innovative

Part of **Clarivate**

Thank you for your interest in **Polaris**.

This resource portfolio contains:

- Polaris ILS Overview Pages 2-3
- Polaris Fact Sheet: Pages 4-5
- Polaris + Vega Fact Sheet: Pages 6-7
- Driving Polaris ROI White Paper: Pages 8-13

Ready to learn more about Polaris? We're happy to set up a consultation at your convenience. Let's talk!

Polaris

DELIVER A BETTER STAFF & PATRON EXPERIENCE

Your library inspires, influences, and benefits the lives of individuals in your communities. Innovative's Polaris Integrated Library System (ILS) provides a powerful, modern foundation on which to build the future of library services, better serving your staff and extending the value of your library.

With Polaris, libraries can measurably

Streamline Staff Workflows

Reduce Systems Overhead

Improve Patron Services

Streamline Staff Workflows

EFFICIENT ACQUISITIONS AND RESOURCE MANAGEMENT

Integrations with content providers using EDI reduces staff time spent on print and electronic acquisitions, and robust fund management tools keep budgets on track.

STREAMLINED CATALOG MAINTENANCE

Sophisticated load functionality ensures accuracy of automated data loads, while bulk review and bulk change capabilities enable precision data management that is significantly faster and easier than with alternative tools.

SIMPLIFIED REPORTING AND ANALYTICS

Easy data access and library-friendly tools (like Simply Reports) enable staff to create and analyze custom reports quickly and independently, to measure activity and demonstrate ROI for budgeting purposes in less time.

Reduce Systems Overhead

SEAMLESS INTEGRATIONS

Open APIs enable automated communication with third-party systems or custom applications to save steps and simplify interactions for patrons and staff, with fewer integration and maintenance expenses.

REDUCE IT COSTS

Cloud infrastructure and managed services eliminate expenses related to hardware and system management or maintenance and adds cost-effective security compliance and resource expansion as-needed for peak-usage or growth.

75%

Reduction* in expenses over on-premises ILS

SIMPLIFIED STAFF ACCESS

Polaris Leap, a responsive, web-based staff interface, offers comprehensive public services functionality and more, which means the majority of library staff never have to download a separate client to their workstation.

# Improve Patron Services

INTUITIVE PATRON TOOLS

Built-in responsive discovery enables catalog search and account management from any device; combined with self-checkout and fines payment, patrons can succeed without intervention, reducing staff time spent supporting discovery and circulation.

REDUCE PROCESSING TIME

Quick pull list creation and assignment within a responsive web interface make weeding, floating collections, and holds workflows more efficient, enabling staff to spend less time handling materials and more time on other patron services.

IMPROVED PATRON EXPERIENCE

Sophisticated discovery, mobile access, self-service, and deskless patron services for in-the-stacks interactions and remote outreach result in increased patron satisfaction and perceived library value that translates into higher budgets.

5%

Increase* in total budget, as reported by customers, linking their investment to improved patron experiences
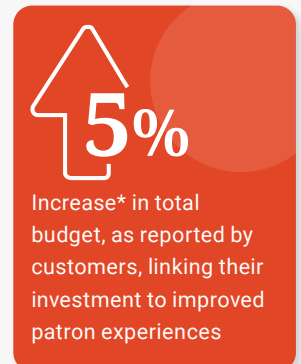
*Hobson & Company, 2017, "Driving ROI: The Case for a Proven Library Management Solution."

iii innovative
Part of **Clarivate**

Make the innovative choice

Libraries that choose Polaris notice the difference on day one. With minimal training, you'll soon be onward and upward to your vision of success.

Request a demonstration

510.619.3566 | sales@iii.com | www.iii.com/contact

2556-V01

Circulation & Fulfillment

Acquisitions & Funds Management

Cataloging & Authorities

Serials

Data & Reporting

Discovery

Consortia Support

Polaris API

Polaris

UNTETHER YOUR LIBRARY

Designed to provide a robust and scalable software solution with powerful staff tools, the Polaris web-based ILS can be used anywhere for public services and technical services workflows. Freeing staff to connect with patrons and complete tasks wherever it is most convenient—even outside the library walls.

