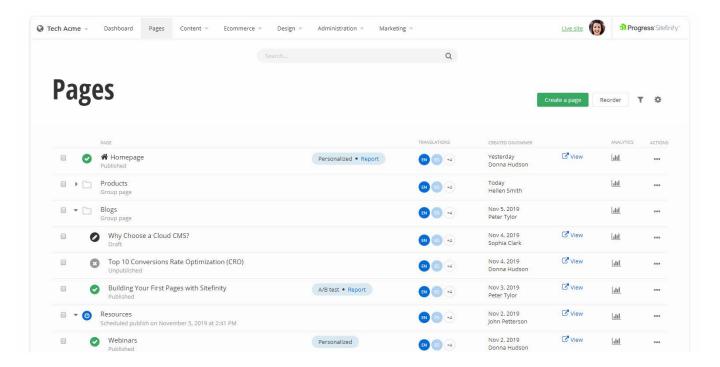


Enable Your Customers To Take Control of Their Digital Marketing Success

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:

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

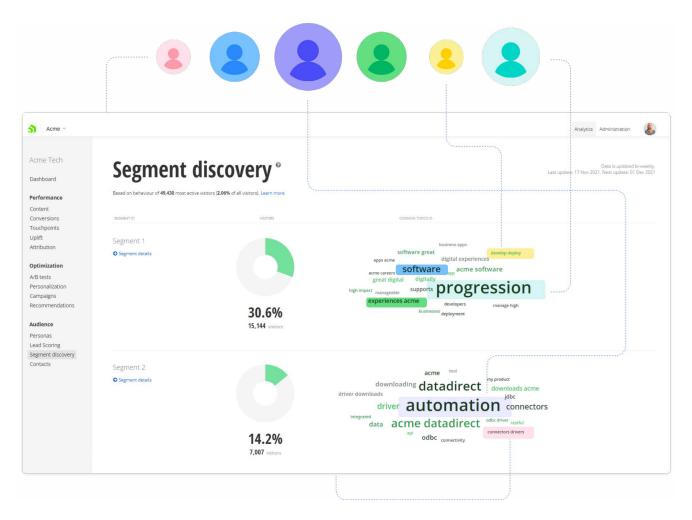
This evolving landscape necessitates businesses to be agile, data-driven and socially conscious to meet their customers' changing expectations and values.



Optimize Your Customers' Experiences for Bottom-Line Results

Create Experiences That 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.



A 2024 Strong Performer in Gartner® Peer Insights™ for DXP

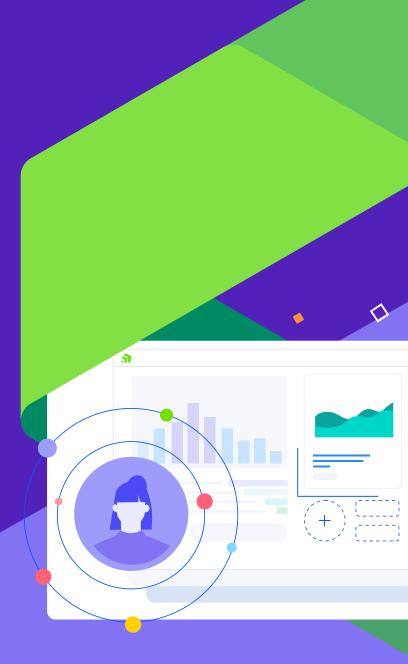
93% of Sitefinity customers are willing to recommend Progress Sitefinity

"We wanted to focus on the customer journey. 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

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Use Cases

Create Impactful Digital Experiences Quickly and at Scale With User-Friendly Tools and Flexible Modern Technologies

Global Information Delivery



WHO scales global impact by enabling 1000+ international editors to publish content every 90 seconds in 24 languages with zero downtime

Key Impact



User-intuitive tools to minimize day-to-day complexity and accelerate time to value, resulting in significant cost optimization



Business-friendly workflows for a smoother response to environmental factors and truly streamlined IT and business operations



Enhanced performance, security and compliance-readiness in the cloud minus the premium service cost upside and the maintenance complexity

Website Factory for Enterprises



NTU achieved better control and efficiency for 100+ departments, allowing centralization of their digital presence with brand consistency and multisite management

Key Impact



From **websites to portals**, from traditional to headless applications armed to unlock new revenue streams



