

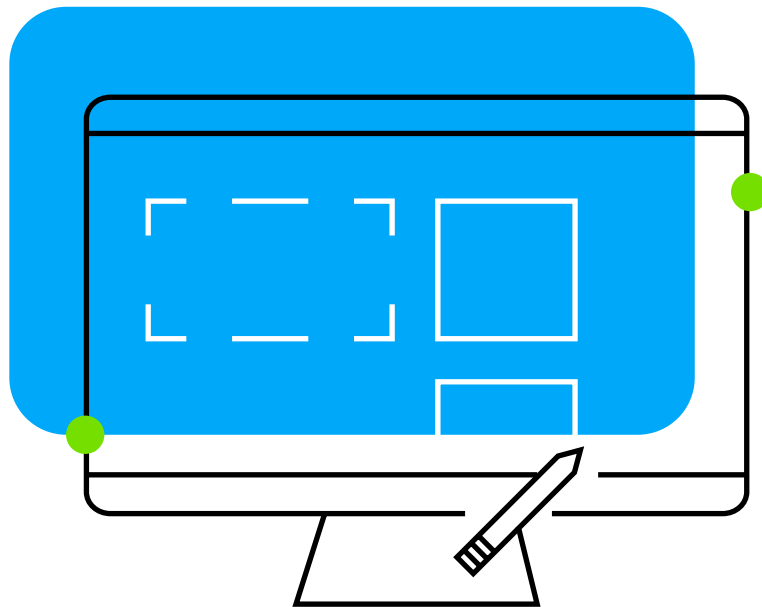
# 5 Tips to Get Sitefinity Smarter

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EBOOK

# How You Can Get the Most Out of Sitefinity

Running and maintaining a CMS should not be an arduous task, just as the quest for optimization should not be overwhelming. Progress® Sitefinity™ offers a wide array of controls and services out of the box, and our dedicated Sitefinity team will work tirelessly to fulfill your business website needs.



# Expert Tip #1: Get the Most Out of Your Environment

## What's the issue?

Sitefinity offers a robust set of features and functionality out of the box. However, most users don't utilize the full power of Sitefinity to propel their business forward.

## What can you do?

Just as you can't build a house without a strong foundation, you can't harness the power of Sitefinity without having the right environment. Once your environment is setup properly, you can start tapping into the full potential of Sitefinity's rich feature set, extensibility and customizability.

This enables you to employ best practices such as:

- Digital asset tracking
- Rapid content and website deployment
- Expert training and mentoring services
- Modern user experience and interface development

## How can Sitefinity Services help?

The Progress Sitefinity Services team can augment partner development teams with excellent Sitefinity developers, architects, project managers and user experience experts that will enable you to kick-off your Sitefinity project on the right foot, from the ground up.

# Expert Tip #2: Know Your Customers and Visitors with Analytics

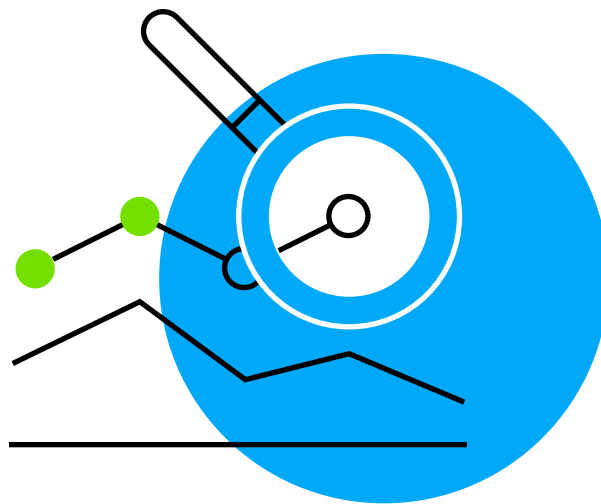
## What's the issue?

Implementing business analytics into websites is critical for delivering the experience your customers demand. But most companies' analytics don't provide a full 360-degree view of the customer, they simply track the basics.

