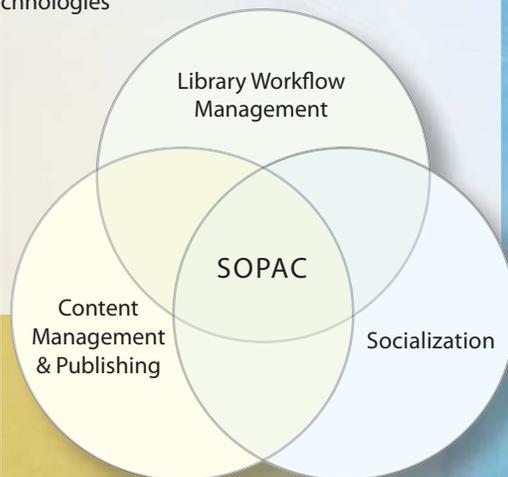# INMAGIC® *Presto* for Social Libraries

Expanding and Socializing Today's Library

The knowledge publishing and discovery capabilities of Inmagic® *Presto* have been combined with the rich library management capabilities of Inmagic's *Genie* technology to create Inmagic® *Presto* for Social Libraries. The industry's first true social library, *Presto* for Social Libraries creates a Social Social Online Public Access Catalog (SOPAC) to expand the reach and content of your library. Integrating Social Knowledge Network (SKN) capabilities, library workflow, information management, and publishing, *Presto* for Social Libraries enables users – of any technical ability – to fully maximize knowledge assets, making them available for easy access, discovery and "socialization."

This SKN-based library system creates community around a specific domain of knowledge and adds contextual value through the "wisdom of the community." SKNs provide a framework to manage and enhance library collections, augmenting "top-down" vetted information with "bottom-up" social information.

Organizational Impact of *Presto* for Social Libraries

- Individual knowledge worker productivity increases and critical information is easily found
- Organizational content improves and delivery is timely, relevant and of high quality
- Organizational productivity increases through creation of knowledge communities focused on a particular
- problem
- Consolidation of disparate information silos is achieved
 The value of Library assets is enhanced

Improve Organizational Productivity

Presto for Social Libraries improves a user's ability to find relevant and high-quality information faster, improving both individual and organizational productivity. With *Presto*, key organizational information and collections -- used for everything from research and decision-making to sparking creativity and collaboration -- are centrally stored, managed, organized and accessed. With *Presto* for Social Libraries, the library becomes the place where both the librarian and the researcher contribute to the catalog.

Social technologies such as user ratings, commenting, blogs and social tagging become the vehicles for input and feedback, linking content and the "wisdom of the community." Controlled use of these technologies makes individuals and organizations more effective, productive, and innovative. As economic uncertainty continues to create pressures around lowering costs and improving productivity, the social library has emerged as a key component in the revised operational strategies of knowledge-dependent organizations.

A social library is the confluence of:

- Library workflow management
- Knowledge management and content publishing
- Socialization using social technologies

Library Workflow Management

SOPAC

Content Management & Publishing

Socialization

Foster Collaboration, Community and Secure Information Sharing

Presto for Social Libraries fosters collaboration and enables a knowledge community to enhance and extend its collective intelligence, yielding higher levels of effectiveness and information quality. Organizations who implement *Presto*, a true "Library 2.0" solution, capitalize on the latest technologies to enhance their library experience and user participation by delivering an interactive, content-rich user community. In addition, the SOPAC creates two-way information exchange, mediated by the librarian.

INMAGIC®
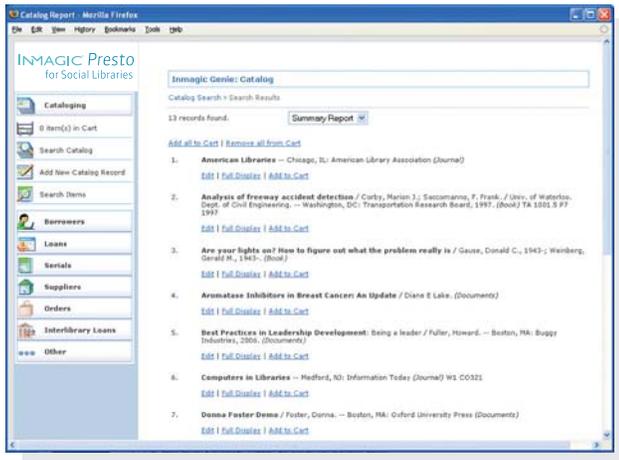
Concerns about how social information is managed in the organization are addressed by *Presto*'s unique "social volume knob" which provides control over contributions. Integrating content management, publishing, access, and social technology tools, *Presto* for Social Libraries, is a unique application of *Presto* Social Knowledge Networks that provides the full range of services required by today's special libraries.

Transform from Cost Center to Productivity Center

The integration of social media capabilities, library workflow, information management, and publishing extends the value of information assets and fundamentally enhances the significance, relevancy and usefulness of the library. This integrated view transforms the library from a cost center to a productivity center, leveraging content and people assets in ways never before imagined. *Presto* for Social Libraries allows librarians to improve the relevance and quality of the content in their core collections. Productivity, collaboration, and organizational efficiency are improved as a result. Easy access to high quality content supports the organization's critical research and decision processes, minimizing the occurrence of costly decisions based upon inaccurate information. As people holding information retire, or become more transient and geographically distributed, *Presto* for Social Libraries meets the increased need to capture experience during tenure, encapsulating knowledge for the future.

About Inmagic

Inmagic® has been the industry leader in knowledge management and library automation applications for nearly 30 years. Today, Inmagic is at the forefront of the move to a new generation of knowledge management and Social Knowledge Network (SKN) applications for special libraries. Over 5,000 organizations across a range of industries in 100 countries use Inmagic solutions, including our award winning SKN application, Inmagic® *Presto*, Inmagic® *Presto* for Social Libraries, and our DB/Text® *Library Suite* product family, to gain unprecedented insight and rapid return-on-investment from their information assets. Find out how much your organization really knows. Visit Inmagic at www.inmagic.com.

For more information on Inmagic® *Presto* **for Social Libraries:**
Contact Inmagic sales at 800.229.8398 (for international, 1.781.938.4444), or send email to sales@Inmagic.com