



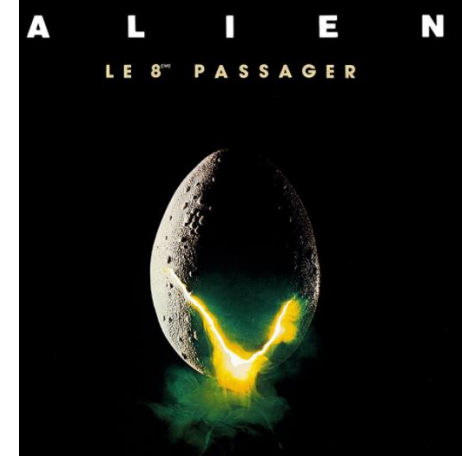
Les Jeudis de Progress

Sitefinity : La gestion du Contenu Web

Sitefinity peut apparaitre comme un “Alien” dans le portefeuille Progress mais au contraire participe à la Stratégie Digitale

Laurent KIEFFER : laurent@progress.com

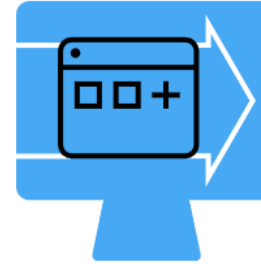
15 Octobre 2020



Expérience Digital : des Besoins Croissants



Besoins croissants en matière de développement



Attentes croissantes des clients



Risque de temps d'arrêt



Prouver le retour sur investissement marketing

Sitefinity : Plusieurs composantes

 **Progress**[®] Sitefinity[®]

 **Progress**[®] Sitefinity[™] Cloud

 **Progress**[®] Sitefinity[®] Insight



Progress® Sitefinity®

Gestion intuitive de Contenu Web Multisites , Multilingues , et Multicanal
<https://www.progress.com/sitefinity-cms/web-content-management>

Trusted 1000's of enterprises including



A qui s'adresse SITEFINITY



Développeur

- Une grande extensibilité grâce à .NET
- .NET pur, interfaces API RESTful, C# et LINQ
- Un créateur de modules pour une personnalisation aisée



Marketer

- Une expérience créative hors pair
- Des outils conçus pour attirer, engager et convertir
- Canaux Web, email, réseaux sociaux et mobiles
- Des outils de recherche (SEO) performants pour des résultats tangibles



DSI

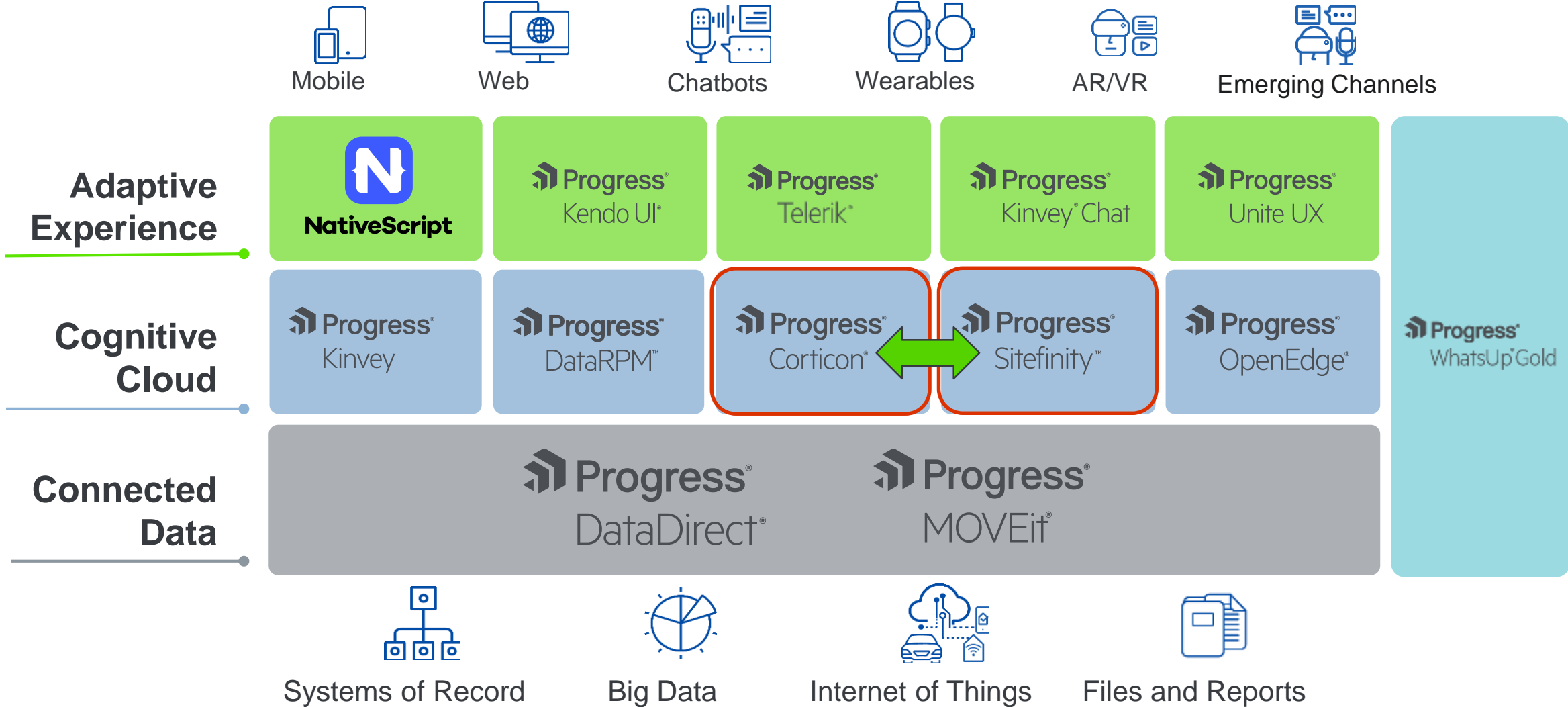
- Compatible avec Active Directory
- Synchronisation des sites, workflow personnalisés
- Connexion aux systèmes d'entreprise
- Compatibilité avec le cloud et évolutivité



