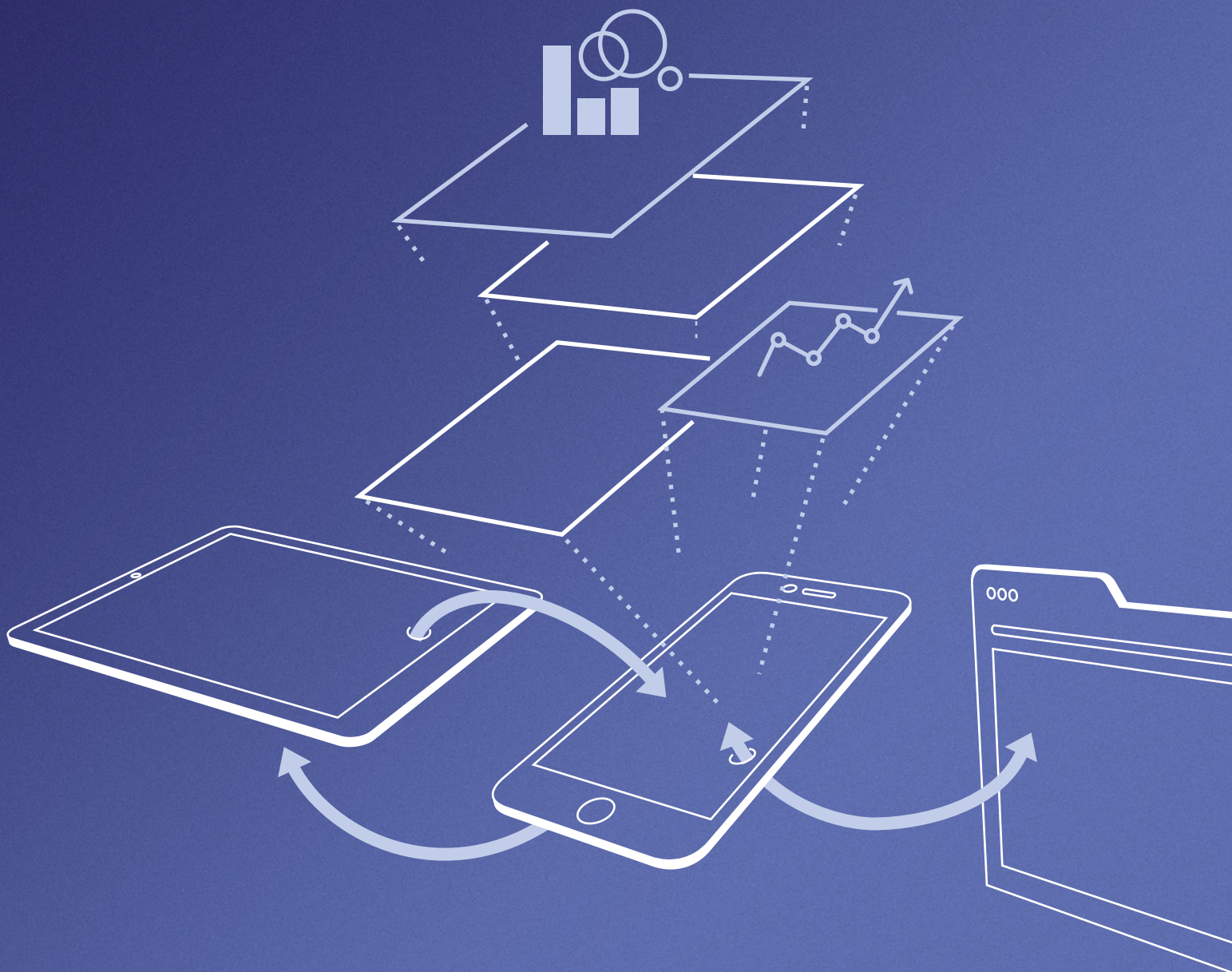




# THE SITEFINITY PLATFORM

Helping you create winning customer experiences across all channels

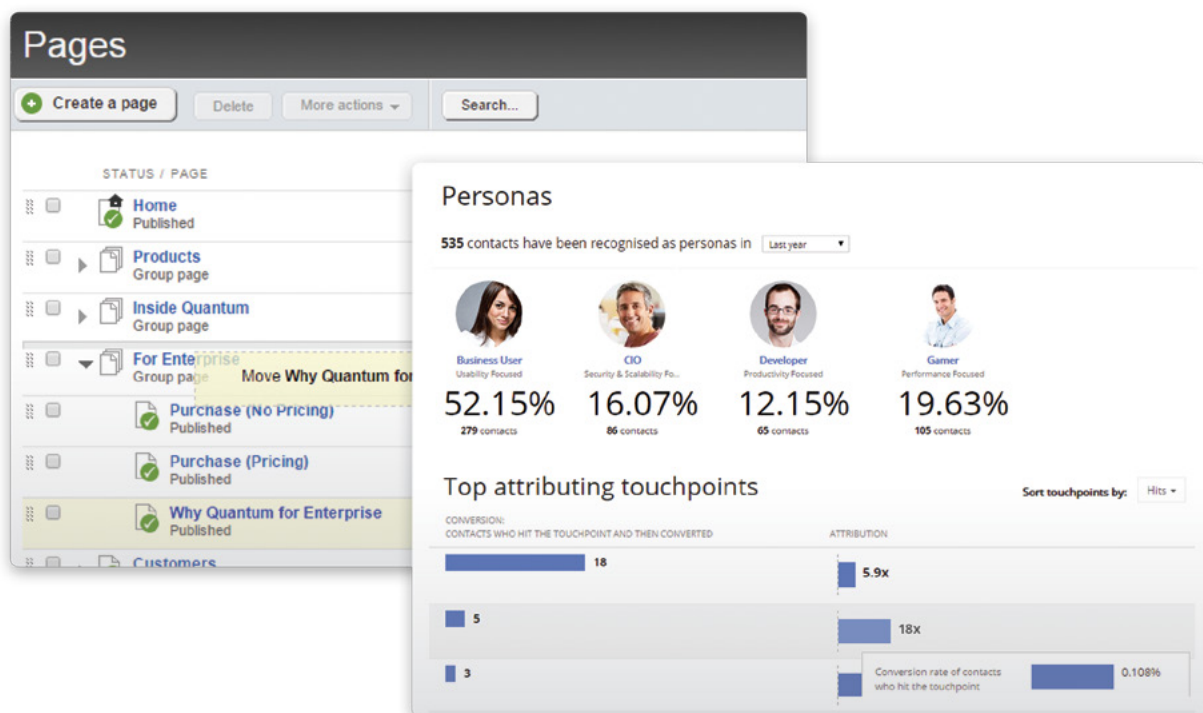


# Take Control of Your Digital Marketing Success

As a marketing leader, you're under pressure to execute successful digital marketing programs that accelerate business growth. This means you need to deliver fresh, personalized multichannel experiences that engage your audience at each step along the customer journey. But without tools that enable marketing agility, you have to rely on technical resources to create and optimize content and digital experiences. The result? Frustrating delays that hamper program effectiveness and impede progress toward business goals.

At the same time, you need insight into what's working and what's not to get maximum impact from your digital marketing spend. After all, the ability to track program effectiveness and refine experiences on the fly helps you achieve desired outcomes. That's why a holistic, cross-channel view of the customer experience is critical to understanding your audience and delivering targeted content that influences behavior and drives conversions.

Gartner's 2014 CEO Survey found that digital marketing was ranked as the #1 CEO priority for technology-enabled business capability for investment during the next five years.



