THE **TOP 10 REASONS**
LIBRARIES PREFER PRIMO

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

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

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

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

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

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

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

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

**Enhanced consortia collaboration, maintaining flexibility and autonomy for member institutions**

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

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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)