

Multisite Management with Sitefinity

Guide for Developers, System
Architects and Creative Marketers

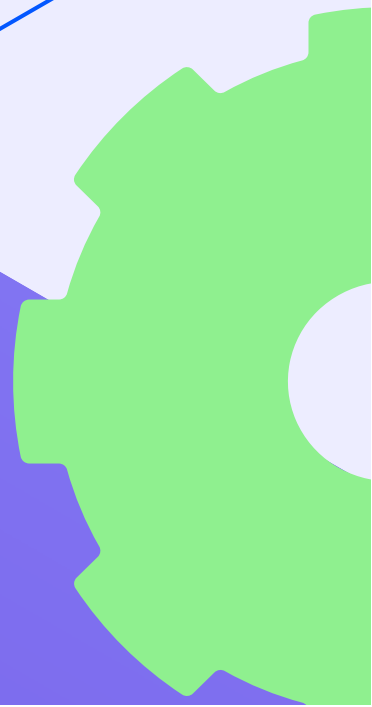


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Multisite Management—A Blueprint for IT and Marketing CMS Buyers



The Not-So-Hidden Cost of Fragmented Web Presence

Nancy, a seasoned marketer, wears many hats in her organization. Her day starts with a brainstorming session for a product launch, followed by coordinating content updates and working with the website development team on a new A/B test. She manages social media strategies, drafts blog posts and collaborates with designers for the latest campaign visuals.

Nancy's role is pivotal—she is the bridge between various departments, responsible for keeping messaging consistent across all channels. Whether it's aligning with sales on lead generation or working with product teams to capture the latest feature updates, Nancy juggles it all with precision. Yet, with so many moving parts, keeping track of projects and streamlining smooth cross-team collaboration is no easy task.

As the demand for more personalized, data-driven marketing grows, Nancy needs better tools and systems to manage the complexity, without sacrificing creativity.



Fragmented Web Presence Is the Tip of the Iceberg

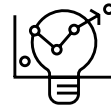
Many organizations face the challenge of scaling efficiently when their digital footprint spans brands, geographies, audiences or content delivery channels. Taking a piece-by-piece approach—allocating teams to work on each fragment—drives higher development and management costs, creates complex infrastructure challenges and leads to inefficiencies in the content management process, messaging and brand consistency. This guide examines the benefits of multisite management and the cases in which it makes the biggest impact. It also provides some direction for building optimal enterprise architectures based on Progress® Sitefinity® Multisite Management.

Importance for IT and Marketing Teams

Centralized content management, asset repositories, common integrations with critical business systems and the single code base can have a meaningful impact beyond the needs of developers and practitioners. Businesses with a strategic approach to content management can also benefit from:



Faster time to market



Lower total cost of ownership



Efficient utilization of available
talent



Financial resources that can be
allocated to other revenue-generating
initiatives

Key Benefits, Obvious Challenges and Considerations You Should Not Ignore

When designing your multisite management strategy you should consider your immediate needs and long-term objectives. We will review many of those in the coming chapters. Maintaining a consistent brand image across geographies, sharing common system integrations (DAM, Search, e-commerce, GenAI), reusing components and simplifying upgrades are some of the key enablers for many organizations that focus on expansion and operational efficiency.

Purpose of the Whitepaper

The purpose of this paper is to help CMS buyers, whether they act as decision makers or internal advocates, make informed decisions about some must-have capabilities, opportunities and potential hurdles as they continue to expand their digital footprint without introducing technical and operational debt.



Multisite, Multilingual, Multiscreen, Multichannel. Where Do You Begin?

The abundance of content management system offerings and developer frameworks have opened the door to endless opportunities to create and distribute content. To support expansion, reduce cost and improve efficiency, many organizations prioritize the power of enterprise CMS, the user-intuitiveness needed for day-to-day tasks and the long-tail impact of reducing technical debt. Centralizing content management can be a productivity booster across the entire organization—system architects, backend and front-end developers, SEO, CRO, digital marketers and content creators. It can even facilitate the work of HR and legal/compliance officers. Centrally managing your entire web presence can even reduce the number of meetings on your calendar, freeing up more time for initiatives that can move the needle.



Web Silos Create Friction

Defragmenting your web presence improves your ability to reach more prospects via the channel they prefer with a message they will respond to. Yet many organizations are still stuck in a siloed setup that is hard to manage, even harder to maintain and almost impossible to modernize at scale. While this can hurt operational efficiency and the productivity of both IT and Marketing, the missed opportunities often go unnoticed.

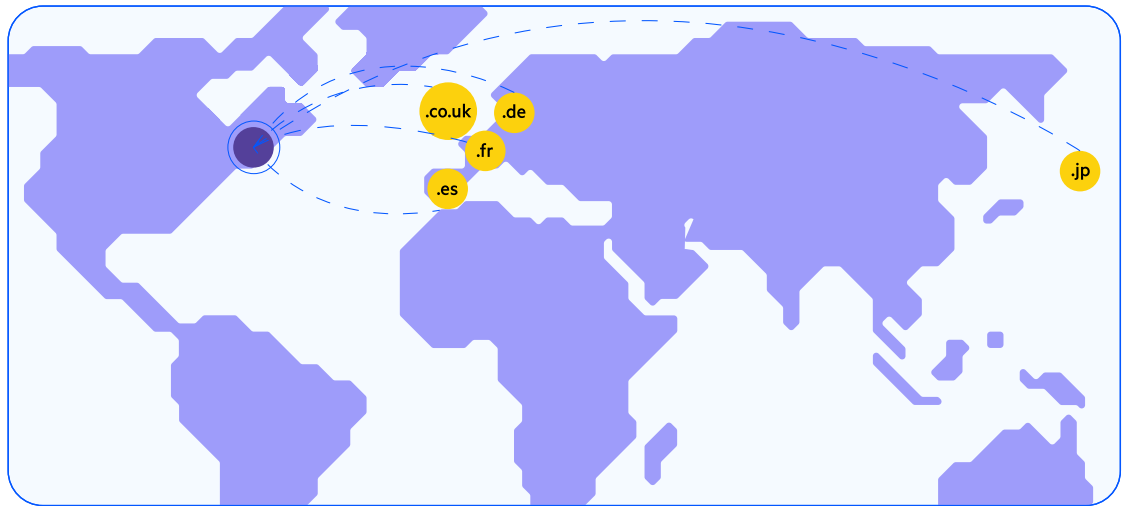


Common Use Cases for Multisite Management

Increasing productivity, simplifying management or improving operational efficiency are key drivers for adopting a multisite management CMS. Let's explore some typical scenarios.

Global Organizations Targeting Local Markets

Multiregional web presence is often deployed by organizations who want to grow internationally and focus on a few core products and services that need to be localized to the requirements of the local market. A typical example is a global service provider that wants to have local presence in multiple countries and grow their footprint—expanding brand awareness, providing localized content, resources and support.



The typical setup often consists of a global domain (e.g. example.com) and local top-level domains for each country example.co.uk for Great Britain, example.es for Spain, example.de for Germany, etc.

When content is translated and localized (and this is one of the key benefits of using multisite management), organizations can leverage local SEO to rank for relevant searches from the local audience.