## What can you do?

Business intelligence beyond basic site analytics empowers enterprises with:

- Seamless integration and perfect UI/UX matching
- The ability to make strategic and tactical business decisions from real data
- KPI libraries that expose meaningful data to your target audience
- Added safety and security



## How can Sitefinity Services help?

Progress Sitefinity Services can help you get started, working with your team to integrate different analytics packages. They can also setup Sitefinity digital experience analytics to give you a 360-degree view of your customer journey.

# Expert Tip #3: Migration

## What's the issue?

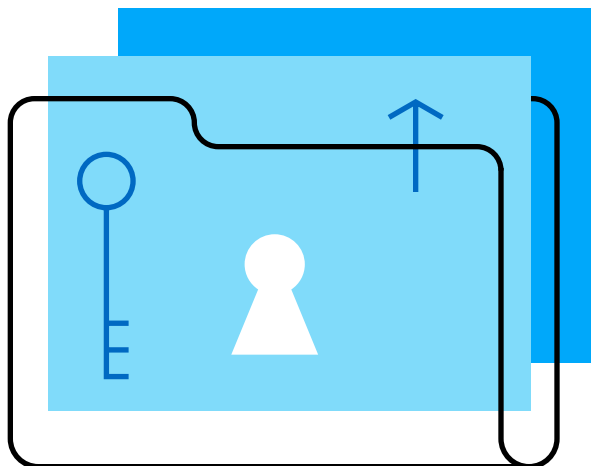
Regardless of whether you're on a different CMS or an older version of Sitefinity, the key to unlocking your site's full potential is keeping your software up-to-date and running the latest versions. However, that process is often easier said than done.

## What's the problem?

Migrating to new versions or platforms can be time consuming and, if not done properly, can limit your ability to take advantage of the Sitefinity feature set. Most organizations either don't know where to start or do not plan the migration properly, leading to problems during the transition.

## How can Sitefinity Services help?

Progress Sitefinity Services can help you migrate to the latest version of Sitefinity. Our staff of experts have experience migrating companies from a variety of enterprise CMS systems, from homegrown platforms to open-source systems. We'll also help you ensure your project is adequately scoped and executed for a smooth transition.



# Expert Tip #4: Continuous Integration

## What's the issue?

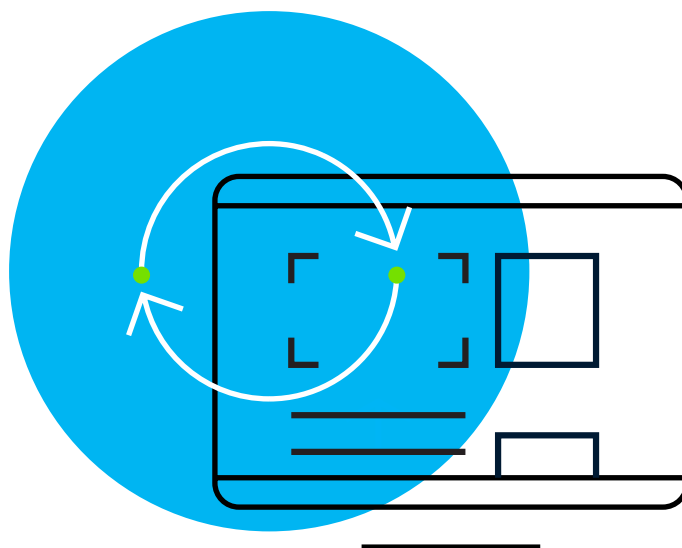
Continuous integration, the practice of frequently integrating new or changed code with the existing code repository, is critical for any successful site.

## What can you do?

Integrate new or changed code on a frequent, interval-based schedule to ensure a clean and up-to-date codebase at all times. As the interval between commit and build shortens, the code becomes less error-prone as developers are more likely to immediately notice and correct any bugs.

## How can Sitefinity Services help?

The Sitefinity Services team has the expertise to help companies quickly and effortlessly customize their CMS instances.



