



Progress Helps Wärtsilä Dramatically Increase Leads by Personalizing the Online Customer Experience

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Technology leader in marine and energy markets relaunches web properties across 50 locations with Progress Sitefinity

BEDFORD, Mass.--(BUSINESS WIRE)--Apr. 4, 2018-- [Progress](#) (NASDAQ: PRGS), the leading provider of application development and deployment technologies, today announced that [Wärtsilä](#), a global leader in advanced technologies and solutions for the marine and energy markets, selected [Progress@ Sitefinity™](#) and [Progress@ Sitefinity™ Digital Experience Cloud \(DEC\)](#) platforms for redesigning its website and personalizing the customer journey for visitors. The popular web content management and personalization platform enables Wärtsilä's marketers to simultaneously update its 200 product web pages and easily create a seamless brand experience across all devices without the need for IT support. Since launching the Sitefinity DEC solution, the company has significantly increased the number of highly qualified leads, which has led to increased quotes and customer engagements.

As a corporation striving to reach an international customer base, Wärtsilä's website plays a pivotal role in the company's digital marketing efforts. With unique content pages for each of Wärtsilä's three unique business units and regional sites for more than 50 different locations and languages, Wärtsilä's website had become a complex ecosystem of digital content over the years. The content management system behind it had a complicated user interface and limited scalability, and lacked key functionality such as responsive design and mobile device compatibility. For Wärtsilä's marketers it was difficult to manage, and the customer experience was not what they wanted. To deliver a modern user experience, improve operations and enable personalization, Wärtsilä turned to Progress partner, [Siili Solutions](#), to redesign and relaunch its website with Progress.

"For Wärtsilä, the user-friendly interface of Progress Sitefinity was a big selling point - it's just easy for anyone to pick up and learn without spending hours in the backend to obtain a level of mastery. With so many different departments and people creating and modifying content, it was very important for us to have a content management system that was easy to use," said Maud Bernard, digital marketing specialist at Wärtsilä. "The Sitefinity DEC solution is the future of digital marketing at Wärtsilä. The B2B world needs more personalized experiences and the solution enables us to create them."

Using the Sitefinity DEC solution, Wärtsilä can effectively score visitors for each action they take. Based on this score, the company can further personalize the user experience by serving tailored content recommendations. Built-in machine learning technology enables automatic segmentation and optimization without marketers having to lift a finger. By consistently promoting interesting content, Wärtsilä can enhance visitor engagement and boost conversion.

"Progress Sitefinity platform ensures that dynamic audience segmentation and personalization work together, as a team. Moreover, companies can drive business growth by understanding and optimizing every customer's journey—from anonymous behavior to a long-term relationship," said John Ainsworth, Senior Vice President, Core Products, Progress. "Wärtsilä is a great example of an organization that sheds the 'one message for all' approach and delivers highly tailored experiences for each prospect."

For more information about Progress Sitefinity, please visit www.sitefinity.com. For more details about the Wärtsilä story, click [here](#) or view additional customer successes at <https://www.progress.com/customers>.

Additional Resources

- Follow Progress on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Google+](#)
- Read the Progress [blog](#)

About Wärtsilä

Wärtsilä is a global leader in smart technologies and complete lifecycle solutions for the marine and energy markets. By emphasizing sustainable innovation, total efficiency and data analytics, Wärtsilä maximizes the environmental and economic performance of the vessels and power plants of its customers. In 2017, Wärtsilä's net sales totaled EUR 4.9 billion with approximately 18,000 employees. The company has operations in over 200 locations in more than 80 countries around the world. Wärtsilä is listed on Nasdaq Helsinki.

About Progress

Progress (NASDAQ: PRGS) offers the leading platform for developing and deploying mission-critical business applications. Progress empowers enterprises and ISVs to build and deliver cognitive-first applications, that harness big data to derive business insights and competitive advantage. Progress offers leading technologies for easily building powerful user interfaces across any type of device, a reliable, scalable and secure backend platform to deploy modern applications, leading data connectivity to all sources, and award-winning predictive analytics that brings the power of machine learning to any organization. Over 1,700 independent software vendors, 100,000 enterprise customers, and two million developers rely on Progress to power their applications. Learn about Progress at www.progress.com or +1-800-477-6473.

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