

# THE *TOP 10* REASONS LIBRARIES PREFER PRIMO



## RELEVANCY RANKING

A comprehensive relevancy ranking approach, relying on metadata from multiple sources, controlled vocabularies, and sophisticated search algorithms



## A WEALTH OF CONTENT

Numerous academic and scholarly resources, leveraging broad content coverage, deep expertise, and extensive metadata



## NEXT GENERATION USER INTERFACE

A fresh and intuitive web experience, providing consistent discovery across devices and seamless patron services



## SERENDIPITOUS DISCOVERY

Exploration and learning through automated article recommendations, citation trail, topic exploration, virtual browse, and more



## INTEROPERABILITY

Seamless workflows with library resource management systems, as well as with research, teaching, and learning tools



## 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



## CONTENT NEUTRALITY

Proven content neutrality, with separate platforms for content and discovery, grouping of records and library-defined delivery



## 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