

Re-imagining the Library Experience



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Why Library Experience (LX)

We've entered the age of the super-empowered consumer. They are more impatient, more demanding, and more curious than ever. They want personalized, on-demand, seamless experiences with unparalleled levels of convenience, and they are increasingly less forgiving of inefficiencies in their interactions with technology. That's because consumer expectations have become progressively more liquid across different product and service categories. It's only natural that patrons expect their interactions with library technology to mirror the experiences they have with Amazon, Netflix, Google, and others. As the digital world continues to refine people's experiences based on personal traits, behavior, and preferences, people expect this level of convenience in every area of their lives.

Libraries are not immune to this shift. While libraries have generally mastered the in-person Library Experience, like other brick-and-mortar businesses, they are struggling with how to transfer the magic of the in-person experience to the digital world. From learning about the library and its services to getting their library card and receiving personalized recommendations such as a new title alerts, patrons expect simple, fast, clear and intuitive experiences.

The challenge is that neither the LSP nor ILS have been developed to deliver the sophisticated tools libraries need to improve their services to patrons or strengthen engagement. This means libraries end up with multiple, disparate systems that are primarily focused on marketing automation, don't work well together, and don't begin to scratch the surface of what's possible. This is a very real challenge for library staff. Not only is the process extremely cumbersome, but there are missed opportunities to build relationships with patrons, potential donors and advocates, and the community at large.

THERE IS A BETTER WAY.

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What is Library Experience (LX)?



Library Experience (LX) is everything related to the library that affects a community's perception and feelings about it.



Library Experience is the sum of all the interactions a community member has with the library over the life of the relationship. Most important is how the community views those experiences in aggregate.



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The Innovative Approach to LX

We've been listening closely to the needs of libraries. What we've learned is that engagement is not a tactic that pops up at a specific moment, it is solving problems in fundamentally new ways to nurture the community-library relationship. Innovative's transformative new approach to library management combines state-of-the-art technology with a community-first mindset and library-specific services to meet this new era of liquid expectations and reshape the way communities experience and interact with the library.

OUR GOAL

Our goal is to capture the magic of the physical space, the soul of the library, and apply it to digital experiences. We believe this is accomplished by adhering to and bringing together five guiding principles in a way that is purposeful and truly vested in the desired outcomes of the library.

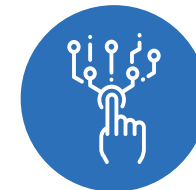
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The 5 Guiding Principles of LX



OMNICHANNEL

It should be easy for library staff to communicate with their community through any channel. This includes email, text, phone chat, Alexa, mobile, and social media apps such as Facebook messenger or Twitter.



CENTRALIZED & UNIFIED

Staff need a centralized hub with everything they need to assist patrons in one place. This hub should provide a single, extended view of patron activity, including touchpoints, preferences, engagement, and usage.



INTEGRATED & OPEN

There should be a seamless 'flow' of data and processes across systems the library subscribes to and uses, reducing the library's effort to deliver the best outcomes and experiences using common protocols and standards.



