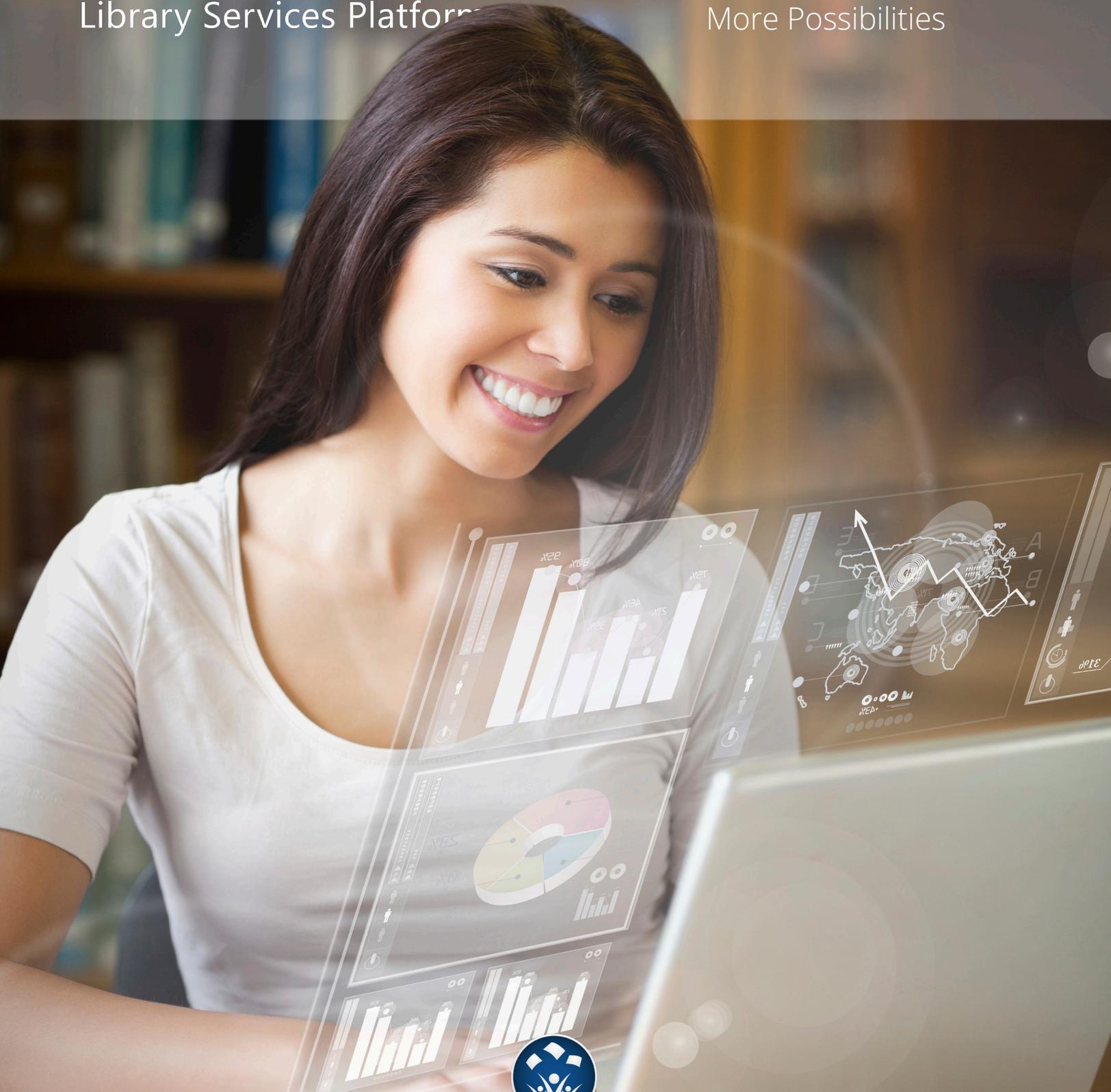


# BLUEcloud

Library Services Platform

Less Hardware  
Less Cost  
More Possibilities



SirsiDynix®

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# Experience BLUEcloud

*The BLUEcloud Library Services Platform is next-generation library software that energizes workflows and helps your library accomplish its goals.*

By creating a bridge between your Horizon or Symphony database and modern cloud architecture, BLUEcloud increases your library's possibilities with. Enhanced discovery, resource management, and staff components give you the freedom to do what you do best: meet the unique needs of your community.

BLUEcloud's flexible architecture delivers you the benefits of modern cloud technology, no matter the structure of your library. Whether you're a public, academic, or special library, a single site or a consortia, BLUEcloud boosts the efficiency of your library through web-based products and robust functionality.

Wherever you are on the path to the cloud, the BLUEcloud LSP is for you:

BLUEcloud integrates effortlessly with current SirsiDynix databases. If you run Symphony or Horizon, you get the benefits of BLUEcloud in your maintenance plan, without extra costs or a painful migration.

Get an even better BLUEcloud experience with SirsiDynix SaaS. By choosing SaaS, you eliminate server maintenance, strengthen your security, and get faster updates for your BLUEcloud apps.

BLUEcloud brings the cloud to your local servers. If you're not ready to switch to SaaS, you can still use the BLUEcloud LSP.

Using BLUEcloud, you can easily extend your library's functionality with browser-based services. Work with BLUEcloud and Java apps simultaneously as you transition to the cloud on your own schedule.

With BLUEcloud, you have all the tools necessary to give your patrons the Best Library User Experience possible—the rest is up to you.



# Discovery

Designed with the end user in mind, BLUEcloud Discovery apps reach your patrons wherever they are with the modern functionality they expect. Now your community can reach you, wherever they are and however they want.

## BLUEcloud Mobile

*Studies show mobile devices are now the most popular way to consume digital content, and apps are the preferred vehicle of delivery. Impress your patrons with the intuitive user experience of this next generation mobile application.*

Built with development partner Solus, the BLUEcloud Mobile app, for iOS and Android, gives patrons access to your library on the go. Whether they're on a bus or at the beach, patrons can search your catalog, place holds, and manage their accounts. A barcode scanner lets patrons search items against your catalog. The in-app library card means your patrons are always ready for checkout.

BLUEcloud Mobile is a streamlined resource, not only for patrons but for staff as well. A robust content manager and fully integrated branding let you build an app that truly reflects your library, while patron analytics let you know how you can best serve your mobile app users.

