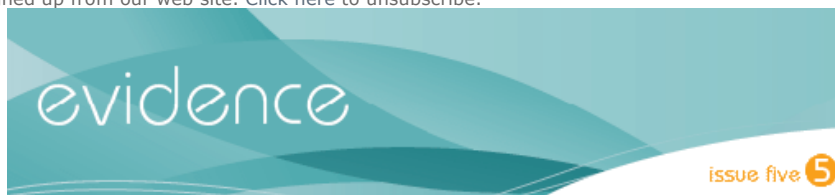


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- › customer news
- › product news
- › EBSM hints and tips
- › Did you know ?
- › events



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### Welcome to Issue 5 of "Evidence"

If you would like to make a suggestion for our Guest Column for upcoming issues, please feel free to get in touch.

Our smartsm Efficiency Calculator has proved extremely popular. For those of you who want to see exactly what EBSM and smartsm can do within your Library Service - you can find the [SMARTSM EFFICIENCY CALCULATOR HERE >>](#)

With another busy schedule of events this month - we look forward to sharing the latest version of smartsm with you very soon.



### customer news

#### Latest customer

This month we are delighted to welcome **South Lanarkshire** to our growing list of customers.

John McGarrity and his team will be our first smartsm customers who are using the **Galaxy** Library Management System from **DS** - so another first for us.

#### Recent Events

We exhibited at the **PLA Conference** in Liverpool (8-10 October). This proved to be a very informative couple of days for us - proving valuable opportunity to meet up with many of our existing customers and partners as well as showcasing smartsm to potential customers and partners. Our Chocolate Fountain proved extremely popular too !!

On 15th October we ran a seminar on EBSM and smartsm - kindly hosted by one of our customers, **Poole Borough Council**. John Lane and his team, supported by Geradine Bodey from **Bournemouth Libraries** helped outline how smartsm was working for them to representatives from **Devon, Dorset, Somerset and Wiltshire** Library Services. An excellent session, giving us all great insight into how smartsm is helping them improve stock performance and a great opportunity for potential customers to discover exactly how it works from other users.

On 28th October, we presented at the **NAG Seminar** in Bristol entitled - Fact Not Fiction: Implementing Effective Stock Management. Another very interactive, well attended and useful session which provoked a good deal of positive discussion agreeing on the need for innovative tools such as smartsm in the modern library service to help deliver the service levels expected by library customers.

#### EBSM Training dates announced.

We have now finalised the dates for EBSM training courses over the next 6 months and these are available on [www.ebsm.com](http://www.ebsm.com) along with agendas. You can view these [HERE](#).

#### Latest smartsm Case Study available

We have recently released a case study on the work that John Lane and his team down in **Poole Libraries** have been undertaking using smartsm.

This **Case Study**, which makes interesting reading, is available on our website and can be downloaded from [HERE](#)



## product news

The next release of smartsm (v1.9) will be available to all of our clients on Thursday 13th of November.

smartsm v1.9 incorporates a number of navigational improvements, new tools and enhanced functionality for the current toolset.

For navigation, a new "Table of Contents" style navigation pane has been added to each of the smartsm action plans, enabling instant access to action plan information regardless of how far down the list it is located – no more searching through pages of information!!.

New fiction and non fiction catalogue maintenance tools have been added to enable long overdue items to be quickly identified and subsequently re-catalogued, and a new set of performance monitoring tools have also been introduced – visually presenting performance over time for popular author provision, overstocked subject areas and understocked subject areas. We have also improved the manner in which swapping is carried out, through the addition of 'Swap Groups' (groups of libraries that will swap amongst themselves).

As always, these new features are provided at no cost to our customers – it's all part of the smartsm service.



## EBSM hints and tips

### **Stock rotation : a user guide - by George Kerr**

The overall objective of stock or collection management, should be to plan and effect stock purchase and movement to :

- (a) Address user needs – this is priority one!
- (b) Maximise use of all stock holdings.

Smartsm helps achieve these objectives by recommending new stock purchase and re-locating existing stock, based on evidence of where demand exists relative to current supply.

The question I am often now asked is, how does this philosophy fit in with the existing mass stock rotation now prevalent in many authorities.

I have endorsed mass stock rotation for many years, using the appropriate utility within your LMS, since this has been, up until recently, the best way of 'refreshing stock', one of the user orientated outcomes identified for me in surveys time after time. Mass rotation not only refreshes stock but can be used IN CERTAIN CIRCUMSTANCES, to achieve huge savings in acquisition costs too. (See my article in last month's 'Evidence')

In the early 1990's I was able to cut my local authority's standing orders for genre fiction by 50% and at the same time the material purchased was used approximately twice as often as it was before mass movement was instigated. EBSM (Evidence based stock management) also provided evidence of additional use for underused non fiction after it was re-located. Quite clearly, library users like to experience continuous stock refreshment and they respond accordingly.

However there is a problem with MASS stock rotation. Although it is effective at moving stock, and it provides the stock refreshment which users like, it is a crude and random process and the software provided does not lend itself to analysis of the effectiveness of the process.

I embraced and promoted mass stock rotation for many years because of the early success noted above. However in 1997 I became aware of a potential problem with mass movement of popular fiction and this alert came from an unexpected source.

