

# The Henry Ford Makes Massive Artifact Collection Available Digitally with Sitefinity

## CASE STUDY

### CLIENT



### INDUSTRY

Non-profit

### PRODUCTS

Progress Sitefinity CMS

### SUMMARY

The Henry Ford leveraged Sitefinity to enable searchable, global access to digital images and videos of its vast artifact collection.

## Challenge

As the largest indoor-outdoor museum in the United States, The Henry Ford is an internationally recognized cultural destination. With an unparalleled collection of artifacts spanning 300 years of American history, more than 1.8 million people visit the institution in person annually and another 3.7 million visit The Henry Ford website to browse the collection digitally.

The digital collection is an important part of The Henry Ford experience. At any given time, only 5% of the collection can be exhibited on the museum floor. Digitization of the collection is vital to ensuring guests can experience all 26 million museum artifacts at any given moment.

However, managing the digital experience was a time-consuming endeavor. The entire collection was about 1.7 terabytes worth of information, with content, images and videos for many of the items. Beyond simply handling all of that data, the website itself had to live up to modern expectations—including responsive design to serve the 60% of visitors coming from tablets and mobile devices.

## Solution

On a recommendation by Progress partner Perficient Digital, The Henry Ford decided to use Progress® Sitefinity™ CMS to power the museum's digital experience. Sitefinity was chosen because of its flexibility and unified content management capabilities, in addition to its ease of use.

"Sitefinity was the total package and delivered the capabilities and value we needed," explained Matt Majeski, Managing Director and Chief Digital Officer, The Henry Ford.

Sitefinity enabled the team to create relationships between stories that the digital content team had developed and the raw data that existed in disparate systems. Additionally, The Henry Ford digital team was able to consolidate search across all data sources, making the user experience easier and more enjoyable.

"We're seeing more and more organizations ask us to help them untangle and consolidate multiple sites to create a unified experience," Peter Ferraro, Solutions Architect at Perficient Digital, added. "Sitefinity is an ideal solution to power this digital transformation."

# Results

Since launching the new Sitefinity-powered site, The Henry Ford has seen significant improvements both in terms of visitor engagement and workflow efficiencies, including:

- Overall website traffic has grown 12%
- Digital collections usage is up 155%
- Social media referrals have climbed 100%
- Website maintenance and content management can be performed 50% more efficiently

Additionally, the Sitefinity platform unlocked a new ecommerce revenue stream opportunity. The Henry Ford can now sell high-resolution images of artifacts via mobile, ecommerce and kiosk applications, which has driven a 24% growth in online revenue.

“With Sitefinity, what we’ve created is a truly scalable foundation that enables us to transform and meet the needs of our audience—with no technological limits,” Majeski said.

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## About The Henry Ford

Located in Dearborn, Michigan, The Henry Ford, a globally-recognized destination, fosters inspiration and learning from hands-on encounters with artifacts that represent the most comprehensive collection anywhere focusing on innovation, ingenuity and resourcefulness in America. Its unique venues include Henry Ford Museum of American Innovation, Greenfield Village, Ford Rouge Factory Tour, Benson Ford Research Center and Henry Ford Academy, a public charter high school. Together with its online presence at [thehenryford.org](http://thehenryford.org), its national television programs, The Henry Ford’s Innovation Nation and Did I Mention Invention? and other resources, The Henry Ford helps individuals of all kinds to unlock their potential and help shape a better future. For more information, please visit our website [www.thehenryford.org](http://www.thehenryford.org)

## About Perficient Digital

Perficient is the leading digital transformation consulting firm serving Global 2000 and enterprise customers throughout North America. With unparalleled information technology, management consulting and creative capabilities, Perficient and its Perficient Digital agency deliver vision, execution and value with outstanding digital experience, business optimization and industry solutions.

## About Progress

Progress (NASDAQ: PRGS) 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, award-winning machine learning that enables cognitive capabilities to be a part of any application, the flexibility of a serverless cloud to deploy modern apps, business rules, web content management, plus leading data connectivity technology. Over 1,700 independent software vendors, 100,000 enterprise customers, and two 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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