## Enterprise and Portfolio

*You know more than most that discoveries are made by transcending limitations. Give your patrons the power of virtually unlimited discovery with Enterprise and Portfolio.*

Enterprise is both a discovery tool and a Content Management System. Patrons can easily manage holds, pay fines, and create lists of material for a full discovery experience. Through Enterprise's integration with EBSCO Discovery Service, users may also find EDS results alongside the items in your catalog.

Go beyond basic discovery: use Enterprise to manage all of your library's web pages. Through the admin interface, upload your library's logo and link to your own custom-designed CSS, with tailored layout including colors, background, and many other styles. You control the content. Create pages, and link them to one or more main profile pages. Linked pages can present information about your library's services, special programs, featured collections, subject searching, or anything else you'd like.

Create unique profiles for each of your libraries. Through Enterprise, each library can have multiple profiles. Take your profiles to the next level by refining the sources of information your profiles search; this could be your library's ILS data, remote databases, or other z39.50 sources. You can also create your own custom search limits to refine searching. Fuzzy matching and tailored search facets ensure every user receives the results they have set out to find.

Bring powerful digital asset management to Enterprise with the addition of Portfolio. Share the unique digital assets of your

Through the admin interface, use a simple WYSIWYG editor to add content to each column.

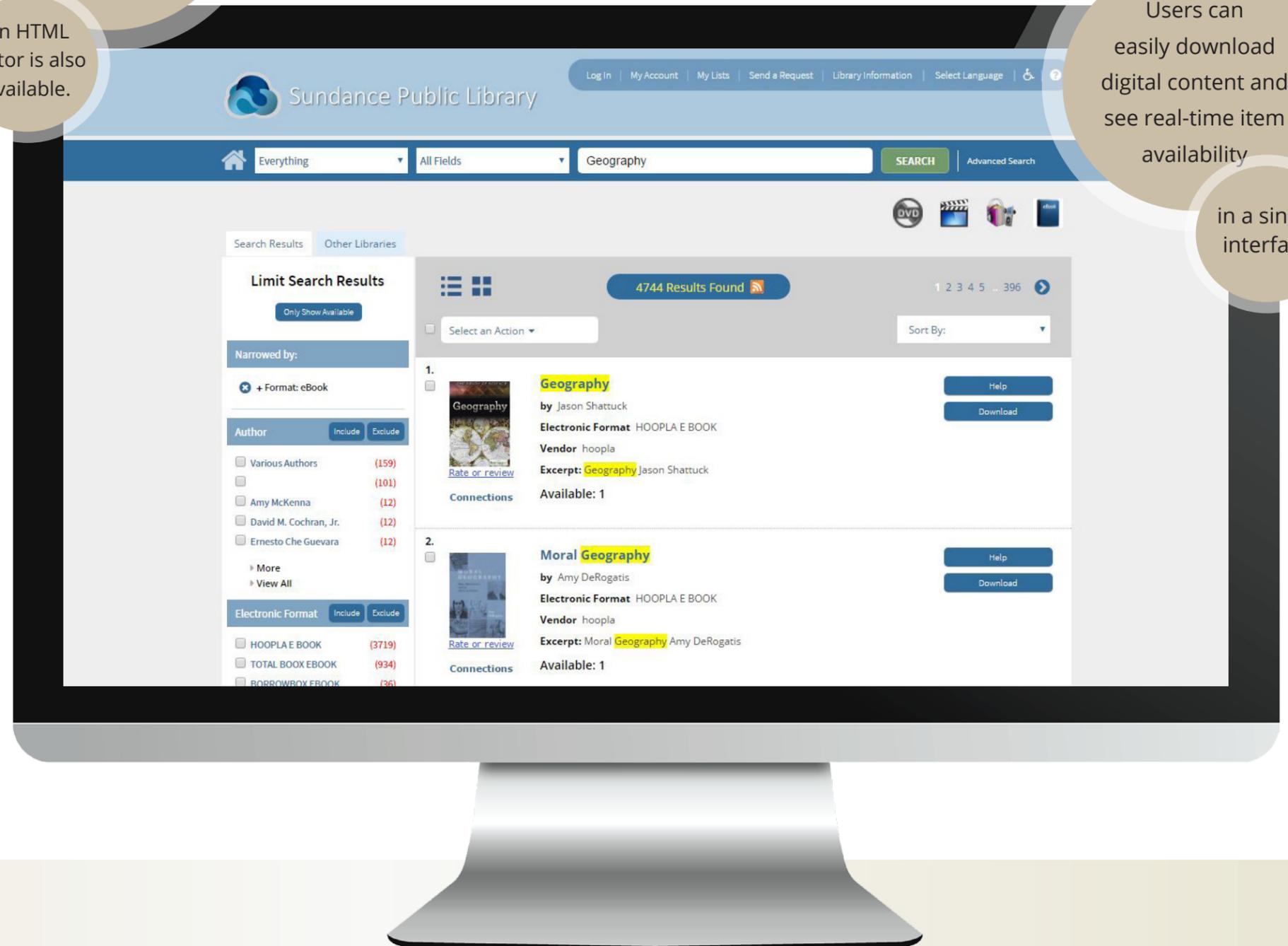
An HTML editor is also available.

community, such as PDFs, images, videos, and more, and display them through digital rooms for easy user access. With Portfolio, patrons can browse your digital assets as well as find them through traditional searches. Collections and

assets can be featured on your Enterprise pages. With Portfolio, your library can demonstrate its unique value as a curator of community's history and culture.

Users can easily download digital content and see real-time item availability

in a single interface



## BLUEcloud Booking\*

Give patrons more access to your library's resources. BLUEcloud Booking integrates with SirsiDynix Enterprise so patrons can book materials themselves. Whether you offer conference rooms, study carrels, or other equipment, your patrons can see when the material is available and reserve it with just a couple clicks.

With BLUEcloud Booking, patrons are more likely to remember their reservations. As they book materials, patrons can choose to receive reminders through email, SMS, or BLUEcloud Mobile notification. Additionally, they can see a list of their bookings through their library account. These reminders keep your resources as active as possible.

BLUEcloud Booking is for more than just library materials. Feeling like your expertise is underused?

Invite patrons to book a librarian. Staff set their schedules in BLUEcloud Booking, and patrons can set up appointments through Enterprise.

