Next.js

AI

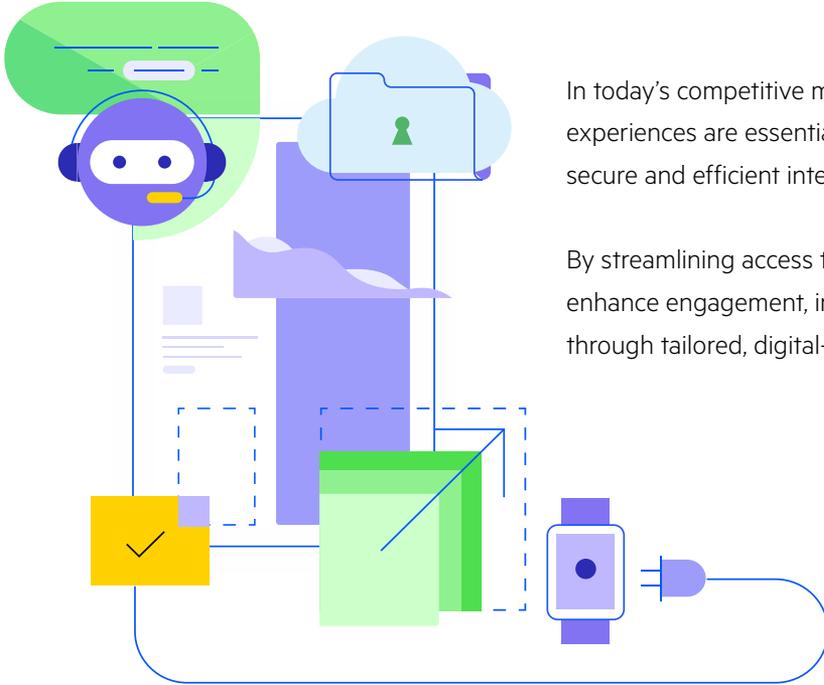# Portals and Authenticated Experiences

Deliver engaging, content-rich experiences to customers, employees, partners and more.

PRODUCT BROCHURE

Build Powerful Portal and Authenticated Experiences on a Scalable Platform

In today's competitive market, portals and authenticated experiences are essential for businesses to deliver personalized, secure and efficient interactions.

By streamlining access to services and information, businesses can enhance engagement, improve customer loyalty and drive growth through tailored, digital-first experiences across all touchpoints.

Deliver Seamless Experiences

Enhance customer engagement, streamline operations and drive business growth with tailored digital portals designed for diverse industries and audiences.

"Sitefinity perfectly marries the rigor of DevOps and the flexibility of the business into one platform. The ASP.NET Core technology has enabled us to accelerate development time and perfectly blend custom backend integrations and rich front-end user experiences.

Randy Muns,
Digital Operations Leader,
Payworks

Customer Portals

Easy-to-use tools and low-code integrations for powerful digital experiences. Increase customer acquisition and support customer cross-sell by connecting your marketing web with any experience behind a login be it a support or a self-service portal.

Member Portals

Member experiences designed for growth. Centralize hundreds of digital instances, such as association member sites in an easy templatized way, to enable experience consistency, content governance and meet and exceed digital interaction standards.

Enterprise Intranets

Modern intranet experiences for your staff. Transform business processes to reduce costs and enable your entire organization with easy access to company information and updates in a powerful self-service manner.

Distributor Portals

Unified, user-friendly and technologically advanced experiences for your partner network. Seamlessly integrate distributor-specific information and interactions, streamline content delivery and drive deeper engagement to enhance satisfaction and loyalty.

Public Portals

Relevant information and timely updates for your communities. Reduce effort and deliver critical information on time and in line with security, compliance and accessibility requirements to deliver exceptional public service and drive engagement.

