



Embracing the power of community.

Partnering with Talis

A white paper by Dave Barker

Talis

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Executive Summary

Success through collaboration

The business landscape is changing in the library domain. New opportunities for integration, fuelled by the dramatic increase in open technology capabilities and standards, are giving rise to a desire to be able to choose from a greater range of systems and system providers.

Libraries today want the freedom to mix and match from different vendors to create the individual, tailored solution that best meets their requirements and to serve the evolving demands of their users.

Talis believes that organisations within the library domain must meet these demands and opportunities with a new kind of thinking: that the only way to succeed is to embrace a radical change in the way library vendors work. Consequently, we believe that organisations that once competed must now also collaborate.

That's why we have created a series of partnership programmes that make it easier to engage with other suppliers in a more productive way. Through these programmes, we intend to drive innovation, support the formation of open standards and develop the close integrations necessary to support libraries through their next evolutionary stages.

We believe this is the start of an exciting phase of collaboration that will ultimately benefit our customers and their users in unprecedented ways. This paper explores how.

1. A new approach

1.1 The changing library system marketplace

The business landscape surrounding the existing UK Library Management System (LMS) market is changing.

Technology innovations based on openness and transparency, such as Service Orientated Architectures (SOA), Web Services and open standards, are making interoperability and integration a reality. As these innovations become more widely understood the possibilities they offer for changing the way people search for, access and experience resources are looking increasingly exciting.

At the same time, the modularisation of technology is also affecting the library domain. The breakdown of large, unwieldy systems into flexible components means that a great deal of the functionality library users require is no longer as dependent on a core LMS.

These technical advances are having a huge impact on the entire domain. Inevitably, the more possibilities that exist, the more libraries will want to take advantage of them to improve the service to the end user. Moreover, as people become accustomed to using sophisticated technologies in their everyday lives, they begin to demand sophisticated experiences in the library as a matter of course.

The result is that the demands placed on LMS providers by customers (and their customers, the end users) are now plentiful and becoming increasingly insistent.

1.2 The benefits offered by collaboration

For the library domain, as with dramatic change in any industry, there are opportunities to benefit from the new landscape for those organisations dynamic enough to adapt. Talis has long been aware of these drivers for change and, more recently, we've recognised that the pace of change is quickening. We believe that it's necessary to act now in order to reap the benefits presented by these technology innovations.

Thanks to the shift towards open technology, the days of customers selecting a turnkey solution from a single vendor are drawing to a close. High expectations and technical expertise are driving vendors to 'shop around' for best-of-breed solutions.

However, customers want the freedom to choose the best applications from different suppliers. What they don't want, though, is to have to make those disparate elements work together in a single solution. They want to be able to buy from multiple vendors with the confidence that the solutions 'just work' together. Consequently, the onus is now on vendors to make transparent interoperability a reality. The organisations that can do this will, of course, be the ones that profit from the new market conditions.

Talis has identified that if vendors work together they can deliver a better service to their customers to achieve greater return on their investments. It's a win-win situation. Of course, there will be areas where companies will continue to compete but, equally, there are many possibilities for so-called 'rivals' to add the value that customers demand of products and solutions through collaboration.

The ability to work in this community-spirited way is, we believe, the key to success in the future library domain.

2. A strategic approach to the changing domain

2.1 Talis strategy

Talis is the first vendor in the library domain to take such a holistic and systematic approach to supporting library demands for greater choice and value-added solutions. We have created a strategy to help establish the relationship support and close strategic thinking needed between vendors to deliver on this vision.

This strategy has three main components:

The introduction of complementary applications into the Talis Library Management Suite...



Talis Additions Programme - multi-level certification that enables us to introduce other vendors' products and services in our own, already comprehensive, suite of products. Thanks to this programme, our customers no longer need to worry about how to ensure that specialist applications complement their existing Talis products and services. With Talis Additions certification, libraries can be confident that solutions will 'just work' together.

The delivery of our products and services to libraries currently not benefiting from Talis solutions ...



Talis Connexions Programme - certification and collaboration framework through which we are reaching out to non-Talis customers to enable them to benefit from our suite of products. Talis Connexions Programme enables all the integration required to introduce our services to customers previously not using Talis products - either directly from Talis or through our network of accredited partners. Libraries that see the Talis Connexions Programme certification know that a formal process for ensuring successful integration has already taken place.

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Support for the programme through the Talis Developer Network (TDN)

Delivering the close integration between the sophisticated applications that libraries demand today requires a great deal of planning and the exchange of technical knowledge. The TDN is the supporting mechanism through which Talis works with its partners and customers to ensure that the separate products and services are built on strong technical foundations.

Our partnership programmes are open to any organisation working within the library domain, including application providers, service providers and content and resource providers.

Successful certification is achieved if organisations meet a range of criteria, which vary depending on the specific circumstances surrounding each type of integrated solution or service. In all cases, the main purpose is to allow customers to benefit from a unique range of complementary products and services.

Talis is also keen to work with our customers to prioritise on specific library needs and deliver the value-added services required in these areas. Consequently, partners already working with us include companies that deliver capabilities such as self service, RFID, e-resource management, e-learning and e-payments.

2.2 Why do we believe this strategy is required?

Throughout the last 30 years, Talis has remained at the forefront of technical developments and invested a great deal of time and effort into researching the latest innovation. Many of our research projects have led us to the conclusion that libraries could be better served by library vendors working together through our partner programmes.

Greater choice

Customers gain access to a wider selection of integrated products and services which, in turn, enables them to exceed their users' expectations by creating the most effective and cost-effective solutions for their needs.

