

# Sitefinity Cloud

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SOLUTION OVERVIEW



# Sitefinity DX in the Cloud. Digital Experiences Made Simple

Progress® Sitefinity® Cloud is a fully managed platform-as-a-service for enterprise content and experience management. Sitefinity Cloud helps reduce infrastructure overhead and boost operational efficiency. Hosted by Progress in Microsoft Azure, Sitefinity Cloud enables businesses and organizations to deliver digital content and experiences without having to set up and maintain complex infrastructure. A complete digital experience platform (DXP) built on globally available, fully managed infrastructure, optimized for security, performance, and scalability.

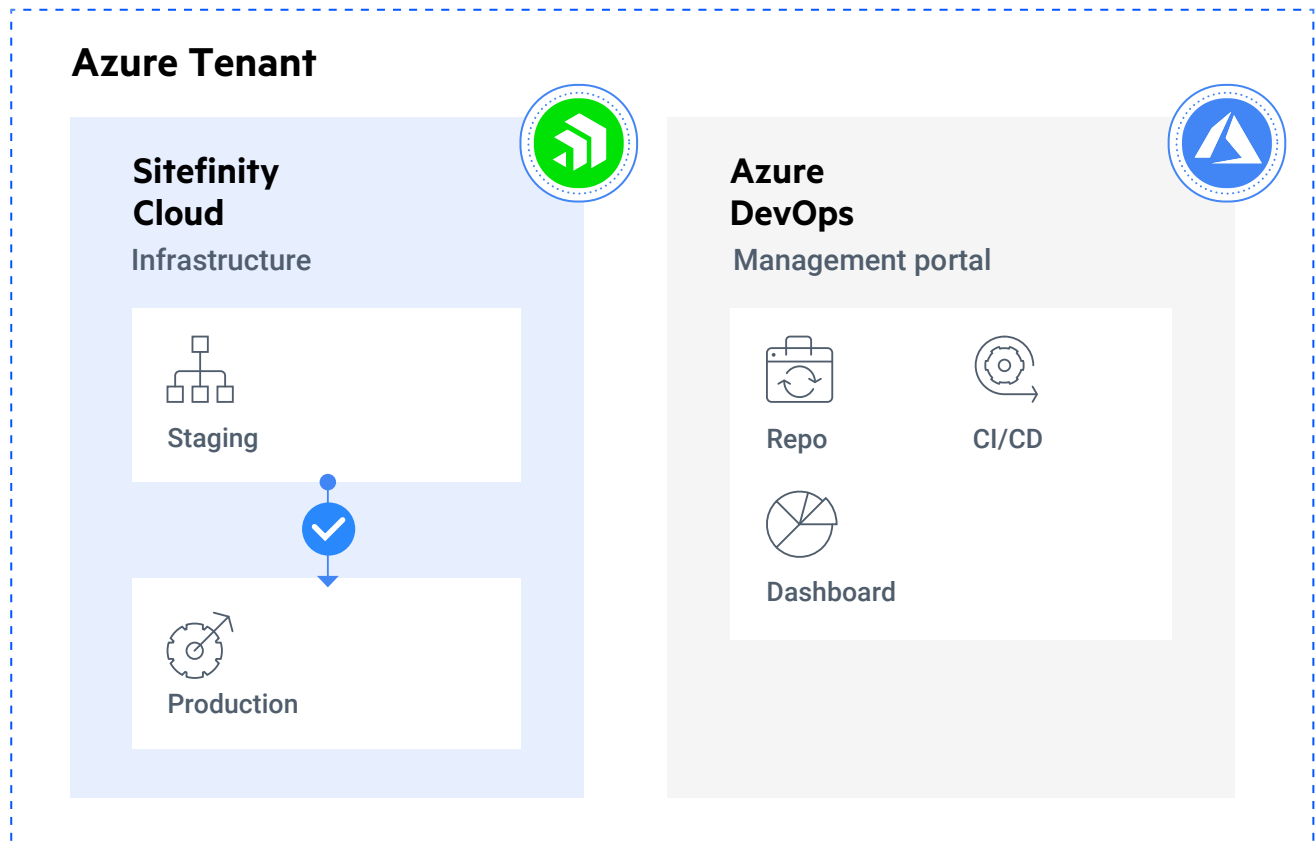
## Sitefinity Cloud Platform Overview

As a cloud-native Platform-as-a-Service (PaaS), Sitefinity Cloud provides hosting and infrastructure resources that may not be feasible in an on-premises environment. This enables digital agencies and system integrators to offload the burden of infrastructure management and place greater focus on developing engaging modern digital experiences. Architecture elasticity and platform extensibility can sustainably boost marketer productivity, business agility and operational efficiency.

## Technology Stack

Sitefinity Cloud taps into the robust Microsoft Azure infrastructure to offer a set of administration, management, security and monitoring tools to develop, promote and maintain complex digital experiences.

Enterprises get the tooling they need to manage the entire development lifecycle of multisite and multichannel digital experiences, with access to the code repository and a preconfigured, state-of-the-art CI/CD.



Sitefinity Cloud meets the highest security standards with multiple layers of risk mitigation features and services built into both the application and the infrastructure.

Web content management can be customized for different verticals, with the widget toolbox and system configurations enabling businesses to bring industry-specific use cases to life. The platform can be extended to accommodate vertical-specific requirements, custom content types, data connectivity and business logic.

The powerful, decoupled Sitefinity architecture caters to a broad set of integration and headless content management scenarios through a robust set of high-performance content, presentation and personalization APIs. A wealth of connectivity options is available to simplify complex workflows, reduce implementation efforts, and automate key processes by leveraging low-code integration with MarTech and other key systems within your existing tech stack and business environment.

## Infrastructure

### Global Data Center Availability

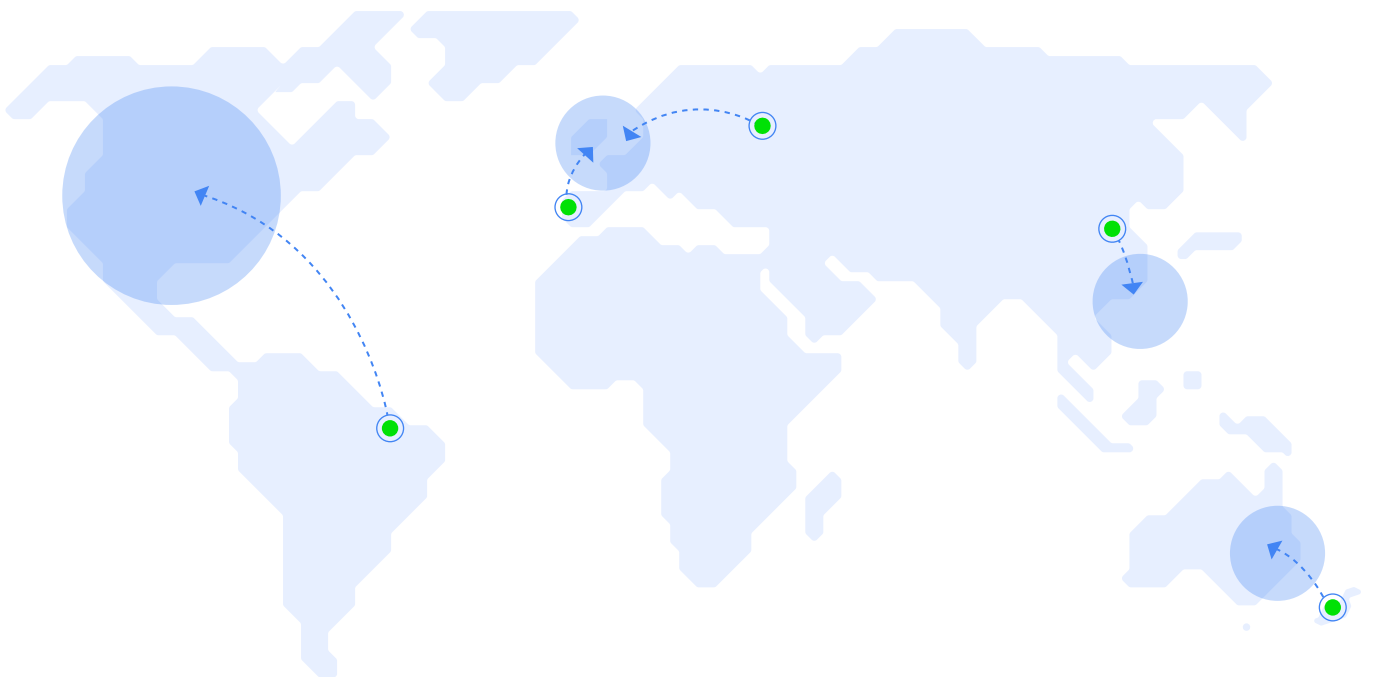
Sitefinity Cloud is available in multiple regions across North America, Europe and Asia Pacific to offer the scale needed to bring experiences closer to users around the world.



## Content Delivery Network

In today's digital world, speed matters more than ever before. The Cloudflare Content Delivery Network (CDN) helps reduce load times, save bandwidth and improve the speed and responsiveness of websites, mobile apps and omnichannel experiences.

Sitefinity Cloud works seamlessly with Cloudflare CDN to increase capacity during sudden traffic spikes and heavy loads. On top of that, Sitefinity Cloud helps mitigate threats and protect against denial-of-service attacks with robust security while advanced analytics provide insights by tracking how your customers engage with your content.



## Autoscaling

Sitefinity Cloud dynamically scales the performance of production nodes to meet ever-changing business demands and maximize website responsiveness. Autoscaling rules are managed by the Progress DevOps team and multiple metrics are continuously monitored and tuned to meet momentary traffic spikes and seasonal variations.

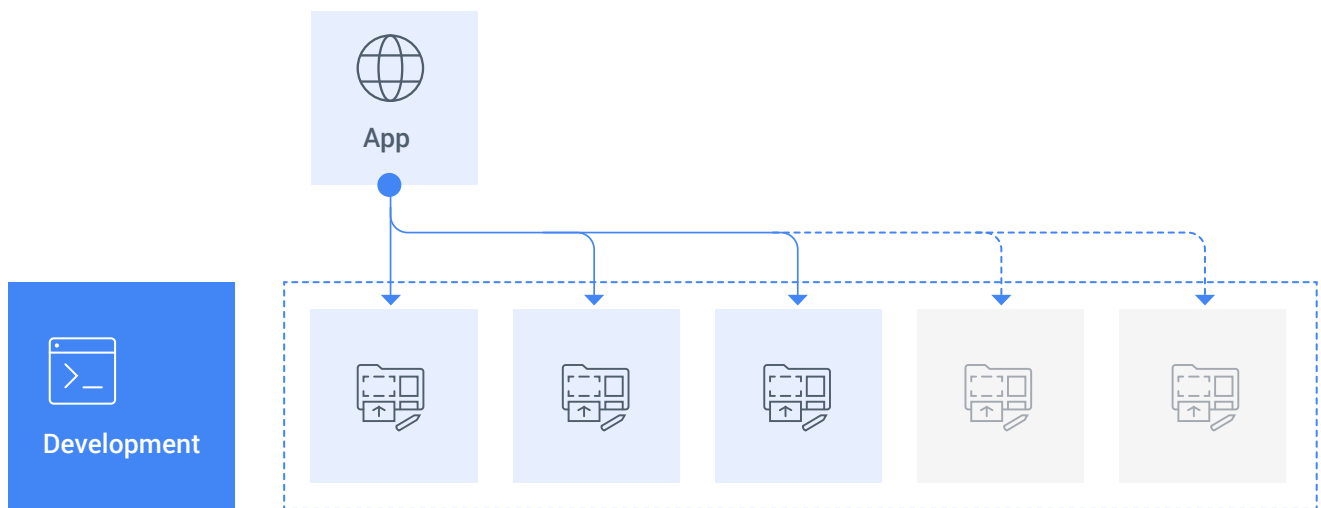
Customers can choose from multiple [tiers](#) and request additional capacity as needed. Staging and live environments as well as pageview add-ons are available to meet custom requirements and demands.

## Resiliency

By minimizing the burden of infrastructure management, Sitefinity Cloud enables organizations to build digital experiences with confidence—they no longer have to worry about availability, disaster recovery and data backup.

- **High Availability**

With access to Azure’s infrastructure and global network, Sitefinity Cloud aims to deliver high service level availability of 99.9%. This helps to eliminate loss of revenue from server crashes and outages—especially for high traffic websites and applications.



- **Multi-region Failover**

A disaster recovery instrument ensuring enterprise-grade business continuity. In a multi-region failover architecture, a production website or application has a replica of its entire service stack in a secondary region. In the event of an infrastructure failure or outage affecting the primary region, the Failover add-on provides the means of switching the website or application over to the secondary region.

- **24/7 Monitoring**

Every site hosted in Sitefinity Cloud is continuously monitored 24 hours a day, 7 days a week. Every minute, an automated monitor performs a “heartbeat” test to make sure the site is responding.