B2B Commerce

Deliver nurturing experiences to various B2B segments and audiences. Drive commercial success and deliver high business value in a platform that transforms product information, sales and content management into an engaging digital-first relationship.
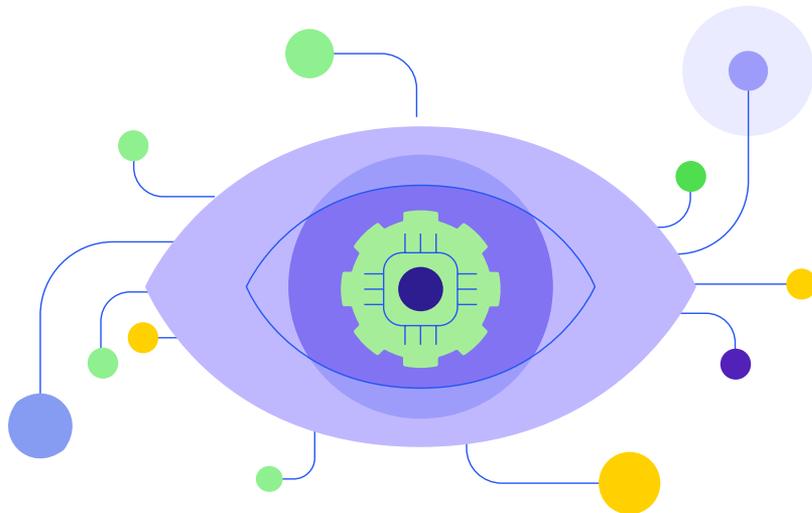
RedSail Technologies Creates Customer Support Portal and Achieves Immediate 30% Resolution Rate with Progress Sitefinity

INDUSTRY
Healthcare

PRODUCT
Progress Sitefinity

Challenge

RedSail Technologies' technology had become dated and featured a website with static files that were difficult to update and lacked searchability. It was showcasing the same content to all its customers, which led to a lot of confusion and support phone calls.

Solution

Integrated to its community through single sign-on and CoveoTM search to increase the relevancy of search results and ease of use.

Result

Created a single source of truth, providing customers with only information that is relevant to them, freeing up resources from support calls and helping resolve their issues faster.

DOWNLOAD CASE STUDY

Empower Marketing to Deliver Results

With Sitefinity's intuitive, intelligent tools for marketers and flexible, extensible platform for developers, organizations can easily deliver unique authenticated, customer-centric experiences.

Simple yet Powerful

Superbly equipped for enterprise-grade performance, scalability and growth. A rich, contemporary toolset to build, automate and extend. A flexible, API-driven platform built for speed and productivity.
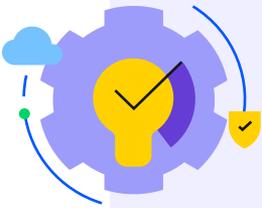
Easy to Use

Consistently praised for its outstanding ease of use, Sitefinity puts the right tools in the right hands. Whether you're writing content or code, it's a content management platform that fosters productivity and creativity.
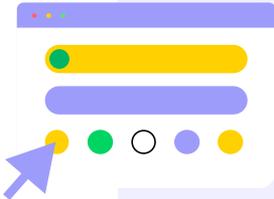
Highly Customizable

