The Generative CMS Field Guide

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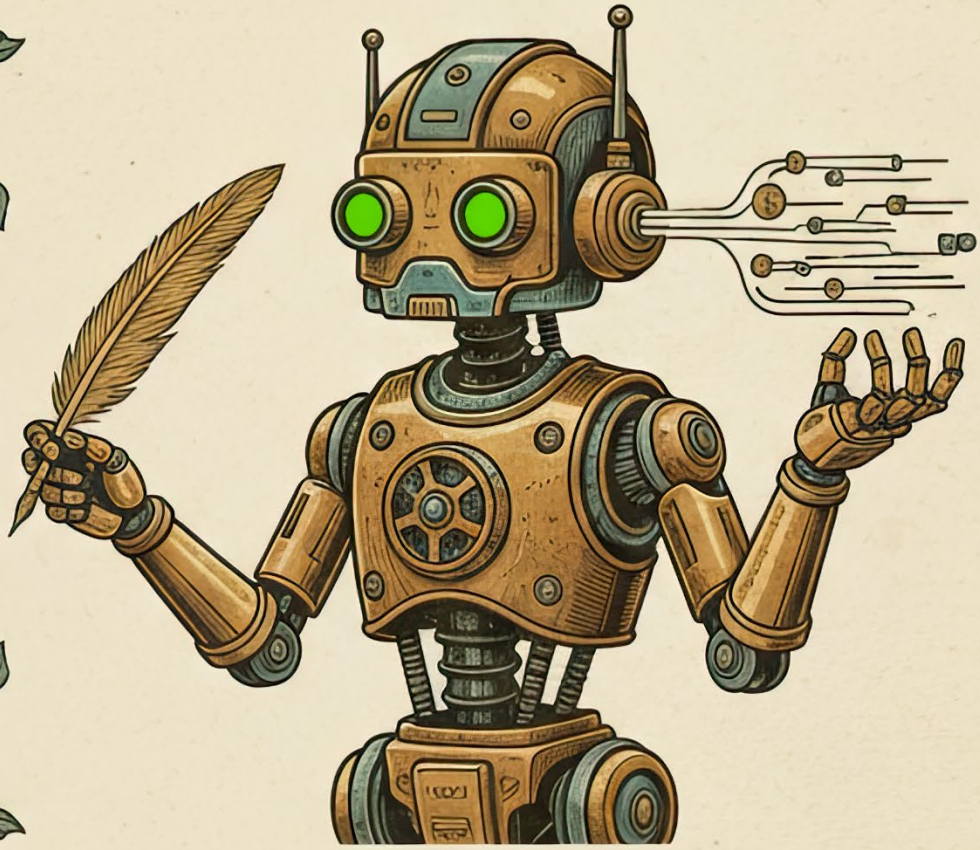


Next-level adaptive experiences, powered by context and trust.

Progress® Sitefinity®

The Generative CMS Field Guide

What It Is. Why You Need It. Why Your Customers Want It.

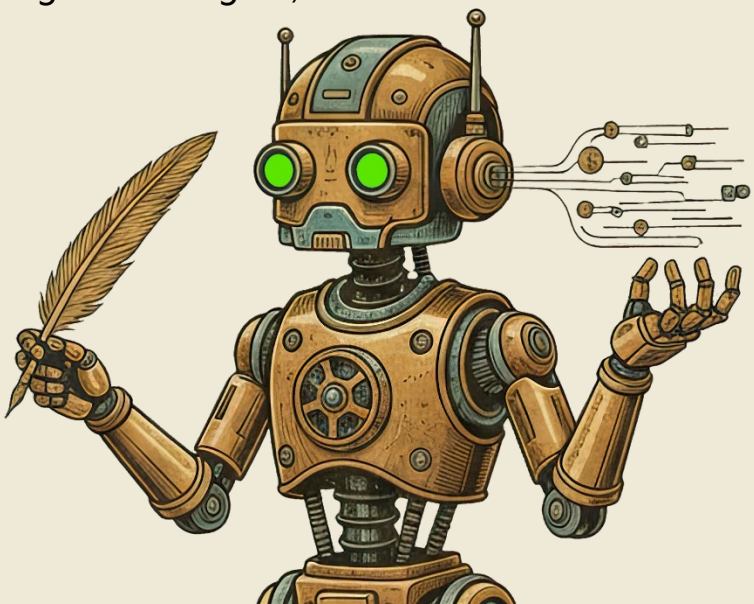
We are witnessing a fundamental shift in how people seek and engage with information. Generic experiences no longer resonate. Users now expect interactions that feel relevant and contextual and conversational.

