Content Management System

Vendor Selection Guide

Contents

Introduction

Selecting the right vendor for your organization's content management system (CMS) has never been more important. Much more than just the choice of a software platform, it's a decision that must be set in the context of your overall business strategy, technology infrastructure, staffing considerations, and the internal processes required to deliver against current and future requirements.

Over the last few years content management systems have evolved significantly to reflect the need for companies to serve, connect, and engage with users who increasingly expect seamless, personalized, and timely interactions. And the list of channels and touchpoints has long since expanded beyond the basic desktop web or smartphone experience.

It's therefore essential to go through a well-planned vendor selection process and carry out the right due diligence to ensure you get the best fit for your business. Under-buying will leave you unable to achieve your objectives, while over-buying means paying for features for which teams are not ready, or which do not align with your digital strategy.

This London Research CMS Vendor Selection Guide, produced in partnership with Progress Software, aims to clarify the overall process and the individual stages you need to go through before you sign a contract with your chosen vendor.

We strongly believe that different types of vendors will suit different types of business; it's your responsibility to find the best match. This guide equips you with the tools and framework you need to make the right decision, giving you peace of mind that you've chosen the best vendor to meet your organization's needs.

The CMS in context – the experience imperative

Content management has long been a key component of an effective digital strategy and continues to be the cornerstone for successful marketing and commerce. Over time, the CMS has become the linchpin for the successful digital transformation initiatives required for more effective omnichannel engagement.

The quality of the digital experience a company delivers to its customers has become increasingly important for business success. A high-quality experience must be persistent and consistent across channels. It also requires the personalization of marketing communications – increasingly in real time – based on data from across the organization and delivered via whichever channel the customer is using at the time.

Historically, the CMS enabled content to be formatted, assigned, and delivered to the appropriate web page and website. But as the number of digital channels used to engage with customers increased, so did the concept of headless delivery, separation of content from presentation, and delivery to multiple channels such as mobile apps, voice assistants, and digital signage. As such, any CMS worthy of consideration will offer the APIs, plugins, and connectors necessary for integration. Moreover, low-code and no-code options are empowering a class of 'citizen developers' who can create solutions with little or no need for IT help.

In summary, a modern CMS – increasingly known as a digital experience platform or DXP – is the technology which not only powers experiences with multichannel content, but also customizes and enhances those experiences with data and artificial intelligence. And to do this it needs to integrate business-critical systems and data sources while at the same time being able to scale to drive growth and productivity without compromising enterprise security.

The need for a digital experience strategy

Before you begin to assess which CMS best meets your needs, you should revisit and refresh your digital experience strategy, or develop one. Understand your customers' journeys throughout their entire lifespan and, at each touchpoint, identify their information needs and device preferences. Assess how these might change in the future as a result of emerging technologies and changing consumer behavior. For example, what role are smart home appliances starting to play in the experience your customers want from you?

Your choice of CMS should then be informed by this strategy. You'll need a CMS that can bring together digital and physical experiences, and seamlessly integrate with social media, web applications, CRM, ERP, commerce, and native commerce. You also need the freedom to compose a future martech stack that may include tools that don't currently exist. Furthermore, if you are moving into the world of prescriptive analytics and machine learning, where artificial intelligence chooses and delivers the best next action for each customer in real time, a CMS with a full range of connectivity options will be an essential foundation for orchestrating your customer journeys into the future.

Your digital maturity

As well as knowing where you're going – thanks to your digital experience strategy – you also need to understand where you are – your digital maturity. There is no shortage of online tools, publications, and consultants ready to help you with this self-evaluation. Whatever resources or help you seek, be realistic and meticulous. Identify all the internal stakeholders who will be impacted by this process and involve them in defining the steps you need to take to execute on your strategy. Audit the experience you have in this area and work out how much help and time you are likely to require to reach your goals.

This honest self-assessment will guide your decision on whether to work with an agency partner in your choice of a CMS and its deployment; going it alone is generally not recommended unless your business is extremely mature in its digital evolution and you have experienced staff who understand the process. Your audit will also help you avoid overbuying CMS capabilities, as this leads to a more expensive and underutilized platform.

Who should own the CMS selection process?

Although traditionally the jurisdiction of IT, marketers have assumed greater responsibility for technology in recent years – this is natural and necessary as web and digital have become fundamental components of the overall customer experience.

