

2014

## Publisher Profile: Innovative Interfaces, Inc.

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### Recommended Citation

(2014) "Publisher Profile: Innovative Interfaces, Inc.," *Against the Grain*: Vol. 26: Iss. 4, Article 21.

DOI: <https://doi.org/10.7771/2380-176X.6808>

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nity and the library ecosystem generally. On the product side we've opened our products with the creation of APIs and open databases. We want to make sure that clients have ready access to their information and can make use of it for analysis and other purposes. We have also facilitated the interaction of Sierra and Millennium with other systems within the campus or the city or county that the library is part of.

In 2013, our focus was on partnerships with other vendors to enhance the library user experience and meet the needs of our clients. The integration of EBSCO EDS with Encore Duet was a major step we took last year to improve and enhance the user experience and take advantage of all that EBSCO has to offer. We partnered with OverDrive, 3M, and Bowker to streamline the user experience and more closely integrate our products. We partnered with Chili-Fresh to integrate social media. And these partnerships are continuing in 2014 — the first one for the year was a strategic alliance with Bibliotheca to more closely integrate RFID services into our systems that we announced at PLA.

**ATG:** *Admittedly, Innovative has already partnered with companies like OverDrive, EBSCO, and Bibliotheca but you've said, "We want to make sure we talk to everybody the libraries want us to talk with." Given that, are you talking to anyone else? What future partnerships can we expect?*

**KM:** I'm not going to give away any secrets here since we obviously can't announce partnerships until they are signed, but we have a lot in the pipeline. Basically, I talk to potential partners who clients tell me to talk to. If one of your readers has an idea about who I should be talking to, I'd be delighted to hear about it.

**ATG:** *It was recently announced that Innovative had purchased Polaris. How does this fit into your overall program?*

**KM:** At Innovative we think we have the opportunity to grow and serve more clients on a global basis. Polaris was a strong company, with a big presence in the public library community in the U.S., and was known for an emphasis on service and support and customer satisfaction. With the combination of the companies we have the knowledge and expertise to create the best products in the market and the scale to invest in the technology changes that libraries are looking for. Things are off to a great start — in the first two weeks of April, we had four new Polaris platform sites go live, a new customer commitment, and a number of users commit to LEAP — the Web-based user interface for the Polaris platform.

A number of questions have come up since the acquisition, so I want to make absolutely clear that Innovative will be continuing to sell and support the Polaris platform in parallel with Sierra and Millennium. We've brought over the entire Polaris platform support team led by Jodi Bellinger, who ran customer sup-

against the grain

## publisher profile

### Innovative Interfaces Inc.

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There are also international offices located in Dublin, Madrid, Paris, Taipei, and Noida, India. See <http://www.iii.com/about/contact> for a full list.

**OFFICERS:** Kim Massana, CEO; Bryan Uruhart, CFO; Jay Shankar, Senior Vice President of R&D and Support; Chris Le Blanc, Senior Vice President of Global Sales; Gene Shimshock, Senior Vice President of Global Marketing; Satyadeep "CP" Prasanna, Vice President of Strategy and Business Development; Hilary Newman, Vice President, Library Engagement; and Bill Shickling, Vice President of Public Library Products.

**ASSOCIATION MEMBERSHIPS:** Library Champion (ALA Advocacy – Highest level corporate sponsorship).

**KEY PRODUCTS AND SERVICES:** Sierra Library Services Platform, Encore Discovery Solution, Millennium ILS, Polaris ILS, Content Pro digital collections management, INN-Reach consortial resource sharing tool, ArticleReach consortial resource sharing tool, SkyRiver cataloging utility, eMARC Express for eBook cataloging.

**CORE MARKETS/CLIENTELE:** Over 50 Countries. All types of libraries and consortia and all library sizes served.

**NUMBER OF EMPLOYEES:** 450

**HISTORY AND BRIEF DESCRIPTION OF YOUR COMPANY/PUBLISHING PROGRAM:** Innovative ([www.iii.com](http://www.iii.com)) is dedicated to providing leading technology solutions and services that empower libraries and enrich their users worldwide. Founded in 1978, Innovative offers the broadest and most complete portfolio of library automation products on the market today. Innovative's flagship library services platform, Sierra, is the most rapidly adopted product in library automation history. The company's versatile and market-leading solutions also include the Polaris and Millennium Integrated Library Systems, the Encore discovery solution, the Decision Center collection management tool, the SkyRiver cataloging service, and INN-Reach resource sharing. Headquartered in Emeryville, California, Innovative serves thousands of libraries in over 50 countries and has offices around the world.

For a more complete company history see <http://www.iii.com/about/story>.

**ADDITIONAL ITEMS OF INTEREST TO ATG READERS:** We have significant content partners that allow integration with the Encore Discovery Solution: EBSCO Discovery Service; 3M Cloud Library; OverDrive; ChiliFresh for Encore. In addition, the Inventory Express capability in Sierra allows users to access multiple vendors, including Amazon.com, Baker & Taylor, Brodart, BWI, Coutts Information Services, Midwest Tape, and Ingram Book Group in real time — this makes ordering and comparing pricing simpler.

Kim Massana has a blog called CEO INN-Sights at <http://www.iii.com/community/blogs/>. 

port at Polaris for many years. We've given Jodi a broader role within Innovative, and plan to leverage their best practices across the company. On the product side, we expect to see at least two new releases of the Polaris platform this year, including the new LEAP product. I'm excited that former CEO and President Bill Shickling has joined us as VP for Public Library Products and expect that the combination of our product management and development staffs will accelerate the roll-out of new releases and new products for all our customers.

**ATG:** *Is Innovative feeling pushback from open source ILS systems?*

**KM:** We don't sense a tremendous amount of interest in open source from our clients. The feedback that we're getting is that while open source may look like a bargain at first glance, it is not such a great deal when you take into account the total cost of ownership. And, of course, it's very difficult to duplicate robust ILS functionality in an open source system. We have a significant number of clients who were formerly on open source.

**ATG:** *There have also been questions about product support. What do you say to a customer who has purchased certain Innovative products and then claims that these products weren't supported very well?*

*continued on page 41*