Top 5 CMS Capabilities to Look for:

1

Localization and Multilingual Support

2

Content Scheduling and Publishing Controls

3

Shared Templates and Content Types

4

SEO Tools for Localized Optimization

5

Analytics and Reporting Across Regions

When setting up a multi-region presence, there are several important considerations:

How to handle personalized redirects. For example, offer users to visit a local domain if they land on the “main” corporate site or find a local representative.

Manage personally identifiable information. Some organizations that handle personally identifiable information need to consider how they approach data residency. This scenario may require setting up presence in multiple regions (e.g., Europe or North America). While, at the surface, this defeats the purpose of multisite management, using the same CMS, similar setup and replicating certain capabilities can still streamline management without potentially risking compliance. Taking the data residency requirements out of the list provides multiple benefits to anyone supporting and using the CMS.

The frequency at which content is published. Frequent content updates (e.g. news articles, etc.) may require some additional planning to reduce latency. For websites that do not change often, a typical setup where a CDN is used to serve your content will significantly reduce the latency, resulting in improved user experience and perceived site speed. This, in turn, can have a direct impact on conversions.

Marketing can manage all content from the same interface, reducing the need to log in to another backend or change workflows. Field marketing teams can also use automation to prepare content for localization.

Technical teams can benefit from this setup the most—they need to manage fewer systems, maintain a single code base and streamline upgrades.

Top 5 CMS Capabilities to Look for:

1

Reusable Digital Assets & Campaign Tools and Templates

2

Localization and Seamless Translation

3

Personalized & Localized User Experiences

4

Customizable Workflow Management

5

Modular Content Creation (with support for Headless content delivery)

Multi-Brand Web Presence

This is a common use case where a house of brands or a branded house will have a diverse portfolio of products and services, which while having unique characteristics and common attributes, can share similar functionalities.



Take for example a Fast-Moving Consumer Goods (FMCG) company entering a new market. Marketing will want to create multiple “product” websites hosted on subdomains or dedicated local TLD names. Each property will have a unique look and feel that speaks to the target market. A multisite management CMS can allow Marketing to access the same capabilities (e.g. surveys, games, promotional tools, digital assets, campaign page-builders) that are managed easily via the backend. For such marketing teams, velocity is key. The opportunity to repurpose such capabilities or integrations means they can get to market faster, launch campaigns on time, analyze the results, tweak if needed and move on to the next project.

Whether such the web presence will be clustered around brands (e.g. US brand, EU brand) or by region (Brand A, Brand B) will depend on several factors including, again, data residency, the maturity of the local market and whether local brands require a certain level of customization or tweaks to support local requirements. In the case of FMCG some markets may require to list all ingredients or offer recipes.

One capability to look for is seamless translation, the ability to transform content types and the ability to attach market-specific resources and assets. FMCG is the type of industry where content and presentation will be greatly influenced by the requirements of the local market.

Marketing typically reaps the benefits of this setup as they can achieve both consistent brand messaging as well as the flexibility to still tailor the experience to the local market needs and conditions.

Top 5 CMS Capabilities to Look for:

1

Unified Search Across Sub-Domains

2

Centralized Content Repository with Flexible Taxonomy

3

Integration with External Systems & Data Analytics

4

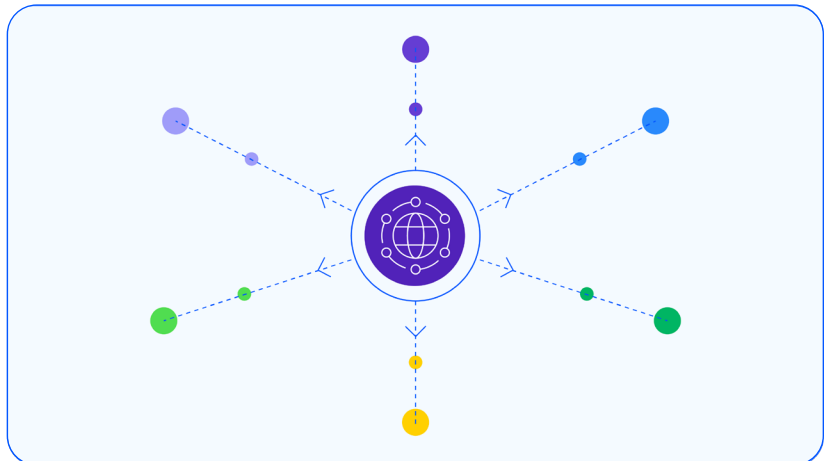
Customizable Presentation Layers for Different Properties

5

Role-Based Access Control (RBAC) and Workflow Customization

Multiple Sub-Domains for Support, Documentation or Marketing Teams

This is a common scenario where an organization will want to defragment their existing stack to simplify management. Often, different properties will be owned by different teams. In this case, while there will be some common elements (perhaps headers and footers), the content structure will differ and sometimes the presentation layer will differ.



Centralizing content management will have an impact on both major user groups: IT and business users enabling them to reduce technical overhead, simplify upgrades and align the tech stack. The ability to define workflows or user roles per site will help business groups stay contained in their domain of knowledge and not interfere with the work of other teams.

Software companies with multiple content types such as product information, forums, knowledge base, customer support, documentation, etc. is a good example. One of the added benefits for the end user (customer or visitor) is that they can search across multiple content repositories and seamlessly navigate between properties. This approach reduces the friction along the customer journey and provides better insights for the data-led organization. IT staff will also need to manage fewer systems.

Top 5 CMS Capabilities to Look for:

1

Centralized Content Hub with Distributed Access

2

Unified Digital Asset Management (DAM)

3

Customizable Role-Based Access & Permissions

4

Consistent Design with Customizable Departmental Pages

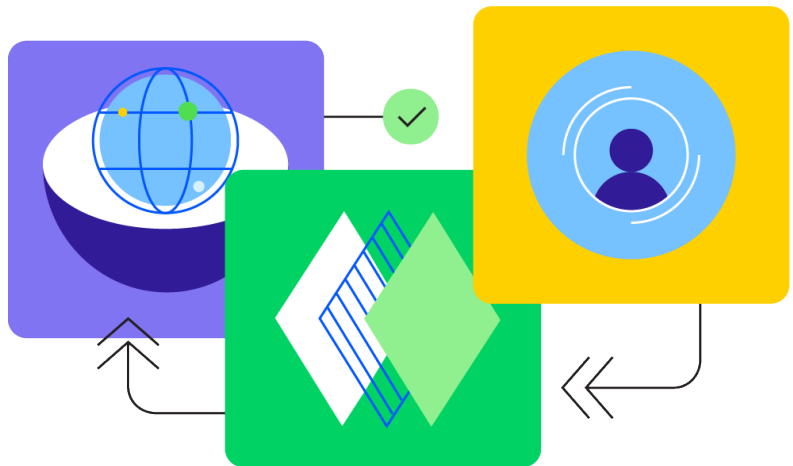
5

Content Life Cycle Management & Versioning

Intranets

Intranets are a great example of eclectic organizational needs.