Enterprise content and experience management for global, multi-brand customers across multiple languages and geographies



Platform architecture that simplifies complex tasks in building custom, connected experiences with minimum overhead



Versatile Scalable Portal Platform



Serving over 1.2M constituents in the Dallas area, the new interactive website and a companion mobile app satisfies over 200k travelers' queries per month

Key Impact



Leverage one platform to **build public websites and portals**, Cloud PaaS or self-hosted



Present and visualize data from a variety of systems using our Integration Hub and open APIs



Provide controlled **access to information** for individuals and businesses through managed authentication, roles, permissions

3D View of the Customer



Kensington Mortgages mapped the journeys of over a million visitors to achieve 3D customer profiling using first-party data only, behavior and attributes.

Key Impact



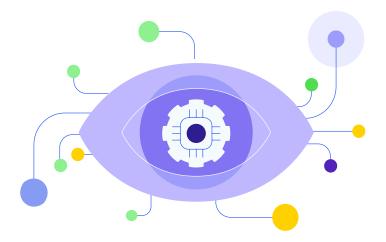
Deliver the right **personalized experience** to improve relevance and outcomes



Analyze customer journeys to optimize individual experiences and increase business impact



Measure campaign effectiveness to understand how your content, touchpoints, and investments perform





Elevating Digital Experiences for Your Clients Across Every Industry

As a trusted partner, you can leverage Sitefinity to help your clients elevate their digital presence across various industries. Whether they operate in healthcare, finance, retail, or education, you'll be able to deliver tailored solutions that drive engagement and streamline content management.

As a flexible and scalable platform, Sitefinity can support your clients in delivering personalized experiences that meet the unique demands of their industry, ensuring long-term success in a rapidly evolving digital world.



















65% of Sitefinity customers go to market within six months of project inception.



Key Capabilities of the Sitefinity Platform

Empower Your Customers to Deliver Results

With Sitefinity's intuitive, intelligent tools for marketers and flexible, extensible platform for developers, both teams can easily deliver unique experiences that drive ROI and reduce total cost of ownership..



Simple but 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.



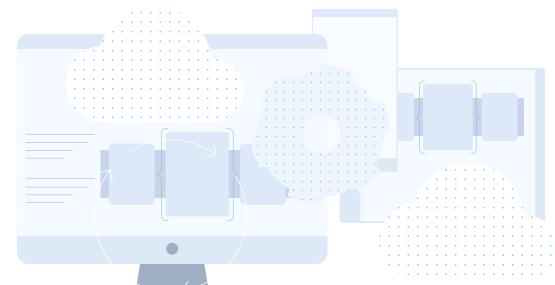
Easy to Use

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.



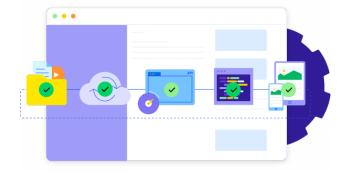


One-Stop Portal Solution Engineered for Efficiency. Fully Customizable: Headless, Traditional, Hybrid

Audience engagement and service quality is critical for every brand. Don't settle for tools that limit your ability to create the connected experiences your audiences require. Your tech stack should be the one that adapts instead. Streamline information delivery across both public websites and authenticated portals, to ensure consistent, engaging and highly personalized interactions.

PLATFORM ARCHITECTURE

Sitefinity supports creating rich portal experiences powered by multichannel content and enhanced with enterprise and customer data. Self-host or deploy in the cloud and enjoy the unrivaled flexibility and scalability of the 3-tier architecture. Integrate with any business app or system with multiple layers of connectivity: the no-code Integration Hub, service hooks and plethora of data APIs.



Learn More

FRONT-END FLEXIBILITY

Choose from the most popular Microsoft ASP.NET Core or React front-end technologies to best leverage your available technical resources in creating interactive experiences for your customers. Ready to use out of the box widgets, customizable templates, WYSIWYG page composer with a full preview. Lower your hosting and maintenance overhead with integrated hosting.

Learn More





CONNECTIVITY & INTEROPERABILITY

Integration-as-a-service and a wealth of turnkey connectors let you move content, data and metadata between critical business systems and customer-facing solutions for a total user experience based on a 3D customer view. Orchestrate information delivery from multiple sources, including media libraries, enhanced with document and digital asset management.

