



## **collectionHQ Announces First Nordic Customer**

*–Jyväskylä City Library becomes first Public Library in Finland to harness Big Data with collectionHQ–*

**GLASGOW, Scotland, 17<sup>th</sup> November, 2015** – collectionHQ, the world’s leading collection performance improvement solution has today announced its first Nordic customer as Jyväskylä City Library, Finland.

Since its introduction in 2007, collectionHQ is now used in more than 450 Public Libraries in the United Kingdom, North America and Australia. Welcoming Jyväskylä City Library as a customer is positive news for the company as it focuses on expanding into the Nordic and Scandinavian markets to help librarians manage their collections more efficiently and improve collection performance.

Ian Downie, Director - International Business Development at collectionHQ stated: “We are excited to welcome Jyväskylä City Library as our first customer in Finland. We have high hopes for our expansion into the Nordic and Scandinavian markets due to strong interest from libraries in Finland, Sweden and Denmark. collectionHQ delivers something unique, a performance improvement solution for public libraries based on our proven EBSM methodology which goes way beyond reporting tools currently available to public libraries.”

collectionHQ is an evidence based tool which helps librarians to do more with the data from their ILS and was identified by ILS provider, Axiell, as the solution that would support decision making and help librarians to improve collection management. collectionHQ announced a partnership with Axiell in 2014 and this customer is a result of the cooperation.

Hanna Martikainen, Library Director at Jyväskylä City Library looks forward to getting started with collectionHQ. She shared: “I can honestly say that I am looking forward to using collectionHQ. I trust that the collectionHQ tools will boost collection management at our library, especially with floating collections.”

### **About collectionHQ**

collectionHQ is the leading collection performance improvement solution, based on the proven Evidence Based Stock Management (EBSM™) methodology. Easy to implement, simple to use and extremely cost-effective, collectionHQ delivers repeatable performance improvements for library collections by providing evidence-based analysis, advice and performance monitoring of all collections across all media. It helps libraries save money by improving use of existing inventory and making purchasing more effective by creating evidence-based specifications, which cater to local demand. collectionHQ improves collection performance by identifying local demand and suggesting action plans on how to address this demand – improving the quality of service, demonstrating best value and improving local marketing. collectionHQ is owned by Baker & Taylor, the world’s largest distributor of physical and digital books and entertainment products.

For more information about collectionHQ, visit [www.collectionhq.com](http://www.collectionhq.com).

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