Just as the technical staff of organizations are no longer solely tasked with publishing, managing, and editing content, the key stakeholders in the CMS selection process have realigned as well. As such, with the aid of their respective staffs, the Chief Information Officer (CIO) and the Chief Marketing Officer (CMO) must share the CMS selection responsibility.

In this partnership between marketing and IT departments, IT must ensure connectivity, compatibility, and security, as well as the alignment of the chosen product with the company's tech stack. Likewise, marketing must ensure they have full control of areas like content distribution, page creation, testing, and personalization. The CIO and CMO (and their respective teams) should work together to ensure that the CMS meets the requirements of the organization from both a technical and internal user perspective, as well as providing the best possible experience for website visitors, both customers and prospects.

Ideally, if a company has a Chief Digital Officer, the CMS should reside in their department as part of their digital experience initiatives. It also makes sense – for organizations which have them – to involve Chief Experience Officers in the decision-making process. If a company has a Chief Marketing Technology Officer in place, it may be that this executive leads the process. Similarly, if a company has a Head of Content, then that person should be instrumental in ensuring that the most suitable platform is selected by the business.

This guide is aimed primarily at marketers, notwithstanding the importance of technical considerations such as scalability, integration requirements, and whether the underlying infrastructure is hosted on-premises or in the cloud. It is also worth adding that, in the case of ecommerce businesses, decisions about content management need to be taken in the context of ecommerce platforms, and vice versa.

The vendor selection process

Those selecting a CMS vendor (or, indeed, any technology vendor) typically need to go through the following stages:

1. Build
the business case for investment

2. Define
internal CMS requirements

3. Agree
whether you need a partner to help with implementation

4. Circulate
Request for Information (RFI) document to the list of vendors

5. Decide
the shortlist of CMS vendors

6. Create
Request for Proposal (RFP) document, and send to shortlisted vendors

7. Evaluate
the shortlisted vendors

8. Select
your partner, and sign the agreement and terms

An effective procedure for completing these steps can help you deliver the following benefits for your organization:

- Clear understanding of purpose within the organization.
- Buy-in from internal stakeholders.
- Clear articulation of project scope and objectives to potential vendors.
- Consistent comparison and evaluation of suppliers.
- Selection of the most suitable vendor based on your criteria.

Stage 1

Build the business case for investment

There is no point embarking on a vendor selection process unless you have won the business case for investment.

The table below summarizes some of the potential benefits of a best-of-breed CMS for your business. Although viewing the CMS as a fundamental part of the DXP emphasizes its pivotal role in customer relationships, it is important to include the benefits to employees and partners in your analysis.

The key to success is to apply these generic benefits to your own business objectives and processes, so you can estimate as accurately as possible the potential upside in terms of increased sales and reduced costs in actual dollars, pounds, or euros.

Benefits of a modern CMS

Shorten time to value	**Enhance practitioner experience and productivity**	**Enhance customer experience and loyalty**	**Improve measurement and data**
Agile, future-proof, and cloud-friendly technology that can scale without the need for re-platforming later	Tangible productivity boost resulting from intelligent automation, and AI-enhanced tools and solutions	Enabling omnichannel distribution of content, including to social networks, mobile and wearable devices, web applications, and partner networks	Understanding the value of content, for example performance of individual articles or units, at all touchpoints, including those outside the company's website
Reduced requirement for internal IT resources dedicated to day-to-day content management	More user-friendly technology and reduced need for IT and developer support due to low-code and no-code connectivity	Offering a more intuitive digital customer experience	Enabling A/B testing to allow greater agility and innovation in delivering digital experiences
Increased customer acquisition and conversion rates	**For developers:** native support for various front-end technologies, turnkey integrations with critical data sources, built in CI/CD and DevOps	Consistency of branding across different types of content and different platforms	Integration with digital analytics platform
Better organization and architecture of content		Support for customization and personalization	Mapping the customer journey
Search engine optimization (SEO) and improved internal site search	**For content editors and marketers:** AI-enhanced content authoring, codeless page building, editorial workflows and content promotion pipelines, DAM integrations, built-in or integrated translation, and content localization tools and services	Improved customer self-service	Creation of predictive and prescriptive insights via AI-driven analytics
Increased customer journey insights and prescriptive recommendations for better conversions		Secure, always-on customer experience	
Increased automation of processes		Tools to serve multiple geographies and languages	
Reduced customer support costs through better online content and self-service			

Stage 2

Define internal CMS requirements

There is no point looking at the software on the market until you have thoroughly understood your own requirements. Technology on its own is rarely a silver bullet, so identify any internal constraints that could prevent you from realizing tangible benefits from better software.