A mobile-first platform supporting the latest technologies with rich styling and templating. Multichannel delivery, adaptive UX and content personalization. Powerful add-ons and integrations to enhance the out-of-the-box experience.
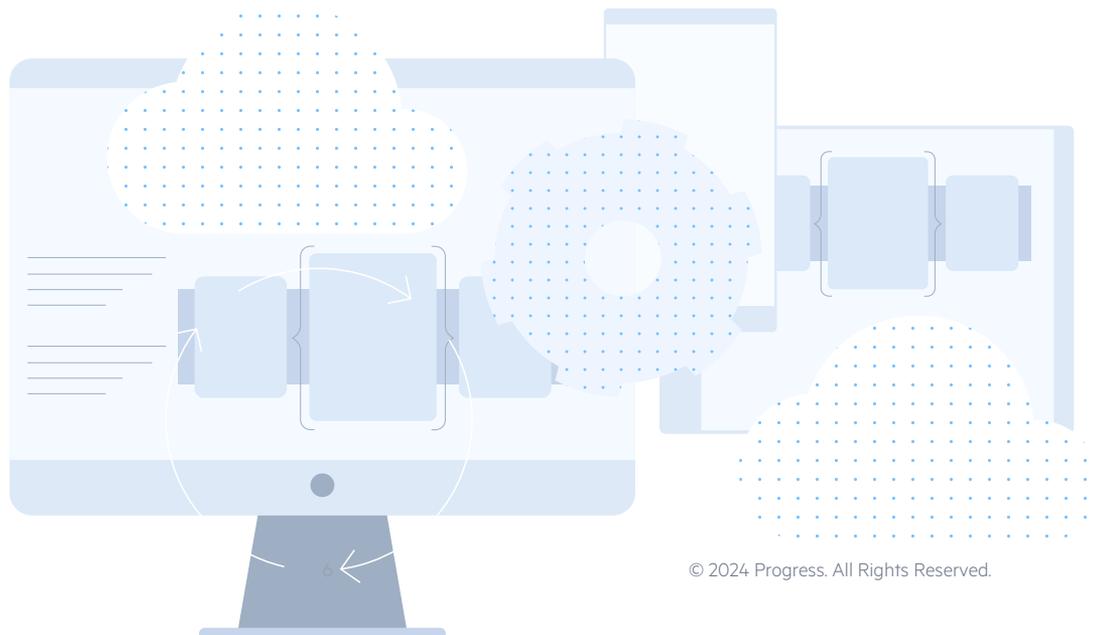
One-Stop Portal Solution Engineered for Efficiency. Fully Customizable: Headless, Traditional, Hybrid

Audience engagement and service quality is critical for every brand. Don't settle for tools that limit your ability to create the connected experiences your audiences require. Your tech stack should be the one that adapts instead. Streamline information delivery across both public websites and authenticated portals, to ensure consistent, engaging and highly personalized interactions.

PLATFORM ARCHITECTURE

Sitefinity supports creating rich portal experiences powered by multichannel content and enhanced with enterprise and customer data. Self-host or deploy in the cloud and enjoy the unrivaled flexibility and scalability of the 3-tier architecture. Integrate with any business app or system with multiple layers of connectivity: the no-code Integration Hub, service hooks and plethora of data APIs.

Learn More
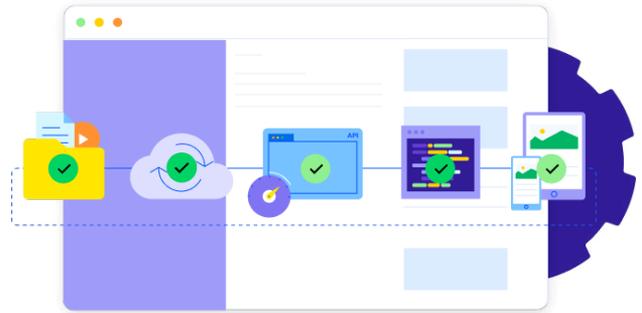
## FRONT-END FLEXIBILITY

Choose from the most popular Microsoft ASP.NET Core or React front-end technologies to best leverage your available technical resources in creating interactive experiences for your customers. Ready to use out of the box widgets, customizable templates, WYSIWYG page composer with a full preview. Lower your hosting and maintenance overhead with integrated hosting.

Learn More
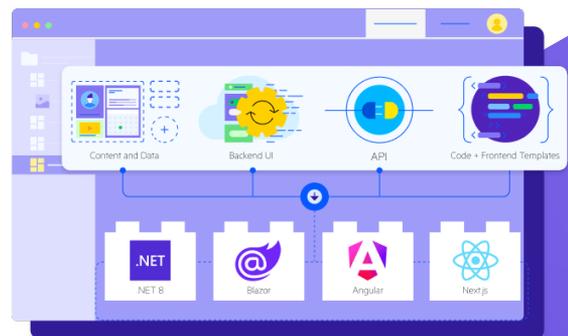
CONNECTIVITY & INTEROPERABILITY

Integration-as-a-service and a wealth of turnkey connectors let you move content, data and metadata between critical business systems and customer-facing solutions for a total user experience based on a 3D customer view. Orchestrate information delivery from multiple sources, including media libraries, enhanced with document and digital asset management.

