**Progress® Sitefinity®**

# Payworks Leverages Progress Sitefinity DX's .NET Core Capabilities to Improve Digital Experiences for Users

AT A GLANCE

**Payworks**

Deploying Progress® Sitefinity® DX and its .NET Core features, Payworks was able to align the technical expertise of its software development team and its customer-first branding. Additionally, Payworks improves the user experience on its website resulting in a greater number of leads, quarter after quarter.

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| **COMPANY** Payworks | **INDUSTRY** Financial Services |
| **PRODUCT** Progress® Sitefinity® DX | **COUNTRY** Canada |

## Challenge

**Realizing there was a market opportunity to improve their website, Payworks' digital marketing team wanted to create a more consistent digital experience within their current branding.**
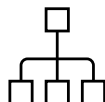
> "Developing with the .NET core renderer, the ease of implementation of our design and accessibility requirements is no different than any other modern technology stack."

**Connor Bean**
Software Developer, Payworks

## Solution

Utilize Sitefinity DX's .NET Core features and align with other technologies used internally.

Bridge the content and product pages of the old website to create ideal digital experiences.

Redesign the website to match the company's customer-first branding.

## Results

Increased leads quarter over quarter as website's usability and domain authority improved.

Enhanced workflows within Payworks' CRM made for increased productivity.

Decentralized content updates allow for less technical contributors to easily modify the website.

→ **Utilize Progress Sitefinity's .NET Core features to easily build web pages with the ideal digital experiences for your customers.**

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