BLUEcloud Visibility+

Expand your library's digital presence, reach new readers, and cultivate connections within your community. BLUEcloudVisibility+ converts MARC records to linked data, increasing the discoverability—and shareability—of your library's catalog on the open web.

Unlock your library's catalogs

Extend your library's reach by transforming existing MARC records into BIBFRAME linked data. With BLUEcloud Visibility+, linked data is incorporated into the Library.Link network and published straight to the open web. From there, readers anywhere can discover your library, browse your collection, and begin borrowing.

The power of partnerships

Working directly with Google and Open Libraries, we ensure your library's data flows into multiple high-visibility destinations, including the Google Knowledge Graph, Google Books, Google Get Books, and the Internet Archive. Plus, feeds are updated automatically throughout the day to keep data as current as possible.
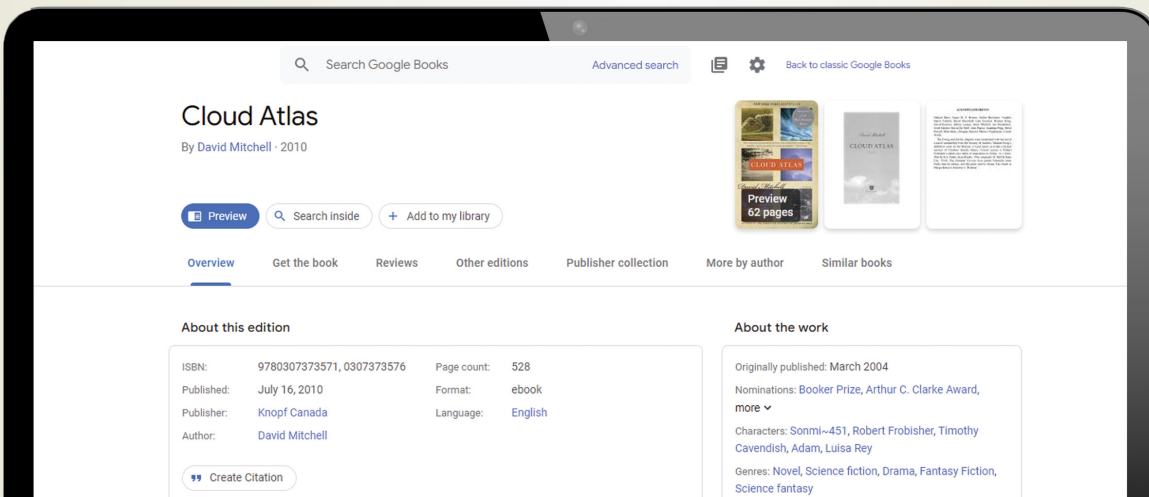
Drive traffic, raise awareness

Our syndication partners don't just amplify your library's search relevance; they enable users to select the library location and book format of their choice—and drive users back into your catalog to complete the self-checkout process.

Dynamic digital displays

Use data to create dynamic carousels, grids, and lists that can be embedded on your library's website, published on social media channels, or shared with community partners. Equipped with book jackets and a "Borrow" button, each display links back to your library's catalog, regardless of where it's featured on the web.

Deepen patron discovery

Accelerate patron discovery by leveraging linked data to create informative widgets. You can choose from "More About the Author," which combines catalog data with relevant web resources, "Related Resources," which reveals all linked connections on a topic, or generate brand-new widgets of your own with our easy-to-use navigator.

Collaborate with peers

Tap into the Library.Link network to evaluate and enhance your library's collection. On this collaborative open data platform, you can curate and share custom lists of ISBNs and hot topic concepts, conduct gap analysis while browsing the work of peers, and repurpose lists from thousands of libraries across the globe.

Actionable analytics

Measure your library catalog's web traffic and easily relay statistics to administration and partners. The BLUEcloud Visibility+ administrative interface provides you with a dashboard view of your linked data as well as a breakdown of user transactions by channel, from Google and Library.Link to Open Library, social media, and beyond.

SirsiDynix®

For more information contact us at 800.288.8020 or visit sirsidynix.com