

# Werner Ladder Company Elevates Its Shopping Experience to New Levels with Sitefinity

AT A GLANCE



As Werner Ladder Co.'s product line continued to expand to include a broad array of climbing equipment and brands, the company was in need of a more robust web presence. By migrating to Progress® Sitefinity®, Werner was able to consolidate 20 sites to one platform and deliver a clean, modern experience spanning mobile and desktop.

**COMPANY**  
Werner Ladder Company  
**PRODUCT**  
Progress Sitefinity

**INDUSTRY**  
Manufacturing  
**COUNTRY**  
United States

## Challenge

Werner's growing digital footprint led to a multisite experience that was difficult to navigate, manage and update.

## Solution



Sitefinity CMS makes managing content so easy that anyone can do it without help from IT.



Sitefinity is designed around extensibility and integration, making it easy to integrate external systems.



Multisite management facilitates a consistent digital experience across multiple properties from one location.

## Results



With a user-friendly interface, marketers and merchandisers can update the site in minutes instead of weeks.



Integration of key systems like Salesforce, BazaarVoice and Werner's PIM empowered a frictionless shopping experience for customers.



Multisite management enables Werner to wrangle 20+ brand sites from one place, plus any new ones acquired in the future.



**Create Frictionless Digital Experiences Across Your Brand**

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