ASP.NET Core

Next.js

AI

Progress Sitefinity

Build, personalize and scale customer-centric digital experiences with a cloud-first AI-powered DXP.

PRODUCT BROCHURE

Take Control of Your Digital Marketing Success

> "We wanted to focus on the customer journey. To create a clear path to discovery and call to action to drive conversion and ultimately sales, we required a platform that had the tools and functionality to quantify lead value and display the key features and benefits of each product."
>
> **Zdenka Micallef**
> Head of Marketing and Communications, Fujitsu ANZ

The proliferation of digital technology has enabled customers to research products and services and interact with brands with unprecedented ease. This shift has fostered a demand for personalized experiences, convenience and instant gratification, influencing businesses to adapt by providing seamless AI-powered experiences, tailored recommendations and efficient customer service.

Ongoing shifts in customer behavior force business leaders to focus on:

- Delivering personalized, customer-centric experiences, improving the efficiency of content marketing, scalable content production and multichannel content delivery.
- Providing a unified customer view across various platforms and AI/ML data-driven insights.
- Creating compliant, low-maintenance and low-overhead cloud-powered digital experiences.

This evolving landscape necessitates businesses to be agile, data-driven and socially conscious to meet their customers' changing expectations and values.

Turn Disconnected Customer Data into Actionable Insight

Customer data is scattered—across CRMs like Salesforce and HubSpot, marketing platforms like Eloqua, eCommerce engines and analytics tools. Without bringing it together, understanding individual journeys or optimizing content is guesswork.

Natively integrated, Sitefinity Insight CDP offers intuitive tools for customer data management, website personalization and out-of-the-box connectivity to over 1,000 systems via the Sitefinity Integration Hub, so you can unify data from across your tech stack and work with real insight, not assumptions.

- Track behavior across channels, surface friction points and measure content performance with AI-attribution.
- Use AI-driven tools to identify underserved segments and recommend the next best piece of content to move each customer forward.
- Support for data residency and compliance requirements helps you meet local and industry regulations without compromise.

Sitefinity Insight CDP gives you a clearer view of what's happening, helps marketing teams lower acquisition costs, improve engagement and retention—all with tools that work seamlessly with a powerful DXP platform your team will love.
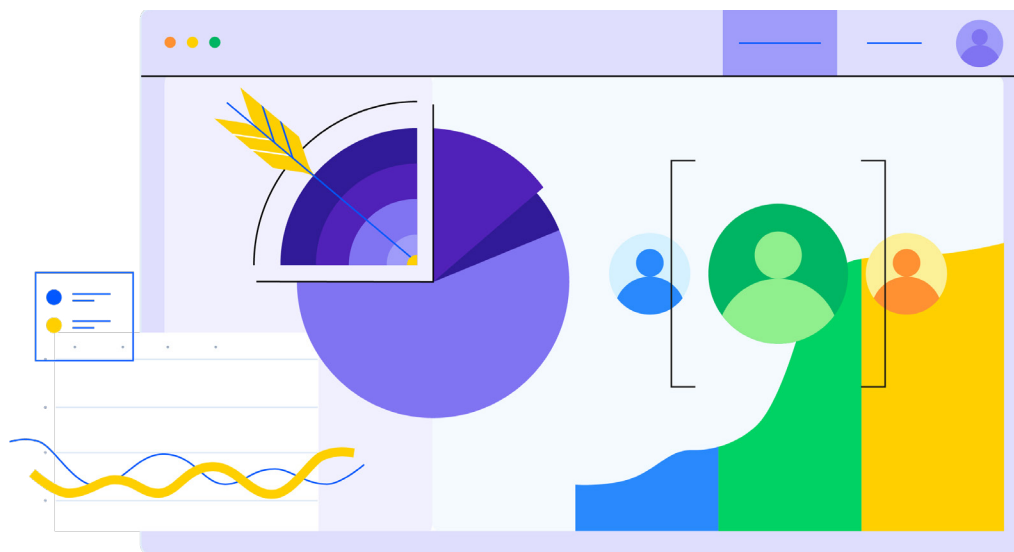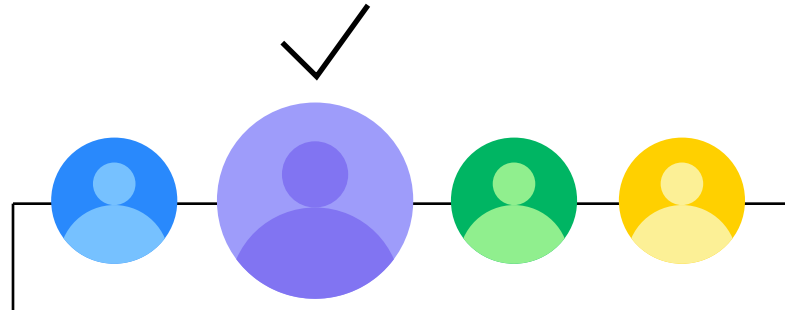
Segment discovery ⊘

Based on behaviour of **71,812** most active visitors (**4.79%** of all visitors). Learn more

SEGMENT	SHARE OF ALL SEGMENTS		VISITOR INTERESTS	VISITORS	CONTACTS
Digital experience optimization		45.7%	Digital experience · AI optimization · Data analytics	32,800	3,986
AI-driven business solutions		29.5%	AI applications · Digital transformation · Business efficiency	21,202	2,291
Community and partnership engagement		13.4%	Community engagement · Partnership networks · AI solutions	9,607	174
Content management and delivery		8.8%	Content management · Digital asset management · User experience	6,322	625
AI-powered data solutions		2.62%	AI applications · Data management · NoSQL databases	1,881	54

‹ Segment discovery

AI-driven business solutions

Visitors ⊘	Contacts ⊘	Share of all visitors ⊘	Share of all contacts ⊘
21,202	**2,291**	**1.42%**	**4.13%**
	View contacts		

Share of all segments

29.5%
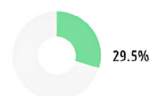
Visitor interests

AI applications · Digital transformation · Business efficiency · Data security · Infrastructure management

Distinctive characteristics

This segment emphasizes the integration of AI technologies to enhance business operations, streamline processes, and improve customer engagement. The interest in digital experience solutions intersects with infrastructure management and secure data transfer services.

