Sitefinity Cloud

SOLUTION OVERVIEW
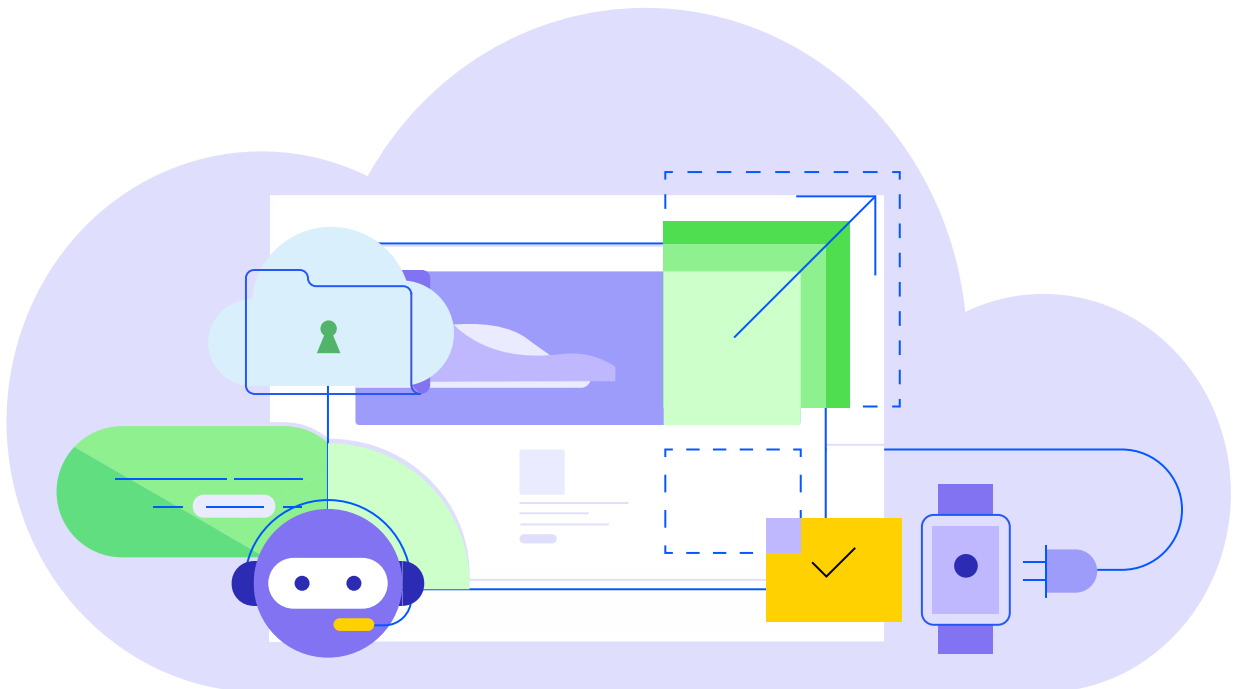
> "With Sitefinity, we've not only improved our user experience but also upskilled our team. The platform's flexibility allows us to implement changes quickly without relying on technical experts, while the scalability and ease of use ensure we're well-equipped for future growth and digital innovation."

Keith Ng,
VP/Head of Digital Marketing & Channel Management,
Group Corporate Communications & Marketing at AmBank Group

Where Marketers Move Fast and IT Stays in Control

Progress Sitefinity Cloud platform is a fully managed, AI-powered CMS built for modern digital teams. It combines user-friendly content tools with enterprise-grade infrastructure to help organizations move faster, scale smarter and stay secure—without the overhead of managing infrastructure.

