



## Patron Point News

For Immediate Release

### SOLUS and Patron Point® announce major new integration.

Dublin, OH - February 6, 2023 - SOLUS and Patron Point are pleased to announce a new integration between eb#1, SOLUS's Events & Room Bookings platform and Patron Point's Library Marketing Automation platform.

Launching with Moonee Valley Libraries in Australia the development deeply integrates Patron Point's automated email marketing and SOLUS's Events & Room Bookings solution and enables libraries to seamlessly market their Events and Rooms.

Some key features of the integration are:

- Full automation between Patron Point and SOLUS. The library designs their emails, sets a schedule and target patrons and the system does the rest every week or every month or whatever schedule they like
- Only available events. Events that are fully booked or cancelled are hidden from view (optional)
- Full filtering by category and location. The library can design different emails for different audiences
- Series summaries. In emails we show one entry for the series with the time/location details summarize to save space and make the events lists manageable in size

Neil Wishart, CEO of SOLUS states, "This is a great integration for our customers that are already using Patron Point's library marketing automation platform. It makes it easy for libraries to market their Events and Rooms for hire and we're delighted to have the first customer benefitting and going live. We hope to extend the integration to other SOLUS products moving forward and are delighted to be working with Patron Point.

Ian Downie, Founder and CEO of Patron Point states, "We're always looking to make the marketing of library services easier for our customers and automating the promotion of Events & Room Bookings, a key part of library service provision, will reduce the set up time for our customers and maximise their attendance figures. SOLUS are taking a novel approach in this space and we're excited for our mutual customers."

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### About SOLUS

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SOLUS is the world's #1 Library App provider for public libraries and growing in academics; with SOLUS built Library Apps now in use in almost 8,000 locations globally and growing rapidly. The Library App supports 15 different ILS platforms using APIs and web services and is available in 40 languages. SOLUS has expanded its product suite to include Events & Room Bookings with its eb#1 product and to Library Web Discovery with the LUCi Discovery platform. Based in Glasgow, Scotland, SOLUS has offices in Australia and the US and provides white labelled solutions to a number of ILS partners, as well as direct sales & support.

## About Patron Point®

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Headquartered in Ohio, USA, and privately owned by its founders, Patron Point, Inc is a dynamic, rapidly expanding SaaS software company. Our closely-knit and highly talented team is fully remote and has been since the company was founded in 2019.

Patron Point is a fully-featured marketing automation platform that helps hundreds of public libraries around the world drive their digital marketing and attract, onboard, inform, engage and retain library customers through targeted marketing and automated engagement.

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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Patron Point® is a registered trademark of [Patron Point, Inc.](#) Patron Point Verify™, Patron Point Recommends™, Proven Programs™, Patron Engagement Index™, Library Marketing Technology Innovation Awards™ and LIMMYS™ are all trademarks of [Patron Point, Inc.](#)

## Press Contact

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