Empower Marketing to Deliver Results

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.

Robust, yet Flexible
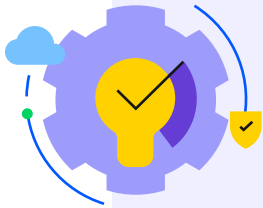
Built for enterprise-grade performance, the Sitefinity platform offers a modern, API-first architecture that scales with your business. Whether you're launching a microsite or managing a global digital estate, it adapts to your needs with extensibility, security and cloud-native agility.

Truly Easy to Use

Ease of use isn't just about a clean interface—it's about helping marketers move fast and stay focused. The platform offers guided onboarding, in-context tips and a familiar WYSIWYG editor that shorten ramp-up time and build confidence from day one. Its intuitive layout streamlines navigation and reduces the steps needed to build pages, update content or launch campaigns. Marketers can work independently, experiment creatively and stay on brand—without waiting on technical support.
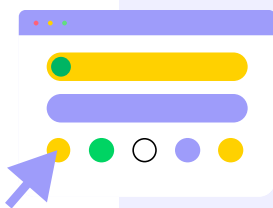
Built for Marketers, Loved by Developers

The Sitefinity low-code/no-code environment empowers marketers to work autonomously, while developers benefit from a flexible, extensible platform that supports custom integrations, headless delivery and modern front-end frameworks like ASP.NET Core and Next.js.

Progress

Sitefinity is the most user-friendly Digital Experience Platform available on the market today. Featuring an intuitive interface with contextual guidance, it enables business users to:

Content Creation and Management

- Leverage unmatched ease of use and AI-assisted content creation to generate, summarize, improve and personalize messaging, increase productivity and efficiency.
- Centrally manage multilingual, multichannel and multisite content to support market expansion and brand consistency across touchpoints.
- Manage multichannel experiences with decoupled presentation of your content.
- Create impactful customer experiences with personalized content on any device and in multiple languages.

AI and Personalization

- Delight users with personalized and multifaced search experiences powered by AI.
- Leverage AI-driven content recommendations and insights to guide visitors towards increased engagement, conversion and retention.
- Improve content discoverability by adding a conversational interface with Retrieval-Augmented Generation (RAG) for more accurate and context-aware responses.

Integrations and Ecosystem

- Connect with Cloudinary and Frontify DAM's or use built-in AI-powered image search and asset libraries.
- Integrate with Znode, SmarterCommerce and BigCommerce to bring content and commerce together.
- Instantly connect and exchange data with more than 1,000+ leading MarTech applications including Salesforce, HubSpot, Eloqua and many others.

Data and Insights

- Gather and unify customer behavior data and interactions from multiple systems and channels into a single customer view to deliver true 1:1 personalization across touchpoints.

Scalability and Performance

- Automatically scale to accommodate increased traffic volume and organizational complexity to meet year-round business requirements.

Generative AI: Speed, Consistency and Control for Marketing and IT

Marketers and developers now expect the same experience they deliver to customers—an easier way to create, manage and interact with content. Built directly into the editing environment, generative AI helps teams draft, refine and adapt content quickly without switching tools. It accelerates creation across channels without adding complexity.

Customize Workflows

Start with predefined prompts aligned to brand and campaign goals or make quick edits on the fly. This keeps messaging consistent while giving teams the flexibility to adapt their GenAI interactions in real time.
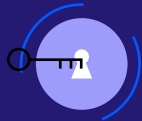
Gain Insight

Combine AI-generated content with real-time customer data from the CDP to fine-tune messaging, sharpen targeting and make better-informed campaign decisions.

Integrate with Confidence

Built-in support for OpenAI makes it easier to apply guardrails and maintain control—while reducing time to market and the cost of custom development. Marketers can move fast, while IT stays in control.
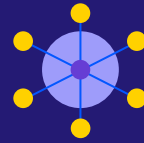
Automate and Orchestrate

Extend capabilities through the Integration Hub to connect other AI-powered systems and automate workflows, reducing manual effort and streamlining operations across teams.

Track and Govern

Monitor usage and prompt activity to support governance, improve accountability and gain visibility into how AI supports content creation across the organization.

Accelerate Development

Leverage AI-assisted tools to scaffold widgets, reduce onboarding time and help development teams deliver faster with less ramp-up.
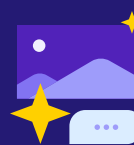
Extend Beyond Text

Use AI-powered image search, automated document tagging and a RAG-based assistant to surface and reuse relevant content with less effort.