You also need to carry out an inventory of the type of content being published, across all your touchpoints and engagement activities.

First and foremost, talk to the users. Gain a thorough understanding of how many CMS users you have, and their profiles. Interviews, workshops, and surveys can all be used to elicit information about their needs.

Consider creating user scenarios or stories that can surface the challenges internal users are facing, and also the opportunities that a better CMS could bring. These scenarios can also feed into the RFP document later in the vendor selection process.

The most important part of this process is to align your CMS needs to your business objectives, your digital experience strategy, and your technology strategy. Think about where your business is going, so that you can choose the right vendor to support you on your journey, rather than deciding on the basis of needs that might soon become redundant. At the same time, thinking this way will help you avoid buying features your teams aren't ready for, or which aren't essential to your progress.

Questions you should be asking at this stage include:

- Do you have a small number of users who can be trained to get maximum value from a feature-rich CMS, or do you have a large number for whom simplicity is the overriding criterion?

- Do you need to manage multiple languages and sites to support a global/multi-regional footprint?

- How do user requirements vary in different geographical regions?

Stage 3

Working with an agency partner

Whether you choose to work with an agency or partner to implement your new CMS depends on the complexity of the deployment and the IT resources at your disposal. The more customized the system and the more challenging the integration with the rest of your martech stack, the more likely you are to need external help. Working with an agency partner is also highly recommended if you are changing from a traditional CMS to a DXP.

If you already have an agency on board as a trusted advisor, take a look at their recommended solutions first. If you don't, but you plan to appoint one to help implement your CMS, consider either appointing them first and reviewing their supplier recommendations, or getting the perspective of possible agency partners in advance. Keep in mind that some agencies will specialize in working with one or more particular vendors.

As noted earlier, implementing a new CMS in-house is only recommended when your IT team has significant experience in the area. It is also important to look at the whole picture; how big an impact will your implementation have on the rest of the IT department's workload, and how will that affect other parts of the business?

The flipside is that working with an agency or other partner will speed up the deployment process, and can help you leapfrog your competition.

Stage 4
The request for information (RFI)

In putting together your initial 'long list', ask your professional network to recommend vendors worth investigating, as well as carrying out desktop research into the more obvious suppliers to gain a good understanding of what is on offer.

Look at online business software reviewing services such as G2 Crowd (Grid Reports), TrustRadius, and SoftwareReviews to find out what customers are saying about their CMS vendors' technology and broader business capabilities (e.g. customer service). Other useful enterprise resources include analyst content such as the Forrester Wave reports.

Buyers can also consult the Digital Doughnut website for background information on CMS trends, and for whitepapers published by vendors.

Resources from Progress Sitefinity

Top 10 Considerations of Replacing Your CMS

Digital Experience Platform Trends

Cloud Readiness Assessment

Stage 5

Decide the shortlist of vendors

For practical purposes, it makes sense to consolidate your list of vendors as much as possible before sending out a detailed Request for Proposal document and carrying out more robust comparisons.

At this stage you should be able to weed out unsuitable vendors. They may lack core or specific capabilities that are necessary for your particular requirements, they may not have the necessary business credibility and case studies, or they may not be set up for your type of business.

Consider whether you need something 'turnkey', or something very customized to your requirements. Turnkey CMSs are usually identified with small companies, while more customized options are associated with enterprise businesses, but that's not the whole story. Businesses from mid-size up to small enterprise can excel with a turnkey CMS. The decision depends on a number of factors:

- The type of CMS you feel you need (traditional, decoupled, or hybrid)
- How many channels you intend it to encompass, immediately and in the foreseeable future
- The size and complexity of the marketing stack with which it needs to be integrated
- Your company's digital experience maturity and its competencies for adopting the additional capabilities

These factors will also help determine whether you'll require a partner agency for successful implementation.

Making an initial assessment of potential suppliers' professional services capabilities is also highly recommended. Complex implementations can be challenging if you have limited internal resources, or if those resources lack experience of handling such tasks. If the relationship is likely to be high-touch, rule out suppliers who don't have an office in your country or time zone.

