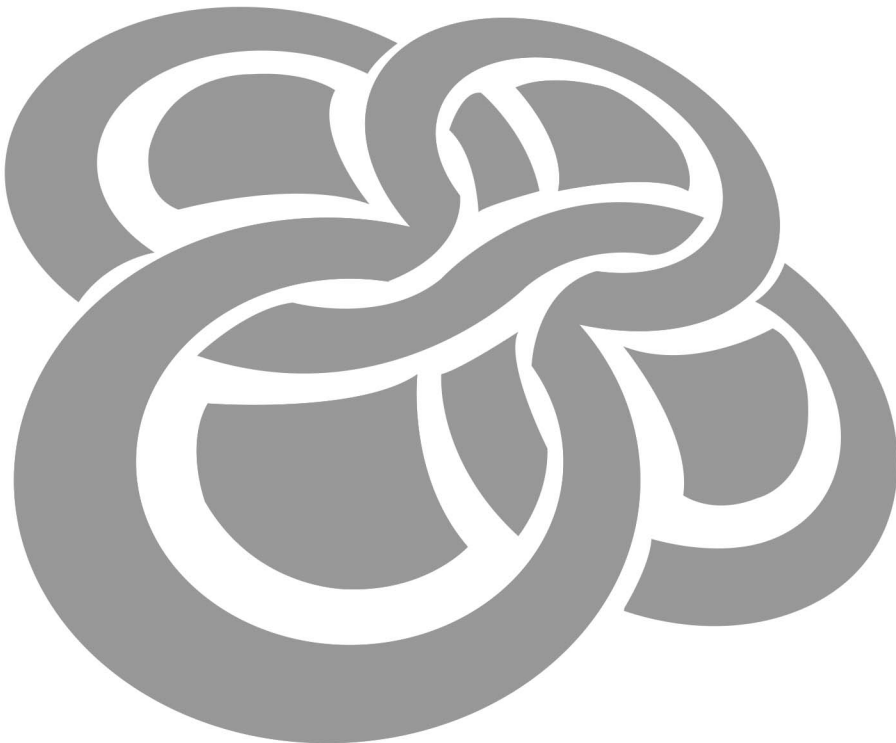


# Understanding The Specialized Capabilities Of Sitefinity



# Table of content

- 1 Synopsis .....2
- 2 Introduction .....3
- 3 Advantages of having both CMS and Ecommerce together.....4
- 4 Sitefinity: The Best Of Both The Worlds .....6
- 5 How Sitefinity Meets Critical Security Needs.....8
- 6 Optimize Your App for Any Device with Sitefinity Responsive Design.....10
- 7 Sitefinity in Gartner Magic Quadrant.....11
- 8 Top Business Brands Using Sitefinity.....12
- 9. Conclusion.....13
- 10. References.....13



# Synopsis

In the 21st century, it is an unavoidable fact that all of us have become heavily dependent on software for our varied tasks. The way we communicate with each other, the way we purchase things, the way business operations are carried out – all are mediated by digital technology. Today, technology lives on the web or helps us to connect to the web. It has become a growing part of our life as well as various businesses.



Just think of how various customers can interact with a company. Web browsing, ecommerce, social channels – the list goes on. Whether they are using phones, connected devices, tablets or wearables, all they need is the best and updated information about your business at the right time and a good user experience. This increases the need for consistent experiences for both the marketers and customers across various digital mediums that in turn lead to great marketing opportunities.

So when a company has to make decisions about investing in web technology and a website, it is important to consider a web content management system. But the question arises why? We all are aware that Content is King and without it, your customers will only have half information about your business. Even if your company decides semi frequent updates to content or wants to be more involved in marketing activities to the web, a CMS is essential. Waiting for a webmaster or a staff to make the updates can often cause delays due to gaps between editors and publishers. Even at times your in-house webmaster may get overwhelmed while making routine content updates. It is here that a CMS allows faster publication and definitely a better response to marketing campaigns.

In this white paper, we will discuss in details about Sitefinity - a CMS and Ecommerce platform and how it meets various business needs. It will provide you with consideration while deciding on your next CMS and ecommerce platform.

# Introduction

With the increased complexity of the digital content marketplace, there is an immense growth in the variety of software used to manage web content. From the time web content is created till it is published through various channels and analyzed and measured to ensure ROI and business success, it is a big challenge to manage the information that reaches out to consumers at every phase.

Initially developers used to create web pages on their computers and used an FTP program to move the files to their web server. The pages became available to the visitors through their website. For any changes, they had to begin the process fresh and few of them simplified it by using Server Side Includes that helped to cut the number of pages to be updated as the site's menu could be updated. But the real problems began when the site went beyond the traditional design and delved deep into presenting dynamic content, relevant and fresh material and live communities.