AI-powered Capabilities in Native CDP

Orchestrate relevant, personalized user journeys and boost your marketing ROI with a powerful CDP toolset. Capture every customer interaction. Optimize campaign performance. Identify opportunities and trends through built-in audience analysis tools and integrations.
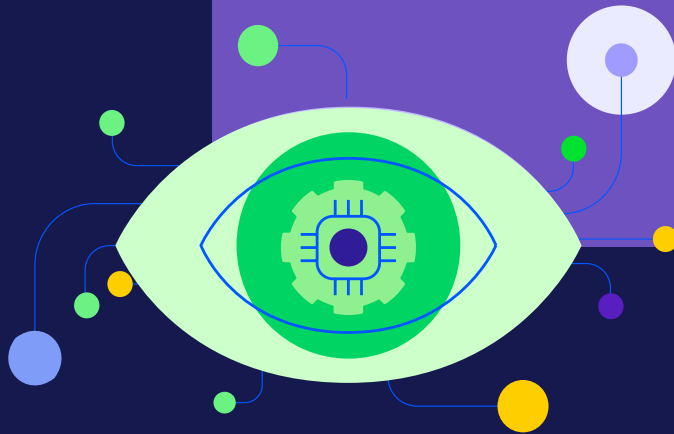
Unlock the True Potential of Customer and Enterprise Data

Sitefinity DXP helps marketing teams turn disconnected systems and data into coordinated campaigns and personalized journeys. By simplifying integration and automation, it lays the foundation for faster campaign execution, smarter targeting and reduced manual effort.

Sitefinity Integration Hub

Get to market faster with intelligent business systems data integration and workflow automation. Optimize marketing programs, unify customer data, improve funnel performance and customer service.

- Save time and precious resources.
- Easily connect to more than 1,000+ business systems.
- Bridge data silos without writing code.
- Design complex triggers, conditions and workflows in minutes.
- Streamline marketing or boost support.
- Scale for your unique use case.
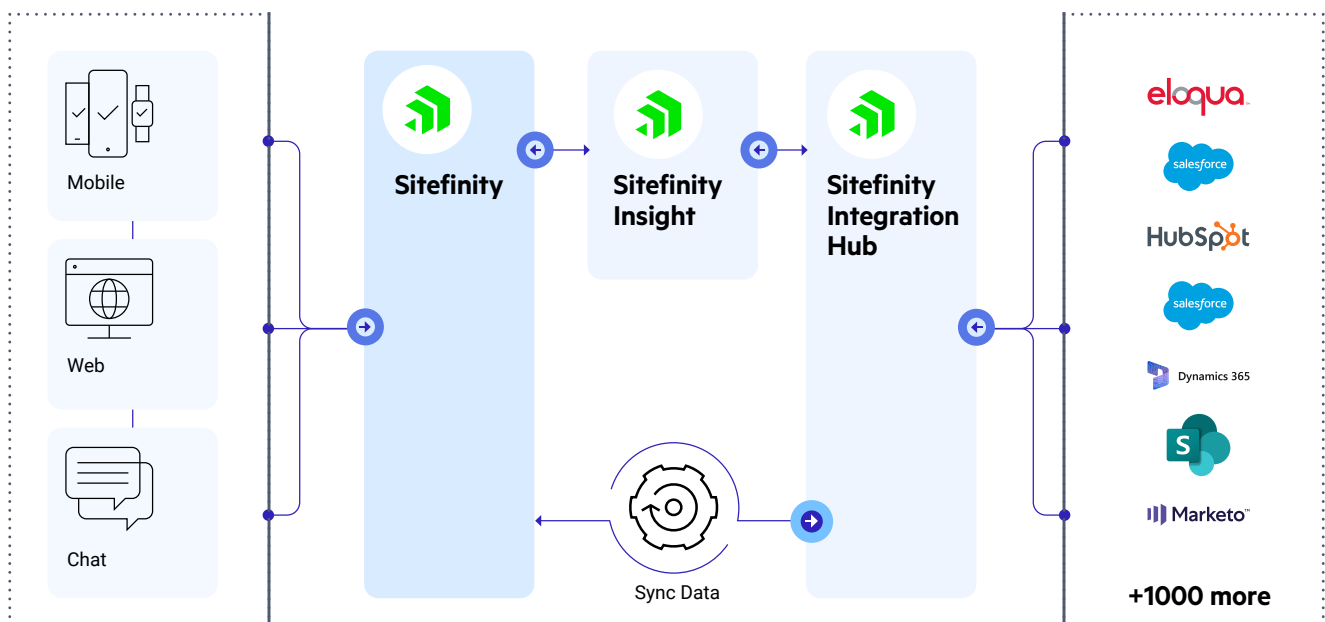
Sitefinity DXP enables you to leverage prebuilt connectors and partner integrations or easily develop new real-time communication channels and customize them to your unique requirements.

## Native and Third-Party Integrations and Connectors

Leverage prebuilt integrations with popular CRM, DAM, search, Ecommerce and MarTech platforms.

Bring Your Own Middleware

Tap into service hooks to integrate with a middleware of your choice. Easily develop integrations that meet your specific needs.

Turn Data Silos and Tedious Work into Exciting Business Transformation

Expand your automation and integration capabilities across the organization to reduce development costs, improve accuracy and increase overall efficiency.
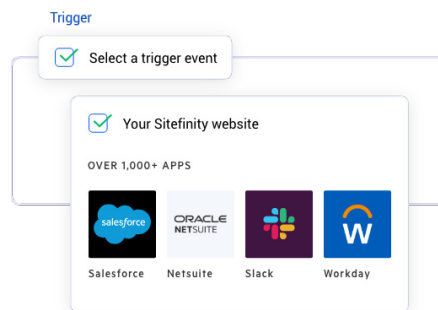
Bridge Data Silos

