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Welcome to Issue 2 of "Evidence," our monthly newsletter.

Thank you all for your positive feedback on Issue 1 of Evidence - we were delighted with the response it achieved.

For those of you who missed Issue 1 - you can download a copy [HERE >>](#)

Please feel free to contact us about anything contained within this newsletter - we're here to help and our doors are always open...

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customer news

This month we have been working very closely with existing customers to generate case studies with them on exactly how their stock performance has been progressing with EBSM. The output of this has been extremely encouraging and we will be releasing these case studies very shortly. We have subsequently arranged **3 seminars** (Stirling, Poole and Birmingham) where some of our current customers will be talking about their experiences with EBSM and smartsm. (See **Events Section** for more details.)

We are extremely pleased and proud to announce that we have implemented yet another new customer this month. **Cornwall County Council** now have the smartsm adaptor installed and we are in the process of rolling out the EBSM methodology across their authority. We are delighted to welcome them onboard and look forward to many clotted cream teas and sunny times down in beautiful Cornwall.



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As a result of ongoing discussions, we are very close to being able to announce a couple of **key strategic alliances**. These relationships will allow us to build compelling "holistic" solutions around EBSM in areas such as RFID Stock Management and Supplier Specification. We are confident these alliances will be concluded shortly and look forward to announcing them in next month's Evidence newsletter.

In the meantime, we are extremely busy keeping up with demand for on-site demonstrations of EBSM and smartsm. We are delighted with the response we are receiving and see the time for EBSM and smartsm has truly arrived. To support this demand, we are now actively **recruiting** for additional stars to join our talented team. The role specifications can be viewed [HERE >>](#)

Finally, for those of you who want to see exactly what EBSM and smartsm can do for your authority - we have put a free, online **SMARTSM EFFICIENCY CALCULATOR** on our website where you can generate real data about the benefits you should expect to see based on your own characteristics - both in terms of improved service but also time and cost savings.

You can find the [SMARTSM EFFICIENCY CALCULATOR HERE >>](#)



product news

Things have been hotting up here in the Product Development Team, and it's not just because the summer appears to have arrived in Glasgow at last!

The last month has seen us firming up our plans to take smartsm forward to its next major development iteration. These plans will see the product embracing the EBSM methodology in a more structured manner, by introducing an enhanced user interface that will enable library authorities to schedule the many EBSM tools that smartsm offers, with guidance from smartsm on how best to organise the schedule and the smartsm EBSM tools for optimum stock performance improvements. Configurable user alerts and an intuitive management dashboard showing EBSM progress also feature within our development roadmap. Expect to see some of these changes appearing in smartsm towards the end of the year.

Prior to that, our product development team is also nearing completion of a change to the structure of the EBSM toolset. The tools will now be organised into the more logical stock improvement stages suggested by EBSM - namely 'Stock Maintenance', 'Stock Demand', 'Stock Refresh', 'Stock Removal' and 'Stock Purchase'. This change will fit neatly into the proposed developments for bringing more of the EBSM framework into smartsm later in the year. The new toolset structure will be incorporated into the next release of smartsm, which will be available shortly - as always enhancements to the core smartsm system are at no extra cost to our clients. Also in the next release will be

the new Dead Stock for Non Fiction tool – this has been requested by a number of our clients, and will align the tools that are used within the fiction and non fiction modules more closely.

A final piece of exciting news is that Bridgeall has been awarded a SMART:Scotland award from the Scottish Executive, which will enable us to extend our R&D activities further to enhance the functions and features offered by smartsm. The SMART: Scotland award is a prestigious award given to companies working on solutions which represent a significant technological advance for the UK sector or industry concerned. Look out for more news of how we will be using this award to the benefit of the library sector in future editions of this newsletter. For more information on SMART:Scotland click [HERE](#).

Product Demonstrations

We would be delighted to arrange a no-obligation demonstration of EBM and smartsm for you and your colleagues.

The demo only takes around 90 minutes and can either be delivered face to face, on site in your library or over the internet. To request to see the latest version of smartsm in action, simply send an email to demo@bridgeallsmartsm.com



EBSM Hints & Tips

Stock integration – 'Virtual Stock Ownership' – by George Kerr

This development in stock management provides many benefits – increased value from existing stock, improved service to all segments of the local population, potentially large additional provision of stock and of a wider range of stock. The concept builds on existing co-operation between a range of local libraries from different sectors to try to secure agreements to incorporate them on to the public library LMS. All stock on the new 'Community Catalogue' then becomes automatically available to all clients - there is only one index. The total stock is available for on-line reservation via the web catalogue.