## Performance

Sitefinity Cloud leverages autoscaling and globally available infrastructure to deliver consistent digital experiences across multiple regions. Multi-tier plans help maximize the use of the underlying infrastructure and deliver optimal performance. Compared to an on-premises installation, customers can expect notable performance gains in multiple real-world scenarios by following best practices and leveraging the latest version of Sitefinity CMS.

Utilizing page precompilation, distributed output cache, cache warmup and a content delivery network, Sitefinity Cloud consistently ensures the optimal performance of your websites and the best possible user experience.

Several layers of caching and an automated warmup process backed by Sitefinity Cloud's load-balanced architecture make sure your up-to-date content is ready to be served instantly instead of being processed server-side every time.

- **Page Precompilation**

Sitefinity has a precompilation tool, which is run manually before a deployment. In Sitefinity Cloud, the precompilation step is automated and integrated into the build process.

- **Distributed Output Cache**

Azure Cache for Redis helps improve the performance after deployment or scale-out, as instances do not have to build up the output cache on their own.

- **Output Cache Warmup**

A background process triggers whenever the distributed output cache is invalidated. The process will request the new content and cache the results, serving the updated page to the users with no performance hit.


- **CDN**

Cloudflare CDN ensures maximum client-side performance by caching page HTML and static resources (media and static files) on CDN nodes. CDN significantly improves website performance not only in terms of actual page load time but when handling high traffic too.



# Development

Sitefinity Cloud delivers a set of modern development services and workflows that enable the IT organization to plan, collaborate, test and ship faster.





A cloud-native PaaS, Sitefinity Cloud empowers developers by automating the build and deployment process in an elastic scaling environment with enterprise-grade security.

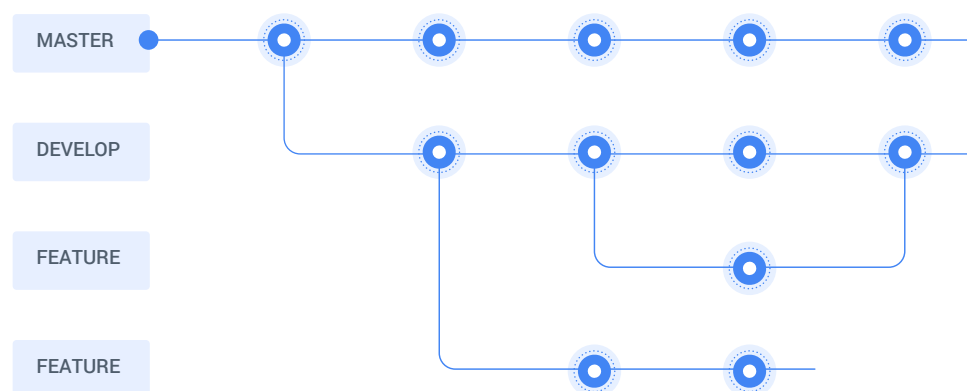
Azure DevOps provides a complete developer toolset with repos to store code and pipelines, which help move code between environments.

Each Sitefinity Cloud subscription comes with a seamlessly integrated code repo, staging and production environments, automated and on-demand DB backups, gated pipelines and a meticulous approval routine with failsafe and rollback options.

A deployment failover mechanism and blob storage provide comfortable rollback options in case of corrupt data, bad code or any unforeseen event.

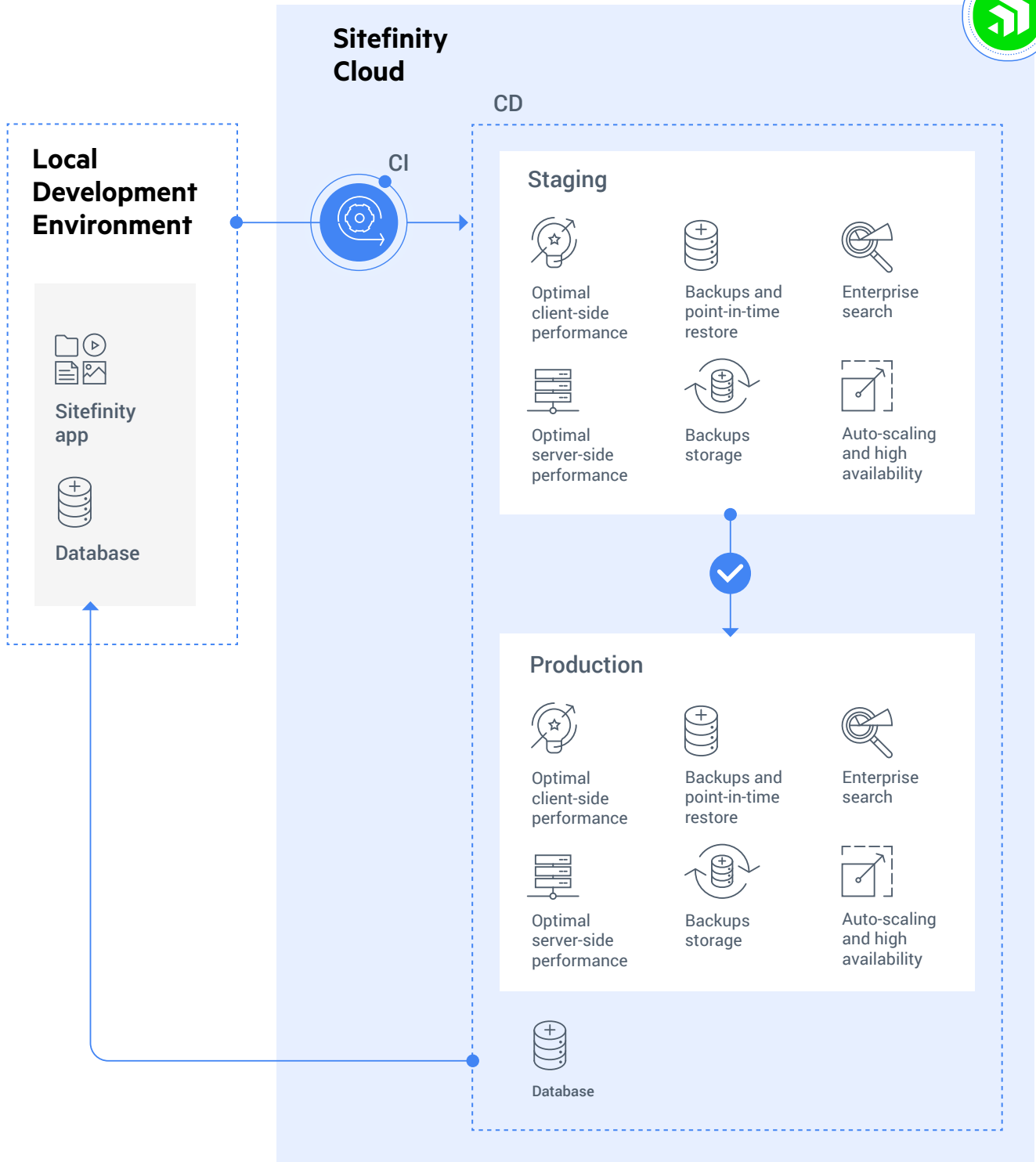
## Git Repository

Delivers an isolated environment for codebase changes. The built-in Git Repository enables teams to capitalize on Git's branching capabilities so they can easily commit and review code to foster better compliance, security and collaboration with other team members. The four-eyes release principle, which ensures at least two people review all code changes, can also be utilized as a controlling mechanism to facilitate delegation, increase transparency and improve quality and governance.



## Continuous Integration and Continuous Delivery (CI/CD)

Sitefinity Cloud enables developers to put modern DevOps practices to good use, with built-in CI/CD capabilities that provide them with the ability to create, test and release new functionalities with the click of a button.



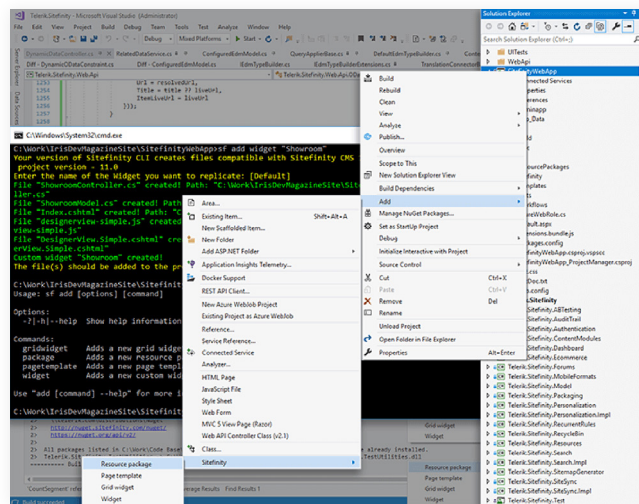
## Platform Extensibility

Sitefinity Cloud provides the tools and mechanisms to leverage a lightweight, highly testable MVC framework with the extensibility and scalability of Sitefinity CMS. This enables developers to reduce development cycles, improve performance and deliver new features with ease.

- Access to content and data using OData, with plug-and-play compatibility with Salesforce.com.
- An API-first approach to development of product functionality throughout the organization. This enables organizations to build reusable services for omnichannel delivery.
- Codeless integration with REST APIs by leveraging patented technology that automatically infers metadata and relationships between data entities.
- Pre-built integrations with all popular relational, NoSQL, Big Data and SaaS applications and data silos.

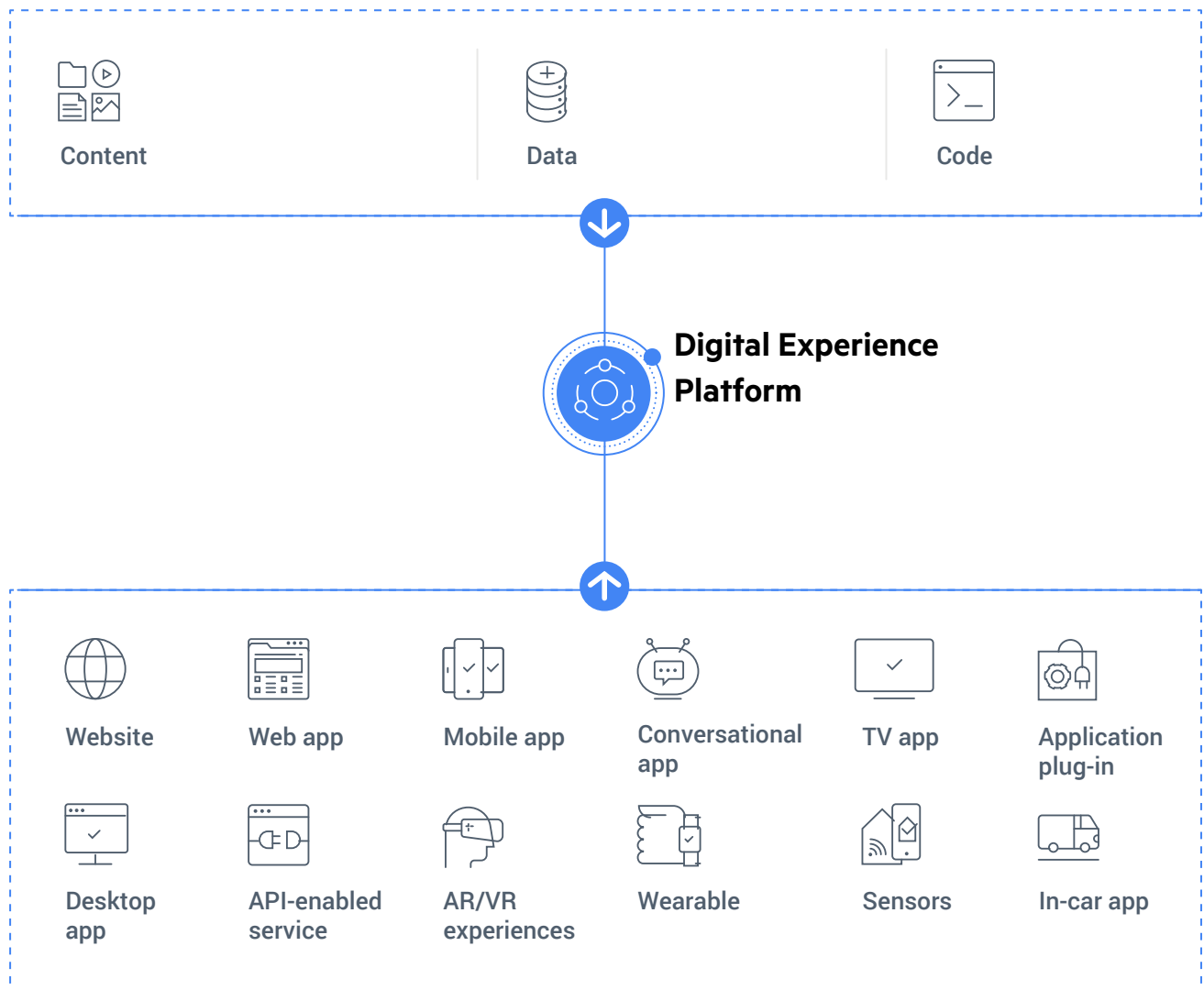
Progress supplies frameworks and connectors to most of the top BI, ETL and analytics vendors on the market today. Many Digital Experience Platform (DXP) vendors rely on Progress to power their platforms.

