

Alvaria Manages its Website Seamlessly in Seven Languages, and Cuts Training Time in Half for Content Editors with Progress Sitefinity

CASE STUDY



INDUSTRY

Technology and Software

PRODUCT

Progress Sitefinity

SUMMARY

Having a global website managed by a distributed internal team with content needing maintenance in seven languages and a blog hosted separately, Alvaria (formerly Aspect Software and Noble Systems) saw their merger as the perfect time to migrate its legacy website platform to Sitefinity. With robust multilingual support, leveraging Sitefinity was a no brainer, and they have already experienced significant cost savings, reduced training time for new content editors and improved SEO.

Challenge

At the time of the merger announcement, Alvaria (formerly Aspect Software and Noble Systems), a world leader in enterprise-scale customer experience (CX) and workforce engagement management (WEM) solutions, had two websites on different platforms and a small new microsite serving as the starting point for the new company's central site. The Alvaria web team was challenged to get a comprehensive new site to replace both the legacy sites fully built out in just four months following the merger announcement. The new seven language version site plan included new design and content elements plus an opportunity to pull the legacy company blogs off separate platforms into the website structure.

Prior to the merger, the Alvaria web team had been exploring possible alternative CMS platforms due to the expense and content management challenges with their current platform. The need for a completely new site due to the company name change accelerated the evaluation process and the decision was made to move to Progress® Sitefinity®. Sitefinity was the best solution based on cost, ease of use, capabilities and speed of execution.

Solution

On an extremely tight timeline to launch a new site with comprehensive information about the new company and its full solution set, the Alvaria implementation set a record for Progress as it was up and running in just eight weeks from the time the CMS instance was installed. The website provided a refreshed design with a more contemporary look and feel, interactive content and integrated the blog content into the website, which was very important, both from an SEO and user experience perspective.

Part of the reason the site development progressed so quickly was the assistance of the Progress Professional Services team, who established the base site infrastructure and developed key content elements. Additionally, the intuitive nature of the Sitefinity platform allowed the Alvaria development team to get up to speed quickly. Beth Zindel, Director – Digital Marketing, Alvaria explains, “The ability to very quickly localize and maintain multi-language versions of the website was huge. That was one of the things that we liked about Sitefinity and it was a key driver for us. We couldn't move to another platform that didn't have that sort of very robust multilingual

“The ability to very quickly localize and maintain multi language versions of the website was huge. That was one of the things that we liked about Sitefinity and it was a key driver for us. We couldn't move to another platform that didn't have that sort of very robust multilingual support. Sitefinity was a lot more cost effective than other tools, and it had all the capabilities we needed.”

Beth Zindel
Director – Digital Marketing,
Alvaria

“One of the things we really like about Sitefinity is how easy it is for non-developers and non-coders to use the site. I find things I used to have to go to our developers for are things I can now take on myself using the layout grids and the content tools. The content layout is easy to use and we’ve been able to expand the number of people who help with the website with minimal instruction.”

Stephanie Wink
Manager – Web Production Services, Alvaria

support. Sitefinity was a lot more cost effective than other tools, and it had all the capabilities we needed.”

Sitefinity facilitates quick and easy management of multiple versions of the website, with a very straightforward process for content localization. As Stephanie Wink, Manager – Web Production Services, Alvaria notes, “One of the things we really like about Sitefinity is how easy it is for non-developers and non-coders to use the site. I find things I used to have to go to our developers for are things I can now take on myself using the layout grids and the content tools. The content layout is easy to use, and we’ve been able to expand the number of people who help with the website with minimal instruction.”

Sitefinity works smoothly with other tools Alvaria uses, including Pardot, which collects the information from form completions and passes it into Salesforce and on to the Sales and Marketing teams and the Alvaria Cloud chat tool, deployed in multiple languages.

Results

Thus far, Alvaria has seen significant cost savings (it has saved roughly half the cost of the prior platform) along with significantly reduced training time—less than half the time to get new content editors up and running compared to its previous CMS.

Additionally, having the blog as part of the website itself has improved the search and content experience for users and improved SEO as the website now benefits from the activity the blog drives. Using Accelerate Mobile Pages (AMP) with Sitefinity to maintain mobile-friendly layouts that create a consistent mobile Web experience has also improved mobile performance (which also helps SEO). With the core site now in place, Alvaria is set to explore how to use additional capabilities like workflows and the Sitefinity Dashboard to optimize the content management process and site performance.

About Alvaria, Inc.:

Alvaria is the world leader in enterprise-scale customer experience (CX) and workforce engagement management (WEM) solutions. Our name is derived from Latin for “hives” – nature’s perfect form for millions of years – bringing our customers solutions that are scalable, resilient and secure, with efficiency, speed and pinpoint accuracy. ALVARIA™. Reshaping Customer Experience™. For more information, visit www.alvaria.com.



Learn how a multilingual CMS can help seamlessly manage many localized versions of website content with Progress Sitefinity.

About Progress

Progress (NASDAQ: PRGS) provides the leading products to develop, deploy and manage high-impact business applications. Our comprehensive product stack is designed to make technology teams more productive and enable organizations to accelerate the creation and delivery of strategic business applications, automate the process by which apps are configured, deployed and scaled, and make critical data and content more accessible and secure—leading to competitive differentiation and business success. Learn about Progress at www.progress.com or +1-800-477-6473.

© 2022 Progress Software Corporation and/or its subsidiaries or affiliates. All rights reserved. Rev 2022/02 RITM0146032

f /progresssw
t /progresssw
v /progresssw
in /progress-software