Empower library staff

- Web access in any browser on a desktop, notebook, or tablet
- Use at any location outside the library with wi-fi access
- Efficient workflows
- Robust customization and note-taking capabilities
- Permission-based access at all levels
- Automatic software upgrades
- Reliable, convenient support team

AN INTEGRATED ECO-SYSTEM

Polaris and Vega LX work together through a foundational layer called Vega Connect. Vega Connect unlocks an extended view of all patron activities by linking data between the ILS and the modules within Vega LX. The result is an integrated ecosystem that enables you to manage the full lifecycle of library operations through tools that work well together and share data. When you invest in the Polaris web-based ILS plus Vega LX, you get:

VEGA LX

- Discovery and collection exploration
- Enhanced content through Syndetics Unbound
- Embeddable Showcases
- Patron self-service and account management
- Patron circulation notices and email journeys
- Email marketing automation
- An integrated database for patrons and marketing contacts
- Events and room bookings
- Patron mobile app integrations

POLARIS:

- Circulation and fulfillment (including offline circulation)
- Hold Requests
- Cataloging and authorities
- Inventory Control
- Acquisitions and funds management
- EDI Ordering
- Serials Management
- System Administration and Configuration
- Basic and Advanced Reporting with integrations (SQL, Tableau)
- Polaris API

> " Polaris absolutely saves us time on maintaining the catalog … that is our top favorite thing about the system; we can do so much more than before [in terms of updating the catalog] …the possibilities are much greater. "
>
> Customer #12
> ROI study conducted by Hobson & Company, www.hobsonco.com

> " We previously couldn't do integrations without draining our resources…Polaris has given us the capability and mechanism to create key integrations, and Innovative has been really easy to work with. "
>
> Customer #13
> ROI study conducted by Hobson & Company, www.hobsonco.com

iii innovative
Part of **Clarivate**

Your patrons are more than a barcode.
And no two patrons or community members are alike.

Reach out to an Innovative sales rep today to learn how Polaris + Vega LX can be customized to serve your unique community.

Request a demonstration

510.619.3566 | sales@iii.com | www.iii.com/contact

0622-V03

Polaris + Vega LX

## A HOLISTIC SOLUTION TO LIBRARY MANAGEMENT AND ENGAGEMENT

Pairing the Polaris ILS with the Vega Library Experience (LX) suite provides libraries with a holistic view of their operations. While Polaris manages your collection, the modules within Vega LX are designed to handle your community relationships and patron interactions. Right now, libraries often take a patchwork approach to engaging with patrons through different products for managing emails, discovery, and event registration—often with frustrating integrations and no oversight into how those tools overlap or work together. Polaris + Vega LX eliminates those frustrations while keeping patron data in one, secure ecosystem.

VEGA LX

The Vega Library Experience platform brings all of your modern community engagement tools, previously purchased from disparate third-party vendors, into one, fully-integrated and secure ecosystem.

POLARIS WEB-BASED ILS

Polaris is an award-winning ILS that provides a powerful, modern foundation on which to build the future of library services. Polaris is proven to streamline staff workflows, reduce systems overhead costs, and improve patron services.
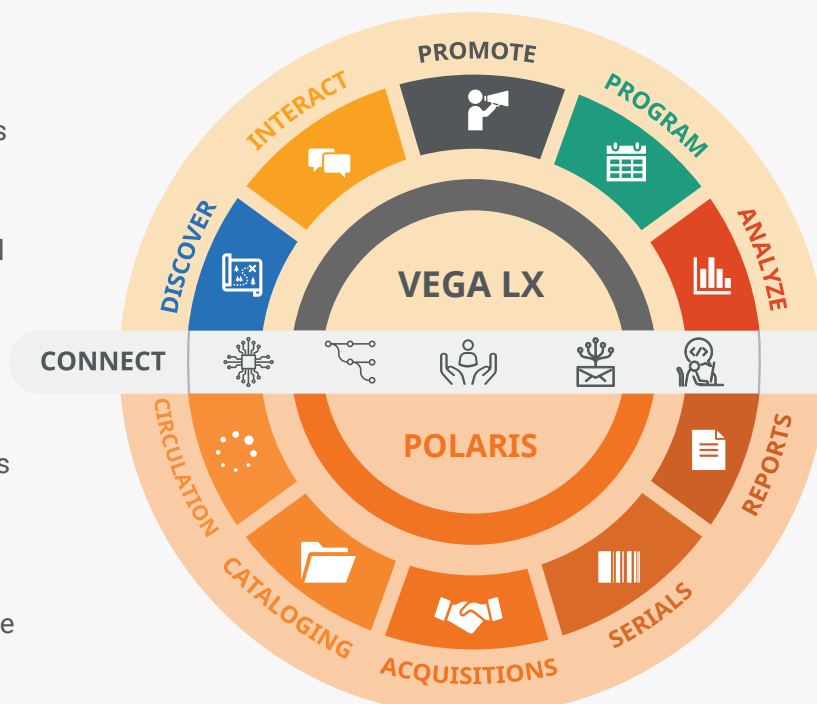
What You Get

With Polaris, your library will see staff productivity increase, patron satisfaction soar, and realize more from your technology investment. That's because Polaris is packed with features carefully designed, built, and improved year-after-year by people who know technology and the librarians who use it.

