

SOLUS and Patron Point announce major new integration

Glasgow, UK – February 6th, 2023 – SOLUS and Patron Point are pleased to announce a new integration between eb#1, SOLUS's Events & Room Bookings platform and Patron Point's Library Marketing Automation platform

Launching with Moonee Valley Libraries in Australia the development deeply integrates Patron Point's automated email marketing and SOLUS's Events & Room Bookings solution and enables libraries to seamlessly market their Events and Rooms.

Some key features of the integration are:

- Full automation between Patron Point and SOLUS. The library designs their emails, sets a schedule and target patrons and the system does the rest every week or every month or whatever schedule they like
- Only available events. Events that are fully booked or cancelled are hidden from view (optional)
- Full filtering by category and location. The library can design different emails for different audiences
- Series summaries. In emails we show one entry for the series with the time/location details summarize to save space and make the events lists manageable in size

Neil Wishart, CEO of SOLUS states, "This is a great integration for our customers that are already using Patron Point's library marketing automation platform. It makes it easy for libraries to market their Events and Rooms for hire and we're delighted to have the first customer benefitting and going live. We hope to extend the integration to other SOLUS products moving forward and are delighted to be working with Patron Point.

Ian Downie, Founder and CEO of Patron Point states, "We're always looking to make the marketing of library services easier for our customers and automating the promotion of Events & Room Bookings, a key part of library service provision, will reduce the set up time for our customers and maximise their attendance figures. SOLUS are taking a novel approach in this space and we're excited for our mutual customers."

Patron Point is a fully-featured marketing automation platform that helps libraries really drive their digital marketing and attract, onboard, inform, engage and retain library customers through targeted marketing and automated engagement. We bring all your data together by connecting to your ILS and a wide range of third party services such as your eBook platforms, eDatabases, events registration systems and many others to help you segment your audience based on your data allowing you to not only automate some of your library email marketing communications, but to make sure the messages are highly targeted, personalized and relevant. Our Proven Programs allow you to hit the ground running, with proven use cases that have been shown to engage library customers around the world in a wide variety of ways.

Press Contact ian@patronpoint.com | website www.patronpoint.com

SOLUS is the world's #1 Library App provider for public libraries and growing in academics; with SOLUS built Library Apps now in use in almost 8,000 locations globally and growing rapidly. The Library App supports 15 different ILS platforms using APIs and web services and is available in 40 languages. SOLUS has expanded its product suite to include Events & Room Bookings with its eb#1 product and to Library Web Discovery with the LUCi Discovery platform. Based in Glasgow, Scotland, SOLUS has offices in Australia and the US and provides white labelled solutions to a number of ILS partners, as well as direct sales & support.

press contact tina@sol.us | for more information visit www.sol.us