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Progress Announces New Digital Marketing Command Center, Combining Telerik Sitefinity CMS and Sitefinity Digital Experience Cloud to Personalize the Customer Journey across Channels and Devices

Predictive and prescriptive analytics, 360-degree customer profile, advanced machine learning, and third-party data integrations improve digital marketers' ability to manage the customer journey

BEDFORD, Mass.--(BUSINESS WIRE)-- [Progress](#) (NASDAQ: PRGS) today announced the latest advancements in the Telerik® Sitefinity™ platform. The company is combining the award-winning [Telerik Sitefinity CMS](#) and the newly available Telerik [Sitefinity Digital Experience Cloud](#) (DEC) to create a Digital Marketing Command Center, enabling marketing teams to orchestrate a guided customer journey across devices and digital channels.

With the combined offering of Telerik Sitefinity CMS and Telerik Sitefinity DEC, Progress is providing a central repository of individual customer interactions, which draws information from all systems holding key customer data across channels and devices. Digital marketers now have a strong understanding of the customers' best next step, enabling swift decision making and execution via the CMS, personalizing engagement across channels. For the anonymous site visitor or long-standing customer alike, the solution tracks and measures each stage of the customer journey, and provides recommendations to optimize conversions.

Attaining Customer-Driven Success:

According to Forrester Research, "Customers take many paths as they solve problems, activating business capabilities in unpredictable ways. CIOs must be able to translate customer journeys into reliable and predictable systems of engagement, with marketing's help."¹ To that end, digital marketers need 360-degree visibility into the complete lifecycle of the customer journey, and at what step each customer sits currently. By providing a systematic approach that leverages a central repository for all pertinent data, the Digital Marketing Command Center enables success. Key benefits include:

- 1 **The ability to gather omni-channel information:** With data connectors pulling information from Telerik Sitefinity CMS, Salesforce.com, Marketo, Microsoft SharePoint and Dynamics or other sources of customer interaction, the customer journey repository in Telerik Sitefinity DEC becomes a single source of truth. Having the full context enables marketers to see interactions between a customer (or potential customer), and all aspects of a company's sales and marketing functions.
- 1 **Increased insight:** Telerik Sitefinity DEC uses machine learning to relate how groups of customers and prospects interact through all channels, and provides specific recommendations for how to move them toward their goals more effectively.
- 1 **Real-time, actionable data:** The solution unveils trends that enable marketers to target their actions and run and adjust campaigns in near real time. Telerik Sitefinity DEC provides predictions toward opportunity improvement, while Telerik Sitefinity CMS enables marketers to personalize and optimize marketing programs, or restructure web properties on the fly, to guide people on a personalized customer journey.

Features that Drive Results:

With the new release of the Telerik Sitefinity platform, Telerik has introduced enterprise-level updates to Telerik Sitefinity CMS, including improved multisite capabilities, site-sync and taxonomy support. In addition, today marks the general availability of Telerik Sitefinity DEC, with features including:

- 1 Persona management: Profiling and targeting based on visitor activities, even for anonymous visitors
- 1 Integration with third-party data sources: A 360-degree view of customer interactions, both digital and non-digital
- 1 Advanced customer analytics (predictive and prescriptive): The ability to define online and offline conversion goals to measure and adjust strategies on the fly, as well as insights and recommendations for best-next activities
- 1 Automated lead scoring and management: Ranking sales readiness of leads against a common definition of "qualified" via a centrally managed framework, shared across sales and marketing teams

"To be successful, marketers have to understand the complete customer journey, yet with customer data spread among multiple channels, enterprise marketing leaders struggle to attain visibility into customer journeys that would help predict

and guide to future marketing and sales strategies. Without visibility, they cannot shift directions quickly to keep up with demand," said Svetozar Georgiev, Senior Vice President, Application Platforms, Progress. "Telerik Sitefinity DEC, in conjunction with Telerik Sitefinity CMS, enables marketers to turn on a dime, map and react to the customer journey effectively and, ultimately, provide evidence of the direct relationship between marketing investments and results."

To learn more about Telerik Sitefinity CMS, Telerik Sitefinity DEC and how the combined offering can enable immediate impact go to www.sitefinity.com. You may also attend the webinar featuring Forrester analyst, Ted Shadler, "The Next Marketing Era: Marketing's Digital Command Center," taking place Thursday, March 19 at 11:00 a.m. ET. Register here: <http://www.sitefinity.com/campaigns/webinars/the-next-marketing-era>.

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¹ Forrester Research, "Linking Customer Engagement To Business Capabilities In The Age Of The Customer," February 25, 2015, Peter Burris, Sharyn Leaver, Gordon Barnett, Randy Heffner, Heidi Shey, Liz Herbert, John Rakowski, Paul Hagen, Amanda LeClair.

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