Built on Microsoft Azure and managed by Progress, Sitefinity Cloud platform offers global availability, robust security and the flexibility to support a wide range of operational models. Whether you're launching a new site, modernizing your stack or expanding across markets, it's designed to meet the evolving needs of high-performing teams—enabling marketers to work independently while giving IT the visibility and control to support them effectively.
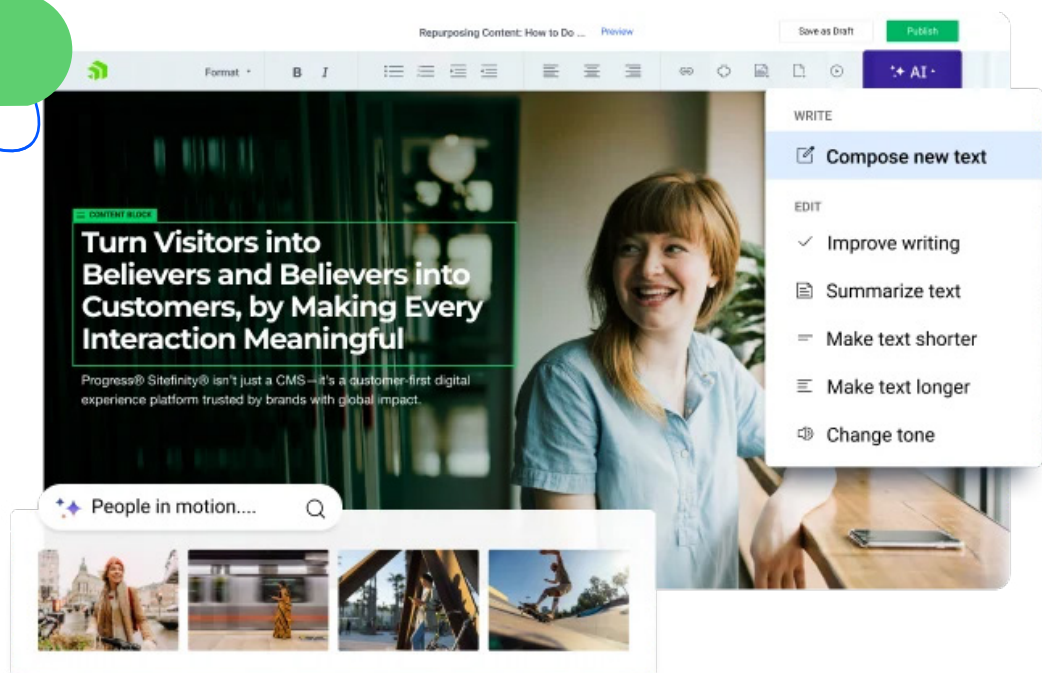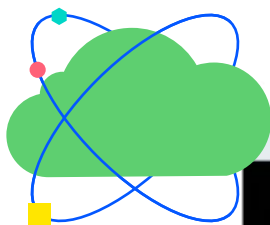
Why Sitefinity Cloud?

For Marketers
Faster launches, fewer bottlenecks, more agile campaigns

Marketing teams are under pressure to deliver more content, across more channels, with fewer resources—and without waiting on IT. But legacy CMS platforms slow them down with rigid workflows, disconnected tools and technical bottlenecks.

Sitefinity Cloud platform gives marketers the autonomy to move fast and the intelligence to optimize every experience—without sacrificing governance or brand consistency.

- Launch campaigns in days—not months—with intuitive tools and embedded Gen AI
- Personalize content and optimize journeys using built-in AI that works behind the scenes—no third-party tools required
- Manage multi-site, multilingual and omnichannel experiences from a single marketer-friendly hub
- Instantly connect and exchange data and interactions from multiple systems and channels into a single customer view
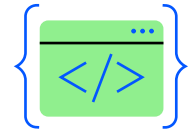
For IT Teams
Governance and agility, finally in sync

IT teams are often stuck balancing agility with control—supporting marketing's need for speed while safeguarding infrastructure, compliance and performance. Traditional CMS platforms make this harder with manual deployments, fragmented environments and limited visibility.

Sitefinity Cloud platform, built on Azure Kubernetes Service (AKS), gives IT broad control over security, governance and operations—while enabling marketing to move independently.

- Automate deployments with built-in CI/CD pipelines, rollback support and environment parity
- Enforce governance with role-based access controls, audit trails and content staging
- More easily meet enterprise-grade security and compliance standards out of the box—SOC 2, ISO 27001, HIPAA, GDPR
- Monitor performance and availability with 24/7 infrastructure monitoring and real-time diagnostics

For the Business
Built for growth. Ready for change

Digital transformation often stalls due to long deployment cycles, fragmented tools and rising operational costs. Business leaders need to deliver results faster, support global growth and reduce risk—without increasing complexity or headcount.