Traditional websites that rely on static navigation and menu clicks are giving way to systems that deliver direct, conversational responses, meeting users where they are instead of asking them to search. Search itself has evolved into dialogue, where people expect natural, contextual answers instead of rigid keyword matches.

So this begs the question: Is your traditional Content Management System (CMS) capable of delivering the experience your customers demand?

The answer is a resounding “No.” As digital experiences evolve to be adaptive and dynamic to meet the customer demands, your CMS must evolve as well. It needs to be one that is capable of producing context-aware and compliant experiences that meet user expectations while maintaining trust and governance in the age of intelligent, conversational systems.

You need a Generative CMS.



This **Field Guide to Generative CMS** is designed to provide you with the key components you should look for when choosing a Generative CMS. It is not exhaustive by any means, rather it is a list of the critical elements you should consider.

As you embark on the journey to a modern Generative CMS, make sure the platform you choose provides you with these 14 foundational elements.

1. **Dynamic Experience Assembly**
   Dynamic assembly lets the CMS adapt layouts, components and narratives for each user on the fly without reliance on brittle, rule-based logic. This drives hyper-personalization, turning engagement into a living process that scales with complexity and user diversity. Unlike static websites or rigid personalization engines, dynamic assembly leverages AI context, real-time behavior analytics and modular content, freeing organizations from costly manual design updates and enabling continuous, optimized experiences for every visitor.

2. **Real-Time Adaptation**
   A Generative CMS responds instantly to changing user intent, evolving sessions and context signals. This enables organizations to move beyond static targeting and provide a truly adaptive digital experience that improves conversion rates, relevance and satisfaction. Real-time adaptation leverages analytics and session data, optimizing not just what users see, but how they navigate, interact and receive recommendations throughout their journey.

3. **Agentic RAG Integration**
   Agentic Retrieval-Augmented Generation (RAG) pairs autonomous agents with dynamic knowledge retrieval to deliver context-aware, verified and traceable responses. This means answers come from approved and current sources, maintaining both reliability and auditability. By breaking down complex queries and synthesizing results from trusted data, organizations can offer users high-confidence information while retaining control. This is essential, as inaccurate or unverifiable output could damage reputation or create liability.

4. **Brand Guardrails**
   Content generated by AI must consistently reflect the approved brand voice, align with legal and regulatory standards and help mitigate reputational risks. Guardrails help support these boundaries within the CMS through real-time governance of tone, terminology and regulatory alignment. This helps reduce risks of bias, off-brand messaging, or regulatory missteps while empowering rapid, creative content production at scale.

5. **Source Traceability**
   Traceability connects generated content and answers to their original sources, allowing quick verification, quality control, compliance audits and reliable edits. For organizations, traceability is not just about trust; it is critical for regulated industries, legal evidence and transparent processes. Automated source tracing within the CMS enables teams to confidently deploy dynamic generated experiences, while maintaining the permanence, transparency and governance necessary for enterprise trust.

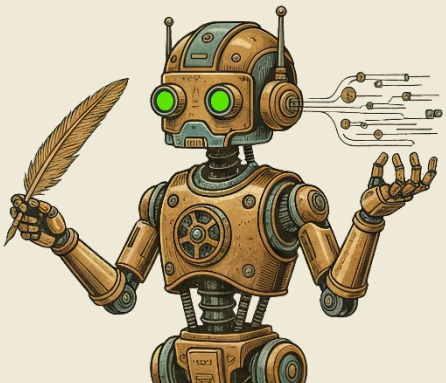
6. **Integrated Analytics and Insights**
   Real-time, privacy-oriented analytics offer deep insight into content effectiveness, personalization strategies and audience behavior. Advanced reporting surfaces trends, while audit trails and engagement data support compliance, refinement and ROI measurement directly within the CMS.

