Ex Libris Staff (1980-2005) Questionnaire – Andrea Hell

1. When did you start working for Ex Libris?   How did this come about?

I was working already for the former company DABIS (since 1989) and came to Ex Libris after Ex Libris took over DABIS in 1997.

2. What was your job title, or, more generally, what did you do?   Were there particular projects you were involved in?

   Thinking of the 1980-2005 time period….

I started with Aleph in 1998 when lots of German speaking customers implemented it. The first Aleph version I saw was 11, directly followed by 12.3. I did lots of trainings in Austria and Germany during 1998-2002 for Search and the Cataloging module.

3. Why was Ex Libris as successful as it was? Why did customers go with Aleph rather than other systems?   Some possibilities:
   a. Superior system and program design? (-- primarily Yohanan's doing? Others?)
   b. Superior functional design? (-- primarily Judy Levi's doing? Others?)
   c. Superior strategy (Oren Beit-Arie -- and others?)
   d. Superior marketing (Barbara Radel, et al.)
   e. Superior organization (Azriel and Udi and ???)
   f. Other?

I think in the German speaking market we were successful for two reasons:
- *Consortium model*
- *MAB format*