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Progress Drives Digital Marketing Agility with Telerik Sitefinity 9.0

Latest release of award-winning digital experience platform empowers modern marketers-and the development/IT teams that support them-to keep pace with shifting marketplace demands

BEDFORD, Mass.--(BUSINESS WIRE)-- Progress (NASDAQ: PRGS) today announced the latest version of Telerik® Sitefinity™ CMS and Telerik® Sitefinity™ Digital Experience Cloud (DEC), its popular content management and customer analytics platforms. The new release provides new features, enhancements and architectural improvements to help digital marketers and the departments that support them achieve new levels of agility with their online properties.

In today's highly fluid business environment, marketers need the speed and flexibility to respond immediately when circumstances change. According to a report by CMG Partners, a marketing strategy consultancy, 63 percent of marketing leaders indicate agility as a high priority, but only 40 percent rate themselves as agile. That leaves opportunity on the table; the survey also found marketing departments who consider themselves agile are three times more likely to significantly grow market share.[1]

With the release of Telerik Sitefinity 9.0, marketing, development and IT can work more effectively and together increase digital marketing agility. New features, including improved personalization, multilingual asset support, multipage forms and a 360-degree customer view, enable marketers to be more effective than ever in driving customer engagement. At the same time, Telerik Sitefinity 9.0 provides developers/IT with greater extensibility that's critical for achieving competitive advantage in a quickly changing digital environment.

New features in Telerik Sitefinity 9.0 include:

For the Marketer

- *Improved Personalization:* Enables marketers to create personalization campaigns using flexible audience segmentation, and leveraging behavioral and demographic data from Telerik Sitefinity DEC

- *360-Degree Customer View*: Centralizes and visualizes all customer interactions within the organization, from website page visits to defined marketing program conversion points, for dynamic decision-making using extended contact profiles in Telerik Sitefinity DEC

- *Multilingual Asset Support:* Ensures appropriate content is delivered to global audiences, with localized digital assets - documents, images, videos, files and more

- *Multipage Forms Support:* Decreases abandonment rates resulting from long, cumbersome forms and enables marketers to split long forms into smaller steps, improving the end-user experience

For the Developer and IT

- *Continuous Delivery:* Enables quicker deployments of new website functionality with minimum effort

- *New APIs:* Speeds and simplifies deployment with Modern Web Services RESTful API (OData) and API creation interface and JavaScript SDK

- *Simplified Widget Creation:* Improves performance for precompiled views, and increases developer productivity with simplified widget creation via designers in the open-source Feather framework

- *Integrated Mobile Solution:* Enables users to create easy-to-integrate, content-driven mobile apps with Telerik Platform, the industry-leading mobile app development platform for iOS, Android and Windows Phone applications

"To deliver the real-time, hyper-personalized, responsive content customers expect, marketing organizations have no choice but to become more agile, as agility can mean the difference between being a leader or laggard," said Svetozar Georgiev, Senior Vice President of Application Platforms, Progress. "Relying on IT and development for day-to-day tasks impedes digital marketing agility and hurts a team's ability to rapidly deliver innovative, personalized customer experiences. Spanning development, administrative and marketing capabilities, Sitefinity 9.0 delivers a powerful platform that supports rapidly changing business initiatives and messaging - helping marketers respond more nimbly in today's fast-paced, multichannel

world."

For more details about the latest release of Telerik Sitefinity platform, please visit http://www.sitefinity.com or register for the March 22 release webinar here.

Additional Resources

- Follow Progress on Twitter, Facebook, LinkedIn and Google+

- Read the Progress blog

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About Progress
Progress (NASDAQ: PRGS) is a global software company that simplifies the development, deployment and management of business applications on-premise or in the cloud, on any platform or device, to any data source, with enhanced performance, minimal IT complexity and low total cost of ownership. Progress can be reached at www.progress.com or 1-781-280-4000.

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[1] CMG Partners, "Sixth Annual CMO's Agenda™: The Agile Advantage," 2014

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