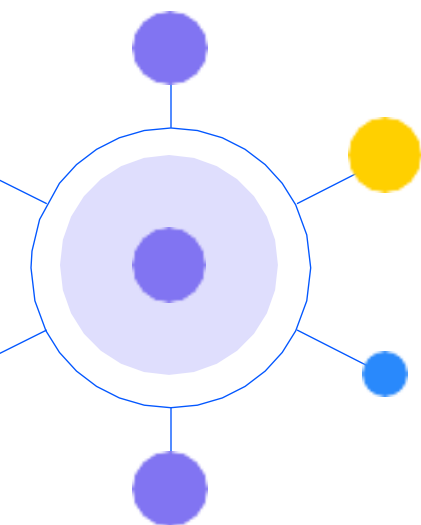


Progress Sitefinity Content Pipeline

PRODUCT GUIDE





Staging Isn't Just for Code: Solving the Content Sync Gap in CMS Workflows

It's launch day.

The campaign is ready—copy written, assets approved—but the only way to preview it is by publishing directly in Production. There's no safe place to stage the content.

A quick sync to the old test site won't work—it's out of date.

The fallback? Copy-paste into the live site, hope nothing breaks and fix mistakes on the fly.

This isn't unusual—it's how many teams still handle content. But it doesn't have to be.

Content Has No Place to Breathe

In most CMS workflows, **Staging is for code**. Developers use it to test features with dummy data.

Production is for content, where editors create, publish and maintain real content.

This setup protects the live site—but creates friction for content teams. Editors are stuck working directly in Production, or trying to stage content in places never meant for publishing.

There's no buffer, no proper preview and no structured way to move content forward. More importantly, there's no place to collaborate or share the final copy and design with peers and stakeholders.



Does Your Workflow Fit the Team?

Content teams often need more flexibility:

- Building campaigns that span multiple pages, assets and stakeholders
- Getting approvals before anything is public
- Staging changes tied to product releases or events
- Coordinating migrations and major content, design and UX updates

But in the default model, **content only lives in Production**. Anything more complex requires hacks, workarounds, or risk.

"Marketers can just drag and drop the widgets on a page and then modify them using our view templates, and then they are good to go. A lot of things they want to have, they can now do themselves. And with the publish and sync option, the end users can sync whenever they want." This also frees up technical resources associated with content management and maintenance.

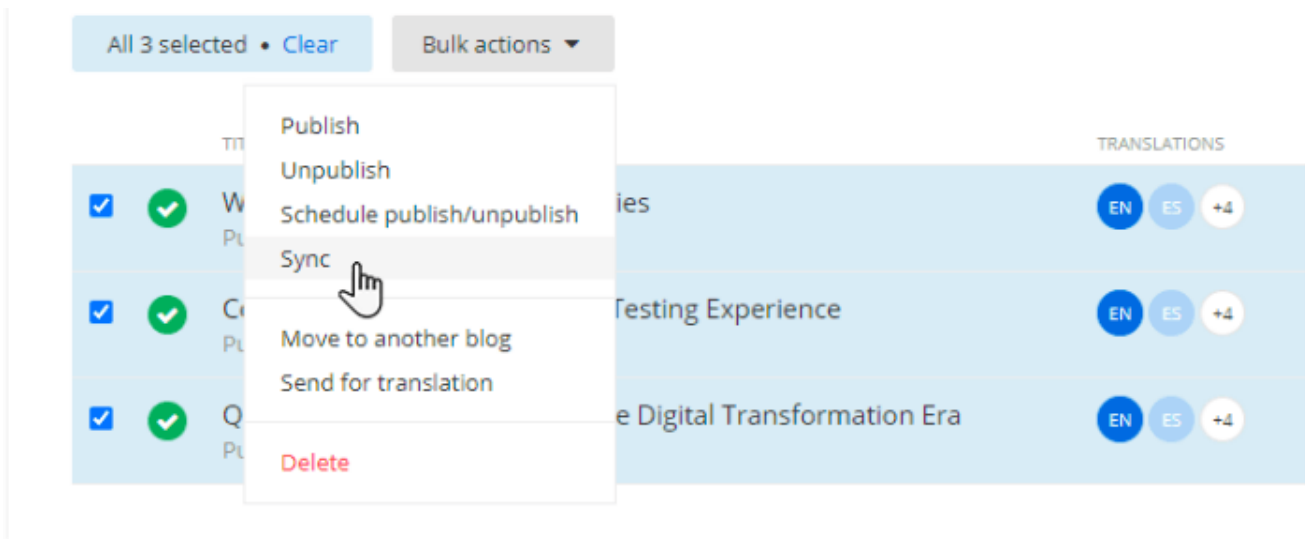
Timo Richter,
Senior Systems Architect,
Terex Corporation

How it Works



Video
Overview

Structured content workflows aren't just for large teams—they're a necessity for any organization aiming to reduce errors, move faster and publish with confidence. Sitefinity supports this through SiteSync and the built-in Sitefinity Cloud Content Pipeline.



Deploying Sitefinity In-House?

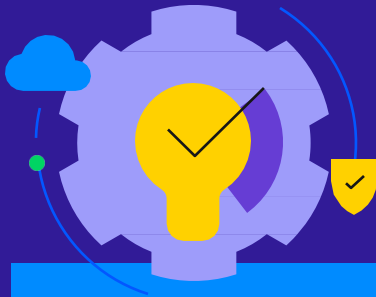
Organizations managing their own Sitefinity infrastructure can set up a dedicated **Authoring environment** that mirrors Production. Using **SiteSync**, content editors can create, preview and sync approved content from Authoring to Production.