Stage 6
The Request for Proposal (RFP): Process & Document

The information below provides high-level information about a Request for Proposal (RFP) document. This is the culmination of the internal planning work that has scoped out your CMS requirements so you can find the most suitable vendor.

The RFP process – as distinct from the RFP document specifically – can be used to describe the end-to-end project, starting when you have won the case internally for investment in a CMS and ending when you have agreed commercial terms with a supplier.

When thinking about the RFP document specifically, make sure you include the following:

- Introduction
- Process and timelines
- Business overview and context
- Detailed requirements, specifications, and selection criteria
- Assumptions and constraints
- Budget
- Terms and conditions

Requirements, specifications, and selection criteria are clearly intrinsic to this document, and this is where the work you have done internally pays off. You can also include usage scenarios to help you sort the wheat from the chaff.

Vendors should also provide information about their preferred agency partners, if a separate implementation partner is going to be required, and about their product roadmap or digital strategy.

When the document is completed, RFPs can be posted, emailed, or posted on your own website, or even a third party's.

Note that this document is typically distinct and more detailed than a Request for Quotation (RFQ) which is specifically geared towards making a comparison of pricing based on stated requirements. An Invitation to Tender (ITT) document, commonly used in the public sector, is a more exhaustive document than the RFP. The ITT will thoroughly outline the scope of the project, including both technical and business requirements.

Stage 7

Evaluation of shortlisted vendors

The aim at this stage is to find the vendor who most closely meets your detailed requirements, as defined in the RFP document.

You should invite your shortlisted vendors to pitch their offering and present their software, so you can meet them in person. It may make sense to schedule a day or half-day session when the relevant internal stakeholders can block out time so they are also available.

You should create a requirements matrix (see our example on page 15) that is appropriate for your needs in terms of your chosen criteria for scoring and even the scoring system. This can be completed after you have digested prospective suppliers' RFP documents and seen them demonstrate their software.

Our suggested 17 main criteria are as follows:

1. Omnichannel single-source content management
Straightforward, efficient, relevant, and consistent; the quality of the omnichannel consumer experience a brand delivers has become a crucial point of differentiation. Brands need to be able to deliver the right content to the right person at the right time via the right channel. Brands also need to deliver their content seamlessly across all channels to avoid customers losing trust in the experience. This requires the ability to create content that can be published in multiple formats, using a single source editor to minimize the workload and complexity. If your CMS can't handle these fundamental requirements, nothing else on this list matters.

2. Cloud-native content management
Cloud-native deployment, in either a platform-as-a-service (PaaS) or software-as-a-service (SaaS) model, can help to reduce infrastructure and maintenance overheads so companies can focus on scaling their digital capabilities and creating the best possible content and experiences for customers and other stakeholders. The benefits of cloud-native content management can include more cost-efficient and streamlined upgrade processes, access to more advanced enterprise security features, more reliable performance, and greater flexibility and ease of use for both developers and administrators.

3. CDP capabilities
In recent years customer data platforms (CDPs) have moved to center-stage in the world of marketing technology as a way of providing connected and personalized experiences. The modern-day CMS needs to be able to gather and unify customer data from multiple sources to create a 360-degree view of an individual and all the brand's previous interactions with them.

Separate research by London Research has found that CDP users are nearly three times more likely to be confident in their data management and activation capabilities, both key requirements for modern high-performance digital marketing.

4. Headless or hybrid approach
A headless CMS is a system that splits out the presentation layer (i.e., where content is presented) from the back-end where content is managed. A headless CMS allows you to manage content in one place with a view to deploying that content via APIs across multiple channels in addition to traditional websites. This decoupled architecture also allows you to pick the front-end technology most suited to your current and future needs for rendering. To prevent content editors relying on IT when they need to make presentation changes, a hybrid CMS makes it easy to create and change page layouts natively through technology-agnostic templates.

5. Composability and extensibility

Modern composable platforms allow adoption of modular capabilities and the rollout of updates that are much more cost-effective than root-and-branch replacement or changes to monolithic all-in-one legacy solutions. This type of architecture is also central to the platform's ability to decouple the front-end and back-end code for the 'headless' or hybrid approach previously advocated. Extensibility, meanwhile, facilitates the use of APIs, plugins, or other features and components to integrate with other systems.