# Optimize Customer Experiences for Bottom-Line Results

The Sitefinity™ platform, from Telerik, a Progress Company, empowers you to fuel predictable business growth by engaging customers in targeted, personalized experiences across multiple channels. The platform includes two integrated solutions that work together to guide and optimize the customer journey:

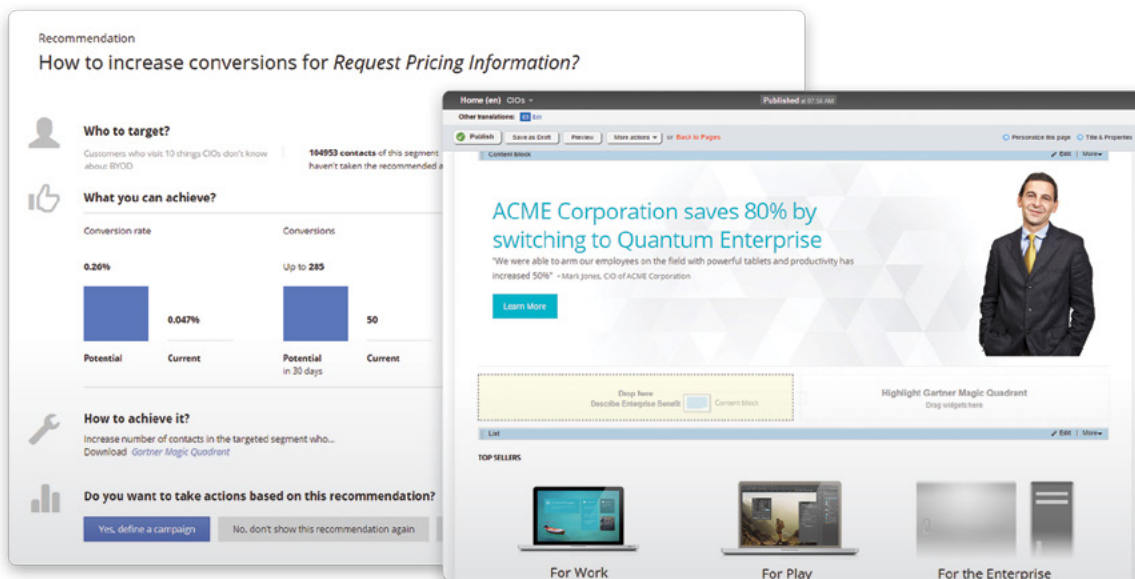
- ▶ **Telerik Sitefinity Content Management System (CMS)** is the most user-friendly CMS available on the market today. Featuring an intuitive interface with contextual guidance, it enables business users to create impactful customer experiences with personalized content, run digital marketing campaigns, and conduct e-commerce—on any device and in multiple languages—while letting technical resources focus on innovation rather than maintenance.
- ▶ **Telerik Sitefinity Digital Experience Cloud (DEC)** is a digital command center that gathers and analyzes customer behavior patterns from multiple systems and channels to predict marketing results, and provides recommendations for more effective engagement. These data-driven insights enable you to continually optimize the customer experience and guide individuals toward increased engagement, conversion and retention.

What's more, the enterprise-class Sitefinity platform scales to accommodate growing traffic volume and increased organizational complexity, so it can meet your business requirements today and into the future.

## 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 and ASP.NET MVC
- ▶ A direct integration to Microsoft® Visual Studio®
- ▶ An extensive range of integration hooks and APIs
- ▶ Out-of-the-box integrations to many enterprise systems, including Microsoft SharePoint®, Salesforce CRM™, Marketo® and Microsoft Dynamics



# Sitefinity CMS

## Delivering Fresh, Relevant Content Has Never Been Easier

When it comes to web content management, Sitefinity CMS empowers business users to be more independent and effective than ever before. It provides powerful drag-and-drop authoring, on-page editing, and contextual guidance, so you don't have to rely on web developers to create, update, personalize and adapt content for multiple channels. Out-of the-box tools for personalization, email campaigns, social media, ecommerce, blogs, forums, search and more enable you to provide a complete and seamless customer journey with minimum effort and maximum impact.