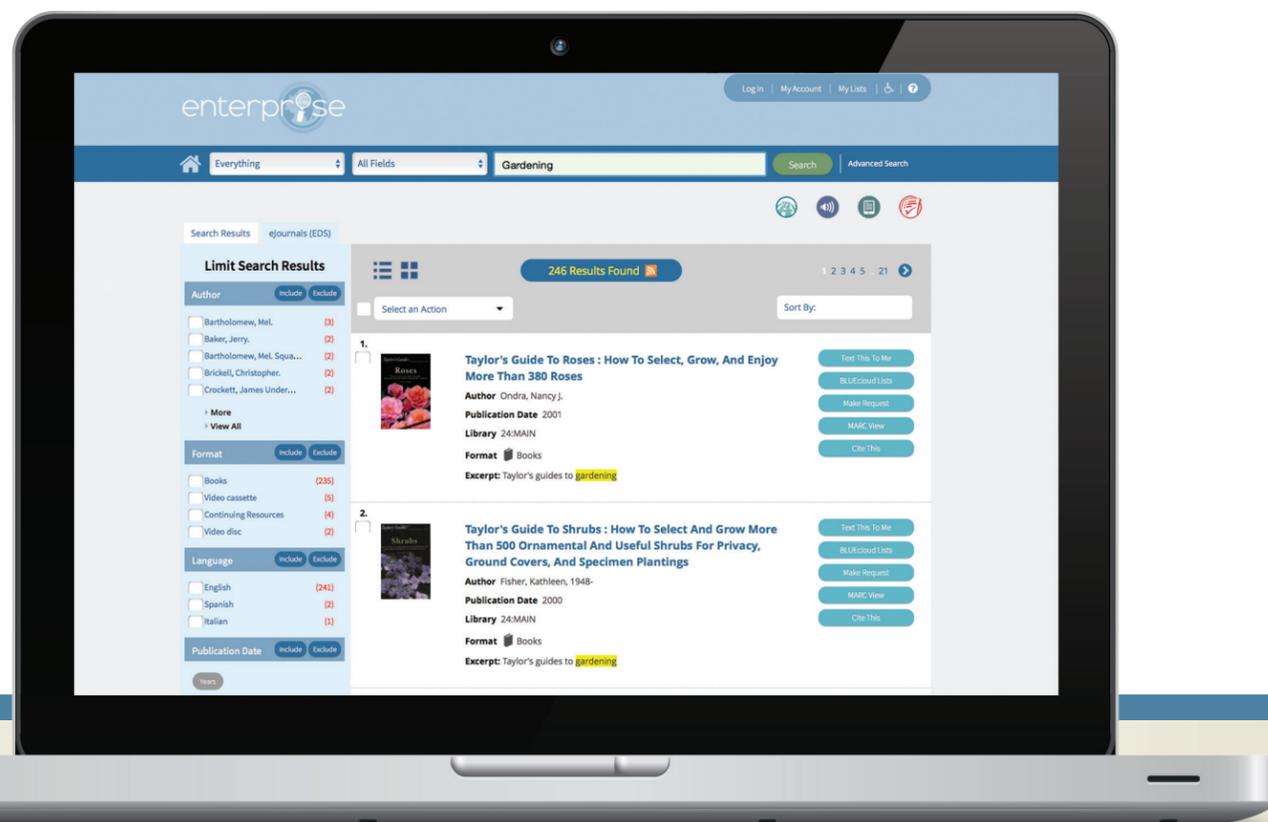
BLUEcloud Booking makes all the materials in your library more accessible. What resources do you want to highlight?

\*Coming Soon



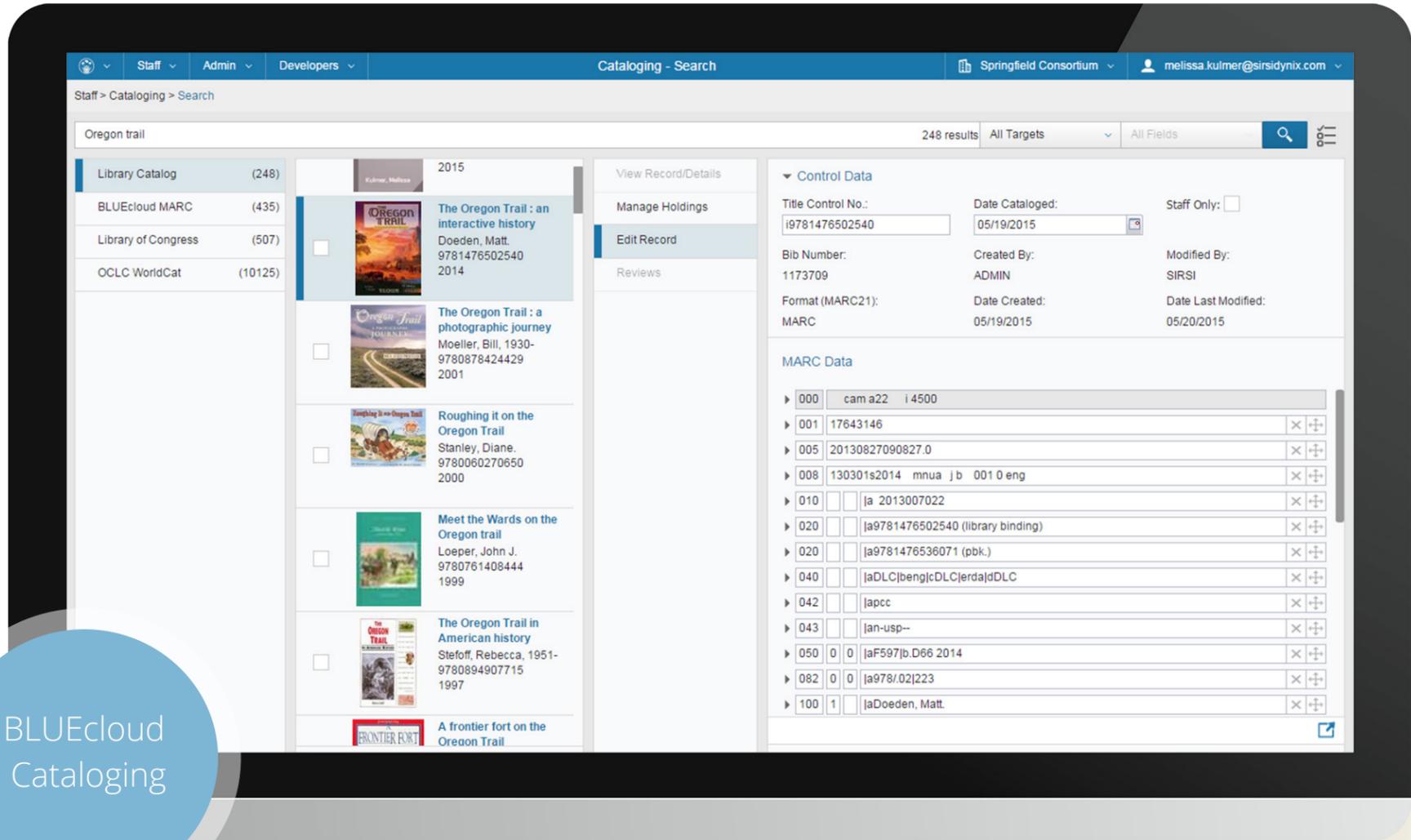
## Staff

Your team works hard; maximize your capabilities with intuitive applications that anticipate your needs. Specialized solutions with granular control streamline workflows to your specifications.





