

## EXHIBIT D



BiblioCommons, Inc.  
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Toronto, ON M5V2L1  
Solicitation Number: 6100003779  
Title: Mobile Application Development for San Antonio Public Library  
December 20, 2013, 2 p.m. CST

## Executive Summary

This proposal presents BiblioMobile—an established mobile solution developed specifically for public libraries that not only fully integrates with the library's catalog for search and account management and the library's vital online information such as events, but also features continuous, on-going innovation that will ensure SAPL flourishes in the future as a thriving online community hub as well as a vital physical community space.

Subscribing to BiblioMobile would bring San Antonio Public Library into direct online collaboration with some of the most innovative public libraries in the United States such as New York Public, Brooklyn Public and Chicago Public. Through collaboration within BiblioCommons' multi-tenant Software-as-a-Service solutions, top public libraries such as SAPL can cooperate and support online development and future functionality both cost-effectively and efficiently.

With recent advances in technology, opportunities exist as never before for libraries to combine efforts around technology and community building in powerful new ways. But as the interactive possibilities of the web have exploded, user expectations for online experiences have also risen dramatically. While at the same time innovation cycles have accelerated. The technology investments required to realize these opportunities and meet these expectations are complex—and potentially costly.

BiblioCommons proposes a partnership with SAPL that will take advantage of the full potential of emerging web technologies to deliver a fully engaged library online via the BiblioMobile suite.

BiblioMobile is the only mobile app specifically designed for public libraries and features:

- A visually appealing, image-rich design
- Title availability when and how patrons need expect it
  - From search results
  - From facet view
  - Map view
- Facets to refine searches based on availability, format, audience or other options—the only mobile app for libraries that provides this vital functionality
- Integration of public library staff and patron reviews, ratings and other contributions
- Personal record keeping ensures patrons' complete in-progress, completed and for-later "shelves" are online and at their fingertips anytime
- Streamlined design that puts the functionality patrons want front and center
- Easy steps to implement and even easier to maintain
  - No files to maintain or upload, even for new titles lists
  - Automatic, real-time integration that works with existing ILS connector
  - Always up to date with no up-keep from library staff

Because BiblioMobile connects directly to a library's ILS, the implementation for BiblioMobile actually involves all of the same steps as the implementation for BiblioCore—our fully integrated catalog and discovery service. If SAPL were to subscribe to BiblioMobile, and then add the BiblioCore service later, there would be no additional implementation fee for SAPL, and with BiblioCore, SAPL would have a fully integrated catalog which would promote the branding, navigation and functionality of the library's website while also transforming the library's website into a rich, community-centered staff and patron engagement platform.

By sharing the code base across public libraries and delivering via the Software-as-a-Service (SaaS) model, BiblioCommons is able to ensure scalability, ongoing innovation and sustainability now and for the future. The BiblioMobile solution will:

- Allow SAPL to benefit from the general advantages of the SaaS delivery model—in particular a lower total cost of ownership and continuous, accelerated innovation.
- Benefit SAPL by providing functionality arising from investments from other large urban libraries such as New York Public and Chicago Public in a shared code base.
- Provide an essential foundation for the iterative, collaborative development of next generation online services.
- Encourage collaboration across large public libraries to benefit public libraries and their communities effectively and efficiently.

With a continuously improving product and regular significant enhancements, SAPL will not just be at the forefront of technology and online community engagement in 2014 when the site is released to the public, but will remain at the forefront into the future with constant upgrades and functionality enhancements specifically focused on the needs of public library patrons and the strategic mission of public libraries.

## Table of Contents

<b>Application Requirements:</b> .....	<b>5</b>
<b>Additional Requirements:</b> .....	<b>6</b>
<b>Minimum Vendor Requirements:</b> .....	<b>8</b>
<b>Vendor Experience:</b> .....	<b>9</b>
<b>Signature Page</b> .....	<b>20</b>
<b>Exhibit A: Requirements Traceability Matrix</b> .....	<b>21</b>
<b>Exhibit B: Pricing Schedule</b> .....	<b>22</b>
<b>Exhibit C: Terms &amp; Conditions and BiblioCommons Standard Agreement</b> .....	<b>23</b>

## Application Requirements:

Vendor must provide a mobile application which includes features and functionality to meet detailed requirements in the following areas:

**Technical Usability** – Application must allow for easy updates to be performed by the business.  
Example: Update library address, hours and the Library's logo.

Does the application bid by your company meet this requirement? Yes  
*Address and hours can be updated by the library; the library's logo can be easily updated by the BiblioCommons project manager without additional cost.*

**Analytics and Usage Statistics** – The application must provide ability to pull reports on trends.

Does the application bid by your company meet this requirement? Yes

**Security and Privacy** – The application must ensure that user information is secure.

Does the application bid by your company meet this requirement? Yes

**Library Information** – The application must be able to provide location and directory information and utilize GPS for finding the nearest library.

