

Sitefinity Cloud Enables InvestorCom to Do the Work of a 40-Person Web Team with 3

AT A GLANCE



As a result of a shift in strategy, InvestorCom needed to deliver client websites with greater efficiency and a smaller team. Progress® Sitefinity® Cloud takes care of much of the overhead, so the non-technical digital team can spend more time focusing on serving clients.

COMPANY
InvestorCom

INDUSTRY
Business Services

PRODUCT
Sitefinity Cloud

COUNTRY
UK

Challenge

After a shift in strategy, InvestorCom needed a CMS that was easy to manage for a non-technical team.

“Sitefinity not only enables us to be just as productive, it actually empowers us to deliver better service to our customers. Now I can speak directly with clients instead of needing to consult a techie, and I can even quickly preview content changes for them.”

Felicity Hopkins
Head of Client Services, InvestorCom

Solution



Sitefinity Cloud is a PaaS CMS hosted by Progress Azure, which eliminates much of the technical burden from customers.



With an intuitive UI, Sitefinity enabled InvestorCom’s digital team to be more agile and productive, despite being smaller overall.



Key features like scheduling and page templates accelerate the delivery and timeliness of projects.

Results



InvestorCom is handling the same workload despite going from a team of 40 to 3.



Improved client engagement with greater responsiveness.



Provides peace of mind as InvestorCom doesn’t have to work after hours to push changes live.



Carry the business forward with Sitefinity Cloud, a PaaS CMS that enables you to accelerate digital innovation. **Learn more.**

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