Icelandic Libraries User Group

Innovative Presentation

14th May 2019

presented by Colin Carter – Sales Director, Europe and Africa
Brad Rogers – Director, Implementation Services
OUR MISSION
To enable libraries to innovate and thrive in a world of fierce and well-funded competition.

HOW WE DO IT
By investing in people, technology, partnerships, and services to create library experiences that matter.
COMPETITION FOR TIME AND ATTENTION IS RELENTLESS.

- **Google Scholar**: 2017 annual revenue $100B
- **Netflix**: 2017 annual revenue $11.69B
- **Wikipedia**: 34M users, 5M articles, 46M pages

**INTERNET**
- 3.5B users

**3B products in 11 markets, 606M in US**

**PUBLISHERS**
- $3.3B to US
  - Academic & $1.2B to US Public Libraries
EXPERTISE
Our knowledge base combines library and commercial expertise to help you compete. We help you transform the business of the library to meet the demands of today’s world.

INDEPENDENT
We enable access to knowledge without commercial constraint. Unlike competitors, we work with all publishers and content providers.

GAME CHANGERS
We’re working hard to get back to our roots of innovation. We have a history of changing the industry, and will deliver.
History of Changing the Game

- Founded 1978
- 1982 INNOVAQ to automate acquisitions
- 1991 Creation of INN-Reach resource sharing system
- 1995 Culmination of INNOPAC, the 1st integrated library system (ILS)
- 1997 Acquisition of SLS Information Systems of Great Britain
- 2005 1st to market Electronic Resource Management (ERM)
- 2006 Launch of Encore
- 2014 Acquisition of VTLS
- 2015 1st to market native mobile staff app – Mobile Worklists
- 2016 Knowledge Base, 3rd generation ERM
- 2016 1st real-time native mobile patron app with MyLibrary!
- 2017 Blueprint for the Future of Libraries
- 2018 Next Generation Launch

ORIGIN IN REVOLUTIONARY AND TIME-SAVING SOLUTIONS

CONFIDENTIAL
Investment In Our Journey
Relationship, Improvement, Innovation

Library Partnership Services
- Customer Support (CRC)
- Product Enhancements
- Product Bundles, Contracts
- Professional Services
- AWS Hosting
- ISO27001 Security
- Proactive Monitoring

Next Generation Launch
- Context Engine
- Context-Based Discovery
- Structure for intelligence and optimization (analytics)

Next Generation Phase II
- “Public library” user experiences
- Electronic resource management support
- Intelligence solutions in support of NG offerings

2016

2017

2018

2019

2020

Blueprint For The Future Of Libraries
- Expanded Account Reps
- Library Account Plans
- Investment in In-Market Product Enhancements
- Communication Plans
- Value Added Services
- 2018 – 2020 Strategic Blueprint Development & Validation
- Next Generation ILS POC

Next Generation Phase III
- ILS development
Expanded Customer Support and Sales

In Region, In Time Zone, Language Proficient

- **Sales Team**
  - Budgeted for 28 Quota Carrying Reps, Recruiting 3
  - 4 Sales Ops
  - 1 Trainer
  - 12 Sales Engineers

- **Office Location**
  - Customer Competency Center (CCC)

- **Office Location**
  - Sales Rep Location

- **Customer Support / Professional Services Market Coverage**
  - 86 Employees
  - 65 Employees

- **24x7 365 Support**
  - Follow the sun methodology
  - Online Portal Ticketing, Phone

- **North America & Canada**
  - Syracuse CCC
  - Blacksburg
  - Spain (Project Managers, Customer Support)
  - Emeryville CCC
  - Russia Development Center

- **Russia CCC**

- **Ireland CCC**

- **Australia CCC Melbourne**

- **Ireland Dev. Support, Sales Center**
  - UK (1 rep)
  - Spain (2 reps)

- **Middle East**
  - Middle East (2 reps)

- **Africa**
  - Africa (1 rep)

- **Asia**
  - Asia (2 reps)

- **Australia**
  - (1 rep)
Innovative Interfaces Global Limited

- [www.iii.com](http://www.iii.com)
- Subsidiary of Innovative Interfaces Incorporated
- HQ in Dublin, Ireland
- 65 staff
  - Help Desk
  - Implementation staff
  - Development teams
  - Finance
  - Sales and Marketing
Some European Customers