Does the application bid by your company meet this requirement? Yes

**Integrated Library System (ILS)** – The application must be to integrate with SAPL's ILS, Millennium.

Does the application bid by your company meet this requirement? Yes

**Events Calendar** – The application must integrate with Trumba software.

Does the application bid by your company meet this requirement? Yes  
*BiblioMobile currently supports links to Events, but would add Trumba integration functionality to the mobile solution if selected by SAPL.*

**Virtual Library Card** – The applications should have the ability of storing patron's library card information.

Does the application bid by your company meet this requirement? Yes

**Overdrive Digital Content** – The application should have the ability to provide one-click access to Overdrive digital content.

Does the application bid by your company meet this requirement? Yes  
*BiblioMobile currently supports direct links to download from OverDrive and is developing more robust API-based integration in early 2014.*

**Project Completion** - The contractor must be able to deliver all final products and services within 120 days after having received a notice to proceed. This will include having delivered an Android app to the Google Play Store and having made a submission to the Apple App Store.

Can your firm meet this requirement? Yes

### Additional Requirements:

Application must allow for real time sync between the application and Millennium, Trumba and Libguide.

Does the application bid by your company meet this requirement? Partially

*Real time sync to Millennium is currently supported. Basic events integration is available now, but Trumba-specific integration would be developed, and we could discuss Libguides integration as well. Our catalog, BiblioCore can replace and enhance much of the functionality of Libguides but we would be open to considering additional integration options.*

Application must feature the ability for users to submit feedback/reviews on books or other material.

Does the application bid by your company meet this requirement? Yes

*BiblioMobile displays reviews, ratings, quotes and summaries submitted by library patrons and staff via the BiblioCore catalog.*

Application must allow for personalization by users; applications should allow users to personalize search results such as adding series lists to favorites and checking off titles read.

Does the application bid by your company meet this requirement? Partially

*Users can personalize their BiblioMobile experience by adding titles to their completed, in-progress and for later shelves. Full series support is not currently available, but we are planning on adding additional functionality to better support readers of series.*

Application must provide users with notification when a new title is added to series in favorites list.

Does the application bid by your company meet this requirement? Not at this time

*BiblioCommons does not currently provide notifications but these types of patron-friendly notifications are planned for future development.*

Application must feature barcode scan search for book ISBNs.

Does the application bid by your company meet this requirement? Yes

Application must have ability to find the closest library using mobile device GPS.

Does the application bid by your company meet this requirement? Yes

Application must display book cover graphics.

Does the application bid by your company meet this requirement? Yes

Application must be able to properly brand the library with its logo and colors. The application must allow for customization of library brand and colors based on current branding model.

Does the application bid by your company meet this requirement? Yes

Application must be able to interface with social media (Twitter, Facebook, etc.).

Does the application bid by your company meet this requirement? Partially

*SAPL can link to and promote their social media streams via the BiblioMobile apps. Additionally, the mobile web browser optimized site provides more direct integration options with Twitter and Facebook to share and promote titles and staff or patron contributions to social media. Additional development for sharing via social media in the native apps may be considered in the future.*

Application must have Help or FAQ features.

Does the application bid by your company meet this requirement? Yes

### **Minimum Vendor Requirements:**

Bidder must have experience in Android application development, Android SDK and APIs, Java, C, and C++.

Does your company meet this requirement?     Yes    

Bidder must have experience in Objective C, iOS application development for iPhone, iPad and iPod Touch.

Does your company meet this requirement?     Yes    

Bidder must have history of or have also built application(s) involving cellular triangulation or GPS.

Does your company meet this requirement?     Yes    

Bidder must have experience with large data sets and various data formats (XML, KML, CSV), and web services and APIs.

Does your company meet this requirement?     Yes



## Vendor Experience:

**List and describe three relevant projects of similar size and scope performed over the past three years.**

With the examples of detailed below and many other leading public libraries, BiblioMobile makes it fast and easy for patrons to benefit from their library's extensive resources while on the go while also creating new paths to discover what to read, watch, or listen to next.

And BiblioMobile requires no work from the library staff to maintain. No files to upload or lists to update as everything is automated through the complete integration with the library's ILS. As evidenced from patron feedback, patrons often express their gratitude for how the BiblioMobile app enriches their lives and connects them with their library's extensive collections:

**"This app is so great to use. It has increased my use of the library 5x.**

The recently reviewed items gets me to try stuff I wouldn't have looked up on my own, the bar code function in the search section has kept me from purchasing books because I could immediately order them from the library, and my favorite section, "My NYPL" really does have all the most important info at my fingertips. I am so grateful for this app.

**It has actually made my life better."**

~ by LaHayJ, New York Public Library patron, feedback submitted Feb 22, 2012

### The Basics of BiblioMobile

- Includes iPhone app, Android app, and mobile web browser optimized version
- Complete ILS integration for search and account management
- Exceptional relevancy ranking with search
- The only mobile app for libraries that supports full, patron-friendly facets to refine results by format, audience, availability and other key categories
- Detailed branch information including daily hours, holiday hours, contact information and full GPS/mapping
- Scannable account barcode for in-library use
- Title barcode scan to check to see if a title is available at the library (and saves patrons money)
- Custom branding to promote the library's brand, not BiblioCommons
- Visual design that users routinely describe as "gorgeous" and "intuitive"
- Software as a service model includes all hosting, support and regular upgrades
- Full account management tools including holds, holds suspension, and fines display
- Branch preferences are remembered to streamline holds requests
- Includes a map view of all available titles at available locations
- Convenient summary view of account details that matter most to patrons
- Easy to implement and easier to maintain: no files to maintain or upload, even for new title lists