7. **Automated Content Classification and Metadata Intelligence**
   Automated content classification using natural language processing (NLP) and machine learning enables granular organization, content reuse and compliance, while supporting dynamic personalization and content acceleration.

8. **Automated Tagging, Linking and SEO**
   A Generative CMS should automatically apply metadata, create contextual links and optimize for search engines without manual intervention. Automated tagging and linking keep content organized and discoverable, improving user experiences and boosting search rankings, which is crucial for ongoing relevance and reach.

9. **GEO Optimization**
   Generative Engine Optimization (GEO) techniques enable AI-driven bots, search engines and digital assistants to accurately discover, summarize and recommend your content. This new form of optimization focuses on metadata, topic templates, Q&A generation and search engine-specific cues so your organization remains visible not just to users, but to the algorithms curating content for them. Without GEO, even the best experiences risk being invisible to emerging AI search platforms.

10. **Assistive Creation and Collaboration**
    AI-driven assistance in content creation goes beyond efficiency to offer contextual suggestions, assess quality and facilitate collaborative workflows among content teams. Integrated planning and campaign management tools help teams coordinate and align cross-channel experiences for marketing or editorial goals.



11. **Multilingual AI Search**
    Supporting native language AI search expands reach and accessibility for global audiences, removing the friction of translation and localization. A Generative CMS must accurately interpret queries, conversational voice search and long-tail intent in many languages. Optimized multilingual resources not only attract a broader audience but also position brands for stronger placement in AI-driven search environments, which often reward localized, context-rich content.

12. **Enhanced Chatbot and Conversational Interfaces**
    AI-powered chatbots and virtual assistants improve user engagement and support and transform interactions with content into rich, multi-turn conversations that drive satisfaction and conversions. These features require new analytics to track quality, accuracy and sentiment in every user exchange.

13. **Generative UI and Visual Editing**
    Modern Generative CMS platforms are beginning to embed design-to-code and visual editing experiences, letting creators use drag-and-drop AI design tools for instant page updates without relying heavily on developers. This democratizes digital experience management, speeding up iteration and innovation.

14. **Support for Diverse Content Types (3D, AR/VR, Interactive)**
    Future-facing Generative CMS platforms will increasingly handle advanced media such as interactive experiences, AR/VR and even 3D model content for richer engagement and greater accessibility.

Generative CMS Capabilities Checklist

No field guide would be complete without a ready-made checklist. As you evaluate your Generative CMS options, keep this list handy!

1. Dynamic Experience Assembly

- ☐ AI-driven layouts adapt to each user
- ☐ Eliminates rigid rule-based personalization
- ☐ Enables continuous, optimized experiences

2. Real-Time Adaptation

- ☐ Instantly adjusts to changing user intent
- ☐ Optimizes navigation, interaction and recommendations
- ☐ Improves conversion and satisfaction

3. Agentic RAG Integration

- ☐ Combines retrieval-augmented generation with autonomous agents
- ☐ Provides verified, traceable and current responses
- ☐ Supports trust and alignment in regulated sectors

4. Brand Guardrails

- ☐ Enforces tone, terminology, compliance standards
- ☐ Reduces reputational and legal risk
- ☐ Maintains brand consistency at scale

5. Source Traceability

- ☐ Links generated content to verified sources
- ☐ Enables audits and transparent processes
- ☐ Builds enterprise-wide trust and accountability

6. Integrated Analytics and Insights

- ☐ Offers real-time, privacy-aware performance tracking
- ☐ Surfaces audience trends and ROI insights
- ☐ Supports compliance with built-in audit trails

7. Automated Content Classification

- ☐ Uses NLP to classify and organize content
- ☐ Supports reuse, compliance and personalization
- ☐ Accelerates content discovery and management

