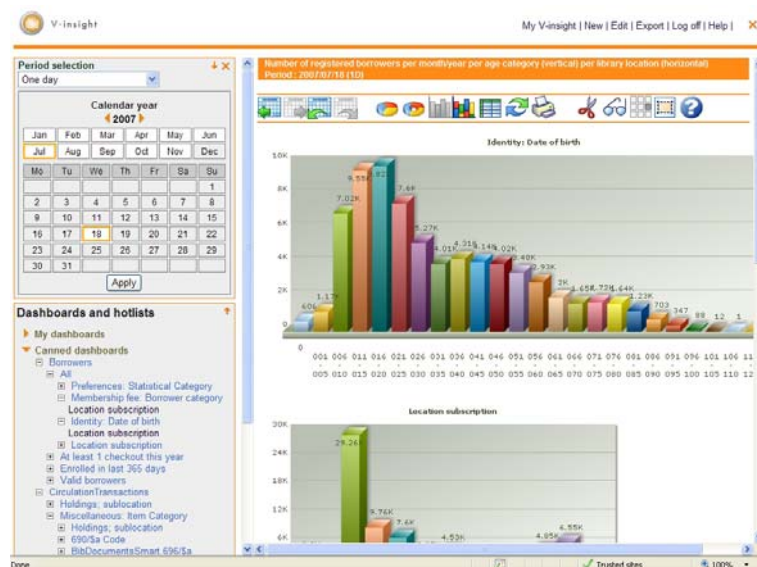
# V-insight Statistical Portal

## Customization and security

V-insight can be easily customized to meet the library's security requirements. The library can define permissions for users and / or user groups. Users can only see the data that they are authorized to access. Security parameters can be defined in a variety of levels. For example, at a functional level (e.g. only circulation statistics), at a regional level (e.g. only statistics for branch X) or at the report level (e.g. only reports X, Y, Z).

## Standard statistics and reports

V-insight incorporates thousands of standard statistical profiles. These profiles include borrower statistics (all, new, deleted, active), circulation transactions (loans, renewals), items (all, new, deleted), collection usage (which % is "on the shelf", etc.), and search behavior: Web OPAC requests (index type, success searches). The library can also view "hot lists" such as the most popular works in circulation, in searching, etc.



## The V-insight interface

The V-insight interface has multiple, convenient options to access information and create statistical reports. Users can select periods (day, month, quarter, year, and year types e.g. calendar, fiscal), choose a graphical display, view "hot spots" (e.g. statistics pertaining to branch, item category, etc.), view top lists, comparisons and tables.

## V-insight highlights

- Web-based statistical analysis of canned and customized dashboards
- Easy access to accurate data upon which to base decision making
- "Pick and click" functionality
- Schedule-based dashboard creation, updating and data processing
- Restrictions to analyze specific slices of data
- Groupings to present relevant information in clusters
- Scoping to allow separation of data over available values
- Uploading and sharing of statistical reports and documents
- Global export of statistical data
- Server can run on Windows, UNIX and Linux; client requires a recent version of Internet Explorer or FireFox and a Flash plugin