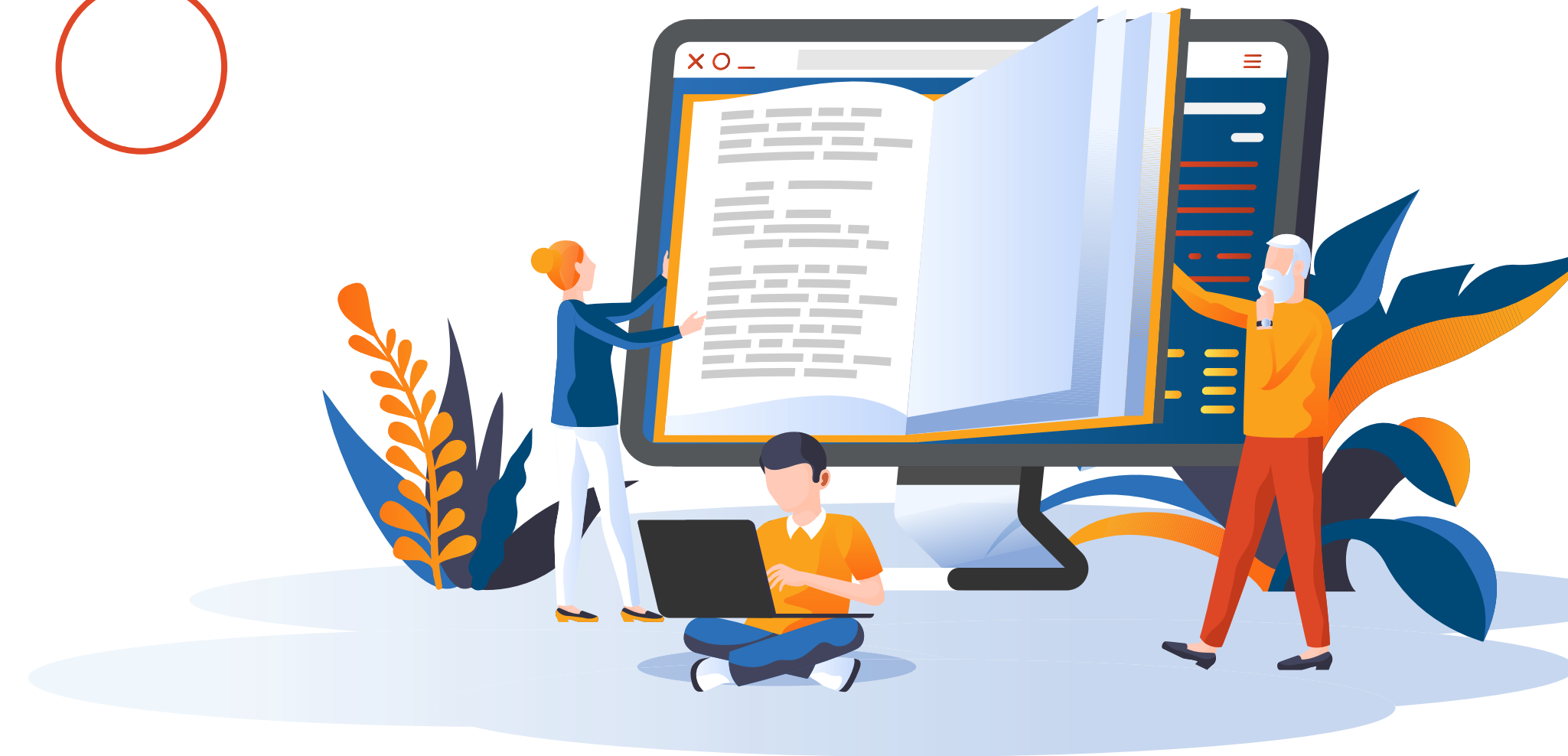
AUTOMATED & INTELLIGENT

Delivering relevant and timely content, recommendations, and assistance to community members is essential and should be automated, providing shortcuts to common processes, information, and services. This includes patron self-service and the ability to receive guidance via automated assistants such as a chatbot, with built in intelligence to detect when it's time for human interaction — all seamlessly within the same interface.



DATA CONNECTED

Data should be linked to other data with context and interrelationships as it's stored, making personalization and accessibility easy while providing actionable insights to continuously meet the needs of the community.



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Meet Vega

Every experience is made up of a series of micro-moments. Each micro-moment is an opportunity — an opportunity to discover, to interact, to promote, to connect. When we walk into the library, our senses are overwhelmed with the visual beauty of the building and art, with the smiles and friendliness of the people, with the wonder of what we will discover and learn, even the smell of books reminds us of where we are.

At no other time in modern history have we been reminded of this more than at the present. After quarantines and social distancing, library shutdowns and limited access, after having done without, it is now that we are reminded there is more to experiencing the library than what happens in the building.

Given recent events and evolving user expectations as the backdrop, Innovative is pleased to introduce Vega, the first Library Experience (LX) platform. Hyper-focused on design, micro-moments, and user engagement, Vega remakes the library's digital presence, bringing that magical experience that we all cherish to the user anytime, anywhere, and on any device.

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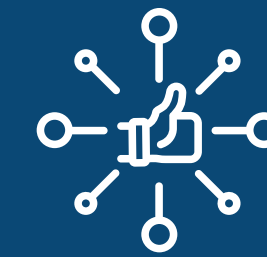
Vega Product Pillars

Experience matters. Experiencing the library digitally — through the web, an app, or any modern communication channel — should be as thrilling as walking through the library's front door. Vega helps library staff easily and intelligently manage the end-to-end experience so the community can enjoy the same magic of the library regardless of access or circumstance.