Learn More
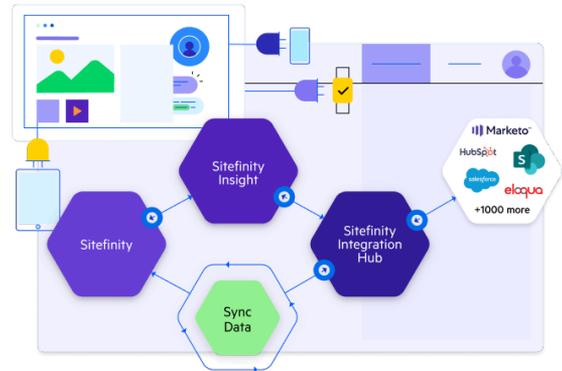
SECURE INFORMATION DELIVERY

The Sitefinity product line is SOC2 and SAMM certified and offers HIPAA and GDPR compliance to those with strict regulatory needs. Account and user management with role-based permissions and access control coupled with built-in Single Sign-On support, allow you to more securely deliver content, information and services to your audiences.

Learn More

Key Capabilities of Sitefinity for Creating Portal and Authenticated Experiences

MULTI-SITE MANAGEMENT

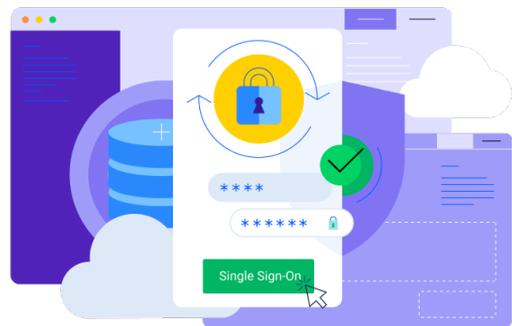Centralize management of multiple digital experiences, such as member portals, customer portals, enterprise intranets and digital assets from a single platform.

Improve consistency in branding and content governance across various portals and websites.

CONTENT WORKFLOW AND APPROVAL PROCESSES

Create content workflows with multi-level approvals for high content quality, especially critical for public and B2B commerce portals.

Streamline governance to maintain compliance and accuracy in published materials.

PERSONALIZATION AND SEGMENTATION

Identify audience segments and tailor content for specific user groups (customers, members, distributors, etc.) based on behavior, demographics or engagement history.

Deliver dynamic content to provide personalized experiences for different audiences in customer, member and distributor portals.

USER AUTHENTICATION AND ROLE-BASED ACCESS

Implement secure login systems with role-based permissions for different portal types (enterprise intranets, distributor, customer and member portals).

Control access to specific content and services based on user roles (employees, partners, customers, etc.).

LOW-CODE/NO-CODE TOOLS

Use drag-and-drop widgets and page builders to easily create and manage portals without requiring extensive development resources.

Empower marketing and content teams to quickly deploy changes, update content and customize layouts.

INTEGRATION WITH THIRD-PARTY SYSTEMS

Seamlessly integrate with CRM, ERP and eCommerce solutions to deliver personalized data, streamline distributor interactions or power B2B commerce portals.

Provide self-service options by connecting backend systems for customer support and member management.

Progress®

MOBILE OPTIMIZATION AND RESPONSIVE DESIGN

Fully optimize the experience for mobile devices, allowing users to access key features, content and self-service options.

Offer responsive design and modern front-end frameworks that deliver a consistent experience across devices for all portals.

ADVANCED ANALYTICS AND REPORTING

Use built-in analytics tools to track user behavior, content performance and engagement across customer, member and public portals.

Leverage insights to improve user experiences and optimize content for better engagement and conversion.

MULTILINGUAL AND LOCALIZATION SUPPORT

Easily manage multilingual content for global audiences, especially relevant for public portals and international distributor networks.

Customize portals to accommodate different regional requirements, languages and cultural nuances.