## Deliver Multidevice Experiences at Scale

Seamlessly integrate mobile into your web content management experience. Sitefinity CMS's built-in responsive design engine adapts pages and navigation for any device and screen size automatically, based on pre-defined rules, so your website looks great no matter where it's viewed. In addition, the Sitefinity Mobile App Builder lets you create mobile apps in a snap by simply checking a box to re-purpose content.





## Drive Conversions with Personalized Content

Start engaging visitors in more targeted and relevant experiences. Use Sitefinity CMS to segment visitors based on criteria—where they came from, what they searched for, length of visit and more—and set up your web pages to serve personalized content. Preview the visitor experience for each segment on any device to be sure it presents perfectly across channels, then measure the results by tracking conversions and other website KPIs for different segments. Want to take content personalization to the next level? Integration with the Sitefinity DEC enables more advanced persona-based marketing.

## Ready to Handle Global Deployments at Any Scale

The Sitefinity platform is a global solution that spans brands, organizations, languages and assets to support productivity, performance and delivery at any scale. It provides:

- ▶ Centralized control of all websites and assets through multisite management
- ▶ Staging and synchronization of content and code across different environments
- ▶ Multilingual support to meet the needs of global organizations
- ▶ Comprehensive enterprise security, authentication and single sign-on capabilities

# Sitefinity Digital Experience Cloud

## Give Marketers a Digital Command Center

Fully integrated with the Sitefinity CMS, the Sitefinity Digital Experience Cloud (DEC) connects and tracks visitor data from all your touch points—CRM, web, mobile and more—in one central customer journey database. Integration points with other systems help to provide a 360-degree view of every visitor. Powerful analytics provide actionable insights for optimizing visitor experiences to drive conversions, whether it's subscribing to emails, downloading a free trial or making a purchase.

## Profile and Target Your Audience

The Sitefinity DEC allows you to define and manage target personas to deliver the right experiences to the right people. Using sophisticated algorithms, the persona engine determines if a known or anonymous visitor fits any of your persona profiles, and dynamically assigns that individual a primary persona and unlimited secondary personas. That way, you can build a flexible personalization strategy for each visitor based on the persona profile, to deliver relevant experiences.

## Predict and Deliver the Best Next Experience

Predictive and prescriptive analytics examine visitor data and interactions—emails opened, web pages viewed, files downloaded, forms submitted, forum activity and more—across all systems and channels, to provide valuable marketing intelligence based on specific goals. Understand what's working and what's not, and get data-driven recommendations for the best next experience, to move the visitor closer to your goal. Such insights enable you to optimize personalized experiences continually, to engage, convert and retain customers.



## Prove Your Marketing Success

At last, you can measure the true impact of your digital marketing programs. By connecting your actions directly to key business goals, the Sitefinity DEC lets you track growth in conversions and conversion rates. Identify which experiences have the biggest impact. Monitor progress toward goals and take immediate action to improve results. Best of all, you can even measure attribution, so you know where you got the biggest bang for your buck.

## A Global Partner Network You Can Count On

Whether you're looking to get the Sitefinity 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

And, because our global partner community extends to more than 40 countries, you can be sure that highly qualified experts will be always available to fuel the success of your project.



Telerik Sitefinity™ platform is a content management and customer analytics platform developed by Telerik, a Progress Company, a leading vendor of enterprise software products. Telerik® tools and services can be adopted individually or seamlessly integrated with each other or with other popular enterprise solutions. More than 130,000 customers from 60,000 organizations in 94 countries depend on Telerik products, including more than 450 of the Fortune 500®, academic institutions, governments and non-profits. Its industry-leading products are widely recognized, including by Gartner, who named Telerik to three 2014 Magic Quadrants: Web Content Management, Integrated Software Quality Suites and Mobile Application Development Platforms.

A world map composed of a grid of small dots, with some dots highlighted in white to represent specific locations.

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For live demos and more information about Sitefinity CMS visit:  
**[www.sitefinity.com](http://www.sitefinity.com)**