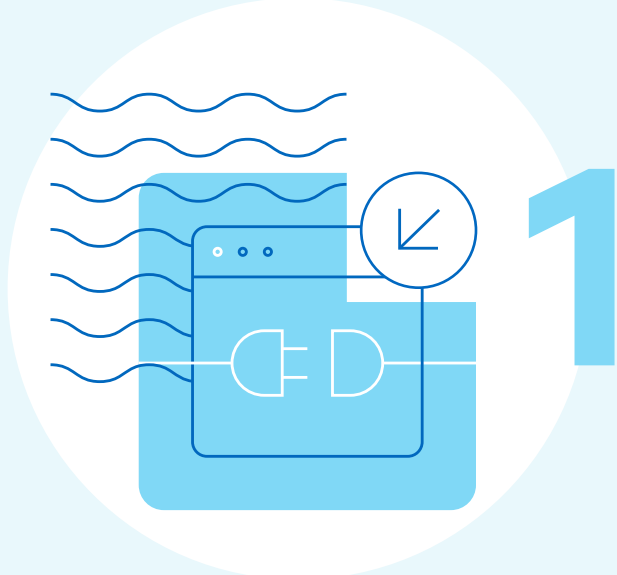


Top Ecommerce IT Challenges Solved with Sitefinity

Being in IT, you're responsible for efficient development and maintenance of ecommerce experiences that push revenue growth. Use Ucommerce for Sitefinity to cost-effectively and productively manage a supporting digital infrastructure and technical team.

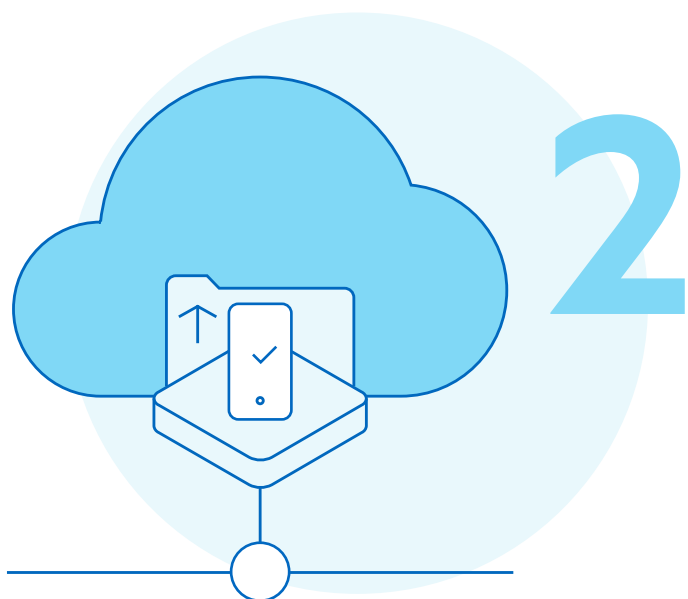


■ Challenge: Integrating Existing and New Applications

Organizations have to manage an ever-growing landscape of complex, interconnected business systems. Ecommerce IT organizations need to ensure the right applications are in place to support efficiency and effectiveness for overall business processes.

● Solution:

Take advantage of a solution with robust APIs to unite vital business systems. Ucommerce for Sitefinity exposes APIs to allow IT to easily integrate critical ecommerce platforms. This enables seamless flow of information – such as PIM or ERP system information to Sitefinity, online order information to the ERP, stock availability to Ucommerce or payment information to shipping providers.

