

Verdantix Powers Its Entire Business on Progress Sitefinity DXP

CASE STUDY

verdantix

INDUSTRY

Research & Advisory

PRODUCT

Progress® Sitefinity® DXP

COUNTRY

United Kingdom

SUMMARY

Verdantix, a global research and advisory firm, rebuilt its digital backbone on the latest version of Progress® Sitefinity® DXP creating a unified platform that powers every facet of its business—from subscriptions and permissions to reporting, research delivery and client portals.

Working with digital partner MagiClick, Verdantix modernized its architecture, boosted performance and gained the flexibility to deliver tailored, segment-based subscriptions and personalized experiences at scale.

“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

Challenge

Over nearly a decade, [Verdantix](#) had built extensive business logic and integrations on the Sitefinity platform—handling subscriptions, reporting, user accounts and Salesforce connections. But its legacy WebForms setup had grown complex and sluggish.

- Performance bottlenecks and timeouts impacted both users and internal teams.
- A new business model—segment-based subscriptions instead of rigid bundles—demanded a flexible entitlement structure.
- Rebuilding from scratch posed a risk of losing valuable data and integrations.

To support growth, Verdantix needed a platform that could not only deliver research seamlessly but also serve as the operational core of its business.

Solution

Verdantix partnered with [MagiClick](#) to rebuild its entire digital platform—public website, client portals and back office—on the latest Progress Sitefinity version. The project demonstrates how Sitefinity DXP can power a complex, deeply customized business while unlocking the speed, scalability and flexibility needed for future growth. By preserving Verdantix’s intricate business logic and integrations, the new platform not only modernized performance and usability but also reinforced Sitefinity DXP as the operational core driving its long-term digital strategy.

Modernized Architecture for Speed and Scale

MagiClick modernized the Verdantix platform, building it on the latest version of Sitefinity and leveraging new cloud services for load balancing and auto-scaling instances that dynamically adapt to fluctuating workloads. This enables seamless operation during high-demand periods, while Application Insights provides comprehensive monitoring and performance insights, giving Verdantix full visibility into system health and user experience. This modernized architecture delivers a faster, more resilient and future-ready digital platform.

“We’ve never seen so much built on top of Sitefinity. From subscriptions and portals to reporting and analytics—it powers the entire Verdantix business.”

Mark Lusted,
CEO, MagiClick UK

Unified, Multi-Portal Experience

A new, unified portal now delivers personalized journeys for different user types—buyers, vendors, consultants and investors—powered by flexible Sitefinity personalization tools.

Deep Integrations and Automation

- **Salesforce:** Holds the commercial wrapper for subscriptions and renewals, while the Sitefinity platform manages entitlements, super-user permissions and reporting.
- **Navigator analytics:** Integrates proprietary Verdantix insights and dashboards, enabling clients to interact with data directly within the portal.
- **AI deep search:** Verdantix’s own semantic search engine, available to authenticated users, enhances research discovery and respects user entitlements.

Empowering Internal Teams

Super users can pin reports, guide adoption across their organizations and track engagement—driving renewals and value for clients. Editors enjoy the intuitive interface for content and subscription management that Sitefinity DXP offers.

Commercial Flexibility

The platform supports Verdantix’s shift to segment-based

subscriptions, allowing customers to “pick and choose” research areas while maintaining strict access control.

Results

With Sitefinity DXP as its operational backbone, Verdantix unified its digital ecosystem and transformed its business agility.

- **Performance and reliability:** Report generation and content delivery are significantly faster, with validated scalability for future growth.
- **Operational efficiency:** Subscriptions, permissions, reporting and analytics all run through Sitefinity DXP—centralizing business logic in one secure platform.
- **Personalized client experience:** Segment specific access and AI-powered search help clients find relevant insights quickly.
- **Commercial flexibility:** Sales teams can configure and sell subscriptions at a granular level, aligning digital operations with business strategy.

About Verdantix

[Verdantix](#) is an independent research and advisory firm that serves a global client base consisting of the world’s most innovative corporations, technology and services vendors and investors. Verdantix’s insights and analysis form a foundation of the most granular data available in the marketplaces they serve. This allows them to make highly accurate, far-reaching forecasts and big-picture predictions that business leaders depend on when they are setting out to reach their most important goals.



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