



**Highlights:**

- Retrospective catalogue conversion incorporating local fields
- Weekly new and updated MARC records service
- Extended records for books, music and video
- Improved search and discovery for library users
- Efficiency gains from a single service provider

**BookData**

Searching and record retrieval online  
[www.nielsenbookdata.co.uk](http://www.nielsenbookdata.co.uk)

**BookScan**

Measuring and analysing demand  
[www.nielsenbookscan.co.uk](http://www.nielsenbookscan.co.uk)

**BookNet**

Integrated electronic ordering  
[www.nielsenbooknet.co.uk](http://www.nielsenbooknet.co.uk)

For more information about Nielsen Book's products and services for libraries:  
[www.nielsenbook.co.uk](http://www.nielsenbook.co.uk)

Written by David Lindley, Consultant. We would like to thank the staff at Portsmouth Libraries for their contribution.



## Improving workflows, enhancing services

A successful back catalogue conversion and an ongoing data service for new titles have improved the workflow for library staff and enhanced services to users in Portsmouth libraries.

When Portsmouth Library Service commissioned a new Library Management System (LMS), they decided to use the opportunity to offer better catalogue services to library users. What they needed was a flexible approach to converting the library's back catalogue. Secondly, they would require a comprehensive record supply service for new titles, both to improve internal workflows and provide regular updates to the library's Online Public Access Catalogue (OPAC).

With some important stock going back over a century, the challenge in planning the retrospective conversion was both to capture information not in the catalogue record and to get the highest possible hit rate across an extensive range of diverse stock, including the library service's special collections.

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'We liked the flexibility Nielsen Book offered us in their approach to the back catalogue conversion project,' says Jackie Painting, Information Services Manager at Portsmouth. 'They were able to incorporate local data and tags for our special collections, including our important naval history collections. We were surprised and pleased with the overall hit rate and Nielsen Book's coverage. We were also very happy with how quickly they progressed the project, so that we were able to convert the whole catalogue to MARC21 prior to loading the new LMS.'

One of the keys to the success of the project was to ensure a full understanding of the client's needs and their special requirements. 'It was important to meet with the Portsmouth team and to take account of their local bespoke requirements,' says Paul Dibble, Head of Data Sales for Nielsen Book. 'We were able to provide full records but also tailor the MARC output to retain the library's own data and map to local fields.'

## Better Stock: A successful formula



**‘One of the main reasons for deciding to work with Nielsen Book was our preference for BookData Online as a search tool and its ease of use.’**

Jackie Painting, Information Services Manager

Following the successful MARC21 conversion, Portsmouth began taking regular data feeds from Nielsen Book, who now provide a weekly bespoke service for new and updated MARC records mapped to

Portsmouth’s stock profile. Portsmouth’s technical service team pick up the potential requirements file (PRF) via FTP and load the records onto the system. Gareth Bowen, who is responsible for library IT at Portsmouth, says, ‘The whole process runs smoothly and seamlessly with few, if any, technical problems that can’t be quickly ironed out.’

### Reaping the benefits

Portsmouth has also bought into Nielsen Book’s wider portfolio of data services. The adoption of BookData Online, with authority-wide access for searching and selection, has been a great success with the staff, who find it easy to use.

Using BookData Online to download individual MARC records has proved useful when adding older books to stock. ‘The last thing I want to do is spend time creating individual records,’ Jackie is quick to point out. ‘It’s also very useful where we haven’t been able to get hold of a full record for some audio books.’ In instances where an audio book publisher may not have supplied a full MARC record, Portsmouth find they can use the original book catalogue record and make local amendments to save time.



Many library services still find themselves creating records for non-book materials. That’s one of the reasons Portsmouth have welcomed the added value of Nielsen Book’s Multimedia service. BookData Multimedia provides library quality MARC records from MUZE Europe’s extensive database of music and video titles. Portsmouth take the data as a further weekly PRF feed. It means cataloguing fewer items manually, but it also means better services for library users. ‘We find it really useful to be able to access

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**Jackie sums up her experience of working with Nielsen Book and the benefits of the MARC records service:**

**‘We’ve been able to work more efficiently and more effectively internally, reducing time spent not only on**

**cataloguing but in searching, selection and ordering. We now have consistent and more extensive records, and much more searchable information for users on the OPAC. And things will only get better. Nielsen Book is able to offer us the benefit of a suite of services from one supplier. We plan to take their OPAC enrichment services for such things as jacket images and author biographies, and make the user experience even more relevant and rewarding.’**

This is good news for a city library service reaching out to more users to support reading, learning and information and aspiring to meet an increasing demand for online services.

For more information about Nielsen Book’s products and services for libraries visit: [www.nielsenbook.co.uk](http://www.nielsenbook.co.uk) or email: [libraries.book@nielsen.com](mailto:libraries.book@nielsen.com)