SECURITY AND COMPLIANCE FEATURES

Better meet industry standards for security and data protection (e.g., GDPR, HIPAA), critical for enterprise intranets and public portals

Integrate authentication protocols like SSO (Single Sign-On) to enhance security and user convenience.

HEADLESS CONTENT MANAGEMENT

Deliver content to multiple channels (web, mobile, apps, IoT) from a single source using the headless CMS capabilities of Sitefinity.
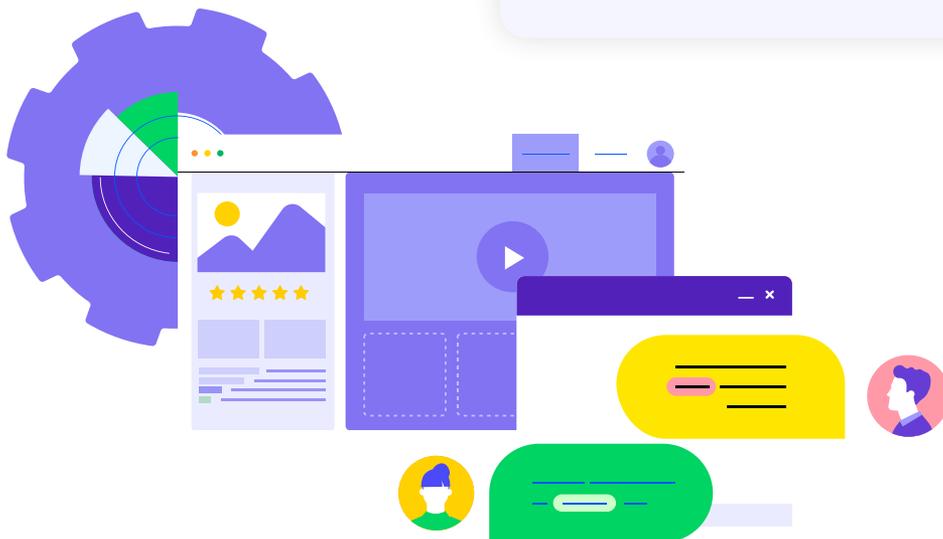
Generative AI: Superior Practitioner Experiences & Productivity

A standard-setter in usability and practitioner favorite for ease of use, Sitefinity continues to enhance the user experience for both developers and business users with intuitive tools and modern technologies for content creation, UX design and experience delivery.

Sitefinity tightly integrates GenAI by Azure OpenAI to offer high impact services for content creators, including text generation, summarization and personalization, with a seamless, native user experience right within the WYSIWYG editor.

Resource-Efficient

Quality content, quickly delivered
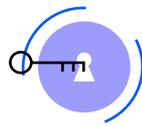
Turnkey Solution

No-code, no AI model training

Full Access

Available to all content editors

Multichannel

Use across web, social & chat

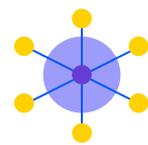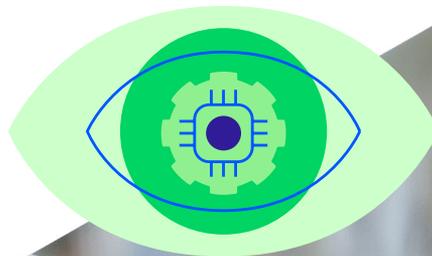# Unlock the True Potential of Customer and Enterprise Data

Sitefinity enables organizations to compose and scale customer-centric experiences with smart technology that aligns your tech stack, customer data and business goals.

Sitefinity Integration Hub

Get to market faster with intelligent business systems data integration and workflow automation. Optimize marketing programs, unify customer data, improve funnel performance and customer service.