Learn More



SECURE INFORMATION DELIVERY

The Sitefinity product line is SOC2 and SAMM certified and offers HIPAA and GDPR compliance to those with strict regulatory needs. Account and user management with role-based permissions and access control coupled with built-in Single Sign-On support, allow you to more securely deliver content, information and services to your audiences.

Learn More





Key Capabilities of Sitefinity for Creating Portal and Authenticated Experiences

MULTI-SITE MANAGEMENT

Centralize management of multiple digital experiences, such as member portals, customer portals, enterprise intranets and digital assets from a single platform.

Improve consistency in branding and content governance across various portals and websites.

CONTENT WORKFLOW AND APPROVAL PROCESSES

Create content workflows with multi-level approvals for high content quality, especially critical for public and B2B commerce portals.

Streamline governance to maintain compliance and accuracy in published materials.

PERSONALIZATION AND SEGMENTATION

Identify audience segments and tailor content for specific user groups (customers, members, distributors, etc.) based on behavior, demographics or engagement history.

Deliver dynamic content to provide personalized experiences for different audiences in customer, member and distributor portals.

USER AUTHENTICATION AND ROLE-BASED ACCESS

Implement secure login systems with role-based permissions for different portal types (enterprise intranets, distributor, customer and member portals).

Control access to specific content and services based on user roles (employees, partners, customers, etc.).

LOW-CODE/NO-CODE TOOLS

Use drag-and-drop widgets and page builders to easily create and manage portals without requiring extensive development resources.

Empower marketing and content teams to quickly deploy changes, update content and customize layouts.

INTEGRATION WITH THIRD-PARTY SYSTEMS

Seamlessly integrate with CRM, ERP and eCommerce solutions to deliver personalized data, streamline distributor interactions or power B2B commerce portals.

Provide self-service options by connecting backend systems for customer support and member management.



MOBILE OPTIMIZATION AND RESPONSIVE DESIGN

Fully optimize the experience for mobile devices, allowing users to access key features, content and self-service options.

Offer responsive design and modern front-end frameworks that deliver a consistent experience across devices for all portals.

ADVANCED ANALYTICS AND REPORTING

Use built-in analytics tools to track user behavior, content performance and engagement across customer, member and public portals.

Leverage insights to improve user experiences and optimize content for better engagement and conversion.

MULTILINGUAL AND LOCALIZATION SUPPORT

Easily manage multilingual content for global audiences, especially relevant for public portals and international distributor networks.

Customize portals to accommodate different regional requirements, languages and cultural nuances.

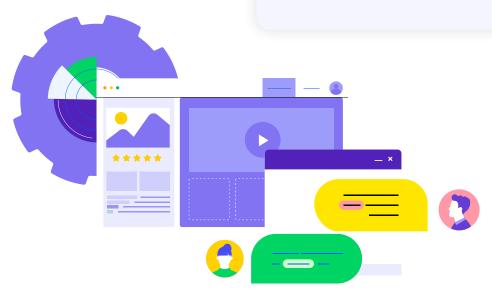
SECURITY AND COMPLIANCE FEATURES

Better meet industry standards for security and data protection (e.g., GDPR, HIPAA), critical for enterprise intranets and public portals

Integrate authentication protocols like SSO (Single Sign-On) to enhance security and user convenience.

HEADLESS CONTENT MANAGEMENT

Deliver content to multiple channels (web, mobile, apps, IoT) from a single source using the headless CMS capabilities of Sitefinity.







Ease of Use

80% 68%

Sitefinity

Leading Competitor

Performance and Reliability

Sitefinity

88%

Leading Competitor

68%

Self-Service Capabilities

Sitefinity

81%

Leading Competitor

74%

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 GenAl by Azure OpenAl 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 Al model training



Full Access

Available to all content editors



Multichannel

Use across web, social & chat





"Sitefinity perfectly marries the rigor of DevOps and the flexibility of the business into one platform, ASP, NET Core technology has enabled us to accelerate development time and perfectly blend custom backend integrations and rich front-end user experiences."