Progress is an Open Data committee member and adopter of industry standard API protocols such as OData, ODBC, JDBC and ADO as well as standard REST.



## Headless Content Delivery

Leverage Sitefinity's hybrid content management capabilities comprising its headless content-as-a-service OData API framework to execute a consistent experience across your audience's key touchpoints – including any frontend device, social, email, chat and more. Deliver structured, presentation-neutral content to a variety of frontend consumers. Distribute to and from multiple connected systems via standard-compliant REST APIs and leverage the Sitefinity WebServices SDK. Use an extensive range of integration hooks and APIs for omnichannel delivery and out-of-the-box connectivity to multiple enterprise systems.





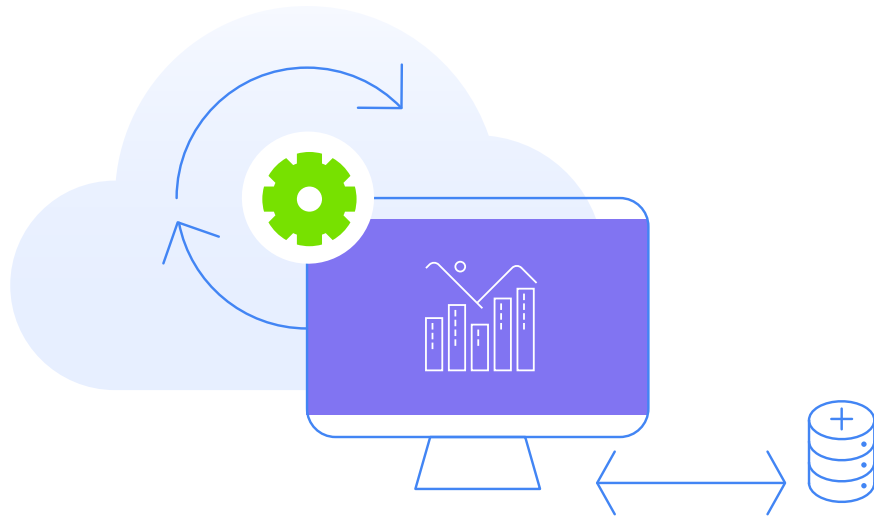
# Integrations and Extensibility

Sitefinity Cloud offers a powerful set of out-of-the-box integrations with third-party business applications and tools for connecting to various data sources.



## Data Connectivity

Sitefinity Cloud offers IPaaS-level extensibility through prebuilt and 3rd-party connectors and service hooks for low-code integration with external systems. A robust set of MarTech connectivity and marketing automation tools can help reduce the cost and implementation efforts of multichannel publishing and experience orchestration. Ready-to-deploy Progress integrations provide an extra level of future-proofing and modular extensibility. Build a composable DX platform around Sitefinity Cloud with a suite of market-leading Progress solutions in data connectivity, secure data transfer, business decisioning and chatbot-driven experiences.



## Composability with Progress Integrations

Progress® NativeChat is a [chatbot building platform](#) allowing organizations to engage customers and automate processes by using natural language interfaces. Simplify integration and maintenance with the out-of-the-box NativeChat widget for “drop live” integration with Sitefinity web pages. Easily embed an AI-powered chatbot sitewide or at any interaction point to instantly engage visitors and enable self-service. Create and deploy chatbots for FAQ and other use cases based on Sitefinity content and taxonomies.

Progress® DataDirect® [Hybrid Data Pipeline](#) (HDP) is a hybrid connectivity solution that can be run in the cloud or on-premises. With HDP, organizations can access data no matter where it resides, which helps to eliminate data silos and better integrate data with their digital experiences. Connectivity is available through a standard interface—SQL (ODBC, JDBC) or REST (OData 2, OData 4).

Progress Corticon® can be integrated as well to enable [digital decisioning](#) management across the organization.

## CRM Connectors

Enable integrations with market-leading CRM, ERP and marketing automation systems. The platform comes with a bi-directional Salesforce connector that supports the synchronization of contacts, leads and form responses with the CRM. Progress is also a leader in data connectivity, supporting the platform integration with other CRMs such as SugarCRM, Oracle Sales Cloud and more. Furthermore, businesses can connect to several other third-party CRMs like Microsoft Dynamics CRM via integration solutions provided by Progress partners like Pavliks, Spinbox and SmoothFusion. Learn more about [Sitefinity integrations](#).

When it comes to collaboration and document management, the SharePoint (on-premises and cloud) and Office 365 two-way connector supports editing and synchronization of documents, digital assets and lists with items. Additionally, customer implementations commonly use rich APIs and extensibility points to deliver custom integration with digital asset management (DAM) software such as Adobe, Widen, Canto, WebDAM, Bynder, etc.

Sitefinity Cloud provides dedicated connectors for best-of-breed external marketing automation systems, including Marketo, Eloqua, HubSpot and MailChimp.

## Partner Integrations

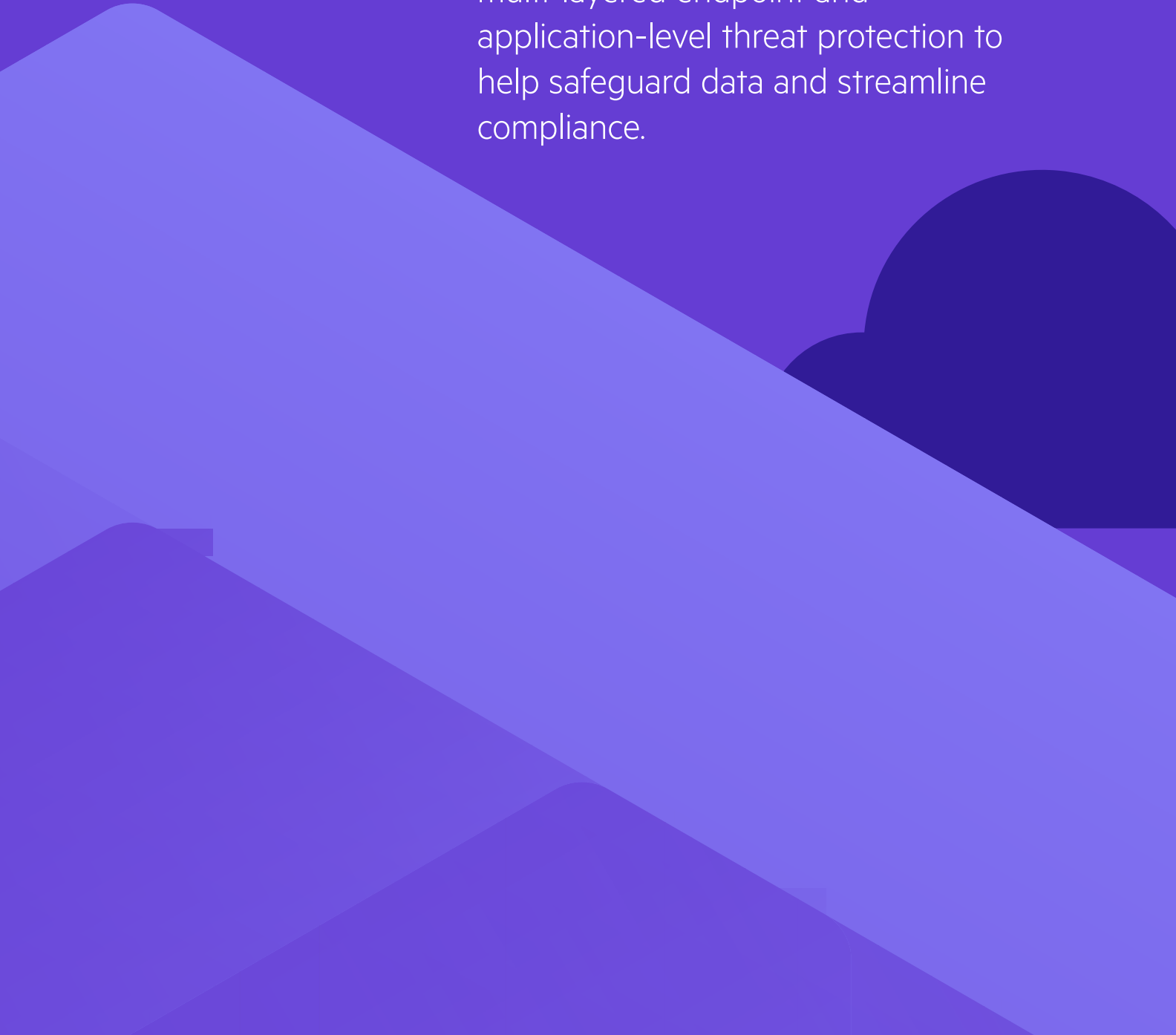
In addition to the built-in connectors, many Sitefinity partners provide multiple ecosystem integrations of their own, delivering best-of-breed solutions such as a .NET ecommerce platform covering various B2B and B2C scenarios.

In addition to the built-in connectors, many Sitefinity partners provide multiple ecosystem integrations of their own, delivering best-of-breed solutions such as a .NET ecommerce platform covering various B2B and B2C scenarios. Popular integrations include Ucommerce, ROC Commerce and Smarter Commerce (for JD Edwards) and HawkSearch. Through its extensibility, Sitefinity Cloud can also be integrated with various business process management platforms.



# Security and Compliance

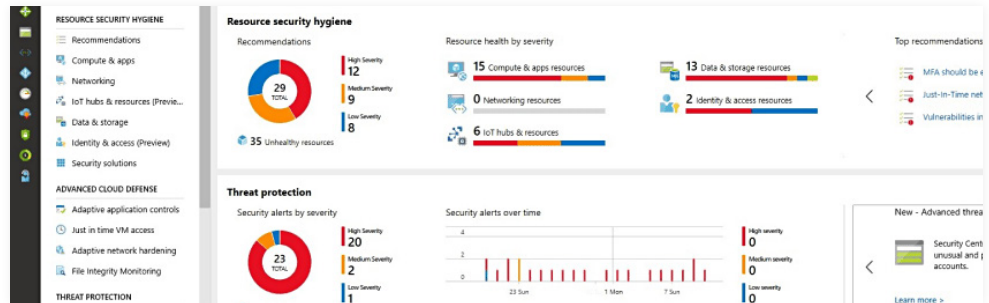
Sitefinity Cloud delivers advanced multi-layered endpoint and application-level threat protection to help safeguard data and streamline compliance.





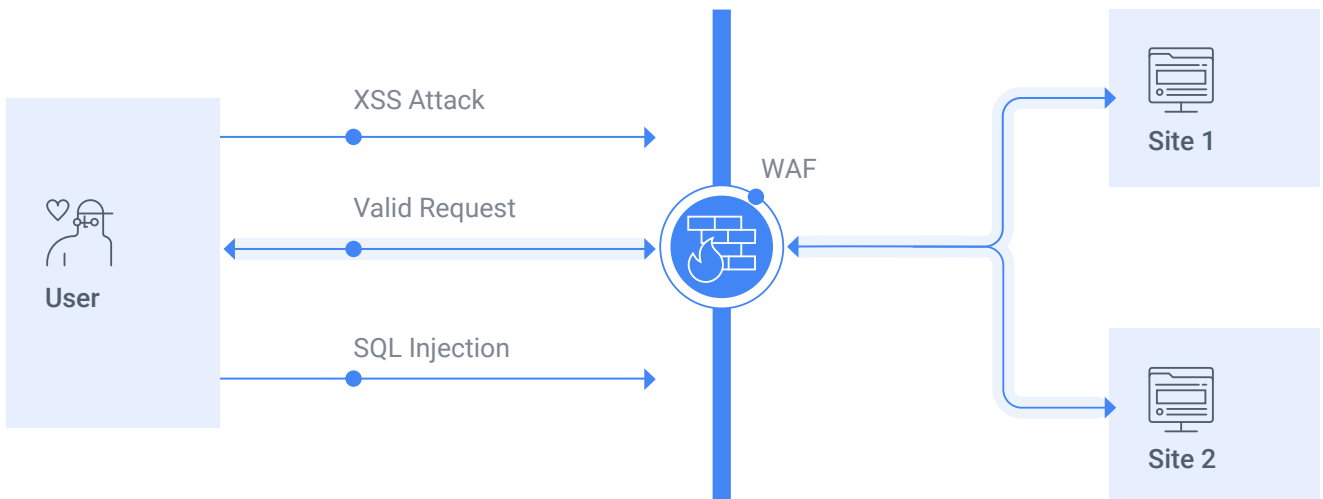
## Endpoint Security

Utilizes endpoint protection and continuous assessment of staging and production environments to provide insights and recommendation to help tighten security.