Websites needed to be updated regularly and it was important that different people added content as it became available. A web content management system allows you to create, edit, store and manage great amounts of content without the need to learn complicated coding or relying on any experts. It allows you to enter content and format it exactly the way you would like it to appear.

It is always a good thing to first evaluate the CMS based on its functionalities and ease of use and also your business requirements. A manager would prefer a CMS that facilitates access control and creates a workflow. Meanwhile a developer would always prefer something that offers extensive framework, integrates easily with other enterprise services and also supports new modules. So, a CMS has become imperative to the growth of business as content marketing is the pivotal element in every digital marketing campaign.

Now that you want a CMS for your site, there are pretty good options before you to select from like Wordpress, Joomla, Drupal and many more. But what about a platform that enables you do more with your website? Generally, most online retailers want an effective e-commerce platform for selling their products and an easy means to manage and deliver their website content- may be something that is a combination of both CMS and ecommerce.

# Advantages of Having both CMS and Ecommerce Together



Today, the internet has not changed what business conduct, but it has changed how they do it. With technological advancements, new hardware and smarter software offer great opportunities to attract new customers and add value to the business. Applications play a great role in increasing ROIs and decreasing the operation cost of business. Integrating ecommerce and CMS into a single application is a great example of how organizations are using smarter software.

Beyond targeted advertisements, business organizations also need to deliver fresh and relevant content to tap into visitor's needs and offer them value at different stages in their customer journey. A recent research study from Forrester Research has stated that if a company wants to upgrade for mobile devices, expand digital experiences or touch potential customers then they must choose a solid CMS platform. Another market research giant Garner also has stated that there will be an explosive growth in the CMS space as it is a must for companies to grow more efficient and profitable.



**Statistics from Hubspot's has stated that 57% companies who have a fresh blog acquire a customer from that and 81% of businesses say that an informative content or blog is useful for their business. Reports have also stated that 90% of consumers find custom content useful and about 78% receiving custom content value their business."**



## Seamless user experience

Businesses that are managing both their ecommerce store and web content can enjoy immense benefits of integrating both the systems. It makes the user's experience more succinct by allowing them to have an immediate access to information, product reviews from the webpage. It is very important to make sure that your website visitors find what they want from you. It not only presents a less confusing user experience, but also offers you a better control over how your visitors navigate the site.



## Targeted content for purchase decisions

By integrating both CMS and ecommerce on the same site, online retailers can leverage the way visitors interact with the content and products or services. Users reading information about certain types of products can easily be directed to the pages where they can make a purchase or vice versa. This type of fast and smart means of marketing leads to increased sales.



## Integrate mobile users

Websites that use separate platforms to handle their digital channels often don't take mobile user's experience into consideration. Conversions through mobile channels are often ignored. But by integrating content and commerce into a single platform for the site that is optimized for the mobile, it becomes easy to offer great user experiences to visitors no matter what device or screen size they are using. This allows you to make website maintenance and workflow tasks easy, which leads to more conversions.

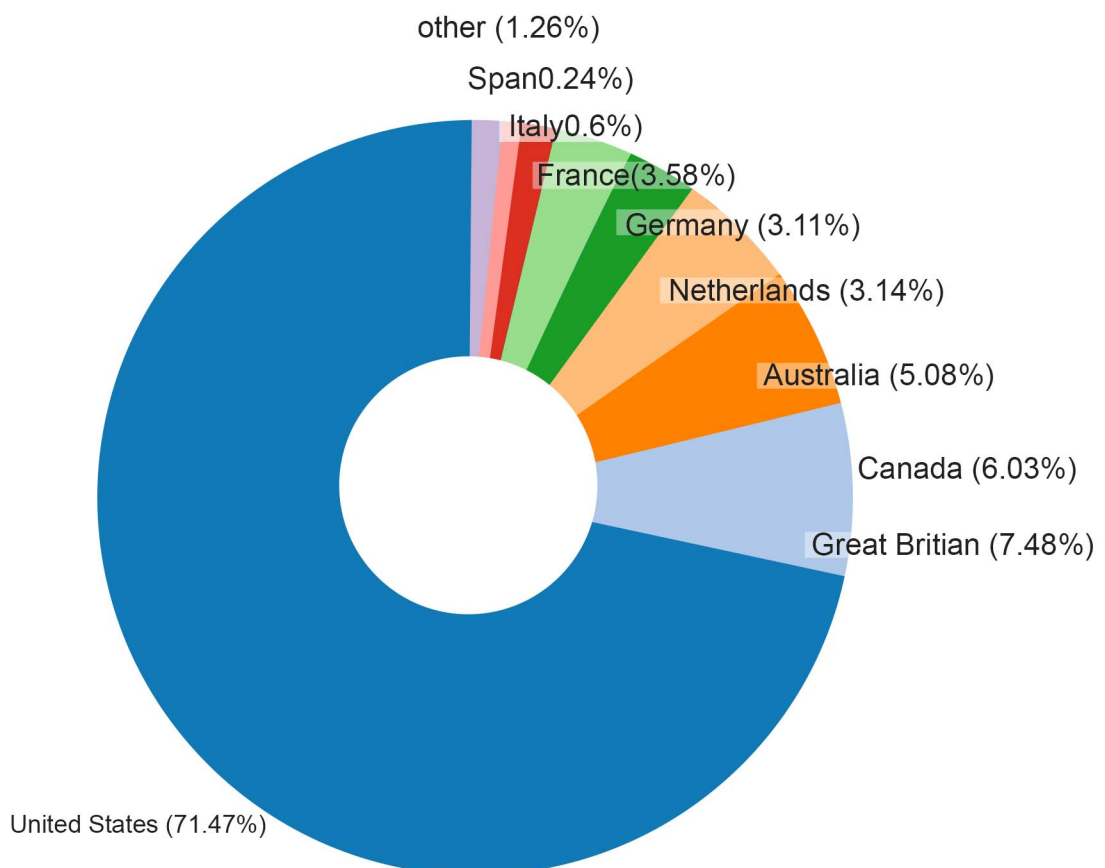
# Sitefinity: The Best of Both the Worlds

