



FOR IMMEDIATE RELEASE:

SirsiDynix / Baker & Taylor Collaboration Delivers First-of-Its-kind Integration in a Mobile Application

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June 22, 2018, LEHI, UT—Baker & Taylor and SirsiDynix announced today the successful integration of Axis 360 within BLUEcloud Mobile. This enables users to not only discover, access, and manage electronic content from the library—but to consume it as well. Best of all, the patron can do this without ever leaving the BLUEcloud Mobile app, irrespective of whether they are on or offline, so they are never restricted by lack of WiFi, or mobile coverage.

“For the past months, we’ve been working with Baker & Taylor to bring this uniquely powerful integration to our customers,” said Bill Davison, CEO of SirsiDynix. “Providing libraries with the Best Library User Experience is of utmost importance to us. This collaboration delivers exactly that—the most compelling and comprehensive feature set available in any mobile application.”

The BLUEcloud Mobile and Axis 360 integration enables librarians to add significant efficiencies to their library workflow and operations. Librarians can now acquire physical and digital content through one workflow powered through Baker & Taylor’s leading collection development platform. Then, by harnessing the power of BLUEcloud Mobile, patrons can find and read or listen to content in one application environment. This integration eliminates any handoff to a third-party reading app so their digital experience remains centered at the library. App fatigue is reduced and the reader experience is simplified. Patrons can search, discover and read with greater ease.

“The launch of our integration with SirsiDynix’ BLUEcloud Mobile marks another milestone for our Axis 360 platform. At Baker & Taylor our key focus is empowering librarians with tools that make their jobs easier so they can spend more time on the vital programs and services their communities depend on and need.” explained Aman Kochar, EVP of Public Library Sales and Technology at Baker & Taylor.

“This partnership with Baker & Taylor has been extraordinarily productive from the outset,” said Eric Keith, SirsiDynix’ Chief Marketing Officer. “Thanks to our partnership with Solus, BLUEcloud Mobile was already the most successful product launch in our 35-year history. With the addition of Axis 360 functionality from Baker & Taylor, we think BLUEcloud Mobile will become the most successful app for our customers too.”

To see the integration of Axis 360 into BLUEcloud Mobile in action, visit the booths of Baker & Taylor (#2347) or SirsiDynix (#1315) at ALA Annual in New Orleans June 22-25, 2018 or contact your sales representative at Baker & Taylor or SirsiDynix today.



SirsiDynix[®]

About Baker & Taylor

Baker & Taylor is a premier worldwide distributor of books, digital content and entertainment products from approximately 25,000 suppliers to over 20,000 customers in 120 countries. The company offers cutting-edge digital media services and innovative technology platforms to thousands of publishers, libraries, schools and retailers worldwide. Baker & Taylor also offers industry leading customized library services and retail merchandising solutions. For more information about Baker & Taylor visit www.baker-taylor.com. Baker & Taylor is part of Follett Corporation, the world's largest single source of books, entertainment products, digital content and multi-media for libraries, schools and retailers. Follett is headquartered in Westchester, Illinois. For more information about Follett, visit www.follett.com.

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About SirsiDynix

SirsiDynix believes in the power that libraries. Transforming and shaping their communities every day, that power inspires us to connect people with knowledge at more than 23,000 libraries worldwide. SirsiDynix technology combines relevant resources with the Best Library User Experience (BLUE). With our Best-of-Breed approach, SirsiDynix gives libraries the greatest and most expansive range of options for their software. Complemented by the most experienced training, consulting, and support staff in the industry, SirsiDynix helps libraries to reach their highest potential while serving their communities. To find out more, visit www.sirsidynix.com.