Next.js

AI

Progress Sitefinity

Drive Connected, Customer-Centric
Experiences with a Powerful DXP

PRODUCT BROCHURE

Take Control of Your Digital Marketing Success

> "We wanted to focus on the customer journey. To create a clear path to discovery and call to action to drive conversion and ultimately sales, we required a platform that had the tools and functionality to quantify lead value and display the key features and benefits of each product."

Zdenka Micallef
Head of Marketing and Communications,
Fujitsu ANZ,

The proliferation of digital technology has enabled customers to research products and services and interact with brands with unprecedented ease. This shift has fostered a demand for personalized experiences, convenience and instant gratification, influencing businesses to adapt by providing seamless experiences, tailored recommendations and efficient customer service.

Ongoing shifts in customer behavior force business leaders to focus on:

- Delivering personalized, customer-centric experiences, improving the efficiency of content marketing, scalable content production and multichannel content delivery.
- Providing a unified customer view across various platforms and AI/ML data-driven insights.
- Creating compliant, low-maintenance and low-overhead SaaS/PaaS-driven digital experiences.

This evolving landscape necessitates businesses to be agile, data-driven and socially conscious to meet their customers' changing expectations and values.

Optimize Customer Experiences for Bottom-Line Results

Build One-to-One Digital Relationships

Today's business environment is unpredictable. Now more than ever, it's critical to engage customers, partners and employees and drive business through digital. Your customers are connected and want their interactions handled effectively regardless of the channel they choose.

The Progress® Sitefinity® platform empowers organizations to engage with customers in targeted, personalized experiences across multiple channels. Sitefinity Insight Customer Data Platform and Sitefinity Integration Hub provide you with a suite of powerful, easy-to-use digital marketing and data connectivity tools to utilize for accelerated content creation, data integration, workflow automation and customer journey optimization.
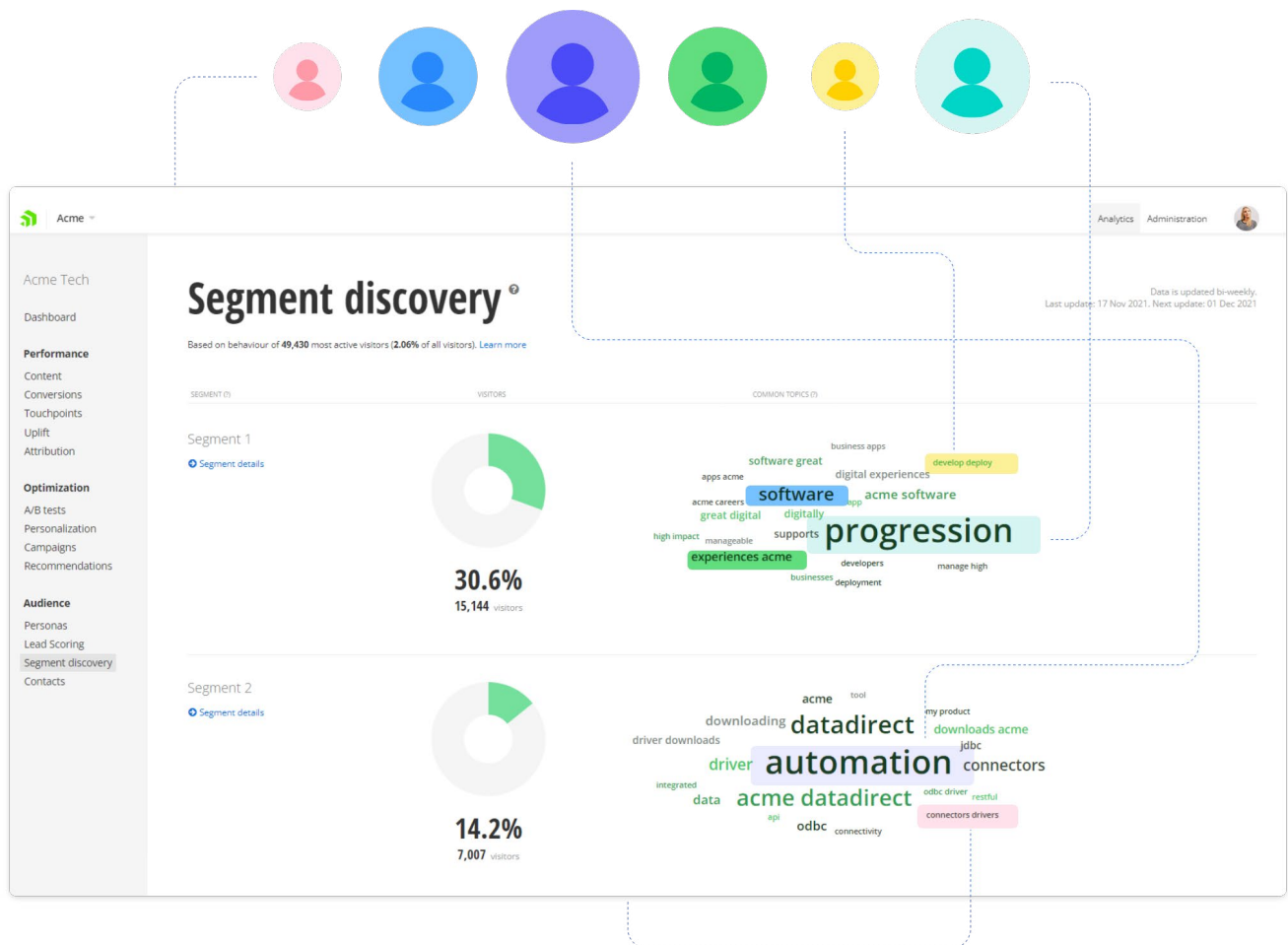
Empower Marketing to Deliver Results

With intuitive and intelligent tools for marketers and a flexible, extensible platform for developers, Sitefinity empowers teams to easily deliver unique experiences that drive ROI and reduce total cost of ownership.