Managing this setup internally means staying on top of:

- Keeping environments version-matched and schema-consistent
- Infrastructure scaling and availability
- Maintenance, upgrades and applying important product updates.

For many teams, that ongoing overhead pulls resources away from strategic projects like automation, system integration and improving internal workflows.

Sitefinity Cloud Content Pipeline



Campaign Preparation

Build and stage entire campaigns, sync when everything's approved.

Editorial Review

Create, preview and refine content in Authoring before it's live.

Content Migration

Safely move content between environments during replatforming or redesign projects.

New Product Launches

Build and stage entire campaigns, sync when everything's approved.

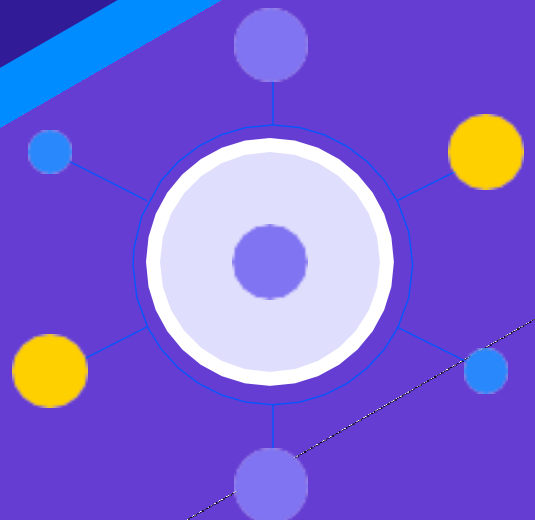
The **Content Pipeline** removes content management bottlenecks by introducing a dedicated **Authoring environment**—built for content work, not code testing.

It mirrors the Production site and runs the same Sitefinity CMS version and structure.

Content managers can:

- Create, edit and preview content safely in Authoring
- Request review, apply feedback safely and follow approval workflows
- Sync approved content to Production using **SiteSync**
- Avoid the risks of live editing and the guesswork of disconnected test environments

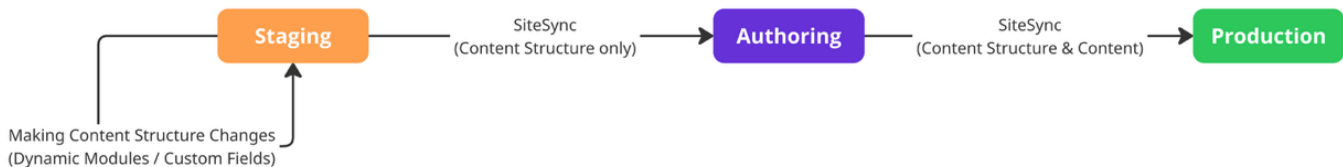
Developers still use the Staging environment for functional testing. Editors now have their own space too.



Sitefinity Cloud Content Pipeline

Sitefinity Cloud takes the operational load off your plate.

Content Pipeline provides a fully managed **Authoring environment**, aligned with Production and integrated with SiteSync out of the box.



No extra configuration. No infrastructure to monitor.
No environment drift.

- **Ready-to-use staging for content**—no separate setup required
- **Built-in sync confidence**—Production and Authoring always match
- **Time savings**—no need to maintain or troubleshoot environments
- **Enterprise-grade performance**—cloud environments are scalable, load-balanced and backed by a global CDN
- **High availability**—triple-redundant systems monitored 24/7

You focus on content. Sitefinity Cloud handles everything else—deployment, performance, reliability and scalability.

Sitefinity SiteSync Capabilities at a Glance

Content Types	Description
Built-in Content Types	<ul style="list-style-type: none">• News• Blogs and Blog posts• Lists and List items• Events and Calendars• Shared content blocks• Forms (structure only)
Media Content and Libraries	<ul style="list-style-type: none">• Documents and Document libraries• Images and Image libraries• Videos and Video libraries
Dynamic Content	<ul style="list-style-type: none">• Module structure• Module contents• Custom fields
Related Data	Related content or media
Pages	Pages are synchronized together with their personalized versions, if any.
Hierarchical Content	SiteSync promotes hierarchical content types and persists the dependencies. For example, if you sync blog posts, the parent Blog will also be synced.
Personalized Content	Promote user segments, so that synchronization of personalized pages is enabled.
Multilingual Content	If you are using more than one language, you can select to sync items in a particular language only.
Content Organization	Classifications (including Tags, Categories, Departments, and so on)

For a complete list of capabilities, refer to the SiteSync documentation.

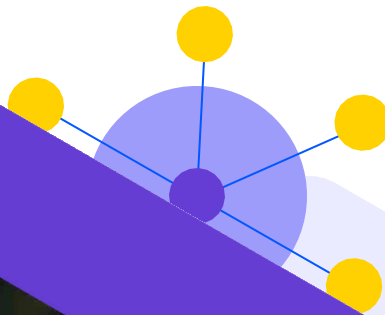
Why It Works

The Content Pipeline gives content teams what developers already have: a safe, structured workflow. It supports better quality, faster approvals and fewer surprises on launch day.

Content isn't just copy—it's your product. Give it a real workflow.

“Bringing everything into a multi-site instance and utilizing Sitefinity’s SiteSync capabilities has saved a lot of time and resources. Everything is in one place.”

Kristina Angelova
Partner & Digital Strategy Consultant at
Rika Digital





progress.com/sitefinity-cms/cloud






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 digital 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

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