BLUEcloud  
Cataloging



down into your data. BLUEcloud Analytics lets you share reports while carefully controlling access to your library's information, keeping your records safe.

With insightful data on your side, you'll be ready for the next budget meeting.

## BLUEcloud Cataloging

*With BLUEcloud Cataloging, your cataloging tasks are not only simplified—they're enhanced.*

Through an intuitive interface and drag-and-drop features, BLUEcloud Cataloging gives you the tools you need to efficiently catalog items while saving time and money for your library, no matter if you're a staff member or administrator.

Cut the time it takes for you to carry out cataloging processes through easy keyboard shortcuts. A side-by-side MARC editor allows you to quickly compare and merge bibliographic records in an existing collection or compare records to the Library of Congress or CloudSource.

With over 20 million bibliographic and authority records, BLUEcloud Cataloging not only streamlines your cataloging workflows, but also reduces costs by eliminating the need for you to subscribe to bib-record databases.

Feel free to modify BLUEcloud Cataloging to meet the needs of your library. From staff member to administrator, the interface can easily be changed to be as simple or robust as you'd like. With BLUEcloud Cataloging at your disposal, there's no telling what your staff can do.

## BLUEcloud Analytics

*In the age of Big Data, every major decision must be justified by numbers. BLUEcloud Analytics gives you all the tools you need to show your library's worth to decision makers.*

Don't constrain your library to standard reporting. The new BLUEcloud Analytics platform is tiered to give your library the level of complexity, control, and automation that suits your needs.

Pull from our extensive catalog of stock reports to get started quickly, or build your own sophisticated

reports by drawing on more than 700 data elements. The easy drag-and-drop interface lets you build reports with just the data you want.

Get your reports out the door with automatic distribution in the frequency and format of your choosing. Interactive reports let your team drill

*Search for records across multiple sources with one click, including an unlimited number of Z39.50 sources*



## BLUEcloud Central

*Your library is complex. What if you could manage everything—products, policies, and more—from one interface? BLUEcloud Central opens your library’s doors to modern management.*

BLUEcloud Central allows you to launch all of your BLUEcloud products from one place—saving administrative headaches and boosting productivity. Easily create institutional policies, edit product profiles, and assign staff roles to meet the unique needs of your library and its team.

Need to extend your reach to other libraries in your system? No matter if you’re a single library or a consortia, BLUEcloud Central brings every aspect of your system under your control. Whether you’re looking to manage your bibliographic templates in

BLUEcloud Cataloging or create a new policy for all of the libraries in your consortia, BLUEcloud Central gives you the management you need to provide the best value possible to the community you serve.

In addition to universal administration, the mobile-friendly interface adds even more flexibility to your library or consortia. Administer all of your library’s needs through your mobile device, laptop, or tablet, wherever you are, whenever you’d like.

## BLUEcloud Circulation

*Balance simplicity and power with BLUEcloud Circulation.*

BLUEcloud Circulation incorporates all of the circulation tools you need into a sleek, modern interface. An easy-to-use interface and robust functionality keep your library organized from circulation desk to stacks.

Streamline your checkouts and check-ins by applying special due dates and incorporating transiting and hold trapping to ensure items are routed without a hitch. Additional features, such as Hold Record Management and Patron Record Management, give you the ability to display holds and modify patron details, while visual and

audible cues keep you alert of important patron or circulation statuses.

In addition to streamlining circulation workflows, BLUEcloud Circulation helps secure your library as a whole. By giving you the option to upload patron photos and signatures to easily verify cardholders’ identities, BLUEcloud Circulation promotes the overall safety of your institution.

Support the circulation workflows vital to your library and meet the diverse needs of your cardholders with BLUEcloud Circulation.

## MobileCirc

*Mobilize your library’s circulation with MobileCirc and break the ties that bind you to your desk.*

MobileCirc is flexible and efficient, allowing you to quickly scan items through a portable Bluetooth scanner or find real-time lists of items that need attention through a single click.

No internet access? No worries—MobileCirc’s offline mode gives you the freedom to carry out inventory workflows in any scenario. Extend your presence by checking out, renewing, and checking in items through an intuitive interface and print on-shelf hold slips with a Bluetooth receipt printer

to streamline the mobile checkout process more.

With MobileCirc, you can even leave the brick and mortar of your library behind to register users on the go. Take user photos with your mobile device’s camera and scan driver’s licenses to effortlessly collect registration information. With real-time lists of available items and an interface customized to match the look and feel of your library, you’ll wonder if you’ve even left your library’s doors.

