



Patron Point News

For Immediate Release

Ottawa Public Library (ON) launches Patron Point™

Dublin, OH - May 28, 2020 - Patron Point announced today that the Ottawa Public Library, Ontario, Canada, (OPL), has launched its patron relationship management system to help drive its patron engagement and web marketing efforts. Of particular interest to OPL was utilizing Patron Point to expand the Library's marketing reach while improving its ability to provide timely and responsive communications.

Patron Point Vice President, Growth, Ian Downie, states, "During our early conversations, it became obvious that OPL is a fast-moving and customer-focused organization" Downie continued, "We're excited about the opportunity to explore the different ways to enhance its marketing capabilities."

OPL went live on the Patron Point platform only two weeks after signing the subscription agreement.

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About Ottawa Public Library

The Ottawa Public Library (OPL) is the largest bilingual (English/French) public library system in North America. The OPL extends public access to information and services through the library's 33 branches, physical and virtual (BiblioOttawaLibrary.ca), as well as two mobile libraries and a vending machine-style lending library service. Serving close to one million Ottawa residents, OPL's mission is to inspire learning, spark curiosity, and connect people.

About Patron Point

Patron Point is the first of its kind patron relationship management system 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 can use this data to segment its audience and produce personalized email and web communications that attract and more fully engage the patron. 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. For more information on Patron Point, see our [website](#).

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