- Save time and precious resources.
- Easily connect to more than 1,000+ business systems.
- Bridge data silos without writing code.
- Design complex triggers, conditions and workflows in minutes.
- Streamline marketing or boost support.
- Scale for your unique use case.
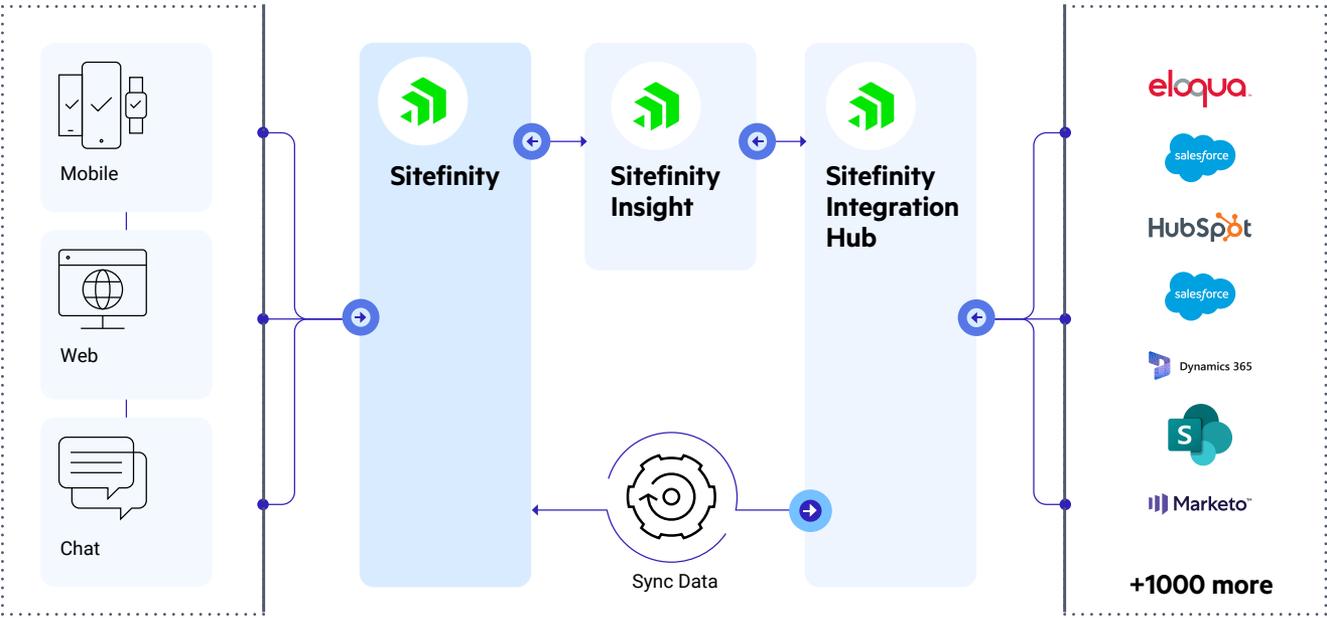
Own the Search Experience

Gain complete control over your site-search experience, no matter the use case or business model. Sitefinity offers multiple integrations, all of which enable you to meet both your current needs and long-term goals.

elasticsearch

Elasticsearch can efficiently store and index structured or unstructured text, numerical and geospatial data and provide accurate near real-time search results.

→ See Documentation

Azure

Azure Cognitive Search is a fully managed service enabling organizations to reduce complexity, scale easily and augment the search experience with powerful AI capabilities.

→ See Documentation

Deliver Relevant Search Results

Delight users with personalized and multifaceted search experiences powered by AI.

Make Your Most Valuable Content Easy to Find

Convert visitors. Delight customers. Make site search easier for everyone.

Deliver Relevant Results

Make all your content easy to index and find across all your digital properties. Increase user engagement and maintain high customer satisfaction.

Personalize the Internal Search Experience

Deliver rich, AI-driven personalized search experiences that delight visitors and convert faster.

Remove Bottlenecks

Remove infrastructure bottlenecks and potential application performance penalties, protect sensitive content from being indexed and scale your internal search engine as needed to meet demand.

Own Your Content

Reduce the overdependency on Google, Bing or other search engines for site search. Capture every click. Let your content dominate the search results.