Strong support foundations

Customers know that organisations with Talis certification have agreed to provide joint support and maintenance of the technical contracts, which bind the interoperability successfully together. Customers need not act as a 'go between' to resolve any issues.

Joining up

Today's libraries are under more pressure than ever to make efficiency savings, and derive more value from existing investments. One route to achieving this is to join up different aspects of their services. Our strategy for closer collaboration with vendors will support them in this goal.

Ease of implementing innovative solutions

Integration inevitably brings complexity. Talis believes that libraries should no longer need to undertake a complex and lengthy process to gain and maintain the combined solution that they want. Disparate products and services should 'just work' together. Our partner programmes show customers that we've done the groundwork so they don't have to.

Future proof

Customers are no longer locked into one system. They can invest in solutions safe in the knowledge that a decision made today will not have an adverse impact on their success tomorrow.

We believe that vendors also benefit from collaborating with each other.

Customer satisfaction

Perhaps the greatest benefit to vendors, of course, is that these partnership programmes will enable them to exceed customer expectations for 'best-of-breed' solutions.

Greater reach in their markets

Vendors have access to a wider audience for their products, enabling them to gain greater returns in the marketplace.

Ability to create more innovative solutions

The whole is often greater than the sum of the parts. By working more closely, vendors can foster relationships that may lead to the creation of more innovative solutions in the future.

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Ease of integration

Thanks to the framework provided by Talis' partnership programmes, other vendors have access to a comprehensive approach, that is already tried and tested, for delivering on integration requirements. This helps drive down the cost of integration and also the cost of maintaining integrated solutions.

What's more, through these programmes, we also ensure that our two companies are pursuing complementary product strategies and that we take an agreed development approach to sustaining stable dependencies and interfaces between solutions. This will have a positive impact on the demands of customer support services.

3. The partnership programmes explained

3.1 What is the Talis Additions Programme?

The Talis Additions Programme invites other companies to affiliate their solutions with our products and services. Through the scheme, a range of partners – whose products may be delivered within our solutions or simply offered as an add-on – work with us to ensure their systems can be integrated seamlessly with ours.

Customers are therefore able to choose from a number of different suppliers to create a solution that suits their needs exactly.

A Talis certification stands for greater choice plus the confidence that all the thought and planning needed to enable that solution to work in perfect harmony with Talis solutions has already taken place.

3.1.2 Talis Additions Programme partners

A number of organisations have already joined the Talis Additions Programme including:

The Talis Additions Programme members list continues to grow. Please see www.talis.com/partners for further details. Talis Additions Programme members receive a number of benefits, including:



3.2 What is the Talis Connexions Programme?

The Talis Connexions Programme has two main aims: to collaborate with partners on the generation of open standards and to take Talis capabilities and make them available to a much wider audience. This could be either by offering our products to libraries directly or through accredited channels if this is more appropriate. The partnership programme ensures our products and services can be integrated with other LMS, VLE applications or alternative complementary systems so that more libraries and their users can benefit from Talis' investment in technology and innovation.

The Talis Connexions Programme recognises that there may be areas where other organisations want to include Talis capabilities to create a complete solution. This enables organisations to improve the relationship with customers by providing more value and offering customers a wider choice.

What's more, by adding value to an existing solution, the Talis Connexions Programme supports the creation of new business opportunities. Ultimately, this business and technology innovation will expand the market for all.

3.2.1 Talis Connexions Programme partners

Since its launch in November 2005, the Talis Connexions Programme has already signed up two distinguished members, and is in discussions with the majority of our LMS peers and other systems vendors.



3.2.2 How to join the Talis Connexions Programme

To discuss the programme and its benefits and opportunities, please contact Dave Barker – Head of Business Development by email: david.barker@talis.com

3.3 The Talis Developer Network

The Talis Developer Network is the underpinning mechanism to facilitate both the Talis Additions and Connexions Programmes. Created as a community where members can share technical 'assets' from 'how to' explanations to documentation, scripts, APIs and full-blown open source applications. The Talis Developer Network also acts as a forum where members can swap technical know-how and experience.

The Talis Developer Network facilitates the development communities required to achieve our joint aims and enables management of the following:

- Sharing of best practice
- Knowledge transfer
- Exchange of experiences
- Interfaces, API's and configuration management
- SDK's and open source applications
- Documentation and support
- Planned development
- Roadmap and dependencies co-ordination

For partners, the Talis Developer Network provides the APIs and support required to integrate products into a best-of-breed solution. Customers know that if they choose a solution from a certified Talis Additions or Talis Connexions Programme partner, they can be confident the integration between complementary products has been created and will be maintained. Visit: <http://www.talis.com/tdn>.

4. Benefiting from collaboration

Vendors benefit from working together

The future for library vendors isn't only about collaboration of course. Companies may wish to compete with Talis in some areas and collaborate in others.

There may still be reason to compete for market share in LMS sales but, at the same time, collaborating, trading assets and revenue sharing may be valuable in other areas. For example, if there is a global or strategic threat or common enemy. Or, there may be a common opportunity that becomes more reachable through combined efforts.

By working in this way, vendors can remain focussed on their core competencies and generate higher returns for their efforts.

Customers take advantage of greater choice and flexibility

Talis' strategy for partnering with other systems vendors marks a complete change from the current model of doing business. It will, of course, take some effort to achieve. However, we believe that, in the long run, libraries will be able to gain greater value from 'best of breed' solutions with the additional security that they are provided by vendors with complementary technical foundations and shared product strategies.



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