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.

Ex Libris Primo is used by more than 2,250 institutions worldwide, empowering libraries to shape the discovery experience, providing students, faculty and staff an intuitive, end-to-end service, and maximizing the value of library collections. Visit [http://www.exlibrisgroup.com/category/PrimoOverview](http://www.exlibrisgroup.com/category/PrimoOverview).