



The Waikato Institute of Technology Personalizes Digital Experiences and Student Engagement with Progress

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Immersive digital experiences lead to increase in student acquisition and retention

BEDFORD, Mass.--(BUSINESS WIRE)--Jul. 17, 2018-- [Progress](#) (NASDAQ: PRGS), the leading provider of application development and digital experience technologies, today announced that [The Waikato Institute of Technology](#) (Wintec), one of the largest polytechnic institutes in New Zealand, has transformed its online presence with Progress® Sitefinity®. The award-winning web content management system enabled Wintec to improve student acquisition and retention of its more than 20,000 students spanning across 60 countries.

As geographical barriers to education have come down through flexible online learning options, higher education has become extremely competitive. With campuses in New Zealand and China and 20,000 students from 60 countries, Wintec needed an engaging and immersive user experience to capture student interest—from enrollment through graduation.

Working with Progress partner, [Enlighten Designs](#), the institute selected Progress Sitefinity as the platform for their new website. “Progress was selected because of its usability and out-of-the-box functionality. For the first time, marketers wouldn’t have to depend on IT to make simple updates and they could focus on content, not managing a complex CMS,” said Damon Kelly, CEO, Enlighten Designs.

Integrated with Microsoft Dynamics in the back-office, Sitefinity enabled Wintec to transform its website into a central communication hub for a global audience. Wintec has been able to easily introduce additional multilingual versions of the website and converge all communication channels into one smooth digital experience. Wintec is now able to engage with potential students and their parents at an early stage and provide them with all the information they need to make informed decisions. Wintec’s global audience can seamlessly access the website at any time, from any device and platform, regardless of geographical location.

“Today, the quality and speed of interaction between students, parents and educational organizations can significantly influence the choice of one educational institution over another. We needed a solution that could centralize our siloed channels while enabling us to respond to the needs and expectations of our student population,” said Bradley Vines, IT Director, Wintec. “Progress Sitefinity gave us flexibility that we never imagined. For the first time, our marketing team feels empowered to optimize the customer journey, without any IT help. This immediately turned into a great competitive advantage for us and was felt by our potential and current students.”

Designed with the needs of marketers in mind, Sitefinity empowers Wintec’s team to quickly respond to inquiries, make significant content and layout changes, launch effective marketing campaigns and implement SEO practices without IT assistance. The team can monitor students’ status throughout their engagement and constantly evolve digital campaigns to resonate with its audiences. Wintec is planning to also leverage additional functionality offered by Sitefinity Digital Experience Cloud for content personalization, A/B testing and contextual user experience.

“More than 2,700 customers globally rely on Progress Sitefinity to deliver exceptional online experiences for their audiences across all types of devices and platforms. Sitefinity offers a unique combination of powerful functionality and best-in-class usability which results in more productive marketing and IT teams and happier customers,” said John Ainsworth, SVP, Core Products, Progress. “Wintec is a great example of how an educational institution can leverage the latest technology to stand out from the competition and win and retain students through a centralized and compelling user journey.”

Additional Resources

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- Read the [Progressblog](#)

About Progress

[Progress](#) (NASDAQ: PRGS) offers the leading platform for developing and deploying strategic business applications. We enable customers and partners to deliver modern, high-impact digital experiences with a fraction of the effort, time and cost. Progress offers powerful tools for easily building adaptive user experiences across any type of device or touchpoint, award-winning machine learning that enables cognitive capabilities to be a part of any application, the flexibility of a serverless cloud to deploy modern apps, business rules, web content management, plus leading data connectivity technology. 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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