Convert Faster and Delight Your Visitors

Sitefinity provides enhanced integration with Azure Cognitive Search to conduct AI-augmented full-text search, autocomplete and faceted content discovery. Implement efficient search capabilities in your marketing site, intranet portal or ecommerce storefront.

hawk**search**

Partner integration offering advanced capabilities such as smart autocomplete, recommendations, relevancy tuning and AI-powered personalization of search results.

→ Explore HawkSearch

Cludo

Cludo is a highly customizable, easy-to-integrate internal search service that can crawl public and protected content and serve relevant, personalized results from single or multiple domains on one search page.

→ Explore Cludo Search

Full-text Search

Let users search on their terms. Powerful, AI-augmented capabilities in Azure Cognitive Search work behind the scenes to process queries, retrieve indexes and sort content. Deliver relevant results to full-text search queries in any B2B or B2C scenario without infrastructure overhead and performance bottlenecks.

Autocomplete

Leverage autocomplete to improve the user experience on your ecommerce or content-rich website. Help visitors save time by generating predictions as they type and allowing them to pick a suggestion from a list based on your own ecommerce data. Increase efficiency by freely configuring which fields in the search index should be used for autocomplete.

Faceted Navigation

Augment your existing search experience with a faceted navigation system, allowing users to narrow down search results intuitively. Apply multiple filters based on the taxonomy and classification of your products, services or content. Easily configure the faceted search experience by selecting filterable elements available within your search index.

Intelligent Search

Gain greater control over the ranking of important content and assets in your search results. Use scoring profiles to boost products or services based on their importance or revenue potential. Promote newer content or highlight legacy properties your digital marketers could give a second life to.

Personalized Results

Deliver rich, scalable and AI-driven search experiences to end users. Reorder and customize search results and promote your invaluable content to maintain engagement and improve conversions.

Chatbot Search

Leverage Progress NativeChat as a gateway to your search library for an immersive multichannel user experience.
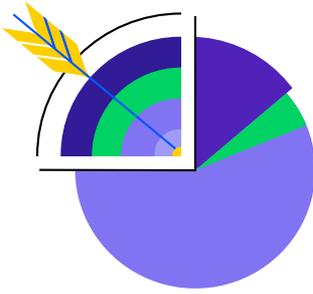
Manage Your Experiences, Not Your Infrastructure with Sitefinity Cloud

Progress® Sitefinity® Cloud a full DXP hosted on Microsoft Azure, enables you to swiftly scale your business with its simplified and agile architecture, while maintaining your ability to support complex, large-scale digital projects. Create and manage future-proof digital experiences, deliver brand consistency and improve user engagement across sites, channels and touchpoints.

Cloud-Native CMS for Any Size, Scope and Budget

Globally available enterprise infrastructure and a powerful, fully customizable content platform to manage and deliver customer-centric digital experiences at scale. One size doesn't fit all, but cloud can be made to measure. Available as SaaS and PaaS.

Always-On Global Infrastructure

Elastic Scaling Environments | 99.9% SLA | 365/24/7 Availability Management | CDN | Enterprise security | SIEM | WAF | CI/CD | DevOps & Automation | Automatic Upgrades

Enterprise Ecosystem

Business-friendly no-code integrations | CDP & Personalization | Web Portal solutions

Multichannel Content Governance

Secure User Access & Roles | Content Pipeline | Editorial Workflows | Codeless Page Building | WYSIWIG Editing | GenAI-Assisted Content Authoring | SiteSync

Connectivity & Extensibility

ASP.NET Core & JS Frontends | Headless CMS | OData & GraphQL APIs | Event-based low-code connectivity

