

CII Streamlines 100+ Sites and Sharpens Lead Generation with Progress Sitefinity DXP

CASE STUDY



INDUSTRY

Event Management & Publishing

PRODUCT

Progress® Sitefinity® CMS
Progress® Sitefinity Insight®
Telerik® DevCraft™ Complete

COUNTRY

United States

SUMMARY

Cambridge Innovation Institute (CII), a leader in life sciences and technology events, consolidated more than 100 event websites into one scalable, centrally managed platform with Progress Sitefinity digital experience platform. The migration enabled faster site launches, reduced manual editing and empowered marketers to identify high-quality leads with analytics and scoring capabilities of Progress Sitefinity Insight.

“Sitefinity gives us the flexibility and control to manage dozens of event sites efficiently while empowering marketers to work independently.”

Peet Glowacki
Director of Web & Digital
Media Services, CII

Challenge

By 2018, CII was managing nearly 100 independent event websites on the legacy Ektron CMS (now Optimizely)—each requiring separate maintenance, updates and brand oversight. The company needed a unified, multi-site solution to manage frequent event launches, maintain consistent branding and support both marketers and sales teams more efficiently.

Additionally, traditional conversion activities, such as brochure downloads were declining. CII needed smarter, behavioral-based tools to identify and qualify event attendees and sponsors while keeping operational costs manageable and improving marketing agility.

Solution

CII selected Progress® Sitefinity® CMS for its robust multi-site management, master templates and cost efficiency in maintaining its own server infrastructure. The platform's integration with Telerik® DevCraft™ Complete—Progress's UI and component library for building rich, responsive digital experiences—and its extensibility made it the clear choice over alternatives such as Sitecore.

Streamlined, Multi-Site Management

The migration from Ektron was a complex transformation involving large volumes of content, detailed audits and a mix of manual and automated transfers across dozens of sites.

Today, CII manages over 100 sites—about 60 active at a given time—using shared templates and SiteSync for hourly updates. Marketers can publish changes without IT involvement, reducing bottlenecks and accelerating timelines.

Operational Efficiency and Workflow Automation

Custom widgets and API-based integrations automatically populate conference agendas and session data. This dramatically reduced manual editing and optimized the content editing process from 80–90 editors to around 30–40 active contributors. A shared staging environment supports collaborative updates while maintaining consistency.

“Thanks to Sitefinity Insight’s lead scoring and AI-powered propensity models, we can identify high-value prospects and send them straight to sales, keeping our pipelines strong as the industry evolves.”

Jay Maiellano,
Digital Marketing & Analytics Manager, CII

Data-Driven Lead Management with Sitefinity Insight

Progress® Sitefinity Insight® enables CII to prioritize outreach based on true buying signals, supplementing traditional conversions and helping maintain strong sales pipelines even as brochure downloads decline.

Future-Ready with AI and Personalization

CII plans to deepen automation through AI-assisted marketing, tying Sitefinity Insight into various marketing platforms for personalized outreach. The team is also exploring new Sitefinity capabilities in hyper-personalization and generative content.

Results

With Sitefinity DXP as its digital backbone, CII modernized how it manages events and engages audiences:

- **Multi-site scalability:** 100+ event and publication sites, with 60 active sites managed through shared templates and global content.
- **Operational efficiency:** Editorial resources reduced by approximately 60%, enabling teams to focus on strategy and quality.
- **Brand consistency:** Shared design components and centralized updates maintain consistency across multiple divisions.
- **Lead quality and sales enablement:** Insight-driven behavioral scoring replaced declining brochure downloads, strengthening sales pipelines.
- **Agility and control:** Marketers independently deploy updates and new event sites, reducing IT load and improving speed-to-market.

About CII

Cambridge Innovation Institute (CII) produces leading conferences, summits and publications across the life sciences, energy and technology sectors. Through its extensive event portfolio, CII empowers professionals to share ideas, discover insights and drive innovation.



Discover how Sitefinity DXP unifies complex digital ecosystems and powers data-driven growth.

About Progress Software

[Progress Software](#) (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 personalized digital experiences with agility and ease. Businesses of all sizes get a trusted provider in Progress, with the products, expertise and vision they need to turn AI disruption into a competitive advantage. Millions of developers and technologists at hundreds of thousands of organizations depend on Progress every day. Learn more at www.progress.com

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