

## Ucommerce for Sitefinity

DATA SHEET

## Drive Purchase Decisions and Perfect Your Digital Customer Experience

Today, customers are particular with the organizations in which they do business. And companies investing in their digital customer experience are attaining and retaining more customers than those that don't. But, streamlining the buyer journey and optimizing the digital customer experience is difficult without an integrated content and commerce solution – forcing users to work in siloed systems and preventing sales. *That's right, preventing sales.* 

Ucommerce for Sitefinity, Progress's new fully integrated commerce for web content management (WCM) offering, prevents these difficulties. With this integration, marketing, technology and sales leaders are enabled to align their web shop with their digital content strategy.

### **Key Benefits**

#### Integrate Mission Critical Applications

- Integrate easily with your existing inventory, distribution, invoicing, order management, payment and ERP applications with the platforms' extensive APIs
- Connect data to present an engaging, frontend UI that captures customers and drives seamless purchases

#### Manage a Complex Product Line

- Organize your catalog with straightforward category, taxonomy, review and media management
- Manage complex orders with a built-in order management system, order workflow management, multipayment support and more

#### **Reach a Global Audience**

- Unify your content and commerce strategy for a seamless digital customer experience
- Provide tailored touches across the customer journey with multichannel, multisite, multilingual and multicurrency support

#### **Optimize & Personalize Your Digital Customer Experience**

- Engage your audience quickly with audience segmentation and persona-based content
- Continuously improve the success of your campaigns with customer journey tracking, A/B testing, reporting and machine learning based recommendations



Control your commerce shop right within Sitefinity to align and deliver on key business objectives. Create and manage content faster and easier than ever before with inline drag-and-drop editing, requiring no help from your IT team.

# Host commerce and content your way

We offer Ucommerce for Sitefinity both in the cloud and on premises. With Progress Sitefinity Cloud, you can also host Ucommerce for Sitefinity in Microsoft Azure, and enjoy some added benefits that come along with our new Platform-as-a-Service offering.



Handle spikes in traffic with Sitefinity Cloud's Azure autoscaling, so that your website never misses a beat in the most critical times. Prevent downtime with 99.9% Service Level Availability and Azure CDN.

G Back to UX Sitefinity		Live si	te 🚨	Sitefinity	
Time zone Languages Text editor Twitter User Authentication Google Maps Cache profiles Tracking consent Search Storage providers Thumbnails Email Campaigns Responsive design Recycle Bin Translations Mobile formats Web security	Web security SECURITY POLICY	ENABLED	HTTP HEADER		
	Trusted sources Load scripts, styles, fonts, videos, and so on from trusted sources only	٢	Content-S	ecurity-Policy	Edit
	Public keys for web servers Associate a public key with a certain web server	0	Public-Ke	y-Pins	Edit
	Referrer information Control which referrer information your pages send	٢	Referrer-	Policy	Edit
	HTTP strict transport security Allow access and send data only when using HTTPS, instead of HTTP	0	Strict-Tr	ansport-Security	Edit
	Prevention of styles and scripts sniffing Prevent browsers for MIME type content sniffing	٢	X-Content	-Type-Options	Edit
	Control of embeding your content Control the rendering of your pages in <iframe> or <object> on other site</object></iframe>	<b>⊘</b> ≥5	X-Frame-O	ptions	Edit
	Prevention of cross-site scripting attack Stop pages from loading when cross-site scripting attacks are detected	۲	X-XSS-Pro	tection	Edit

Ensure mission critical security with Sitefinity Cloud. Safeguard your site with SSL Certificate/SSL Encryption, Geo-Replicated Backups, a Virtual Network, OS & Runtimes, Application Security and Azure Security Center. Address GDPR, PCI, ISO and other regulatory requirements and protect your customers' data.

## **About Ucommerce for Sitefinity**

Ucommerce is a market-leading .NET based commerce platform, which is offered by Progress as a partner ecommerce integration. With Ucommerce for Sitefinity, organizations can easily and cost-effectively manage their web shop, optimize the digital customer experience, streamline the buyer journey and drive purchase decisions.

Progress<sup>®</sup> Sitefinity<sup>®</sup> is a solution for rapidly building high-impact digital customer experiences that drive better customer engagement at a fraction of the time and cost. Sitefinity makes it extremely easy for marketers and developers to craft new and engaging web initiatives.



Contact a Ucommerce for Sitefinity Expert

#### **About Progress**

Progress offers the leading platform for developing and deploying strategic business applications. We enable customers and partners to deliver modern, high-impact digital experiences with a fraction of the effort, time and cost. Progress offers powerful tools for easily building adaptive user experiences across any type of device or touchpoint, the flexibility of a cloud-native app dev platform to deliver modern apps, leading data connectivity technology, web content management, business rules, secure file transfer, network monitoring, plus award-winning machine learning that enables cognitive capabilities to be a part of any application. Over 1,700 independent software vendors, 100,000 enterprise customers, and two million developers rely on Progress to power their applications. Learn about Progress at <a href="https://www.progress.com">www.progress.com</a> or +1-800-477-6473.



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