- **Consortia**
  - ELNET
  - HELMET (Helsinki, Espoo, Vantaa and Kauniainen Cities)
  - CSUC

- **Public Libraries**
  - LGMA – Republic of Ireland
  - Malmo Stadsbibliotek
  - Goteborg Stadsbibliotek
  - Diputacio de Barcelona
  - Helsinki (Part of HELMET)

- **Schools**
  - Malmo City Schools

- **Universities**
  - Trinity College Dublin
  - University of Liverpool
  - University of London, Senate House
  - St Andrews University
  - University of Glasgow
  - University of the Highlands and Islands
  - The Sorbonne

- **Research/Special Libraries**
  - IAEA
  - IMO
  - Nobel Academy
  - Lambeth Palace Library
LGMA – Irish Public Libraries

- 360 Libraries

- Merged together from 32 separate systems

- Managed by central agency

- Any patron can request any item from any library and return it anywhere

- Management of requesting rules to control flow of resources around the country
ELNET Consortia

- Single Sierra System across different library sectors
- National Library
- University and Research Libraries
- Public Libraries in Tallinn and Tartu
The 4 Cities that make up the Helsinki Metropolitan Area
- Helsinki
- Espoo
- Vantaa
- Kauniainen

One of our busiest circulating systems around the world

Includes the new Oodi Central Library

Introduction of IMMS (Intelligent Material Management System)
Trinity College Dublin

- University Library, plus part of the UK Legal Deposit System
- Collection of more than 9 million titles – 80% in remote storage
- Management of the flow of resources in and out of storage
- Management of the ingest of more than 2,000 new volumes each week
- Implementation of electronic legal deposit solution for more than 4.25 million articles and web pages
Customer Engagement

- **Newsletter**
  - Go-lives, release notes, news
  - Monthly for all current customers
  - IUG Steering Committee for IUG committee

- **Conference Call**
  - Senior leadership engagement
  - Quarterly for all current customers
  - IUG Steering Committee

- **Webinar Series**
  - PPOR & corporate updates
  - Annually for all current customers
  - IUG Steering Committee

- **Support Updates**
  - Customer success & support webinar
  - Quarterly for IUG committee
  - All Innovative users

- **IUG Annual & Regional Events**
  - Directors Symposium
  - Annual event
  - Executive Directors from all current customer, IUG committee
  - All Innovative users & decision makers from strategic accounts
  - All Innovative users

- **Account Planning**
  - Enhancement program
  - All Innovative users

- **IdeaLab**
  - Co-presenting, networking, meetings
  - All Innovative users & decision makers

- **Industry Events**
  - Development, marketing, advisory, etc.
  - All Innovative users & decision makers from strategic accounts

- **Enhancement Program**
  - On-going

- **Partnerships**
  - Senior leadership engagement
  - Innovative users & decision makers from strategic accounts

---

Please note: The diagram categorizes different engagement strategies and their frequency, targeting different audiences such as all current customers, IUG committee, IUG steering committee, and innovative users. The chart indicates that these engagements can be monthly, quarterly, annually, or ongoing.
Sierra Library Services Platform
Sierra for Iceland

- 1 National System made up of 3 Sierra clusters
- Joined together by Inspire Discovery or existing Primo Discovery
- Give libraries freedom to develop services independently
- Great attention to GDPR and Icelandic Privacy Requirements
- Sierra includes Electronic Resource Management
The Implementation Team
Key Implementation Team Members

- **Project Manager:** Emmanuelle Perin (France)
- **Principle Data Analyst:** Monica Brady (US)
- **Principle System Engineer:** Phil Hunt (UK)
- **Consultants:**
  - Eva Lachonius (Sweden)
  - Dan Mattsson (Sweden)
  - Christine Haggstrom (US)
- **Executive Sponsor:** Brad Rogers (US)
Emmanuelle Perin – Project Manager

Background: Emmanuelle has been a Project Manager at Innovative for 18 years. During this time she has successfully managed over 70 full implementations of Library Services Platforms and Discovery Services in large public networks (Montreal), prestigious institutions (Trinity College Dubin, Sorbonne, Bibliothèque Nationale de France, Qatar National Library), and special libraries (INIST, SIDRA Medical Center). She has managed project teams based in India, Europe, and North America. She holds a BA in English Language and Literature, and two Masters degrees in English Language and Literature as well as Library and Information Science.