## Web Application Firewall

Leverages simplified security management tools to help protect against threats and intrusions. The Web Application Firewall (WAF) can react to security threats faster by centrally patching known vulnerabilities.



## Web Security Module

The built-in Sitefinity Web Security Module enables IT administrators to configure HTTP security headers, redirect and referrer validation and protect against cross-site scripting (XSS), click jacking, code injection or man-in-the-middle attacks and content sniffing.

The screenshot shows the 'Basic Settings' page for the Web Security Module. On the left is a sidebar menu with various settings categories. The main content area is titled 'Web security' and contains a table of security policies.

SECURITY POLICY	ENABLED	HTTP HEADER	
<b>Trusted sources</b> Load scripts, styles, fonts, videos, and so on from trusted sources only	<input checked="" type="checkbox"/>	Content-Security-Policy	<a href="#">Edit</a>
<b>Public keys for web servers</b> Associate a public key with a certain web server	<input type="checkbox"/>	Public-Key-Pins	<a href="#">Edit</a>
<b>Referrer information</b> Control which referrer information your pages send	<input checked="" type="checkbox"/>	Referrer-Policy	<a href="#">Edit</a>
<b>HTTP strict transport security</b> Allow access and send data only when using HTTPS, instead of HTTP	<input checked="" type="checkbox"/>	Strict-Transport-Security	<a href="#">Edit</a>
<b>Prevention of styles and scripts sniffing</b> Prevent browsers for MIME type content sniffing	<input checked="" type="checkbox"/>	X-Content-Type-Options	<a href="#">Edit</a>
<b>Control of embedding your content</b> Control the rendering of your pages in <iframe> or <object> on other sites	<input checked="" type="checkbox"/>	X-Frame-Options	<a href="#">Edit</a>
<b>Prevention of cross-site scripting attack</b> Stop pages from loading when cross-site scripting attacks are detected	<input checked="" type="checkbox"/>	X-XSS-Protection	<a href="#">Edit</a>

## GDPR Compliance and Data Obfuscation

Enable organizations to address GDPR requirements and other data privacy laws by leveraging field mapping and personal information removal workflows, and data obfuscation during database restore to staging environment.

The screenshot shows a web interface titled 'Responses for Web personalization guide'. It features a table of responses with columns for 'RESPONSE', 'SUBMITTED ON', 'USERNAME', and 'EMAIL'. There are buttons for 'Create a Response', 'Export as Excel', 'Delete', and 'Search...'.

	RESPONSE	SUBMITTED ON	USERNAME	EMAIL
<input checked="" type="checkbox"/>	1	21 Jul, 2019	donna	donna.hudson@techacme.com
<input checked="" type="checkbox"/>	2	17 Jun, 2019	hellen	hellen.smith@techacme.com
<input type="checkbox"/>	3	07 Jun, 2019	john	john.petterson@techacme.com
<input type="checkbox"/>	4	30 May, 2019	peter	peter.taylor@techacme.com

## Azure Active Directory B2B

Azure AD provides multi-factor authentication for secure access to the Sitefinity Cloud Management Portal and serves as a single user repository for all Sitefinity environments.

## Development and Content Management Workflows

Simplifies DevOps operations and content governance initiatives with workflows for coding and content creation. This helps to boost process compliance and brand consistency.

- Workflows for developers: Everyone can contribute and commit code, but only one person can push to live.
- Workflows for content: Everyone can create content, but (if configured) only approvers can publish.

Back to Workflow

### Define approval workflow

Name  
Corporate content

**Levels of approval**  
Who needs to be notified and approve content before publishing

LEVEL/ACTION/STATUS	APPROVERS	NOTIFICATIONS	
<b>1 Review</b> Action: Send for review Status: Waiting for review	Authors Owner	On	Actions ▼
<b>2 Approval</b> Action: Send for approval Status: Waiting for approval	Editors	On	Actions ▼
<b>3 Publishing</b> Action: Send for publishing Status: Waiting for publishing	Joe Cooper Donna Hudson Luke Collins Senior editors	On	Actions ▼

Change levels

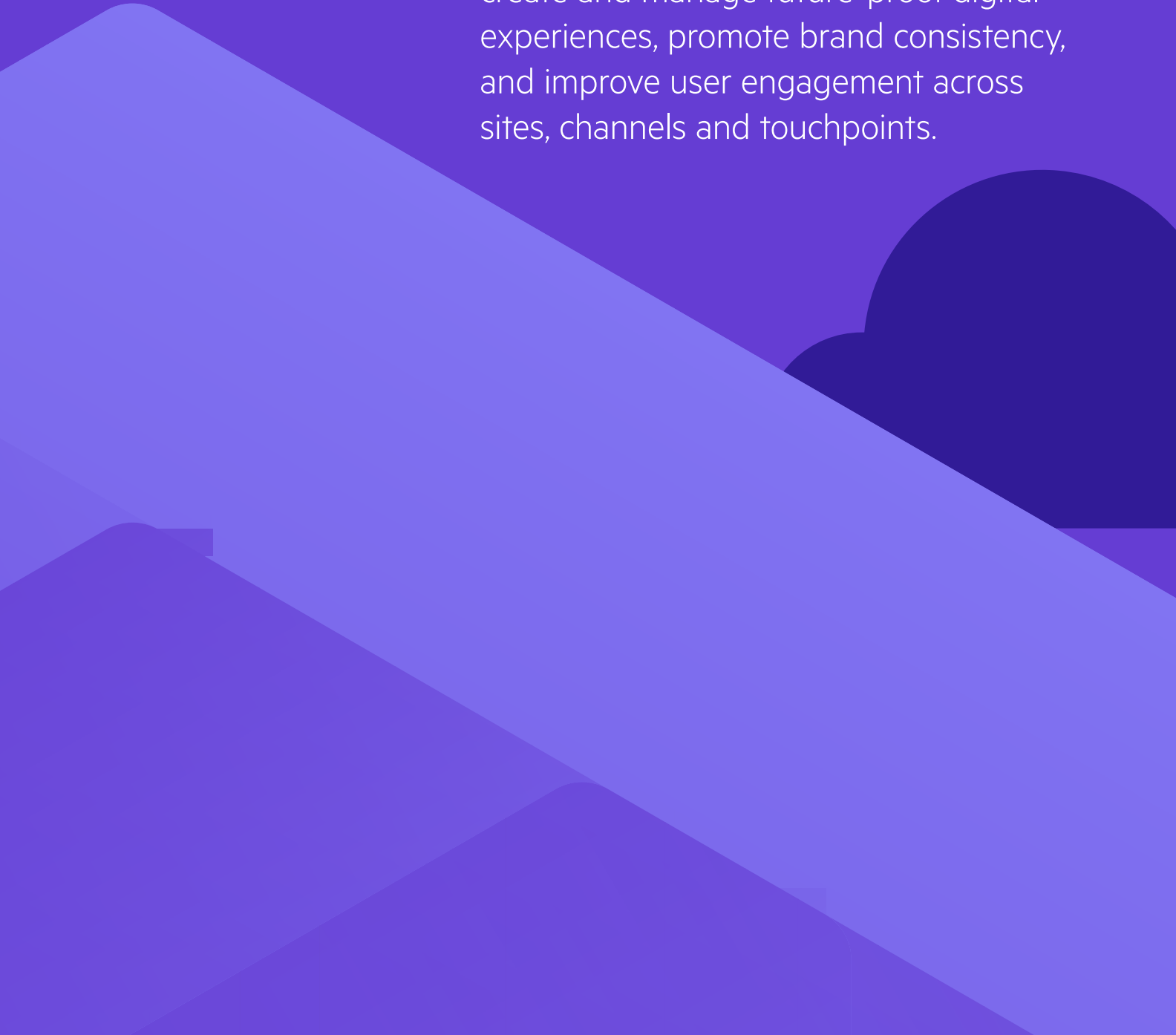
## Security Compliance and Certifications

Sitefinity Cloud meets the highest industry standards for secure governance of infrastructure, code, and data. The platform and underlying infrastructure are SOC 2 and SOC TSP certified, and HIPAA compliant. See the complete list of [regulatory and compliance certifications of Sitefinity Cloud](#).



# Content Management

Sitefinity Cloud enables marketers to create and manage future-proof digital experiences, promote brand consistency, and improve user engagement across sites, channels and touchpoints.



## Content Management

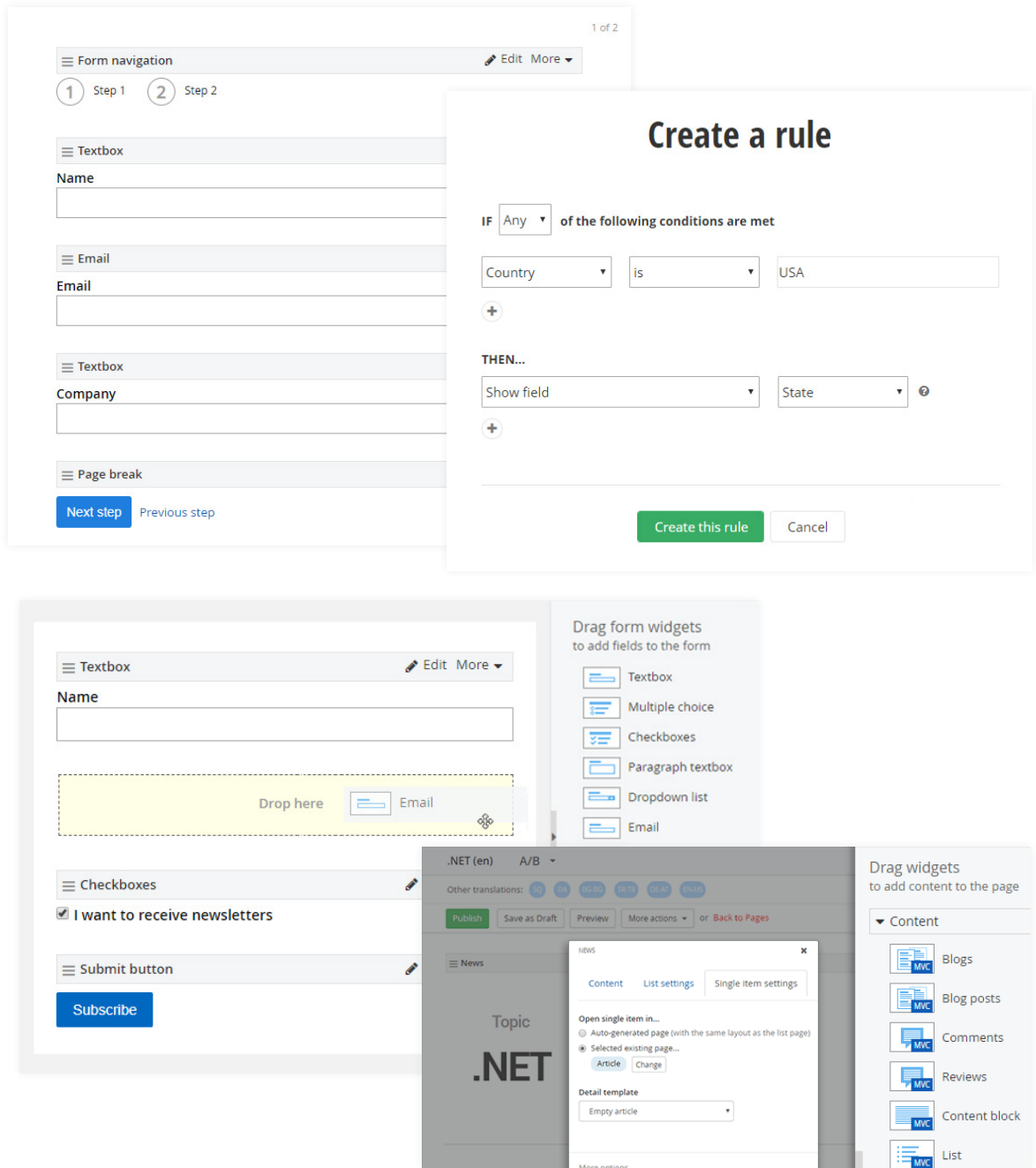
Sitefinity Cloud leverages the award-winning Sitefinity content management platform to empower marketers to elevate their digital experiences while minimizing their reliance on IT.

The screenshot shows the Sitefinity Cloud 'Pages' management interface. At the top, there's a navigation bar with tabs for Dashboard, Pages, Content, Ecommerce, Design, Administration, Marketing, and a 'Live site' link. A search bar is located below the navigation. The main heading is 'Pages'. To the right of the heading are buttons for 'Create a page', 'Reorder', and a filter icon. Below the heading is a table with columns: PAGE, TRANSLATIONS, CREATED ON, and ANALYTICS. The table lists several pages with their status (Published, Draft, Unpublished), versioning information, and actions like 'View' and 'Report'.

