



University of California Libraries Text a Librarian Proposal

March 12th, 2010

Introduction

About Us

Mosio is a mobile technologies agency providing **text messaging** and **mobile web solutions** for businesses and organizations.



We help our clients **connect with patrons on-the-go**, using their mobile presence to **increase engagement**, both on and offline.



Mosio – How We Are Different

Mosio simplifies mobile.

Every mobile campaign is unique. We use our expertise and experience to manage the complexity of designing mobile solutions that offer seamless integration for you and high-value interaction for your customers.

All of our client programs include a dedicated support team, ensuring your mobile experience is smooth, efficient and impactful.

Mobility is the future of business and we'll work hard to make sure we're a part of your future.

Thanks and we look forward to serving you,

The Mosio Team

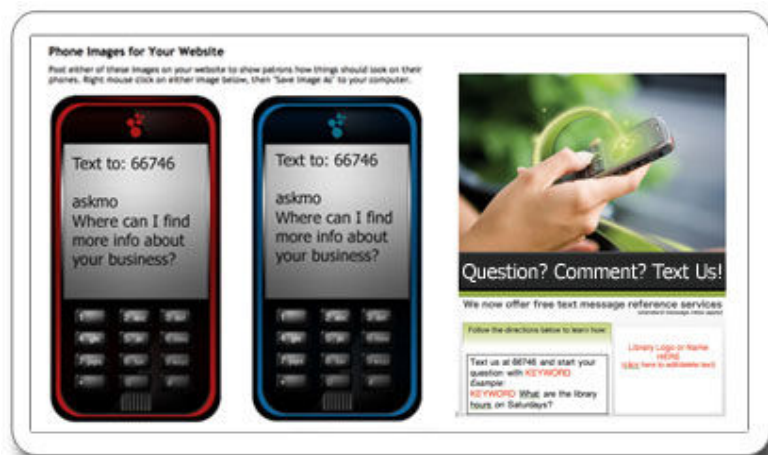


Solution

Text a Librarian Software - How it Helps You

Text a Librarian's "text chat" software enables libraries to:

- * Engage with customers/patrons using their preferred communication method.
- * Receive and respond efficiently using intelligent messaging dialogue functions.
- * Run and download usage reports and chat transcripts.



Promote your service using our marketing templates.



Comment, share questions or see when another staff member has already started responding.



Proposal Details

Details

Package Breakdown

Package for University of California Libraries to include:

- Keyword(s) as needed
- 1 Dashboard for responding and archiving of Q&A sessions
- Email and Phone support
- Reporting (Individual/Collective)
- Marketing Materials for each library system to promote the service
- Carrier approved messaging platform
- Custom Auto-Responders
- Custom Answer Templates
- Custom Quick Links
- Restart Access



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Pricing Breakdown – Individually Purchased

For comparison

Premium Package

\$2,399 per library/keyword (\$199.92 a month)

Standard Package

\$1,199 per library/keyword (\$99.92 a month)

Lite Package

\$780 per library/keyword (\$65.00 a month)

(\$199 setup fee for Premium and Standard package/per library not included)



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Pricing Breakdown – Cooperative Plan

Cooperative Premium

3 Logins per keyword

1,000 outbound messages / month / per keyword

Set up fee: \$49 per keyword

Yearly Cost: \$828 per library/keyword (\$69 a month)

Cooperative Standard

2 Logins per keyword

500 outbound messages / month / per keyword

Set up fee: \$49 per keyword

Yearly Cost: \$708 per library/keyword (\$59 a month)

Cooperative Lite

1 Login per keyword

250 outbound messages/ month / per keyword

Set up fee: \$49 per keyword

Yearly Cost: \$588 per library/keyword (\$49 a month)



Package Extras

Additional Logins: \$9.95 per month (per login)

Additional Outbound Messages:

500 Messages: \$35 per month

1,000 Messages: \$60 per month



Buzz

"Mosio's Text a Librarian is a great solution for us!"

- Emilie Smart, East Baton Rouge Parish Libraries

"This solution was designed for libraries, addressing their specific security and technology needs."

- Michelle Roubal, Plainfield Public Library

"Text a Librarian is a great way to expand library services and provide mobile patrons answers to simple questions."

- Tracey Ray, Free Library of Philadelphia

"Texting a librarian is no longer a myth thanks to TextaLibrarian.com, which is easy to implement and actually keeps patron phone numbers private."

- Mirela Roncevic, Library Journal

"Answering questions was easy. I just sat down at the computer and when I saw a question come in, I clicked on the big red 'Answer' button and started typing."

- ALA Ambassador at ALA Annual 2009



Contact Info

Gabriel Macias

Email: gabe@textalibrarian.com

Phone: (415) 971-5399

Text: asktal to 66746

Mosio Inc.

Mobile Messaging Systems

www.mosio.com