Role: Responsible for overall scheduling, tracking and statusing of milestones, assignment and oversight of Innovative team resources, primary liaison to CIL, and other tasks and duties necessary to drive successful completion of the project.
Monica Brady – Principle Data Analyst

**Background:** Given her unique set of skills, Monica reports directly to the Director of Implementation Services, and is assigned Innovative’s most technically demanding projects. She has over 20 years’ experience with Innovative’s products and Client data migration, extensive database skills, in-depth knowledge of MARC and other Client data, and many years of experience in migrating ILS data from nearly every platform in the industry.

**Role:** Responsible for data migration consulting, advice on best practices, developing data migration processes, creating, maintaining, and executing the scripts, and other software, required for migrating your existing ILS database into the Sierra ILS database.
Phil Hunt – System Engineer

**Background:** Phil Hunt has over 16 years of experience in the integrated library system industry, with over 10 years at Innovative. Phil has notable skills in system installation and trouble shooting for both the operating system and the ILS, and deep skills in single sign-on (SSO), and scripting/automation.

**Role:** The System Engineer performs the staging and configuration for your System, including server and application installation and configuration, and providing technical support, with respect to Innovative’s applications, to the Client technical team.
Role: Multiple library automation and resource sharing consultants have been assigned to this project. They have been assigned based on their knowledge of the specific subsystems and options that you will be implementing, including resource sharing and discovery, as well as their experience in training libraries that are migrating from the same legacy ILS that you are migrating from. All are librarians with significant experience in ILS operations and training. All have a decade or more of experience with the implementation of Innovative’s products.
Brad Rogers – Project Executive Sponsor

**Background:** 20 years experience in the integrated library systems industry, and over 30 years total experience in software engineering, system architecture, project and program management, engineering management, and operations management.

**Role:** Provide oversight, be an escalation point, ensure the success of the project, and participate in the project steering committee. The owner of the overall project architecture, and responsible for driving the vision of the architecture with teams within Innovative. Primary resource to the Project Manager to ensure deliverables from multiple teams within Innovative, and drive priorities within the company. The Executive Sponsor will also serve as the Project Manager’s backup.
Inspire Discovery
Innovative Academic Research Report – April 2019

Academic Libraries vs. Search Engines

- **Ease of Use**
  - Academic Libraries: 36%
  - Search Engines: 88%

- **Trust**
  - Academic Libraries: 88%
  - Search Engines: 8%
Investment In Our Journey
Relationship, Improvement, Innovation

Next Generation Launch
- Context Engine
- Discovery
- Structure for Advanced Analytics

2018 Next Gen Launch
Context Engine
Context based discovery
I18N for internationalization
Multitenant, BFW, hosted

The Library Blueprint
Is Our Guide To Next Gen Solutions

Flagship Product Strategy:
- Sierra and Polaris product rs to set the stage for next gen Discovery and maintain core ILS leadership
- Fulfill contractual obligations
- Ensure product scalability and compliance for current customers

Integrated Library Management Systems

Launched End of Q4
With Library Partners

Next Generation Phase II
- Polaris integration
- Advanced Analytics

Next Generation Phase III

2016
2017
2018
2019
2020
Innovative’s Next Gen Context-Based Discovery Solution

- Working with Strategic Partners to validate requirements and refine user experience
- Combines traditional searching/finding with the power of BIBFRAME, linked data, and context-based exploration to expose unseen relationships

- Milestone-based beta testing began in September, leveraging continuous deployment model
- Modern technology infrastructure and system design supports extensibility, I18N, consortia capabilities, and accessibility from the outset

Enables “Context-Based Discovery”
Time to Show You An Example of The Future !!!

Managing Resources and Providing Discovery Services

How Discovery Works Today

- All current vendors use “Relevance Based Discovery”....whether you use Google, Ex–Libris, Sirsi Dynix, Innovative or any other Discovery tool
- Libraries and ILS vendors use MARC as the record format for Discovery...separating you from all of the “other” resources your Patrons use on the internet
- We do not exploit the available universe of knowledge that is represented by the latest technologies, standards, and models for the contextualization of information.
- Patrons / Students / Researchers can use the Librarian to guide their knowledge search....but when they search online they are restricted by the card catalogue....called MARC
- The Patron can identify which relationships might be relevant, but cannot see the context significance of the connection of resources, authors, and concepts and are trying to determine the best “path” to the knowledge they seek.