- Accelerate time to market with faster campaign launches and streamlined site rollouts
- Minimize operational overhead with a fully managed platform that reduces infrastructure maintenance—backed by 99.95% availability to keep your digital experiences always on
- Expand into new markets confidently with built-in support for localization and global delivery
- Gain insight into what content and channels perform best to guide smarter investment decisions

Speed, Scale, Simplicity

The Sitefinity platform enables marketing and digital teams to independently create, manage and optimize digital experiences—without relying on IT. With intuitive tools for business users and a flexible architecture for developers, it helps teams move faster, reduce bottlenecks and deliver consistent, high-quality content across channels.
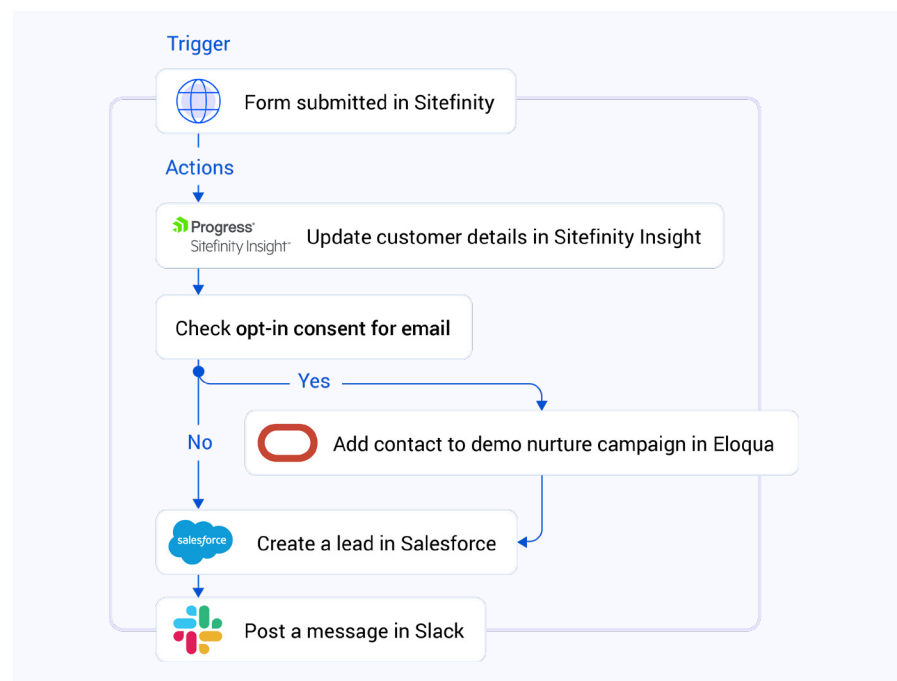
Fast Deployment

Reduce the friction of traditional CMS rollouts with the Sitefinity Cloud platform. With automated pipelines, preconfigured environments and a fully managed DevOps layer, teams can launch in days—not sprints.

Enterprise Scalability

Designed to support complex, large-scale digital operations, Sitefinity Cloud platform enables organizations to scale without increasing operational burden. Its Azure-native architecture includes autoscaling, load balancing and multi-region failover, supporting high availability and consistent performance under varying traffic conditions.
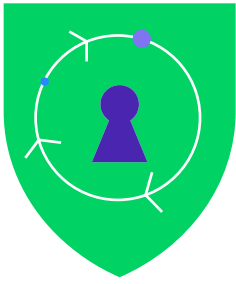
Effortless Integration

With 1,000+ prebuilt connectors and open APIs, Sitefinity Cloud platform integrates with your MarTech stack, CRM and enterprise systems in hours—not weeks.