PERSONALIZED

Meaningful, timely, relevant experiences build emotional connections and loyalty. Vega utilizes the same technology that allows Netflix to offer personalized movie suggestions or Spotify to generate a beloved playlist balanced with the same commitment to privacy that libraries and patrons expect.



ACCESSIBLE

Accessible by design, Vega meets people wherever they are, on their terms, with the fluidity they expect from modern technology. Vega adheres to the latest accessibility standards and recognizes that accessibility is essential for people with disabilities and beneficial to everyone.



EFFORTLESS

Libraries are an incredible resource hub for their community, but too often accessing those resources digitally is not easy or convenient enough to hold a patron's attention. With Vega, communities can explore the library, finding information and enjoyment easily and at their fingertips.

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A complete, cloud-based suite of solutions

With Vega, library staff can easily and effectively communicate and manage the full range of programs and services to the community, engaging with patrons through every touchpoint to provide frictionless experiences from start to finish. Vega integrates seamlessly with your current ILS and resource sharing solutions, offering a single, unified solution for managing the full library experience for staff, patrons, donors, and citizens.

The Vega Experience Suite is a fully scalable, SaaS-based, multi-tenant platform which includes the foundation, Vega Connect, plus five additional Vega modules (Discover, Interact, Promote, Program, and Analyze).

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The Vega Experience Suite

CONNECT

Establish, Elevate and Bring Together

Vega Connect establishes a foundation that brings together the library's enterprise system with modern patron engagement. It helps staff manage end-to-end experiences, providing a state-of-the-art context engine for linked data searches and exploration, a messaging engine, and an extended view of all patron activities.

DISCOVER

Engagement begins with Discovery

Finding and exploring, checking out and reading are all simple, intuitive experiences with Vega Discover. By combining an accessible display with modern data standards, it provides a more user-friendly, intelligent presentation of library data, rolling all formats into a single title display and providing related resources.

INTERACT

To Communicate is to Interact

Vega Interact ensures two-way conversation is at the heart of every patron relationship. It sends appealing and personalized notifications through preferred communications channels, answers questions via chatbot or live chat, and even integrates with digital assistants such as Alexa.

PROMOTE

Promote Library Awareness

Vega Promote keeps the user well informed through targeted and relevant communication across multiple channels, including email. With Promote, you can easily run campaigns, communicate program information, create websites and landing pages, as well as fundraise.

PROGRAM

Encourage Participation

Easily manage library events through registration forms, landing web pages, RSVP programs, and targeted contact lists. And make your programs more discoverable throughout the library experience by integrating them on websites, in emails, through showcases, and relating them to materials in the collection.

ANALYZE

Analyze Outcomes Not Actions

Measure the library's impact and outcomes, not just actions, through unified reporting across Vega LX and the ILS. With Analyze, you can quantify the value of the library through data and guided analysis, demonstrating ROI and expanding your services in a way that meets community needs.

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For Every Experience

Libraries work with an entire ecosystem of users. Instead of focusing on one audience, Vega takes a broader approach to improve the experience for anyone who interacts with the library to deepen engagement with the community:

- Empowers patrons to easily accomplish what they've set out to do, whether it's discovering their next great read or renewing their library card.
- Makes it easy for library staff to engage with your entire community through simplified workflows and out-of-the box tools with the flexibility to identify, understand, and segment patrons for more personalized experiences.
- Provides library staff with the tools to reach and engage donors while giving donors the ability to quantify their support easily and quickly.
- Facilitates engagement with citizens and other community members who may not patronize the library but whose support the library needs at the ballot box and beyond.

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Summary

Experiencing the library digitally — through the web, an app, or any modern communication channel — should be as thrilling as walking in the library's front door and taking in all the opportunities and wonder. With a series of applications, Vega places the focus on the user and the many micro-moments that make the library special. More than books, libraries forge deep connections within communities tying real time needs to resources. By placing the community at the forefront of design, we help libraries offer experiences that encourage exploration and celebrate the library's place as the ideal destination to work, learn, and discover.

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