



# campusM

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Resource  
Management  
**SOLUTIONS**

Discovery &  
Delivery  
**SOLUTIONS**

Mobile  
Campus  
**SOLUTIONS**



# ExLibris



National Libraries &  
Memory Institutions



Academic and  
Research Libraries



Researchers and  
Students



# The Mobile Mind Shift

## Mobile Moment

point in which a person pulls out a mobile to get what he or she wants, immediately and in context

## Micro Moments

mobile moment that requires only a glance to identify and delivers quick information that you can either consume immediately, or act on immediately

**Mobile Moments provide the ability to get users to interact more frequently and to develop a deeper personal relationship**

*“Mobile Moments are Mandatory for Mobile Success”*

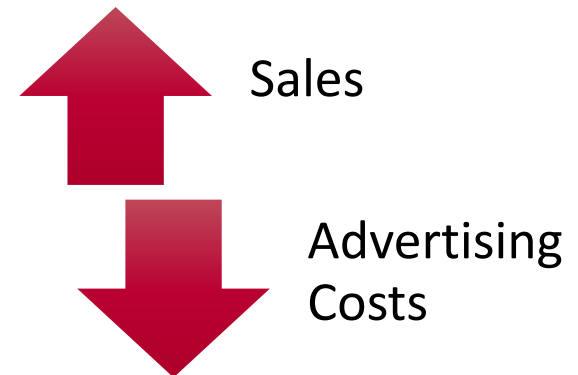
# Examples of Mobile Moments



**Krispy Kreme sends a push notification any time hot doughnuts have just come off the line at a store near you**

**App generated 500,000 app downloads followed by a double-digit increase in same-store sale**

**Krispy Kreme no longer buys traditional media advertising.**

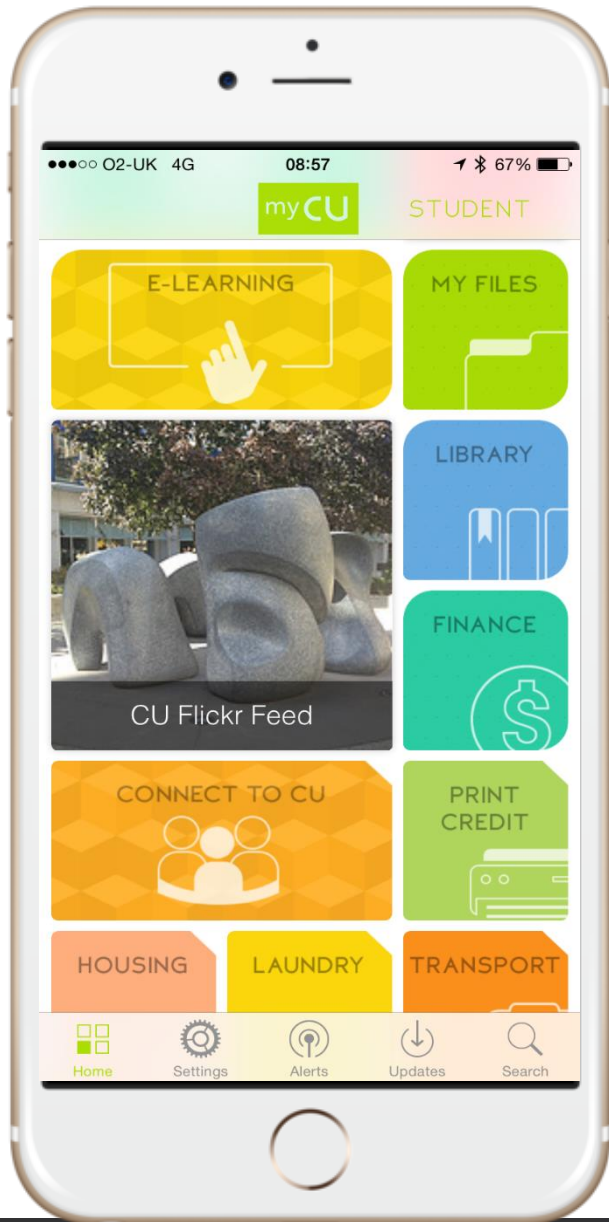


# campusM

**Transforms Your Campus Services into  
Personalized Mobile Experience**