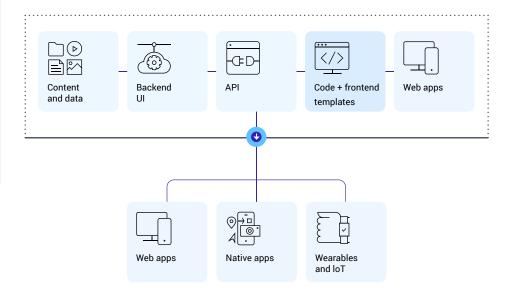
Randy Muns, Digital Operations Leader, Payworks

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 ASP .NET Core and Next.JS.
- 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 1000+ enterprise systems, including Microsoft
 SharePoint®, Salesforce CRM™, Marketo®, HubSpot®, Eloqua™ and
 Microsoft Dynamics®.



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 ASP.NET Core widgets but the beauty of it is it can work just as well with any other front-end technologies.



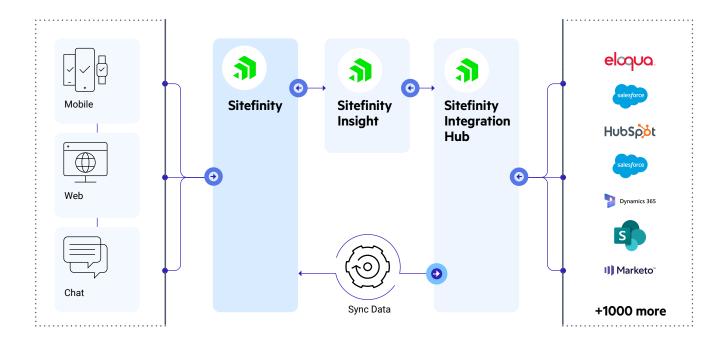
Unlock the True Potential of Customer and Enterprise Data

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

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.





Deliver Relevant Search Results

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.

Empower your clients with tailored search experiences that drive engagement and conversions. With Sitefinity's robust search integration options, including Azure Cognitive Search, Cludo, and HawkSearch, you can deliver personalized, Al-powered search solutions that elevate every project. Offer seamless content indexing across multiple domains, smart autocomplete, and faceted navigation to create intuitive, high-performing search experiences. These scalable, easy-to-integrate tools give you complete control over search results, helping your clients reduce reliance on external engines while delivering relevant results that enhance satisfaction and ROI.



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



Explore HawkSearch



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



Explore Cludo Search



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



See Documentation

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.



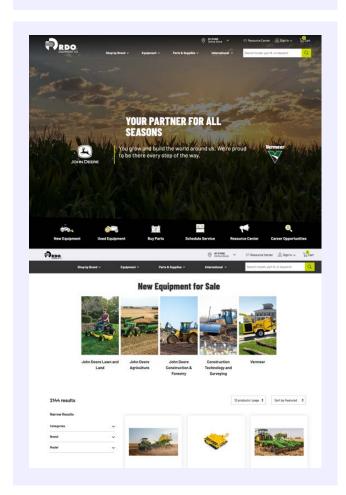
See Documentation





Content and Commerce Experience

Sitefinity enables organizations to align their digital marketing strategy with their digital commerce goals.



Make Every Transaction an Experience

Enhance your clients' ecommerce projects by delivering integrated digital commerce experiences with Sitefinity. For agencies focused on building revenue-driven solutions, Sitefinity combines robust content management with powerful commerce tools like product catalogs, multisite storefronts, and targeted promotions. Enable your clients to engage customers across global markets with multisite, multilingual, and multicurrency support, while managing complex product lines with ease. With smooth integration options for ERP, CRM and OMS, you can streamline operations and drive conversions through personalized, omnichannel experiences that keep customers coming back.

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.



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.



Learn more



43% of Sitefinity customers achieve ROI within 12 months or less.

Average ROI (Months)

Sitefinity

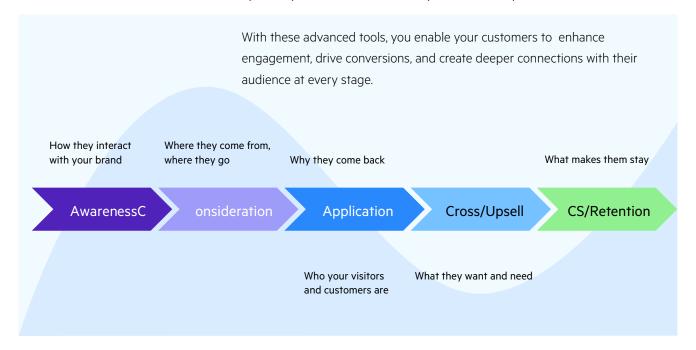
Leading Competitor



Personalization and Optimization— Minus the Guesswork

Vital Information About Key Visitor Interactions

The Al-augmented CDP capabilities of Sitefinity empower organizations to track and understand every step of the customer journey. By unifying data from multiple touchpoints, Sitefinity Insight CDP provides real-time insights to optimize performance and deliver personalized experiences.