### Example libraries with BiblioMobile:

- New York Public Library
- Brooklyn Public Library
- Ottawa Public Library

### New York Public Library

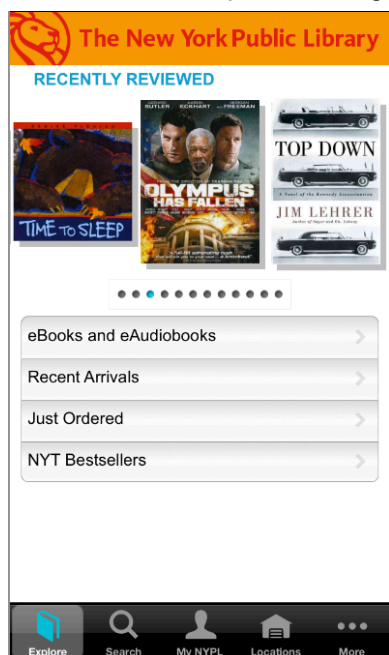
ILS: Millennium

Service population: 3,439,711

Live with BiblioCommons (Both BiblioCore and BiblioMobile) since 2011

BiblioCommons services: BiblioCore, BiblioMobile, Summer Sites, BiblioSchools, BiblioReader (Beta), BiblioBuy (Beta)

With BiblioMobile, patrons are greeted with a library-branded, visually appealing mobile experience that promotes browsing the library's collections and popular categories such as:



### Recently Reviewed:

Browse titles that have been recently reviewed by library staff and patrons.

### eBooks & eAudiobooks:

Find books to read or listen to on the go.

### Recent Arrivals:

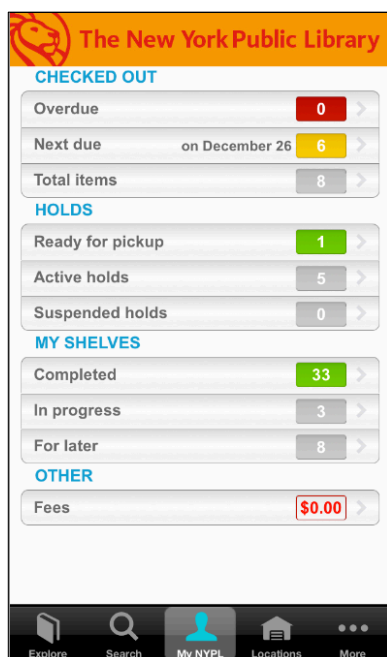
Find new titles and quickly see what is available for immediate checkout.

### Just ordered:

Quickly place holds on titles that have been ordered today or to add titles to a patron's "for later list."

### Best sellers:

Checkout or place holds on popular titles. *The New York Times* best sellers lists are updated weekly as part of the BiblioMobile service.



Patrons can quickly view and manage their accounts with the enhanced functionality of personal "shelves" to track titles, similar to GoodReads.

### Checked Out

Syncs in real time to the ILS and provides helpful color-coding of items that need quick attention, such as red for over-due titles or yellow for almost due titles. Patrons can quickly renew titles directly in the app.

### Holds

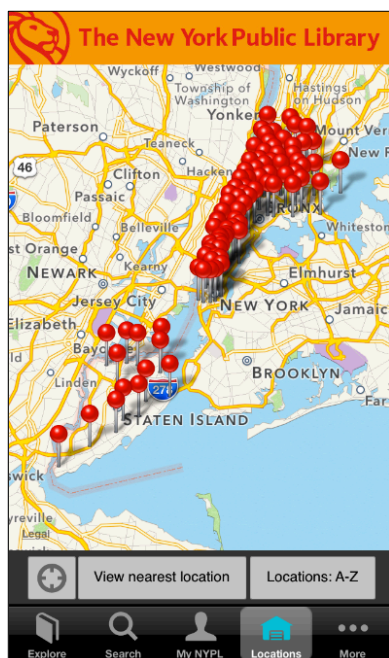
Quickly see what holds are available for pick-up while you're out running errands. Or, suspend holds while you're on vacation and then re-active them when you've returned. All from the app, and all syncing in real time to the ILS.

### My Shelves

Track what's been completed, what is in progress, or what you'd like to read, watch or listen to later. Patrons are not limited to titles in the library's collections or what they have checked out from the library, but can also include what they have purchased on their own or borrowed from friends.

### Fees

Patrons can quickly see what fees or fines they have accrued and the related titles.



With the Locations button, patrons can quickly see & access information on all the locations of the library with multiple view options.