Modern Discovery

Our responsive discovery solution, Vega Discover, gives users an accessible catalog with patron self-service and integrated eContent checkouts and usage in one interface.

Easy Integrations

Our open-platform approach supports integrations with third-party solutions via SIP2, NCIP, the Polaris API, SQL Server Integration Services, Z39.50 and other direct database integration techniques.

Integrated Resource Sharing

Expand your collection by integrating Polaris with our proprietary award-winning and cost-saving INN-Reach borrowing solution or the ILL program of your choice.

Innovative Mobile App

Meet users where they are. Offer patrons convenience, with a modern interface that's customized for your library and works with consortia.

Simply Reports™

Create, manage, and produce more than 300,000 different types of reports in a matter of minutes with our easy-touse reporting platform.

World Class Support

You can always reach your site manager by phone or visit our 24/7/365 customer portal to connect with one of our in-house veteran librarians, other Polaris customers, and product resources.

Patron Engagement Tools

We've modernized the standard email notices sent by the ILS, and offer beautiful email templates, a design editor, and delivery metrics to ensure patrons see and receive their circulation notices.

Cloud Hosting

By hosting your ILS in the cloud, you can count on your application to be available and performing optimally day after day.

A Full Suite of Services

Our team of specialists and consultants can help you configure Polaris to support effective workflows designed for your unique needs, create seamless product integrations, and support your staff with managed services.

iii innovative
Part of **Clarivate**

Making the move to Polaris is easy

Our engineers will work with you to plan a swift, seamless implementation. With minimal Polaris training, you'll soon be onward and upward to your vision of success.

Request a demonstration

510.619.3566 | sales@iii.com | www.iii.com/contact

Driving ROI

The Case for a Proven Library Management Solution

HOBSON & COMPANY

The Case for a Proven Library Management Software Solution

Public libraries have been pressured to transform their services and collections due to various driving factors, including the digitization of content, advances in technology, and constantly evolving library user expectations. Furthermore, ongoing fluctuations in funding often limit libraries' ability to invest in the changes needed to meet these ever-increasing demands. Public libraries are facing these issues head-on, leveraging technology, collaborative and effective processes, and highly engaged staff in order to meet those demands.

Hobson & Company (H&C), a leading research firm focused on Return on Investment (ROI) studies, worked with Innovative, a leader in library management software, to explore these challenges and learn how industry leaders are responding. H&C conducted independent research consisting of 18 in-depth interviews with Innovative clients and found that a validated library management software solution addressed specific customer challenges across public libraries to deliver a quick and compelling ROI.

The goal of this research study and paper is to highlight examples of validated use cases where the impact of *Polaris* is not only strategic but also measurable based on key metrics confirmed by current users of the solution.

Public Library Challenges

Customers interviewed noted that they experienced consistent challenges around productivity, patron-services, and budget. Below is a list of some of the universal concerns.

Inefficient and Time-Consuming Processes
A historical reliance on manual processes and outdated technology often results in silo-based workflows, multiple points of data entry, and a limited ability to collaborate. These limitations are further magnified when implementing process, technology, or organizational changes.

Lack of Data & Visibility
Data is at the core of good decision making – and public libraries are no different. However, disparate systems and disconnected processes mean that accurate, real-time and historical data is very difficult to come by (if at all). Moreover, not being able to generate informative and easy to consume reports handicaps libraries during the budgeting cycle, as they are limited in their ability to demonstrate the library's value.

Evolving Patron Expectations
In a relatively short time, the patron library experience has evolved from being a solitary and manual-based interaction to one that relies on a social and digital environment. Technological advances in search engines, social media platforms, mobile applications, and in on-line retail have resulted in patrons expecting similar levels of service and functionality from their library.

Significant Budgetary Pressures
Along with the ever-increasing demand for transformation, the majority of public libraries are faced with either decreasing budgets (approx. 20%) or flat budgets (approx. 80%). This is further complicated by a lack of both historical and cross-sectional data and analytics that are necessary to demonstrate empirically the value of services delivered.

Polaris | Research Results

Customer research identified eight benefits across three areas of value (Streamline Back-Office Workflows, Reduce Library Services Overhead, and Improve Public Services Processes), which are summarized below.