In an intranet scenario, each department or group needs to manage a separate set of information and this information needs to be presented in a consistent fashion in different portals where information from various departments can be combined. One of the key challenges intranets solve is defragment isolated, department-level content and digital asset management and provide a gateway to the entire content repository.



In higher education, for example, content can be scattered across different platforms resulting in a subpar experience for their faculty members and backend users. Centralizing content management can improve the UX, provide an intuitive way to access relevant information but most importantly, simplify management and reduce cost.

Very often, individual departments will try to maintain their own intranets or internal portals. These can get obsolete in terms of content or technology that can lead to degraded experience for faculty members. The turnover of internal support resources is often the cause. Creating multiple sites under the umbrella of an internal portal leveraging a flexible CMS can modernize the experience and remedy the problem.

NTU Singapore Centrally Manages 150+ Websites with Progress Sitefinity's Multisite Capabilities



Top 5 CMS Capabilities to Look for:

1

User Role Isolation with Shared Global Resources

2

Template Sharing and Consistent Brand Guidelines

3

Localization and Multilingual Support

4

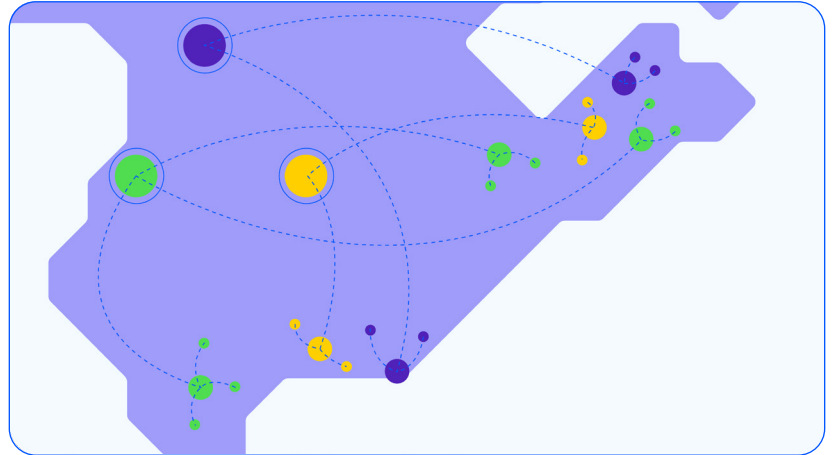
Centralized Analytics and Tracking

5

CI/CD Pipelines and Automated Upgrades

Organizations with Reseller, Distributor or Franchise Networks

Imagine a global manufacturer with hundreds of regional representatives and thousands of local dealerships.



Adopting a multisite management approach can help improve brand consistency (where country-specific websites adhere to the brand guidelines) and localization of content and assets. Smaller, local dealers can also benefit from this setup as it can reduce the cost of developing and maintaining their own web presence. One of the key capabilities required by a multisite CMS to support this scenario, beyond common system integrations (DAM, Search) and template sharing, is the ability to isolate CMS users within their domain without limiting access to globally available resources.

Consolidating the web presence for global manufacturers also helps track inventory, analyze customer journeys at scale, reduce outdated content and improve security.

Depending on the scale, deploying such a solution may require clustering by region or language. As different clusters will have common functionality and a similar code base, CI/CD pipelines, automated upgrade and a common technology stack can help organizations quickly replicate the setup, reduce maintenance efforts and technical debt and can simplify introduction of new capabilities and major design changes (to introduce a new brand language or a product line).

Kubota turned to Progress® Sitefinity® Cloud and implementation partner Team SI to help standardize its brand experience and infrastructure management across the country in 354 Kubota Dealer sites.

**Kubota Tractor Corporation
Enhanced Its Customer
Journey, Ensured No Website
Downtime and Increased New
Website Users by 23% with
Progress Sitefinity Cloud**

Kubota

Top 5 CMS Capabilities to Look for:

1

Instantaneous Site Creation with Pre-Built Templates

2

Reusable Resources and Digital Asset Management

3

Low-Cost Production at Scale

4

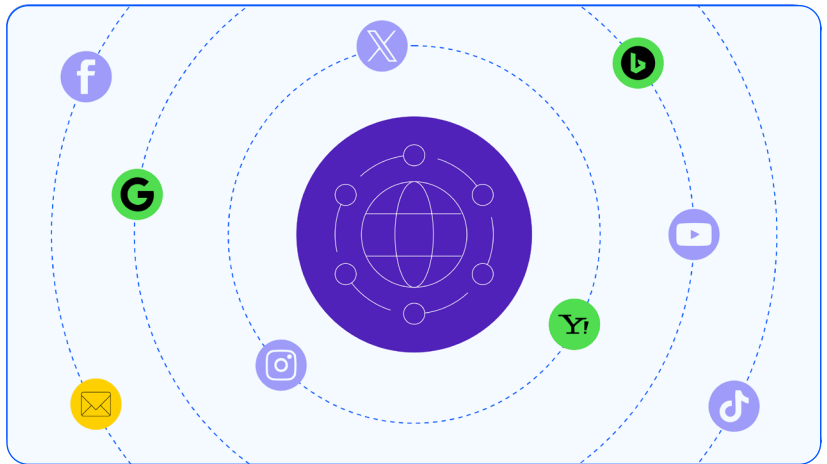
Familiar Framework for Easy Site Management

5

Centralized Management and Analytics

Organizations Running Multiple Campaigns and Microsites

Microsites are delicately timed and targeted campaign sites that typically have a simpler infrastructure and very specific messaging content. They might be static sites with quick turnaround to support timely campaigns or they could also be dynamic, for example, a site with a blog on a very specific topic.



What is common is that organizations have a lot of microsites to manage and the top requirements include:

Bringing microsites to market in the fastest way possible—often within a single day

- Lowering the cost of production, especially at very high volume
- Reusing resources—like templates or digital assets—within microsites
- Provide a unified experience using a familiar framework across microsites, so that the team responsible for producing them can do so without training or initial setup time

This is why the multisite paradigm of instantaneous site creation and management makes it a perfect fit for microsite-heavy organizations. With practically no additional hosting or development costs, business users can model the message within a site and launch the campaign within very quick timeframes. Because cost per site decreases at scale, this easily becomes a part of a centralized enterprise infrastructure. Teams already have access to all the structural components they need.

If, in contrast, these sites were managed separately, organizations would have to compromise on functionality, given the fact that each microsite handled individually carries a cost implication.

