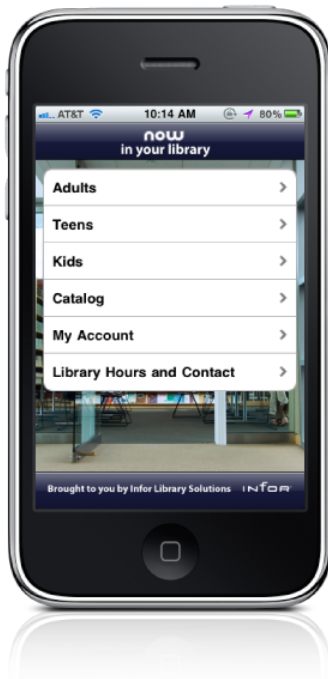


NOW Mobile Platform

Infor Library and Information Solutions | LibraryLinkNJ - The New Jersey Library Cooperative



INFOR™

In cooperation with
LibraryLinkNJ – The New Jersey
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NOW Mobile Platform
A journey through the library

The NOW mobile solution takes your users on a journey through the library. It's a mobile platform that showcases all you have to offer – your collections, news, recommended items, exciting programs, cool music, and much more.

You can feature all your offerings in one convenient mobile interface, including your catalog, Overdrive, Facebook, Twitter, and LibGuides.

NOW is a flexible platform, enabling you to choose what works best for your library.

Mobile apps
Mobile catalog
Mobile website
Branding
Content management
Third-party integration
Events / calendar

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Introduction

Thank you for your interest in the NOW mobile solution from Infor. We invite you to read through this short document to get a better understanding of our solution and the pricing options.

The NOW mobile solution takes your users on a journey through the library. It's a mobile platform that showcases all you have to offer – your collections, news, recommended items, exciting programs, cool music, and much more. You can feature all your offerings in one convenient mobile interface, including your catalog, Overdrive, Facebook, Twitter, and Lib Guides.

NOW is a flexible platform, enabling you to choose what works best for your library. You can choose to implement any or all of the following:

- A mobile app
- A mobile catalog
- A mobile website

In summary:

- NOW comes with or without a mobile catalog. If your ILS vendor already offers a mobile catalog, we can integrate it within the app. If you do not have a mobile catalog, we can provide it for you.
- NOW comes with an optional mobile website for your library.
- NOW is available as an app via the App Store and the Android Market.
- NOW uses the Joomla! open source content management system (CMS). You can update the app and mobile site through the CMS, through RSS feeds and even through email.

Features

Take a look at some of the features available within the NOW mobile platform.

Catalog

The mobile catalog is optional. If your vendor already provides you with a mobile catalog, we can integrate your existing mobile catalog within the app or mobile site.

Search	Your users can search your collections.
Patron functions	Your users can log in to reserve items, view borrowing history, etc.
Federated search (in subscription databases)	Your users can search your library's subscription databases, such as Ebsco.
Display of book covers	Your users can view book covers, which are displayed in the search results.

Apps

The NOW mobile platform comes with both a native app for iOS and a web app for Android. Users of BlackBerry devices would access the NOW content via the mobile website.

Native app	The app is provided as a native app for the iPhone / iPod / iPad (iOS). Note: the app scales to a proper size for the iPad.
Web app	The app is provided as a web app for Android.

Mobile website

We can provide you with a mobile website for your library. This website will work on the prevalent mobile browsers. You can update the content of the mobile site and the app through the same Content Management System (CMS).

Branding

The app may be branded for the library. Branding includes custom icons and, for iOS, a custom landing screen and splash screen. The mobile website is provided in a standard display.

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Content management

The app and mobile site uses the Joomla! open source content management system and templates. You can submit content to the app using the CMS, RSS feeds or email.

RSS feeds	The content for your site and apps can be automatically updated via RSS feeds. These feeds may come from various sources, such as your blog, Twitter or Facebook account. We also support RSS feeds from external sources such as the New York Times.
Email content submission	You can submit content to the app and mobile site via email, rather than logging into the CMS.

Third-party integration

We can integrate or display third-party mobile interfaces within the NOW platform. Some examples are noted below. For the apps, we display third-party environments within a web view or as individual articles (delivered through RSS feeds). For the mobile site, access to these third-party applications is provided through hyperlinks.

Facebook integration	Display or link to your library's Facebook wall.
Twitter integration	Display or link to your library's tweets.
Overdrive integration	Display or link to the Overdrive mobile view.
LibGuides integration	Display or link to your library's LibGuides pages.

Events / calendar

We can integrate your events calendar into the iOS app, Android app, and mobile website. Supported calendars include Evanced and Google. Check with us for other calendars as well.

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Pricing

NOW pricing is flexible, based on the component(s) that you choose. Each component has an annual fee, and a setup fee. Depending on your particular requirements, the annual fee or setup fee may vary. You can choose:

1. A mobile app
2. A mobile catalog
3. A mobile website

The following table outlines our pricing structure. Please also review our “Notes about pricing” below that outline exceptions and additional fees depending on your setup.

