ExLibris
Primo

Empowering Libraries to Shape the Discovery Experience

ExLibris Primo

Libraries are being challenged to rethink their role in today's dynamic academic landscape. This challenge is threefold: meeting user expectations for quick and easy access to a wealth of information; catering to the diverse needs of multiple stakeholders; and demonstrating the impact of their services and collections.

Primo empowers libraries to shape the discovery experience, providing students, faculty and staff an intuitive, end-to-end service, and maximizing the value of library collections.

The Primo approach:

Discovery

Fast, intuitive and personalized access to a wealth of scholarly information

Delivery

Integrated, end-to-end workflow that streamlines access to materials, regardless of their source

Optimization

Insights supporting the continuous enhancement of the user experience and decision-making for collection development

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Delivering the experience that users demand

Primo creates a discovery experience that enhances user engagement:

- **Fast and accurate results** using sophisticated search algorithm and comprehensive relevance-ranking approach

- **A wealth of academic and scholarly resources,** leveraging broad content coverage and extensive metadata

- **Intuitive and personalized,** enabling users to quickly zero in on the most relevant results and personalize their search

- **Proven content neutrality**, ensuring the most relevant information irrespective of the provider

- **One experience across devices**, enabling discovery anywhere, anytime

Maximizing the academic impact

Primo helps libraries increase the impact of their collections and services:

- Promotion of library's **local, special, and digital collections**

- Increased **user engagement and retention** by enhancing the learning and research experience

- Enhanced visibility of library services and a strengthened **library brand**

- Unique capabilities for **library consortia**, supporting a wide variety of structures, procedures and workflows

Supporting the role of librarians

Primo enhances librarian efficiency and effectiveness:

- Easy **customization,** empowering librarians to influence how collections are explored and displayed

- Insight on most-used library resources, for **collection optimization** and budget allocations

- **Integrated workflows** with library systems, as well as research, and teaching & learning tools

- Advanced **harvesting and normalization** capabilities to add unique content types

Delivering cutting-edge, proven technologies

Primo delivers continuous innovation based on deep domain expertise and more than 30 years of development experience in library science and search technologies. Primo's unique capabilities include:

- **Flexible configuration and customization** of ranking algorithms, metadata, and user interface

- **Data deduplication and grouping** to deliver a single result for identical or similar content items

- **Scalable metadata enrichment** to automatically enhance hundreds of millions of articles, leveraging semantic technologies

- **Flexible delivery options**, including subscriptions, patron-driven acquisition, and pay-as-you-go

- **An open platform**, enabling extended services through interoperability and integration with external campus systems

- **Exposure of local collections via Google**, for display of library content to a wider audience

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ADDRESSING DIVERSE DISCOVERY NEEDS

SEARCH AND FIND — Quick delivery of the most relevant results

EXPLORATION — Serendipitous discovery through navigation trails and browsing

PERSONALIZATION — Search results tailored to user's profile and preferences

LEARNING — Human learning through a discovery process

Facilitating end-to-end library and academic workflows

Together with the Ex Libris Alma system, Primo forms a unified, end-to-end library management solution. But no matter the resource management system, Primo integrates on all levels, including login, UX and daily batch updates. Furthermore, Primo search functionality is easily integrated into institutional portals, course-management systems, and other third-party campus software.

Nurturing a strong and active customer community

The large and active Primo customer community is central to continuous product leadership. The community includes: product working groups, which offer peer support and the opportunity to influence the Primo roadmap; periodic user conferences and meetings for the exchange of ideas; and a development network, for libraries to create new Primo-based services and extensions and share them with the community.

About Ex Libris

Ex Libris, a ProQuest company, is a leading global provider of cloud-based solutions for higher education. Offering SaaS solutions for the management and discovery of the full spectrum of library and scholarly materials, as well as mobile campus solutions driving student engagement and success, Ex Libris serves thousands of customers in 90 countries.

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