

# Dreyfus

*Leading mutual fund company  
invests in Inmagic Genie  
for corporate library management*



The Dreyfus Corporation, established in 1951 and headquartered in New York City, is one of the nation's leading mutual fund companies, currently managing approximately \$165 billion in more than 200 mutual fund portfolios nationwide. Dreyfus is a wholly owned subsidiary of Mellon Financial Corporation (NYSE: MEL), a global financial services company.

Dreyfus' library, managed by Library Director Clara Keriotis, serves as a catalog for the mutual fund industry. It houses financial publications, serials, purchased market research, papers and electronic media. These are available for all departments to use in their work of examining market trends, researching fund investments and trends in retirement investing. The collection, which has been accumulated over many years in business, boasts many traditional hardcover references and serials. The library at Dreyfus also serves any Mellon Bank subsidiary or affiliate in need of information, which comes to about 21-23,000 people organization-wide, about 6,000 of them at Dreyfus itself.

### **Genie chosen for ease of use**

The organization had been using Inmagic BiblioTech Pro for many years, but conversion to a newer library automation application, Inmagic<sup>®</sup> Genie, appealed to Library Director Clara Keriotis for a number of reasons:

### **Location Independent**

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Library Director*

says Keriotis. With Genie, library staff can just go to a website to input records – where in BiblioTech PRO and many other systems, they needed direct server access.

### **Business advantages – savings a factor**

"Using Genie to publish a catalog of our collection will help to avoid duplication of market research purchases – which can be very costly. Now if a department determines a need for a specific publication, they can check the catalog first- often a neighboring department or other office will have already purchased it." Interdepartmental sharing of resources can be greatly enhanced, leading to substantial savings.

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### **Browsing and searchability improved**

"Under our old system you had to know the correct keywords to input for a result to appear. Using Genie, the end user can scroll through a thesaurus and browse to find applicable search terms." Keriotis explains. Also librarians can now input the full text of Word and other files



for complete searchability, increasing the accessibility of library materials and the collection's perceived usefulness.

### Easy-to-use Interface

Library staff found the new Genie UI accessible and easy to use, letting staff members focus on a limited set of easy options they need to do their jobs, rather than learning additional computer skills. And the Web-based browsable catalog provides better access to the collection for end users- both in terms of 24/7 availability, cataloging of all items, and improved text and keyword searchability.

### Records conversion went smoothly

With access to advice from Inmagic representatives, and taking the opportunity to clean up some data along the way, records conversion proved to be an easy step. "Records conversion went quite smoothly," said Keriotis, "and now we're free to add new content to the database on an ongoing basis."

### Training – targeted to staff functions

Inmagic's on-site training was personalized to the needs of Dreyfus' staff and their workflow. Various staff members were able to concentrate on a limited set of tasks; *Genie* let them focus on just what they need to accomplish, without the overhead of picking up additional computer skills.

Keriotis is confident that *Genie* will benefit the organization as a whole: "As more people discover the improved access that we can offer through this library management tool and its end-user interface, it will mean more seamless usage and, ultimately, enhance our business activities."

### About Inmagic

Inmagic, Inc. is the global leader in enterprise Research Asset Management solutions. Inmagic's solutions are uniquely capable of organizing diverse sets of research materials that enable our customers to gain extraordinary insights from their information assets. Inmagic has been delivering products and solutions for over 20 years. Today Inmagic's products are used globally in over 40 different countries. Inmagic is a privately-held company with its corporate headquarters in Woburn, MA.

For more information on Inmagic *Genie*, call us at 1-800-229-8398 or send email to: [salesinfo@Inmagic.com](mailto:salesinfo@Inmagic.com).

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