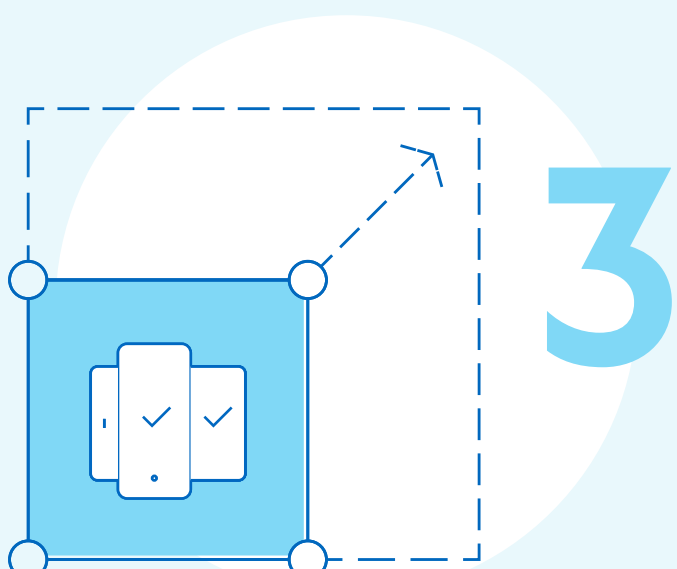


■ Challenge: Managing Application Infrastructure

Today, many organizations are moving their infrastructure to the cloud to avoid dealing with complex on-premises infrastructure and managing it in-house. Complex on-premises infrastructure can lead to high development costs and less available manpower to take on other projects.

● Solution:

Choose to host your solution in the cloud to minimize development costs and maximize your technical team's availability and efficiency. Ucommerce for Sitefinity can be deployed in the cloud to evade complicated internal infrastructure – whether you choose to host it with a provider of your choice, e.g. Azure, Amazon, Google, or with Progress's own Platform-as-a-Service, [Sitefinity Cloud](#).



■ Challenge: Handling Spikes in Web Traffic

The more effective your online ecommerce experiences are, the more traffic and purchases you'll likely bring to your site. And as customer demand increases, your infrastructure must be able to accommodate the increased load, or else you will risk losing purchase opportunities and revenue.

● Solution:

Develop a responsive commerce experience that can scale to perform in peak periods to drive clicks instantly.

Ucommerce for Sitefinity scales using both web farms and individually scaled subsystems. The caching mechanisms of Ucommerce can scale out of process to enable persistent cache across multiple servers, allowing for consistent, reliable site performance. Additionally, Sitefinity Cloud utilizes Azure autoscaling so that your site can handle any level of traffic, even at peak periods.



■ Challenge: Ensuring Mission Critical Security

When managing a web shop and its infrastructure, ensuring data privacy is of utmost importance. Consumers are more concerned than ever with safety of sharing personal and financial information on the internet. Some organizations have limited resources or time to make extra precautions to safeguard their site.

● Solution:

Keep the bad actors away from your site by investing in a platform with built-in security features that adhere to industry best practices.

Sitefinity's [security capabilities](#) meet the industry's top standards to keep customer and business information safe. Sitefinity Cloud also offers some additional features to safeguard your site such as endpoint protection and web application firewall, utilizing Azure Security Center.



■ Challenge: Handling Marketing Content and Commerce Requests

With systems that are difficult and not intuitive to use, often times IT gets pulled into marketing related content and commerce projects. This limits both developer and marketer productivity and prevents both teams from completing pressing projects quickly and efficiently.

● Solution:

Invest in a platform that enables marketers to independently push content and commerce updates live - with limited assistance from IT.

Ucommerce integrates with Sitefinity and utilizes its intuitive user interface, enabling marketers to deploy new pages and present new products to customers independently. With drag-and-drop widgets and on-page editing, updates can be made almost instantly.

Conclusion:

Manage a high performing and secure ecommerce website with less development costs, time and resources to support it. Easily integrate existing and new applications to effectively support overall business processes and the customer journey. Ucommerce for Sitefinity makes building digital shopping experiences easier than ever.



[Learn More About Ucommerce for Sitefinity](#)

Progress® Sitefinity® is a solution for rapidly building high-impact digital customer experiences that drive better customer engagement at a fraction of the time and cost. Sitefinity makes it extremely easy for marketers and developers to craft new and engaging web initiatives.

Progress offers the leading platform for developing and deploying strategic business applications. We enable customers and partners to deliver modern, high-impact digital experiences with a fraction of the effort, time and cost. Progress offers powerful tools for easily building adaptive user experiences across any type of device or touchpoint, the flexibility of a cloud-native app dev platform to deliver modern apps, leading data connectivity technology, web content management, business rules, secure file transfer, network monitoring, plus award-winning machine learning that enables cognitive capabilities to be a part of any application. Over 1,700 independent software vendors, 100,000 enterprise customers, and two million developers rely on Progress to power their applications.

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