Simple yet Powerful

Superbly equipped for enterprise-grade performance, scalability and growth. A rich, contemporary toolset to build, automate and extend. A flexible, API-driven platform built for speed and productivity.
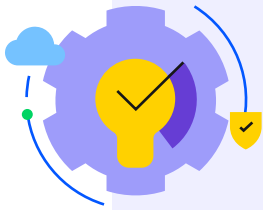
Easy to Use

Consistently praised for its outstanding ease of use, Sitefinity puts the right tools in the right hands. Whether you're writing content or code, it's a content management platform that fosters productivity and creativity.
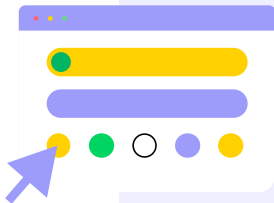
Highly Customizable

A mobile-first platform with rich styling and templating. Multichannel delivery, adaptive UX and content personalization. Powerful add-ons and integrations to enhance the out-of-the-box experience.

Progress®
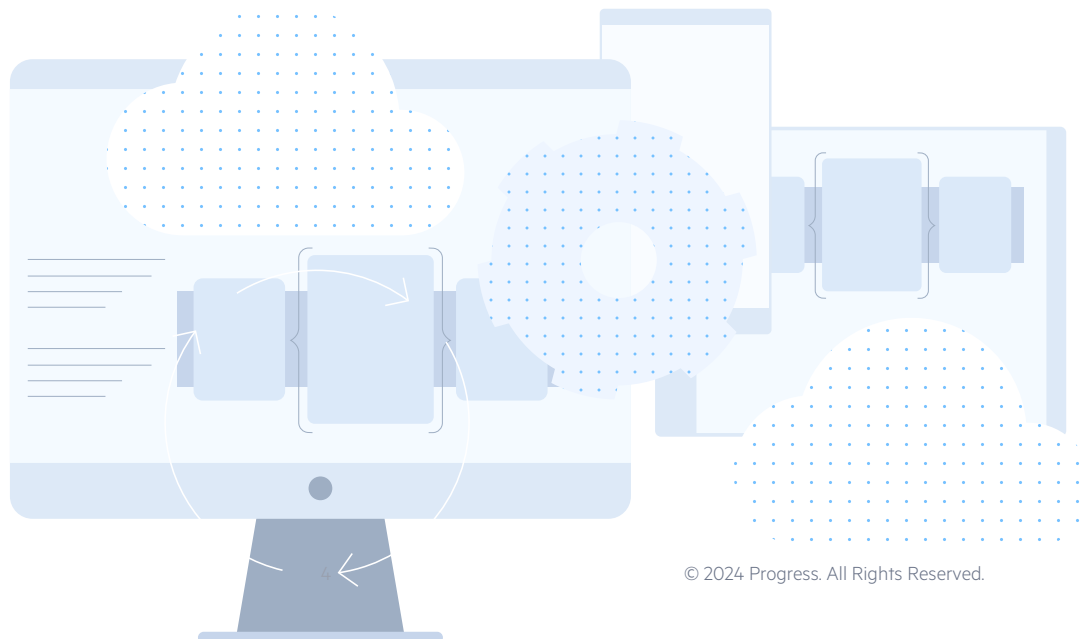
Sitefinity is the most user-friendly Digital Experience Platform available on the market today. Featuring an intuitive interface with contextual guidance, it enables business users to:

- Leverage unmatched ease of use and AI-assisted content creation to generate, summarize, improve and personalize messaging, increase productivity and efficiency.

- Centrally manage multilingual, multichannel and multisite content to support market expansion and brand consistency across touchpoints.

- Integrate with powerful Digital Asset Management platforms.

- Leverage digital commerce solutions with easy integration capabilities.

- Delight users with personalized and multifaced search experiences powered by AI.

- Instantly connect and exchange data with more than 1,000+ leading MarTech applications including Salesforce, HubSpot, Eloqua and many others.

- Gather and analyze customer behavior patterns and interactions from multiple systems and channels.

- Leverage AI-driven content recommendations and insights to guide visitors towards increased engagement, conversion and retention.

- Create impactful customer experiences with personalized content on any device and in multiple languages.

- Gain efficiency by adding chat to your customer interactions with Progress NativeChat.

- Manage multichannel experiences with decoupled presentation of your content.

- Automatically scale to accommodate increased traffic volume and organizational complexity to meet year-round business requirements.

Generative AI: Superior Practitioner Experiences & Productivity

A standard-setter in usability and practitioner favorite for ease of use, Sitefinity continues to enhance the user experience for both developers and business users with intuitive tools and modern technologies for content creation, UX design and experience delivery.

Sitefinity tightly integrates GenAI by Azure OpenAI to offer high impact services for content creators, including text generation, summarization and personalization, with a seamless, native user experience right within the WYSIWYG editor.