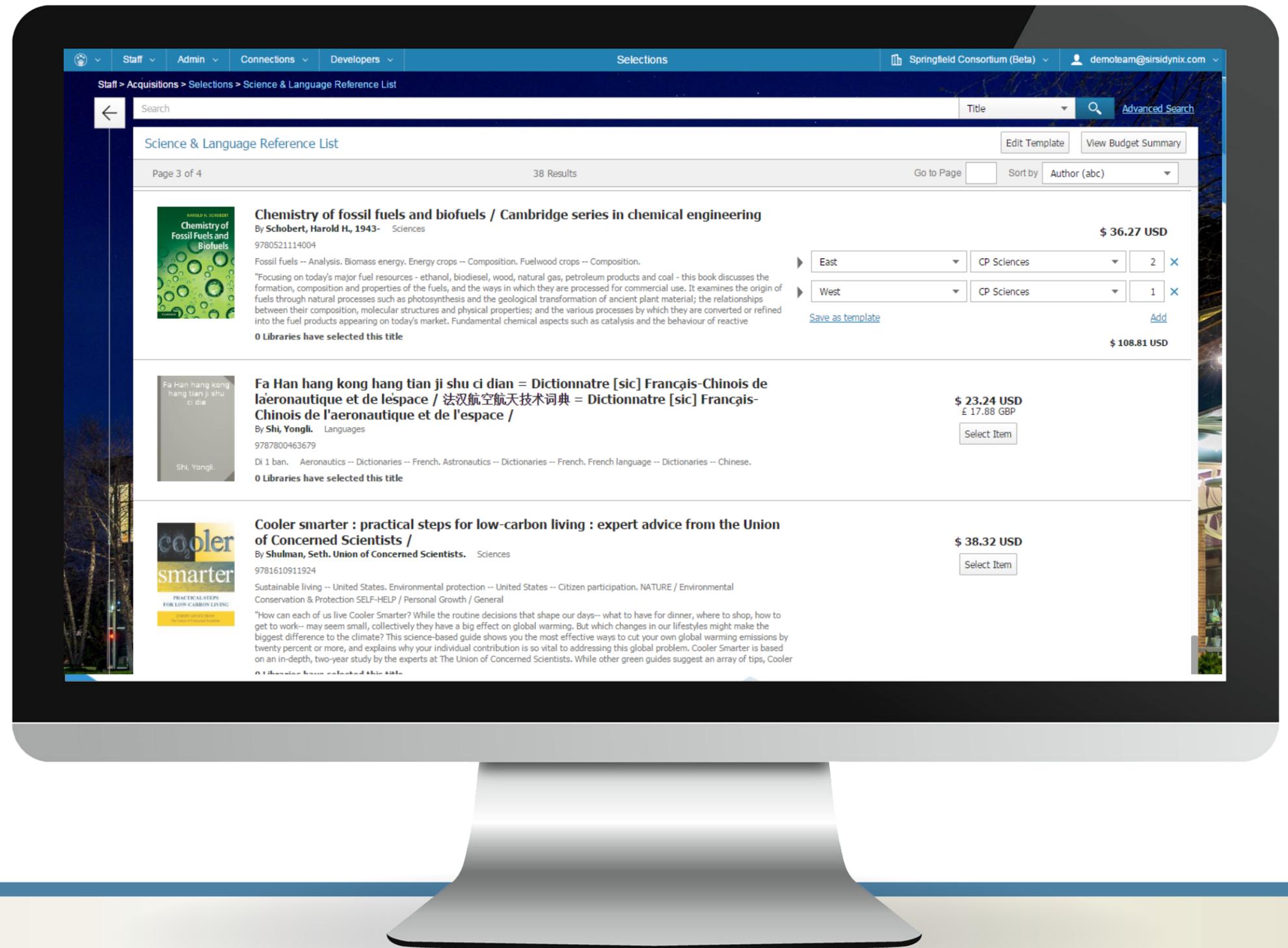
## BLUEcloud Acquisitions\*

Collection development and acquisitions are complicated processes. Staff must sort through endless titles, both new and old, as offered by competing vendors in various mediums and via different platforms. BLUEcloud Acquisitions reduces this complexity so you can complete every stage of acquisitions in one intuitive interface.

BLUEcloud Acquisitions helps you simplify and leverage your acquisitions process to your library's greatest advantage. The power of BLUEcloud Acquisitions starts with funds: instead of scattering your fund categories across loosely associated records, create clear hierarchies, as deep as you want to. Don't stop with a fund for nonfiction science books: break it down into biology, physics, astronomy, and more. Similarly, BLUEcloud Acquisitions gathers all your related accounts into one vendor record. Specify accounts for different order types and discounts, without adding complexity.

Gives your library more buying power. When libraries buy separately, they lose the power of strength in numbers. Since BLUEcloud Acquisitions is in the cloud, libraries can join forces to negotiate better prices. Complete selection lists at the site level, then create orders centrally to take advantage of volume discounts.

\*In beta release



## BLUEcloud Serials\*

*As periodicals are increasingly offered electronically, many specialized titles continue to be printed exclusively on paper. To keep your patrons informed, you need to manage your physical serials alongside your electronic titles. BLUEcloud Serials makes that simple.*

No publishing schedule is too complex for BLUEcloud Serials. Choose a daily schedule for your newspapers, or select specific months for the seasonal gardening magazine. Not sure when to expect a publication? BLUEcloud Serials can handle that too. If you don't receive an issue in a while, BLUEcloud Serials will ask the vendor if you're still subscribed.

Once you set publication schedules, receiving an issue is as simple as scanning the barcode, and

BLUEcloud Serials automatically sends claims on a schedule you set. Serials management becomes easy enough for any staff member, and you save time.

