

<b>Vendor Comparison List</b> <small>The information in this document was supplied by each of the vendors. Revised 8/21/14</small>		<small>If you prefer to work with your library's ILS vendor to develop a mobile presence for your library, you may apply for a subsidy under this program. Please review the ILS Vendor Section in the Project Description.</small>	
Company Name	Boopsie	Guide by Cell	LibraryAnywhere
Product Name	Boopsie for Libraries	Guide by Cell	LibraryAnywhere
<b>Native App or Hybrid App?</b>	Native, Hybrid and Mobile Web	Mobile Web	Native
<b>Mobile Website available?</b>	A mobile website is included in addition to the native apps	Yes	Yes
<b>Catalog Connection</b>	integrate with all ILS systems	Not included in \$500 package but integration upon request.	Library Anywhere connects directly to your existing OPAC, which means it always mirrors your catalog exactly. Holdings status is always up to date in real time. No uploads or indexing necessary, making it easy to maintain.
<b>Do you offer custom branding for library clients?</b>	Yes, Boopsie creates individual apps on a per library basis. They do not aggregate libraries into a single generic app - each library has their own app. Libraries serving populations under 25,000 with particular ILS systems have an option to participate in a group type app at a lower price point which is branded Boopsie for Libraries.	Yes, all of our products are customizable to our individual clients wants and needs. With our customization package, libraries can upload images, fonts, and special features that represent their branch.	Yes. Standard Library Anywhere allows you to include a logo. For an additional cost, you can upgrade to a custom package which will give you control over the background colors as well as creating individual iOS and Android apps branded for the specific library.
<b>How do library staff manage content in App/Mobile Website?</b>	Calendar pulled via iCAL feeds, Blog, Twitter, social networking -- all pulled in via RSS. Libraries with population served over 250,000 can add customized content via Boopsie Docs -- a platform on top of a Google Docs...Boopsie will manage this process for smaller libraries. Also consumes web services.	Designated staff will have 24/7 access to Guide by Cell's administrative back-end where they will have access to all the tools and analytical reports for their account.	Administrative back-end from LibraryAnywhere. Web-based, use w/username & password. Two options: Simple Editing & XML Edit for coding gurus. Most people use Simple Edit (a simple WYSIWYG editor). Events are powered by RSS feeds automatically, we also provide a way to manually enter events directly into Library Anywhere.
<b>Public, School, Academic?</b>	Yes	Public, School and Academic	Public, School & Academic
<b>iOS, Android, Blackberry?</b>	ALL -- any internet-enabled device (including Nook Color, Kindle Fire, Symbian, etc.) can access & use Boopsie. They develop ONE app that works on every operating system -- no need to choose, and nobody gets left out.	350 different mobile phones and tablets	Yes to all three -- when using mobile site, LA detects automatically what OS the phone uses & sends user to pages optimized for their OS. Also, native apps for iOS and Android.
<b>What training &amp; tech support do you offer?</b>	Technical support is available as is Training support...although typically very little is needed in most cases. Most information is incorporated from the ILS via a MARC extract process and iCal/RSS feeds (calendar, blog, Twitter). Boopsie Docs/Google Docs is another collaborative platform that we provide which is very easy to use and allows the library to make adjustments and changes at their discretion. Webinars are available for training.	Guide by Cell offers extensive training on all services including an optional marketing consultation. Our technical team is available via email and phone 24/7 for any technical difficulties.	Instruction for creating library homepage, sometimes create the library homepage FOR clients. Support is usually via e-mail, w/lots of screenshots for visual assistance.
<b>How much time to develop app &amp; place it in App Stores?</b>	6 weeks or less start to finish, about 1 day of library staff time. Longest portion is registration/authentication process for individual libraries to register as iOS developers w/Apples App Store - which is required by any vendor. Boopsie has exhaustive directions on how to do this.	Dependent on the amount of customization, set-up time can begin from 1 to 2 days	Could create a simple template for homepages for lots of libraries to use -- approx 1 hour for each homepage. Set-up for OPACs takes about a day. There is ONE LibraryAnywhere app already mounted in the Android & Apple App stores. They "can" create & place individually-branded apps for libraries, at a higher cost, and would take longer -- at least 2-3 weeks due to creation of app & submission/approval process for app stores. Being in common app lets users find all local libraries using LA app, using your smartphone's internal GPS, and it's cheaper, faster for libraries to do it this way. Disadvantage is that end-users need to search for LibraryAnywhere, not their library -- slightly less findable, but onus of marketing would be on library, anyway.
