

# The Progress Sitefinity Platform

Helping you create winning customer experiences across all channels

PROJECT BROCHURE

# Take Control of Your Digital Marketing Success

As a marketing leader, you're under pressure to execute successful digital marketing programs that accelerate business growth. This means you need to deliver fresh, personalized multichannel experiences that engage your audience at each step along the customer journey. But without tools that enable marketing agility, you have to rely on technical resources to create and optimize content and digital experiences. The result? Frustrating delays that hamper program effectiveness and impede progress toward business goals.

At the same time, you need insight into what's working and what's not to get maximum impact from your digital marketing spend. After all, the ability to track program effectiveness and refine experiences on the fly helps you achieve desired outcomes. That's why a holistic, cross-channel view of the customer experience

is critical to understanding your audience and delivering targeted content that influences behavior and drives conversions.



**From the start of our solution search, we knew we wanted a system that was easy to use. Despite setting that bar going in, Progress Sitefinity still managed to surpass expectations and we were surprised with how easy the training went when we grabbed nontechnical personnel from different departments.**

Rafal Jakubowicz, Manager of Digital Operations, Teknion

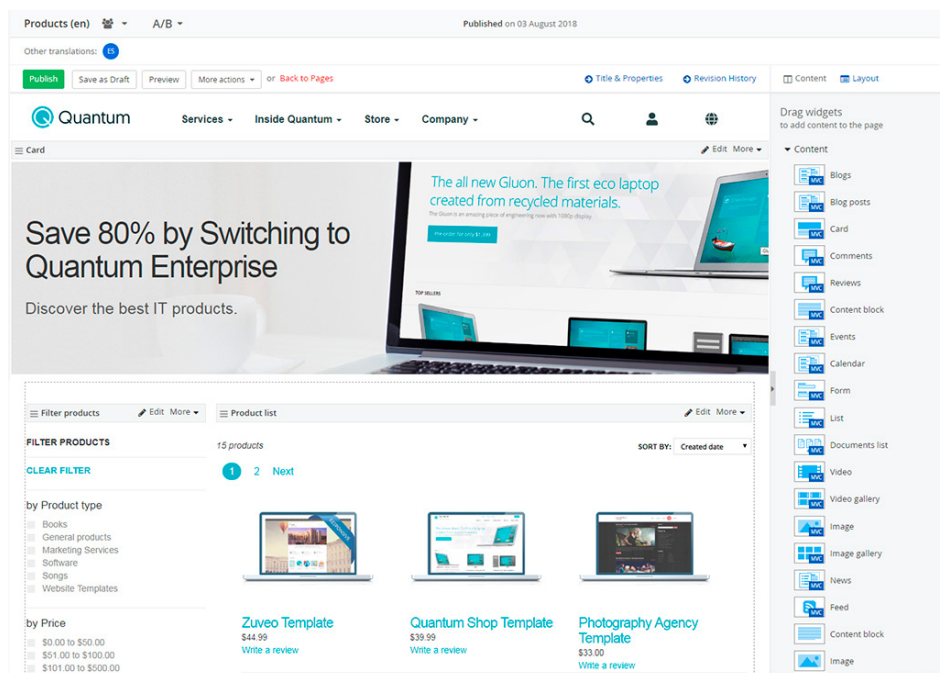
STATUS / PAGE	TRANSLATIONS	ACTIONS	ANALYTICS	DATE / OWNER
Home Published	EN ES A/B test - Results	View	Analytics	12 Jun, 2018 10:18 James Smith
Services Group page	EN ES	View	Analytics	12 Jun, 2018 10:18 James Smith
Development Published	EN ES A/B test	View	Analytics	12 Jun, 2018 10:18 James Smith
Marketing Published	EN ES Personalized - Report	View	Analytics	12 Jun, 2018 10:18 James Smith
Inside Quantum Group page	EN ES	View	Analytics	12 Jun, 2018 10:18 James Smith
Store Group page	EN ES	View	Analytics	12 Jun, 2018 10:18 James Smith
Products Published	EN ES A/B test	View	Analytics	12 Jun, 2018 10:18 James Smith
Wishlist Published	EN ES	View	Analytics	12 Jun, 2018 10:18 James Smith
Checkout Published	EN ES	View	Analytics	12 Jun, 2018 10:18 James Smith
Orders Published	EN ES	View	Analytics	12 Jun, 2018 10:18 James Smith
Shopping Cart Published	EN ES	View	Analytics	12 Jun, 2018 10:18 James Smith
Shop FAQ Published	EN ES Personalized	View	Analytics	12 Jun, 2018 10:18 James Smith