Demo: Sitefinity en Live



Exemple de Combinaison de Solutions : CMS + BRMS



Scénario : CMS + BRMS → formulaires dynamiques

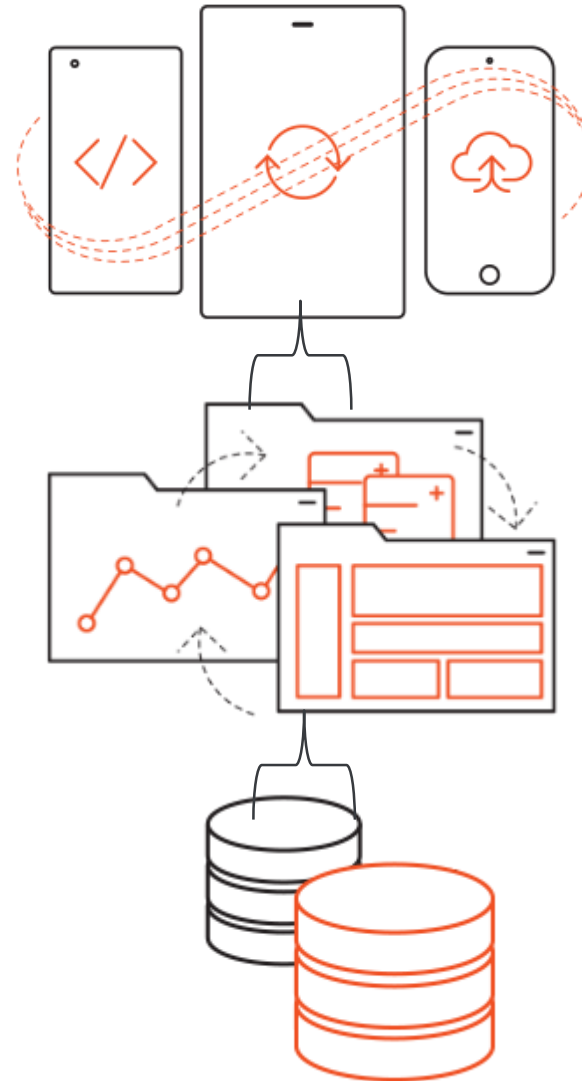
 Progress® Sitefinity®

CMS

 Progress® Corticon®

BRMS Pilotage par règles

Base de Données



Marketing
Gestion du Contenu

Règles pour gérer les

- Questions/Formulaires dynamiques
- Calculs (cotations)

Accès aux données en
bases de données ou via
APIs

Scénario : CMS + BRMS → formulaires dynamiques

Answer a few easy questions to

Apply Online.


What is the value of the property?

How much down payment do you want to make?

What is the type of the loan?

Purchase

Next



Answer a few easy questions to

Apply Online.


What is the value of the property?

How much down payment do you want to make?

What is the type of the loan?

Purchase

Next



Answer a few easy questions to


Apply Online.

Based on the loan amount, the Jumbo loan may be suitable.
What is the applicant FICO score?

How will you occupy this property?

Next

Back



Answer a few easy questions to


Apply Online.

Is this your first home?

Based on the loan amount, the Small loan may be suitable.
What is the applicant FICO score?

Back

Next



Answer a few easy questions to

Apply Online.

Is this your first home?

True

Based on the loan amount, the Small loan may be suitable.

What is the applicant FICO score?

800

Back

Next

Small Preferred

\$372.37 a month

4.00% APR

Buy your dream home with our Small Preferred loan.

- Loan amounts up to \$250,000
- Exclusive rate incentives for borrowers with 620+ FICO
- Eligible for primary and second homes