Resource-Efficient

Quality content, quickly delivered
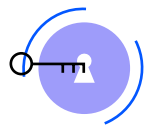
Turnkey Solution

No-code, no AI model training

Full Access

Available to all content editors

Multichannel

Use across web, social & chat

AI-powered Capabilities in Native CDP

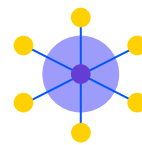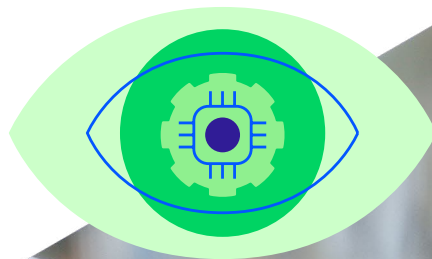Orchestrate relevant, personalized user journeys and boost your marketing ROI with a powerful CDP toolset. Capture every customer interaction. Optimize campaign performance. Identify opportunities and trends through integrated audience analysis tools and integrations. Make data-driven decisions backed by AI-powered segmentation and attribution algorithms.
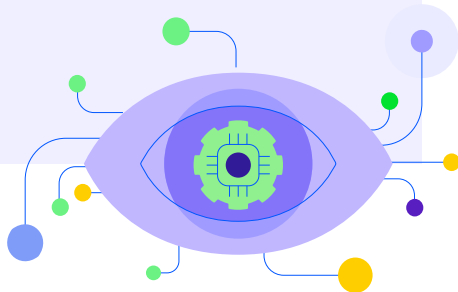
Low Touch. High Impact. Content Management with an AI Edge

Deliver quality content and experiences fast to maximize customer engagement and drive positive outcomes. GenAI joins the robust toolset for content creation, omnichannel delivery, personalization and journey optimization bringing a new level of marketer independence and content authoring agility.

Create and publish content faster, taking the guesswork out of audience preference and targeting. **Generative AI can make a difference across the entire value chain.**

Content Authoring　　**Content Delivery**　　**Targeting & Personalization**　　**Omnichannel Engagement**

Compose text from scratch based on predefined criteria such as key messaging points, audience, tone and max length.

Summarize long copy by specifying the key words to include and the desired length. Reuse the summary across content blocks and pages.

Improve grammar and vocabulary to suit a specific audience. Set desired tone of voice: friendly, formal, industry specific.

Personalize text to match criteria for a specific audience or persona. Efficiently engage your target audience to drive pipeline.

Unlock the True Potential of Customer and Enterprise Data

Sitefinity enables organizations to compose and scale customer-centric experiences with smart technology that aligns your tech stack, customer data and business goals.

Sitefinity Integration Hub ^{New}

Get to market faster with intelligent business systems data integration and workflow automation. Optimize marketing programs, unify customer data, improve funnel performance and customer service.

- Save time and precious resources.
- Easily connect to more than 1,000+ business systems.
- Bridge data silos without writing code.
- Design complex triggers, conditions and workflows in minutes.
- Streamline marketing or boost support.
- Scale for your unique use case.
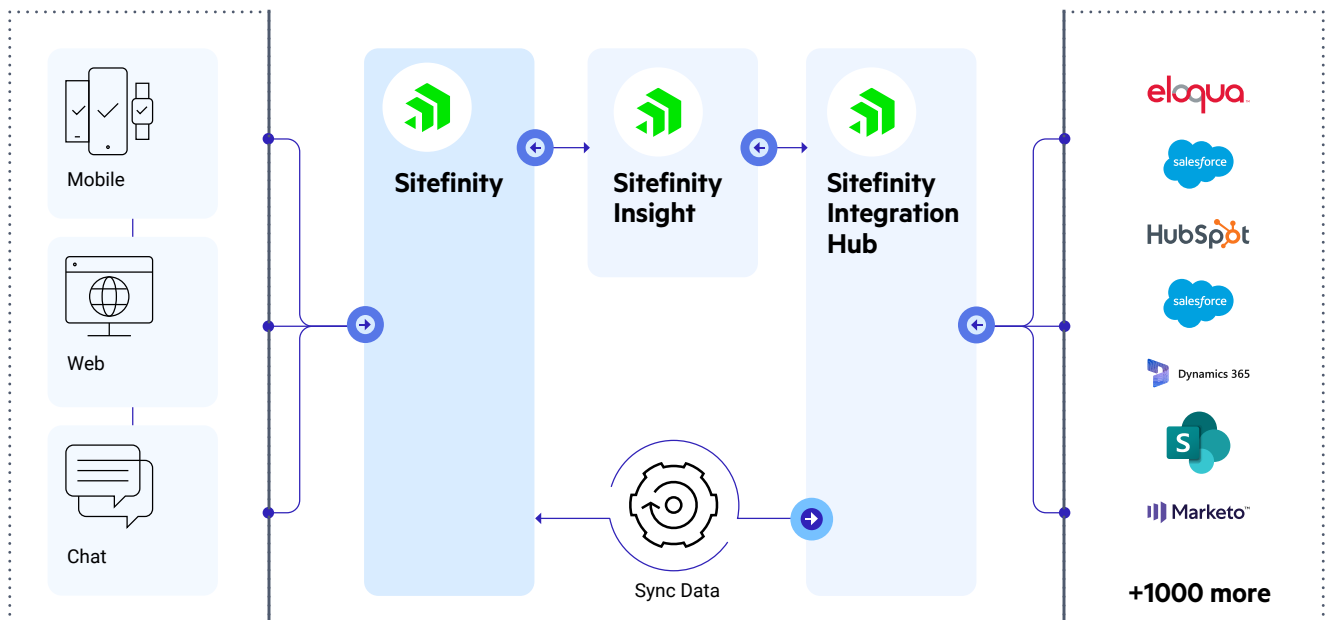
Sitefinity enables you to leverage prebuilt connectors and partner integrations or easily develop new real-time communication channels and customize them to your unique requirements.

Native and Third-Party Integrations and Connectors

Leverage prebuilt integrations with popular CRM, DAM, search, Ecommerce and MarTech platforms.

Bring Your Own Middleware

Tap into service hooks to integrate with a middleware of your choice. Easily develop integrations that meet your specific needs.