### Map-view pins

Touch any of the pins to get directions to a location or go to that specific location screen for more information such as hours, contact information and holidays

### View Nearest location

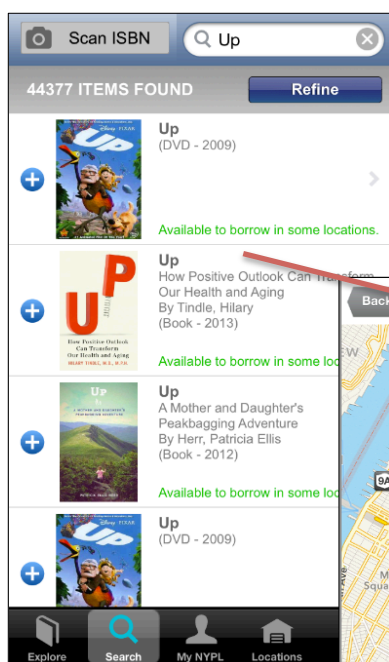
Using GPS to find the location nearest to your current location

### Locations A-Z

See all locations, listed alphabetically

### Branch-specific pages

Include photos of the buildings, hours, holidays, contact information and more. All easily edited by library staff.



### Search that features:

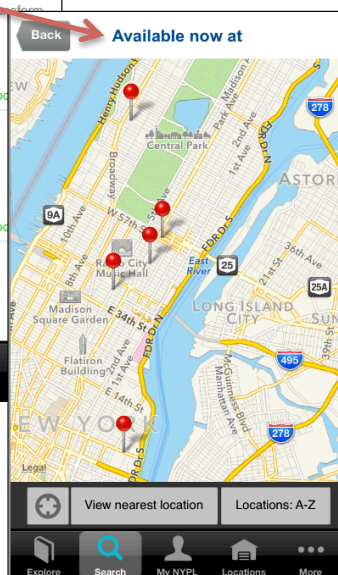
### Exceptional relevancy results

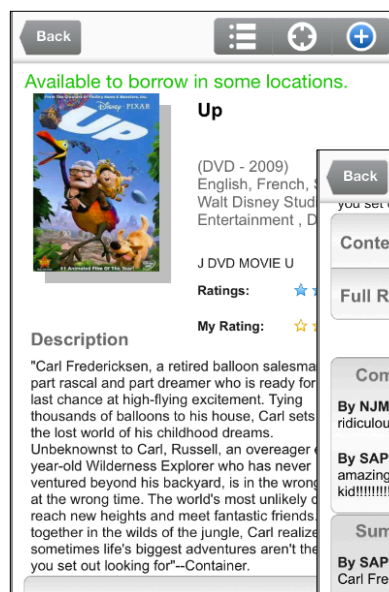
Type in an exact title — find the exact title, with results ordered based on relevancy to public libraries worldwide.

### Visually appealing display with cover art

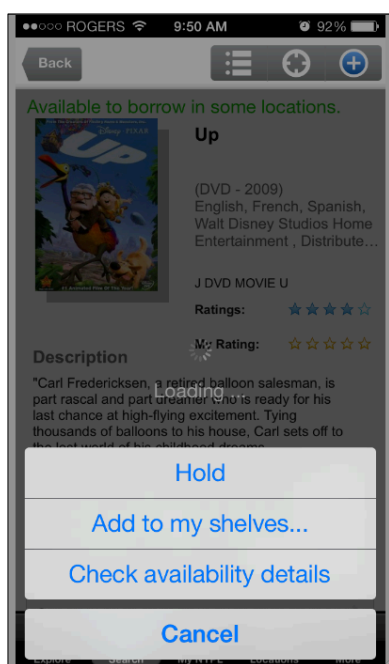
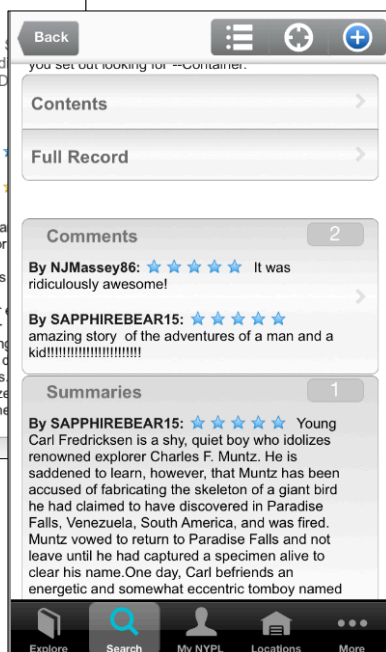
Cover art is integrated via the library's existing Syndetics or Content Café augmented content subscription.

**Integration of availability details on the results page**—the very data patrons need most on the go.

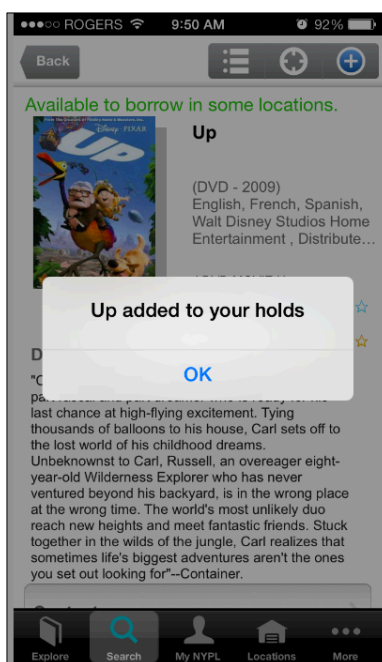


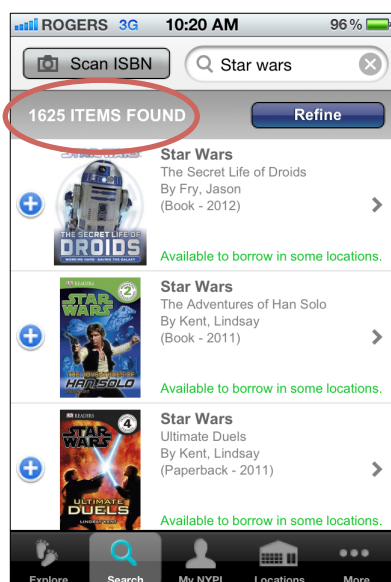


From the title or bib page for the title, the patron can view descriptions, ratings from other library patrons and library staff, and share his or her own rating—all from the app.