I conducted a 'new borrower' survey in 1997. The idea was to ask people joining the library what their expectations, as new users, were. We followed up about 9 months later to see to what extent these expectations had been met - a very useful and powerful way of finding out what users think about the service! One notable discovery was that readers of popular fiction love to work their way through the back list of all titles of any author they have recently come across. A significant percentage of these readers indicated that had suffered frustration on many of their library visits, because they consistently failed to find a reasonable selection of titles by these favourite authors.

The frustration was strongly expressed by our survey respondents to the extent that we even identified that some 'new' borrowers had already stopped using the library altogether!

Investigation showed that this problem was worsened by the effects of mass rotation of fiction. It became obvious that we were moving stock which was currently being well



used and in great demand, out of some service points, and blindly transferring it to other service points where it just sat on the shelves doing nothing. This is clearly bad for customer satisfaction and provides poor 'Best Value' from expensive stock (quite aside from the substantial staff costs in achieving the physical movement). There is no doubt in my mind that this is an inevitable consequence of 'dumb' stock rotation. I have serious reservations about the 'Dynamic stock' concept too, since the relocation produced by this concept is inevitably equally random and pays no heed to local needs.

It was for this reason that, when I started to work with Bridgeall Libraries, I was keen that we should develop reports within smartsm, which effectively help to produce 'intelligent' stock movement by matching supply and demand between service points, for fiction and non fiction.

This process improves customer satisfaction and produces much improved 'Best Value' from existing stock.

I believe there is still a strong case for mass rotation for specific collections like 'formula fiction' and some new non fiction acquisitions. For the rest, my mantra would be "Move low use stock to matching high demand locations but **NEVER** the other way round". This 'intelligent' and effective movement of stock can NOT be achieved using conventional LMS based stock rotation.

If you are interested to find out how we do this, link to our web site [www.smartsm.com](http://www.smartsm.com) and find out how to arrange a demonstration of the smartsm package.

For those sites who are still concerned about abandoning mass rotation (and substituting 'intelligent' re-location), I can re-assure you that maintaining current practice does not skew smartsm's other functions since the software takes existing stock rotation into account in the various smartsm assessments and action plans.

Some authorities have also indicated that since they mass rotate much of their stock, they have the perception that this means smartsm may not be of much use to them. Smartsm's intelligent stock rotation is only one of a large tool set designed to rationalise stock quality and local stock relevance. Stock rotation alone will never enable you to achieve your stock's full performance potential (and therefore you will inevitably fall short too of your potential for best possible customer satisfaction from existing stock)

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VISIT [WWW.EBSM.COM](http://WWW.EBSM.COM) and discover the new website.

For the first time, the EBSM methodology has its own website where you can explore in depth the workings behind the methodology. It goes into great detail to explain the EBSM "approach" to stock performance excellence and covers the "phases" of EBSM, the various toolsets and the reasoning behind many of the KPIs recommended by the methodology.

Many years went into the creation of the methodology and now, for the first time ever, it has been published on the internet. We hope you find it useful and are sure it will provoke a great deal of conversation within the library world. We look forward to hearing your feedback.



## Did you know ?

### Trivia for this month ...

- Many years ago in Scotland , a new game was invented. It was ruled 'Gentlemen Only....Ladies Forbidden'...and thus the word GOLF entered into the English language.
- Every day more money is printed for Monopoly than the U.S. Treasury.
- Men can read smaller print than women can; women can hear better.
- Coca-Cola was originally green.
- It is impossible to lick your elbow.
- Intelligent people have more zinc and copper in their hair.
- The first novel ever written on a typewriter: Tom Sawyer.
- In the 1400's a law was set forth in England that a man was allowed to beat his wife with a stick no thicker than his thumb. Hence we have 'the rule of thumb'
- Each king in a deck of playing cards represents a great king from history:  
Spades - King David  
Hearts - Charlemagne  
Clubs -Alexander, the Great  
Diamonds - Julius Caesar
- **At least 75% of people who read this will try to lick their elbow!**

**- Now....Don't delete this just because it looks weird. Believe it or not, you can read it.**

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Amzanig huh?



## events

### Upcoming events

Come and meet the team at any of the following events:-

#### **November 2008**

- **5 - 7th** INFOR Library User Group, Cardiff
- **7th** CILIP LMS Showcase, CILIP, London
- **12th** Evidence Based Marketing seminar, Talis, Birmingham
- **13th** CILIP RFID Seminar, QEII Centre, London (jointly exhibiting with **3M**)

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

We are now taking bookings for our latest **EBSM Training Courses**.

With 3 different courses to choose from - there is a course to suit everyone

More information can be found [HERE](#)

#### November

12th An Introduction to EBSM  
19th-20th EBSM Masterclass  
26th EBSM Extensions - A Practical Guide

#### December

3rd An Introduction to EBSM  
10th-11th EBSM Masterclass  
17th EBSM Extensions - A Practical Guide

#### January 2009

14th An Introduction to EBSM  
21st-22nd EBSM Masterclass  
28th EBSM Extensions - A Practical Guide

#### February

11th An Introduction to EBSM  
18th-19th EBSM Masterclass  
25th EBSM Extensions - A Practical Guide

#### March

11th An Introduction to EBSM  
18th-19th EBSM Masterclass  
25th EBSM Extensions - A Practical Guide

For more information on  
smartsn please visit

[www.smartsn.com](http://www.smartsn.com)