

LYRASIS™

VENDOR TOOLKIT



Letter from Ed

As one of the largest library consortia in the world, Lyrasis offers its members more buying power, substantial discounts and a vast array of professional products and services. As a vendor partner with Lyrasis, you will join an impressive list of your peers who are already currently helping Lyrasis provide quality resources, products and services to our members.

In addition to Lyrasis' solid reputation, joining us as a vendor partner has other benefits including:

- A dedicated in-house sales team
- Marketing support including co-branded collateral, dedicated vendor pages
- Extensive organizational resources such as a primary vendor contact and Member Services program
- Product promotion at Lyrasis sponsored conferences and at the Lyrasis booth at state library conferences.
- Lyrasis receiving member orders and billing members on vendor's behalf
- Lyrasis sending orders, and remitting payment for multiple orders to vendors

Lyrasis is always looking for opportunities to bring new, exciting products to our members. And with you on our vendor team, we can continue to do so. On the following pages, you will find valuable information regarding our members and the marketing and operational resources available to you.

We look forward to building a lasting vendor partnership with you.

Sincerely,
Ed McBride
Chief Marketing and Outreach Officer Lyrasis



Organizational Resources at Your Fingertips:

At the center of Lyrasis' strong relationship with our vendor partners is the relationship established and maintained by Program Management & Development (PM&D).

In addition to PM&D, other departments vendors can count on to make your relationship with SOLINET a success:

Member Services

Member Support and Communication

Member Outreach & Communications

Marketing and Promotion Support

Fiscal Affairs

Member Invoicing Vendor Payment

Educational Services

Specialized Product Training

Consulting Program

Product Consultation and Training



Member Demographic Data to Help Pinpoint Your Reach:

To help you obtain maximum market potential, Lyris' demographic data gives you key insight to price your products appropriately and effectively reach the segment of the market that will benefit most from your products.

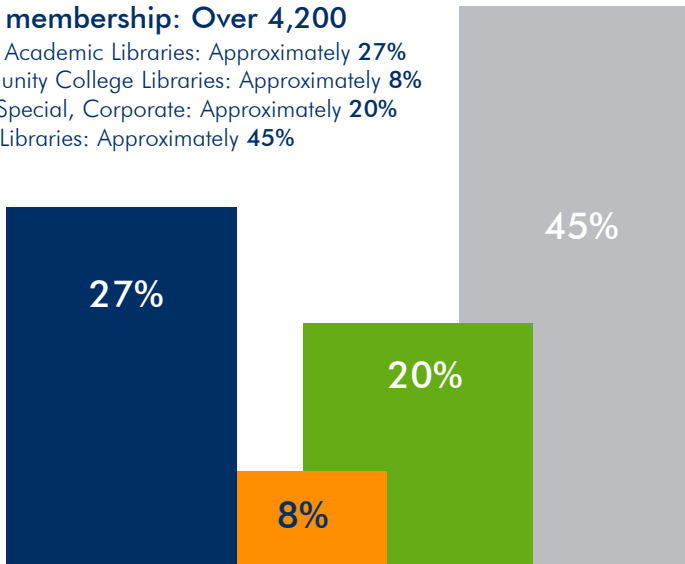
Total membership: Over 4,200

4-year Academic Libraries: Approximately 27%

Community College Libraries: Approximately 8%

K-12, Special, Corporate: Approximately 20%

Public Libraries: Approximately 45%



Lyrasis' Marketing Strength + Sales Force = Outstanding Opportunities

Lyrasis has enabled its members to maximize their capabilities and serve their communities more effectively. By partnering our marketing and sales teams with vendors also dedicated to giving information organizations access to the most innovative products and services, Lyrasis continues its commitment to make sure our members stay informed and on the cutting edge.



Lyrasis' Marketing Tools:

- Product Webpage
- Product promotion in Lyrasis' weekly newsletter Explorer and the quarterly Momentum
- Press Release
- Co-branded targeted e-mails
- Promotional Fliers
- Customized "especially for members" promotional campaigns
- Product highlighted under "What's New" on Lyrasis site
- Cross-marketing opportunities at ALA and other conferences



Additional Vendor Opportunities:

- **Consortial Licensing Program (CLP):** In addition to Lyrisis' vast array of member licensing offers, this innovative new program gives vendor partners an even greater opportunity to identify and meet member's needs.
- **Consulting Services:** Lyrisis' consultants have decades of experience in all areas of librarianship. This high level of knowledge gives our vendor partners an advantage when it comes to making organizations aware of how your products and services can specifically meet their needs.
- **Virtual Libraries & Other Consortium Offers:** Provide an introduction to Lyrisis' consortia and statewide virtual libraries.

Interested in Learning More?

To become a vendor partner, contact pmd@lyrisis.org
For additional information, visit www.lyrisis.org keyword: Vendors.



Renewal Management Tools:

Building a relationship with our vendors goes beyond promoting your products and services to our members. Lyrasis can also help you better manage your renewals with customized software tools.

The screenshot displays the LexisNexis Portal for Renewal Orders. The browser address bar shows the URL: <http://myinstinfo.solinet.net/Inpro/LNPro.aspx>. The page title is "SOLINET's Online Renewals - LexisNexis".

MAIN MENU

FILTER BY
[Dropdown menu]

TASKS
Export Data

REPORTS
By Institution
By Database
Incompletes
Audit Trail

HELP
Online Help
Contact Us

INSTITUTIONS

INSTITUTION NAME	CITY	STATE	TYPE	DEF FTE	DONE	NEW
ACADEMY OF COURT REPORTING	AKRON	OH	JC		<input checked="" type="checkbox"/>	<input type="checkbox"/>
ACADEMY OF COURT REPORTING	CLEVELAND	OH	JC		<input checked="" type="checkbox"/>	<input type="checkbox"/>
ACADEMY OF COURT REPORTING	COLUMBUS	OH	JC		<input checked="" type="checkbox"/>	<input type="checkbox"/>
ACADEMY OF COURT REPORTING	CINCINNATI	OH	JC		<input checked="" type="checkbox"/>	<input type="checkbox"/>
ACADEMY OF COURT REPORTING	CLARKSON	NE	JC		<input checked="" type="checkbox"/>	<input type="checkbox"/>
ALBANY SCOUT COLLEGE	DECATUR	GA	HE	990	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ALBANY STATE UNIVERSITY (USA)	MONTGOMERY	AL	HE	4939	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ANDREWS INTERNATIONAL, LLC	FORT LAUDERDALE	FL	HE	900	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ANDREWS PUBLIC LIBRARY SYSTEM	CHARLES TOWN	WV	HE	10000	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ANDREWS SCOUT COLLEGE OF LAW	GRUNDY	VA	LS	343	<input type="checkbox"/>	<input type="checkbox"/>

[Add New Institution...](#) (refresh list)

DEADLINE

DUE DATE: 6/1/2008
DAYS REMAINING: -193

DATABASES - ACADEMY OF COURT REPORTING

STATUS	DATABASE TITLE	FALL FTE	BILL. FTE	PRICE QUOTE	MORE
Cancel	LexisNexis Academic	0	0	\$ 0.00	more
Cancel	LexisNexis Academic	0	0	\$ 0.00	more

[Add New Database...](#) (refresh list)

RUNNING COUNTS

ADMINISTRATION

- LN Data Import
- Send Email Reminder
- Completed Renewals
- SOLINET Notes

With our Renewal Management Tools, electronic order entry is fast and easy, and transcription and calculation errors caused by illegible paper forms are significantly minimized.

Our primary goal is to give libraries the tools they need to serve their communities most effectively today and in the future.