Top 5 CMS Capabilities to Look for:

1

Headless API-Driven Architecture

2

GraphQL Support for Efficient Data Fetching

3

Cloning and Content Reuse Across Sites and Channels

4

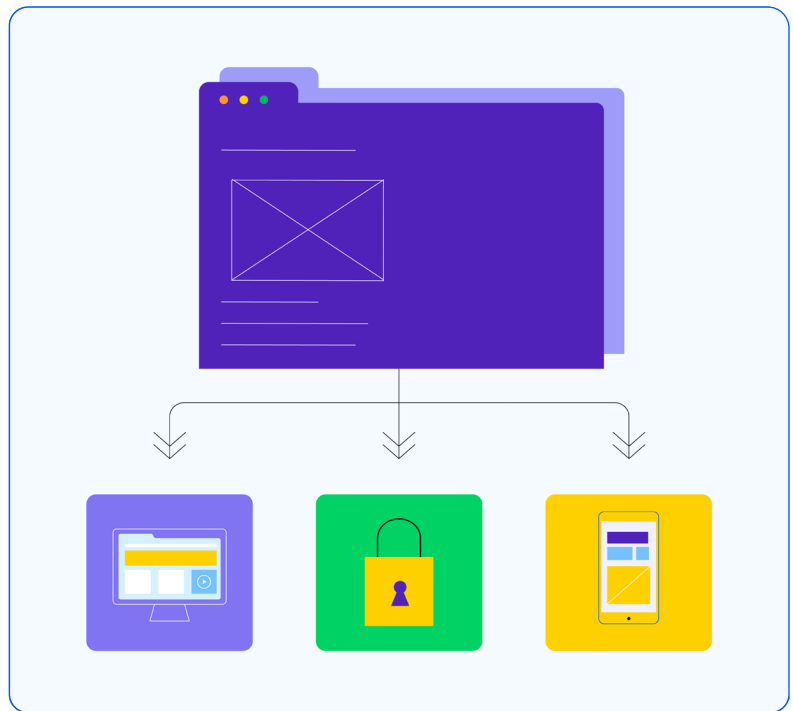
Content Personalization Through APIs

5

Seamless Integration with Multiple Front-End Technologies

Headless/Multichannel Content Delivery

Serving content to customers and a workforce on the move is becoming crucial for many organizations. A multisite CMS leveraging headless API's can enable organizations to repurpose and deliver content to any screen, without forcing backend users to switch context, UI or repeat unnecessary steps. Any modern CMS, such as Sitefinity should be able to easily clone content between sites and use APIs to streamline headless content delivery. While such scenarios typically require a higher level of involvement from the IT team to do the initial setup and make changes to the presentation layer, business users can greatly benefit from the centralized content repository and the ability to deliver tailored content to any system or device.



The Four Pillars of Modern Multisite Management

Building an integrated web presence requires cross-team alignment, careful planning and potentially a phased implementation approach. When thoroughly planned, centralizing content management can deliver a short-term boost with a long-term positive impact. Organizations prioritizing efficiency and ROI should evaluate the opportunities and potential challenges, evaluate a potential solution and build a road map for implementation.

Starting small with one or two proof of concepts or pilot projects provides the opportunity to evaluate not only the technology but measure the impact on the solution across the entire organization and evaluate both direct and indirect benefits such as:

Optimized for Maintenance

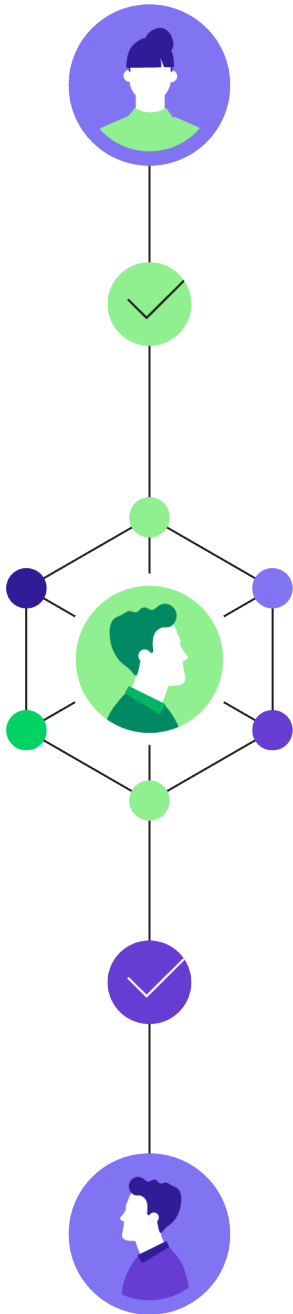
Single point of deployment

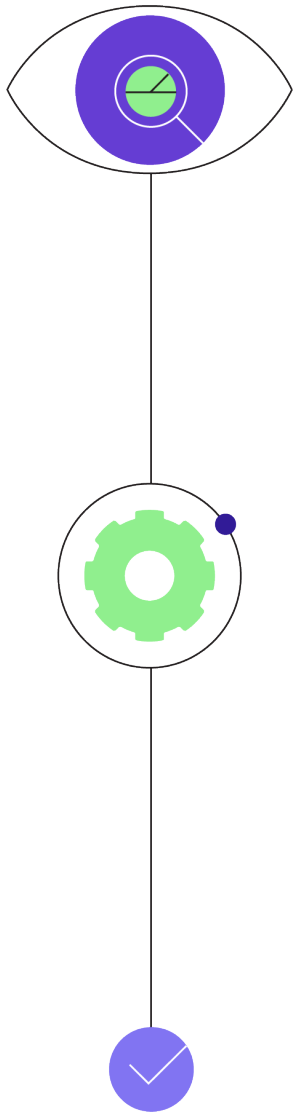
Multisite management requires, in most cases, a single deployment, enabling organizations to focus their attention on supercharging performance or bolstering security/compliance.

Also, in case of network and server issues, administrators will have one application to investigate and one area to address rather than multiple interaction points, which can be prone to errors and time intensive.

Single point of upgrade

A single Multisite instance that powers multiple sites will enable you to keep all projects on the same version across your organization and keep the sites updated with the latest security, performance and feature improvements. The same principle applies to QA—a process that is normally time-intensive. Quality





assurance after an upgrade is cut down by a factor of the number of websites with MSM.

Upgrades often require thorough planning due to the high level of customizations. PaaS deployments often provide the option to perform automated upgrades that can be easily rolled back in case of a problem. SaaS deployment models provide fully seamless upgrades that unlock all the platform's new capabilities with nearly zero effort required by the IT/Development team.

Single point of development

Creating a slider, building a widget, introducing a new content type, landing page template, enabling GenAI, integrating DAM, adding personalization or connecting to a MarTech platform are some of the common requests from marketing that can quickly fill the developer's backlog.

Leveraging MSM across the organization makes the introduction of new capabilities or improving the existing presence easier and requires less maintenance over time. The added benefit to business stakeholders and digital marketers is the consistent content management experience across all sites, since enhancements or new capabilities are instantly available across all properties. Introducing Digital Asset Management integration, for example, can instantly remedy the problem with brand and campaign assets going out of sync.

Summary: Leveraging a single deployment can save precious resources but requires teams to adhere to best practices, since the single deployment can also become a single point of failure. Code repositories, CI/CD pipelines, proactive maintenance and having a disaster recovery plan in place can mitigate the potential risks and help restore operations in case of an issue at an application or infrastructure level.

The Food and Agriculture Organization (FAO) Cuts the Time to Build Website IT Components from Day One to One Hour With Progress Sitefinity



Optimized for Rapid Delivery of Sites

Leveraging an MSM deployment translates into fewer requests to IT and more independence and nearly uncapped creativity for Marketing. On the one hand, repurposing an existing website, templates and content types is nearly instantaneous from a development perspective. On the other hand, business users can easily repurpose page layouts and content, thus greatly reducing time to market and overdependency on IT. A good example is replicating a campaign landing page template from the “corporate” site to a local one, reusing forms or localizing a product microsite to the needs of the local market.