The initiative to integrate the stock of the local disability organisation was particularly interesting. Staff at the Disability Centre were provided with a link to the Public library LMS, and were trained in basic cataloguing so that they could input their own stock data. The cost of one additional licence was deemed a small price to pay by the local authority for access to the organisation's highly specialised collection of items relevant to disability issues. For their part the disability organisation was happy to make their stock available to the wider community since their trade off, was the opportunity to present their stock for reservation on the web catalogue – surely a huge benefit for their clients, many of whom, by definition, find it exceedingly difficult to access the disability centre in person. Access to this new range of stock was an immediate success with high numbers of reservations on line. To our delight, requesting was not just one way. Many public library items began to be requested by disability centre clients so the whole community clearly benefited.

The whole project with the Disability Centre was so successful that they eventually requested, and were provided with, a range of recreational fiction, which was frequently changed – effectively they became a branch library of the system while maintaining their independence of local selection policy.

Many local specialist collections both external and internal with the local authority are ripe for sharing in this way with similar mutual benefits and I will cover some of these in a future edition of 'Evidence'.



guest column

What I want from my Library - Geoff Smith

I use libraries and, like many other users, expect to find a constantly changing selection of relevant and interesting books, and other media, well presented, to choose from. High expectations, yes, but it is what keeps me coming back to the library.

If the bookshops I also use don't offer this then I lose interest. Getting the right stock in the right place at the right time is a shared challenge for booksellers and librarians. Like other retailers booksellers have been exploiting sales and stock data for a long time – they can't afford to neglect such valuable evidence. Together with evidence from customer surveys and orders placed by customers (an indication of what they could stock), it impacts on profit as well as customer satisfaction.

Are all libraries really using the data in their library management systems to help them get the right stock in the right place for their users? Data from the library management systems does not make decisions. But data provides the evidence to support decisions – and encourage confidence in taking risks in stock selection and deployment that leads to users being surprised and delighted.

Many libraries now work in partnerships with their suppliers – and so have more opportunity to do the exciting and imaginative things, important to us users, like reader development, book clubs – and Friends of Libraries. Good partnerships are all about mutual respect, good information on needs and resources available, and feedback on outcomes – not just money. So where does the data from the library management systems fit in to the partnership?

When librarians did the selection it was useful to see how good their selection was by taking the 'retrospective challenge'. That meant taking the titles selected six months ago and delving into the library management system to see how well they had been used,



and regularly repeating the challenge over longer periods. Hard work, but an exercise good for restoring faith in the decisions, learning how to do better, and yes, there were some surprises.

In the partnerships with suppliers the same kind of joint study of outcomes is sensible. Both can learn from the wealth of data in the library management systems. Working together with the data also helps to demonstrate not just value for money and achieving performance indicators but the library's concern for quality and user satisfaction. It can also provide useful evidence in reviewing experience and performance of the partnership, and of supplier selection specifications – the continuous improvement that is good management.

So as a library user (once a librarian, once a bookseller and once a library and information consultant) I'm glad to see smartsm working with libraries and suppliers on tools to make it easy for libraries and their suppliers to take the 'retrospective challenge' on stock selection and deployment. The better the stock I have to choose from the more I'll use libraries!

About:- Geoff Smith became interested in decision support systems and the potential of using library management systems data in stock management in Leicestershire in the 1980's. He learnt of George Kerr's pioneering work in EBSM while a Director of TC Farries and Company Limited and followed it up in the CPI studies and Stamford Seminars on stock management.



events

Upcoming events

We have a busy schedule of events coming up throughout the UK. Come and meet the team at any of the following events:-

August 2008

27th – Free Seminar - Evidence Based Marketing, Customer Loyalty and Supplier Specification, Stirling Council Libraries, Stirling

September 2008

10th - [CILIP LMS Showcase, Britannia Hotel, Manchester](#)

17th - [CILIPS RFID Seminar, Lighthouse, Glasgow](#)

October 2008

8 -10th [PLA Annual Conference 2008, Crown Plaza Hotel, Liverpool](#)

15th - Free Seminar - Evidence Based Marketing, Customer Loyalty and Supplier Specification, Poole Council Libraries, Poole

November 2008

7th - [CILIP LMS Showcase, CILIP, London](#)

12th - [Free Seminar - Evidence Based Marketing, Customer Loyalty and Supplier Specification, Talis, Birmingham](#)

13th - [CILIP RFID Seminar, QEII Centre, London](#)

If you are interested in attending any of these events please click on the relevant link for more information on how to register

For more information about Bridgeall Libraries, EBSM or smartsm visit our website at

www.bridgeallsmartsm.com

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