# Optimize Customer Experiences for Bottom-Line Results

Progress® Sitefinity™ platform empowers you to fuel predictable business growth by engaging customers in targeted, personalized experiences across multiple channels. The platform includes two integrated solutions that work together to guide and optimize the customer journey:

- **Progress® Sitefinity™ Content Management System (CMS)** is the most user-friendly CMS available on the market today. Featuring an intuitive interface with contextual guidance, it enables business users to create impactful customer experiences with personalized content, run digital marketing campaigns, and conduct e-commerce—on any device and in multiple languages—while letting technical resources focus on innovation rather than maintenance.
- **Progress® Sitefinity™ Digital Experience Cloud (DEC)** is a digital command center that gathers and analyzes customer behavior patterns from multiple systems and channels to predict marketing results, and provides recommendations for more effective engagement. These data-driven insights enable you to continually optimize the customer experience and guide individuals toward increased engagement, conversion and retention.

What's more, the enterprise-class Sitefinity platform scales to accommodate growing traffic volume and increased organizational complexity, so it can meet your business requirements today and into the future.



## A Flexible Development Platform

By providing an open and extensible architecture, the Sitefinity platform makes it easy to build even the most sophisticated custom experiences and integrations. The system provides:

- A set of user interface (UI) tools for JavaScript, ASP.NET and ASP.NET MVC
- A direct integration to Microsoft® Visual Studio®
- An extensive range of integration hooks and APIs
- Out-of-the-box integrations to many enterprise systems, including Microsoft SharePoint®, Salesforce CRM™, Marketo® and Microsoft Dynamics

# Sitefinity CMS

## Delivering Fresh, Relevant Content Has Never Been Easier

When it comes to web content management, Sitefinity CMS empowers business users to be more independent and effective than ever before. It provides powerful drag-and-drop authoring, on-page editing, and contextual guidance, so you don't have to rely on web developers to create, update, personalize and adapt content for multiple channels. Out-of-the-box tools for personalization, email campaigns, social media, ecommerce, blogs, forums, search and more enable you to provide a complete and seamless customer journey with minimum effort and maximum impact.

## Deliver Multidevice Experiences at Scale

Seamlessly integrate mobile into your web content management experience. The Sitefinity CMS built-in responsive design engine adapts pages and navigation for any device and screen size automatically, based on pre-defined rules, so your website looks great no matter where it's viewed. In addition, the Sitefinity Mobile App Builder enables you create mobile apps in a snap by simply checking a box to re-purpose content.



**For Wärtsilä, the user-friendly interface of Sitefinity was a big selling point, it's just easy to get people to work with the platform. With so many different departments and people creating and modifying content, it was very important to have a content management system that was approachable.**

Maud Bernard, Digital Marketing Specialist at Wärtsilä





## Drive Conversions with Personalized Content

Start engaging visitors in more targeted and relevant experiences. Use Sitefinity CMS to segment visitors based on criteria—where they came from, what they searched for, length of visit and more—and set up your web pages to

serve personalized content. Preview the visitor experience for each segment on any device to be sure it presents perfectly across channels, then measure the results by tracking conversions and other website KPIs for different segments. Want to take content personalization to the next level? Integration with the Sitefinity DEC enables more advanced persona-based marketing.

