

# Verdantix Powers Its Entire Business on Progress Sitefinity DXP

AT A GLANCE

verdantix

Verdantix partnered with MagiClick to rebuild its entire digital ecosystem on Progress® Sitefinity® DXP—modernizing architecture, boosting performance and enabling personalized, segment-based subscriptions across unified portals for clients, editors and internal teams.

**COMPANY**  
Verdantix

**INDUSTRY**  
Research & Advisory

**PRODUCT**  
Progress® Sitefinity® DXP

**COUNTRY**  
United Kingdom

## Challenge

Verdantix's legacy WebForms platform caused performance bottlenecks and limited subscription flexibility. The firm needed a scalable, integrated solution to support segment-based subscriptions and preserve years of critical business logic and integrations.

**“The new Sitefinity platform has given us speed, control and flexibility—everything we needed to ensure a best-in-class experience for our clients.”**

**Stephen Allen**  
Vice President Marketing, Verdantix

## Solution



Migrated from WebForms to the latest version of Sitefinity, leveraging new cloud services for load balancing and auto-scaling instances for speed and scale



Integrated Salesforce for commercial operations and Navigator analytics for client insights



Introduced AI-powered deep search for authenticated research discovery

## Results



Faster, more reliable performance with validated scalability for future growth



Centralized operations—subscriptions, permissions and reporting all powered by Sitefinity DXP



Tailored, AI-driven experiences that enhance client engagement and satisfaction



**Discover how Progress Sitefinity DXP can power your entire digital business.**