



Patron Point News

For Immediate Release

Patron Point announces partnership with PTFS Europe

Dublin, OH – February 27, 2023 – Patron Point today announced a partnership with PTFS Europe that will bring together the power of our world-leading library marketing automation capabilities and the Koha LMS and Aspen Discovery for UK public libraries. Ian Downie, Founder, CEO at Patron Point commented, "This partnership will help us increase our footprint in the UK public library market with PTFS customers benefiting from the integration with the Koha LMS and harness our Proven™ Programs to engage their communities, getting the right message to the right people at the right time." Andrew Auld, Commercial Director at PTFS Europe commented, "We are very excited to be working in partnership with Patron Point. With such tight integration to the Koha LMS, Patron Point looks set to bring huge benefits to our existing public library customers. But add to that the enhanced user experience that Aspen Discovery brings library users and we feel that UK libraries have access to the most powerful set of software on the market."

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About PTFS Europe

PTFS Europe have been working with open source software since 2007 – software developed by online communities for free use by all. The reason so many people like working with us is that we solve problems, we don't sell software. We listen, find solutions and commit to deliver these solutions for our customers as part of our complete managed service and support package. As an ISO27001 accredited company, you can rely on the quality and integrity of the support we're providing to over 120 organisations (and counting). More information can be found at <https://www.ptfs-europe.com/>

About Koha

Used and developed by libraries of all types and sizes, this Open Source LMS is richly featured and fully scalable according to your organisation's needs. Koha is entirely web-based for both staff and public functions. This helps make the system light, easy to use, easy to deploy and easy to manage. For use of Koha's OPAC, all features are implemented in currently available major browsers. Koha's impressive feature set continues to evolve and expand to meet the needs of its user base. It includes modules for circulation, cataloguing, acquisitions, serials, course reserves, user management, inter library loans, electronic resources management (eRM) and more.

About Aspen Discovery

Designed around the users' browsing experience, this Open Source and highly featured Discovery tool integrates the library catalogue, e-content, photographic libraries, websites, open access databases and more, bringing all library resources together via a single search.

Aspen Discovery provides complete integration with an organisation's underlying Library Management System and eContent Providers while also offering administrators a high degree of custom configuration.

The library can create curated collections, placards and collection spotlights to highlight specific areas of interest and direct the users to additional resources. In addition to all of this, Aspen Discovery also offers web builder functionality which allows the library to use the system to easily create their own web presence.

About Patron Point

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

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.](#)

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