Component	Annual fee	Setup fee (one time)
Mobile catalog	USD 1875	USD 500
Mobile app <u>or</u> website	USD 600	USD 600
Mobile app <u>and</u> website	USD 720	USD 800

Notes about pricing

Mobile catalog

1. Search functions

The annual fee includes search access (“connectors”) to one database. If the library has multiple databases, access to each additional database is priced at \$375 a year. An additional database may be a separate database for each branch (depending on your particular setup), a subscription database, or a museum database.

When including access to one or more subscription databases, the annual fee increases by \$75 (to a total of \$1950).

The setup fee covers up to five databases (i.e. “connectors”). The setup fee for each additional database is priced at \$100.

2. Patron functions

Patron functions require a SIP2 license from your ILS vendor. Please check with your ILS vendor for required parameters and permissions.

3. Supported ILS

The mobile catalog can interface with most ILS systems, such as Polaris, III, Sirsi, etc. Please check with us if your ILS is supported. Additional fees may apply for certain ILS systems.

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4. Book covers

To display book covers, the library must have a subscription to Syndetics or another cover art source.

5. Analytics

Integrated analytics is provided for the iOS app, including downloads, retention, etc. Analytics is planned for Android and the mobile website.

Calendars

We support Google and Evanced calendars, as well as other calendars that provide an RSS feed. Please check with us about the calendar that you are using. Additional fees may apply for certain calendar applications.

Branding

We offer a standard, low-cost branding option for the iOS and Android app for \$399. By choosing this option, you select from our standard design templates (for icons, landing and splash screens). Your app is still submitted to the App Store and Android market with your library's name.

Extras

Submitting your content to the app via email is priced at \$9.99 a month.

Pricing examples

We have outlined a few configuration examples below. See also the Pricing Summary Table for an overview of total costs and features.

Example 1

You are a library that already uses a mobile catalog, say from Polaris. However, you want a mobile site and are also interested in marketing your library through a mobile app.

Component	Annual fee	Setup fee (one time, includes custom branding)
Mobile app <u>and</u> website	USD 720	USD 800
Total	USD 720	USD 800

Example 2

You are a public library with two branches. You are interested in a mobile catalog, as well as an app and mobile site.

Each branch has its own unique catalog database. You also provide access to a subscription database such as Ebsco.

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Here's what your cost would look like.

1. You picked the mobile catalog. For the standard annual fee, we provide access to one database. So you need to account for two more (the additional branch, and your Ebsco database). The setup fee covers up to 5 databases, so you're all set in that regard.
2. You picked the mobile app and website. You are not interested in the standard branding, but would like us to use your logos and graphics.

In summary:

Component	Annual fee	Setup fee (one time, includes custom branding)
Mobile catalog	USD 1950	USD 500
Mobile catalog – two extra databases (\$375 x 2)	USD 750	Included
Mobile app <u>and</u> website	USD 720	USD 800
Total	USD 3,420	USD 1300

Example 3

You are an academic library. You are interested in a mobile catalog, the Android and iOS apps. You also want your students to search your subscription databases – Ebsco, Gale and Factiva.

Here's what your cost would look like.

1. You picked the mobile catalog. For the standard annual fee, we provide access to one database, such as your catalog. So you need to account for three more (Ebsco, Gale and Factiva). The setup fee covers up to 5 databases, so you're all set in that regard.
2. You picked the mobile app and website. You are not interested in the standard branding, but would like us to use your logos and graphics.

In summary:

Component	Annual fee	Setup fee (one time, includes custom branding)
Mobile catalog	USD 1950	USD 500
Mobile catalog – three extra databases (\$375 x 3)	USD 1125	Included
Mobile app <u>and</u> website	USD 720	USD 800
Total	USD 3,795	USD 1300

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Component	Example 1 Already have a mobile catalog (e.g. Polaris)	Example 2 Two branch public library, mobile catalog, three databases	Example 3 Academic library, mobile catalog, four databases
Mobile catalog		✓	✓
• Search		✓	✓
• Patron functions		✓	✓
• Display of book covers		✓	✓
• Database 1 (catalog)		✓	✓
• Database 2 (branch catalog, if separate)		✓	
• Database 3 (Ebsco)		✓	✓
• Database 4 (Gale)			✓
• Database 5 (Factiva)			✓
Apps	✓	✓	✓
• iPhone / iPod / iPad	✓	✓	✓
• Android	✓	✓	✓
Mobile website (NOW content on prevalent mobile browsers)	✓	✓	✓
• Content management	✓	✓	✓
• RSS feeds	✓	✓	✓
• Email content submission			
Branding			
• Custom	✓	✓	✓
• Standard			
Third-party integration	✓	✓	✓
• Facebook	✓	✓	✓
• Twitter	✓	✓	✓
• Overdrive			
• LibGuides	✓	✓	
Calendars			
• Evanced	✓		
• Google		✓	
• Other			✓
One time setup fee	\$ 800	\$ 1300	\$ 1300
Annual fee	\$ 720	\$ 3420	\$ 3795

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