Apply Online

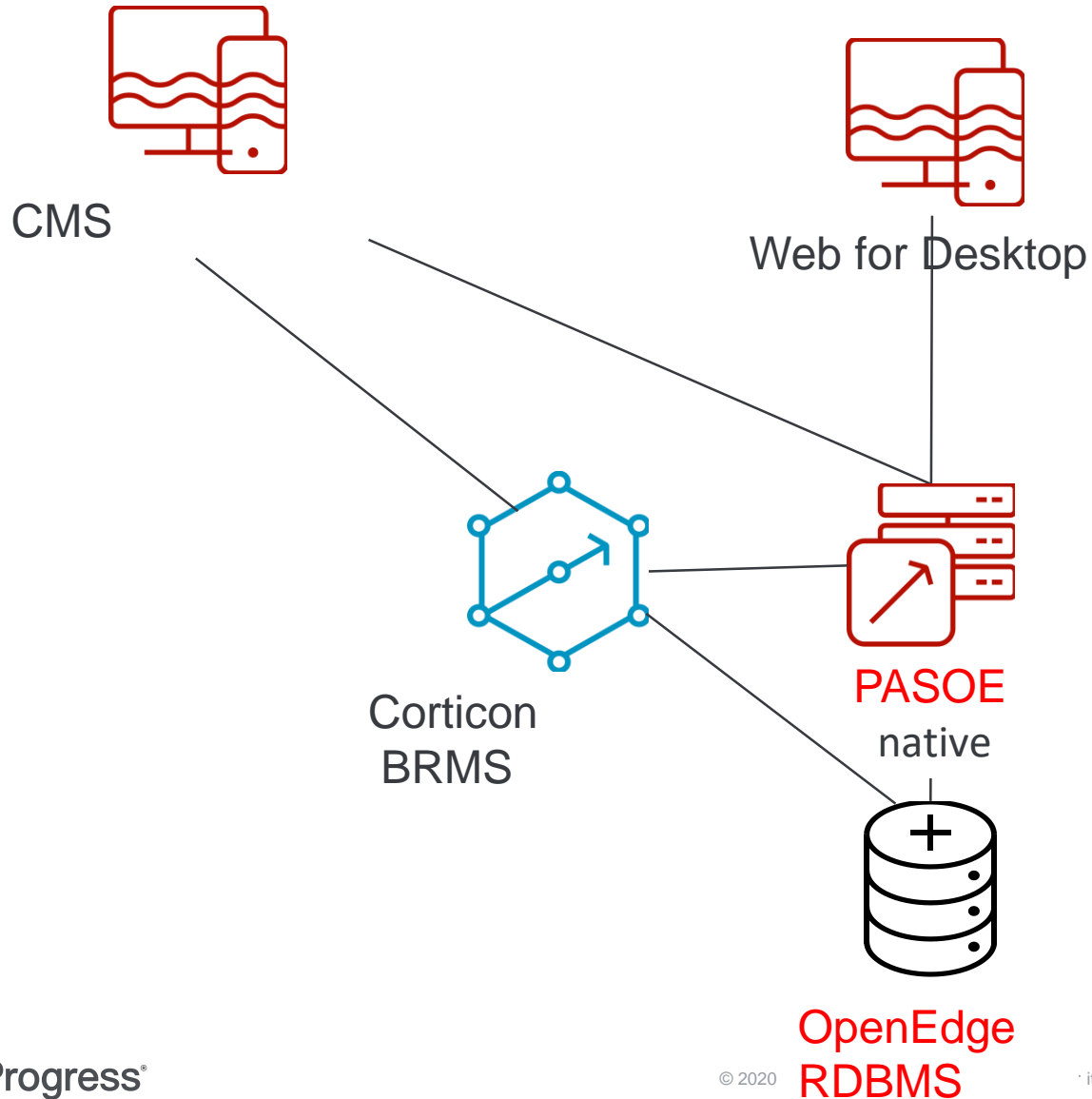
	Conditions
a	Is the down payment answer null?
b	Is the loan type answer null?
c	Is the property value answer null?
d	Is the FICO question missing?
e	What is the loan amount (value-down payment)?
f	Is the occupancy question missing?
g	Is the first time buyer question missing?
h	
i	
j	
k	

	0	1	2	3	4	5	6	7	8
a		F	-	-	-	-	-	-	-
b		-	F	-	-	-	-	-	-
c		-	-	F	-	-	-	-	-
d		-	-	-	F	T	-	-	T
e		-	-	-	-	> 1000000	> 1000000	<= 1000000	<= 1000000
f		-	-	-	-	-	T	-	-
g		-	-	-	-	-	-	T	-

	Actions
	Post Message(s)
A	Loan amount = property value - down payment
B	Set the loan type in the loan application
C	Set the property value in the loan application (convert to decimal)
D	Set the down payment in the loan application (convert to decimal)
E	Set the FICO value in the loan application (convert to integer)
F	
G	Ask for FICO score (for Jumbo loan)
H	Ask for FICO score (for Small loan)
I	Remove the loanApplication object (to prevent a partially complete one being evaluated)
J	
K	Ask about occupancy
L	Ask about first time buyer
M	
N	
O	

	0	1	2	3	4	5	6	7	8
A	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F									
G						<input checked="" type="checkbox"/>			
H									<input checked="" type="checkbox"/>
I							<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
J									
K							<input checked="" type="checkbox"/>		
L								<input checked="" type="checkbox"/>	