6. Low-code connectivity and data integrations

Low-code content management systems allow non-technical administrators to design, create, and manage content with little or no IT developer support. This will help enable more seamless connections and data integrations with any existing systems through relatively simple steps that you can customize for your particular requirements. Find out how easily you can connect with the rest of your martech stack, for example CRM, marketing automation, and ecommerce platforms, and whether there are standard APIs or more complicated customization requirements. Look too at how straightforward it is to connect to the systems used by other departments, such as sales, supply chain management or BI. Third-party search integrations are also a key consideration for easy discovery of products or services.

7. DAM capabilities

Digital asset management (DAM) can be regarded as a discrete and adjacent area of marketing technology, but it is something that many vendors have incorporated as part of their CMS platforms.

As the name suggests, DAM functionality enables CMS users to store, organize, find, and share digital content such as images, video, audio, and text.

8. Multi-site and multilingual

Some brands will need to be able to operate multiple — and sometimes completely independent — web properties, often with different groups of administrators or developers working on them. Choosing a CMS that can handle this situation should save money, as well as simplifying any interactions between the sites, such as content sharing.

Whether you are a global organization or a small business with aspirations for more cross-border business, the ability of your CMS to function across different markets and languages could be critical. You may have different website setups in different countries or a single corporate site in different languages. Multi-site and multi-language support, translation management, and time zone functionality are all important features that need to be considered.

9. Content governance workflows

A modern CMS should enable administrators to track, manage, and approve content through different stages of the publishing process. You may want to define and assign multiple workflows based on topics, languages, and authors. Role-based user access and approvals are all important features of workflow capabilities. Version control ensures that CMS users are not working on the same piece of content at the same time.

10. Modern tech stack

It is essential that you have a modern CMS that can keep pace with the speed of technology change, and that your CTO has full confidence in the DevOps and front-end (FE) development frameworks on offer. The performance of your CMS is likely going to be critical to deliver against your commercial objectives, so it therefore essential that your platform is built on a robust framework that facilitates fast and responsive websites even when there are growing and unexpected demands placed on the system.

11. Ease of use (for practitioners)

A 'low-touch CMS' will give you the highest returns for the lowest effort. An intuitive user interface is another key criterion for any business choosing a CMS, given the amount of time that can be wasted — and frustration caused — by platforms that are not user-friendly.

Heavy internal users of the CMS should be consulted on the attributes they would like to see in a new platform, but obvious ones include low/no-code functionality and straightforward image editing and uploading.

12. AI-enhanced practitioner and customer experiences

As with many other areas of technology, the use of AI for CMS technology is being seen as a potential game-changer. AI technology is increasingly being used for the analysis of customer sentiment and behavior based on a vast array of digital interactions including comments, form submissions, and page visits. This analysis can help refine tags and categories for different content items and pages on the website, optimizing the user journey down their path to conversion. Every vendor will likely talk a good AI story, but pin them down on what is currently happening rather than what is in the development pipeline.

13. Turnkey chatbot / conversational UI integration

A best-in-class CMS will also offer native support for conversational interfaces with natural language understanding, including web chatbots and popular voice and text communication platforms. This will help you personalize digital experiences on messaging apps such as Viber and WhatsApp, with product recommendations based on sentiment and behavioral analysis.

14. Digital commerce

Digital commerce is relevant for all businesses at some level, not just those with a product catalog. Because a transaction is the desired conclusion of the journey that starts with marketing, it's essential that the integration between ecommerce and content is absolutely seamless. Data from the consumer journey should enable the ecommerce experience to be tailored precisely, maximizing the chance of conversion. After the transaction, the handing on of the customer to after-sales should be equally transparent, so that post-sale customer care content can be personalized too.

15. Enterprise security and compliance

Your CMS needs to do two things. It has to protect both your data and your wider software infrastructure from malicious intervention, and it has to make it simple for you to comply with legal requirements around data storage and use, for example GDPR and CCPA. This is another area where the involvement of your CIO or CTO is critical to the decision-making process.

16. Support, training, and partner ecosystem

Support and training are essential if you want your chosen CMS to run as efficiently as possible.

It is also important to know there is someone you can call at short notice when things haven't quite gone to plan.

Make sure there are agencies and delivery partners with the technical knowledge around your chosen CMS and its underpinning technology (e.g. .NET Core) to help deliver what you require, including any customization. The more customized your platform, the more likely you are to need support, either directly from the vendor or from your agency partner, if you are working with one. When booking the demo or pitch, insist that your account manager should attend, as they will keep the salesperson from overpromising.

