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



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### Welcome to Issue 6 of "Evidence"

With Christmas rapidly approaching, we're all looking forward to a well earned break after an extremely hectic but productive year.

Having signed up a record number of customers this month, we are delighted with progress to date and will have some exciting developments to share with you in 2009.

As happened last year, the looming end of the Financial Year means a very busy period for us between December and March with customers who have available budget - trying to place their order for smartsm subscription in time.

Our **End Of Year Summary** is a useful, at-a-glance document, outlining what smartsm has achieved over the past 12 months.

Please >> **CONTACT US** for a copy of the **End Of Year Summary**



### customer news

#### Latest customer

This month we are delighted to welcome **Bristol Libraries** to our growing list of customers

Janet Bremner, Julie Bowie and their team are now LIVE on smartsm and are already making plans on how to make best use of the latest toolset.

#### Recent Events

On 6th November, we spoke at the **INFOR User Group** in Cardiff. This was an excellent opportunity to share the latest smartsm developments with a wide range of INFOR users and demonstrate the considerable synergy between smartsm and the Vubis Smart Library Management System. **Ian Downie**, Commercial Manager at **Bridgeall Libraries** commented " *In addition to North Lanarkshire and Essex, we are increasingly seeing INFOR customers wishing to subscribe to smartsm. We are delighted with the support INFOR are giving our customers in facilitating the integration with smartsm and are looking forward to developing an even closer working relationship between our companies going forward.*"

On 12th November, we jointly hosted a seminar with **Talis** in their Birmingham HQ. This event gave both companies the opportunity to discuss the benefits of smartsm combined with their Talis LMS in delivering stock performance improvements. **Grant White**, Product Marketing Coordinator, Talis said " *We see smartsm as an extremely useful tool for our customers and are delighted to have Bridgeall Libraries as a Talis Additions Partner given the strong synergy between our products*"

On 13th November we jointly exhibited with **3M** at the CLIP RFID event in London. This show was a resounding success and we unveiled, for the first time in public, the smartsm RFID stock management solution working with 3M Digital Library Assistants. **Paul Woolvine**, UK & Ireland Sales & Marketing Manager, 3M said " *With the advent of the smartsm application, it is now easier than ever for ALL library staff to run routine stock management tasks and export to handheld devices regardless of which Library Management System they use. At the click of a button - it is now possible for any library to take advantage of all the benefits that RFID stock management bring*"

#### DS announce integration of smartsm with their Galaxy / Open Galaxy LMS

This month, DS announced the completion of their script which allows users of their LMS to extract data seamlessly into smartsm.

A full copy of the press release issued by DS Limited is available >> [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

Last month saw the release of **v1.9** of smartsm, which added a host of new useful features and tools for our current clients. But we're not stopping there...! The development team is busy working on **v1.10** in which, amongst other things, the full EBSM toolset will be RFID enabled meaning that our customers will be able to benefit from the significant efficiency savings that RFID brings to stock management processes. We also hope to be able to round off our marketing module for **v1.10**, more of which we will be able to tell you about in the next edition of Evidence.

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](#)*



## EBSM hints and tips

### **Targeted fines amnesty - by George Kerr**

Fines amnesties had been tried before in my previous local authority with very poor results. (It has to be admitted that good statistical evidence is not available - only subjective). On an ongoing basis the service carefully logs details of numbers and replacement value of all items borrowed but never returned. There is a separate series of computer driven procedures to identify these, to remove them from the catalogue, and to log the borrowers as defaulters to disbar them from further use of the service. The scale of this problem was therefore, known to us in painful detail - we were losing thousands of pounds worth of books through non return every year. And of course, the borrowers were lost to us too.

We decided that another attempt at a fines amnesty should be made but this time, instead of a general announcement, our focus would be solely on direct mailing to defaulting borrowers. This time we would also measure results carefully to assess if the method had been effective.

Overall we planned a number of steps to make return easier for borrowers.