<b>If we were to provide 20-30 new clients from NJ libraries, how would you handle the spike in work?</b>	Due to Boopsie's patented platform, they are "highly scalable" -- they're doing this in VA with 80+ libraries. They're based in Palo Alto/Silicon Valley.	We have a team of dedicated experts and technicians to handle each individual's clients contracts and requirements. We offer extensive training on all of our offerings and 24/7 access to the platform and round the clock technical support.	This shouldn't be a problem due to how easy it is to add libraries to current app

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<b>Who are your competitors? How do their products compare with yours? (i.e. what do you offer that they don't?)</b>	Competitors: Boopsie is a sole-source provider. Other vendors may offer a web-based mobile interface, and/or some limited app platforms, but that's typically limited to mainly catalog-only searches. Boopsie works across all the mobile device platforms so no patron is left out. Boopsie offers Smart Prefix Search (abbreviated keyword searching) for real time catalog searching, BookCheck (turns your mobile device into a self-check device), One-Click OverDrive Access, BookLook (scanner embedded, check on availability of books in library from any store), and can support whatever payment platform the library is using. Boopsie enables the library to display their calendar of events, social networking feeds, blogs, reading lists and the ability to access 3rd party databases.	Unlike many of our competitors, our system is compatible and flexible with any system. We do not require downloads for visitors or system integration (though this is optional), you can upload and modify audio clips for your tour through an administrative website. We provide the tools that include extensive training and marketing consultation. Along with reporting and analytical tools to track the success of your mobile campaign, we connect you with representatives for hands-on training and 24/7 technical support.	Similar type of product to Boopsie and values convenience of centralization of all libraries w/in one app. Related: LibraryThing for Libraries is a package of enhancements for the OPAC (tags, reviews, recommended books, series, awards, etc.) -- since they're owned by the same company as LibraryAnywhere, these enhancements would import directly into their LibraryAnywhere interface. FYI: LOGIN Libraries in Gloucester County uses LibraryThing for Libraries. Reporting function built in: statistics page shows # of pages opened, whether by mobile website or app, number of users, traffic by device type, etc.
<b>Pricing</b>	Excellent discounts 10% - 22% available for LibraryLinkNJ member libraries.	Pricing Packages are as follows: Mobile Website - \$500/year, Cell Phone Audio Tour - \$500/year, Text Message Integration - \$500/year, Mobile Fundraising - \$1,000/year. Full integration and customization fee price quotes upon request.	For LibraryLinkNJ Member discount pricing, contact vendor directly with needs - LA or Custom App - see below
<b>Any libraries in NJ currently customers?</b>	Atlantic County, Burlington County, Berkeley Heights, William Paterson University, Cape May County, East Orange, Haddon Heights, Highland Park, Libraries of Middlesex Automation Consortium, Middletown Township, Paterson Free, Princeton Theological Seminary, Ramapo College, Scotch Plains, Vineland, Wayne	None (they are new to the project)	Drew University Library, NJ Institute of Technology Library, LOGIN Consortium, East Brunswick Public Library, Maplewood Public Library, Mount Laurel Library
<b>Security</b>	Boopsie doesn't store any patron data or personally identifiable information. Fully secure https and hipaa compliant.	Password protected login and administrator rights	All communications between the Library Anywhere app and our servers is done via https (SSL). This means even if your catalog is not https-equipped, your patrons' privacy is safe. You can also choose whether to enable account functions using SIP or directly through the catalog interface.
<b>Contact Name</b>	Sam Nickell	John Suau	Go to website for contact info.
<b>Product Website</b>	Boopsie.com	<a href="http://www.guidebycell.com">www.guidebycell.com</a>	<a href="http://www.librarything.com/forlibraries">http://www.librarything.com/forlibraries</a>
<b>Phone Number</b>	206-510-7298	(415) 997-0212	
<b>Fax Number</b>	650-241-3301	(415) 615-0150	
<b>E-Mail Address</b>	<a href="mailto:Gail_Tsujita_Senior_Director_Customer_Service_Boopsie_for_Libraries_gail@boopsie.com">Gail Tsujita_Senior_Director_Customer_Service_Boopsie_for_Libraries_gail@boopsie.com</a>	<a href="mailto:john@guidebycell.com">john@guidebycell.com</a>	Go to website for contact info.
<b>Notes</b>	Boopsie is changing the way libraries look at their mobile presence, taking a more strategic approach to delivering content beyond the library catalog to users when and where they need information. The Boopsie Star Program for certified vendor partners includes a range of services available in most libraries: <ul style="list-style-type: none"> <li>o Overdrive (ebooks)</li> <li>o Mango (foreign languages)</li> <li>o Tutor.com (one-to-one online homework help)</li> <li>o Credo (reference)</li> <li>o EBSCO (databases)</li> <li>o Gale/Cengage Learning (databases)</li> <li>o Recorded Books (audiobooks)</li> <li>o Library H3lp (live chat)</li> </ul> With one click from the library's Boopsie home screen, patrons can instantly access these valuable services to which their library subscribes, enhancing service to patrons and helping increase the return on investment the library has made in databases and other rich resources. Newly added features: Single Click Access to Overdrive, 3M Cloud, Recorded Books and soon Axis 360 with our Optimum Package.....call to see how streamlined access is through the Boopsie app!	We offer the easiest mobile website and QR Code integration in the country. We are the most affordable in the country. Additionally, if you use our mobile web services, you can offer your visitors a world of other mobile services ranging from text messaging, mobile fundraising, and cell phone audio tours.	Additional features: Library Anywhere also includes a QR code--dynamically generated QR codes on your regular catalog pages, which when scanned jump to that record on your mobile catalog. Another feature of Library Anywhere is barcode scanning--scan the ISBN on a book and see if your library has a copy.  One Click Access to OverDrive A) Patrons can add a search OverDrive button to your Library Anywhere homepage. This doesn't take you out to OverDrive mobile as a regular external link would, but runs the search within Library Anywhere--giving you search results and book detail pages B) Patrons can also include a "do this search on OverDrive" link on the catalog's search results page in Library Anywhere--so if you search "the help" in your regular catalog in Library Anywhere, it will ask you if you want to try that same search on OverDrive.