



# Digital content and services from your trusted partner



*Baker & Taylor is your one-stop solution for  
integrated print and digital services*

Baker & Taylor has been helping libraries with their book and entertainment collections for more than 180 years, and has created Axis 360 to ensure your digital collections run just as smoothly.

Axis 360 is the single complete solution that seamlessly integrates with your library's technology. Axis 360 is extremely easy-to-use, and with its cloud-based delivery of titles directly to devices, it creates an unrivaled experience for all library users. And through Baker & Taylor, you can order both print and digital content from one trusted source.

## Here are just some of the features & benefits of using Axis 360 in your library:

- ✔ Print + digital integrated
- ✔ Easy EDI ordering from ILS systems
- ✔ eBooks and digital audiobooks
- ✔ Axis 360 app for mobile users
- ✔ Showcase your digital collection
- ✔ Collection development librarians and programs
- ✔ API integration
- ✔ MyLibraryBookstore ecommerce options
- ✔ CustomReach marketing support website
- ✔ Integration with collectionHQ analytics



▲ TITLE PAGE

## ✓ **Print + digital integrated**

Through Baker & Taylor, you can order both print and digital content from one trusted source.

+ Discover and select all formats, and manage your budget to the right balance of print and digital, one time, at the point of title consideration.

+ Streamline the selection of print and digital formats into one efficient workflow.



**TITLE SOURCE 360** ▶

**Baker & Taylor and Axis 360 — library solutions that revolve around you.**



## ✓ **Easy EDI ordering from ILS systems**

Libraries can quickly discover, order and activate digital selections for Axis 360 via the Title Source™ 3 and Title Source 360 electronic ordering tools. For integrated acquisitions workflows, EDI ordering via your ILS vendor is also available, matching the established process you use to acquire other library material formats.

## ✔ eBooks & digital audiobooks

Axis 360 supports both ebook and digital audiobook circulation, so you can offer comprehensive digital collections by choosing from our ever-expanding inventory available for immediate circulation.

+ **eBooks** — Axis 360's cloud-based services deliver industry standard EPUB and PDF formats through Baker & Taylor's axisReader app and also provides ADA-accessible ebooks via the Blio ereader from K-NFB. With Axis 360, library users can use virtually any of the top PCs, multi-function phones, tablets and ereader devices, including NOOK®, Sony Reader™, Kobo™ and Android devices, iPads, iPhones and more, to find, check out and read digital titles.

+ **Audiobooks** — With Axis 360, audiobook listeners have a streamlined, intuitive way of downloading and listening to their favorite content on the go — anytime, anywhere.

## ✔ Axis 360 app for mobile users

Using Axis 360 on mobile devices is now easier than ever. The new Axis 360 app allows users to search, browse and discover ebooks and/or audiobooks right from their Apple and Android smartphones and tablets.

Patrons will enjoy:

- + One-time login
- + Built-in audiobook player
- + Simple, friendly guidance for the best reading experience using Blio and axisReader
- + SmartLaunch, which triggers their preferred ereader
- + An integrated bookshelf for all digital formats



