

THE *TOP 10* REASONS LIBRARIES PREFER PRIMO



RELEVANCY RANKING

Sophisticated algorithms to deliver content most relevant to the search context and each user's profile



SERENDIPITOUS DISCOVERY

Exploration and learning through automatic recommendations, virtual browse and citation trails



NEXT GENERATION USER INTERFACE

Discovery on-the-go from any device, providing a fresh and intuitive web experience



A WEALTH OF CONTENT IN PRIMO CENTRAL INDEX

Numerous academic and scholarly resources, with comprehensive and robust metadata, and full text coverage



ALMA & PRIMO INTEROPERABILITY

A unified, end-to-end solution for library resource management, discovery and delivery



FLEXIBLE CONFIGURATION & CUSTOMIZATION

Ranking algorithms, metadata and UI can be customized to meet library objectives and user needs



RICH ANALYTICS & REPORTING

Insights into user behavior and usage data to optimize the discovery experience and collection development



COMPLETE CONTENT NEUTRALITY

No bias toward any vendor in ranking, linking, materials inclusion, or open access content discovery



UNIQUE SUPPORT FOR CONSORTIA

Enhanced consortia collaboration, maintaining flexibility and autonomy for member institutions



STRONG AND ACTIVE CUSTOMER COMMUNITY

Working groups, user conferences and a developers network for collaboration, idea exchange and influencing the Primo roadmap