Turn Data Silos and Tedious Work into Exciting Business Transformation

Expand your automation and integration capabilities across the organization to reduce development costs, improve accuracy and increase overall efficiency.
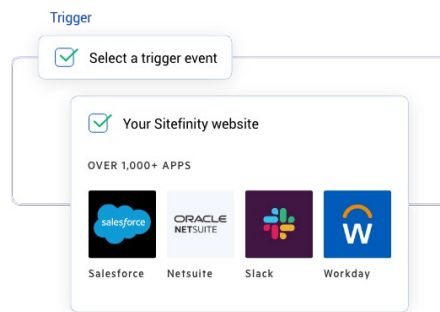
Bridge Data Silos

Integrate with 1,000+ enterprise systems with just a few clicks. Seamlessly connect Sitefinity with business applications, databases, API's and marketing systems across the enterprise.
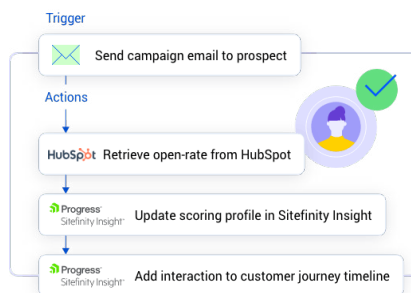
Enhance Workflows

Automate repetitive, routine tasks. Choose from 400,000+ prebuilt templates, or craft your own automation workflows in minutes.
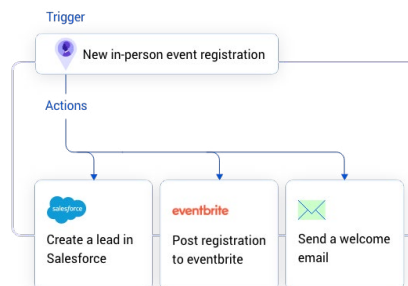
Drive Connected Digital Experiences

Harness customer and business data to capture customer interactions, optimize your funnel, gain insights and drive personalization.

Own the Search Experience

Gain complete control over your site-search experience, no matter the use case or business model. Sitefinity offers multiple integrations, all of which enable you to meet both your current needs and long-term goals.

elasticsearch

Elasticsearch can efficiently store and index structured or unstructured text, numerical and geospatial data and provide accurate near real-time search results.

→ See Documentation

Azure

Azure Cognitive Search is a fully managed service enabling organizations to reduce complexity, scale easily and augment the search experience with powerful AI capabilities.

→ See Documentation

Deliver Relevant Search Results

Delight users with personalized and multifaced search experiences powered by AI.

Make Your Most Valuable Content Easy to Find

Convert visitors. Delight customers. Make site search easier for everyone.

Deliver Relevant Results

Make all your content easy to index and find across all your digital properties. Increase user engagement and maintain high customer satisfaction.

Personalize the Internal Search Experience

Deliver rich, AI-driven personalized search experiences that delight visitors and convert faster.

Remove Bottlenecks

Remove infrastructure bottlenecks and potential application performance penalties, protect sensitive content from being indexed and scale your internal search engine as needed to meet demand.

Own Your Content

Reduce the overdependency on Google, Bing or other search engines for site search. Capture every click. Let your content dominate the search results.

Convert Faster and Delight Your Visitors

Sitefinity provides enhanced integration with Azure Cognitive Search to conduct AI-augmented full-text search, autocomplete and faceted content discovery. Implement efficient search capabilities in your marketing site, intranet portal or ecommerce storefront.

hawksearch

Partner integration offering advanced capabilities such as smart autocomplete, recommendations, relevancy tuning and AI-powered personalization of search results.

→ Explore HawkSearch

Cludo

Cludo is a highly customizable, easy-to-integrate internal search service that can crawl public and protected content and serve relevant, personalized results from single or multiple domains on one search page.

→ Explore Cludo Search

Full-text Search

Let users search on their terms. Powerful, AI-augmented capabilities in Azure Cognitive Search work behind the scenes to process queries, retrieve indexes and sort content. Deliver relevant results to full-text search queries in any B2B or B2C scenario without infrastructure overhead and performance bottlenecks.

Autocomplete

Leverage autocomplete to improve the user experience on your ecommerce or content-rich website. Help visitors save time by generating predictions as they type and allowing them to pick a suggestion from a list based on your own ecommerce data. Increase efficiency by freely configuring which fields in the search index should be used for autocomplete.

Faceted Navigation

Augment your existing search experience with a faceted navigation system, allowing users to narrow down search results intuitively. Apply multiple filters based on the taxonomy and classification of your products, services or content. Easily configure the faceted search experience by selecting filterable elements available within your search index.

Intelligent Search

Gain greater control over the ranking of important content and assets in your search results. Use scoring profiles to boost products or services based on their importance or revenue potential. Promote newer content or highlight legacy properties your digital marketers could give a second life to.

Personalized Results

Deliver rich, scalable and AI-driven search experiences to end users. Reorder and customize search results and promote your invaluable content to maintain engagement and improve conversions.

Chatbot Search

Leverage NativeChat as a gateway to your search library for an immersive multichannel user experience.

Content and Commerce Experience

Sitefinity enables organizations to align their digital marketing strategy with their digital commerce goals.
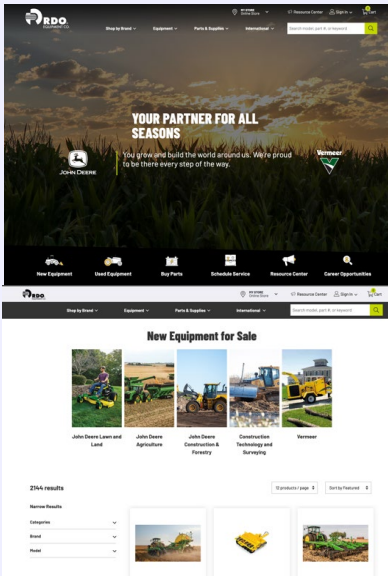
BigCommerce Integration
Available as a partner integration, this end-to-end digital commerce platform benefits from Sitefinity's elegant UI, scalability and ease of use. Deliver frictionless buying experiences integrated with complex mission-critical systems.