PAGE	TRANSLATIONS	CREATED ON	ANALYTICS
<b>Homepage</b> Published Personalized • Report	EN ES +4	Today by Joe Black	<a href="#">View</a>
<b>Products</b> Group page	EN ES +4	Yesterday by Charlie Brown	<a href="#">View</a>
<b>Developer Tools</b> Draft	EN ES +4	27 Jan, 2016 by Walter White	<a href="#">View</a>
<b>UI for ASP.NET AJAX</b> Unpublished	EN ES +4	27 Jan, 2016 by Joe Black	<a href="#">View</a>
<b>Kendo UI</b> Published A/B test • Results	EN ES +4	27 Jan, 2016 by Charlie Brown	<a href="#">View</a>
<b>Sitefinity</b> Published   Scheduled unpublish on 30 August at 4:00 PM	EN ES +4	27 Jan, 2016 by Walter White	<a href="#">View</a>
<b>Test Studio</b> Draft, newer than published A/B test	EN ES +4	27 Jan, 2016 by Joe Black	<a href="#">View</a>
<b>Free Trials</b> Awaiting approval	EN ES +4	27 Jan, 2016 by Charlie Brown	<a href="#">View</a>
<b>Purchase</b> Draft   Scheduled publish on 19 September at 4:00 PM Personalized	EN ES +4	27 Jan, 2016 by Walter White	<a href="#">View</a>
<b>Support and Services</b> Awaiting publishing	EN ES +4	27 Jan, 2016 by Joe Black	<a href="#">View</a>

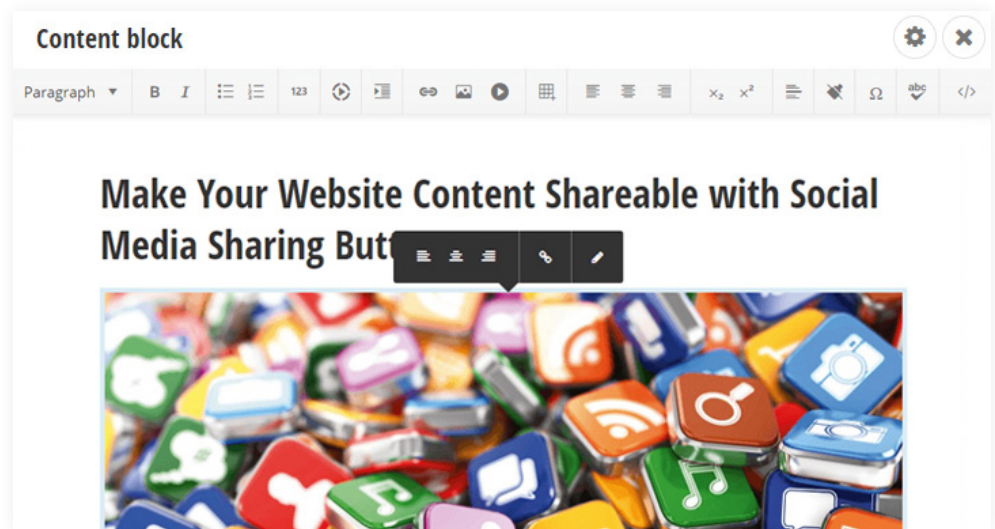
Sitefinity Cloud provides a rich toolset for marketers that includes content composition, classification and review, along with a feature-rich digital media library. The web content interface is accessibility guideline compliant.

Designed with business users in mind, Sitefinity's page editor lets users create dynamic content by interacting with user-friendly interfaces along with convenient live preview capabilities and versioning. Content creators can leverage multiple page templates, content types, built-in and custom widgets, as well as advanced form building with drag-and-drop support.

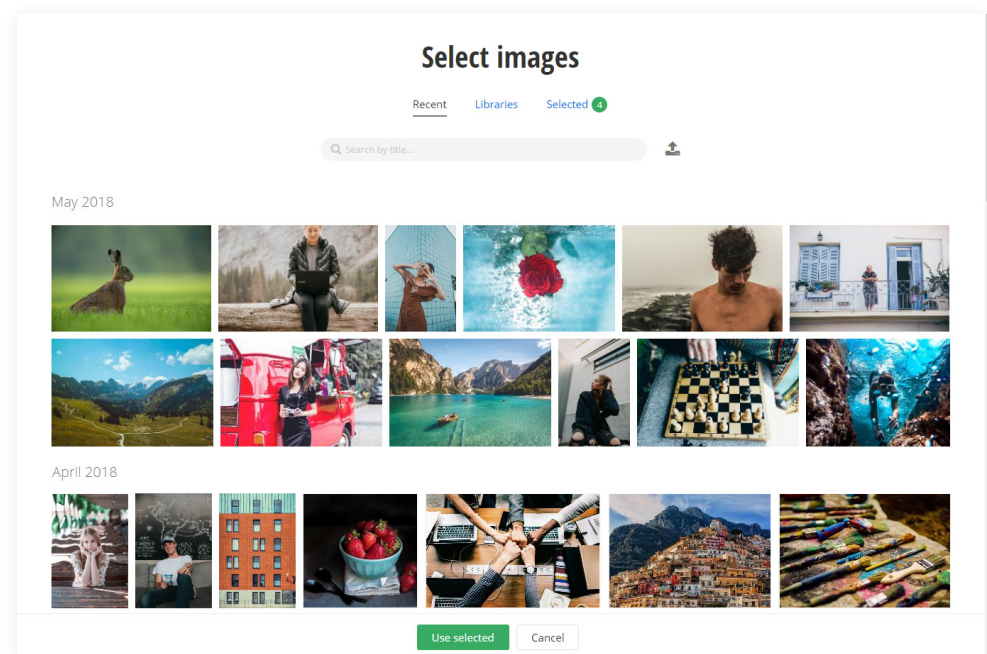


Sitefinity content governance comes with instant preview capabilities, as well as content authoring workflows, revision history, search engine optimization and elaborate taxonomy for advanced content classification.

The platform provides an extensive marketer toolset to execute a comprehensive digital strategy with integrated email campaigns, integrated social media, ecommerce, optimized site search, content personalization, conversion rate optimization and multichannel, multisite and multilingual management.



A built-in media library module enables business users to store and access different types of digital assets, including images, graphics, PDFs, text files, videos and audio. The media library module has full version control management and change tracking, as well as full support for tagging and translation. Custom implementations use APIs and extensibility points for integration with third-party DAM software such as Adobe, Widen, Canto, WebDAM, etc.



## External Blob Storage

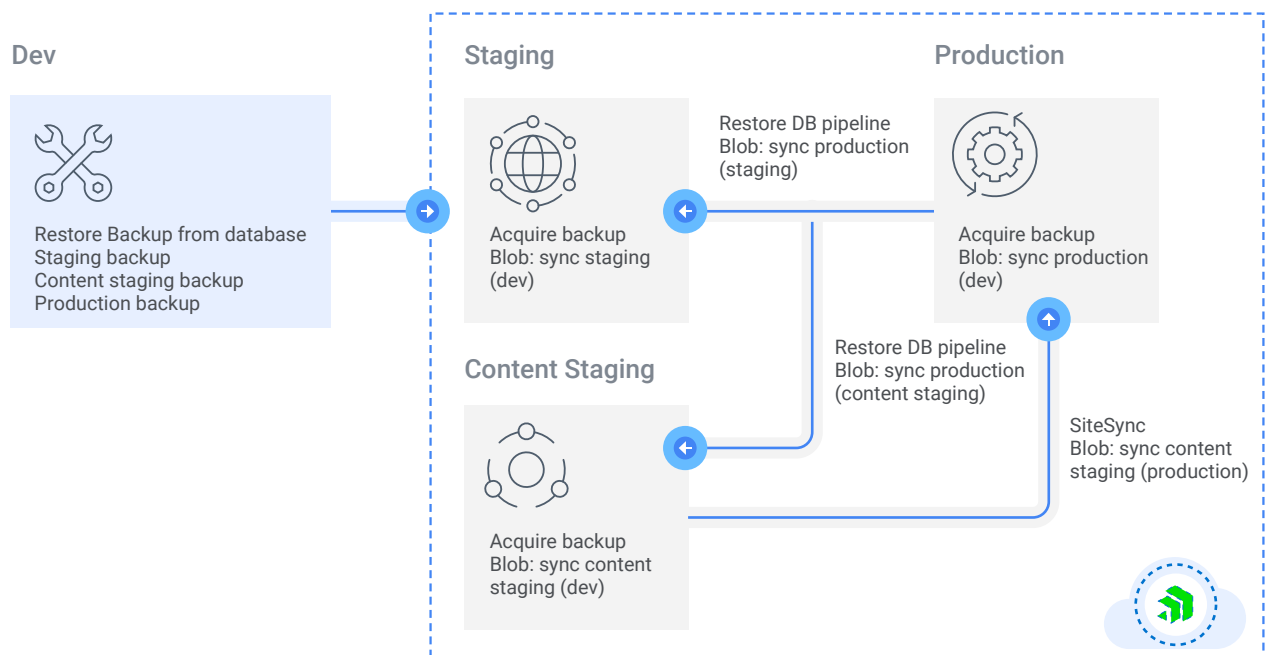
Sitefinity Cloud customers have the option to choose blob storage over database for their media files and documents. Because it's optimized for storing massive amounts of unstructured data, external blob is the obvious answer if you're managing loads of imagery and videos.

The external storage option provides 1TB in a dedicated account. Customers using the advanced CI/CD capabilities of Sitefinity Cloud with more than one environment, get a dedicated and fully preconfigured blob container for each of the environments. The Sitefinity Cloud 1TB of External Media Storage add-on is available for all license tiers and can be topped with an extra 1TB if needed.

### Blob Storage Benefits

- Reduced database size
- Separation of assets (media and files) from content
- Fast and convenient DB backups and restores
- Dedicated containers for each environment you're running
- Fully integrated with the CI/CD pipelines

Content flow in Sitefinity Cloud with Azure Blob





## Content Pipeline: Optimized Content Management in the Cloud

Create, approve and publish compelling, quality content in a fully configured content promotion pipeline for a near zero margin of error and no downtime.

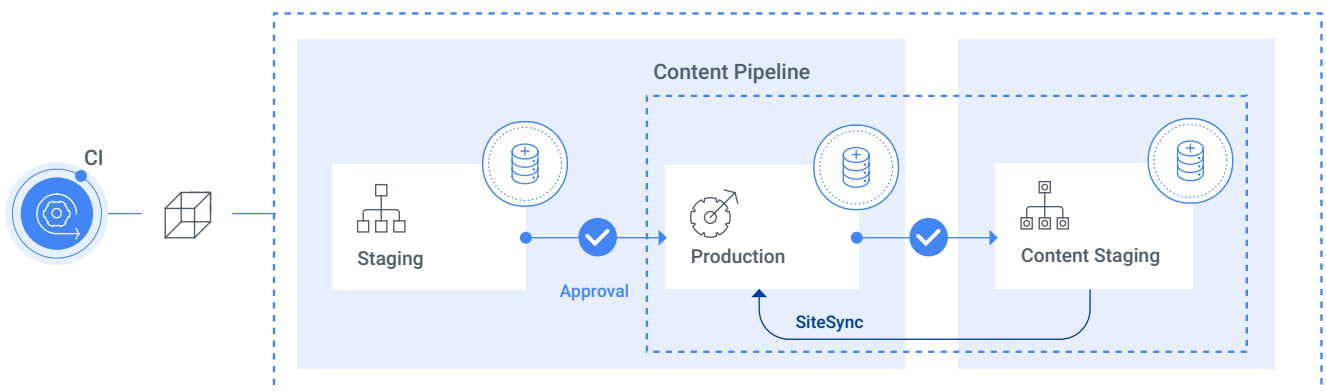
Content Pipeline gives marketers the same level of productivity and independence that developers get from code pipelines for continuous integration and continuous delivery. Tapping into a modern, powerful infrastructure, Sitefinity Cloud empowers your development team and content editors alike.

A finely configured additional environment for staging and publishing content, fully in line with the best content management practices, the Content Pipeline lets your authors and editors create and promote meaningful, engaging communication in a consistent, safe and error-free workflow. With a dedicated environment designed to minimize downtime and give peace of mind, and an automated process for getting new content published, Content Pipeline is the secure and reliable alternative that will leave editing content on your production environment firmly in the past.

The Content Pipeline takes full advantage of the [built-in Sitefinity content promotion mechanism](#) (SiteSync) and comes fully preconfigured for a perfectly reliable and error-free performance in even the most complex multi-instance projects.

