

Savannah Packages and Features

See glossary on the following pages for feature descriptions

Standard	Select	Plus	Enterprise*
Access decision-making tools onsite or on-the-go	Target communications to the right customers <i>Includes all of standard plus direct email capabilities</i>	Gather valuable feedback <i>Includes all of select plus our feedback module</i>	Our library experts work with you to understand your needs to develop a custom quote fit to your organization's goals.

Set-up, Support and Security Features	Standard	Select	Plus
Data Security and Site Maintenance	✗	✗	✗
Data Set-Up and Integration	✗	✗	✗
Role-Based Permissions/Access		✗	✗
Web-based Support and Training	✗	✗	✗
Key Features			
Advanced Analytics and Report Builder	✗	✗	✗
Market Demographic Overview	✗	✗	✗
Standard Performance Dashboard	✗	✗	✗
Cluster Segmentation Assignment	✗	✗	✗
Cluster Profiles	✗	✗	✗
Internal Stakeholder End User Licenses	No Limit	No Limit	No Limit
Advanced Features			
Advanced Performance Metrics		✗	✗
Automated and Customizable Email Communications and Training		10M/Year	15M/Year
Real-Time Email Delivery Tracking		✗	✗
Automated Online Surveys and Training			✗
Survey Summary Reports			✗
<p>Optional Service Pack (\$7,500 annually): OrangeBoy consulting services are not included in the software packages above. However, an optional service pack can be added to include access to a business analyst, and one, one-hour virtual <u>monthly</u> meetings to help your organization understand your metrics, build queries/reports, and set-up and customize emails and surveys, etc. This also includes live phone assistance with a business analyst to help you're your organization's customer analytics.*</p> <p>Additional services: OrangeBoy primary research and implementation services are not included in the software packages above. Additional onsite or online training (other than noted by package), planning services or al a carte research services can be purchased separately directly through OrangeBoy. Please contact Nickie Harber-Frankart at (971) 533-7759 for more information.*</p> <p>*Denotes services that are not subject to the Amigos discount.</p>			

Savannah’s Features: A Glossary from A to Z

<p><i>Advanced Analytics and Report Builder</i></p>	<p>Tap into Savannah’s back end integrated database for ad hoc reporting or to conduct trend analyses over time.</p>
<p><i>Advanced Performance Metrics</i></p>	<p>Advanced performance metrics allow you to select metrics from our bank of visualizations or build your own use the Advanced Analytics feature to align metrics with your organization’s strategic initiatives.</p>
<p><i>Automated and Customizable Customer Email Communications and Training</i></p>	<p>Deliver relevant and highly targeted messages using the email query builder or smart list function to automate and schedule communications. Choose from email templates or design your own to meet target customers’ needs and improve overall customer engagement to move the needles on your dashboard. OrangeBoy provides two, one-hour web-based training sessions to get you started: <i>Effective Communications Strategy</i> and <i>How to Design Effective Emails</i>. Additional emails may be purchased at \$0.25/thousand.</p>
<p><i>Automated Online Surveys and Training</i></p>	<p>Manage automatic satisfaction surveys, gain valuable insights, or generate customizable surveys for targeted groups of customers. To get you started, OrangeBoy provides two, one-hour web-based training sessions: <i>How to Gather Effective Feedback</i> and <i>How to Turn insights into Action</i>.</p>
<p><i>Cluster Segmentation Assignment</i></p>	<p>Get to know your customers by segmenting active user households into one of OrangeBoy’s 11 unique library behavioral clusters. Transform the way you engage customers by leveraging intelligence to allocate resources, target email communication or gather insights to inform decision-making.</p>
<p><i>Cluster Behavioral Profiles</i></p>	<p>Our behavioral profiles explain the 11 unique library behaviors exhibited by your customers. Each profile provides basic information about cluster segments, including usage type, while the dashboard quantifies and reports cluster engagement. More robust profiles are available with Plus packages by adding additional insights from customer surveys.</p>

<p><i>Data Security and Site Maintenance</i></p>	<p>Trust us to keep your data private. Our password protected site features SSL certificates and security measures to ensure each Subscriber's data remains isolated. Routine site maintenance includes third party security testing by software experts.</p>
<p><i>Data Set-up and Integration</i> <i>(We'll get you started!)</i></p>	<p>OrangeBoy supplies activation information including all data requirements and a set-up schedule. You'll receive (up to and not to exceed) 10 hours of support to guide you through data requirements and set-up to ensure your data is ready for use.</p>
<p><i>Market Demographic Overview</i></p>	<p>Receive a one-page demographic overview on Savannah of your market to help you assess how your customers compare to your service area.</p>
<p><i>Real-Time Email Delivery Tracking</i></p>	<p>View email open rates, unsubscribes, and more in real-time. We set-up your organization's email account on our dedicated email server to provide a high level of deliverability.</p>
<p><i>Role-Based Permissions/Access</i></p>	<p>Grant access rights to Savannah modules based on individual responsibilities.</p>
<p><i>Standard Performance Dashboard</i></p>	<p>Understand key customer behavior and organizational performance via Savannah's performance dashboard that includes six standard graphic visualizations. Each graphic updates in near real-time to help you plan your trajectory.</p>
<p><i>Survey Summary Reports</i></p>	<p>View survey results and data in real-time by cluster, at the aggregate or branch level, or other variables.</p>
<p><i>Web-based Support and Training</i></p>	<p>You'll receive two, one-hour, web-based training sessions to introduce you to your clusters and show you how to use Savannah's powerful tools. Throughout the terms of your agreement, access to the Savannah Users Group (with web-based and onsite events), Knowledge Base (our online support page) and Savannah Community connects you with 750+ Savannah users from public libraries across North America.</p>