Optimized for Content Authoring and Delivery

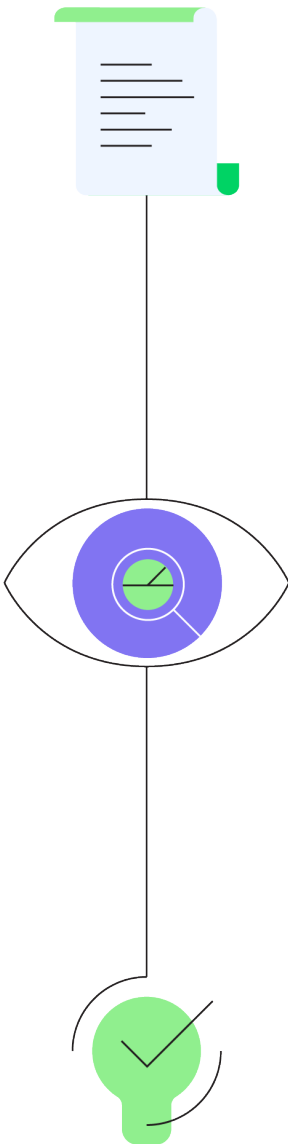
Ability to reuse content between sites

With MSM, organizations will give their entire team a single interface to manage multiple sites, offering a convenient way to pivot between them and manage the content from one location. Organizations can share assets across all sites and use them as a basis to quickly launch new sites and pages without the hassle of establishing new projects and copying resources. A typical example is pairing MSM with tools for automated translation. This can greatly reduce the time it takes to prepare content for local markets, only requiring local teams to verify and do a final proofread of the copy before it gets distributed. Or as noted in the previous section—easily repurpose existing content from any sites and tweak it to the specific requirements without the need to rebuild it from the ground up.

Ability to reuse look and feel

MSM is a gift to both CMOs and leaders tasked with constant improvement and delivering innovation. The ability to reuse look and feel across multiple sites can have both short-term impact and long-tail benefits. Here are some examples:

- Updates to the UX (based on data, feedback from user groups or new trends) can easily be replicated across all properties
- In the case of a new acquisition, folding in a new company or brand into the web portfolio can be greatly accelerated
- Introducing a new brand or visual language can be quickly cascaded down to any property in the organization, greatly compressing delivery timeline
- After A/B testing new campaign pages templates, these can be rolled out to any website or team



Blueprint for Adopting a Multisite Strategy

Multisite management can greatly improve organizational agility and should be considered a strategic cross-functional initiative that aligns the needs of multiple stakeholders. We will cover some of the considerations that key teams need to address.

The IT Perspective

While a company's web presence generally serves the needs of Marketing, IT is often tasked with making the final call with regard to how it is organized and managed.

When planning for such a strategic project, IT must take into account the following technical requirements and considerations.

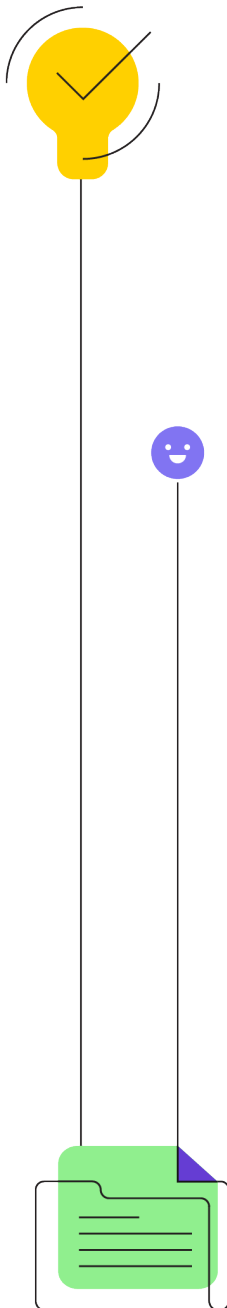
Deployment Options

On-Premises deployment offers unmatched flexibility. While at the surface this can be a lucrative idea, organizations need to consider the long-term commitment to maintain the infrastructure and the talent required to maintain high availability.

Hosting your sites in-house requires you to manage everything from load balancers to spread the load and web servers to handling requests, to managing database, application and cache servers. The illustration below provides an oversimplified view of a typical setup.

PaaS is an alternative to on-premises deployments offering reduced infrastructure overhead by offloading many of the technical tasks to an external provider. The solution provides a sweet spot between performance and flexibility and is often the preferred approach for companies who aim at simplifying their setup, while maintaining a high level of customization of both their backend and front-end.

In a typical PaaS setup, the vendor or your partner, will set up your web presence to seamlessly scale in the cloud. Beyond the high-availability benefits, organizations can leverage vendors' support and expertise to quickly



and efficiently address technical issues and performance bottlenecks. This approach also translates in fewer dependencies on sourcing internal talent.

A good example of how a cloud PaaS can reduce internal dependencies is the [story of InvestorCom](#), where the team was able to downscale the internal team, without negatively impacting productivity and the quality of service.

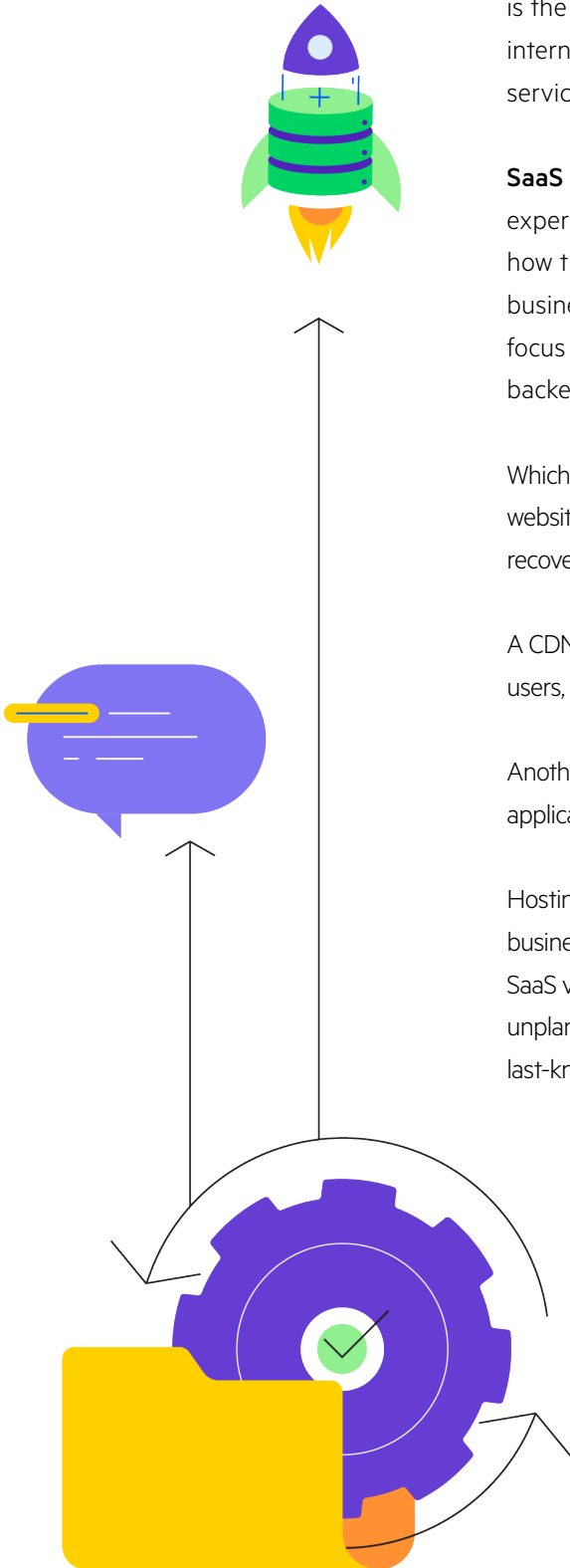
SaaS is all about simplicity of use and focusing on the end user experience without necessarily the need to customize all aspects of how the content is managed. SaaS provides ease of use to both IT and business users and is perfect for teams and organizations who want to focus on the result without investing in learning the inner workings of the backend technology.