Integrate with 1,000+ enterprise systems with just a few clicks. Seamlessly connect Sitefinity DXP with business applications, databases, API's and marketing systems across the enterprise.
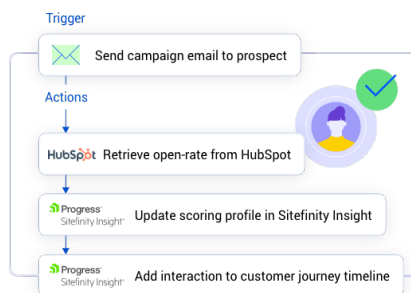
Enhance Workflows

Automate repetitive, routine tasks. Choose from 400,000+ prebuilt templates or craft your own automation workflows in minutes.
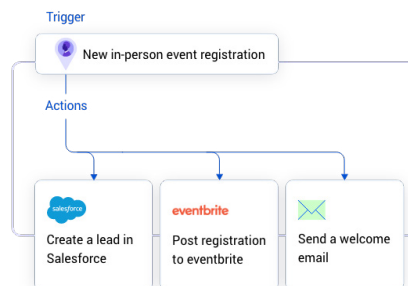
Drive Connected Digital Experiences

Harness customer and business data to capture customer interactions, optimize your funnel, gain insights and drive personalization.

Own the Search Experience

Gain broad control over your site-search experience, no matter the use case or business model. Sitefinity DXP offers multiple integrations, all of which enable you to meet both your current needs and long-term goals.

elasticsearch

Elasticsearch can efficiently store and index structured or unstructured text, numerical and geospatial data and provide accurate near real-time search results. See Documentation.

→ See Documentation

Azure

Azure Cognitive Search is a fully managed service enabling organizations to reduce complexity, scale easily and augment the search experience with powerful AI capabilities. See Documentation.

→ See Documentation

Deliver Relevant Search Results

Delight users with personalized and multifaced search experiences powered by AI.

Make Your Most Valuable Content Easy to Find

Convert visitors. Delight customers. Make site search easier for everyone.

Deliver Relevant Results

Make all your content easy to index and find across all your digital properties. Increase user engagement and maintain high customer satisfaction.

Personalize the Internal Search Experience

Deliver rich, AI-driven personalized search experiences that delight visitors and convert faster.

Remove Bottlenecks

Remove infrastructure bottlenecks and potential application performance penalties, protect sensitive content from being indexed and scale your internal search engine as needed to meet demand.

Own Your Content

Reduce the overdependency on Google, Bing or other search engines for site search. Capture every click. Let your content dominate the search results.

Convert Faster and Delight Your Visitors

Sitefinity DXP provides enhanced integration with Azure Cognitive Search to conduct AI-augmented full-text search, autocomplete and faceted content discovery. Implement efficient search capabilities in your marketing site, intranet portal or ecommerce storefront.

Full-text Search

Let users search on their terms. Powerful, AI-augmented capabilities in Azure Cognitive Search work behind the scenes to process queries, retrieve indexes and sort content. Deliver relevant results to full-text search queries in any B2B or B2C scenario without infrastructure overhead and performance bottlenecks.

Autocomplete

Leverage autocomplete to improve the user experience on your ecommerce or content-rich website. Help visitors save time by generating predictions as they type and allowing them to pick a suggestion from a list based on your own ecommerce data. Increase efficiency by freely configuring which fields in the search index should be used for autocomplete.

Faceted Navigation

Augment your existing search experience with a faceted navigation system, allowing users to narrow down search results intuitively. Apply multiple filters based on the taxonomy and classification of your products, services or content. Easily configure the faceted search experience by selecting filterable elements available within your search index.

Intelligent Search

Gain greater control over the ranking of important content and assets in your search results. Use scoring profiles to boost products or services based on their importance or revenue potential. Promote newer content or highlight legacy properties your digital marketers could give a second life to.

Personalized Results

Deliver rich, scalable and AI-driven search experiences to end users. Reorder and customize search results and promote your invaluable content to maintain engagement and improve conversions.

AI Assistant

Conversational AI tool for Sitefinity Cloud sites—uses your published content to give visitors accurate, up-to-date answers.

Content and Commerce Experience

Sitefinity DXP enables organizations to align their digital marketing strategy with their digital commerce goals.
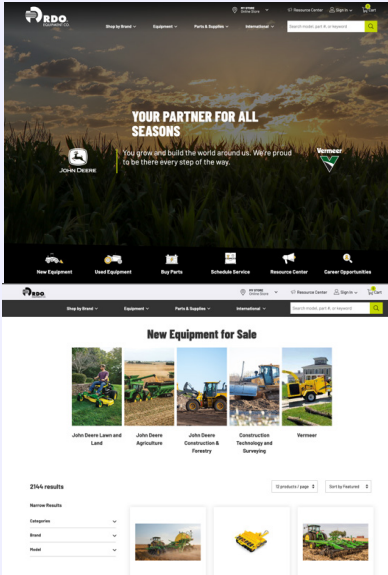
BigCommerce Integration

Available as a partner integration, this end-to-end digital commerce platform benefits from its elegant UI, scalability and ease of use. Deliver frictionless buying experiences integrated with complex mission-critical systems.

→ Contact Us

SmarterCommerce Integration

Use SmarterCommerce and their JD Edwards integration along with Sitefinity DXP to engage customers 24/7 across all devices and to control your online presence through one platform.

→ Learn more

Make Every Transaction an Experience

Boost your revenue by offering seamless customer experiences that marry marketing and digital commerce. Add product catalogs, multiple storefronts, targeted promotions and payment processing to increase your digital footprint and open new revenue streams.

Align Content and Commerce to Drive Purchase Decisions

The success of your business is dependent on how well your ecommerce store can engage and convert customers. Sitefinity cost-effectively takes the guesswork out of delivering an engaging digital commerce experience that builds revenue.