This means that:

- Patrons get relevance but not context
- Patrons get bibliographic resources but not all the library has to offer in a single search
- Patrons can't see all possible paths of exploration
The Library is only part of the picture
Time to Show You An Example of The Future !!!

Managing Resources and Providing Discovery Services

- Innovative’s Next Gen Discovery
  - *Patrons no longer have to be frustrated with flat long list of “relevant” search results*
  - *Discovery expands beyond books and e-books* to include events, physical materials, kindles, social media, and other library offerings
  - *Libraries can still use existing MARC data, but Innovative Discovery works entirely on BIBFRAME linked data* to connect resources, concepts and people like never before.
  - *Patrons and Librarians use an intuitive display with advanced search capabilities that can now expose unseen relationships not evident in “traditional” search technologies*. …and still get everything they liked before
    - Scoping, search history, pinning, key word search, sorting, cover art, library prioritized facets, tags, almetrics badges, personalization, etc.

Let’s See An Example !

- **Provides the context users need in order to identify and pursue new avenues of interest**
- **Expands beyond traditional resource types to facilitate discovery of all library offerings**
- **Delivers intuitive user experiences that better match the way users research, explore, and learn**
human behavior and violence
human behavior and violence

The bioarchaeology of violence / 2012.

Human violence is an inescapable aspect of our society and culture. As the archaeological record clearly shows, this has always been true. What is its origin? What role does it play in shaping our behavior.

Bioarchaeology : interpreting behavior from the human skeleton / 2015.

The text is accompanied by copious case studies and references to underscore the central role that human remains play in the interpretation of life events and conditions of past and modern cultures. From

Missing: violence
The bioarchaeology of violence

*Human violence is an inescapable aspect of our society and culture. As the archaeological record clearly shows, this has always been true. What is its origin? What role does it play in shaping our behavior?

Summary

*Human violence is an inescapable aspect of our society and culture. As the archaeological record clearly shows, this has always been true. What is its origin? What role does it play in shaping our behavior? How do ritual acts and cultural sanctions make violence acceptable? These and other questions are addressed by the contributors to The Bioarchaeology of Violence. Organized... more »
"The bioarchaeology of violence /"

Human remains (Archaeology)

- Rites and ceremonies.
- Prehistoric peoples.
- Wounds and Injuries--History.
- War and society--History.
- Violence--History.
'Human remains (Archaeology)' AND 'Larsen, Cl...
5 related resources

Larsen, Clark Spencer,
Lukacs, John R.,
Beachesne, Patrick,
Agarwal, Sabrina C.,
Murphy, Melissa Scott,
Klaus, Haagen D.,
Boutin, Alexis T.,
Wrobel, Gabriel D.,
Stodder, Ann Lucy Wiener,
Bulkstra, Jane E.
Palkovich, Ann M.
Geller, Pamela L.
Saunders, Shelley R.

Human remains (Archaeology)
Social archaeology.
Human skeleton--Analysis.
Ethnoarchaeology--United States.
Social science / Anthropology / Physical.
Excavations (Archaeology).
Children, Prehistoric--Anthropometry.
Children, Prehistoric--Social conditions--Research.
Children, Prehistoric--Social conditions--Research.
Human remains (Archaeology)--United States.
Archaeology and history--United States.
Ethnoarchaeology.
Archaeology and history.
Paleopathology.
12 results related to Larsen, Clark Spencer,

Children and childhood in bioarchaeology / 2018

Colonized bodies, worlds transformed : toward a global bioarchaeology of contact and colonialism / 2017
Initial Public Library Discovery
Initial Public Library Discovery
Power of libraries is not just the database itself, is not just the technical standards and solutions – it is also in the data science.
This is where library users are.

WHY AREN’T WE?

- Connected Car
- Augmented Reality
- Sensory Immersions
- Asynchronous Learning
- Wearable Technology
- Mobile Devices
- Collaborative/Team Learning
- Connected Learning
Why innovative is the best ally for your library

EXPERTISE
Our knowledge base combines library and commercial expertise to help you compete. We help you transform the business of the library to meet the demands of today’s world.

INDEPENDENT
We enable access to knowledge without commercial constraint. Unlike competitors, we work with all publishers and content providers.

GAME CHANGERS
We’re working hard to get back to our roots of innovation. We have a history of changing the industry, and will deliver.
THANK YOU!