

# HMS Networks Drives Global Growth and Brand Unity with Progress Sitefinity Cloud

CASE STUDY



**INDUSTRY**  
Technology & Software

**PRODUCT**  
Progress® Sitefinity®  
Progress® Sitefinity® Cloud

**SUMMARY**  
HMS Networks, a market-leading provider of products that enable industrial equipment to communicate with software and systems, needed a solution to better manage its fast-expanding product suite and global market footprint. As demand grew for their solutions within Industrial ICT (Information & Communication Technology), HMS, together with digital experience solution provider Siili, embarked on the Next Level Web transformation project and standardized on Progress Sitefinity to overhaul the brand's web presence, improve product information management and deliver a unified, customer-centric experience.

**“The seamless integration between Sitefinity and Cloudinary has been a huge help. It’s so much easier to access all our images, which are now optimized for better performance.”**

**Amanda Löfving**  
Web Content Manager at  
HMS Networks

## Challenge

With operations in over 20 countries and a team of over 1,200 employees, HMS needed to manage and present diverse, scalable product information across multiple platforms. A loyal Progress Sitefinity customer since 2013, HMS has been using it to meet their evolving digital needs. As their product portfolio grew, the company needed to streamline and mature its fragmented digital presence—spread across five sites due to acquisitions—and offer a unified experience to their global customers. To achieve this, HMS sought to rearchitect their web infrastructure to reduce systems, establish a single source of truth for complete, accurate and up-to-date product information and leverage the cloud to host their solution.

## Solution

HMS chose to standardize on Sitefinity for its flexible, scalable and user-friendly digital ecosystem. To support this endeavor, HMS partnered with Siili for their extensive Sitefinity experience, product information management expertise and strong technology background.

The seamless integration capabilities in Sitefinity allowed HMS to connect various systems—including enterprise software solutions, Microsoft Dynamics and InRiver for product information management (PIM) and Cloudinary for digital asset management (DAM). These integrations provided a “single source of truth” throughout all digital properties and enabled easy access to accurate, up-to-date product information presented more effectively while doubling the previous speed.

Moreover, a Sitefinity connector for Microsoft Azure Translation was implemented, utilizing AI and custom-trained language models tailored to domain-specific vocabulary, enhancing their translation capabilities.

When HMS decided to adopt Progress Sitefinity Cloud, the Siili team ensured a smooth transition from on-premises instances without disruption to marketing or information delivery operations for employees or customers.

**“Sitefinity has allowed us to consolidate five sites into one, significantly improving our user experience and internal collaboration, which has made us so much more efficient.”**

**Thomas Carlsson,**  
Global Marketing Communications Manager at HMS Networks

## Results

The transition to Sitefinity Cloud delivered improved performance, enhanced security as well as reduced technical complexities and infrastructure costs. The overall modernization of HMS’s digital architecture along with the critical PIM and DAM integrations resulted in a more cohesive experience for their customers, with improved navigation and content discovery.

Their enhanced digital presence now supports a unified product presentation, making it easier for customers to find products and interact with them, which is crucial given HMS’s diverse technical product portfolio. The new platform also facilitated better collaboration across the content, marketing and product teams and improved the translation process, making the website more accessible to a global audience.

Additionally, their customer journey consolidation unlocked cross-selling and growth opportunities. Customers now have a clearer understanding of HMS’s offerings, which drives brand loyalty and customer satisfaction.

“Sitefinity has allowed us to consolidate five sites into one platform, significantly improving our user experience and internal collaboration, which has made us so much more efficient,” said Thomas Carlsson, Global Marketing Communications Manager at HMS.

## Impactful Integrations

HMS improved the consistency and accuracy of product information across its digital properties through direct integrations with two key systems. One leveraged a built-in Sitefinity connector with Cloudinary (DAM) and the other, a custom connector with InRiver (PIM) built by Siili. The PIM system helped establish a single source of truth for the rich product information that gets automatically updated on the website.

The combination of Microsoft Azure Translation, AI, and custom-trained models greatly enhanced the translation quality and efficiency. Machine translation became the primary method for translating the website into all HMS market languages, with minimal manual proofreading needed afterwards.

## UI and Productivity Enhancements

The user-friendly interface of Sitefinity empowered HMS’s marketing team to be self-sufficient, eliminating reliance on development and IT for the team to manage and update content.

According to HMS’s Web Content Manager, Amanda Löfving, “The seamless integration between Sitefinity and Cloudinary has been a huge help. It’s so much easier to access all our images, which are now optimized for better performance.”

## Scalability and Reliability

As HMS’s business grew, Sitefinity adapted seamlessly at every step of the journey. The platform’s architectural flexibility supported easy system integrations and enabled a more composable digital experience. The company is already planning to introduce personalized customer portals to further expand customer engagement through personalized product offerings and information.



## About HMS Networks

Founded in 1988 and based in Sweden, HMS Networks develops technologies that enable reliable and efficient communication between industrial devices and systems, making it possible for industries to automate processes

and improve operational performance. Operating globally, HMS Networks serves a wide range of industries, helping them to connect equipment and systems seamlessly across diverse platforms.



**Discover how Sitefinity can transform your digital presence and propel your business's success.**




## 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](http://www.progress.com)

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