$(\rightarrow)$ Contact Us

SmarterCommerce Integration
Use SmarterCommerce and their JD Edwards integration along with Sitefinity to engage customers 24/7 across all devices and to control your online presence through one platform.

$(\rightarrow)$ Learn more

Make Every Transaction an Experience

Boost your revenue by offering seamless customer experiences that marry marketing and digital commerce. Add product catalogs, multiple storefronts, targeted promotions and payment processing to increase your digital footprint and open new revenue streams.

Align Content and Commerce to Drive Purchase Decisions
The success of your business is dependent on how well your ecommerce store can engage and convert customers. Sitefinity cost-effectively takes the guesswork out of delivering an engaging digital commerce experience that builds revenue.

Optimize the Digital Customer Experience
Tear down the digital wall to your customers by providing unique, personal experiences informed over time through key channel touchpoints. Forge customer relationships through highly relevant merchandising and content recommendations based on customer interaction.

Reach a Global Audience
Engage customers across your brands and markets through all the channels your customers use with multisite, multichannel, multilingual and multicurrency support.

Manage a Complex Product Line
Easily manage day-to-day operations with straightforward category, taxonomy, review and media management. Handle complex orders with a built-in order management system, order workflow management and pricing and discount management.

Integrate Critical Applications
Streamline business processes and deliver consistent, timely customer experiences fully integrated with your enterprise. Easily integrate your online store with your ERP, CRM, OMS or any other back-office system.

$(\rightarrow)$ Learn more
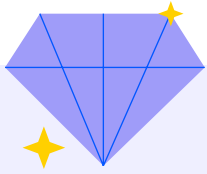
Progress®

Now available:

Effortless Rect/Next.js integration with Sitefinity SaaS, offering seamless front-end hosting along with full DevOps and CI/CD support to streamline your development workflow.

Learn more:
www.progress.com/sitefinity-cms/cloud/saas

A Flexible Development Platform

By providing an open and extensible architecture, the Sitefinity platform makes it easy to build even the most sophisticated custom experiences and integrations.

The system provides:

- A set of user interface (UI) tools for JavaScript, ASP.NET MVC and .NET 8

- **Now available:** Effortless Rect/Next.js integration with Sitefinity SaaS, offering seamless front-end hosting along with full DevOps and CI/CD support to streamline your development workflow. Learn more: https://www.progress.com/sitefinity-cms/cloud/saas.

- A direct integration to Microsoft® Visual Studio®.

- A fully decoupled system architecture.

- An extensive range of integration hooks, APIs and headless capabilities.

