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## Progress and Layer 8 Connect Deliver the First Customer-Centric Marketing Platform on Cisco Intercloud

*Content Anywhere Cloud will enable enterprises to create and deliver effective, cost-efficient programs across multiple platforms*

SYDNEY--(BUSINESS WIRE)-- [Progress](#) (NASDAQ:PRGS) and [Layer 8 Connect](#), today announced their partnership to deliver the Content Anywhere Cloud™, a single center for marketers to create, develop, update and automatically deliver dynamic content across multiple platforms. Content Anywhere Cloud is the first commercial Platform as a Service (PaaS) introduced to the Cisco Intercloud. The offering will first launch in Australia in early 2016, then rollout to South East Asia and globally toward the second half of 2016.

According to Forrester Research, "Customers, empowered with new technology and inbound channels, now outpace many businesses' ability to respond to their customers. Marketers need systems that orchestrate and improve the effectiveness of customer dialogue across any channel."<sup>1</sup>

With Content Anywhere Cloud, businesses will have confidence their dynamic content is delivered as intended, regardless of the terminal platform or device. Leveraging Cisco Intercloud, Layer 8 Connect provides options for public, private or hybrid clouds, ensuring data sovereignty and secured services through localized data centers.

"Organizations worldwide want to grow their digital businesses by offering a unique digital experience to end users. They are looking to Progress and Layer 8 to provide the building blocks necessary for creating programs and content to address today's multichannel digital reality," said Michael Benedict, Chief Product Officer, Progress. "With Content Anywhere Cloud, we are answering their needs by providing the award-winning capabilities of Telerik® Sitefinity™ CMS, Telerik® Platform and Telerik® Sitefinity™ Digital Experience Cloud (DEC), coupled with Layer 8 Connect's decades of industry know-how and strategic counsel. This powerful combination will result in customer engagements spanning the customer lifecycle in a truly meaningful way."

Together, Progress solutions, Telerik Platform, Telerik Sitefinity CMS and Telerik Sitefinity DEC, act as a single digital marketing command center, providing digital marketers the tools and technology to create and manage content, and deliver that content with apps and websites to any platform or device (mobile, web or desktop). The result is a seamless customer experience throughout the customer journey. In addition, the technology offers analytics, personalization and additional options to drive experiences throughout the customer lifecycle, from engagement, to purchase, to customer loyalty and retention.

Richard Sojka, Platform and Software Services Director, Layer 8 Connect said, "Our vision is to offer marketers world-class and secure marketing technologies to quickly produce relevant and well-presented content. These technologies are essential for enabling business users to respond quickly to customers and address a customer's journey in real time. By bringing together offerings from two world-class and experienced companies, Progress and Layer 8 Connect, we accomplish all this while eliminating the headache of hosting a platform internally."

Layer 8 Connect works with its customers to design and deliver a complete range of Cisco Intercloud strategies, services and infrastructure that help businesses run. Progress provides tools and technologies to drive the developer experience. As part of this partnership, Layer 8 Connect is leveraging Telerik Platform, the cross-platform mobile development solution for iOS, Android and Windows Phone, and Telerik Sitefinity CMS and DEC, popular content management and customer analytics platforms. More than 2,000 companies run their online business with Telerik Sitefinity solutions today.

Clayton Pyne, Global Service Provider Cloud and Business Services Director at Cisco, said, "Cisco is pleased to support Progress and Layer 8 Connect in delivering the Content Anywhere Cloud to market. With Cisco's Openstack-based cloud platform at its core, the Content Anywhere Cloud will have a secure and scalable basis to deliver customer value globally."

Content Anywhere Cloud is expected to be commercially available in the first quarter of 2016. For more information about Content Anywhere Cloud, please visit [www.contentanywhere.com](http://www.contentanywhere.com)

### 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](http://www.progress.com) or +61 3 9805 8600.

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#### **About Layer 8 Connect**

[Layer 8 Connect](#) helps businesses navigate their way into the cloud via strategic advice and the formulation of digital road maps, assisting with infrastructure choices, procurement and ongoing operation, and providing global Platform as a Service (PaaS) and Software as a Service (SaaS) to access global markets easily, quickly and cost-effectively.

The company brings together a diverse group of experienced IT, Cloud, business, communications and marketing professionals with the qualifications, credentials and commitment to ensure that every client uses a cloud product they need which will serve them well into the future.

Layer 8 Connect is a global partner of Cisco and Telstra.

<sup>1</sup> Forrester, "Combine Systems Of Insight And Engagement For Contextual Marketing," October 19, 2015, Rusty Warner, Srividya Sridharan, Olivia French, Matthew Izzi

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Progress

Alexandra Mechkova, 888-365-2779

[pr@progress.com](mailto:pr@progress.com)

or

Susan Wyer, 03 9805 8637

[swyer@progress.com](mailto:swyer@progress.com)

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