How Sitefinity Customers Leverage CDP

- Combine online and CRM data
- Identify the best customer profile
- Journey and behaviour analysis
- Personalized message selection
- Measure campaign effectiveness



Three Ideas for Website Personalization

Personalize based on traffic source

Increase engagement by personalizing key pages based on where your audience came from—social, email, paid advertising or a specific geolocation. Reduce bounce rates, improve scroll rates and increase time spent on the site, among other KPIs.

Personalize based on persona

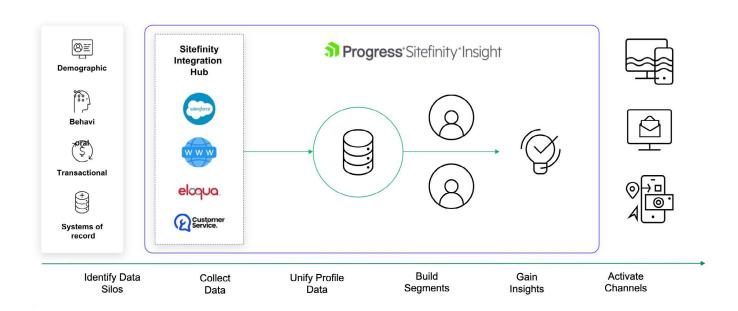
Improve conversion rates and crosssell success rates by personalizing the customer journey, promoting relevant content, related products and services to your audience, based on their needs and interests.

Personalize based on lead scoring

Improve sales funnel effectiveness by proactively delivering relevant content to contacts who have passed a specific lead threshold (e.g. filled a form, became a contact, looked up for a local distributor or branch).

From Audience Analysis and Content Performance

... to prioritizing high-impact activities





Scalable and Composable Customer Data Platform

Sitefinity Insight Light Sitefinity Insight Premium Track and personalize the journey for 500,000+ contacts. Track and personalize the journey for up to 100,000 contacts. Multitenant SaaS, available in 5 regions **Available CDP Capabilities** Data Capture • Al-Driven Content Recommender Customer Data Management • Al-Driven Attribution Model Customer Journey Mapping Al-Driven Segment Discovery • Ai-Driven Performance Alerts Personalization and Targeting Analytics and Reporting Al-Driven Propensity Scoring Audience Analysis and Modelling Enhanced Security with MFA A/B Testing support • BI Systems Connectors Parquet export

Compliance and Data Residency Options





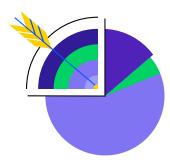












Manage Your Experiences, Not Your Infrastructure with Sitefinity Cloud

Progress® Sitefinity® Cloud a full 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.

Cloud-Native CMS for Any Size, Scope and Budget

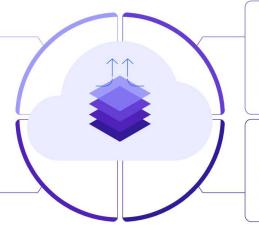
Globally available enterprise infrastructure and a powerful, fully customizable content platform to manage and deliver customer-centric digital experiences at scale. One size doesn't fit all, but cloud can be made to measure. Available as SaaS and PaaS.

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

Enterprise Ecosystem

Business-friendly no-code integrations | CDP & Personalization | Web Portal solutions



Multichannel Content Governance

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

Connectivity & Extensibility

ASP.NET Core & JS Frontends | Headless CMS | OData & GraphQL APIs | Eventbased low-code connectivity



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 requires the ultimate levels of customizations and extensibility. | Organizations looking 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 through 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 | | | |

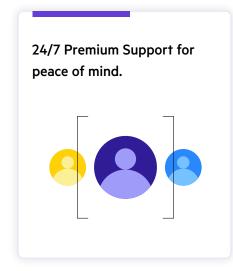


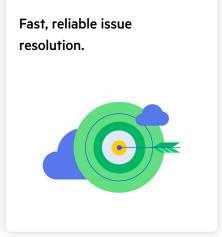
Training and Support

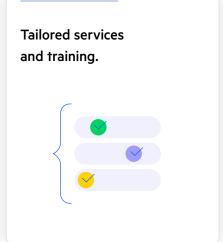
Premium Support and Expert Assistance

For the deadlines committed... and the evolving priorities.





