



Patron Point News

For Immediate Release

ByWater Solutions Partners with Patron Point to Integrate Library Marketing within Koha.

Dublin, OH - June 18, 2021 - Patron Point announced today that it has partnered with ByWater Solutions, America's forefront provider of Open Source library technology support, to integrate the Koha Open Source ILS with the Patron Point patron engagement platform. This partnership opens the Koha Community to drive their digital marketing and their community engagement. Patron Point works to connect Koha to a wide range of third-party services such as eBook platforms, databases, events, and many others.

Brendan Gallagher, Founder & CEO, ByWater Solutions, recently commented on the integration. "The integration between Koha and Patron Point opens up many opportunities for our mutual library partners to increase community engagement. The pride and enthusiasm Patron Point exhibits in the work they do is exhilarating."

Together, ByWater Solutions and Patron Point support a number of libraries using the integration with Koha including Ajax Public Library (ON), Benbrook Public Library (TX), Jackson County Library Services (OR), Salina Public Library (KS) and Siskiyou County Public Library (CA).

Ian Downie, Vice President, Growth at Patron Point recently commented on the integration "Libraries on the Koha platform can now leverage the full power of Patron Point in their marketing activities, creating powerful and automated marketing campaigns to engage their communities. It has been great working with the team at ByWater who have been very supportive and responsive."

About ByWater Solutions

ByWater Solutions is a full-service, high-quality Open Source support and implementation company dedicated to providing libraries with a lower cost, more advanced level of support for their systems than a traditional proprietary solution can offer. ByWater Solutions has a proven track record in first-rate implementation and support services with library systems of all sizes for the Koha ILS, Aspen Discovery, Folio LSP, Coral ERM, and Libki PC Management.

Our highly ranked, comprehensive support is what sets our company apart from any other vendor in the industry. Partnering with ByWater Solutions not only lowers the cost of implementation and maintenance of OSS, but more importantly empowers libraries by giving them the flexibility and freedom they deserve. For more information please visit <https://bywatersolutions.com>.

About Koha

Koha is the first open-source Integrated Library System (ILS). In use worldwide, its development is steered by a growing community of libraries collaborating to achieve their technology goals. Koha's impressive feature set continues to evolve and expand to meet the needs of its user base. It includes modules for circulation, cataloging, acquisitions, serials, reserves, patron management, branch relationships, and more.

Koha's OPAC, circulation, management, and self-checkout interfaces are all based on standards-compliant World Wide Web technologies, HTML5, CSS, and Javascript, making Koha a truly platform-independent solution. Koha is distributed under the open-source General Public License (GPL). For more information about Koha, please visit <http://koha-community.org>

About Patron Point®

Patron Point is the leading marketing automation platform driving patron engagement in public libraries around the world.

It is the first of its kind patron engagement platform built specifically for public libraries harnessing data from a wide range of library systems including the ILS, ebook platforms, event/PC/room booking systems, databases and website to build a unified view of the patron's engagement with the library.

With Patron Point, libraries more fully engage their patron audience across multiple channels including email, website forms and pop ups, web widgets and social media tracking. Libraries can benefit immediately from a foundation of Proven Programs™ or create their own workflows that are customized to their unique user communities and needs.

Libraries interested in learning more about Patron Point can visit the company's [website](#) and request a short online demo.

Trademarks

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