Optimize the Digital Customer Experience

Tear down the digital wall to your customers by providing unique, personal experiences informed over time through key channel touchpoints. Forge customer relationships through highly relevant merchandising and content recommendations based on customer interaction.

Reach a Global Audience

Engage customers across your brands and markets through all the channels your customers use with multisite, multichannel, multilingual and multicurrency support.

Manage a Complex Product Line

Easily manage day-to-day operations with straightforward category, taxonomy, review and media management. Handle complex orders with a built-in order management system, order workflow management and pricing and discount management.

Integrate Critical Applications

Streamline business processes and deliver consistent, timely customer experiences fully integrated with your enterprise. Easily integrate your online store with your ERP, CRM, OMS or any other back-office system.

→ Learn more
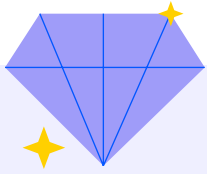
A Flexible Development Platform

Sitefinity empowers developers with the freedom to build without limits. Its open, extensible architecture is purpose-built to eliminate complexity at every stage of the development lifecycle, from front-end flexibility to enterprise-grade integration.

Build Modern Experiences, Your Way

- **Native support for ASP.NET Core and React/Next.js** in Sitefinity Cloud enables seamless front-end hosting, full DevOps automation and CI/CD pipelines for faster delivery
- **AI-driven widget creation** accelerates development by intelligently generating reusable components based on content structure and intent
- **Comprehensive UI tooling** for JavaScript, ASP.NET MVC, and the latest .NET ensures you can work with the frameworks you know and love
- **Direct Visual Studio integration** streamlines development workflows and accelerates onboarding

Architected for Scale and Simplicity

- **Fully decoupled architecture** supports headless, hybrid and traditional implementations—giving you the flexibility to evolve without replatforming
- **Robust APIs and integration hooks** make it easy to connect with any system, while headless capabilities ensure content flows freely across channels
- **Low-code/no-code integration** with Salesforce®, Marketo®, HubSpot®, Eloqua™, Microsoft Dynamics® and many more reduces development overhead and accelerates time to value
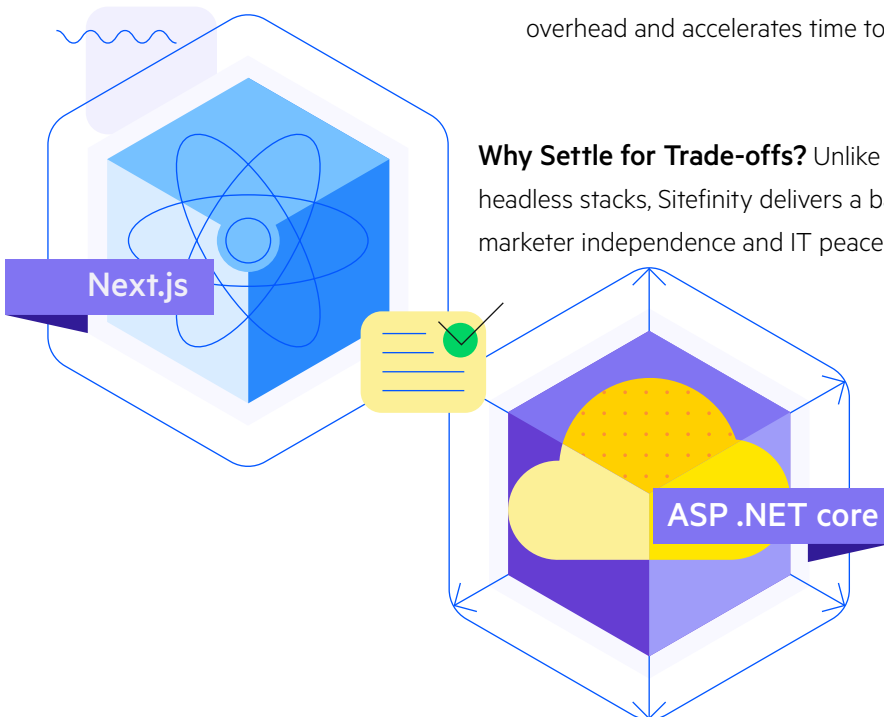
Why Settle for Trade-offs? Unlike rigid legacy platforms or overpromised headless stacks, Sitefinity delivers a balanced approach: developer agility, marketer independence and IT peace of mind—all in one platform.

Next.js

ASP .NET core

Headless-Ready by Design

Sitefinity DXP separates content management from presentation, giving you the freedom to build and deliver digital experiences your way. Whether you use the Sitefinity ASP.NET Core and Next.js front-end renderers or go fully headless with OData and GraphQL APIs, the platform adapts to your front-end of choice.