Performance You Can Count On

With global CDN delivery, autoscaling infrastructure and distributed caching, Sitefinity Cloud platform delivers consistent performance—even during traffic spikes.
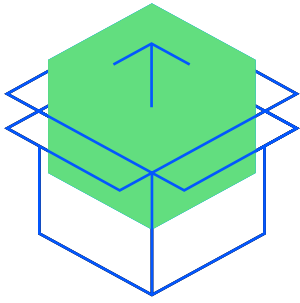
Built for Security, Compliance and Resilience

Sitefinity Cloud platform is designed for regulated industries and global enterprises. It offers:

- Azure-native infrastructure with global availability
- Web Application Firewall (WAF), DDoS protection, SIEM and zero-downtime patching
- Multi-region failover and 24/7 monitoring
- Role-based access controls and audit logs
- 99.95% uptime SLA for business continuity and peace of mind
- Compliance: SOC 2, ISO 27001, HIPAA, GDPR

Global Resilience

Azure-native architecture with >99.95% uptime for global availability

Elastic Performance

Auto-scaling, load balancing and global CDN for high-performance delivery

Proactive Defense

SOC 2-compliant with SIEM, WAF, DDoS protection and zero-downtime patching

Audit-Ready Compliance

Certified for ISO 27001, SOC 2, GDPR, HIPAA, with monitoring and audit logs
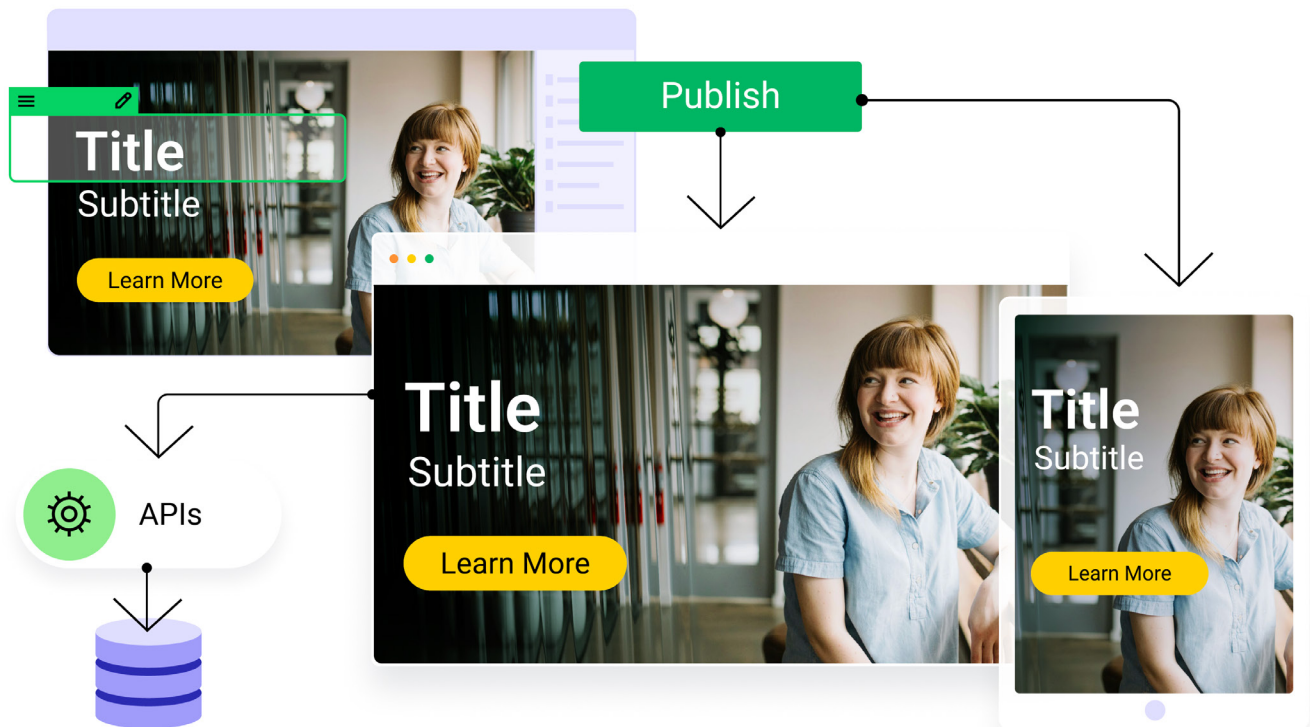
Developer-Friendly, Headless-Ready

Sitefinity Cloud platform is engineered for modern development teams building composable digital experiences. Developers can work in their preferred frameworks, automate delivery and maintain broad control over the release process—without managing infrastructure.

