

Banca di Asti Modernizes Institutional Website with Progress Sitefinity Cloud

CASE STUDY



BANCA DI ASTI

COMPANY

Banca di Asti

INDUSTRY

Banking & Financial Services

PRODUCT

Progress® Sitefinity® Cloud

COUNTRY

Italy

SUMMARY

Banca di Asti redesigned its institutional website with Progress Sitefinity Cloud to improve accessibility, governance and editorial efficiency. The new platform streamlined publishing, strengthened SEO and introduced reusable components for a consistent, scalable digital experience.

“Sitefinity Cloud offered the right balance of usability, governance and flexibility for future evolution.”

Bruno Corradi,
Engagement Manager &
Project PM, Triplesense
Reply

Challenge

As Banca di Asti prepared to redesign its institutional website, the organization faced a familiar but complex set of challenges common across regulated financial institutions. The existing platform struggled to balance governance requirements with usability expectations, making it difficult to maintain consistency while evolving the customer experience.

Navigation patterns varied across pages and sections, creating a fragmented user experience that reduced clarity and slowed content discovery. Editorial teams relied on manual publishing workflows that limited agility and increased production effort. At the same time, accessibility requirements were becoming more demanding, requiring scalable implementation across templates and content structures.

The bank also needed stronger technical foundations to improve search visibility and performance. As content volumes increased, maintaining consistency across pages while supporting regulatory alignment became increasingly difficult.

Most importantly, Banca di Asti required a digital platform capable of supporting both immediate redesign goals and long-term evolution. The solution needed to combine strong governance controls with intuitive editorial workflows—without compromising accessibility, usability or time to market.

Solution

Banca di Asti partnered with Triplesense Reply—a global agency with deep expertise in creative and design services with a proven track record delivering digital platforms in regulated environments—to implement Progress Sitefinity Cloud as the foundation for its redesigned institutional website.

Together, they delivered a structured, scalable platform that enhances clarity, accessibility and long-term digital evolution.

The project introduced a redesigned information architecture that improved navigation and content findability across the site. A component-based design system enabled reusable templates and consistent presentation patterns, allowing teams to

“In banking, governance, user roles and secure publishing workflows are critical. Sitefinity Cloud supports enterprise security expectations while enabling efficient editorial operations.”

Bruno Corradi,

Engagement Manager & Project PM, Triplesense Reply

maintain alignment across sections while accelerating page creation.

Editorial workflows were simplified to reduce manual effort and streamline publishing processes. This helped balance strong governance requirements with usability for content teams operating within regulated banking environments.

The platform implementation was structured around four strategic pillars: easy access, ongoing support, dynamic content and trust-building tools. Together, these elements helped create a modern, inclusive digital experience aligned with customer expectations and institutional requirements.

Sitefinity Cloud provided the technical foundation required to support security, scalability, SEO optimization and seamless cross-device experiences. The solution was delivered end-to-end by Triplesense Reply—from strategy and UX/UI design by Triplesense Reply through content modeling and technical implementation—promoting alignment across business and technical stakeholders.

Results

Following the launch of the new platform, Banca di Asti achieved measurable improvements across both user experience and internal editorial operations.

User engagement indicators showed stable growth consistent with long-term performance trends, alongside qualitative improvements in interaction behavior. Page depth increased and users spent more time exploring content across the institutional site. Domain visibility also improved significantly, with more keywords ranking in search engine results after go-live.

Technical performance metrics confirmed the strength of the new implementation. The site achieved excellent Google Core Web Vitals scores across both desktop and mobile environments, demonstrating strong results in loading speed, interactivity and visual stability.

Internally, the new component-based architecture transformed editorial workflows. Teams can now create pages faster using reusable templates, reducing production effort and minimizing rework. Accessibility requirements are embedded directly into both design and publishing processes, supporting consistent compliance across content.

These improvements established a scalable digital foundation that supports continued evolution of the bank's institutional experience.

About Banca di Asti

Banca di Asti is a historic Italian banking institution focused on delivering financial services rooted in proximity to customers and regional communities. The bank combines traditional relationship banking with ongoing digital innovation, supporting retail and corporate clients through accessible, secure and modern financial services experiences.

www.bancadiasti.it



Discover how Progress helps financial institutions modernize digital experiences with Sitefinity CMS.