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Kim Massana Profile

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programming style, which dominates the technology industry and that our customers and partners are requesting. This Web-based style of information interchange makes it easy for libraries and vendors to connect to our system and interact with just the information they need in order to design new system integrations and applications.

Our forthcoming APIs will support retrieving bibliographic and item information including item availability. Many libraries and key partners intend to use these APIs to significantly improve the mass retrieval of information from Sierra to power searches in third-party discovery utilities and other applications. And we have begun developing the next phases of REST APIs that will allow updates to the Sierra database from external systems, enabling seamless system interoperability. We plan on the regular delivery of additional APIs as we move forward.

While we’re building a new set of APIs, we have a wide variety of existing APIs that enable robust information interchange between our platform and other library systems. Hundreds of libraries currently employ our existing APIs for functions like fines payment, interfacing with patron information, retrieving item status and many other functions. While these legacy APIs are actively used today, we’re focusing on updating many of our legacy APIs to enable more efficient data interchange.

**ATG: With all of this growth and expansion, not to mention new products, librarians are concerned about the impact on pricing. What cost increases can customers expect? What products will be affected?**

**KM:** I don’t expect Innovative’s growth to have an impact on pricing for any of our products.

**ATG:** North America makes up 75% - 80% of Innovative client base, but you’ve indicated that the real opportunity for increased market share lies in places like China, Africa, and the Middle East. What strategies will you employ to take advantage of such opportunities?

**KM:** The good news is that our products are already multi-language and multi-currency and can really go anywhere. We have systems operating in 52 countries, including in China, Africa and the Middle East. What we need to do to grow is to deepen our presence in many of these countries. In markets that we know well, like Europe, we’ve dramatically increased our on-the-ground presence. In other markets, we are working with partners that are going to provide the knowledge. Our first partnership of this sort was with Naseej, the leading library technology company in the Middle East, and we are now exploring similar relationships in China and Africa. I was just in Saudi Arabia for a series of meetings including the Naseej team. They are an impressive group, and our relationship is off to a great start with a number of new sales of Sierra already in the pipeline.

**ATG:** With resources being dedicated to expanding into these markets, how will you maintain services to your existing customers in North America?

**KM:** North America is our largest market, and we don’t intend to let things slip. We’ve been adding people all around the world to support our global growth, including strengthening our management team to make sure we have the bandwidth to manage all these projects well.

**ATG:** Speaking of resource allocation, how will Innovative maintain both Sierra and Millennium?

**KM:** We have been investing in both Sierra and Millennium, and we will continue to enhance and fully support both platforms as long as the client demand is there to do so. The same will hold true with the Polaris platform. We are seeing a healthy migration from Millennium to Sierra, but clients are deciding to move based on the value of Sierra, not because they are being pushed to do so. We don’t force migrations.

**ATG:** Innovative has dropped its lawsuit against OCLC and has absorbed SkyRiver. But you still intend to compete with OCLC offering bibliographic services. How? What do you offer that they don’t?

**KM:** We did not drop the lawsuit because we were going to stop competing. Quite the opposite. The lawsuit was a distraction, both for us and for our customers, and we are now free to pursue an aggressive sales and marketing push. We have recently signed a contract with CLiC (Cooperating Libraries in Colorado) as a reseller to make SkyRiver available to all libraries in the state of Colorado, and this has generated real momentum. In addition the Four Counties Library System in NY, and libraries in Michigan, California, Ohio, Connecticut and New York have all joined just since the first of this year.

We believe we are offering a superior product at an excellent price, and that is always welcome news to the library community. Our customers love the ease of use and intuitive interface, which makes it very easy to train new staff and transition experienced staff who were used to the OCLC products. We work with libraries to offer them a customized workflow that works with their vendor arrangements and we continually enhance the SkyRiver database to reduce the number of duplicate and incomplete records that slow searching and record selection. There’s a lot to like about SkyRiver.

**ATG:** Kim, we always like to end our interviews by getting personal. With the numerous challenges that a CEO faces, what do you do for R&R? What activities do you enjoy outside of work?

**KM:** I’m traveling on business a lot, so just being home with my wife and three kids is at the top of my list. I have three teenagers — two daughters and a son — so things are never dull around the house. I enjoy mountain biking and going out with friends. I read a lot while I’m on the road and am currently in the middle of a book by Stefan Zweig (in Spanish) called Momentos Estelares de la Humanidad.

**ATG:** Thank you, Kim. We really appreciate your thoughtful and candid answers.