- Native support for ASP.NET Core and Next.js for flexible frontend development
- REST and GraphQL APIs for headless and hybrid delivery across channels
- Git-based workflows with gated approvals, rollback and isolated staging environments
- Reusable templates and multisite architecture to accelerate delivery across brands and regions

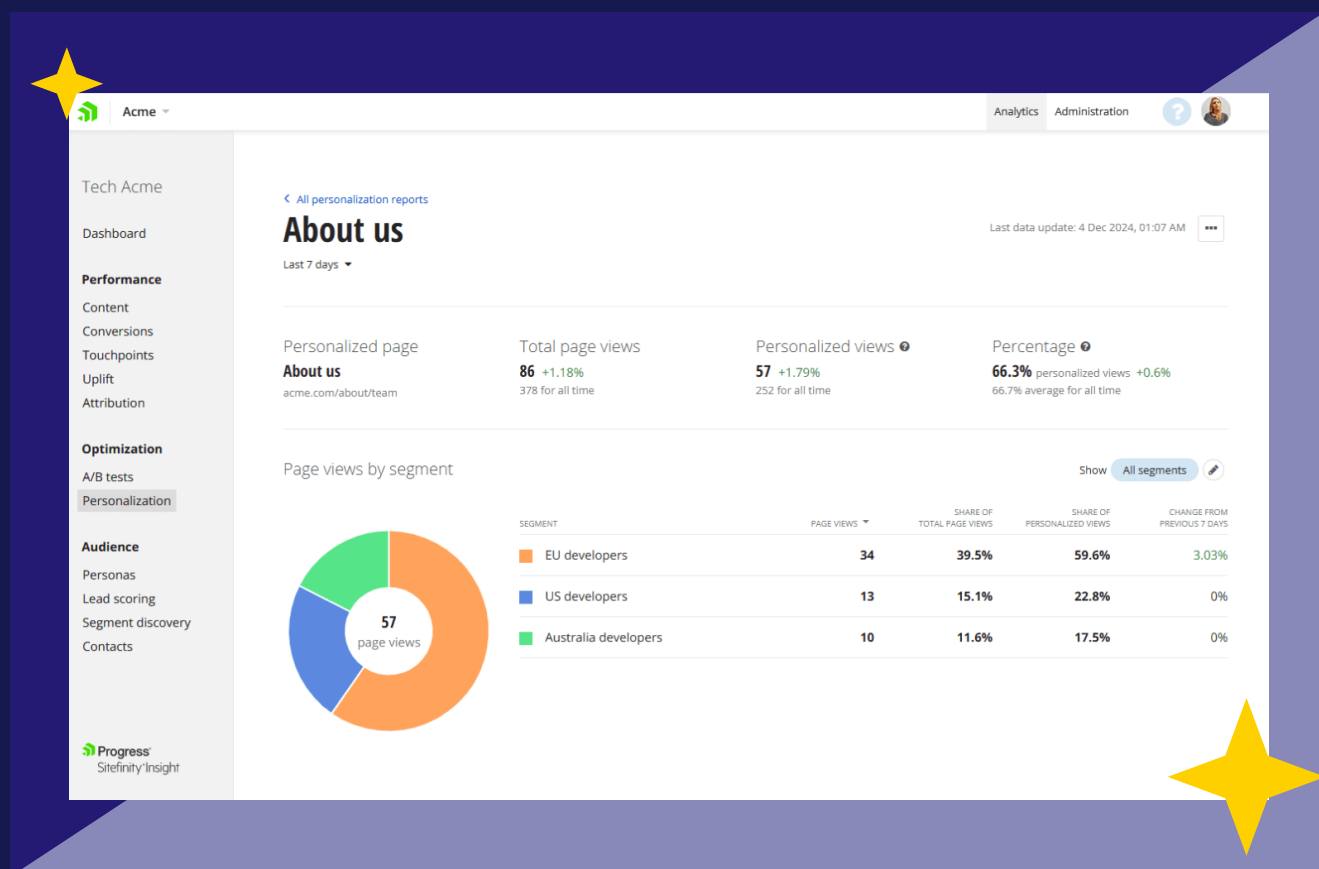# Real-Time Personalization and Journey Optimization— Built In

Sitefinity Cloud platform includes Sitefinity Insight, a natively integrated customer data platform (CDP) that helps teams deliver more relevant, data-driven experiences—without the complexity of third-party tools.