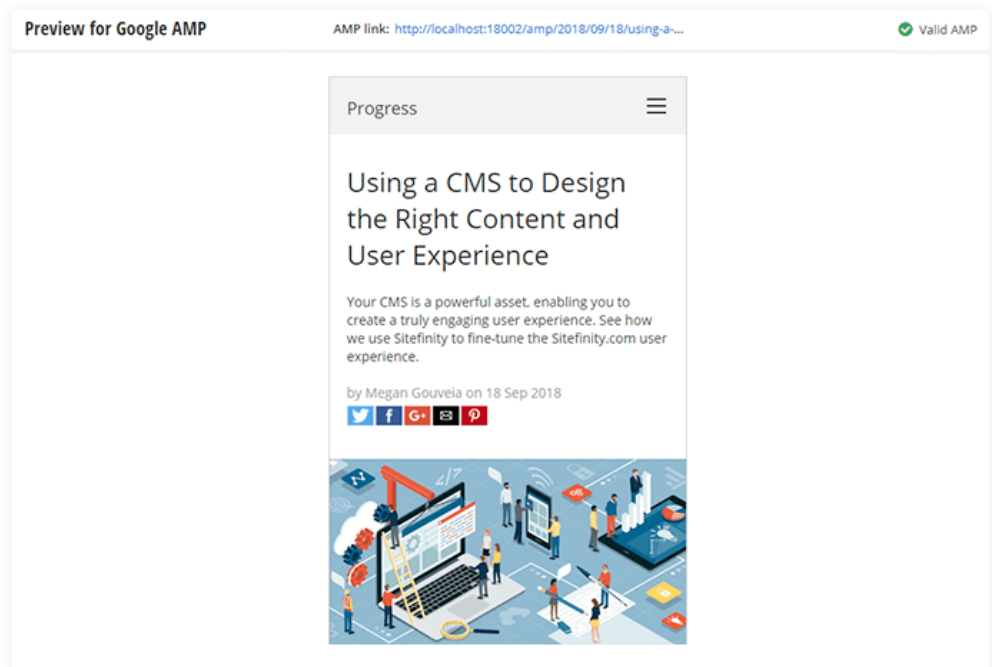
Fostering productivity and independent collaboration between creative and development teams, Content Pipeline faithfully delivers on the promise of minimizing the IT complexity and overhead in the process of getting your key messages across and engaging your audience.

### CD Pipeline



## Digital and Content Marketing

Sitefinity Cloud is able to import data from virtually any system, which can then be analyzed using AI/machine learning (ML) analytics capabilities. SQL-based access is provided to any API with zero-coding required. This includes the ability to automatically sample and normalize, while creating metadata and the ability to provide the data cleansing required to support analytics processing requirements.



This approach supports the ability to leverage data from purpose-built social media marketing tools such as Sprout Social, HubSpot, Sprinklr and Hootsuite. Based on individual KPIs, marketers can track hashtag usage, engagements, comments, likes, clicks, reactions, etc. to monitor overall social media platform success. Demographic information is also available (although varied) based on individual social media platform – e.g. LinkedIn tracks job role, while Facebook tracks interests. This information is useful to craft targeted campaigns towards customer groups for higher success rates. By taking this approach, social listening can be extended to all channels, including social media like Twitter and Facebook.

In essence, marketers are provided a toolset to optimize efforts by analyzing customer segmentations in addition to campaign and content performance. These tools are tied to KPIs that demonstrate value and suggest measures for improvement. Marketers can also map and analyze the customer journey by accumulating data across channels and systems to pinpoint touchpoints and interactions with a high probability for conversion.



# Analytics, Personalization and A/B testing

Sitefinity Cloud's built-in Machine Learning algorithms power advanced analytics to help marketers make informed decisions and drive personalization and optimization.

## Analytics

Sitefinity Cloud incorporates a variety of content and experience analytics tools while also providing interfaces for other popular third-party CRM and marketing automation systems (such as Salesforce, Marketo, HubSpot or Eloqua) for bidirectional data sharing. Available visitor and contact data is used to build composite visitor profiles that combine individual customer demographic properties with a behavior activity record.

To optimize marketing efforts, the system identifies the most frequented touchpoints across a visitor segment and generates ML-based “best next experience” recommendations with predicted probabilities for increased conversion. Based on the recommendations, marketers can tie campaigns to business goals and better allocate and target their digital assets, touchpoints and channels. Moreover, they are able to track and measure the value and ROI of campaign efforts.

Audience segmentation and detailed customer journey logs help marketers better understand the behavior and interactions of website visitors with their business. By integrating data from external systems, such as CRMs and marketing automation systems, marketers can build a holistic 360-degree view of their visitors.

The platform collects behavior data for both anonymous and known users and is able to merge previously recorded anonymous records from multiple channels once the users identify themselves with a form fill or a login. The platform collects data on content performance, calculates relevance of content to specified goals (i.e. conversions) and produces aggregated metrics on website traffic, as well as splits based on implemented personalization. Sitefinity Cloud also uses Google Analytics APIs to provide familiar GA views directly in the CMS context.

# Visits and attribution

Web Mail—A New Demo Application using UI for ASP.NET AJAX

Unique visits in last 30 days

**1,607**

+3.5% vs previous 30 days  
13,567 for all time



This item attributes to...

CONVERSION	UNIQUE CONVERSIONS	CONVERSION RATE	ATTRIBUTION
Purchase Period: 6 months	28	1.6%	2.15
Download trial Period: 3 months	28	1.4%	1.77
Visit Contact Us Period: 4 months	28	1.2%	1.45

[Full report in Digital Experience Cloud](#)

Sitefinity Cloud provides rich ML-based tools to help users identify high-impact touchpoints with the greatest conversion probability across multiple visitor journeys. Additionally, it identifies the most frequently occurring touchpoints across a visitor segment for specific conversions.

Rule-based lead scoring facilitates visitor segmentation into multiple lead categories, which can then be used for content personalization segmented according to lead scores.

## Multi-touch Attribution Models

A comprehensive analytics toolset helps deliver marketing campaigns that are informed by interaction history and drive more conversions. Advanced attribution algorithms in Sitefinity Insight enable marketers to track the impact of complex interactions and touchpoints, which span across multiple sessions. Leverage first, last, multi-touch and non-linear AI-driven attribution models to plan and execute campaigns that drive pipeline.

## Personalization

Sitefinity Cloud implements personalization of content and presentation of web pages based on integrated or third-party analytics. Site variations can be implemented for numerous audience segments, which can refer to a specific defined persona or a lead score within a lead type. Lead score is identified on internal lead score or values from marketing automation systems, e.g. Marketo or Pardot.

**Add a rule**

☐ By Behaviour (e.g. visited page, downloaded file, watched video...)

☒ By personal characteristics (e.g. location, age, job title...)

If visitors have the following characteristics...

Contains ▼

JobTitle ▼ Developer

**Then give them...**

POINTS FOR PERSONA	POINTS	APPLY	Threshold:
 <b>Technical user</b> front-end developer, back-end devel...	100 points	Once ▼	40
 <b>VP/Director of Digital Marketing</b> Decision Maker	-50 points	Once ▼	40

## Conversion Rate Optimization

The platform provides automation for creating A/B two- and multivariate test experiments measuring both positive and negative metrics for each variant and determining a winner with statistical significance. Built-in capabilities are used to [implement A/B and multivariate tests](#) using variations of website pages, including content and template variations. Version ranking reports are provided in real-time. The test completes at the achievement of 95% statistical significance, with one-click publishing of the winning version.

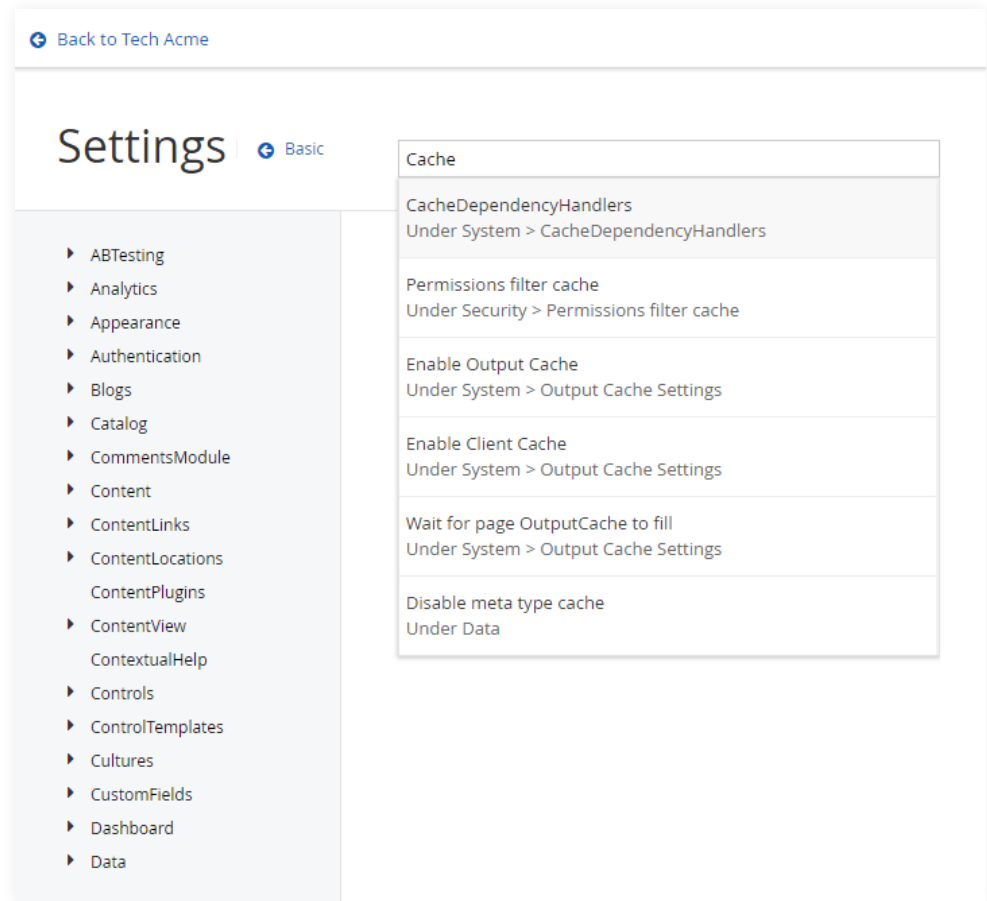


# Administration

Sitefinity Cloud enables you to swiftly scale your business with its simplified architecture, while maintaining your ability to support complex, large-scale digital projects.

## Administration and Configuration

Sitefinity Cloud enables administrators to gain high visibility into the development process through detailed reports and metrics on the information they care about most. Users, resources and services are centrally managed through a single admin back-end providing all the tools to control the entire installation.



## Automated Upgrades

Simply put, keeping your software up to date just makes sense. Improvements are shipped with every Sitefinity release to enhance productivity, security and performance. The importance of staying up to date and keeping the project in prime shape cannot be overstated. But it's a process that takes careful planning, enough preparation and precise execution.

Leveraging Azure pipelines, upgrading Sitefinity in the cloud is an error-free and risk-free process. The engineering team has managed to speed up a time-consuming process, reduce the overhead and decrease the margin of error.



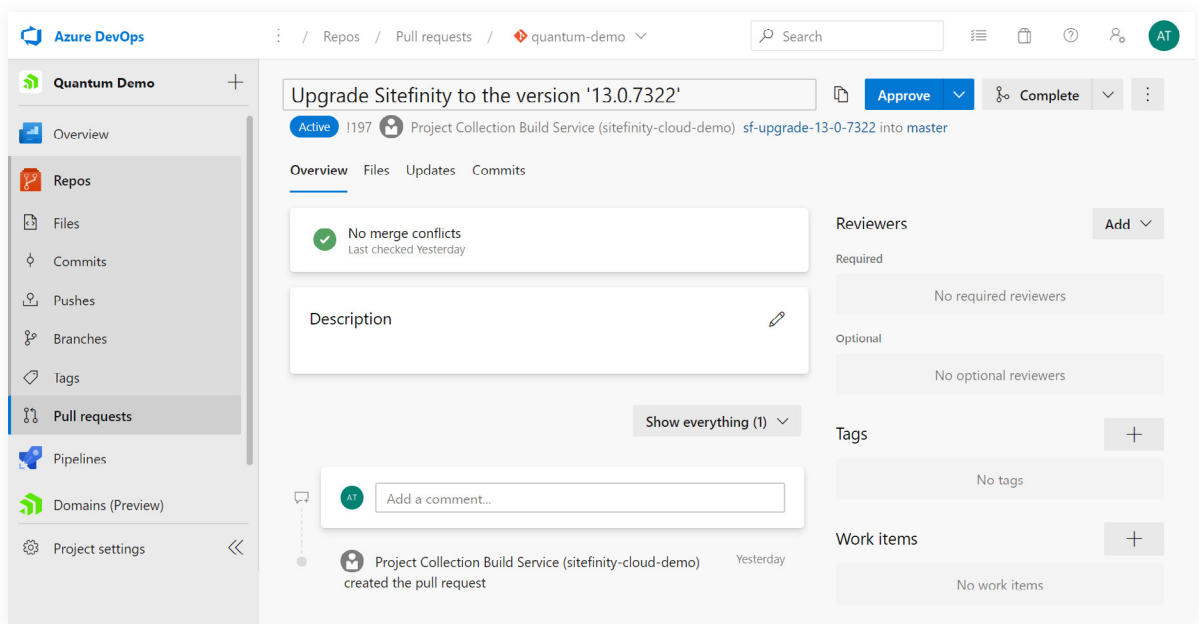
Task	Who's Responsible	
	Old flow	New Automated flow
Check for available updates	Sitefinity Dev / DevOps	Pipeline
Get source code from master branch	Sitefinity Dev / DevOps	Pipeline
Upgrade project	Sitefinity Dev / DevOps	Pipeline
Build and deploy package to new environment	Sitefinity Dev / DevOps	Pipeline
Create new branch	Sitefinity Dev / DevOps	Pipeline
Commit/push updated files and configurations	Sitefinity Dev / DevOps	Pipeline
Run set of tests	Sitefinity Dev / QA	Sitefinity Dev / QA
Merge upgrade branch into master	Sitefinity Dev / DevOps	Sitefinity Dev / DevOps
Run sanity tests	Sitefinity Dev / QA	Sitefinity Dev / QA
Promote to production	Sitefinity Dev / DevOps	Sitefinity Dev / DevOps

The process below is executed every time there is a new Sitefinity release—and daily automatic checks for a new version of the Sitefinity NuGet Package are part of the pipeline.