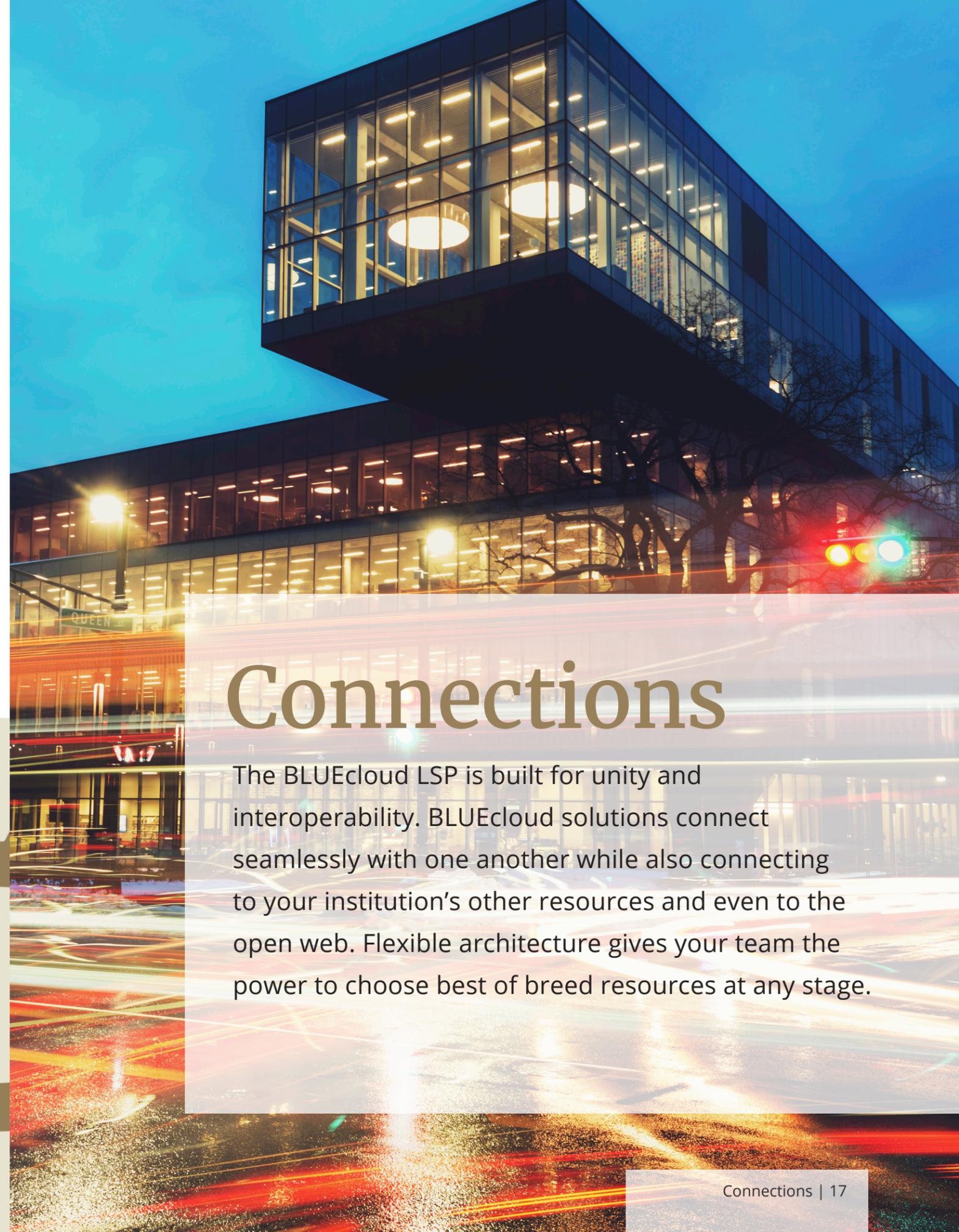
When you keep physical and digital serials side by side, your patrons can always find the information they need, no matter the format.

\*Coming Soon

## APIs & Web Services

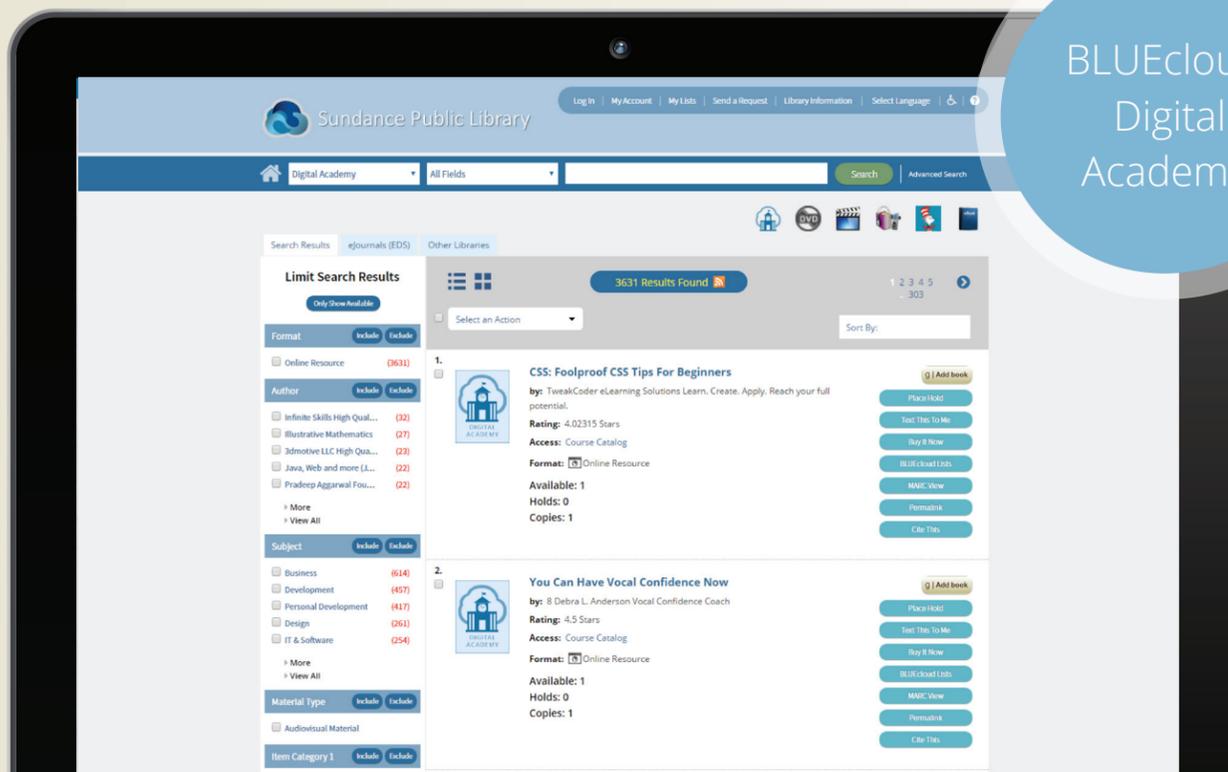
Extend your library's reach. With the BLUEcloud LSP's collection of flexible APIs and Web Services, you gain access to system data to create any customizations or extensions relating to your library's specific needs. Our APIs give you the power to bring your library together, from tighter integrations with third party products to more secure relationships with your library's databases.

We give you the building blocks—you put them together in a way that works for you.

