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## **SirsiDynix Announces New Approach to Interacting with Global Marketplace**

### **Management consolidation reflects the company's enhanced focus on its customers**

**PROVO, Utah, October 13, 2009** – SirsiDynix®, the global leader in library technology solutions, announces a realignment of senior management that focuses the organization on responding better to libraries' increasingly complex and diverse needs around the world.

"As the way people consume information has changed and diversified, so have the needs of those who provide information and resources. From an elementary school in Ohio to the largest multi-type consortia library in the world, every one of our over 4,000 customers has unique needs and important contributions that impact our future development," said Gary Rautenstrauch, Chief Executive Officer for SirsiDynix. "In order to serve every corner of the marketplace effectively, we are repositioning our talent so we can better respond to the dynamic challenges our customers bring to bear as they arise."

Two senior executives will be taking on new positions.

Matt Hawkins, Chief Operating Officer for SirsiDynix, has assumed sales and marketing initiatives, and is responsible for ensuring SirsiDynix meets all customer needs, from the early stages of the sales process all the way through implementation, training and ongoing client care support. As a part of this holistic approach to the customer, Hawkins is expanding the Library Relationship Manager program, which provides personal, high-touch account management services to SirsiDynix's largest and most complex customers and consortia members. Prior to this expanded role, Hawkins managed implementation, training and client care operations, measurably improving the company's service performance. Under his leadership, SirsiDynix now reports a 95 percent on-time implementation schedule, and customer support satisfaction scores are at an all-time high, with an average score of 4.5 of 5 in customer survey results.

"By consolidating all of our customer-facing projects under a single team, we will only continue to deliver better solutions and better support to improve the customer experience," said Hawkins.

"Our salespeople and Library Relationship Managers understand their libraries' needs and priorities, and they understand technical and migration requirements that could impact implementation. They also understand what it takes to make the library successful, both on the go-live day and in the future. These changes mean we will have closer communications between our account management and implementation teams, which means even better implementation results."

Hawkins has already reorganized SirsiDynix customer support to complement this vision. SirsiDynix's client care teams around the world now specialize in the applications they support, providing an even higher level of customer support and first call resolution.

John Gardiner, who joined the organization last year as the Chief Strategy Officer, has also taken on the role of Chief Financial Officer. In addition to his expanded role overseeing the organization's finance, human resources, legal and office services teams, he will continue to work with Hawkins' team to understand customer demands, and with product management and engineering teams, lead by Chief Technology Officer Talin Bingham, to drive SirsiDynix's future product development. Gardiner, a Certified Public Accountant, has over a decade of strategic planning and finance experience with rapidly-growing software technology companies.

"Over the past year at SirsiDynix I have met with our customers, learning about their challenges and plans. As a result, we have implemented several new solutions for libraries and programs to make it easier for customers to do business with us. Combined with our multi-year product roadmap for both our Symphony® and Horizon™ ILS systems, and our industry-leading new technology such as iPhone® and mobile device applications, virtualization solutions, and new digital asset management technology, we are delivering solutions that help libraries serve their communities better," said Gardiner. "With my new responsibilities, I will continue to drive strategic development while also ensuring that we deliver on this vision."

"We have enormous talent within our organization, which results in SirsiDynix's position as the thought leader in the library technology industry," said Rautenstrauch. "For over 30 years, our people have developed technology that has innovated the way users connect to information in libraries, and have answered very specific needs for libraries in every corner of the globe. In the face of a diverse, global industry where the possibilities are endless, this new focus allows us to be more responsive and nimble to our current customers, and plan development more closely in tune with what they will demand in the future."

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## **About SirsiDynix**

SirsiDynix is the global leader in strategic technology solutions for libraries – vital institutions whose primary mission is to assist people in discovering and using knowledge, resources and other valuable content for their educations, jobs and entertainment. In concert with key industry partners, SirsiDynix supports this strategic role for libraries by offering a comprehensive integrated suite of technology solutions that improve the internal productivity of libraries and enhance their capacity to partner with their communities through the provision of state of the art library management systems (LMS) and search and discovery solutions. SirsiDynix serves approximately 4,000 libraries and consortia that provide services to over 300 million people through more than 20,000 library outlets in the Americas, Europe, Africa, the Middle East and Asia-Pacific. For more information, please see [www.sirsidynix.com](http://www.sirsidynix.com).

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