CMS avec composants OpenEdge



Sitefinity permet d'invoquer

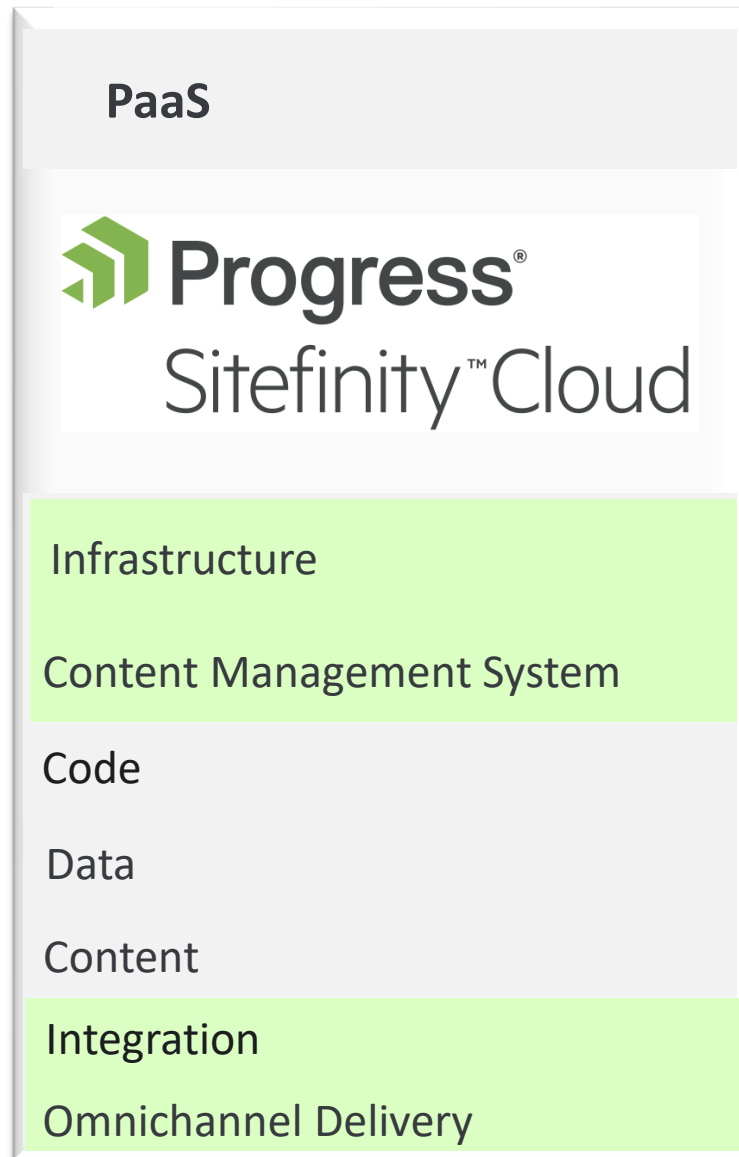
- Des Règles Corticon
- Des APIs REST (PASOE)



Progress[®] Sitefinity[™] Cloud

Vos sites en toute tranquillité dans le Cloud :

<https://www.progress.com/sitefinity-cms/cloud>



Développer, exécuter et gérer
de **Puissantes Expériences
Numériques** sans la complexité
de la conception et de la
maintenance de l'infrastructure