By clicking on the blue corner button, patrons can place holds, add items to their shelves, or check additional availability details.

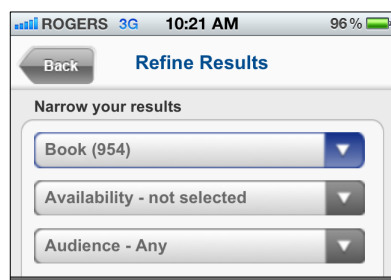




Perhaps most importantly, BiblioMobile is the only mobile app for libraries supporting facets to allow patrons to quickly refine and limit their search to what they want most—and not have to scroll through endless titles that aren't applicable or available for checkout.

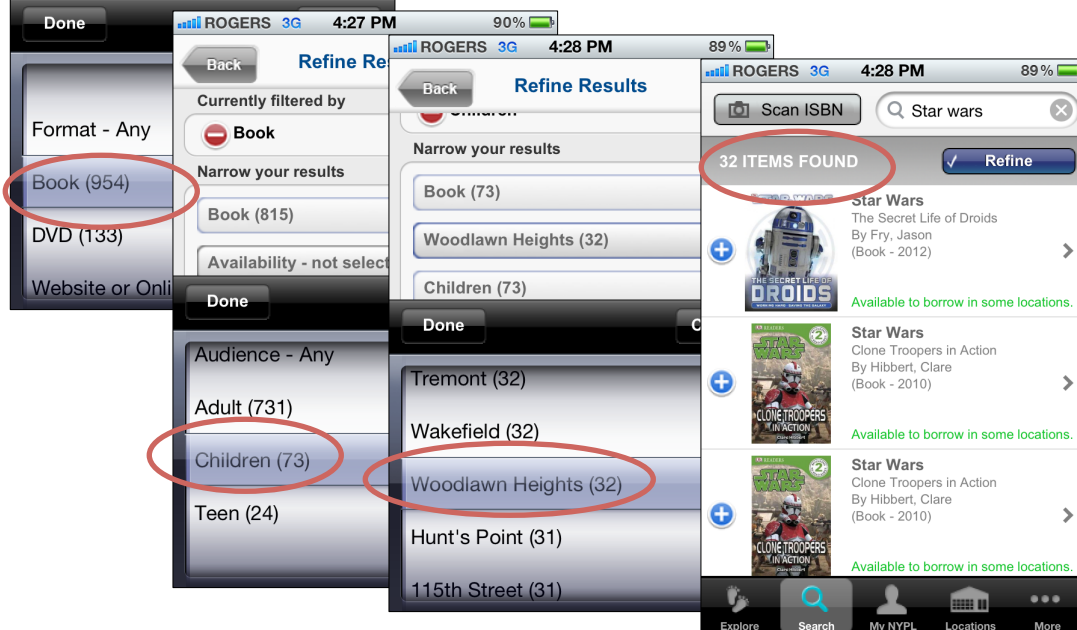
By clicking **Refine**, patrons can quickly limit their results by

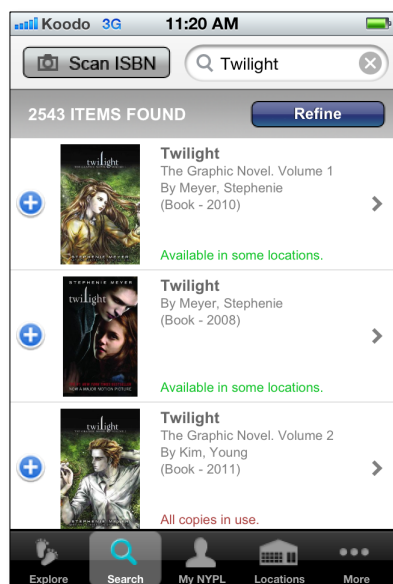
- Format
- Availability (anywhere or at a specific location)
- Audience
- Acquisition date
- Topic
- Content
- Form/Genre
- Language
- Publication date
- Region
- Author
- Tags



In the “Star wars” search, a patron might be looking for the easy-reader Star Wars books for children available for check out at the Woodlawn Heights branch—and not want to wade through all the movies or titles for adults or titles that aren't available for immediate checkout.

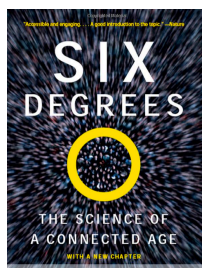
BiblioMobile is the only mobile app that delivers this precision on the go.