STREAMLINE BACK-OFFICE WORKFLOWS

Reduce time spent managing acquisitions and print serials

Acquisitions and the process of managing print serials can be extremely tedious with data needing to be entered in multiple places. *Polaris* facilitates ordering and invoicing using electronic data interchange (EDI) standards for seamless integration.

> *"In addition to no longer needing to rekey orders, we also greatly benefit from being able to get snapshot views of where we are with the budget, by fund and by collection, which makes us much more efficient managing the budget." (Customer #15)*

Customers interviewed reported:

↓**65%**

REDUCTION in time spent managing acquisitions and print serials

Reduce time spent managing and maintaining the catalog

There is a continuous need to review and update catalog records, which is often extremely time-consuming due to existing inaccuracies and to the volume of records. *Polaris* offers sophisticated loading functionality that ensures accuracy and quality of data loaded into the catalog. Additionally, the system enables bulk reviews and bulk changes for ease of maintenance.

> *"The* Polaris *back-end catalog is easy to use and lets us manipulate very large amounts of data very quickly." (Customer #16)*

Customers interviewed reported:

↓**70%**

REDUCTION in time spent managing and maintaining the catalog

Reduce time spent on integrated library system (ILS) reporting and analysis

Many libraries find themselves simply unable to create the types of reports they need due to a lack of data, and even when they do have access, they often rely on IT to be able to create those reports. *Polaris* enables librarians to build and run their own reports in an easy to use web-based interface (Simply Reports) that includes the ability to query tables and run sophisticated analyses.

> *"Before, if we wanted a report we had to go to IT (and then it was quite a lot of work for them), but with* Polaris*, all our staff is able to get the information they need at a moment's notice." (Customer #11)*

Customers interviewed reported:

↓**60%**

REDUCTION in time spent creating ILS reports and analysis

REDUCE LIBRARY SERVICES OVERHEAD

Reduce time spent integrating with, and maintaining, third-party applications

While most libraries recognize the value of integrating with third-party applications, it is often only done on a limited basis due to how challenging it can be, not only to create the integration, but also to support it. *Polaris* includes access to open APIs that enable easier third-party integrations that are simpler to maintain.

"While we did integrations before, it is easier with Polaris*, especially with existing partners… integrations are seamless, and maintenance is a non-issue." (Customer #15)*

Customers interviewed reported:

↓40%

REDUCTION in time spent integrating with and maintaining third-party applications

Reduce costs of existing ILS solution

In addition to incurring annual vendor charges for an existing ILS, such as maintenance and service fees, many libraries also incur substantial expenses due to the ILS being kept on-premises, including IT infrastructure and ongoing operating expenses. *Polaris* eliminates expenses related to outdated ILS solutions and also offers a fully web-based application that enables confidence in system reliability and security with automatic upgrades and ongoing maintenance.

"We reduced both data clean-up costs by $100k (every 2 years) and IT support time by 50%." (Customer #10)

Customers interviewed reported:

↓75%

REDUCTION in expenses of on-site ILS

IMPROVE PUBLIC SERVICES PROCESSES

Reduce time spent on physical collection management

With an ever-increasing demand for space, libraries are faced with continuous inventory and weeding projects, yet those are often manual and labor-intensive processes. *Polaris* provides insight into content usage, enabling well-informed weeding and floating collection management. Weeding and transfers are further facilitated by quick pull list creation and assignment (Polaris Web App).

"We can now do twice as much weeding and collection maintenance [in the same amount of time], which means our librarians have more time for other library programs." (Customer #15)

Customers interviewed reported:

↓30%

REDUCTION in time spent on physical collection management

H & C

Reduce time spent supporting discovery and circulation

Discovery and circulation processes are typically highly mediated by library staff, who, as a result, need to be readily available during extensive library hours. *Polaris* provides an easy to use web-based interface that allows for patrons to more easily find what they're searching for, including e-books (via PowerPAC integrations). In addition, self-service tools, familial accounts, tools to assess and collect fines, etc. further enhance public services staff efficiency.

> *"Polaris is exceedingly intuitive for both patron- and staff-users [for discovery and circulation], which is one of the biggest benefits of the system." (Customer #16)*

Customers interviewed reported:

↓40%

REDUCTION in time spent supporting discovery and circulation

Improve the patron experience and the ability to report on value to increase budgets

Libraries are transforming in order to meet ever-increasing patron expectations while also being required to clearly demonstrate their value. *Polaris* enables libraries to better serve patrons with an optimized collection, improved discovery, self-service tools such as self-check-out and improved service from the public services staff. In addition, Community Profiles enables more efficient community outreach and supports public events and programs. Further, easily available library and collection data / usage reports are readily available to help demonstrate the improved patron engagement and reinforces the library's value and relevance.