- Clone the project master branch
- Update Sitefinity NuGet packages to the latest version
- Execute build operation
- Deploy upgraded project
- Execute runtime upgrade using DB backup from Staging
- Push changes to an upgrade branch and create pull request master
- Send email notifying customer of the upgrade (and the pull request awaiting approval)

The pull request is available to review, merge and run tests on prior to promoting to production.

Depending on the level of customization, the automated pipeline may detect breaking changes in the code or APIs. The pipeline will notify the administrator and relevant roles, so the upgrade branch can be checked out locally to resolve the breaking changes, build, test, merge and deploy.



## Multi-region Failover Add-on

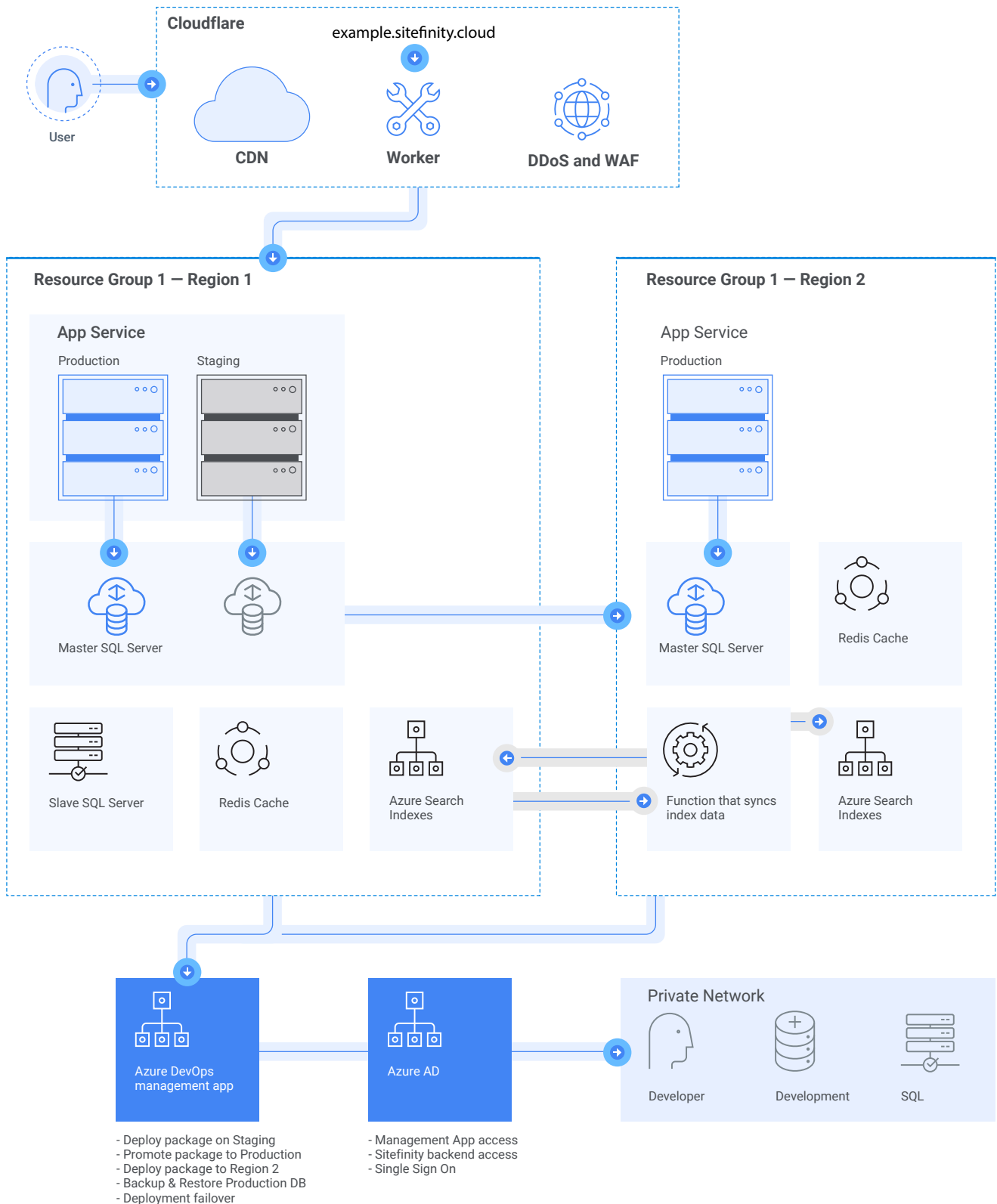
A disaster recovery instrument ensuring enterprise-grade business continuity. The failover mechanism in Sitefinity Cloud is based on a hot-warm model with a Primary and a Secondary region where the latter is being kept on standby and ready to switch to in case of a disaster or critical failure affecting the primary region.

Failover has been precisely configured to work across the multiple levels of the Sitefinity Cloud infrastructure. Parts of it are automated using DevOps pipelines but human intervention is required at critical stages of the process to prevent a disproportionate response to false positive incidents.

The Failover mechanism is perfectly aligned with the Cloud Management Portal pipelines. To ensure code consistency across all regions, the CI/CD process is configured to deploy new releases to the Secondary region App Service whenever a package is successfully deployed to the production environment in the Primary region.

On database level, there is synchronous data replication in place to make sure the SQL instances in both regions are synced and prevent data loss in the event of a failover. Auto-scaling rules are fully accounted for. If a critical incident occurs during a traffic spike with extra instances spun up to accommodate the increased load, the Failover pipeline that brings the secondary region to a hot standby will auto-scale to the same number of app instances.

The Failover add-on is available per environment, and can be enabled on Production, Staging and Content Authoring—which maybe a good idea if you have already opted for the Content Pipeline.

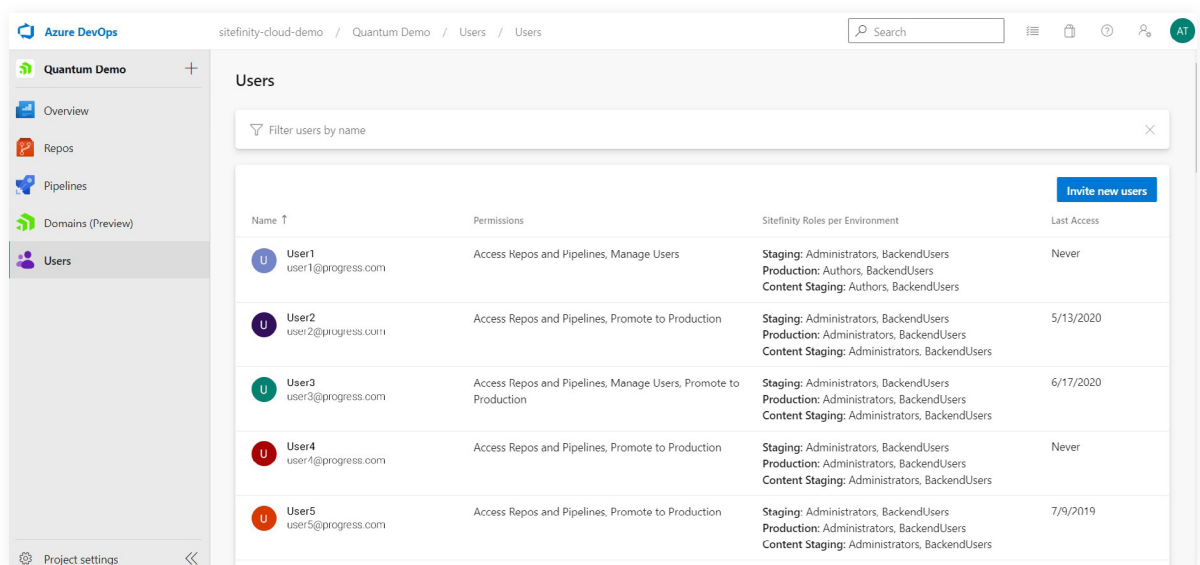


## Self-service User Management

Have full control over a critical aspect of the Sitefinity administration with a centralized place to add and manage the users and roles that are key to your operation. Invite people to your Sitefinity project and give them granular permissions, in tight Active Directory integration. Manage both Cloud Management Portal users and Sitefinity users in a single, comfortable hub.

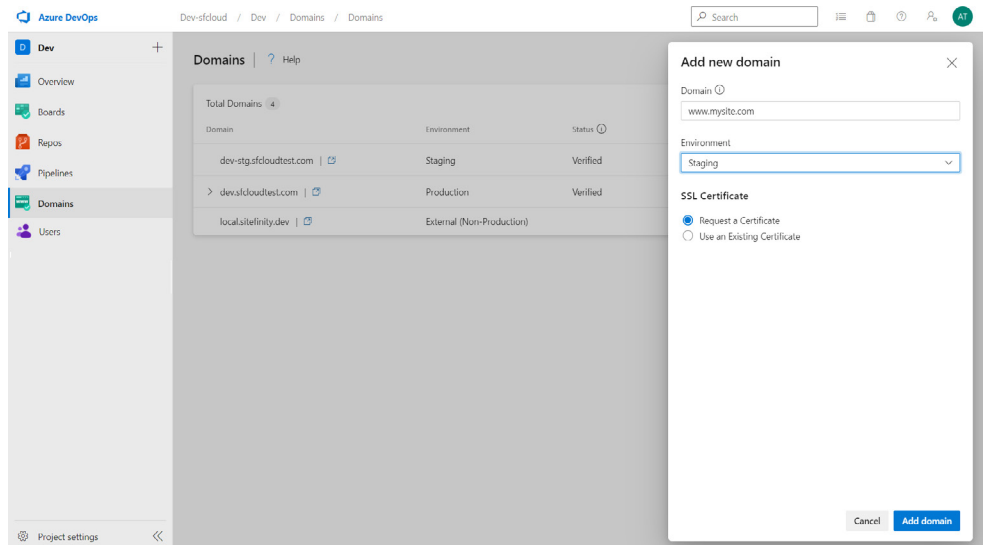
### Benefits

- Single sign-on through Azure AD
- Centralized hub to manage both Cloud Management Portal and Sitefinity users
- Granular permissions via roles per environment
- Full control and self-service, no waiting time to process requests
- User-friendly UI and coherent UX



## Self-service Domain Management

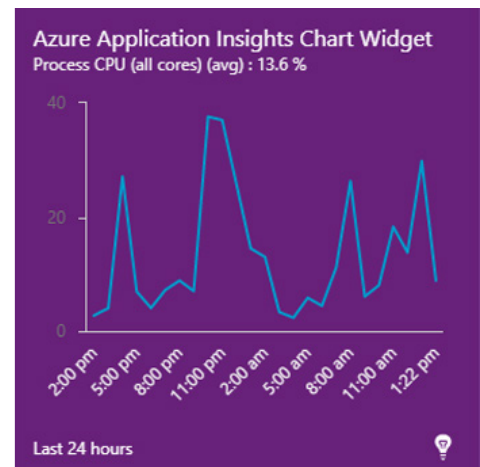
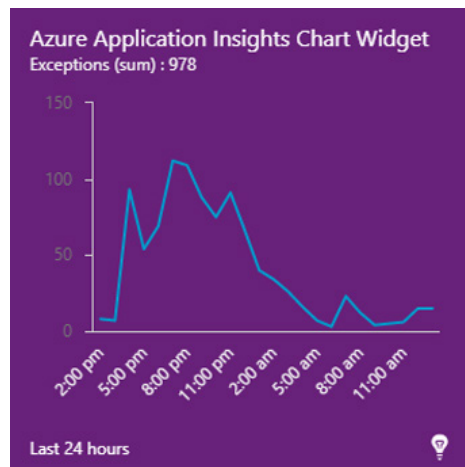
Sitefinity Cloud streamlines multisite management by enabling customers to self-serve and control the entire website provisioning process. Sitefinity Cloud Management Portal users with relevant permissions can add/register or remove domains across environments. The fully automated process handles SSL, domain validation and all the necessary configurations of the underlying infrastructure.