Whichever the chosen path and whether you are managing one or a hundred websites, consider a Content Delivery Network (CDN) and implement a disaster recovery plan.

A CDN brings static content like scripts, images and documents closer to the end users, reducing latency and improving the user experience.

Another added benefit is the protection that it can deliver. Many CDNs offer web application firewalls that can protect against many common security threats.

Hosting your websites in-house will require you to plan for disaster recovery and business continuity processes. These are normally taken care of by the PaaS or SaaS vendor, who will have the tools and processes in place to recover from an unplanned downtime at a global or regional level and revert your websites to the last-known working state from a backup.



Security and Compliance

We already briefly covered Web Application firewalls. From an IT perspective there are several other areas of focused efforts such as:

- SIEM
- Authentication/MFA, user groups, per site or even per-page permissions
- PCI compliance (if processing credit cards) or industry specific compliance requirements
- Tools for managing GDPR, California, UK DataAct, HIPAA compliance and PII obfuscation
- Audit trail to track user actions across different areas of the backend
- Cookie policy/Consent management

Integration with existing systems

Modern-day customer experiences require organizations to leverage data for business intelligence, track user interactions to improve the user experience and deliver tailored products and services and integrate with key systems to automate processes and mitigate the risk of errors.

Addressing integrations holistically via MSM translates into quicker time to market, lower implementation costs, consistent performance and reduced licensing fees.

A common use case is connecting all websites to a MarTech automation system like Eloqua or a CRM like Salesforce. Making these integrations available to each website will enable sales, marketing and BI to improve data integrity, gain better visibility and optimize segmenting and reporting through automation.

Digital Asset Management, e-commerce, SiteSearch and GenAI are other examples of integrations that should be addressed holistically, as they impact the organization at multiple levels.

While many organizations still prefer to address integrations and connectivity on a need-to-do basis, leveraging packaged individual connectors into a unified approach

using middleware such as the Sitefinity Integration Hub can be a sustainable solution. It offers connectivity to 1000+ systems while requiring basic configuration and nearly zero implementation/development efforts.

A DAM, in the context of MSM, is another example that will enable global asset sharing without capping the needs of regional teams. It offers flexibility, centralized management and powerful tools while keeping key resources always up to date and in sync.



Centrally managed web presence should not limit creativity

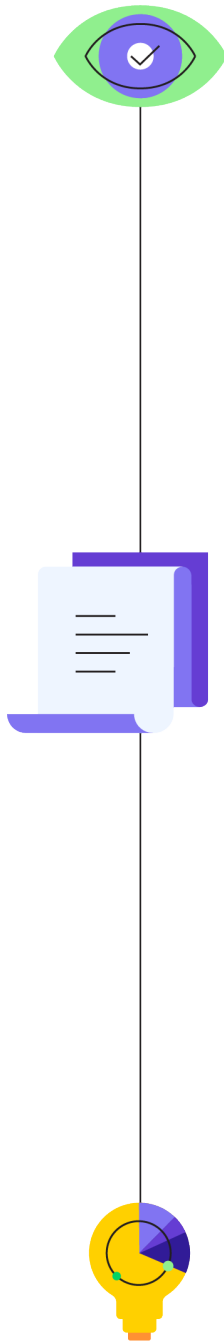
Modern CMSs such as Sitefinity offer a flexible development platform to accommodate multiple use cases, custom content types, integrations and multiple configuration options. They are designed to provide intuitive tools for managing content and day-to-day tasks.

As they make features, content and templates easily accessible to anyone, creativity is not hindered in any way. Business users can use the available assets or templates as a steppingstone to elevate their messaging, tailor the content to the local market requirements or the audience segment. Let's look at some key benefits and considerations from the perspective of the business users.

The Marketing Perspective

The Need for Efficient Content Management

Industry surveys and analyst reports continue to highlight the key challenges that Marketing leaders continue to face. In addition to ROI, delivering value and expanding market presence to support growth, at an operational level MSM enables practitioners to efficiently handle localization, personalization, global and localized SEO and launching various global and regional marketing campaigns and initiatives, among others. MSM is an enabler for efficient content creation and management as it facilitates:



Getting back to the marketing leader – MSM can support one of the key goals: deliver consistent brand messages and user experiences that positively impact brand affinity.

GenAI

With the rapid expansion of GenAI, many organizations are seeing opportunities but they are also struggling to incorporate GenAI holistically across the organization. While GenAI tools such as ChatGPT, Copilot and the likes are readily available to anyone, they still require organizations to define the boundaries, use cases and the scope of use.

GenAI in the scope of MSM is an opportunity to roll out company-wide acceptable use of GenAI, make it easily accessible directly from the content management interface but also tweak and optimize the prompts that will adhere to specific guidelines—personas, tone of voice, etc.

Beyond pure generative AI, machine learning and RAC models are also used in Digital Asset Management platforms, Search appliances, CRMs, CDPs—every part of the tech stack.

Common challenges for marketing teams:

- Too much reliance on IT
- Limited opportunity to express creativity
- Not enough prebuilt components
- Pressing deadlines

Demand Generation and Campaigns

Customer Insights

■ Home Loan Prospects
 ■ [Product] Credit Cards
 ■ [Product] Home Loans

Persona details

PERSONA	VISITORS PASSED THRESHOLD IN LAST 30 DAYS (%)	VISITORS FOR ALL TIME	LAST VISITOR PASSED THRESHOLD	CONTRACTS FOR LAST 30 DAYS (N)	CONTRACTS FOR ALL TIME
Home Loan Prospects People who have a good chance of signing up for a home loan.	253 (2.9%)	260 (2.94%)	25 Sep 2024	22	22
[Product] Credit Cards Recently browsing credit cards	236 (2.7%)	251 (2.84%)	25 Sep 2024	6	6
[Product] Home Loans Recently browsing home loans	201 (2.3%)	207 (2.34%)	25 Sep 2024	13	14
[Existing Customers] Home Loans Have a current home loan product with MyBank	110 (1.26%)	117 (1.32%)	25 Sep 2024	19	22
Existing Customer Customer of My Bank	48 (0.55%)	50 (0.57%)	25 Sep 2024	8	10
[Product] Savings Accounts Recently browsing savings accounts	36 (0.41%)	135 (1.53%)	25 Sep 2024	6	105
[Product] Car Loans Interested in new cars	0	0	25 Sep 2024	0	0

[All personas](#)

The proliferation of touch points and communication channels has exposed the immediate need for organizations to gain insights into their audience, not only on a page/website level but also through the entire customer lifecycle. With potentially hundreds of data silos, creating a 3D view of the customer can be a daunting challenge.