- Low-code and industry-leading no-code system and data integration, as well as out-of-the-box connectors to many enterprise systems, including Microsoft SharePoint®, Salesforce CRM™, Marketo®, HubSpot®, Eloqua™ and Microsoft Dynamics®.
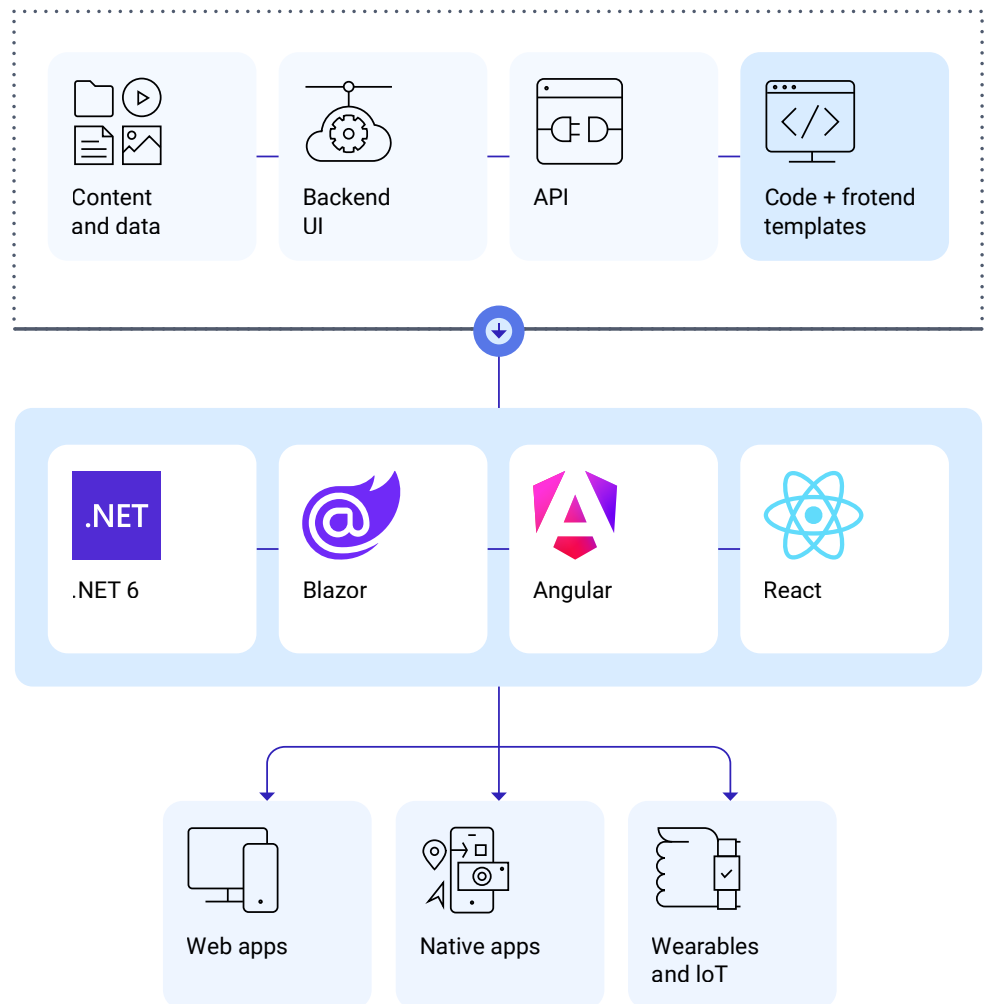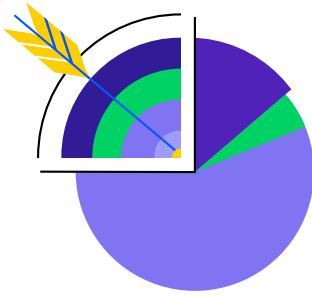
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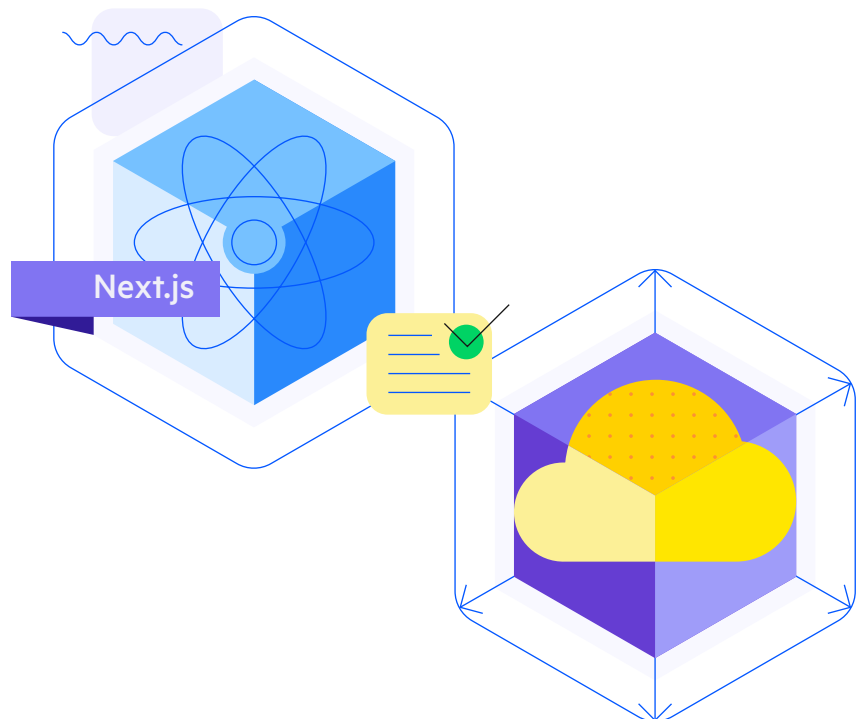
Decoupled by Design

Sitefinity has content management genuinely decoupled from the front-end, and the data services that store, fetch and serve the content have evolved with the platform all along.

What this means in practical terms is you can take the content that powers a website and was originally intended for web-browser use to any medium regardless of the front-end tech stack.

Presentation is handled by a stand-alone application, separate from the backend and content management, consuming data from a set of OData APIs. The Page Layout service, for example, provides content to the .NET Core widgets but the beauty of it is it can work just as well with any other front-end technologies.

| Content and data | Backend UI | API | Code + frotend templates |

| .NET 6 | Blazor | Angular | React |

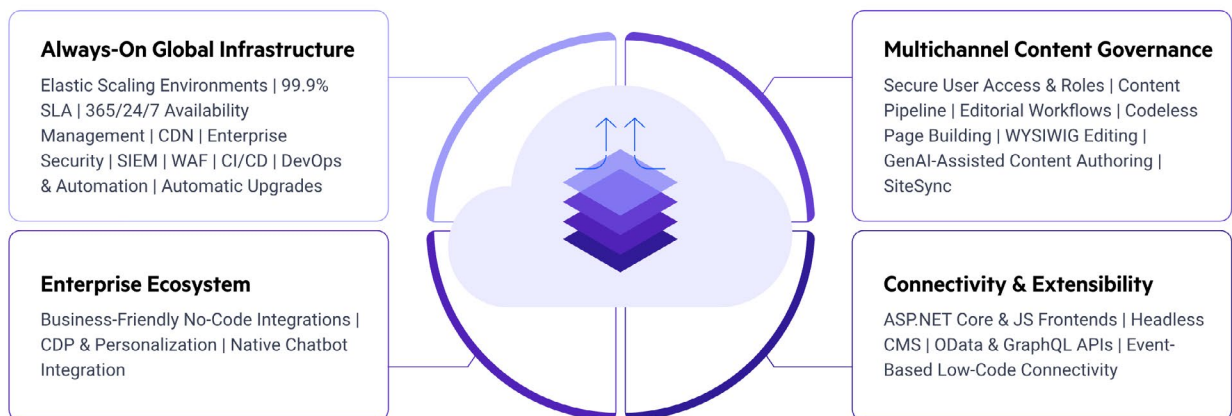| Web apps | Native apps | Wearables and IoT |

Progress®

Manage Your Experiences, Not Your Infrastructure with Sitefinity Cloud

Progress® Sitefinity® Cloud, a full PaaS DXP hosted on Microsoft Azure, enables you to swiftly scale your business with its simplified and agile architecture, while maintaining your ability to support complex, large-scale digital projects. Create and manage future-proof digital experiences, deliver brand consistency and improve user engagement across sites, channels and touchpoints.

