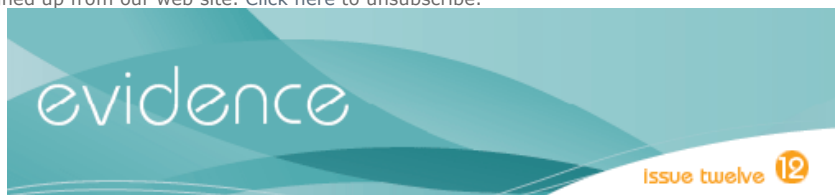


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Welcome to Issue 12 of "Evidence"

After an extremely hectic couple of months, we have returned refreshed after our Summer holidays and are ready to continue where we left off.

We have had a great second quarter to 2009 - bringing in numerous new customers, releasing a major new part fo smartSM in the Procurement Module and had met a good number of both current and potential customers at a wide range of seminars conferences and exhibitions.

We expect the second half of 2009 to be as busy as the first, with continued strong interest in the product in the UK, international launches coming up and a whole load of new features and functionality in the pipeline.

Watch this space!



- › customer news
- › product news
- › ebsm Hints and Tips
- › events



customer news

In the past few weeks, another UK 5 Public Library customers have subscribed to smartSM including:-

- East Riding of Yorkshire Libraries
- Bracknell Forest Libraries
- Wirral Libraries
- Redcar & Cleveland Libraries
- Medway Libraries

We are delighted to welcome them on board and look forward to working closely with them going forward.

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Pass it on

Know anyone who might be interested in our newsletter? Forward this email to up to 5 friends.



We have also now fully implemented smartSM with another 2 Library Services going LIVE including:-

- Durham County Libraries
- North Yorkshire Libraries

Add us!

To make sure you receive future emails, please add evidence@smartSM.com to your address book.



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The months of May and June have seen us demonstrate and speak about smartSM at a wide range of events.

In May we ran the third event in our series of Efficiency Roadshows - this time in the Thistle Hotel, Westminster. This was well another attended event which stimulated a good deal of discussion around the benefits available through the appropriate use of products such as smartSM with RFID. We also exhibited at the Welsh CILIP event at Llandrindod Wells. It was a great platform for our first foray into the Welsh Public Library sector, and we are hopeful of securing our first Welsh customer as a result. Additionally we hosted a joint seminar with Westminster Libraries looking at the benefits of EBSM and investigating how Westminster have been using smartSM in the service.

In June we were at CILIPS event at Peebles, the SCL Conference in Warwick and the Library Information Show at NEC, where we jointly exhibited with Intellident.



product news

This month we have seen the release of v2.0.6 of smartSM which saw the much anticipated launch of our new Procurement Module.

With this major release out of the way, the smartSM development team have had some

time to turn their attention to a new set of powerful money saving EBSM tools that have been in the development pipeline for some time. The next release of smartsm (v2.1), due in mid August, will see the introduction of:

Grubby Stock Refresh: Giving you the ability to locate good condition items that are Dead in other libraries, which can be used to replace the same Grubby item that you were about to throw out and replace via purchase. On average, this powerful tool will help an average library service save many tens of thousands of pounds per year.

Popular Subject Transfer: Identifying underused titles from low demand areas in other libraries which can be transferred into a high demand subject area in your library. This is a particularly useful tool for library services who are facing book fund pressures, helping you to meet demand from your within own service wide collection without eating into your precious book funds. An average customer should again see many tens of thousands of pounds worth of savings arising from use of this tool.

In addition to these new tools, the current Popular Author Transfer tool will be modified to allow selection of specific items from within smartsm, resulting in the creation of a final transfer report that can be exported to your RFID hand held device. The Popular Author toolset has also been modified to allow you to use any time period you want for popularity ranking.

Finally, we will also be introducing some further enhancements to the new Procurement Module, taking into account valuable user feedback over the last 2 months – this will bring further efficiencies into the process of creating detailed Purchase Specifications across the whole library service.

Lots to look forward to then, and we will be delighted to hear your feedback on how these new tools and enhancements are further improving your library service following their release.



ebsm Hints and Tips

Frequently asked questions about EBSM - by George Kerr

EBSM appears to base all of its recommended actions on evidence from existing stock use. Could this lead to a 'dumbing down' of stock to the lowest common denominator?

I assume what is meant is that if a library concentrates only on what appeals to the majority, then minority interests might be ignored and stock breadth could then diminish.

There is no doubt that in general terms smartsm is market led - the various assessments and action plans recommend stock action (purchase and movement) to reflect local demand, so if no safeguards were in place, then, particularly in some very small libraries, this could have the potential of leading to a narrowing of the stock on offer.

With the specific intention of counteracting this possibility, special techniques have been added to the system, to provide a counter balance to take care of minority interests and ensure that stock breadth is maintained.

The first of these is a tool called '**Experimental Purchase**'

This allows local autonomy to staff, to extend the range of stock on offer to test for limited demand. The tool has a built in work flow technique, and is designed to allow front line staff to interact with users locally by by-passing data interpretation. Basically they are encouraged to try out purchase in stock areas which they feel merit special treatment.

For example local staff may feel that some subject areas do not show up for stock purchase because the initial data extraction was based on a very poor selection of stock which was un-attractive to users, or they may be aware that there is a new organisation in the community e.g. a new local photographic society, which they feel is likely to lead to increased demand for books on that topic. It can also be used in association with stock for socially/economically deprived groups, and for stock purchased following local community profiling.

Once an experiment has been requested and approved, stock is then purchased. When the experimental material becomes available on shelves, smartsm's unique tracking enables detailed assessment of the use made of all experimentally purchased groups. Using the evidence of subsequent use compared with expected target use, librarians can then decide on future management of these experimentally purchased collections e.g. (a) If use has been as good as or better than projections, more stock might be