Quantum International | Dashboard | Pages | Content | Ecommerce | Design | Administration | Marketing | Live site | Progress Sitefinity

### Pages

Create a page | Delete | More actions | Search... | Sort: by Hierarchy

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Manage Pages

Languages  
English

Filter pages  
All pages  
My pages  
Published  
Awaiting approval  
Drafts  
Marked for translation  
Sent for translation  
With no Descriptions  
With no Keywords  
by Date modified...

Manage also  
Templates

Settings for pages  
Permissions for all pages  
Custom fields

Recycle Bin

## Ready to Handle Global Deployments at Any Scale

The Sitefinity platform is a global solution that spans brands, organizations, languages and assets to support productivity, performance and delivery at any scale. It provides:

- Centralized control of all websites and assets

through multisite management

- Staging and synchronization of content and code across different environments
- Multilingual support to meet the needs of global organizations
- Comprehensive enterprise security, authentication and single sign-on capabilities

# Sitefinity Digital Experience Cloud

## Give Marketers a Digital Command Center

Fully integrated with the Sitefinity CMS, the Sitefinity Digital Experience Cloud (DEC) connects and tracks visitor data from all your touch points—CRM, web, mobile and more—in one central customer journey database. Integration points with other systems help to provide a 360-degree view of every visitor. Powerful analytics provide actionable insights for optimizing visitor experiences to drive conversions, whether it's subscribing to emails, downloading a free trial or making a purchase.

## Profile and Target Your Audience

The Sitefinity DEC allows you to define and manage target personas to deliver the right experiences to the right people. Using sophisticated algorithms, the persona engine determines if a known or anonymous visitor fits any of your persona profiles, and dynamically assigns that individual a primary persona and unlimited secondary personas. That way, you can build a flexible personalization strategy for each visitor based on the persona profile, to deliver relevant experiences.

## Predict and Deliver the Best Next Experience

Predictive and prescriptive analytics examine visitor data and interactions—emails opened, web pages viewed, files downloaded, forms submitted, forum activity and more—across all systems and channels, to provide valuable marketing intelligence based on specific goals. Understand what's working and what's not, and get data-driven recommendations for the best next experience, to move the visitor closer to your goal. Such insights enable you to optimize personalized experiences continually, to engage, convert and retain customers.



## Prove Your Marketing Success

At last, you can measure the true impact of your digital marketing programs. By connecting your actions directly to key business goals, the Sitefinity DEC lets you track growth in conversions and conversion rates. Identify which experiences have the biggest impact. Monitor progress toward goals and take immediate action to improve results. Best of all, you can even measure attribution, so you know where you got the biggest bang for your buck.

## A Global Partner Network You Can Count On

Whether you're looking to get the Sitefinity platform up and running quickly or need guidance to realize maximum value from the solution, the Sitefinity Partner Network is ready to help. Turn to one of more than 300 leading organizations offering a wide range of services, including:

- Project consulting
- Integration
- Custom development
- Design
- Training
- Hosting

And, because our global partner community extends to more than 40 countries, you can be sure that highly qualified experts will be always available to fuel the success of your project.





**MORE INFORMATION AND LIVE DEMOS**

## About Progress

Progress (NASDAQ: PRGS) offers the leading platform for developing and deploying mission-critical business applications. Progress empowers enterprises and ISVs to build and deliver cognitive-first applications that harness big data to derive business insights and competitive advantage. Progress offers leading technologies for easily building powerful user interfaces across any type of device, a reliable, scalable and secure backend platform to deploy modern applications, leading data connectivity to all sources and award-winning predictive analytics that brings the power of machine learning to any organization. Over 1,700 independent software vendors, 100,000 enterprise customers and 2 million developers rely on Progress to power their applications. Learn about Progress at [www.progress.com](http://www.progress.com) or +1-800-477-6473.

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For regional international office locations and contact information, please go to [www.progress.com/worldwide](http://www.progress.com/worldwide)

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