Hébergé sous Microsoft Azure

Gold
Microsoft
Partner



Souscription Azure

Infrastructure

Management Portal



Optimal Client-Side
Performance



Optimal Server-Side
Performance



Auto-Scaling and
High Availability



Enterprise Search



Backups and
Point in Time Restore



Backups Storage



Azure DevOps

Control and Visibility

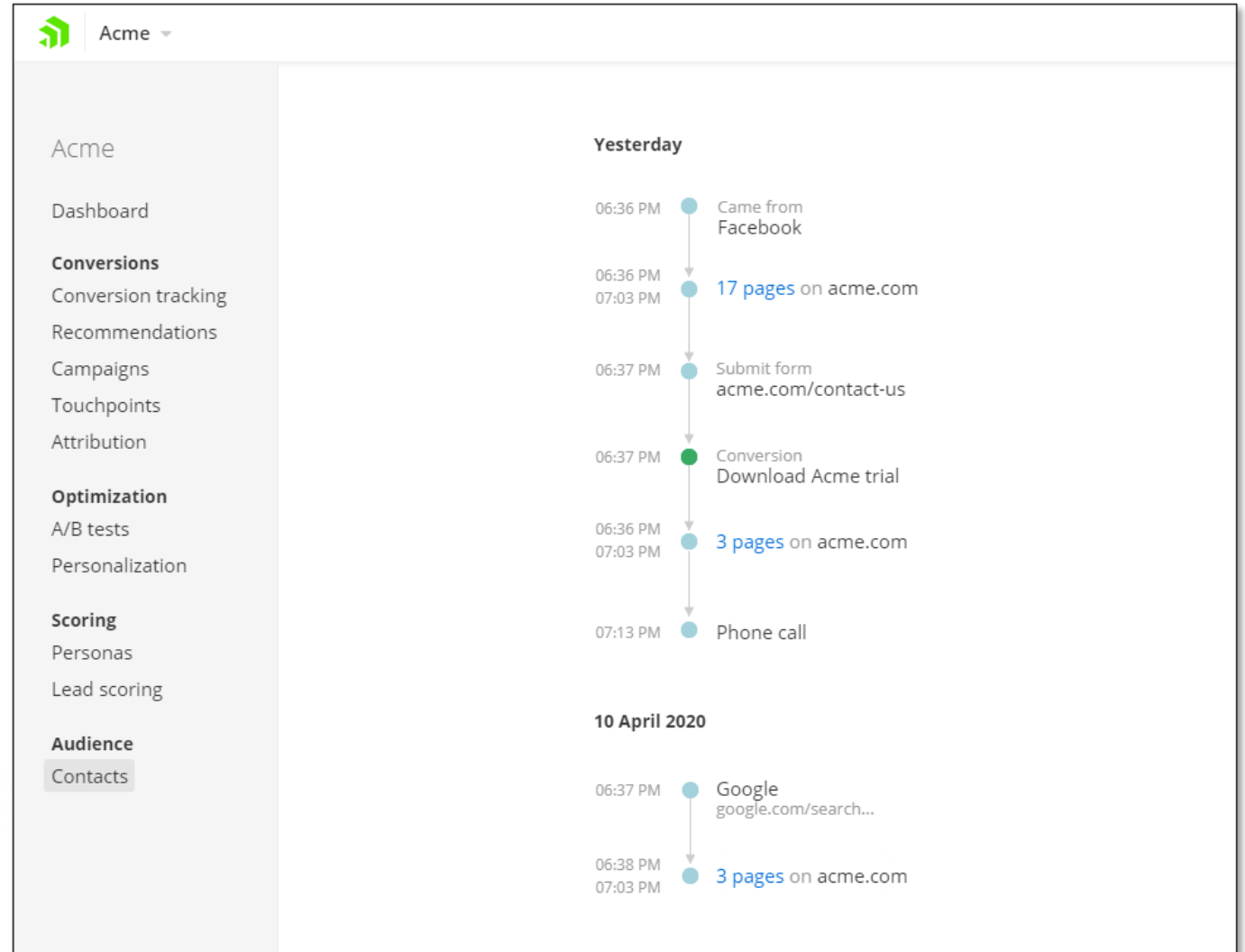


Progress[®] Sitefinity[®] Insight

Gérer et personnaliser vos contenus Web rapidement et facilement pour optimiser votre stratégie Digitale et vos taux de conversions

<https://www.progress.com/sitefinity-cms/insight>

Utilisation



Collectez des données d'interaction sur plusieurs canaux - sites Web, applications mobiles et chatbots, afin d'optimiser vos sites.

Utilisation



The screenshot shows a CRM interface for a contact named Peter Tylor. The left sidebar contains navigation options: Acme, Dashboard, Conversions (Conversion tracking, Recommendations, Campaigns, Touchpoints, Attribution), Optimization (A/B tests, Personalization), Scoring (Personas, Lead scoring), and Audience (Contacts). The main content area displays contact details, interaction history, lead scoring, and persona information.

Category	Value	Details
Contact info	Peter Tylor p.tylor@acme.com Company Acme International	Show details
Interactions	120 5 active days	view journey
First interaction	Over 1 year ago 02 January 2019 Visit .../events Came from Facebook	
Became a contact	3 months ago 12 January 2020 Over 1 year after first interaction	
Last interaction	Yesterday 09 Apr 2020 Phone call	

Lead Scoring	Score	Level
Purchase readiness	210 score	qualified leads level
leads	0-199 points	
qualified leads	200-299	
hot leads	300+	

Persona	Similarity	Points
Business user Interested in usability view persona	100% similarity	120 points
IT manager Enterprise needs	60% similarity	80 points

Comprendre mieux votre public et obtenir des idées qui vous aident à améliorer l'expérience de chaque visiteur.



Conclusions



Gestion Contenu Multisite et Multilingue Pour tous les Médias

Gestionnaire de Contenu de
type “Headless CMS”

Gouvernance de la gestion
de contenu, workflows et
synchronisation entre la
conception et les sites Web

Contenu multilingue et
multisites gérés de manière
centralisée

Mise en page conviviale par
Drag-and-Drop , générateur de
formulaires

The screenshot displays the Sitefinity admin interface for 'Quantum International'. The main heading is 'Pages'. A 'Create a page' button is located in the top right corner. Below the heading is a table with the following columns: PAGE, TRANSLATIONS, and CREATED ON. The table lists several pages:

PAGE	TRANSLATIONS	CREATED ON
✓ Home Published	EN ES	Jun 12, 2018 by System
▾ Services Group page	EN ES	Jun 12, 2018 by System
✓ Development Published	EN ES	Jun 12, 2018 by System
✎ Marketing Draft, newer than published	EN ES	Jun 12, 2018 by System
▸ Inside Quantum Group page	EN ES	Jun 12, 2018 by System
▸ Store Group page	EN ES	Jun 12, 2018 by System

