

A Large Municipality

Preserve and promote
cultural heritage

BUSINESS PROFILE

Industry

Government

Geographics

Capital city of a large Canadian province

Organizational Initiatives

Socializing and expanding libraries and collections

Inmagic Solution

Inmagic *Presto*

Benefits

- Improved organizational productivity – work previously done by four or five people now takes one
- Increased usage due to new self-service user access
- Increased revenue due to higher demand for images
- Reduced IT costs & dependency
- Improved Community engagement and activity improves

This large capital city is a cultural, governmental, and educational center of a broad metropolitan area comprised of over 1 million inhabitants. The city's diverse economy includes technology, oil and gas, financial services, and biotechnology. Rich in history, the city government's archive department maintains a large collection of records documenting city life, events and its people over the centuries.

Challenges

For education and cultural preservation purposes, the city's Archives Department digitized many of its records. The resulting collection consisted of tens of thousands of records in various formats – including documents, journals, audio, and high resolution images. Their existing query tool, which had satisfied their needs before they grew the digital collection, possessed basic search functionality and was limited by the types of content it could store and query. As a result, a significant portion of the expanded collection was inaccessible to the public. The city required a solution that could easily handle the volume and diversity of its collection materials.

Solution

With the purchase of Inmagic® *Presto*, the city created a new site which met the needs of the community through the application platform's enhanced information discovery capabilities and its ability to handle all of their content types. The new, easy access to the collection continues to attract new patrons and customers. The volume of the collection continues to grow and *Presto* easily allows for the frequent postings of these new materials.

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Web-based Special Collection for the Community

The city launched its new website project by more than doubling the number of images available on the site to about 25,000 - with more to come. In time, they plan to post much more of their photographic and image collection, as well as maps, digitized records, and discovery aids to the larger collections. A system of textbases and archives which once required four or five staff to maintain is now efficiently managed by one person. *Presto* gives the many users, which include professional historians, writers, artists, educators, students, media, genealogists, provincial and civic government employees, engineers and environmentalists, a consolidated view of the entire, diverse collection. The city is also exploring *Presto's* social capabilities, such as blogs, ratings, and RSS feeds to further enhance the value of the collection. *Presto* is an integral component in the city's objective to help patrons find relevant archival material from the collection and to encourage increased use of the materials.

Ease of Use Increases Popularity

Because of rapid patron acceptance of the easy-to-use interface, the number of purchase requests has increased, resulting in additional revenues for the city. Visitors to the city archives' website are presented with a useful and visually appealing portal to the vast collections found within. Through the website, the city also offers archival news and information and updates on events important to the city's cultural heritage. Patrons may conduct their searches by category, by specific words or by immediately accessing the sub-category of the archives' most requested images. The resulting findings may be acted upon with choices such as print, email, or adding to the Infocart for future reference or purchase. The tools for navigating through the collection lead users through discovery of information whether they have a particular goal in mind or are browsing for new insight. The informative site has become a popular source of cultural heritage information and is truly appreciated by those who seek to preserve and promote the city's rich history.

A Familiar Story

Stories similar to the evolution of this city's on-line collection are common. Any organization maintaining special library collections containing large volumes of diverse materials, including those spread across geographical areas, can experience the benefits of effectively managing those collections with *Presto*. Many municipalities, government agencies, museums, libraries, hospitals, and other organizations with special libraries have found that the internal- and external-interest communities they serve improve their productivity when *Presto's* easy-to-use, powerful search functionality is utilized. With the introduction of *Presto* for Social Libraries, the advantages of *Presto's* built-in social capabilities are now also being used to prioritize the valuable materials in collections. With the use of wikis, blogs, ratings, or tag clouds, organizations can provide secure two-way information sharing and rankings which can lead to further discovery and collaboration, creating a true social knowledge network.

INMAGIC® Enabling Social Intelligence

For more information on Inmagic® Presto:

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