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.

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)