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Progress and Emakina Announce Sitefinity CMS Partnership

Progress and Emakina Group combine cutting-edge Sitefinity CMS with industry-leading expertise to provide European businesses new digital marketing opportunities

Rotterdam, 25 April 2016 – [Progress](#) (NASDAQ: PRGS) announced today a strategic alliance with the leading independent European full-service digital agency, [Emakina Group](#) (Euronext:ALEMK). The partnership will empower companies embarking on their digital transformation with the popular content management platform by Progress, [Telerik® Sitefinity™ CMS](#), and the unparalleled experience and support by Emakina.

According to IDC's FutureScape for Worldwide Digital Transformation, "In 2016, 65% of large enterprises will have committed to become information-based companies, shifting the organizational focus to relationships, people and intangible capital."

For businesses looking to increase their digital agility, drive richer customer engagement and deliver real-time marketing personalization, the Progress/Emakina alliance creates exciting new opportunities for increased engagement, conversion and customer retention. They now gain full access to Sitefinity CMS resources and support through Emakina as their trusted advisor to seamlessly orchestrate their marketing success across Europe and beyond. Emakina has offices in eight countries (Austria, Belgium, Croatia, France, Netherlands, Sweden, Switzerland and Turkey) and services international clients with its global partner network.

"Companies are expanding their investment in digital tools to support their marketing, web, commerce, in-store channels and processes. Sitefinity CMS is a great solution for them. We're ready to help our customers take control of these challenges and share rich, clever content across all of their touch points—making their digital transformation come to life," commented John Deprez, CTO of Emakina Group.

Emakina has already executed a number of digital projects based on Sitefinity CMS, including renowned companies operating in the banking and defense industries. The success of these projects, coupled with the seamless experience, flexibility and user-friendliness of the platform, confirmed the value of Sitefinity CMS, laying the foundation of this strategic partnership between Progress and Emakina.

"Today, digital disruption is in full swing. Regardless of the type of industry or business, organizations need to become agile to meet the ever increasing user demands," said Mark Armstrong, Vice President and Managing Director, EMEA at Progress. "Through our partnership with Emakina, we bring true value to customers, equipping them with our best-in-class content management platform, dedicated assistance and deep domain expertise. Thus, helping them triumph in the new digital economy."

Sitefinity CMS enables organizations to create a personalized, seamless experience across languages, sites and geographies. It is known for its great usability and easy integration with external platforms and applications. Through the personalization functionalities available in Sitefinity CMS, companies can deliver content, tailored to the visitor's demographics, interests and

preferences—thereby increasing sales. In addition, it integrates mobile into the content management experience and provides SEO tools, enabling improved discoverability in search engine results.

Additional Resources:

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