8. Automated Tagging, Linking and SEO

- ☐ Applies metadata and contextual links automatically
- ☐ Optimizes pages for discoverability
- ☐ Enhances user experience and search performance

9. GEO Optimization

- ☐ Improves AI and search engine discoverability
- ☐ Uses topic templates and metadata for visibility
- ☐ Bolsters presence on emerging AI search platforms

10. Assistive Creation and Collaboration

- ☐ AI co-creates and refines content with teams
- ☐ Offers contextual recommendations and quality checks
- ☐ Streamlines cross-channel campaign planning

11. Multilingual AI Search

- ☐ Supports conversational and native language search
- ☐ Expands global accessibility and reach
- ☐ Boosts AI search ranking through localization

12. Enhanced Chatbot and Conversational Interfaces

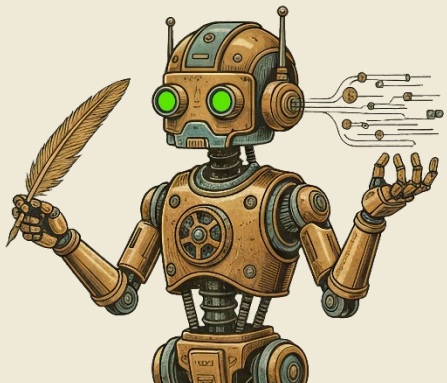
- ☐ Enables multi-turn, personalized chat experiences
- ☐ Captures analytics on accuracy and sentiment
- ☐ Drives engagement and conversion

13. Generative UI and Visual Editing

- ☐ Provides drag-and-drop AI design tools
- ☐ Translates design concepts directly into code
- ☐ Accelerates creative iteration and deployment

14. Support for Diverse Content Types

- ☐ Creates experiences with 3D, interactive or AR/VR content
- ☐ Enriches engagement and accessibility
- ☐ Readies CMS for future media innovation



Introducing the First Generative CMS Built on Trusted AI

Progress Sitefinity Powered by Progress Agentic RAG

Think a Generative CMS is right for you? We invite you to explore Progress Sitefinity CMS, the first Generative CMS built on trusted AI.

Powered by Progress Agentic RAG, Progress Sitefinity combines enterprise-grade RAG intelligence with dynamic experience generation, enabling marketers to transform siloed content and data into conversational, hyper-personalized and continuously optimized digital experiences without complex rules.

How Does Generative CMS Differ from Traditional CMS & DXP?
Simply put, a traditional CMS or Digital Experience Platform (DXP) is like a control center for all your digital customer touchpoints, making it easy to manage, optimize and personalize experiences everywhere.

A Generative CMS powered by Agentic RAG takes the function of a traditional CMS or DXP to the next level. It uses advanced AI agents not only to generate content, but also to search for the most up-to-date information, plan tasks and dynamically interact with external sources or APIs as needed. This system can break complex workflows into smaller steps, reason through tasks and produce uniquely tailored, real-time content across platforms. All driven by autonomous decision-making and intelligent action.

	Traditional CMS & Digital Experience Platforms	***Generative CMS Powered by Agentic RAG***
Scope	Orchestrates digital experiences and journeys across all channels	Connects your content through advanced retrieval strategies to provide real-time adaptive and dynamic experiences and journeys
Core Functionality	Combines content, personalization, analytics and user data	Uses AI agents for live information retrieval and reasoning
Content Creation	Manages static and manually created content	AI agents generate content automatically
Content Retrieval	Static, stored in the database	Agents actively search and fetch latest info
Architecture	Monolithic, tightly coupled front and back end	Modular, agent-driven workflows
Personalization	Uses customer data for automated personalization at scale	Real-time, dynamic, driven by agent reasoning
AI Capabilities	Primarily automation, analytics and content creation	Autonomous agents that plan, act and reason independently
Scalability	Challenging for complex needs	Less manual content creative and managed by AI

Want to Learn More?

To learn more about Sitefinity Generative CMS, visit https://www.progress.com/sitefinity-cms/solutions/generative-cms.

To be considered for the Sitefinity Generative CMS Early Access Program, please email sitefinity-earlyaccess@progress.com.