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**BCR Partners with CIVICTechnologies for GIS
Library planning tools and small business database available at member discounts**

PASADENA, CA – June 4, 2007 – CIVICTechnologies and the Bibliographical Center for Research (BCR) today announced an agreement that will make CIVICTechnologies' LibraryDecision suite of library geographic information system (GIS) planning tools and the BusinessDecision database web service available to BCR member libraries at a negotiated reduced price. BCR, a leader in delivering new and innovative products to their members, will provide marketing, sales and training support; CIVICTechnologies will provide technical support.

LibraryDecision is a suite of GIS-based planning and analysis tools to help libraries visualize their service areas, analyze their data, relate patron activity to service patterns and act to develop and implement strategic initiatives. Products available to BCR members are SnapShot, Planner, Patron and Voter. Details are available at www.civicttechnologies.com/library.

BusinessDecision is a business database offered through public libraries that helps small businesses succeed by increasing their market share and growing their clientele, and that helps public libraries promote economic sustainability in their local community by meeting the needs of small businesses and other entrepreneurs. Details are available at www.businessdecision.info.

"Libraries need tools to enhance their strategic, marketing and facilities planning," said Brenda Bailey-Hainer, BCR executive director. "This agreement with CIVICTechnologies will give our members access to state-of-the-art GIS tools and technology to enhance library decision-making. BCR is supporting libraries' efforts in this area by expanding our current training curriculum to include a general introduction to GIS technology and specifically in the use of CIVICTechnologies products."

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LibraryDecision and BusinessDecision use ESRI consumer household data, Tapestry market segmentation data, thematic mapping and demographic forecasts, among other features.

“LibraryDecision and BusinessDecision reports and maps are based on the most reliable data available. The quality of the data and CIVICTechnologies’ strong commitment to public libraries convinced us this was the right partner for our member libraries,” said Bailey-Hainer.

The LibraryDecision suite of services includes:

- **SnapShot:** a brief eye-catching report that analyzes demographic trends, socio-economic issues, consumer interests and market segments.
- **Planner:** a web service that combines a variety of data to measure through service indicators how well outlet service areas meet the unique needs of local communities and neighborhoods.
- **Patron:** a customized GIS application that measures and analyzes library use patterns at the outlet level and system wide.
- **Voter:** a customized GIS application that compares historical library use patterns, voting patterns and population characteristics to assist libraries win funding support at the ballot box.

Designed to be used by small business owners and entrepreneurs, BusinessDecision uses data previously available only to large corporations to deliver to small business patrons graphs, reports and maps that present information for user-customized site and market areas. “BusinessDecision serves a unique dual purpose for libraries,” said Marc Futterman, president of CIVICTechnologies. “Libraries can use the tools for their own strategic, marketing and facilities planning while simultaneously making this powerful resource available to their business patrons and non-profit agencies in order to support the economic development and sustainability of their communities. We look forward to introducing this versatile tool and the LibraryDecision suite to BCR members.”

About BCR

The Bibliographical Center for Research (BCR) is a nonprofit, multistate library cooperative that has served the library community since its founding in 1935, providing cost-effective library and information services. Today BCR (www.bcr.org/) serves libraries in 42 states, Canada and Guam, many through statewide agreements with state library agencies in 11 western states allowing all libraries in those states to use BCR services as member institutions. For additional information, contact Brenda Bailey-Hainer, Executive Director of BCR, at bbailey@bcr.org or (303) 751-6277.

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About CIVICTechnologies

CIVICTechnologies provides a full suite of web services, customized applications and consulting services to meet the complete geographic information systems (GIS) needs of public libraries and businesses—from small and medium enterprises to Fortune 500 companies—across a diverse range of industries. CIVICTechnologies enables its customers to visualize data in new and innovative ways in order to deliver more effective products and services, make better informed decisions, build consensus faster, allocate resources more wisely, and implement organization-wide solutions more effectively. For more information, call Marc Futterman toll free at (888) 606-7600 or email him at [**maf@civicttechnologies.com**](mailto:maf@civicttechnologies.com); or visit [**www.civicttechnologies.com**](http://www.civicttechnologies.com). For more about BusinessDecision visit [**www.businessdecision.info**](http://www.businessdecision.info).