Enabling two-way data exchange between your key websites and business systems can provide the visibility needed not only to handle day-to-day tasks more efficiently but make informed decisions about strategic initiatives such as market positioning, product development, global expansion.

MyBank

Dashboard

Performance

- Content
- Conversions
- Touchpoints
- Uplift
- Attribution

Optimization

- A/B tests
- Personalization

Audience

- Persons
- Lead scoring
- Segment discovery
- Contacts

Conversions

Last 30 days

Define a conversion

Search by name

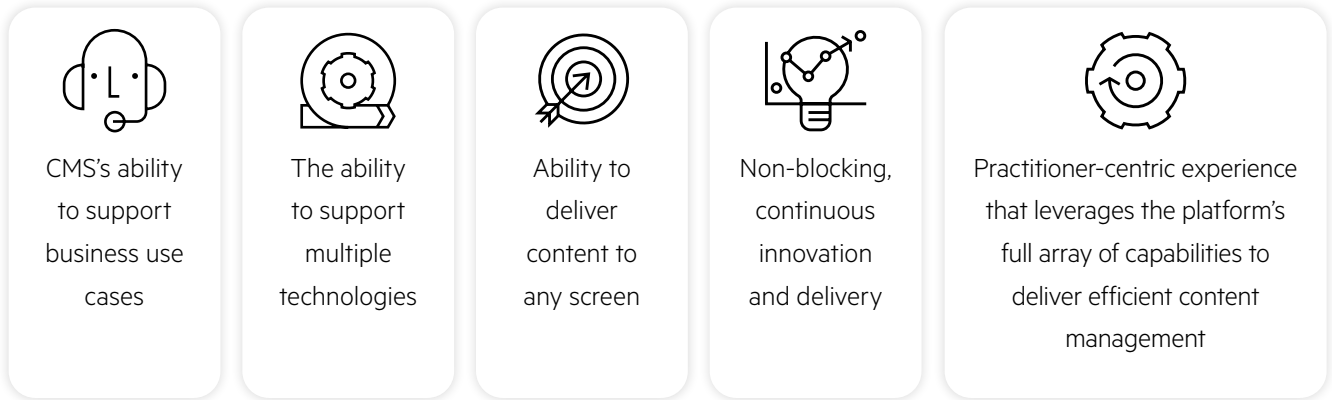
Name	CONVERSION RATE	CONVERSIONS	CHANGE FROM PREVIOUS 30 DAYS	TOTAL VALUE (€)	LAST CONVERSION
Car Loan	0%	0	-	\$0.00	-
Credit Enquiry	0%	0	-	\$0.00	-
[Account Closure] Home Loan	1.79%	156	-	-	23 Sep 2024
[New Account] Savings	0.89%	78	-	-	23 Sep 2024
[Inquiry] Home Loans	2.13%	186	-	-	23 Sep 2024
[Inquiry] Investment Plans	0.69%	60	-	-	23 Sep 2024
[Inquiry] Home Loan - Social Campaign	7.94%	30	-	-	23 Sep 2024

Collecting and unifying customer data from your entire web portfolio (as well as offline interactions) can help you fill gaps, spot trends and identify opportunities.

With audience information properly segmented and actionable, teams at multiple levels can make informed decisions, greatly improving the odds of a favorable outcome.

Dependency on IT

While MSM is an enabler, it is not a panacea. The level of self-service and the extent to which marketing continues to rely on IT will depend on several key factors:

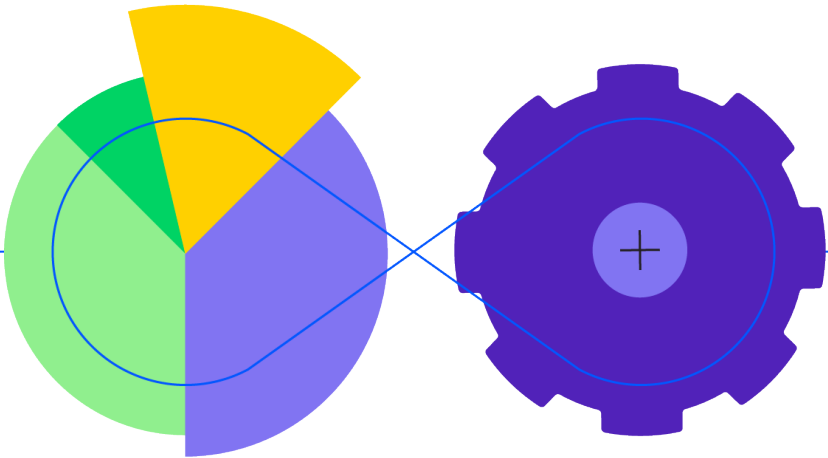


The Must-Have's for Developers and Marketers

A multisite management CMS supports both strategic initiatives and day-to-day tasks by empowering IT teams with streamlined upgrades, centralized management and optimized performance, while enabling marketing to easily manage content, uphold consistent branding, personalize experiences and localize content across platforms. This alignment enhances both long-term goals and daily operations for both groups.

IT	Marketing/Business Users
Align the technology stack	Deliver content to multiple channels and audiences. Content translation and localization
Streamline upgrades	Gain access to new capabilities
Plug-in integrations	Integrate key business systems such as DAM, Sitesearch and MarTech Tools) to improve productivity or enhance the user experience

Rapidly deploy new content types	Tailor the content management experience for different use cases and audiences
Centralize management	Share platform capabilities and deliver consistent branding, reduce licensing costs, speed up user onboarding
Replicate customization	Reduce time to market and maintain consistency for back-end users
Optimize performance	
Manage security, compliance, user access and authentication and workflows	Maintain content integrity, brand and messaging consistency



CMS Vendor Selection Guide

8 Critical Stages to Ensure You Choose the Ideal CMS

[Download Guide](#)

The Paradox of Choice: Buy, Build, Open-Source or Vendor-Supported

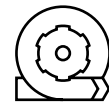
There is no shortage of CMS offerings on the market. Choosing the right solution for your needs requires thorough evaluation of your current needs and priorities, cross-team collaboration and extensive market research. A CMS vendor evaluation guide is often a good start to explore key capabilities. Analyst reports, success stories, peer reviews and submitting RFPs should also be prioritized. Whether you have the resources to build a CMS in-house, choose an open-source alternative or vote for a vendor-supported system, you need to take in account key factors, such as:



Track record



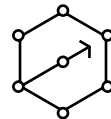
Cost/Value



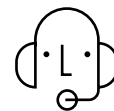
Technology flexibility



Security features



Scalability and high availability



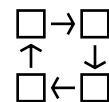
Support, community and lifecycle policy



Integration capabilities, user-friendliness



Relevance to market, technology and stakeholder needs



Vendor lock-in, Professional Services and partner network

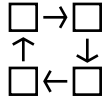


Implementation Strategies

Congratulations if you have made it this far. Multisite Management can simplify management, lower operational costs and improve efficiency. Defining your implementation strategy and setting clear expectations will define the outcome of the project. Key areas to include in your strategies include:



In-house development or via a partner



Architecture considerations



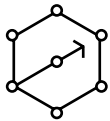
Stakeholder involvement and alignment



Monitoring and optimization post-implementation



Planning and preparation



Onboarding of end users



Phased rollout vs. Big Bang approach

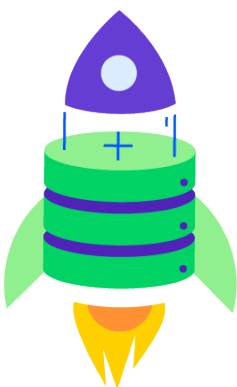


The angle of attack—targeting maximum impact or mitigating potential risks



Support and Professional Services arrangements with vendors

Each CMS option—building your own, using open-source or adopting a vendor-supported solution—offers distinct advantages and challenges.



Building your own CMS allows for complete customization and control, so that the system is tailored to specific business needs. However, this approach is resource-intensive, requiring significant development, maintenance and long-term investment in IT support.

Open-source CMS platforms offer flexibility, large community support and lower upfront costs. But they may present challenges with security, scalability and ongoing maintenance, especially for businesses without dedicated development teams.

Vendor-supported CMSs provide comprehensive support, security and built-in scalability, reducing the internal workload for IT teams. While this solution achieves stability and access to expert resources, it can lead to vendor lock-in and potentially higher long-term costs depending on licensing and customization needs.

Organizations should evaluate different vendors to find the right fit and minimize the risk of overinvesting or overdependency. This CMS evaluation guide provides guidelines for what to look for in a vendor. Analyst reports from Gartner, Forrester, Omdia and many others provide objective comparison between options.

The final decision requires a careful balancing of factors like control, cost and scalability.

Best Practices for Effective Multisite Management

PAGE	TRANSLATIONS	CREATED ON/OWNER	ANALYTICS	ACTIONS
<input type="checkbox"/> Homepage Published Personalized • Report		Yesterday Donna Hudson		
<input type="checkbox"/> Products Group page		Today Hellen Smith		
<input type="checkbox"/> Blogs Group page		Nov 5, 2019 Peter Tylor		
<input type="checkbox"/> Why Choose a Cloud CMS? Draft		Nov 4, 2019 Sophia Clark		
<input type="checkbox"/> Top 10 Conversions Rate Optimization (CRO) Unpublished		Nov 4, 2019 Donna Hudson		
<input type="checkbox"/> Building Your First Pages with Sitefinity Published A/B test • Report		Nov 3, 2019 Peter Tylor		
<input type="checkbox"/> Resources Scheduled publish on November 5, 2019 at 2:41 PM		Nov 2, 2019 John Petterson		
<input type="checkbox"/> Webinars Published Personalized		Nov 2, 2019 Donna Hudson		

To remain competitive, organizations must consistently provide value to their customers. To deliver exceptional experiences, they need to focus on several critical areas, including:

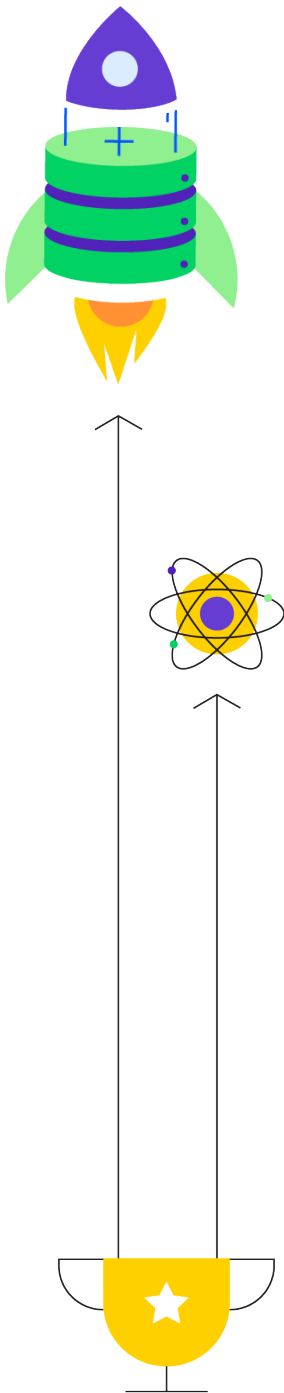
- Content structure and backend customization to improve efficiency
- Content governance and policy setting to maintain consistency
- Regular audits, updates and upgrades to enable access to innovative technology
- GenAI/ML to ideate and innovate
- Deliver consistent user experience to improve engagement and loyalty
- Continuous improvement and innovation to become an industry leader

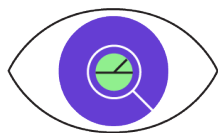
Future Trends in Multisite Management

In today's rapidly evolving digital landscape, emerging technologies are reshaping how organizations manage multisite environments and deliver customer experiences. Artificial intelligence (AI) and machine learning (ML) are transforming content personalization, automating workflows and enhancing data analytics, enabling organizations to deliver hyper-relevant content in real-time. Simultaneously, Internet of Things (IoT) is driving multisite integration, allowing for seamless communication between devices and systems across different locations, which enhances operational efficiency and customer engagement.

As digital footprints grow, enhanced security measures become paramount. Organizations must adopt a proactive approach to security by integrating robust data encryption, multi-factor authentication and real-time threat detection to protect sensitive customer information and maintain trust.

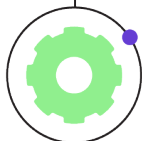
Looking ahead, the future of multisite management will likely include deeper AI-driven automation, more sophisticated content delivery methods and seamless integration between digital and physical spaces through IoT. To stay ahead in multisite management, organizations should continuously invest in technology upgrades, embrace flexible infrastructure and cultivate a forward-thinking culture that adapts to new trends. Leveraging emerging technologies effectively while focusing on security and scalability will be the key to staying competitive in this space.





Conclusion

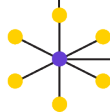
To catalyze innovation and foster growth, organizations should wholeheartedly embrace multisite management. This strategic approach not only mitigates reactive firefighting but also significantly accelerates release and content production velocity, thereby enhancing the organization's capacity to innovate and expand. By centrally managing the entire web presence, businesses can drastically improve time to market and consistency, liberating more time for initiatives that drive substantial progress. Ultimately, adopting a multisite management strategy can drive innovation and growth, enabling organizations to stay competitive in today's digital landscape.



How to Try Sitefinity

Start today by exploring a 14-day trial of Progress Sitefinity or scheduling a personalized demo. Experience seamless content management and personalized digital experiences tailored to your business needs.

[Get started now.](#)








Get a Demo

About Progress

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