



annual report 2008

Since its launch late in 2007, smartism has come a long way over the past 12 months.

Driven both by continued innovation and invaluable customer feedback, our development team has worked hard to create 5 upgrades to the core product:-

v1.5 (Apr. 08) > v1.6 (Apr.08) > v1.7 (May 08) > v1.8 (Sept. 08) > v1.9 (Nov. 08)

smartism has evolved rapidly into a powerful set of tools allowing the modern public library service to improve its stock performance, saving time on stock management activities and saving money by procuring based on evidence of demand.

smartism is increasingly proving to be an essential tool of choice for pro-active, forward thinking library services. From the feedback we have received from our customers, we have been impressed with the range of ways in which smartism enhances and supports their activities.

We now have 18 UK public authorities who have subscribed to smartism. This represents fantastic progress for us with almost 10% of the UK market signed up for smartism within 12 months.

Having worked closely with the leading LMS vendors, it is now very straightforward to extract data from your LMS into smartism.

We have also enabled smartism to seamlessly export all of its Action Plans directly into most of the major RFID stock management handheld readers, crystallising smartism's position as an extremely powerful stock management application.

Our relationships with the leading book suppliers and bibliographic data providers have allowed us to create blueprints for an integrated solution which will significantly streamline the creation of an evidence-based selection specification, allow for click-through procurement of material and subsequent automated measurement of performance of this purchased material.

We have received growing interest from around the world and as a result we are at the early stages of international trials on 3 continents with smartism to evaluate its potential in other markets.

Never resting on our laurels, we have plenty of enhancements planned for the product for 2009 and we look forward to yet another exciting year with smartism.



At a glance, some of the benefits delivered by smartsm™ in 2008

| JOB FUNCTION | KEY BENEFITS |
|-----------------------------|---|
| <i>Head of Service</i> | Demonstrate best practice and achieve best value by maximising resources to give measurable outcomes. Deliver first class services to customers based on understanding what they want and where they want it. |
| <i>Performance Manager</i> | Measure outcomes against strategic targets within one tool. Improve stock performance, issue figures and library visits within a consistent framework for performance improvement. |
| <i>Stock Manager</i> | Use Evidence Based Stock Management tools to identify what stock is working for you and develop intelligent rotation plans to cater for demand. Optimise the use of existing stock and make the best use of precious stock budgets. |
| <i>Bib. Services</i> | Use the powerful tools to monitor supply of material from a range of suppliers in a consistent format against your own internal or supplier service level agreement targets. |
| <i>Acquisitions</i> | Rapidly create purchasing specifications at a very detailed level by identifying gaps in current provision. Automatically monitor the performance of supplied material over time. |
| <i>Branch Staff</i> | Get access to specific Stock Action Plans to dramatically improve the performance of your local collections. Greater job satisfaction and more customer-facing time. |
| <i>RFID Project Manager</i> | smartsm is compatible with ALL RFID stock management applications and allows ALL of your staff to create and run powerful stock management reports straight onto handheld devices. Use smartsm to identify which material to tag first. |
| <i>Systems Librarians</i> | Benefit from Key Performance Indicators that are aligned to the organisation's strategic vision for stock performance. Branch staff can now create stock Action Plans themselves. |
| <i>Reader Development</i> | Identify areas of local specialism and focus to maximise results. Ensure campaigns are coordinated with stock development work for biggest impact. |
| <i>Marketing</i> | Enable joined-up strategic marketing by aligning the service with customer demand at branch and collection level first. Automated assessment of experimentation and Issue "Charts" help readers discover new material. |
| <i>Customer Services</i> | Free-up staff time for front-of-house work and create more satisfied users through better aligned products. More accurate catalogues which reflect what is actually on the shelves will breed greater customer confidence. |



RAPIDLY GROWING UK PUBLIC LIBRARY CUSTOMER BASE

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WORKING CLOSELY WITH A WIDE RANGE OF PARTNERS

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