Scalable SaaS/PaaS CMS for Every Business Size, Scope and Budget

Globally available enterprise infrastructure and a powerful, fully customizable content platform to manage and deliver customer-centric digital experiences at scale. One size doesn't fit all, but cloud can be made to measure. Available as SaaS and PaaS.

Always-On Global Infrastructure

Elastic Scaling Environments | 99.9% SLA | 365/24/7 Availability Management | CDN | Enterprise Security | SIEM | WAF | CI/CD | DevOps & Automation | Automatic Upgrades

Multichannel Content Governance

Secure User Access & Roles | Content Pipeline | Editorial Workflows | Codeless Page Building | WYSIWIG Editing | GenAI-Assisted Content Authoring | SiteSync

Enterprise Ecosystem

Business-Friendly No-Code Integrations | CDP & Personalization | Native Chatbot Integration

Connectivity & Extensibility

ASP.NET Core & JS Frontends | Headless CMS | OData & GraphQL APIs | Event-Based Low-Code Connectivity

Reduce Infrastructure Complexity

As a fully managed SaaS and PaaS solution hosted on Azure, Sitefinity Cloud minimizes the need for internal infrastructure management, simplifying your operations.

Develop and Integrate with Ease

Sitefinity Cloud offers full .NET 8 support, a powerful template engine and structured content, built-in CI/CD pipelines to support continuous delivery of new features and data connectivity with more than 1,000 business applications.

Navigate Traffic Spikes and Outages

Leverage an autoscaling infrastructure backed by 99.9% service level availability, multiregional failover and 24/7 support.

Stay on Top of Security and Governance with SIEM and WAF

Safeguard data, resources, and infrastructure through multi-layer risk mitigation services, including SIEM and WAF. Detect evolving threats early and minimize downtime with industry-leading security intelligence.

Reduce Reliance on IT

Manage your content without IT using powerful and intuitive content editing, classification and digital asset management tools.

Improve Marketer Productivity

Easily create new layouts or reuse existing content, forms and templates between sites and languages, thanks to a powerful drag-and drop layout and form builder.

Streamline Omnichannel Content Delivery with Headless/API and Decoupled Multi-Front-End Architecture

Deliver seamless experiences across multiple channels and devices with a headless/API-driven, decoupled architecture that supports multi-front-end deployment—all managed from a single, unified interface.

Turn Customer Data into Actionable Insights with Integrated CDP

Collect, unify and activate customer data with integrated CDP capabilities. Enhance campaign effectiveness through advanced analytics, personalization and optimization tools, while seamlessly connecting to popular CRM and marketing automation platforms.
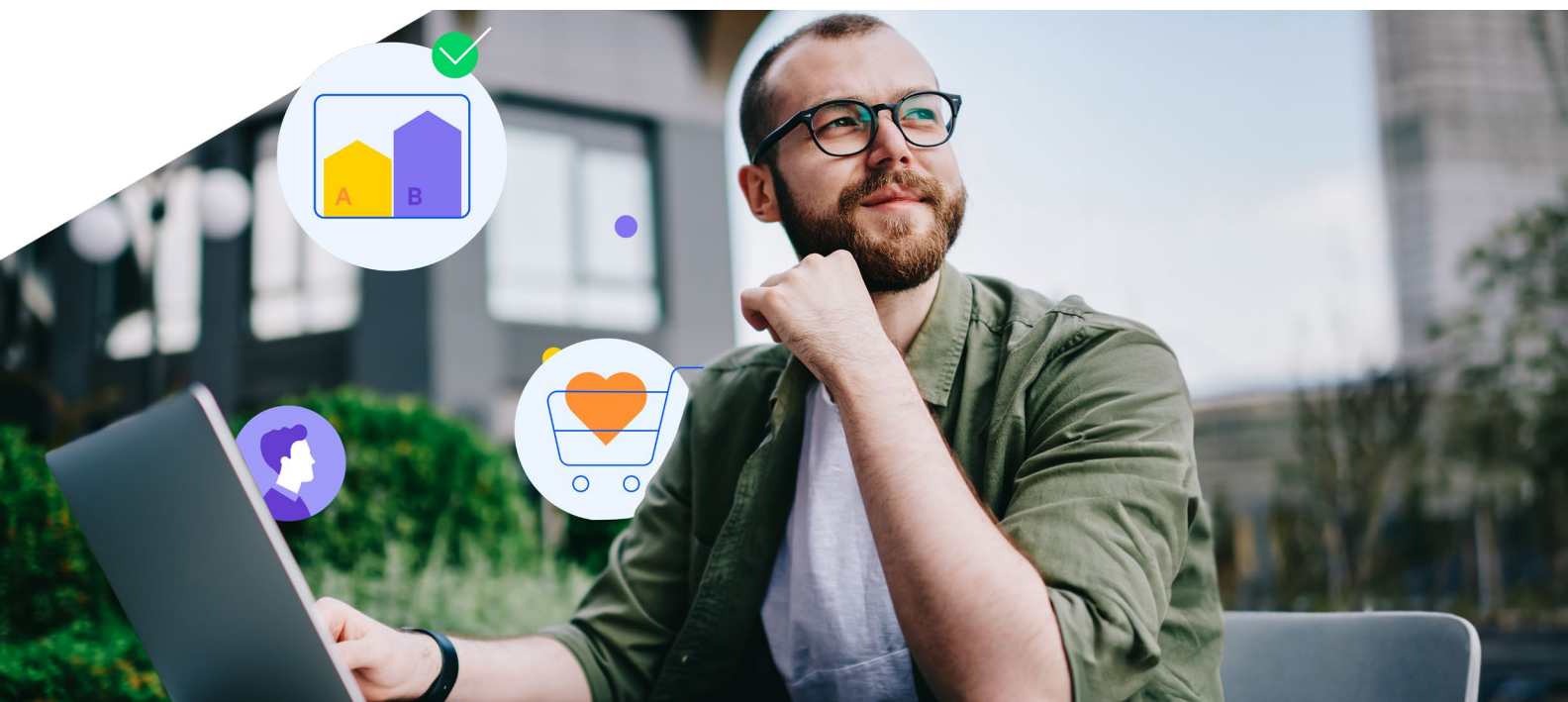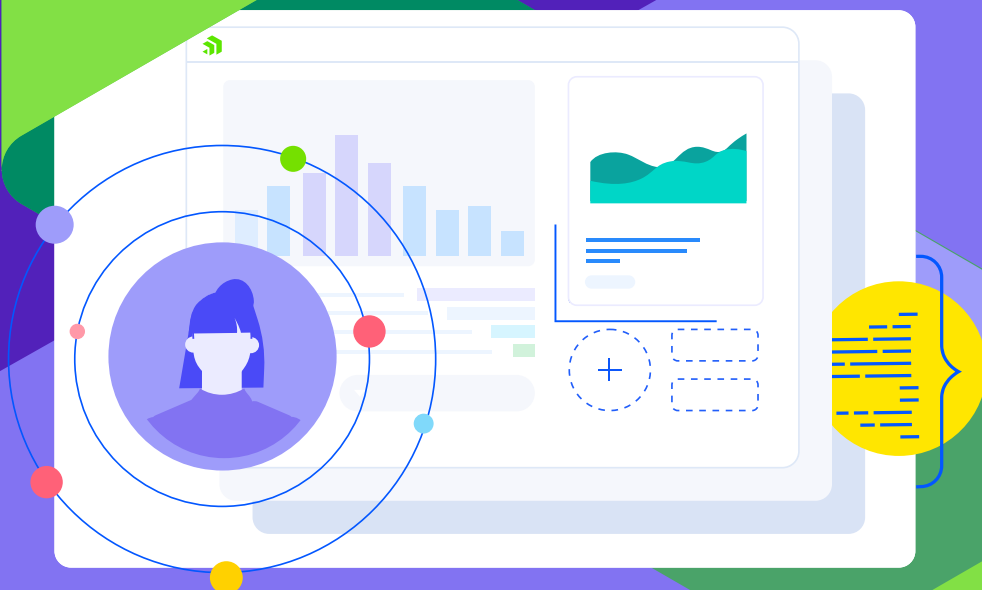
Sitefinity SaaS:
Built for Growth