In simple terms, content created in the platform isn't tied to a single website or technology. It can be reused across channels—web, mobile or anything else—while presentation is handled by a separate app that pulls in content and layout through APIs. This makes it easy to scale, customize and innovate without limitations..
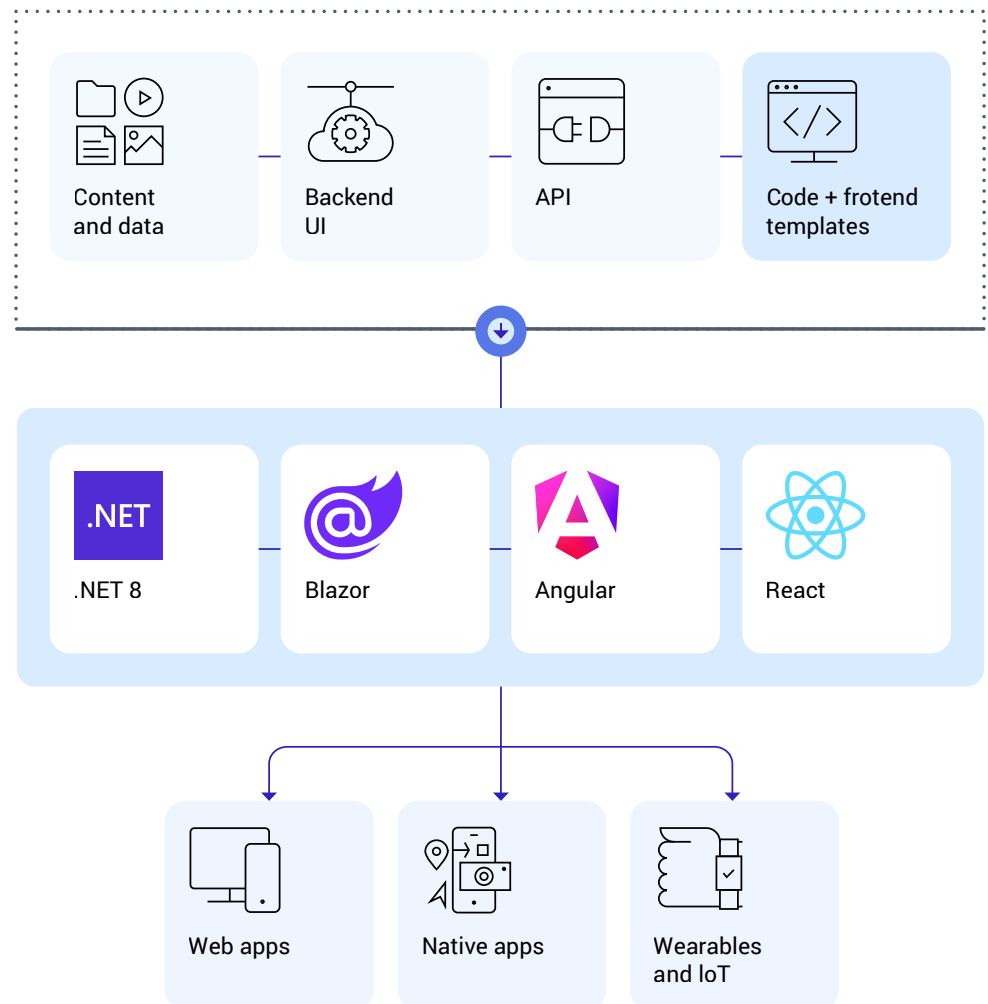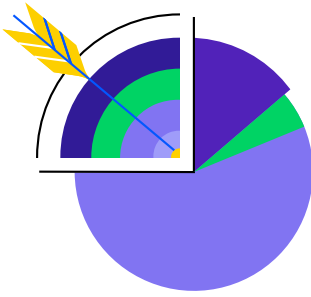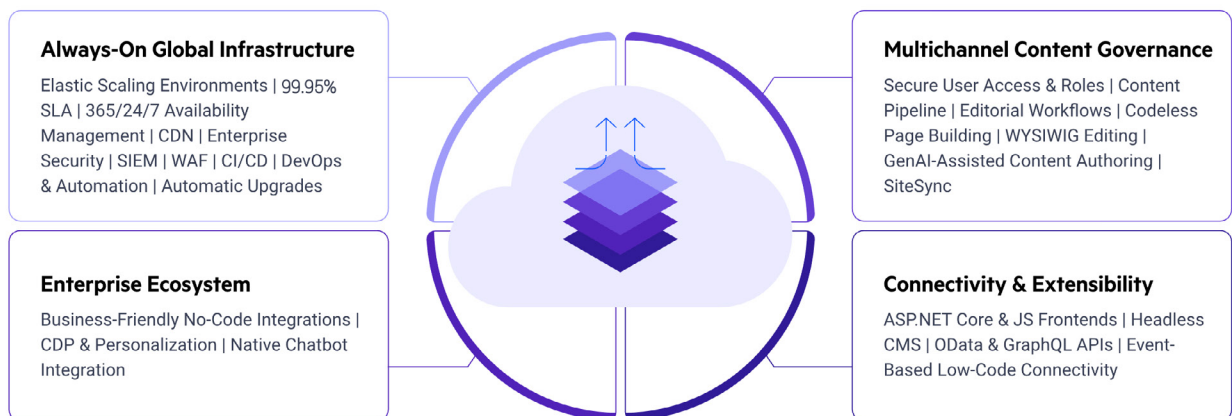
Manage Your Experiences, Not Your Infrastructure with Sitefinity Cloud

Progress® Sitefinity® Cloud, a composable DXP hosted on Microsoft Azure, enables you to swiftly scale your business with its simplified and agile architecture, while maintaining your ability to support complex, large-scale digital projects. Create and manage future-proof digital experiences, deliver brand consistency and improve user engagement across sites, channels and touchpoints.

Scalable Content and Experience Management Platform for Every Business Size

Scope and Budget

Globally available enterprise infrastructure and a powerful, fully customizable content platform to manage and deliver customer-centric digital experiences at scale. One size doesn't fit all, but cloud can be made to measure.