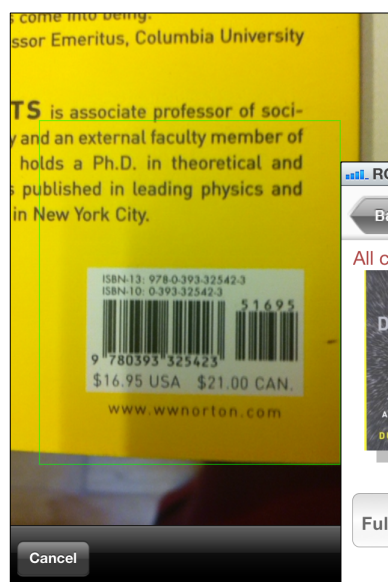


Another great search feature of BiblioMobile is the option to scan an ISBN barcode and determine if the title is available from the library.

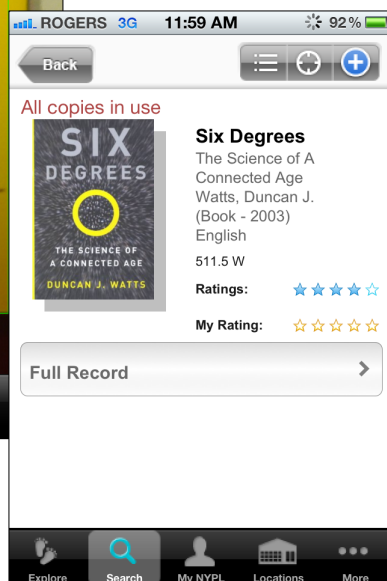
### For example...



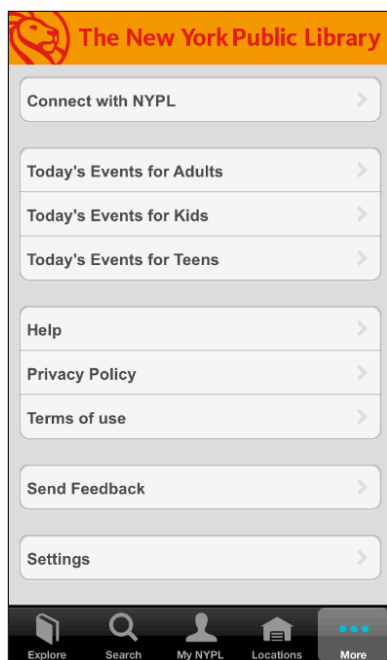
If a patron saw *Six Degrees: The Science of a Connected Age* at a friend's house or bookstore and wanted to check it out, the patron only needs to go to Search and click "Scan ISBN."



Scan the book's barcode...and if the title is available at the library, the Bib title is immediately found and the availability is displayed. In this case, all copies are in use, so a patron could either place a hold on the title or place it on his or her "for later list"







While BiblioMobile focuses on the features patrons use most—namely searching or browsing the collection, checking out titles, managing their accounts, and visiting library locations, it also provides access to “More,” so patrons can...

#### **Connect with the library's staff via social media**

*The library can customize a mobile-optimized webpage to include social media or related links and content*

#### **Find out about library events**

*Currently this is accomplished with a library-developed mobile-optimized webpage. However, BiblioCommons will integrate with Trumba for SAPL's implementation.*

#### **Get help using the app**

#### **Learn about the privacy policy or terms of use**

#### **Send feedback on the app**

#### **Change personal settings**

### **Feedback from NYPL patrons on BiblioMobile**

#### **Wow- Powerful- Mobile- the best! ★★★★★**

by Dasan888 – Jun 28, 2011

This app is what mobile apps are all about- full integration of the website with useful mobile/location-based functions. You can search, hold books, renew, everything just like the website. You can also find out the nearest branch to you, the closest branch with a book you're looking for if you're not patient enough to wait for it to arrive at your local branch.

The presentation is fantastic, useful, and crystal clear. I did not even find the app to be buggy at all- I was able to sign into my account in 15 seconds.

The NYPL hold/online system is the best kept secret in NYC- you basically have the entire library system at your fingertips- now it's on your iPhone!

#### **NYPL Mobile ★★★★★**

by D. Hill – Jan 22, 2012

This is one of the best library apps in the marketplace. It mirrors the patron experience on the website by making easy search, check outs, item lists, and anything involving the user's account status. The only thing that can raise the rating of this app is adding a e-reader so one can have the complete library experience in their pocket.

#### **Awesome! ★★★★★**

by Bjdjdhcgcgkffjcfvhccghyttttgyy – Oct 15, 2011

Love this app, it's very convenient! Now I can renew books on my iPhone, plus check due dates, branch hours, and a lot of other stuff available on the website. Runs really smoothly. Thanks NYPL!

