



Looking to improve the performance of your library stock? And save time and money? Look no further than smartsm™

KEY BENEFITS

- Quickly realise the time and money saving benefits and stock performance improvements that EBSM brings
- Meet customer demand through optimised stock alignment
- Spend scarce budget wisely with detailed, evidence driven supplier specifications - then monitor subsequent performance
- Avoid wasteful purchasing through measurement tracked experimentation
- Revive borrowing through intelligent stock refresh

smartsm™ is the world's leading Evidence Based Stock Management (EBSM™) stock performance improvement solution for libraries.

Guiding librarians through the EBSM methodology using a simple to use web-based application, smartsm has been adopted by many library services across to the globe to help them save time and money and make dramatic stock performance improvements across their service.

SAVE VALUABLE STAFF TIME

Your staff are your most valuable asset, yet their time is being ever squeezed. Using smartsm's powerful EBSM toolset, librarians can perform tasks that used to take weeks or months in a matter of seconds. From rapidly identifying missing items in a service-wide stock check to locating and removing unpopular and poor condition stock, smartsm will ensure that your staffs' time can be focused elsewhere - on the areas most important to you.

ALIGN YOUR STOCK WITH CUSTOMER DEMAND

Your customers expect to find a good selection of works by favourite authors and popular subjects on shelves when they visit your library - customer desertion is the result of failure to deliver. With its powerful popular author and subject transfer tools which constantly monitor popular demand, smartsm will help you meet customer expectations right across your service - making them continually want to come back for more.

PURCHASE WITH CONFIDENCE

Lack of evidence in procurement can lead to wasteful purchasing - of items that are already in stock, subjects that are unpopular and collections that are already overstocked. With smartsm's evidence backed supply specification tools, you can be sure that stock purchase will be based on what your customers are looking for: smartsm's procurement tools build a detailed purchase plan for all of your collections in seconds, and provide you with all of the facilities you need to monitor purchased stock performance over time.

ENABLE REPEATABLE STOCK PERFORMANCE IMPROVEMENT

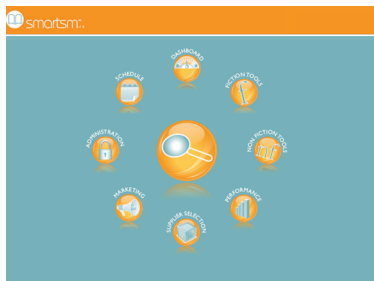
Performance improvement is a science, and needs a disciplined process to reap the long term rewards. smartsm is delivered with a simple to use interface for scheduling the whole of the EBSM toolset, guiding you through the process of making stock performance improvements that can be sustained year after year.

REVIVE BORROWING AND CUSTOMER INTEREST

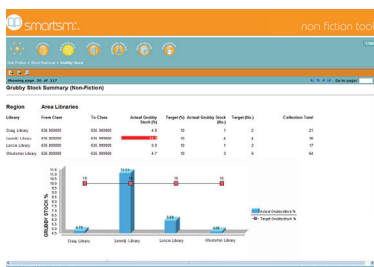
Libraries with stagnant stock will quickly lose the interest of your customers. smartsm's intelligent evidence driven swapping tools will help you keep your stock moving - not through blind rotation but based on what customers are actually reading. With collections that are refreshed with help from smartsm, there will be no need for customers to look elsewhere for their reading material.

AVOID WASTE THROUGH EXPERIMENTATION

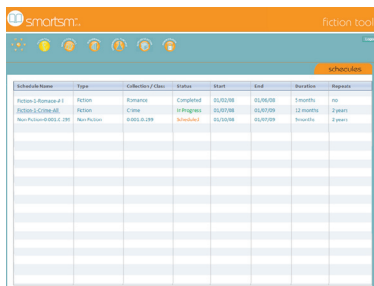
As with all marketing, measuring the success of experimentation is crucial. With smartsm, workflow enabled experimentation will help you market new initiatives - from new author and subject purchasing to current stock promotion - and track your customers' reactions over time. smartsm's clear performance charting will then help you identify unsuccessful experiments and avoid future wasteful effort and cost.



smartsm modules



performance monitoring



Schedule Name	Type	Collection / Class	Status	Start	End	Duration	Repeats
Fiction & Non-Fiction 1	Fiction	Emerson	Completed	01/01/08	01/06/08	5 months	10
Fiction & Non-Fiction 2	Fiction	C. Dine	In Progress	01/01/08	01/07/09	12 months	2 years
Non-Fiction 2008 & 2009	Non-Fiction	01/01/08 to 01/01/09	Completed	01/01/08	01/01/09	12 months	2 years

EBSM scheduling

SMARTSM PRODUCT SUMMARY

smartsm is a web application hosted by Bridgeall Libraries to bring you all of the benefits of Software as a Service:

- No software to maintain or support
- No hidden costs - technical support, upgrades and service charges are wrapped into the annual subscription fee
- Delivered over the internet - every time you log on you get the latest version

smartsm modules include:

- Fiction & Non-Fiction** provides the full set of powerful EBSM tools at your fingertips to create targeted EBSM action plans across your collections.
- Performance** monitors the performance of each of the 5 EBSM Key Performance Indicators over any time period, using easy to understand graphical charting and user alerts.
- Procurement** creates a detailed procurement specification for your book supplier, and monitors subsequent stock performance.
- Marketing** a collection of tools to support your marketing effort, including experimentation and stock promotion plus top reading charts.
- Scheduling** provides step by step guidance through the EBSM methodology, with a flexible rule based scheduling engine to keep you on the right track.
- Dashboard** an instantaneous summary of your library service's smartsm implementation. See at a glance what's performing well and what's not.
- RFID** an optional module that integrates the smartsm action plans with your RFID hand held reader, delivering out-of-the-box RFID applications.

FULLY CONFIGURABLE FOR YOUR SERVICE

smartsm is supplied with an extensive administration module, enabling you to configure your libraries, collections and users to meet your exact needs. All EBSM targets can be tailored down to individual collection and library level.

The fully configurable schedule maintenance facility allows you to plan smartsm's EBSM toolset to fit with your own rollout strategy.

SIMPLE & FUTURE PROOFED DEPLOYMENT

Deploying smartsm is a simple, quick, no fuss procedure.

Our approach to integration means that smartsm is interoperable with any LMS database. More importantly, if you change your LMS you don't need to change the way that smartsm works for you.

CONTACT US to start the journey to stock performance excellence today.

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smartsm™ is the software application which implements the EBSM™ methodology to help libraries achieve stock performance excellence. It is implemented using the Software as a Service model of application deployment. Customers pay an annual subscription to access the service.

