

Lakeland Health Manages and Updates 30+ Microsites with Sitefinity Headless CMS



Spectrum Health Lakeland's website did not live up to its standards, so the company turned to Progress® Sitefinity™ to streamline content management and improve the user experience.



COMPANY	Spectrum Health Lakeland	INDUSTRY	Healthcare
PRODUCT	Progress Sitefinity	COUNTRY	United States

CHALLENGE

Lakeland's proprietary-built CMS platform was cumbersome and hindered both website management and the end user experience.

SOLUTION



With a decoupled architecture and robust APIs, Sitefinity enables Lakeland to easily manage content across multiple sites and channels



Sitefinity's ease of use helped Lakeland get more than 50 users across different departments up to speed quickly

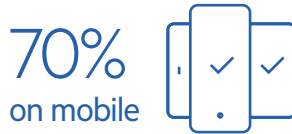


Custom functionality and modules could be created easily with Sitefinity, enhancing the overall UX with new tools and content

RESULTS



Lakeland was able to relaunch its massive digital presence (over 1,500 pages across 32 microsites) within six months



60-70% of traffic now originates from mobile devices—a 2x increase from before



Thanks in part to Sitefinity's headless capabilities, Lakeland is operating with greater agility—developers are working with 2x the efficiency

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“Sitefinity brought us to the next level. Open APIs have allowed us to add so many new features for our users, and the burden to update content is being shifted from development to the stakeholders.”

MEGAN YORE
CHIEF MARKETING & COMMUNICATIONS OFFICER
Lakeland

Make Digital Experiences That Matter with Sitefinity