17. Vendor roadmap

Make sure that your chosen vendor has a roadmap that matches the demands of your business strategy and recognizes developing technologies such as machine learning, which is already being harnessed for marketing optimization and content creation. You also need to be certain that they are able to respond quickly to changes in consumer behavior.

As well as the features outlined above, you should also consider whether vendors boast other adjacent capabilities such as email marketing, marketing automation, lead scoring, and A/B testing.

There is a skill in teasing out whether vendors really have the capabilities in question, and it is not necessarily binary. If vendors are given a 'yes' or 'no' choice when asked about a specific capability, they will typically go for the affirmative option even if that feature has not yet been released (or sometimes even planned).

Read between the lines and make your own call on whether the vendor is suited to a particular requirement. The matrix is a useful tool for assisting your selection process but should, ultimately, be your servant and not your master.

Scores given for each capability can always be a matter for debate, but, at worst, any disagreements and discrepancies can help to further the discussion about the true critical success factors.

Stage 8

Select your CMS partner

Your evaluation of shortlisted vendors and your due diligence have surfaced the most appropriate vendor for your needs. You can now commence your contract negotiations after any necessary fine-tuning of scope and requirements has taken place. If you have them, your procurement and legal teams will be involved to ensure that there are no unwelcome surprises further down the line.

Ideally, there should be a discovery phase to ensure that the terms of the contract are realistic for both parties, and to ensure that the specification document is as definitive and accurately defined as possible.

Vendor scoring matrix

Scores (0-10)

CAPABILITY	VENDOR A	VENDOR B	VENDOR C	VENDOR D	VENDOR E	VENDOR F
1. Omnichannel single-source content management						
2. Cloud-native content management						
3. CDP capabilities						
4. Headless or hybrid approach						
5. Composability and extensibility						
6. Low-code connectivity and data integrations						
7. DAM capabilities						
8. Multi-site and multilingual						
9. Content governance workflows						
10. Modern tech stack						
11. Ease of use (for practitioners)						
12. AI-enhanced practitioner and customer experiences						
13. Turnkey chatbot / conversational UI integration						
14. Digital commerce						
15. Enterprise security and compliance						
16. Support, training, and partner ecosystem						
17. Vendor roadmap						
Total score						

About the authors

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Linus is an experienced digital marketing analyst and business writer who co-founded London Research in 2017 as a sister company to Digital Doughnut, the world's largest community of marketers and digital professionals, and also to Demand Exchange, an advanced B2B lead generation platform. He spent more than a decade setting up and building the research function at Econsultancy, a digital research and training company now owned by Centaur Media. After leaving Econsultancy, where he oversaw the production of hundreds of survey-based trends reports, buyers' guides and best practice guides, he launched ClickZ Intelligence for B2B media company Contentive.

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Michael is a London Research writer specialising in digital media and marketing. He was head of content for London Research sister company Digital Doughnut between 2012 and 2016, and during that time edited the European channel of Adobe's CMO.com website. Before that he was editor of New Media Age, the UK's leading news publication for interactive business from 2000 to 2007, and its editor-in-chief from 2007 to 2011. He has written widely about the sector, is a regular speaker in the media and on the conference circuit, and has lectured on the future of advertising and publishing at the London College of Communications.

About us

London Research, set up by former Econsultancy research director Linus Gregoriadis, is focused on producing research-based content for B2B audiences. We are based in London, but our approach and outlook are very much international. We work predominantly, but not exclusively, with marketing technology vendors and agencies seeking to tell a compelling story based on robust research and insightful data points.

As part of Communitize Ltd, we work closely with our sister companies Digital Doughnut (a global community of more than 1.5 million marketers) and Demand Exchange (a lead generation platform), both to syndicate our research and generate high-quality leads.

Progress Sitefinity enables digital agencies and developers and internal IT teams to rapidly develop elevated experiences that enable marketers to deliver relevant, personalized content through the channels they choose. Hosted on Microsoft Azure by Progress, Sitefinity Cloud enables system integrators, digital agencies and end users to develop, run and manage Sitefinity-powered digital experiences without the complexity of building and maintaining infrastructure.

Over 1,700 independent software vendors, 100,000 enterprise customers and two million developers rely on Progress to power their applications.