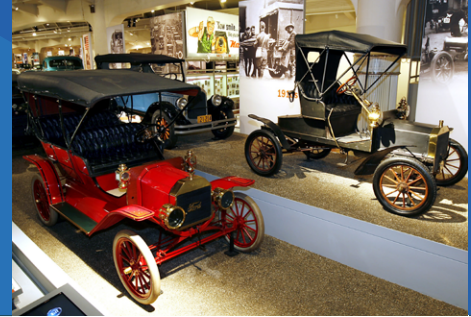


The Henry Ford Makes Massive Artifact Collection Available Digitally with Sitefinity



With more than 26 million artifacts, The Henry Ford wanted to create a comprehensive digital collection that would enable visitors to view historical relics—even if they weren’t on display at the actual museum. With Progress® Sitefinity™, the museum’s website became a world-renowned digital destination, complete with searchable images and videos of its expansive collection.



COMPANY
The Henry Ford

INDUSTRY
Non-profit

PRODUCT
Sitefinity CMS

COUNTRY
United States

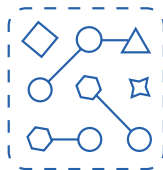
CHALLENGE

Consolidating images, videos and other content for artifacts across disparate data sources and bringing them together in a comprehensive, engaging digital package for museum guests.

SOLUTION



Sitefinity offers The Henry Ford a web content management platform that is both easy to use and flexible



With Sitefinity, The Henry Ford can easily manage digital content by creating relationships across disparate systems



Sitefinity enabled The Henry Ford to introduce new ecommerce options, such as purchasable high-resolution images of artifacts

RESULTS



12% increase in website visits,
155% growth in digital collection usage



50% efficiency improvement in content management and site maintenance



24% increase in online revenue from monetizing images of artifact collection

“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.”

MATT MAJESKI

MANAGING DIRECTOR & CHIEF DIGITAL OFFICER
THE HENRY FORD

Sitefinity delivers compelling digital experiences with ease.

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