![Progress Sitefinity logo]

ICR Harnesses Progress Sitefinity to Support its Global Cancer Research Mission

—

CASE STUDY

ICR The Institute of Cancer Research

INDUSTRY
Healthcare, Life Sciences & Education

PRODUCT
Progress® Sitefinity®

COUNTRY
United Kingdom

SUMMARY
ICR transformed its digital presence with Progress Sitefinity CMS, creating a faster, smarter and more intuitive platform that supports global research, accelerates fundraising and improves recruitment.

> **"Sitefinity gives us the control and insight we need to support patients, researchers and donors alike."**
>
> **Bhavini Mistry**
> Digital Workplace Manager

Challenge

The Institute of Cancer Research (ICR) is a world-leading cancer research organization that stands at the forefront of global oncology research and is driven by a mission to defeat cancer through world-class science. But despite leading innovations in cancer treatment, ICR's previous website was holding it back. Outdated architecture, fragmented content management and limited integration capabilities made it difficult to deliver the right information to the right people at the right time.

The site needed to reflect ICR's status as a leading authority in international research and serve its diverse audiences—from donors and patients to students and global collaborators. Each group expected quick access to trusted information via clear, empathetic user journeys. Meanwhile, ICR's internal teams needed a content management system that was scalable, intuitive and agile enough to support a fast-evolving research landscape.

With increasing pressure to attract talent, increase donations and share critical discoveries with the world, ICR knew it was time for a digital reboot.

Solution

Partnering with digital experience experts Appius, ICR completely reimagined its web presence using Progress® Sitefinity® CMS. The goal was not just to redesign a website but to create a modern digital platform that truly supports ICR's mission.

Built around the intuitive Sitefinity CMS, the new platform empowers content editors to manage and scale content quickly across departments. A modular component library introduced consistent branding while enabling flexibility in how information is presented—vital for communicating complex research to diverse audiences.

Key integrations were crucial. ICR's GoDonate system was fully embedded to streamline the donation experience and maximize conversion opportunities. Eploy was integrated to boost recruitment capabilities, helping ICR to attract top global talent.

> "Our Sitefinity-powered digital platform allows us to share vital updates, engage with our community and advance our mission more effectively than ever—while providing an accessible, high-performance experience for all."
>
> **Bhavini Mistry,**
> Digital Workplace Manager

In addition, accessibility and speed were front and center. The platform was built to comply with WCAG 2.2 Level AA standards, offering a responsive, high-performance experience across all devices. Over 3,000 content items—from clinical trials to research profiles—were carefully migrated using a mix of manual and scripted tools, preserving SEO integrity and historical relevance.

Results

Since launch, ICR has seen a measurable improvement in site speed, engagement and usability. Visitors can now easily find the information they need—whether they're patients seeking trials, researchers reviewing data or donors looking to contribute.

Behind the scenes, the productivity features of the Sitefinity platform have significantly reduced time-to-publish for the content team, while key integrations are helping to streamline donations and increase engagement.

With Sitefinity CMS, ICR has laid the foundation for a scalable, data-driven platform that supports its life-saving work—and constantly optimizes its digital strategy.

About ICR

The Institute of Cancer Research, London, is one of the world's leading cancer research institutions. A registered charity and academic institution, ICR is renowned for making discoveries that change lives—from groundbreaking treatments to critical genetic insights. ICR's mission is clear: make the discoveries that defeat cancer.

→ **Discover** how Sitefinity helps mission-driven organizations amplify impact through smarter digital experiences.

Worldwide Headquarters

Progress Software Corporation
15 Wayside Rd, Suite 400, Burlington, MA 01803, USA
Tel: +1-800-477-6473

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

Progress