

# 3M Cloud Library: Over Twice the Satisfaction of OverDrive

New survey highlights customer enthusiasm

A recent 3M survey shows that libraries that use both the 3M™ Cloud Library and OverDrive® are over twice as satisfied with the 3M Cloud Library as compared to OverDrive.

The 3M Cloud Library offers outstanding ease of use for both patrons and library staff. This survey data reveals how dramatic a difference these features make in librarians' satisfaction with their eBook systems.

Library staff benefit from 3M's dedicated deployment and support teams that help libraries launch the platform quickly and automate as many tasks as possible. Also, collection development features like the Content Acquisition Tool and automated buying tools make searching, purchasing and managing content simple and efficient. Patron features—like the fast and easy app installation and no requirements for an Adobe® ID or extensive personal information—let most users get reading with minimal help from library staff.

"The Cloud Library was designed with input from librarians at every step," said Krisa Drost, 3M customer experience manager. "These satisfaction scores further validate our approach, and we are excited to continue developing our best-in-class system to make it easier than ever."

3M conducted an annual customer satisfaction survey of all its U.S. 3M Cloud Library customers in January 2014. The goal of this survey is to ensure that 3M stays in tune with the rapidly changing needs of eBooks in public libraries. Out of the respondents that use 3M Cloud Library (n=114) and OverDrive (n=78), 38% answered that they were "very satisfied" with 3M Cloud Library versus only 14% being "very satisfied" with OverDrive. Similarly, when asked the question "How likely are you to recommend to other libraries?" 47% answered "very likely" to recommend 3M to other libraries while only 22% answered "very likely" to recommend OverDrive.

For additional information, visit [3M.com/us/library](http://3M.com/us/library).

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## About 3M Library Systems

The global leader in library innovation for more than 40 years, 3M is committed to helping libraries connect with the diverse and rapidly evolving communities they serve. 3M's digital lending, security, and productivity solutions give librarians the flexibility to spend more time doing what they do best – helping people.

Visit [www.3M.com/us/library](http://www.3M.com/us/library) and follow us on Twitter (@3MLibrary) and Facebook.

## About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$31 billion in sales, 3M employs 89,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow @3MNews on Twitter.

Karwoski & Courage Public Relations Emily Finley, 612-342-9732 e.finley@creativepr.com or 3M Public Relations Connie Thompson, 651-733-8914 <http://www.3m.com/presscontact>

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