

# UK Public-Private Partnership Builds Intelligent Customer Data Platform with Sitefinity



Charged with supporting a diverse regional business audience as well as delivering central government policy, [SWLEP](#) needed an intelligent digital platform to improve business engagement. Working with Progress® Sitefinity™ partner [Rika Digital](#), SWLEP was able to leverage Sitefinity to create this BI platform and deliver better user experiences.



COMPANY  
SWLEP

INDUSTRY  
Government

PRODUCT  
Sitefinity

COUNTRY  
United Kingdom

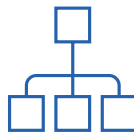
## CHALLENGE

Improve audience engagement and communication through the creation of a seamless customer data and business intelligence platform.

## SOLUTION



Sitefinity brings personalization capabilities, enabling SWLEP to optimize the customer journey



Out-of-the-box connectors enable seamless integration with 3rd party systems like HubSpot



As a .NET CMS, Sitefinity fit right in with SWLEP's preference for Microsoft-based solutions

## RESULTS



Sitefinity provided the foundation for SWLEP's integrated business intelligence platform



Improvements to BI and personalization efforts drove better communication with target audience



Customer data platform enables SWLEP to better identify and capitalize on new market opportunities

“The Sitefinity-powered customer data platform brings consistency and intelligence, allowing us to properly understand our audience’s needs and provide valuable support.

IAN DURSTON,  
PROGRAM MANAGER, SWLEP

Sitefinity gives you everything you need to deliver seamless, personalized digital experiences with ease.

Learn More