▲ AXIS 360 APP

## ▼ AUDIOBOOKS





### ▲ CUSTOM SHOWCASE

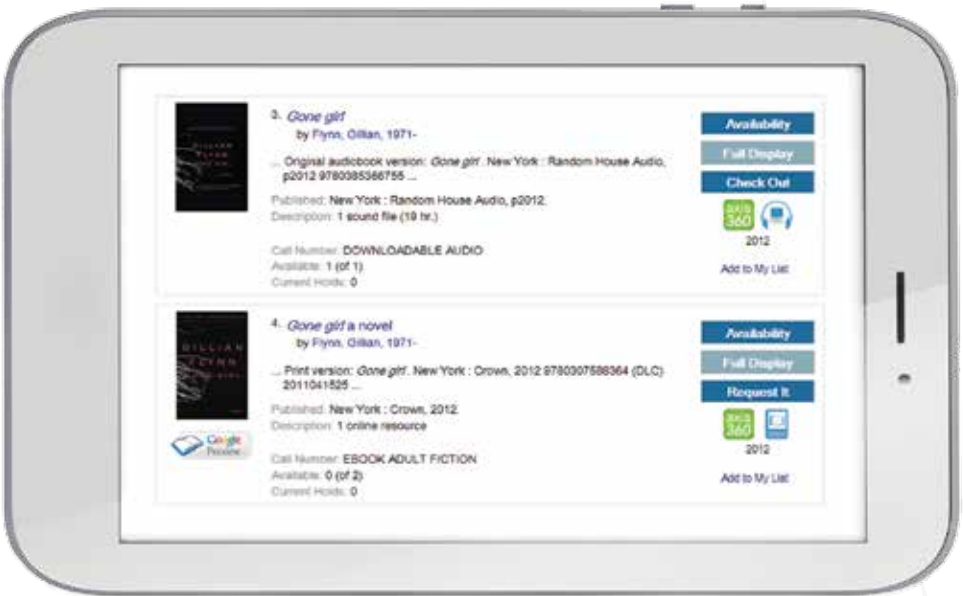
## ✔ Showcase your digital collection

With Axis 360, libraries can design how digital content displays to users. The Magic Wall can be customized easily — libraries can select from a variety of preprogrammed settings or create their own featured content landing page to showcase whatever titles they choose. From creating a staff picks page to a summer reading page, the site is uniquely set up so librarians have full control over what content to show when.

## ✔ Collection development librarians and programs

Baker & Taylor is the only vendor providing comprehensive fulfillment of content in digital and print formats for all audiences, along with the best suite of collection development programs and value-added services in the industry. Take advantage of market-leading metadata and collection development programs, such as:

- + **Enriched metadata** — jacket art, reviews, excerpts, tables of contents, subject classifications, audience levels, accelerated reader and reading counts ratings, to guide your title selections
- + **Opening day collections** — custom selection lists and packaged starting collections for best-sellers, subjects and genres to launch your new ebook and audiobook services
- + **FirstLook Digital** — notification plans for forthcoming ebook and audiobook new title releases
- + **Pre-publication ordering** — new titles made available in your Axis 360 collection on release date
- + **Series and authors standing order plans** — automatic fulfillment or notifications for more than 100 popular authors and hundreds of series, including travel guides, test prep, teen fiction and more.



### ▲ API INTEGRATION

#### ✓ API integration

Axis 360 offers a full suite of APIs, making it easy for libraries to integrate digital services with their ILS, discovery layer or mobile library app. This creates a seamless experience for the library user to discover and borrow digital content, supporting ReadersFirst principles.

- + Real-time inventory display in the OPAC
- + Check outs and holds from the library website
- + Borrowing and holds activity reflected in the patron account
- + Activities performed on the Axis 360 website synced to patron accounts
- + Digital circulation and holds integrated with reporting from your ILS



#### ✓ MyLibraryBookstore ecommerce options

MyLibraryBookstore (MLB) provides an ecommerce option for patrons via Buy Now links on your Axis 360 website, creating an interactive relationship within your community — an online store that lets library users shop where they discover new authors and new ideas, and where their purchases will directly benefit the library and its programs. MLB offers users a purchase option for books, ebooks, digital audiobooks, movies and music.



## ✔ CustomReach marketing support website

Baker & Taylor is committed to supporting your library through the launch of Axis 360 and beyond, providing marketing materials and guidance to help you introduce the new digital service and build ongoing circulation. Customizable marketing materials, a library of how-to guides and resources for websites and social media pages are available on demand. CustomReach is a complimentary, dynamic marketing program designed to support libraries, making it easy to promote your Axis 360 service to library users and the community.

## ✔ Integration with collectionHQ analytics

collectionHQ now analyzes digital content circulation in addition to print. Axis 360 data can be automatically imported into collectionHQ to provide collection performance metrics across all formats in your library's collection.