(a) We encouraged anonymous return. Our letter was deliberately non-confrontational and offered the opportunity to return to a number of locations. We stressed to borrowers (and staff!) that no judgment would be passed.

(b) We sought co-operation from the Housing Dept, Leisure Services and Schools, so that a wide range of Council premises would accept anonymous returns. We also sought co-operation from local supermarkets, to use their premises as collection points.

To enable anonymous return, it was essential for us that our systems administrator had the skills to set up special programs to re-create the link in our system, between the book (details of course already deleted from the catalogue) and the borrower (there are still book details recorded in borrower records), because we needed to access these book records to discover who the anonymous borrower is.

#### Statistics

|  |                                     |
|--|-------------------------------------|
| Borrowers with 'Defaulter' block identified  | 2722 (Total borrower file c 66,000) |
| Letters posted   | 2473                                |
| On checking two weeks after the amnesty  |                                     |
| Items returned   | 689                                 |
| Borrowers who had their 'block' removed  |                                     |
| i.e. all on loan items returned  | 239                                 |
| 9.7% had therefore had their 'block' cleared and had resumed membership of the service |                                     |

A 'control' group of 249 borrowers did not have a letter posted to them.

Subsequent checking revealed

Block removed i.e. items returned by 1 borrower

They had their block removed and had resumed membership of the service. This person



can only have become aware of the amnesty from contact with friends.  
Items returned by this person 3

Items Returned

|                                |       |
|--------------------------------|-------|
| Total returned                 | 692   |
| Estimated average value (1999) | £7.50 |
| Estimated value returned       | £5190 |
| Total postage cost             | £494  |

In terms of value returned the exercise was cost effective

Location of returns

To branch libraries 479 of which 99 were returned anonymously

To outside locations (all returned anonymously of course)

|                     |     |
|---------------------|-----|
| (a) Housing offices | 36  |
| (b) Swimming pools  | 5   |
| (c) Supermarkets    | 52  |
| (d) Schools         | 120 |

|       |     |
|-------|-----|
| Total | 213 |
|-------|-----|

VISIT [WWW.EBSM.COM](http://WWW.EBSM.COM) and discover the home of Evidence Based Stock Management methodology on the web.



**Did you know ?**

Trivia for this month ...

- In Shakespeare's time, mattresses were secured on bed frames by ropes. When you pulled on the ropes the mattress tightened, making the bed firmer to sleep on. Hence the phrase..... 'goodnight, sleep tight.'
- It was the accepted practice in Babylon 4,000 years ago that for a month after the wedding, the bride's father would supply his son-in-law with all the mead he could drink. Mead is a honey beer and because their calendar was lunar based, this period was called the honey month, which we know today as the honeymoon
- In English pubs, ale is ordered by pints and quarts... So in old England , when customers got unruly, the bartender would yell at them 'Mind your pints and quarts, and settle down.' It's where we get the phrase 'mind your P's and Q's'
- Many years ago in England , pub frequenters had a whistle baked into the rim, or handle, of their ceramic cups. When they needed a refill, they used the whistle to get some service. 'Wet your whistle' is the phrase inspired by this practice.
- $111,111,111 \times 111,111,111 = 12,345,678,987,654,321$
- If a statue in the park of a person on a horse has both front legs in the air, the person died in battle. If the horse has one front leg in the air the person died as a result of wounds received in battle. If the horse has all four legs on the ground, the person died of natural causes.
- **Q. Most boat owners name their boats. What is the most popular boat name requested?**
  - A. Obsession
- **Q. If you were to spell out numbers, how far would you have to go until you would find the letter 'A'?**
  - A. One thousand
- **Q. What do bulletproof vests, fire escapes, windshield wipers, and laser printers all have in common?**
  - A. All were invented by women
- **Q. What is the only food that doesn't spoil?**
  - A. Honey



**events**

Upcoming events

We are busy planning some exciting **NEW** events for 2009 - which will deliver some challenging and thought provoking subjects in innovative formats.

Watch this space for details as they are announced!

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](#)

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  
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[www.smarts m.com](http://www.smarts m.com)

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