Offrir des expériences client personnalisées

Suivi des performances du contenu et de l'expérience

Découverte de l'audience et segmentation de l'audience

Personnalisation « Out of the Box » basée sur des balises personnalisées

Analyse et segmentation basées sur les données multiplateformes



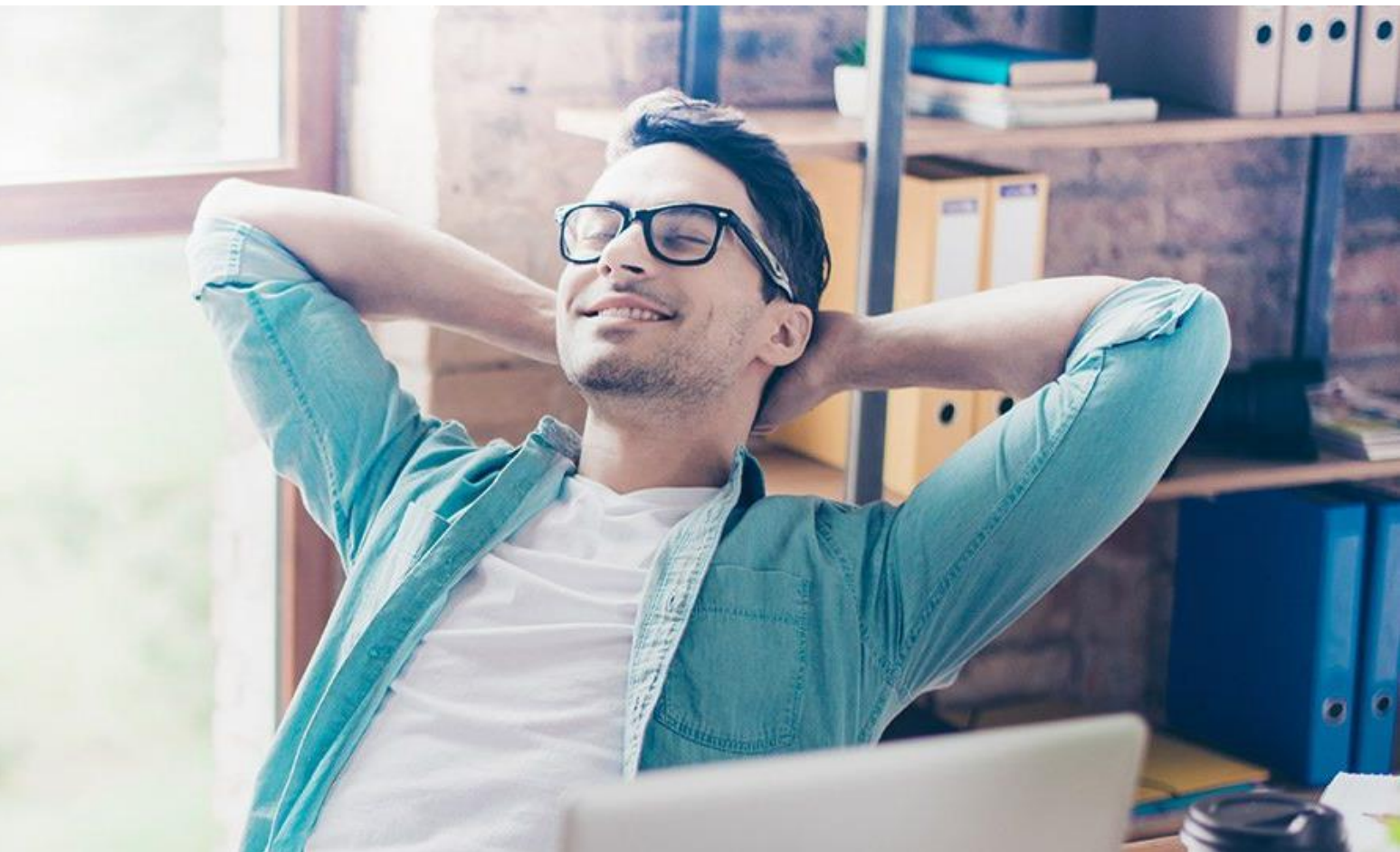
Atteindre l'efficacité opérationnelle

Accentuer l'avance de l'entreprise avec Sitefinity Cloud ou déployer sur site

Concevoir rapidement des expériences complexes et performantes avec MVC

Connecteurs intégrés et API flexibles

CI/CD, SiteSync, Mises à jour automatisées, outils intégrés de sécurité et de surveillance