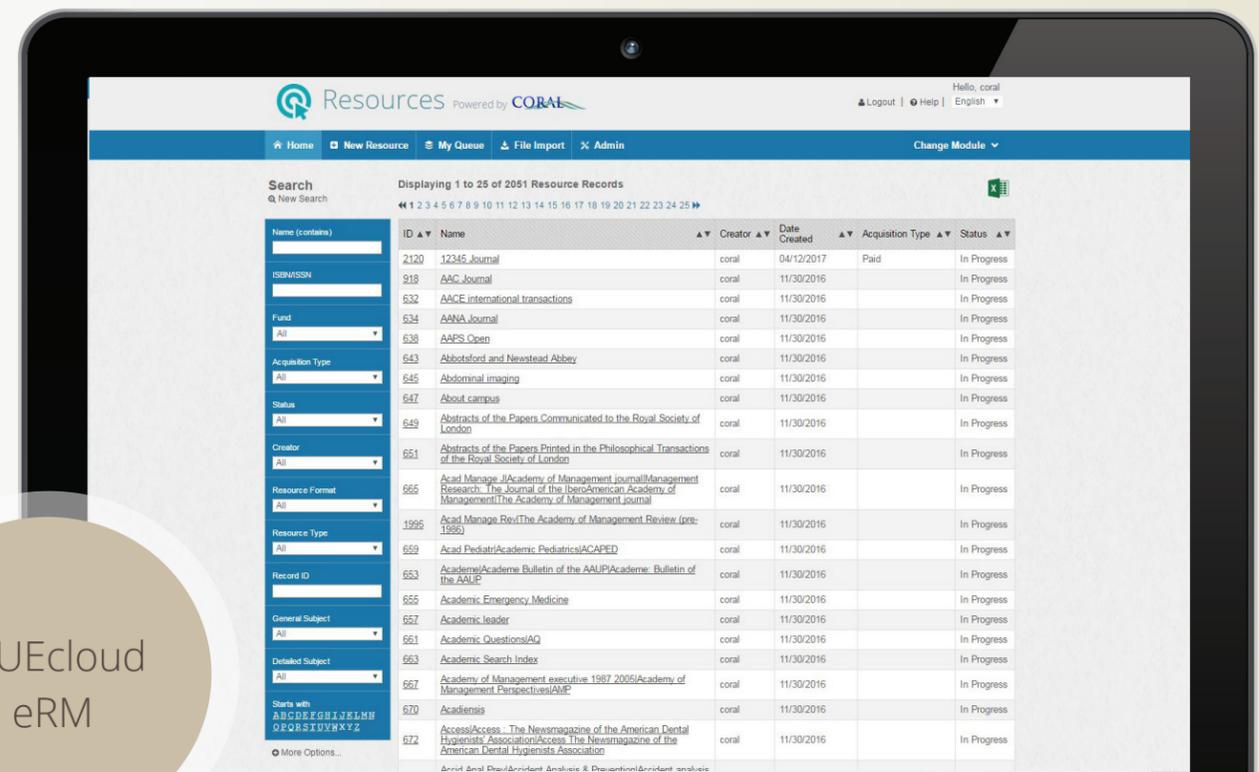


# Connections

The BLUEcloud LSP is built for unity and interoperability. BLUEcloud solutions connect seamlessly with one another while also connecting to your institution's other resources and even to the open web. Flexible architecture gives your team the power to choose best of breed resources at any stage.



BLUEcloud  
Digital  
Academy



BLUEcloud  
eRM

## BLUEcloud Digital Academy

Your users come to you for help in support of their goals to learn and grow. BLUEcloud Digital Academy helps you cover more ground and satisfy the diverse goals of your users with a variety of digital content, all delivered within your catalog.

BLUEcloud Digital Academy offers an extensive, vibrant, and continually expanding digital content—everything from numerical literacy for young learners to healthy aging seminars for seniors—all discovered within your library's catalog.

A single, 'all you can eat' subscription gives your patrons access to courses from more than 1,000 programming partners including content

from the Library of Congress, MIT, the American Museum of Natural History, and Khan Academy. With over 250,000 resources and content available in 12 different languages, there's something for every patron. Content is curated, automatically uploaded, and MARC-maintained to supplement your collections without weighing down your workload.

## BLUEcloud eRM

BLUEcloud eRM brings power and efficiency to the full life-cycle of your electronic resources. From trial and acquisition to licensing and implementation, BLUEcloud eRM makes managing electronic subscriptions easy.

Working with the CORAL community, BLUEcloud eRM marries the existing, robust, and open-source electronic Resource Management system CORAL with SirsiDynix's world-class hosting and support services. With BLUEcloud eRM, you are able to use any or all CORAL modules, including Resources, Licensing, Organization, Usage Statistics, and Management.

BLUEcloud eRM helps you stay on top of your resources by keeping details organized and accessible. Use the built-in workflows to configure

the tasks required to complete implementation of your subscription. Integrated analytics give your team insight into what resources your patrons are using. CORAL supports industry-standard COUNTER reports and the SUSHI protocol that automatically harvests them.

BLUEcloud eRM helps you manage and deliver your digital content, while customizable workflows with auto-generated tasks and notifications facilitate workflow and keep the staff informed—all within your LSP.

## BLUEcloud ILL\*

*Fulfilling ILL requests used to be difficult. To find external materials, you would have to leave the tight integration of your ILS, crossing a virtual chasm to communicate with other libraries. BLUEcloud LSP streamlines this process by linking ILL to your other library tools.*

BLUEcloud ILL extends the framework established by BLUEcloud Circulation. To easily circulate items through libraries. Use BLUEcloud LSP to set up a library group that reflects your resource sharing agreement. If any libraries don't run BLUEcloud, they can use NCIP tools to participate.

When patrons submit an ILL request, staff can see real-time availability at each library in the resource sharing group. Then they just approve and submit the request and let BLUEcloud ILL do the rest. Or if your library prefers, the request will be automatically submitted to ILL partners—no staff intervention required.

Both patrons and staff can easily track ILL requests through every stage, so connecting your patrons to resources in other libraries will be nearly as simple as standard circulation.

\*Coming Soon

## BLUEcloud Lists\*

*Learning is no longer limited to physical books; your LSP should reflect that change. BLUEcloud Lists gives educators a tool for collecting information from diverse resources, organizing these resources into meaningful lists, and publishing the lists for easy discovery by patrons.*

Add items to BLUEcloud Lists using a versatile bookmarklet. The BLUEcloud Lists bookmarklet harvests metadata from all kinds of resources, such as books found on Amazon, op-eds from the New York Times, peer-reviewed journal articles, and educational YouTube videos. If you can find it online, you can add it to BLUEcloud Lists.

BLUEcloud Lists also turns your professors into multimedia curators. As they write their syllabi, they can use BLUEcloud Lists to construct rich, holistic reading lists from resources across the web. When the lists are complete, authorized users can publish them to SirsiDynix Enterprise, push them to course reserves, request ILL or purchase for items outside of the library, and link them to course pages in Blackboard and other learning management systems.



## BLUEcloud Visibility

*Using the power of linked data, BLUEcloud Visibility brings a whole new level of convenience and discoverability to your library.*

MARC records are invisible to search engines, but BLUEcloud Visibility translates your library records so that search engines like Google and Bing can glean essential information and display it in meaningful ways.