# Expert Tip #5: Developer Training

## What's the issue?

Most organizations do not properly train their developers to use specific software and platforms. As a result, these developers are left to their own devices and are forced to self-teach.

Training programs ensure that your team properly learns the best practices, resulting in:

- Faster deployment time
- Reduced risk of performance problems
- Easier migration to future versions of Sitefinity

## What can you do?

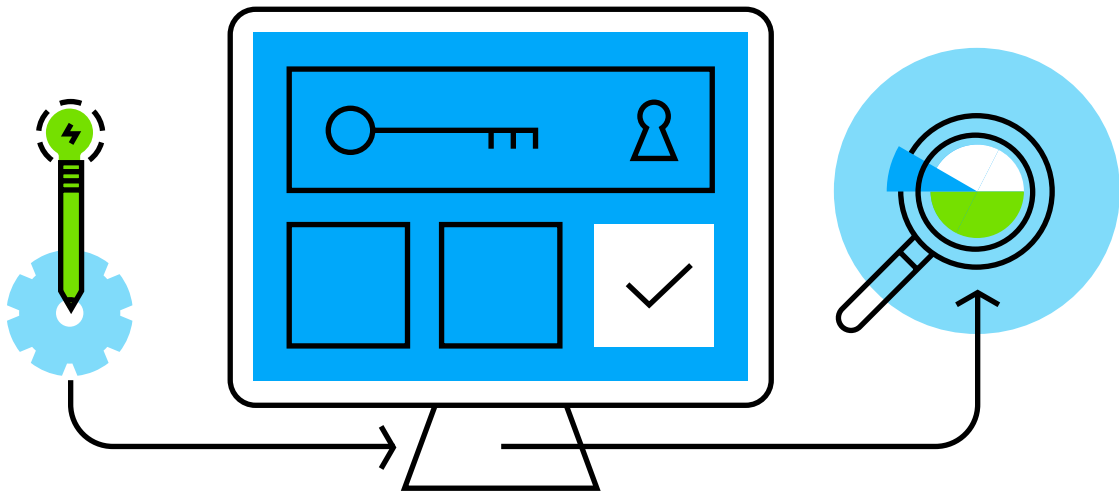
Create a process that positions your developers to succeed with the new technology you just licensed. This enables them to build the experiences that your customers demand and helps you realize the value of your investment sooner.

## How can Sitefinity Services help?

Progress Sitefinity Services offers a variety of training programs from beginner to advanced, enabling your developers to take full advantage of Sitefinity's rich feature set.

# Optimizing Your CMS Shouldn't Be Overwhelming

Sitefinity is a powerful web content management system, especially when its full capabilities are utilized effectively. The Sitefinity team is here to help you tap into these capabilities, with a full range of services and years of Sitefinity experience. With the right mix of Sitefinity technology and services, you'll be building fully featured, comprehensive websites in no time.



# About Sitefinity

Progress Sitefinity is a web content management system that empowers your ability to manage content and customer interactions across all channels and at all points of the customer journey. Engage prospects wherever they stand, whenever they are ready to be reached with tailored customer experiences.

With capabilities like personalization, multisite management, behavior tracking, audience segmentation and marketing attribution, Sitefinity is the complete digital marketing command center. Today, Sitefinity powers over 11,000 websites worldwide across various industries—from financial and government services to communications, retail and entertainment.

# About Progress

Progress (NASDAQ: PRGS) offers the leading platform for developing and deploying mission-critical business applications. Progress empowers enterprises and ISVs to build and deliver cognitive-first applications that harness big data to derive business insights and competitive advantage. Progress offers leading technologies for easily building powerful user interfaces across any type of device, a reliable, scalable and secure backend platform to deploy modern applications, leading data connectivity to all sources, and award-winning predictive analytics that brings the power of machine learning to any organization. Over 1,700 independent software vendors, 100,000 enterprise customers and 2 million developers rely on Progress to power their applications.

Learn about Progress at [www.progress.com](http://www.progress.com) or +1-800-477-6473.

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