The industry's first SaaS CMS with integrated multi-frontend hosting.

Talk to an Expert
www.progress.com/sitefinity-cms/cloud/contact

Deployment Options

Sitefinity provides unparalleled deployment flexibility—on-premises, SaaS, or PaaS—tailored to fit your organization's specific needs and resources.

	On-premises (High Customization)	SaaS (Low Maintenance)	PaaS (Balance performance and maintenance)
Best for	Organizations with in-house technical resources to build, deploy and maintain their web presence. Great for any size project that require the ultimate levels of customizations and extensibility.	Organizations looking for to build, deploy and maintain portal/authenticated member experiences with minimal technical involvement. Ideal for projects that prioritize quick deployment, multiple front-end technologies, multi-channel content delivery and ease of use.	Organizations with moderate technical resources that want more control over their web applications but still prefer to outsource infrastructure management. Perfect for encompassing web presence that requires flexibility, customization and high availability.
Visual Content Editing	Yes	Yes	Yes
Personalization and CDP	Yes	Yes	Yes
Customization	Complete	Via Extension Points	Complete
Next.js Front-End Hosting	-	Yes, Included	-
Headless/Multichannel Content	Yes	Yes	Yes
Compliance	GDPR/CCPA-Ready	GDPR/CCPA/HIPAA	GDPR/CCPA/HIPAA
Integrations and workflow automation	Out-of-the-box connectors (CRM), custom integrations via API	1000+ connectors through Sitefinity Integration Hub	1000+ connectors hrough Sitefinity Integration Hub
Site Search	elasticsearch, Azure, HawkSearch, Bring your own		
Digital Asset Management	Document Libraries, Frontify and Cloudinary DAM Integrations		
Deployment		Multi-tenant (Single-Tenant Option)	Single-Tenant
Support	Up to 24/7 available	Up to 24/7 available with Proactive Maintenance	Up to 24/7 support available with Proactive Maintenance

A Global Partner Network You Can Count On

Whether you're looking to get the Sitefinity DX platform up and running quickly or need guidance to realize maximum value from the solution, the Sitefinity Partner Network is ready to help. Turn to one of more than 300 leading organizations offering a wide range of services, including:

- Project consulting
- Integration
- Custom development
- Design
- Training
- Hosting

Because our global partner community extends to over 40 countries, you can rely on readily available, highly-qualified experts to fuel the success of your project. Enrich the digital capabilities of your application via the Sitefinity Marketplace ecosystem and the numerous partner solutions, add-ons and integrations it hosts.

→ Partner Locator

→ **Get Started**

About Progress

Progress (Nasdaq: PRGS) empowers organizations to achieve transformational success in the face of disruptive change. Our software enables our customers to develop, deploy and manage responsible AI-powered applications and experiences with agility and ease. Customers get a trusted provider in Progress, with the products, expertise and vision they need to succeed. Over 4 million developers and technologists at hundreds of thousands of enterprises depend on Progress. Learn more at www.progress.com

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