Sitefinity Insight consolidates data from your CMS, CRM, ERP and MarTech systems to create unified customer profiles. With real-time journey tracking, AI-powered segmentation and dynamic lead scoring, teams can personalize content across channels based on actual behaviour—not assumptions.
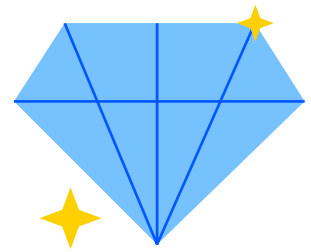
Key capabilities include:

- Unified customer profiles built from online, offline and third-party data
- Real-time journey tracking and AI-powered attribution
- Audience segmentation and lead scoring based on engagement and behaviour
- Marketer-friendly on-page content personalization directly within the CMS
- Low-code integration via Sitefinity Integration Hub for fast data connectivity

Because it's built into the platform, Sitefinity Insight CDP deals with the need for separate integrations, long onboarding cycles or additional licensing. It's ready to use from day one—even for lean teams or less mature digital operations.

Pricing and Packaging

Don't fall for one-size-fits-all. Scale up when ready but enjoy market-leading usability, enterprise security and support right from the start.

Sitefinity Cloud platform provides flexibility, allowing organizations to start on a smaller scale and expand their digital presence as needed. The platform adapts effortlessly with the addition of new websites, a growing user base, multiple languages and diverse audiences across various geographies.

The infrastructure and packaging model support scalability, enabling marketers and IT leaders to adapt to changes, providing a consistent experience for all users as the business grows.

Sitefinity Cloud Base

Sitefinity Cloud Base provides the essentials for any cloud implementation. It allows you to create experiences on a cloud-managed infrastructure, with the flexibility to start small and scale parameters such as page views or users as your needs grow.

Global Azure Cloud Infrastructure	Access to the Latest Sitefinity CMS Features
Triple Zone Redundancy	5 Supported Languages
99.95% Uptime Service Level Availability (SLA)	Built-in Hosting for ASP.NET Core or Next.js Front Ends
1 Million Included Pageviews	10 Backend Users
5 Million Included API Calls	10 Service Management Users
Customer Data Platform	Online and Phone Support
1TB Media Blob Storage	

Customizable Add-Ons

Scalability Add-ons

These add-ons help your business grow by increasing capacity and performance, allowing your digital presence to scale effectively.

Additional Pageviews	Additional Load-Balanced Environments
Additional API Calls	Additional Backend Users
Developer Extensions	Additional Supported Languages
Dedicated Setup	24/7 Support

Progress®

9

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Feature Add-ons

These add-ons streamline workflows, simplify content management, accelerate creation and safeguard digital assets.

MarTech and Business Tools Connectors	Advanced Security & Compliance
Ecommerce Integration	Azure AI Search
Open AI Integration	

Sitefinity Enterprise Package

Enhance efficiency, simplify complex workflows and support global scalability with advanced personalization, robust integration capabilities and enterprise-grade governance.

Personalization	Integration Hub
A/B Testing	Unlimited Backend Users
Translation Management	Unlimited Languages
Audit Trail	User Groups Per Site

Click here for a detailed breakdown of our Cloud Packages

Useful Links:

Sitefinity DX: https://www.progress.com/sitefinity-cms

Sitefinity Cloud Platform: https://www.progress.com/sitefinity-cms/platform

Sitefinity Insight CDP: https://www.progress.com/sitefinity-cms/insight

Sitefinity Cloud FAQs: https://www.progress.com/sitefinity-cms/faq/sitefinity-cloud-faqs

Sitefinity Cloud Documentation: https://www.progress.com/documentation/sitefinity-cms/cloud

→ To get started with Sitefinity Cloud platform **click here**

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 digital experiences with agility and ease. Customers get a trusted provider in Progress, with the products, expertise and vision they need to succeed. Over 4 million developers and technologists at hundreds of thousands of enterprises depend on Progress. Learn more at www.progress.com

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