

Softlink Times – Asia 2008

SOFTLINK—CELEBRATING 25 YEARS OF INNOVATION

THE SOFTLINK STORY (1983-2008)



This year we're celebrating our **25 years** in the library software industry. Its amazing to think back to the early years and how both the role of libraries and available technology have steadily developed since that time. We enjoy reflecting upon this milestone and the great people we've met over the years, the places we've traveled and the experiences we've shared since 1983. We are pleased that, for a quarter of a century now, we have helped underpin the important mission that libraries fulfill in their organisations and communities. We thank all of you, our customers, for being a part of our journey.

Many of you may not be aware of the 'Softlink Story' and our past incarnations. Upon our 25th birthday, we thought we would outline our history and development over a quarter of a century to become a multi-market library provider serving libraries across the globe.

Chapter 1: "The Origins":

Founded in Brisbane in 1983, Softlink's first library software product **ALARM (Automated Library and Resource Manager)** was implemented at All Hallows Brisbane and subsequently released to school libraries across the country. Over time, our product range and customer community grew with the development of **Oasis**, **Alice** and **Oliver** for libraries and regional offices across Australia, the US, UK and Asia Pacific. As demand for library systems extended, Softlink's product range grew to accommodate corporate, higher education and special library needs with tailored solutions under the "**Liberty**" brand.

Chapter Two: A 'Google World'

Information Management and Information Technology in this, the digital age are alone, critical factors to the success of any organisation. As an IT company developing information management products, this is indeed a very exciting time for Softlink as we look forward what is sure to be an even more dynamic time for the information management, library and IT industries.

Chapter Three: 'Tomorrow's Software Today'

At Softlink, we aim to satisfy today and tomorrow's leaders in the information management industry by continuing to enhance our range of products and services. I encourage you, therefore, to evaluate later solutions from Softlink for your library and provide product feedback, suggestions and ideas at User Groups and on Listserv in order to together, continue to improve the progression of libraries, organisations, individuals and communities across the country.

SOFTLINK MILESTONES

- 1983:** Softlink is established by John Dunne
- 1984:** Bob Dunne joins John at Softlink
- 1985:** Softlink's first LMS, **ALARM** is installed
- 1988:** Development of the next generation of Softlink products, **Oasis**, begins
- 1993:** **Softlink Europe** is established & begins selling in the UK
- 1994:** **Softlink Asia** is established in New Delhi
- 1996:** **Softlink America** is founded & starts selling to US schools
- 1997:** **Alice**, Softlink's highly successful Windows based library software is launched
- 1998:** **Softlink Hong Kong** is established and begins to sell Alice

to Thailand institutions.

1999: Softlink starts to export products to China & Japan

1999: Softlink wins Australian Export Award, 1999

2002: **Softlink Pacific** is expanded through the takeover of New Solutions Limited

2003: Softlink celebrates 20 years

Oliver, a web-based solution for school libraries is launched

2006: **Liberty4** is launched on an SQL database using LAN browser and WWW system.

2006: **Oliver Junior** - a solution for Primary Schools is launched

2007: **Olly!** Softlink's animated catalogue for young library users is made available worldwide

2008: Softlink celebrates 25 years & Thousands.. of customers in 108 nations.

"WHAT IS....E-REFERENCE?"

MANAGING RESEARCH & QUERIES WITH E-REFERENCE



Available from Softlink, **e-Reference** facilitates reference & research task management organisation-wide.

How?

Easy-to use administrative tools facilitate information requests, reference tasks and real-time communication online between individuals, research teams or branches using e-Reference.

E-Reference: a process overview...

RESEARCH QUERY

An individual searches e-Reference for a piece of information; when not found, a query or research request is logged.

TASK DELEGATION

The query or research request is delegated to an individual or team. The task can be re-assigned, or workflows, deadlines and automated escalations can be set by the administrative user to optimise time management. The information requestor, meanwhile, can login to e-Reference to view the progress of the task.

RESEARCH PROCESS & COMMUNICATION

Depending upon the nature of the query (basic, advanced or interactive), the research task can be complete and published, or re-assigned to an appropriate individual, team or branch for further work.

Streamline the research process...

- Manage real-time communication between individuals, research teams or branches;
- Set task deadlines and automate escalation workflows;
- Enrich research responses with related documents, web-links, books;
- Track research queries, responses and the use of related documents.

Individuals can rate satisfaction with research results on quality, timeliness & /or effectiveness. e-Reference reports deliver information on Key Performance Indicators (KPI's) such as time investments, customer satisfaction or common document/ resource use from a branch, team, to an individual level.

ONGOING BUILD OF & TO ACCESS TO, INFORMATION

e-Reference facilitates a dynamic knowledge base with the ability to search research results, logged tasks and 'build' upon existing research responses over time. Related web-links, attachments and documents can be attached to enrich researched solutions, to which controlled access can be published over time.

Testing on Microsoft Windows Vista and IE7

Alice for Windows

Alice will run successfully on Microsoft Windows Vista and Alice Internet Inquiry can also be successfully run on Internet Explorer 7.

Straight to the Top!

At Softlink, we pride ourselves upon giving you opportunity to provide feedback that can be used to improve products and services. As your primary contact with Softlink, this is particularly true of the Helpdesk and the Support Team. If you have noticed a new Support service feature, had a positive experience, a not-so-positive experience, or simply would like to comment on our products and services, I welcome you to contact me directly, by phone or email. As Client Services Manager, it is my priority to ensure customer satisfaction, support levels and response times are at a satisfactory level. I am also in the best position to be able to effectively shift resources and implement processes to ensure customer satisfaction is at an all time high. I would also like to take opportunity to thank those who take time to provide feedback .

To contact me with feedback regarding Softlink's Support Services, please do so by phone on 0129-2257872 or email

rohit@softlinkasia.com

BY Rohit Mahajan, *MANAGER Technical Support*
Rohit Mahajan