

# Online Bookstore Is Instrument of Success for Agilent Technologies

<b>Customer Profile:</b>	Global leader in designing and manufacturing test, measurement and monitoring instruments, systems and solutions, and semiconductor and optical components
<b>Business Focus:</b>	Communications, electronics, life sciences and healthcare
<b>Size:</b>	42,000 employees and facilities in more than 40 countries serve market-leading customers in more than 120 countries
<b>Revenue:</b>	In fiscal year 1999, the businesses comprising Agilent, then a subsidiary of Hewlett-Packard, had net revenue of more than \$8.3 billion
<b>Headquarters:</b>	Palo Alto, California
<b>Fatbrain.com solution:</b>	Co-branded custom online bookstore

## Challenge

When Agilent Technologies began separating from Hewlett-Packard, Lynne Szabo, manager of the Agilent Technologies Corporate Libraries, knew that Agilent employees would miss the Fatbrain.com online bookstore they had used at HP. Employees from across the company were accustomed to ordering their professional books online from a centralized web site. They also enjoyed having a large selection of hard-to-find technical books at their fingertips.

The Agilent Corporate Library staff members had also become accustomed to the convenience of online ordering, which allowed them to focus their energies on researching questions rather than fulfilling orders. Agilent employees often preferred to have their own copies of books rather than asking the staff to buy books that could be checked out. But finding the right books, and at an affordable price, was not easy.

Szabo decided Agilent needed a Fatbrain.com custom online bookstore of its own. She explained, "Throughout my career as a corporate librarian, I have had very positive experiences with Fatbrain.com. Back when Fatbrain.com was a single Computer Literacy bookstore serving the technical information resource needs of Silicon Valley, I knew the original owners and always used their store. The company was established by a librarian and a computer expert. Today, Fatbrain.com has advanced into the world of the Internet, but the company is still very closely connected with the library world. So it was a natural segue for us to start using Fatbrain.com at Agilent."

## Solution

In July 2000, the Agilent Corporate Library opened Agilent's online bookstore. The site features recommended readings for business-related topics, scientific and technical resources, administrative reference books, resources for computing and support services, and much more. Orders can be placed from anywhere at any time. "We realize the convenience and powerful searching capabilities of our Fatbrain.com site add value to our employees' experience, so we've put information about the site on our employee benefits package web site," Szabo said. Agilent also added a link to its Fatbrain.com bookstore on the Agilent home page under "special resources."

## Results

Having an online bookstore enables the Agilent Corporate Library to deliver information directly to users. More than 1,400 orders have been processed from the Agilent Corporate Library online bookstore since it was launched in June 2000. "That is significant given that our site is still in its infancy," Szabo said.

Agilent Corporate Library staff members agree that the site saves them time by allowing them to focus on research. And because employees often prefer to have a personal copy of certain technical books, the library has reduced costs related to the number of new computing books and applications kept in inventory.

The site also acts as a marketing tool for users of information services. "People come to the site because they know they can order things there, and that, in turn, exposes people to the services the corporate library offers. We can now offer our employees a single location where they can either find and request books that need to be added to our library, or they can buy their own books by using our Fatbrain.com online bookstore," said Szabo. "It is very innovative on Fatbrain.com's part to have even thought of providing these resources in such a convenient and easy way for the scientific community, since this has not been available before."

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## Benefits at a Glance

- Online ordering frees library staff to do more research.
- Site gives employees convenient way to own personal copies of hard-to-find items.
- Online recommended readings help scientists and others learn about new resources.
- Centralized, online bookstore makes resources available worldwide.
- Outsourced solution simplifies library operations with reliable Fatbrain.com services.
- Site makes it easier, faster and less expensive to attain information resources, helping library staff and employees reduce overall costs.

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