Simplifiez votre Commerce Digital

Unifier le contenu commercial avec les intégrations des partenaires e-commerce

Gérer sans effort le commerce électronique multicanal B2C et B2B

Intégrez-vous aux Back-Office pour répondre aux demandes

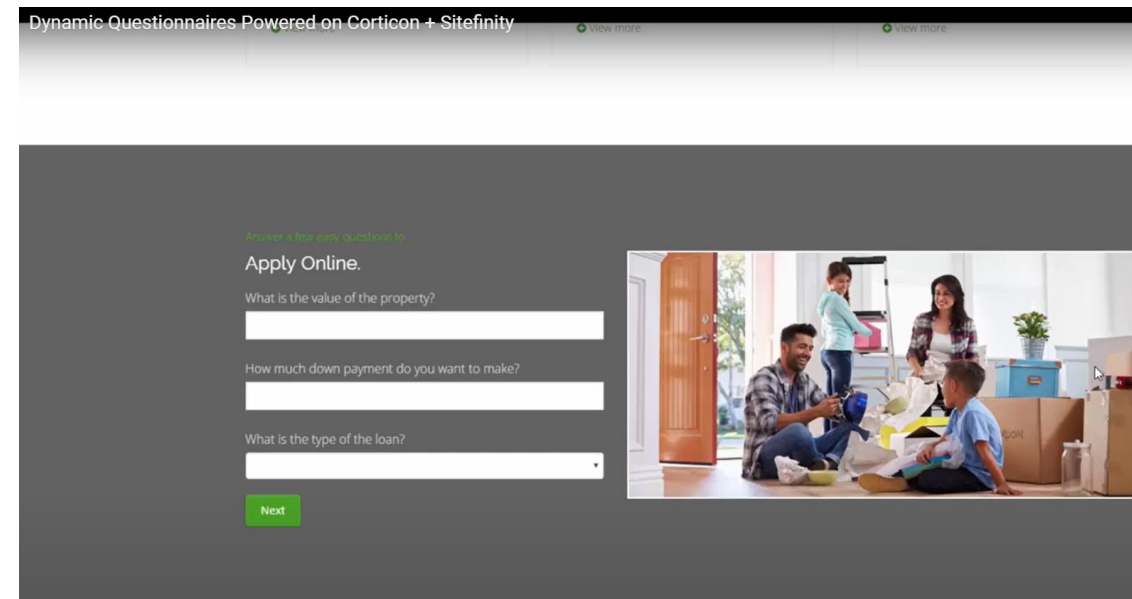
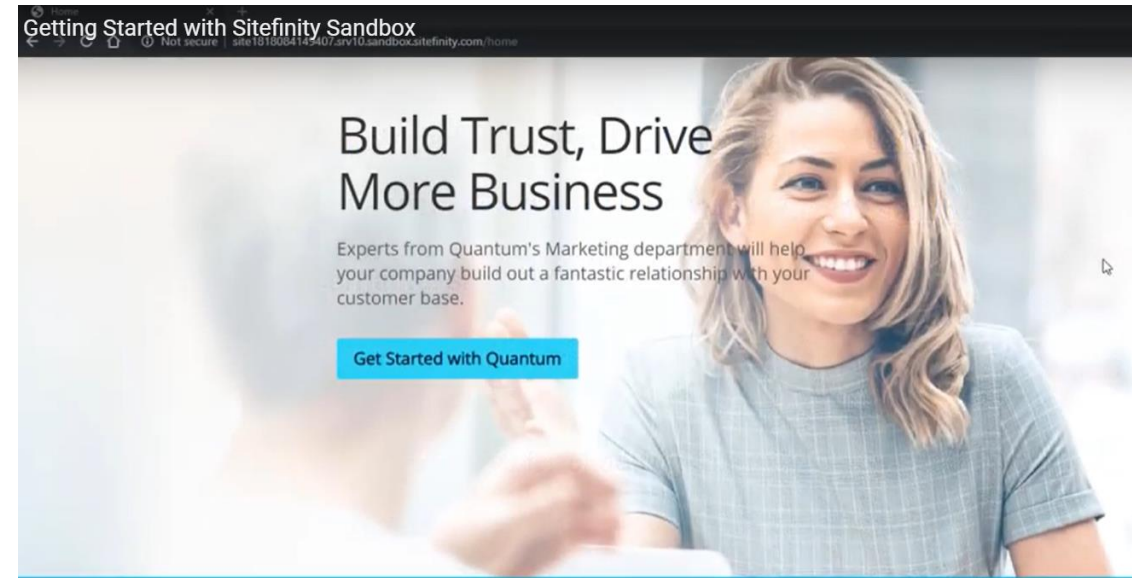
Offrir des expériences de recherche personnalisées à chaque visiteur



Quelques liens

- [Sitefinity Sandbox](#) : pour prise en main en ligne
 - Vidéo d'Explication : [cliquez Ici](#)

- Sitefinity + Corticon : Formulaires Dynamiques
 - Vidéo Démonstration : [cliquez Ici](#)



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Build Trust, Drive More Business

Experts from Quantum's Marketing department will help your company build out a fantastic relationship with your customer base.

[Get Started with Quantum](#)

Development
Our Developers deliver premium quality services for the clients who search solid websites for businesses, associations, government and other.

Web Design
Desktop, tablet or phone, our designers will provide your site with the best looks that you can imagine. You provide the ideas, we give you the tools.

Marketing
Web Analytics, Email Marketing, SEO, Personalization, Creative Strategy, you just name it and our Marketing dept will provide you with the service needed.

Digital Marketing Maturity Evaluation Guide
Digital Marketing is, by its very nature, technology driven. It requires organizations to implement technology platforms and use them effectively in an integrated fashion. That is the road to Digital Marketing Maturity. The

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Quantum News

Quantum Photo Contest
Jun 12, 2018, 07:17 AM
by Karen Petrov
Donec sollicitudin sollicitudin mauris, tincidunt pellentesque erat tincidunt vitae. Morbi justo orci, suscipit a lorem at, porta sagittis eros. Mauris posuere mattis sapien, vitae bibendum enim semper in.

Quantum starts new "Green" Campaign
Jun 12, 2018, 07:17 AM
by Peter Weigman
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Consetetur sadipscing elitr, sed diam nonumy ermod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Quantum launches new business notebook "Gluon"
Jun 12, 2018, 09:17 AM
by Gal Itzhak
Consectetur adipisicing elit, sed diam nonumy ermod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. Nam liber tempor cum soluta nolla elitralo sapien congue velit.

CATEGORIES
Design (4)
Development (3)
Marketing (3)

TAGS
Campaign (1)
Competition (1)
Conversational (1)
Design (1)
seo (1)
green (1)
Photo (1)
UX (1)

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Quantum Shop

Discover the best IT products.

The all new Gluon. The first eco laptop created from recycled materials.
The Gluon is an amazing piece of engineering now with 1080p display.
Pre-order for only \$1,399

TOP SELLERS

Shopping cart
There are no products.