# Library Mobile Moments



**Possibility to search and order library materials via mobile**

**Access to library personal sign in via mobile: loans, fees, etc.**

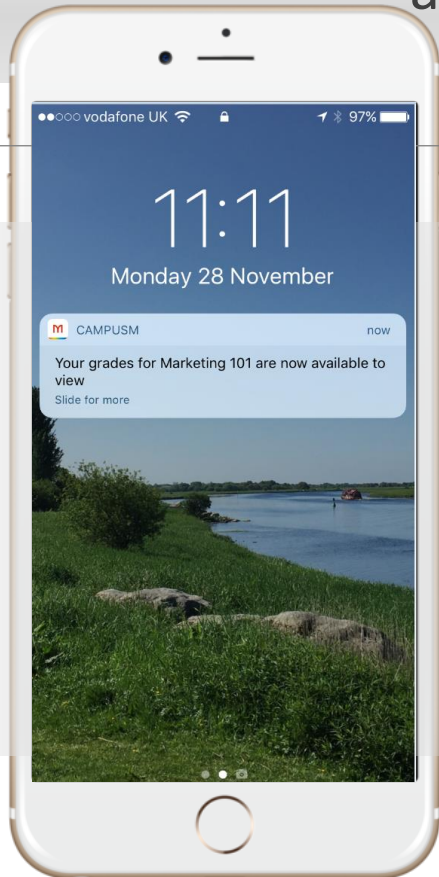
**Get informed when ordered items are available for pick up, items is due for return**

**Library card on your smartphone**



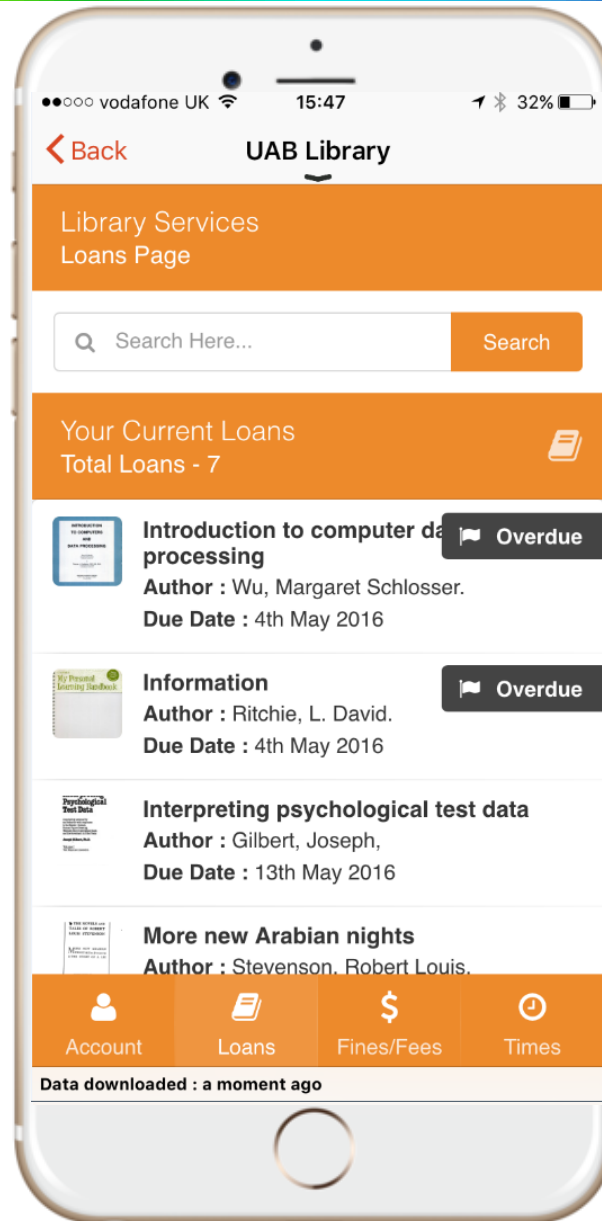
## Personalized Notifications

Smartphones allows us to send notifications alerting on important activities such as classes cancelled, books overdue, assignments to complete and more.



*Dear Anna, items that you have ordered are ready and are available for pick up at DeHavilland library building. Check library opening times [here](#).*

# Library Mobile Moments



# What is campusM?

- **Single Point - of - Access to all relevant information across university**
- **It offers native apps for mobile devices, and also covers the use on desktop environments from**
- **With campusM you can interact directly and personalized with the students and provide all university information directly on the mobile device of the user**
- **Support teaching and learning in and outside the classroom**
- **CampusM is the service provider who takes care of the technical infrastructure, so you can concentrate on the content and communication**