## Monitoring

Sitefinity Cloud utilizes the diverse monitors available in Azure. The autoscaling infrastructure implements on-demand up/down horizontal scaling based on measured load and resource utilization in order to optimize load balancing depending on varying website traffic and activity. The additional application instances can be seamlessly brought online and connected to Sitefinity Distributed Output Cache for minimal warmup times.

For administrators, the Sitefinity Cloud Management Portal provides predefined and customizable dashboards that display key application and infrastructure metrics. The Application Metrics dashboard covers website usage, availability and response times. The Deployment dashboard visually represents project deployments and pipeline status summary for staging and production environments. Finally, customers can further analyze website and application metrics with Azure Application Insights.



The background is a solid purple color. In the top left, there are two stylized clouds: a smaller blue one in front of a larger, lighter blue one. In the bottom right, there is a dark blue cloud. The bottom half of the image is filled with large, overlapping geometric shapes in various shades of purple and blue, creating a layered, mountain-like effect.

# Product Tiers

Leverage high-availability cloud infrastructure that scales as requirements change and business grows.

## Fast, Highly Available and Ready to Scale

Sitefinity Cloud is available in multiple tiers to deliver the necessary flexibility for building and deploying advanced digital experiences. Add-ons, such as partner integrations, connectors or pageviews, are available upon request.

	Tier 1	Tier 2	Tier 3
<b>General</b>			
Included Domains	1	1	1
Pageviews per Month	1,000,000	5,000,000	30,000,000
Included Management Portal Users	10	20	30
Supported Number of Websites <sup>1</sup>	100	1000	1000
Uptime Service Level Availability (SLA)	99.9%	99.9%	99.9%

<b>Support</b>			
Managed Service	✓	✓	✓
Support	Based on Sitefinity edition	Based on Sitefinity edition	Based on Sitefinity edition
Availability Management	24/7	24/7	24/7
Root Cause Analysis	8/5	8/5	8/5
Software Maintenance	✓	✓	✓

<b>Security</b>			
SSL Certificate	✓	✓	✓
SSL Encryption	✓	✓	✓
Automated OS Security Updates	✓	✓	✓
DDoS Mitigation	✓	✓	✓
Virtual Network	✓	✓	✓
DB Backup	✓	✓	✓
Zone-redundant DB	•	•	✓
DB Backup Retention (days)	35	35	35

<b>Monitoring</b>			
Application Monitoring	✓	✓	✓
Health Monitoring	✓	✓	✓

1. This is a performance guidance metric based on the allocated capacity of the Tier. Sitefinity website in this usage is defined as a website created using the Sitefinity multisite feature. Due to the flexibility of Sitefinity multisite, these separate sites may be created as separate domains, subdomains or in subfolders. Domain and subdomain licensing restrictions still apply to any sites created this way.

Management Portal			
Source Control Repository	✓	✓	✓
Continuous Integration	✓	✓	✓
Continuous Delivery	✓	✓	✓
Automated Upgrades <sup>2</sup>	✓	✓	✓
User Management <sup>3</sup>	✓	✓	✓
Domain Management <sup>4</sup>	✓	✓	✓
Dashboards	✓	✓	✓
Wiki	✓	✓	✓
Production Environment			
Auto-Scaling	✓	✓	✓
Load Balancing	✓	✓	✓
Web Application Firewall	✓	✓	✓
Content Delivery Network (CDN)	✓	✓	✓
Search Service	✓	✓	✓
Distributed Cache	✓	✓	✓
Staging Environment			
Web Application Firewall	✓	✓	✓
Content Delivery Network (CDN)	✓	✓	✓
Search Service	✓	✓	✓
Add-Ons			
Content Pipeline <sup>5</sup>	•	•	•
Multi-region Failover <sup>6</sup>	•	•	•
1TB External Media Storage <sup>7</sup>	•	•	•
Additional Environment	•	•	•
Additional Load Balanced Environment	•	•	•
Additional Domains	1, 5, 10 or 50	1, 5, 10 or 50	1, 5, 10 or 50
Additional Pageviews	100,000 or 1,000,000	100,000 or 1,000,000	100,000 or 1,000,000
Ucommerce Subscription	•	•	•
Connector for Marketo	•	•	•
Connector for Salesforce	•	•	•
Connector for SharePoint	•	•	•
System Audit Module	•	•	•
Backend Users Add-on	5	5	5

2. An automated process checks for and applies updates, creates a build and a pull request, and notifies the administrator.
3. Manage Cloud Management Portal users and Sitefinity users in a single, comfortable hub. Invite people to your Sitefinity project and give them granular permissions, in tight Active Directory integration.
4. Add/register or remove domains across environments. The fully automated process handles SSL, domain validation and all the configurations of the underlying infrastructure.

5. Content Pipeline gives marketers the same level of productivity and independence through automation that developers get from CI / CD code pipelines.
6. A disaster recovery instrument ensuring enterprise-grade business continuity.
7. Media and document storage alternative to database, with a dedicated and fully preconfigured blob container for each environment.

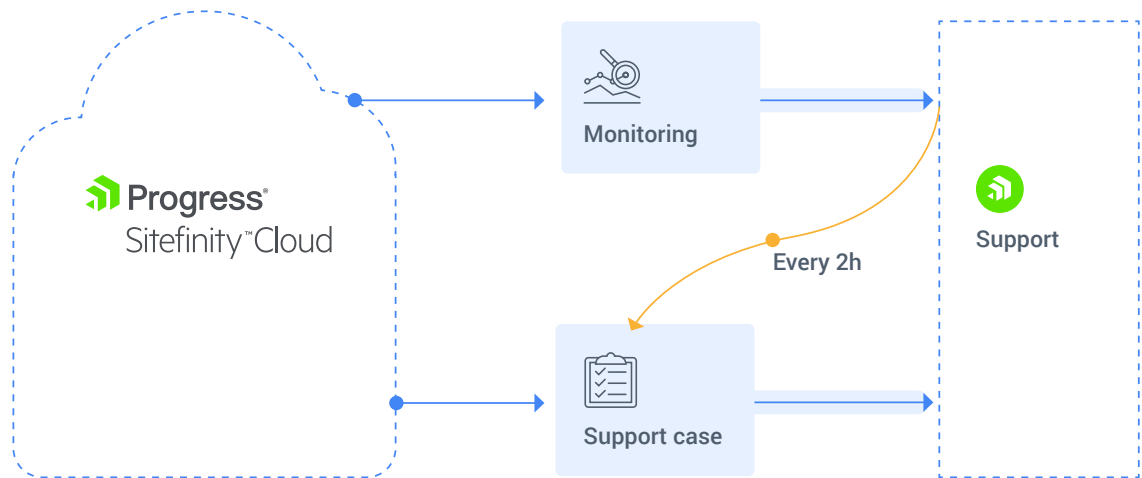


## Support

Sitefinity CMS support services provide round-the-clock customer support and maintenance services, handled by a dedicated in-house team that works closely with the Sitefinity product development and engineering teams.

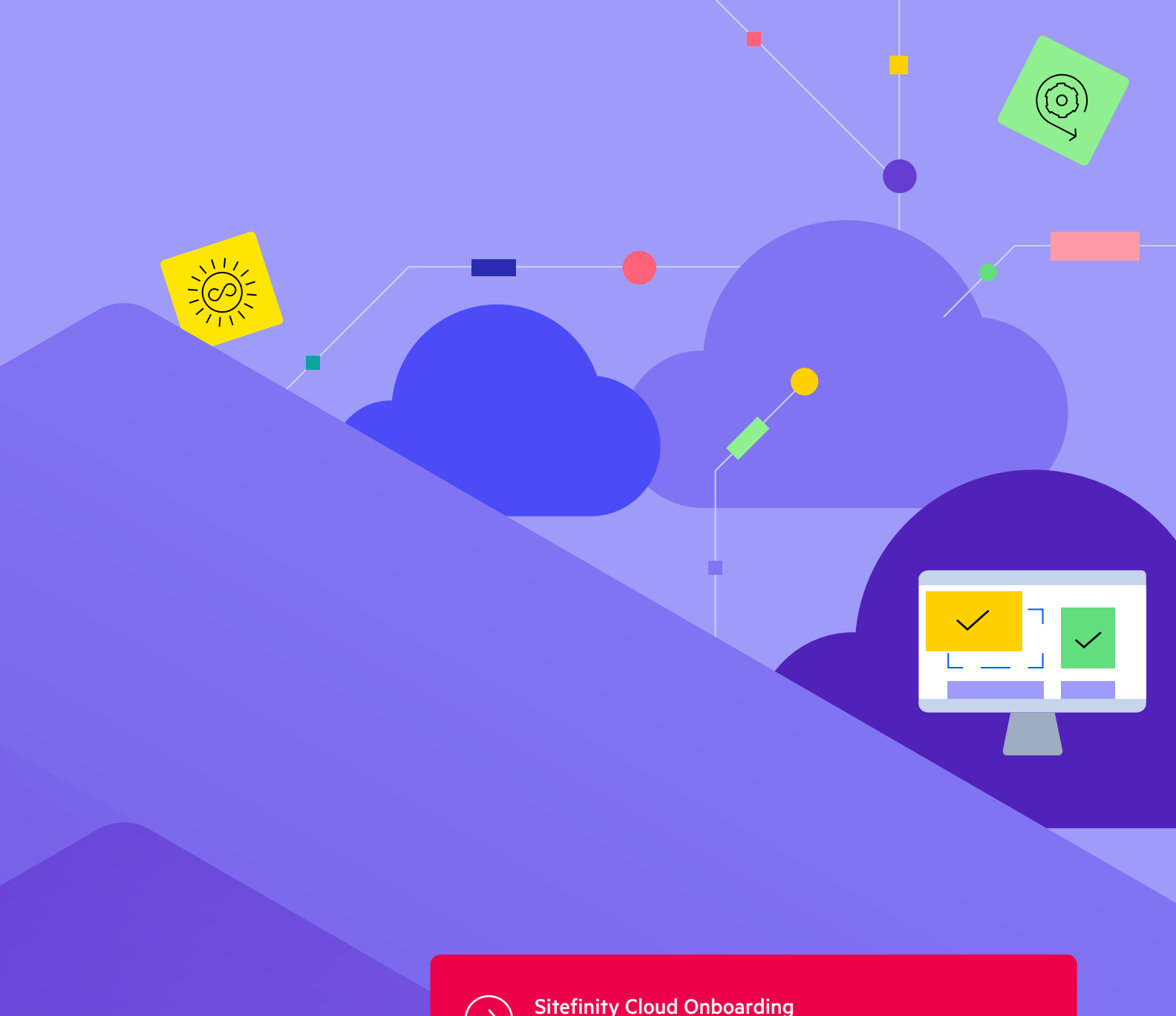
Cloud support includes 24/7 monitoring and recovery for outages and performance issues. After that, standard support terms appropriate for the purchased edition are applied.

On top of your Enterprise Support package, Progress offers an optional upgrade to a personalized support service to proactively resolve issues, prevent downtime and quickly deliver business results. You get a designated Customer Success Manager (CSM) as a point-of-contact to work with you and monitor the status of your overall support communication. The CSM helps ensure your project is successful by working with the support team to provide priority assistance and proactively prevent unplanned downtime that could negatively impact your application projects and business.



### Useful Links:

- [Sitefinity DX](#)
- [Sitefinity Cloud PaaS](#)
- [Sitefinity Cloud FAQ](#)
- [Sitefinity Platform Security](#)
- [Getting Started with Sitefinity Cloud](#)
- [Sitefinity Cloud Support Workflow](#)
- [Regulatory compliance](#)
- [SF Cloud Documentation](#)



## Sitefinity Cloud Onboarding

[progress.com/sitefinity-cms/cloud/onboarding-resources](https://progress.com/sitefinity-cms/cloud/onboarding-resources)

## About Progress





Progress (NASDAQ: PRGS) provides the best products to develop, deploy and manage highimpact business applications. Our comprehensive product stack is designed to make technology teams more productive and we have a deep commitment to the developer community, both open source and commercial alike. With Progress, organizations can accelerate the creation and delivery of strategic business applications, automate the process by which apps are configured, deployed and scaled, and make critical data and content more accessible and secure—leading to competitive differentiation and business success. Over 1,700 independent software vendors, 100,000+ enterprise customers, and a three-million-strong developer community rely on Progress to power their applications. Learn about Progress at [www.progress.com](https://www.progress.com) or +1-800-477-6473.

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