Always-On Global Infrastructure

Elastic Scaling Environments | 99.95% SLA | 365/24/7 Availability Management | CDN | Enterprise Security | SIEM | WAF | CI/CD | DevOps & Automation | Automatic Upgrades

Enterprise Ecosystem

Business-Friendly No-Code Integrations | CDP & Personalization | Native Chatbot Integration

Multichannel Content Governance

Secure User Access & Roles | Content Pipeline | Editorial Workflows | Codeless Page Building | WYSIWIG Editing | GenAI-Assisted Content Authoring | SiteSync

Connectivity & Extensibility

ASP.NET Core & JS Frontends | Headless CMS | OData & GraphQL APIs | Event-Based Low-Code Connectivity

Reduce Infrastructure Complexity

As a fully managed solution hosted on Azure, Sitefinity Cloud minimizes the need for internal infrastructure management, simplifying your operations.

Develop and Integrate with Ease

Sitefinity Cloud offers full support for .NET 8, ASP.NET Core and Next.js, along with a powerful template engine, structured content, built-in CI/CD pipelines for continuous delivery of new features and data connectivity with over 1,000 business applications.

Navigate Traffic Spikes and Outages

Leverage an autoscaling infrastructure backed by 99.95% service level availability, multiregional failover and 24/7 support.

Stay on Top of Security and Governance with SIEM and WAF

Safeguard data, resources and infrastructure through multi-layer risk mitigation services, including SIEM and WAF. Detect evolving threats early and minimize downtime with industry-leading security intelligence.

Reduce Reliance on IT

Manage your content without IT using intuitive AI-powered content editing, classification and digital asset management tools.

Improve Marketer Productivity

Easily create new layouts or reuse existing content, forms and templates between sites and languages, thanks to a powerful drag-and drop layout and form builder.

Streamline Omnichannel Content Delivery with Headless/API and Decoupled Multi-Front-End Architecture

Deliver seamless experiences across multiple channels and devices with a headless/API-driven, decoupled architecture that supports multi-front-end deployment—all managed from a single, unified interface.

Turn Customer Data into Actionable Insights with Integrated CDP

Collect, unify and activate customer data with integrated CDP capabilities. Enhance campaign effectiveness through advanced analytics, personalization and optimization tools, while seamlessly connecting to popular CRM and marketing automation platforms.
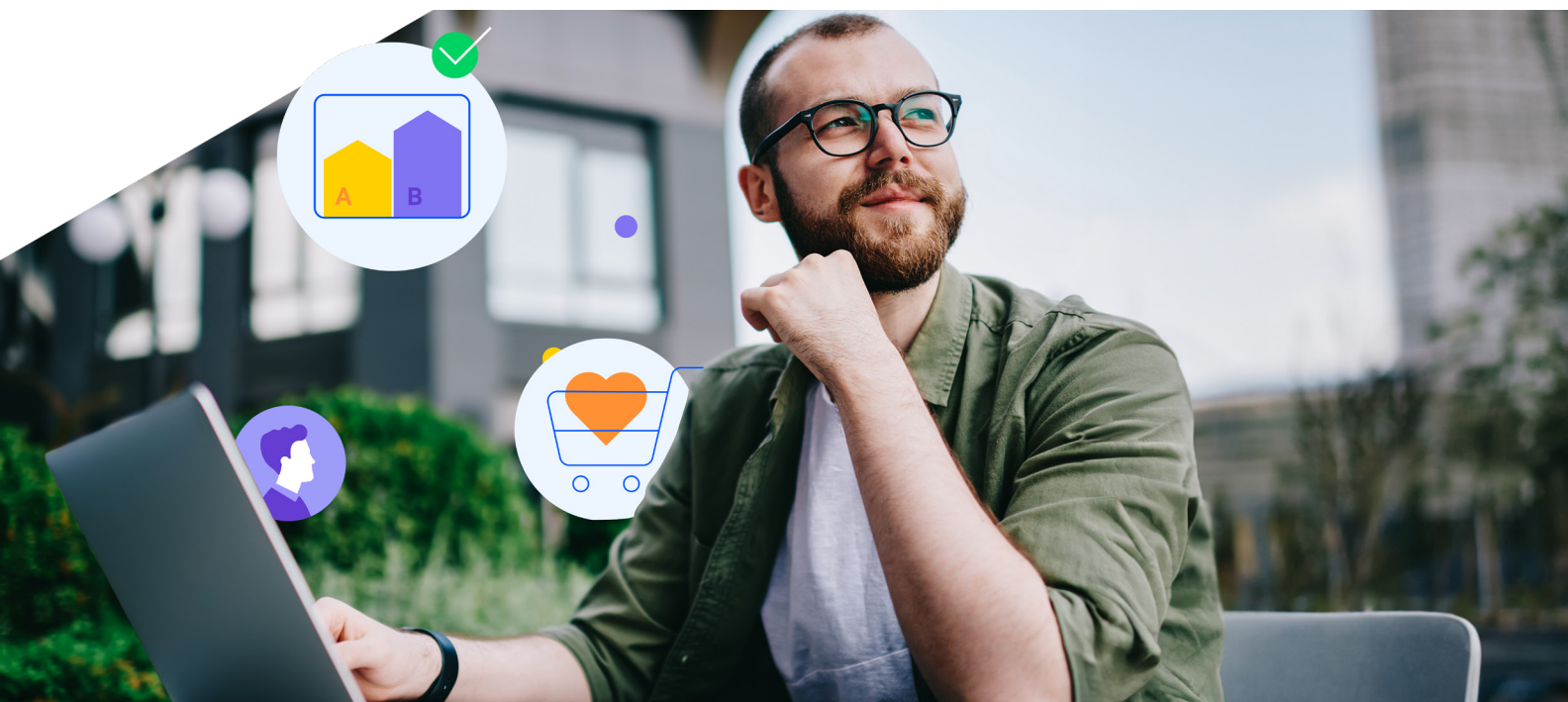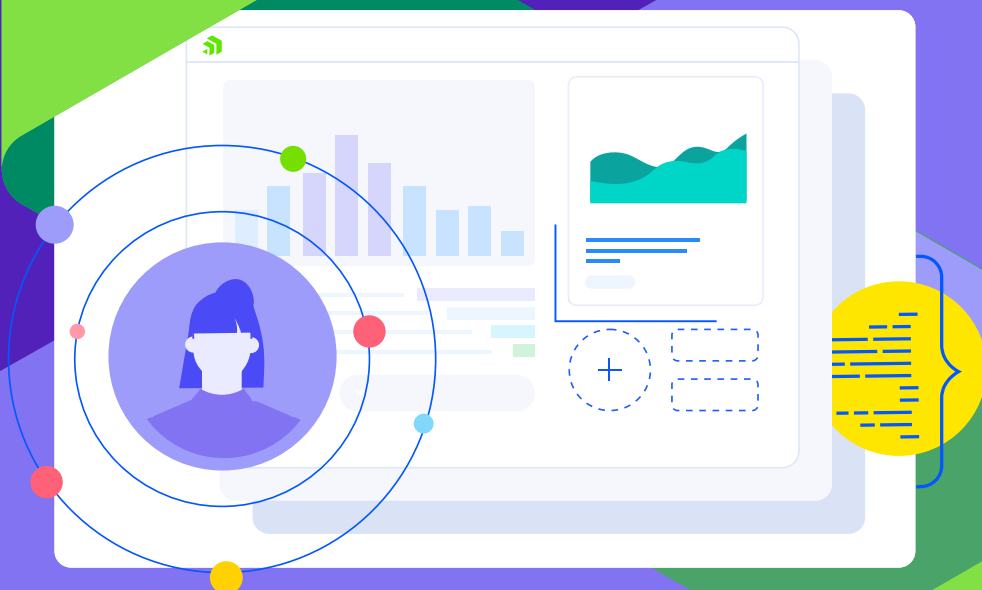
Sitefinity Cloud:
Built for Growth