# Personalized life-long App



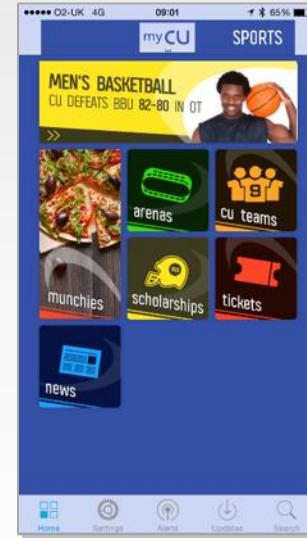
Open House



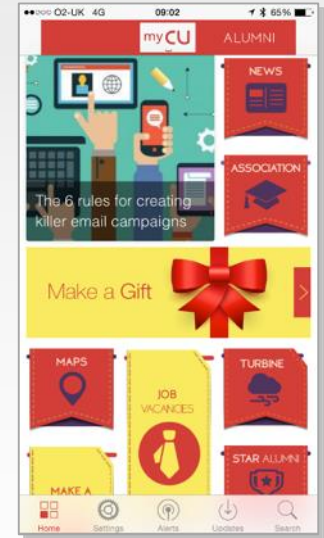
Admissions



Students

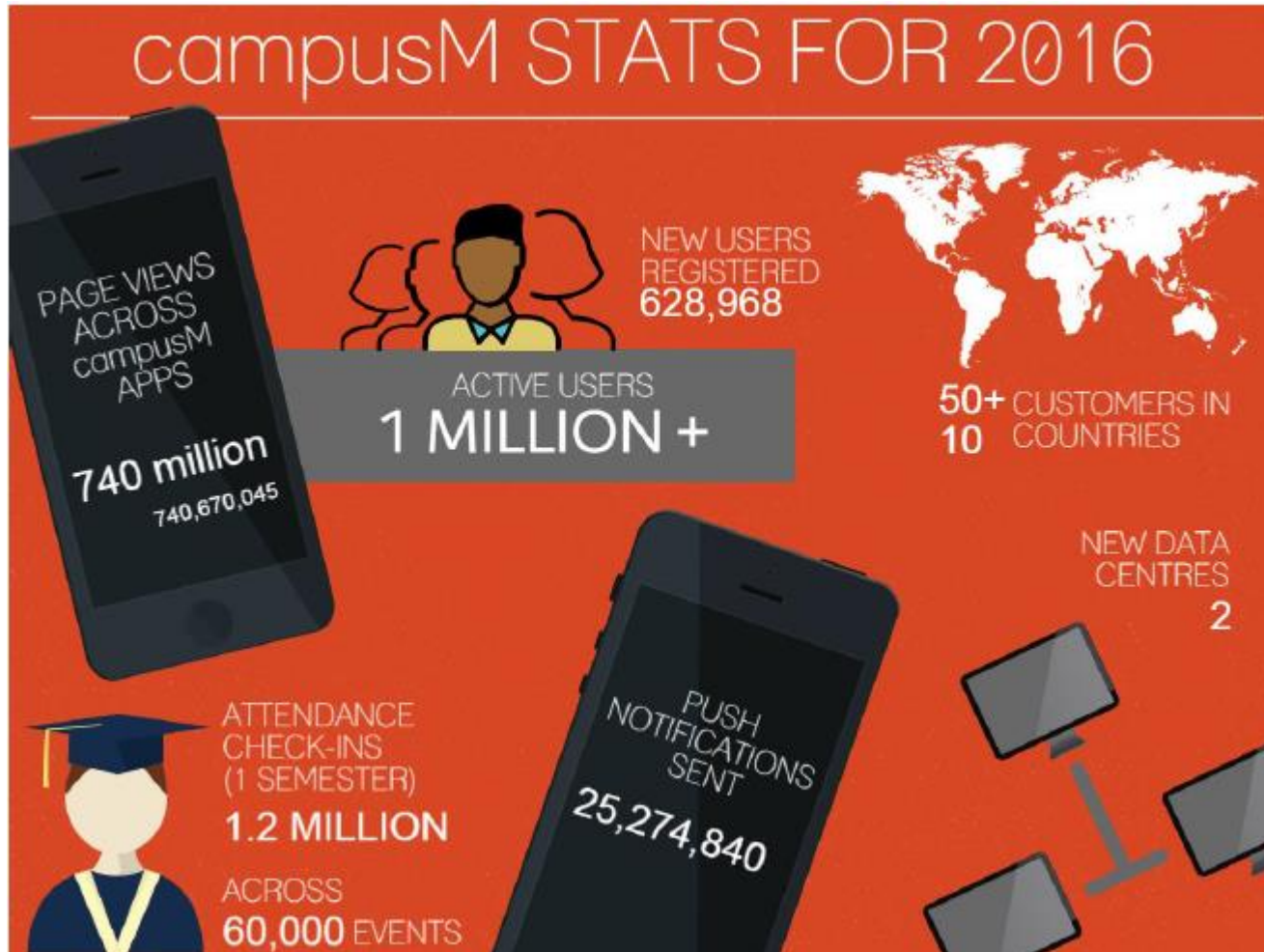


Sports



Alumni

Improve engagement by providing a single and consistent app throughout the lifecycle, customized to highlight each users key areas



# campusM Customers