> *"Polaris is the center of our success… if we didn't have it, we would not have been able to grow like we have nor get some of these grants." (Customer #16)*

Customers interviewed reported:

↑5%

INCREASE in budget by improving patron experience and ability to report on value

> *"Polaris provides us with the [functionality] our patrons and staff are interested in, including the tools that make their work easier and tools that make finding information easier." (Customer #15)*

> *"Polaris has positioned us better with the public by providing intuitive discovery and by allowing them to manage elements of their account themselves, giving them a better sense of ownership of their account." (Customer #11)*
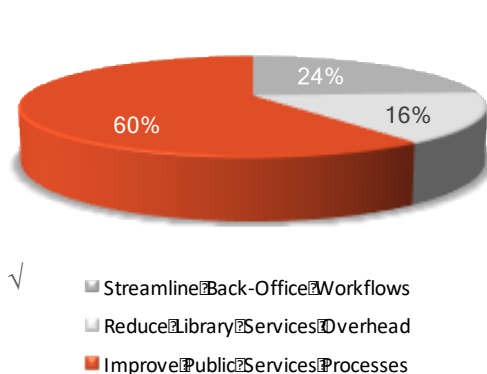
KEY ROI FINDINGS

The value of a validated library management software solution is immediate and demonstrable. A sample public library (with 5 libraries, 2 acquisitions full-time employees, and 2 cataloguing full-time employees who spend an average of 40 hours per month at each library on physical collection management and an average of 120 hours per month at each library supporting discovery and circulation) can realize significant financial benefits from an investment in *Polaris*.
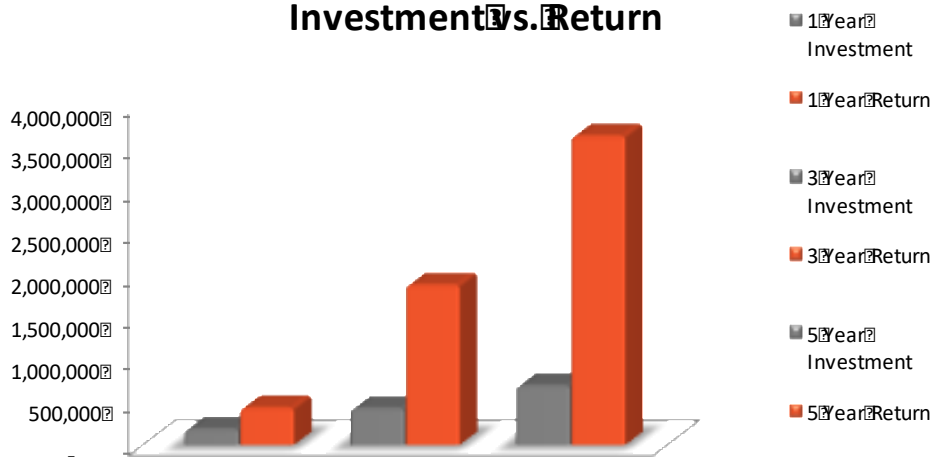
For this typical public library, a three-year investment totaling $429,847 generates a positive return in 5.2 months, annual benefits exceeding $872,000, and a strong three-year return on investment (ROI) at 344%.

Financial Results	
Payback	5.2 months
3-Year ROI	344%

Benefits by Value Driver

√

- Streamline Back-Office Workflows
- Reduce Library Services Overhead
- Improve Public Services Processes

Investment vs. Return

- 1 Year Investment
- 1 Year Return
- 3 Year Investment
- 3 Year Return
- 5 Year Investment
- 5 Year Return

About Innovative
Innovative provides leading technology solutions and services that empower libraries and enrich their users worldwide. Innovative offers one of the most comprehensive portfolios of library automation products on the market today, serving academic, public, national, corporate, and special libraries, and consortia. Headquartered in Emeryville, California, Innovative has a global presence—serving thousands of libraries in 66 countries and offices worldwide. For more information, please visit www.iii.com.

About Hobson & Company
Hobson & Company helps technology vendors and purchasers uncover, quantify and validate the key sources of value driving the adoption of new and emerging technologies. Our focus on robust validation has helped many technology purchasers more objectively evaluate the underlying business case of a new technology, while better understanding which vendors best deliver against the key value drivers. Our well researched, yet easy¬-to--use ROI and TCO tools have also helped many technology companies better position and justify their unique value proposition. For more information, please visit www.hobsonco.com.