FILTER PRODUCTS
EUR USD
CLEAR FILTER
SORT BY: Created date

by Product type
Books
General products
Marketing Services
Software
Songs
Website Templates

by Price
\$0.00 to \$50.00
\$51.00 to \$100.00
\$101.00 to \$200.00
\$201.00 and above

19 products
1 2 3
Next

Quantum Phone Case
\$4.99
[Write a review](#)

Quantum Hoodie
\$29.90
[Write a review](#)

Quantum Bag
\$17.80
[Write a review](#)

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Downloads

CMS Buyers' Guide kit
PDF (673 KB)
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Top 100 digital agencies in the UK
PDF (8122 KB)
[Download](#)

ASP.NET MVC in Sitefinity
PDF (693 KB)
[Download](#)

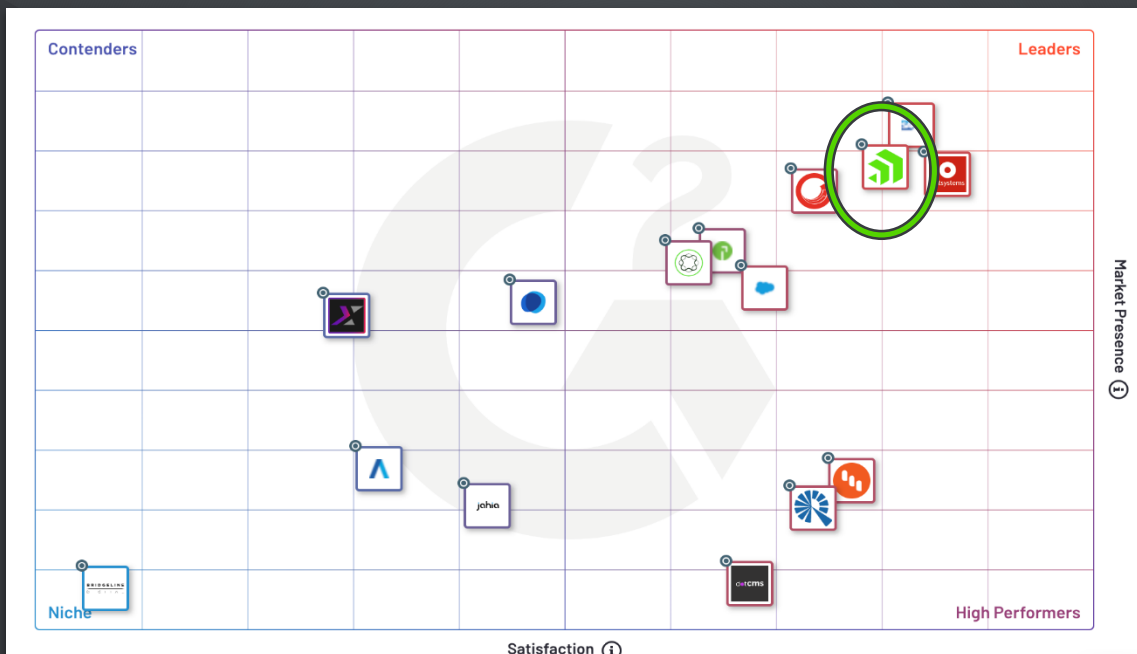
CMS and E-commerce in one application
PDF (788 KB)
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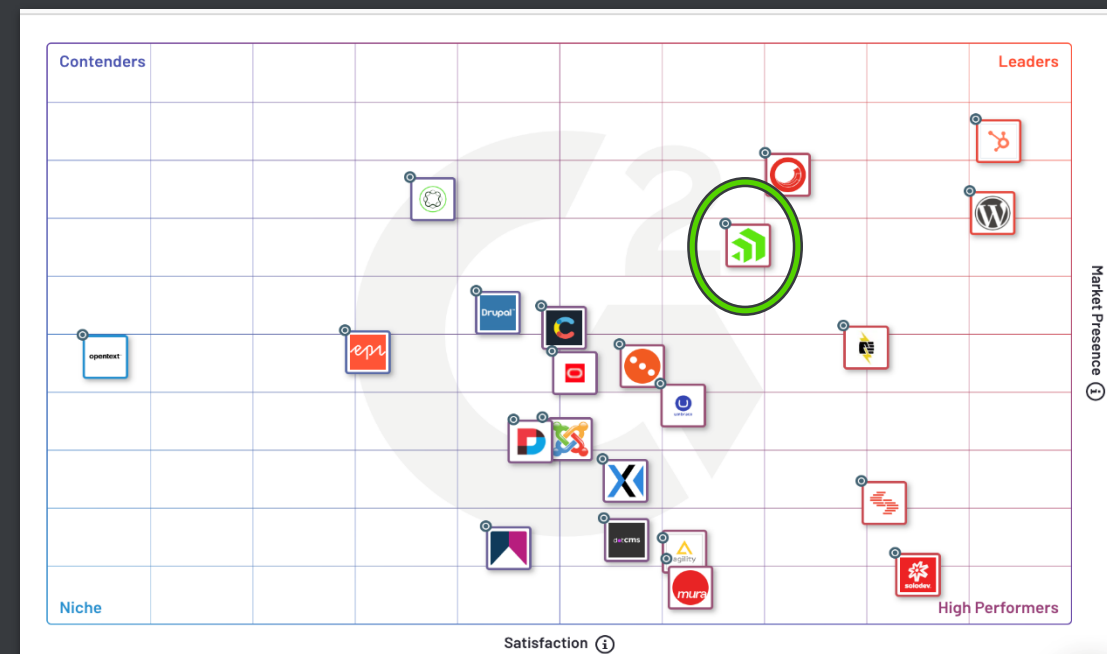
Preferred by Customers



DXP Grid Summer 2020



Enterprise WCM Grid Summer 2020





Q&R