The industry's first cloud-native CMS with integrated multi-front-end hosting.

Talk to an Expert
www.progress.com/sitefinity-cms/cloud/contact

Packaging and Deployment Options

Find the best architecture option and feature bundle for the right-fit composable content and experience management. Customize and extend as your needs evolve.

Sitefinity
Perpetual & Subscription

Self-hosted or With Partner

Ideal for IT-driven teams with highly specific architecture or integration requirements, needing full control over infrastructure, updates and security.

- ✔ One Production Domain or Server per License
- ✔ Own or Hosted Infrastructure
  *full control, full responsibility
- ✔ Multilingual Support
- ✔ Extensibility Across the Stack
  *full access to source code
- ✔ Self-Managed Manual Upgrades
  *resource-intensive
- ✔ Ongoing Maintenance and Resource Scaling
- ✔ Time to Value Depends on Internal Setup

Sitefinity Cloud
Subscription

Managed Hosting

Designed for digital teams in regulated industries and enterprises with complex, high-volume content, needing accelerated delivery and reduced reliance on IT.

- ✔ Multiple Websites
- ✔ Fully Managed Infrastructure
  *full control, full responsibility
- ✔ Multilingual Support
- ✔ UI and Business Logic Customizations
  *full access to source code
- ✔ Automated Upgrades
  *resource-intensive
- ✔ Built-in Enterprise Scalability & Resilience
- ✔ Rapid Delivery and Fast Time to Value
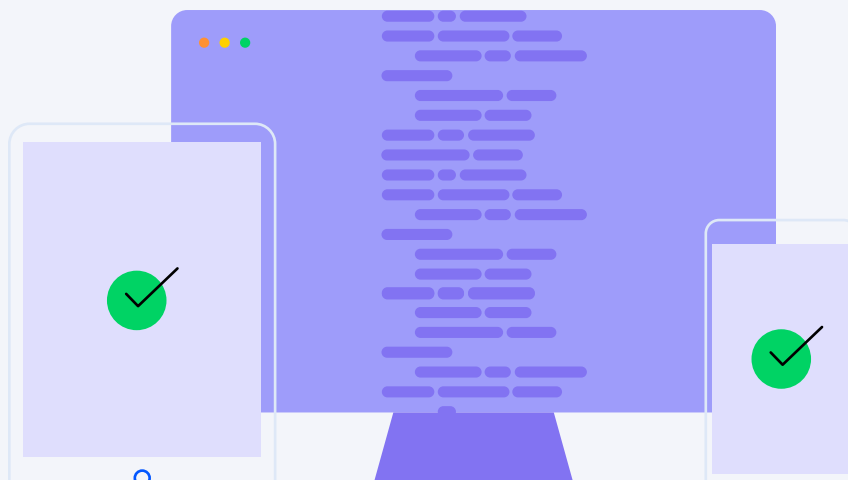
A Global Partner Network You Can Count On

Whether you're looking to get the Sitefinity DX platform up and running quickly or need guidance to realize maximum value from the solution, the Sitefinity Partner Network is ready to help. Turn to one of more than 300 leading organizations offering a wide range of services, including:

- Project consulting
- Integration
- Custom development
- Design
- Training
- Hosting

Because our global partner community extends to over 40 countries, you can rely on readily available, highly-qualified experts to fuel the success of your project. Enrich the digital capabilities of your application via the Sitefinity Marketplace ecosystem and the numerous partner solutions, add-ons and integrations it hosts.

→ [Partner Locator](#)

→ **Get Started**

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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