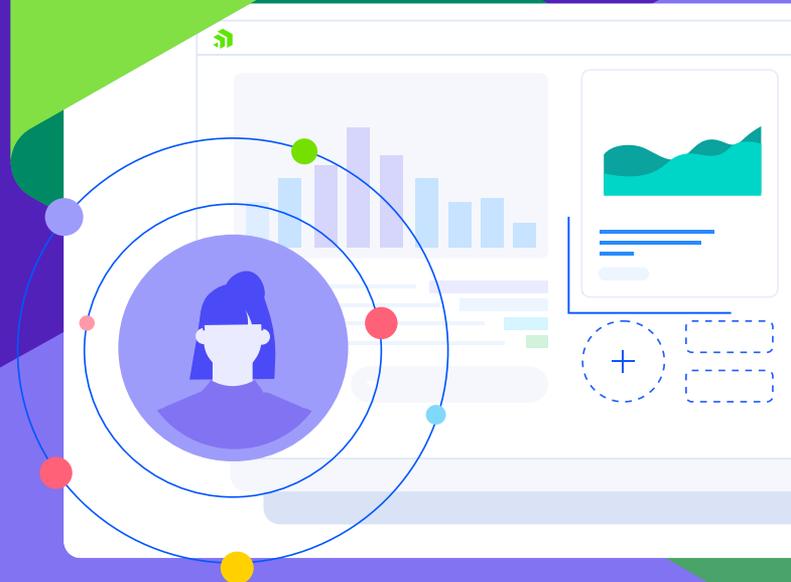# A 2024 Strong Performer in Gartner® Peer Insights™ for DXP

93% of Sitefinity customers are willing to recommend Progress Sitefinity

"We wanted to focus on the customer journey. We required a platform that had the tools and functionality to quantify lead value and display the key features and benefits of each product."

Zdenka Micallef, Head of Marketing and Communications, Fujitsu ANZ

Deployment Options

Sitefinity provides unparalleled deployment flexibility—on-premises, SaaS or PaaS—tailored to fit your organization's specific needs and resources.

	On-premises (High Customization)	SaaS (Low Maintenance)	PaaS (Balance Performance and Maintenance)
Best for	Organizations with in-house technical resources to build, deploy and maintain their web presence. Great for any size project that requires the ultimate levels of customizations and extensibility.	Organizations looking to build, deploy and maintain portal/ authenticated member experiences with minimal technical involvement. Ideal for projects that prioritize quick deployment, multiple front-end technologies, multi-channel content delivery and ease of use.	Organizations with moderate technical resources that want more control over their web applications but still prefer to outsource infrastructure management. Perfect for encompassing web presence that requires flexibility, customization and high availability.
Visual Content Editing	Yes	Yes	Yes
Personalization and CDP	Yes	Yes	Yes
Customization	Complete	Via Extension Points	Complete
Next.js Front-End Hosting	-	Yes, Included	-
Headless/Multichannel Content	Yes	Yes	Yes
Compliance	GDPR/CCPA-Ready	GDPR/CCPA/HIPAA	GDPR/CCPA/HIPAA
Integrations and Workflow Automation	Out-of-the-box connectors (CRM), custom integrations via API	1000+ connectors through Sitefinity Integration Hub	1000+ connectors through Sitefinity Integration Hub
Site Search	elasticsearch, Azure, HawkSearch, Bring your own		
Digital Asset Management	Document Libraries, Frontify and Cloudinary DAM Integrations		
Deployment		Multi-Tenant (Single-Tenant Option)	Single-Tenant
Support	Up to 24/7 available	Up to 24/7 available with Proactive Maintenance	Up to 24/7 support available with Proactive Maintenance

Progress®

A Global Partner Network You Can Count On

Whether you're looking to get the Sitefinity DX platform up and running quickly or need guidance to realize maximum value from the solution, the Sitefinity Partner Network is ready to help. Turn to one of more than 300 leading organizations offering a wide range of services, including:

- Project consulting
- Integration
- Custom development
- Design
- Training
- Hosting

Because our global partner community extends to over 40 countries, you can rely on readily available, highly-qualified experts to fuel the success of your project. Enrich the digital capabilities of your application via the Sitefinity Marketplace ecosystem and the numerous partner solutions, add-ons and integrations it hosts.

→ Partner Locator

→ **Get Started**

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 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

Worldwide Headquarters

- facebook.com/progresssw
- twitter.com/progresssw
- youtube.com/progresssw
- linkedin.com/company/progress-software
- progress_sw_