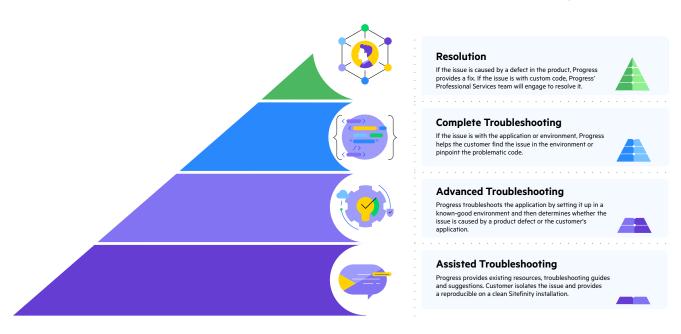






| | Base | Essential | Essential 24x7 | Premium |
|-----------------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| | Included for all customers | Available to purchase | Available to purchase | Available to purchase |
| Phone Support | 24x5 | 24x5 | 24x7 | 24x7 |
| Support Cases | 12 | Unlimited* | Unlimited* | Unlimited* |
| Response Targets | Level 1 | Level 2 | Level 3 | Level 4 |
| Troubleshooting Level | Assisted | Advanced | Advanced | Complete |
| Foundational Support | • | • | • | • |
| Case Escalation | | • | • | • |
| Defect Escalation | | | • | • |
| Defect Backports | | | • | • |
| Customer Success Manager | | | | • |
| Professional Services Hours | | 4 hours | 4 hours | 8 hours |
| Educational Services Tokens | | 1 token | 1 token | 2 tokens |

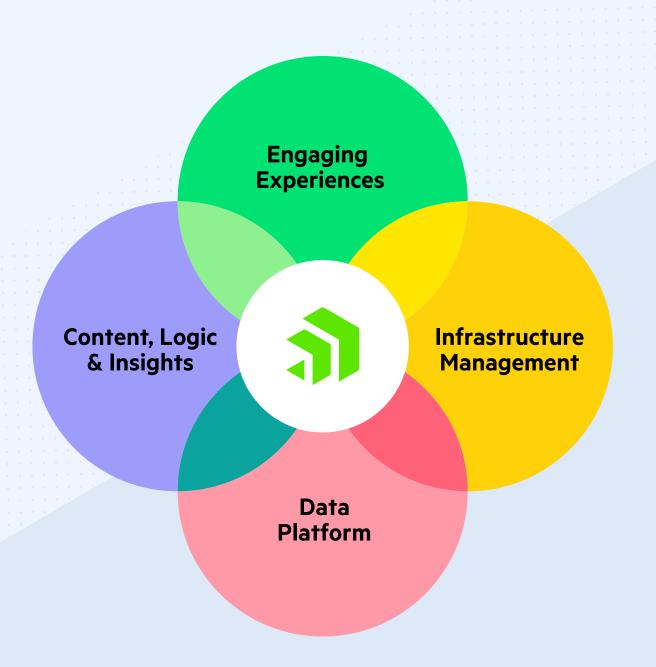
Troubleshooting Levels





Partner Program

Progress Empowers Organizations to Achieve Transformational Success in the Face of Disruptive Change





Award-Winning Products











































































Progress Sitefinity Partner Program

Engage

Become a strategic ally and extension of our sales team.

Excel

Leverage our collective experience to continuously innovate and achieve greater success



ACCOUNT MANAGER

Let our team handle all technical and business-related inquiries.

FREE TRAINING

Access free online marketing, sales, pre-sales and technical training across all products.

MARKETING AND DEMAND GENERATION

Benefit from website exposure, demand generation campaigns, and market development funds.

DISCOUNTS AND INCENTIVES

Enjoy attractive discounts and deal registration incentives.

NFR LICENSES

Enhance skills and client engagement.

LEAD TRACKING

Track leads and access resources through our private partner portal.

Empower

Accelerate lead

generation and

ExpandAmplify your

business growth

with the extensive

Progress product

portfolio.

close deals faster.





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 Al-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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