**Brooklyn Public Library**

ILS: Sierra

Service Population: 2,504,700

Live with BiblioCommons since 2012, Live with BiblioMobile since 2013

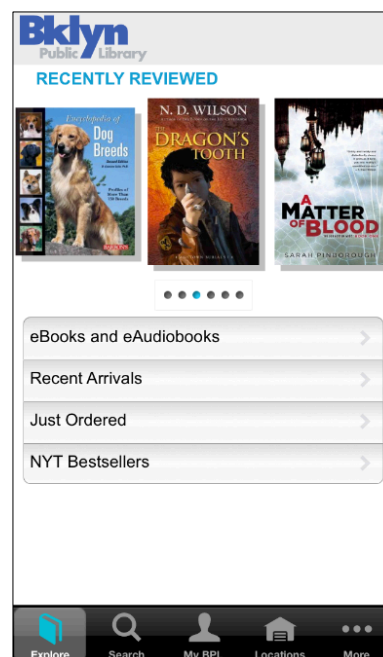
BiblioCommons services: BiblioCore, BiblioMobile, Summer Sites, BiblioSchools, BiblioReader (Beta), BiblioBuy (Beta)

**This app makes me want to kiss the BPL ★★★★★**

by Nell in Bklyn – Feb 26, 2013

1. Super easy to use, especially if you're already familiar with the new web
2. Makes renewing and checking on holds a snap!
3. Simple clean design is easy on the eyes and the brain.

THANK YOU BPL! □

**My favorite ★★★★★**

by QueenAnnsLace – Sep 16, 2013

This app, in my opinion, is terrific. It's very user friendly and an excellent resource for putting books on hold and managing my account. The Times best sellers list has also allowed me to easily get titles I usually see press about and then promptly forget to check out. For my library usage, this app is excellent. The BPL did a great job.

**The app I'd been waiting for! ★★★★★**

by bfrombk – Sep 28, 2013

So happy to finally have a library app and even happier it's easy to use. Favorite feature is scanning barcodes. Love being at a book store and scanning books to put on hold at the library.



**Ottawa Public Library**

ILS: Symphony

Service Population: 935,073

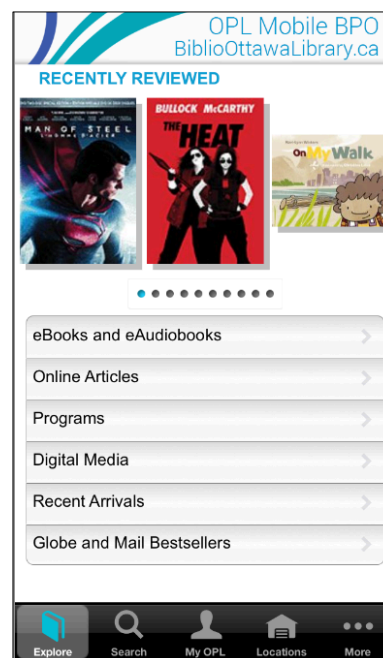
Live with BiblioCommons since 2009, Live with Mobile since 2011

BiblioCommons services: BiblioCore, BiblioMobile, Summer Sites, Request for Purchase (Beta)

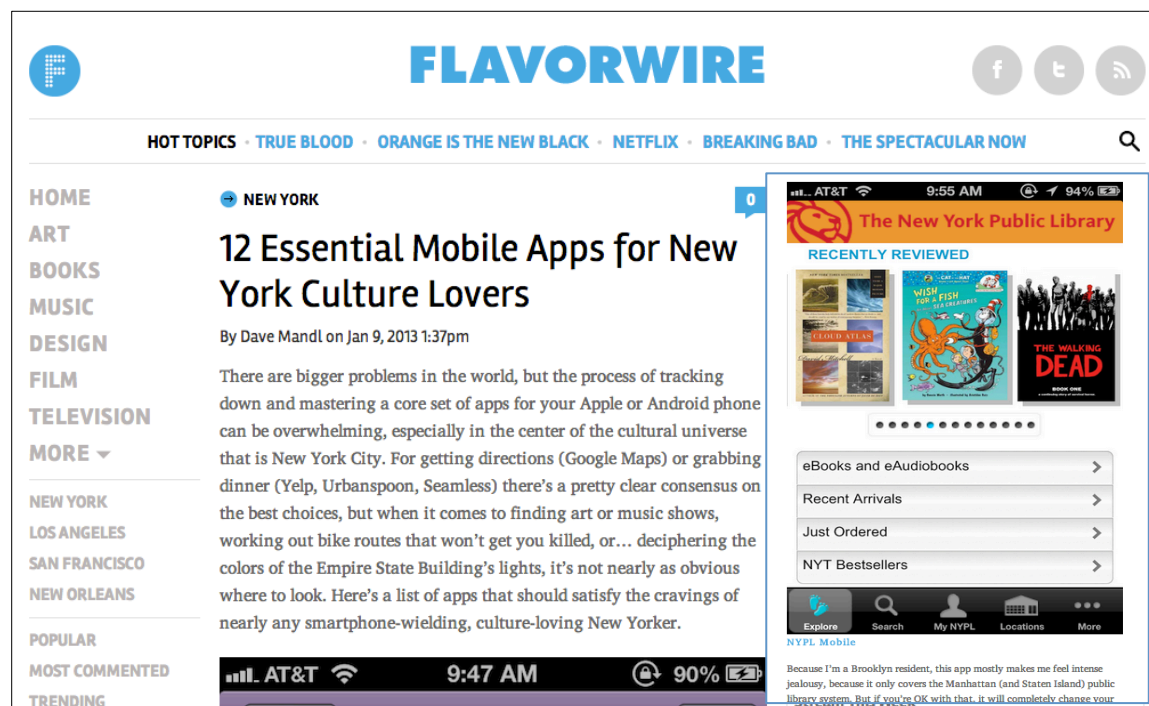
**Great app!** ★★★★★

by Garlandb – Mar 7, 2011

Kudos to the OPL for releasing something like this!