Your metadata and a user's metadata are matched for relevancy in search engine results and the

search engine can list catalog items in the results page. Imagine a local patron googling "The Tempest" and in the list of results is your catalog's record and button to checkout the book at the library—your library—located just around the corner.

# eResource Central

*Finding the right eResources can be overwhelming—unless you have one place to look.*

eResource Central (eRC) unifies all of your library's digital content into one interface: your OPAC. By integrating with more content providers than any other digital content management tool, eRC brings eBooks, audiobooks, and more straight to the discovery interface your users trust, from the vendors you know best—all through a single click.

Why take users away from an interface they already know? With one-click access to all of your library's eResources, your users can download the items they need without visiting sites and unfamiliar interfaces. eRC also allows users to search digital content alongside physical, providing real-time availability and eResource previews to streamline your users' discovery experience even further. Don't worry about updating your MARC records, either. eRC takes care of the work for you by automatically syncing thousands of titles to your OPAC, effortlessly bringing eResources to your users' fingertips through Enterprise or BLUEcloud PAC.

Simplify your eResource management and bridge the gap between your vendors and users with eResource Central.





# Community Funded Services

Between shrinking budgets and the high costs of digital content, your library might not have cash to spare. Community Funded Services can help—and give your patrons a way to give back. SirsiDynix offers two Community Funded Services that bring financial benefits to both you and your users.

## Sell It Now

*Find the green in your weeding! Streamline your discard process and maximize the return of your library's resources with Sell It Now.*

Generate extra funding for your library and give your titles a second chance. Sell It Now is an automated processor that helps streamline your library's weeding for maximum return on discard items. Delivered in collaboration with Better World Books, Sell It Now compares pre-screened titles list against your weeding list—or any list. Send in your selected titles to Better World Books—free shipping makes it easy. Titles are then listed for sale on 40+ channels and your library receives a percentage of the resale value.

Sell It Now helps your library rapidly comb your collection. Selling online, beyond the limited market of your local users, ensures your resources will move on to users that will appreciate them and returns the maximum value to your library.

## BLUEcloud Commerce

*Your patrons are busy. Give them the option to pay fines from their smart phones, tablets, or other devices, at any time, in any place.*

Available to you for no additional cost, BLUEcloud Commerce gives your patrons more payment options than ever before. As online payment options become increasingly popular and carrying cash becomes a thing of the past, BLUEcloud Commerce allows users to pay any fine or fee on the go, from your library's computers to their mobile phones.

BLUEcloud Commerce can even cut costs and increase your library's revenue. By providing a simpler payment solution, patrons are more likely to pay fines and contribute to the funds of your library.

Don't worry about storing your patrons' payment information— all information is stored securely with ProPay, a fully PCI DDS certified partner, alleviating you from PCI compliance worries and access to sensitive patron information.

Simplify your patrons' payment options and save your library money.



# FAQ:

## *I already have Symphony or Horizon. Do I need to migrate to the BLUEcloud LSP?*

No, BLUEcloud comes to you. Your current database is transferred into the foundation of a modern LSP, so you avoid the hassle of a migration. Any change you make in the BLUEcloud LSP is instantaneously reflected in your database and other BLUEcloud apps, with no migration necessary.

## *Why isn't the BLUEcloud LSP built on a completely new database?*

To build a modern library services platform, any software vendor has two choices for constructing the back-end database:

- Rebuild the back-end from scratch.
- Leverage a strong server structure and build on top of it.

When vendors choose the first option, your library assumes the costs. You might be forced to migrate to an unproven platform and lose data and productivity as a result. If you can stay on your current system, you won't see new product releases, and you'll likely receive less customer support.

SirsiDynix chose the second approach. We built the powerful databases behind the BLUEcloud LSP with a completely open and extensible back-end, so they integrate seamlessly with APIs and Web Services. With

this architecture, you can keep your Symphony or Horizon database but still enjoy all the benefits of an LSP.

The BLUEcloud LSP gives your library speed and stability, faster development, and a smooth transition to the next generation of library services platforms.

## *How does the BLUEcloud LSP manage consortia?*

We built the BLUEcloud LSP to manage library systems of any size. BLUEcloud policies scale across multiple institutions, in any grouping you prefer. BLUEcloud administration is both flexible and simple. You can set separate policies for each library, or you can connect single policies to multiple libraries or library groups for easy large-scale changes. BLUEcloud will support any configuration you create.

## *When will the BLUEcloud vision be complete?*

As with most modern software, BLUEcloud will never reach a static "end point." As new technology emerges and customer feedback grows, BLUEcloud development will continue so that you may have the Best Library User Experience possible—even once all modules of the BLUEcloud LSP are complete.

Most BLUEcloud products are available now, including:

- Search and Discovery Tools: Enterprise, BLUEcloud Mobile, Portfolio, eResource Central.
- Staff Tools: BLUEcloud Cataloging, BLUEcloud Analytics, and BLUEcloud Central, MobileCirc.

In addition, development will continue through 2017 and beyond. All SirsiDynix customers can check our progress with the roadmaps posted on our Support Center website.

## *If I switch to BLUEcloud now, how much functionality will I have?*

Your library will have full functionality. As we continue to develop BLUEcloud apps, you can extend their functionality with Java-based desktop apps. With this hybrid approach, you can run BLUEcloud and Java apps in tandem and transition to a fully web-based system on your own timeline.

## *Do I need to purchase SirsiDynix SaaS to run the BLUEcloud LSP?*

No. BLUEcloud will still work with your locally hosted servers. But switching to SirsiDynix SaaS gives you an even better BLUEcloud experience: faster updates for your BLUEcloud apps, stronger security than most libraries can afford, daily backups, and no more server maintenance. After a short migration, you'll have that much more time to serve your community.

# Who is SirsiDynix?

For more than 30 years, libraries have used SirsiDynix technologies to bring the power of their collections to their communities. Today, SirsiDynix serves over 23,000 library facilities in more than 70 countries, empowering 300 million users worldwide.

Through library management technology and search and discovery tools, libraries using SirsiDynix technology bring relevant resources and the power of knowledge to their users and communities.

SirsiDynix technology is architected to be open, scalable, and robust, offering a complete out-of-the-box solution and unparalleled flexibility through APIs and web services. Complemented by the most experienced training, consulting, and support staff in the industry, SirsiDynix helps you create tomorrow's libraries, today.

To find out more, visit  
[www.sirsiDynix.com](http://www.sirsiDynix.com).

## Contact Us

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SirsiDynix®