**Kudos from the Tech Community**

January 2013: Flavorwire Featured NYPL's mobile app via BiblioCommons as an essential mobile app for New York Culture Lovers



**Indicate the number of years Respondent has been in the business of providing Mobile Application, specifically for Libraries.**

BiblioCommons has been in business since April 2006 and exclusively focuses on online services for public libraries. Historically, library vendors have provided solutions to serve across various types of libraries such as academic, public, school, and special libraries. However, BiblioCommons chose to optimize all online services to public libraries to deliver an exceptional experience specifically for public library patrons. BiblioCommons first went live with the BiblioCore catalog. The BiblioMobile suite was launched in 2011.

**Indicate if this is the Respondent's primary line of business. If not, state the Respondent's primary line of business.**

BiblioCommons exclusively builds online applications for public libraries.

**List current projects of similar scope that are in progress. For each project listed, give project timeline through target date of completion.**

While BiblioMobile is available to libraries without subscribing to BiblioCore, to date, all libraries that have subscribed to BiblioMobile implemented the mobile suite along with the BiblioCore catalog which includes website integration, extensive hands-on staff training, and more. Therefore BiblioCore + BiblioMobile implementations are longer than 120 days. However, because the implementation and training requirements for BiblioMobile are not as extensive that for BiblioCore, the BiblioCommons team will be able to provide BiblioMobile to SAPL within the 120 day window. SAPL staff will need to complete the first phase of the implementation (installing Tomcat and completing the mapping surveys) within the first week of the project, but as a final note, it's not unheard of for a full BiblioCommons implementation of BiblioCore + BiblioMobile to be up in less than 120 days. When the BiblioCommons team implemented with NYPL, the soft launch was ready within just three months.

**King County Library System**

ILS: Evergreen

Service Population: 1,318,745

BiblioCommons Services: BiblioCore, BiblioMobile, Summer Sites planned for 2014

KCLS completed their BiblioCommons Agreement on February 25, 2013. As KCLS uses a customized version of the Evergreen ILS, there was some additional development for BiblioCommons to integrate with the KCLS catalog, but even with the additional development, KCLS was able to have a long period of "soft launch" for patrons and staff and went live officially on December 17. In the fall, KCLS decided they would have the funds to add BiblioMobile to their BiblioCommons services, and the mobile web optimized version of their catalog is live now (and can be viewed from any mobile web browser), and the apps are to be launched soon as well.

**Chicago Public Library**

ILS: Carl.X

Service Population: 2,695,598

BiblioCommons Services: BiblioCore, BiblioMobile, BiblioCMS

Chicago Public completed their BiblioCommons Agreement on January 24, 2013. The Chicago Public Library Foundation funded a three-year agreement with BiblioCommons to not just provide BiblioMobile and BiblioCore but also a fully re-worked BiblioCMS to design and host the entire Chicago Public Library Website. Chicago Public wanted to launch all services together and all are available in soft launch as of November 2013, and are set to launch officially in early 2014.

**List all Integrated Library Systems for which your firm has provided integration.**

- Millennium
- Sierra
- VTLS
- Carl.X
- Symphony
- Horizon
- Polaris
- Evergreen

007 – SIGNATURE PAGE

By submitting a bid, whether electronically or by paper, Bidder represents that:

(s)he is authorized to bind Bidder to fully comply with the terms and conditions of City's invitation for Bid for the prices stated therein;

(s)he has read the entire document, including the final version issued by the City, and agreed to the terms therein;

Bidder is in good standing with the Texas State Comptroller's Office; and

to the best of his/her knowledge, all information is true and correct.

If submitting your bid by paper, complete the following and sign on the signature line below. Failure to sign and submit this Signature Page will result in rejection of your bid.

Bidder Information

Please Print or Type

Vendor ID No.	10035149
Signer's Name	Patrick Kennedy
Name of Business	BiblioCommons Inc.
Street Address	119 Spadina Avenue Suite 1000
City, State, Zip Code	Toronto, Ontario, M5V 2L1
Email Address	info@bibliocommons.com
Telephone No.	647-436-6381
Fax No.	647-435-8715
City's Solicitation No.	6100003779



Signature of Person Authorized to Sign Bid

## **Exhibit A: Requirements Traceability Matrix**

## **Exhibit B: Pricing Schedule**

**Exhibit C: Terms & Conditions and BiblioCommons Standard Agreement**

The vendor's standard terms would apply to any resulting contract. If the city of San Antonio selects BiblioCommons as a finalist for the mobile solution for SAPL, BiblioCommons will provide suggested language changes for the City of San Antonio Terms and Conditions in addition to the standard BiblioCommons SaaS agreement. The BiblioCommons Standard Agreement could also be modified to purchase BiblioMobile only with the option to subscribe to BiblioCore later without an additional implementation fee.