Sitefinity offers both content management and ecommerce in a single platform and helps to bridge the gap between the two different technologies. It has many features that are used both in CMS and ecommerce. These features greatly contribute to a better user experience and simplify business operations and increase profits. The Sitefinity email campaign manager allows you to send mails to specific user roles while targeting specific customers who have purchased a particular product. The platform also has an ecommerce feature “buy now” button which can be placed on any blog, event or content page. And the social media widget can be used on ecommerce product pages as well as on content pages.



**The user interface is task oriented and intuitive, providing both the ecommerce and content authors with tools to complete their jobs perfectly. Video tutorials and contextual help throughout the interface are also very helpful for the visitors and this reduces the learning curve for new audience”.**

Telerik Sitefinity Market Competitor Movement





Again, when it comes to content reach and SEO, a combined application is always a true asset. The audience can interact and share the content and having both the features in a single application gives higher SEO results by merging the website's authority under a single banner. With a single site, once the content is published and connected with social media, it allows people to Like, Share and Tweet it and in ecommerce, this helps to increase sales.

The CMS and ecommerce features of Sitefinity can be combined in a scalable and simple to use software. You can mix and match the features to suit your company's requirements. Sitefinity is a platform that works great for any developers, content manager or online marketers. It offers tools for enhanced web presence – from content publishing to management, campaign management to ecommerce; it wraps up everything to adjust to the growing needs of an organization.



# How Sitefinity Meets Critical Security Needs



## Broken authentication and session management:

Beyond targeted advertisements, business organizations also need to deliver fresh and relevant content to tap into visitor's needs and offer them value at different stages in their customer journey. A recent research study from Forrester Research has stated that if a company wants to upgrade for mobile devices, expand digital experiences or touch potential customers then they must choose a solid CMS platform. Another market research giant Garner also has stated that there will be an explosive growth in the CMS space as it is a must for companies to grow more efficient and profitable.



**Security has always been one of the most important aspects that no organizations are willing to compromise. Many companies from financial institutions to government agencies rely on Sitefinity for their web presence and here we will take a look at some common threats that business face today and how Sitefinity makes the environment more secure”.**

## Broken authentication and session management:

This allows the attackers to view the data that they don't have access to. This mainly happens when the application does not always verify the user's access rights to the exact resources. Sitefinity checks for authentication permission for each create, update, retrieve and delete operation, making it very difficult to surpass security checks.

## Failure to control URL access

This mainly occurs when no additional checks are required to access any page. An attacker can easily access the URL without authenticating. In Sitefinity, each object, control, page or content is a secured object that has an applied permission set.



## Security misconfiguration:

This mainly happens when the system setup has outdated OS or framework, default account passwords or any unnecessary system features or etc. Sitefinity offers an easy infrastructure for easy deployment and making updates for a secured environment. It also runs on the best security features offered by the .NET 4.0 Framework.

## Access to decrypted information

This vulnerability allows an unauthorized user to gain an easy access to decrypted security information like credit card information, personal data or password. Sitefinity does not store any credit card details by default and depends on secured external payment providers. It uses strong algorithms to store digitally signed security tokens or hashed values of the passwords. Sitefinity is FIPS and PCI compliant where important user credentials are stored.

# Optimize Your App for Any Device with Sitefinity Responsive Design



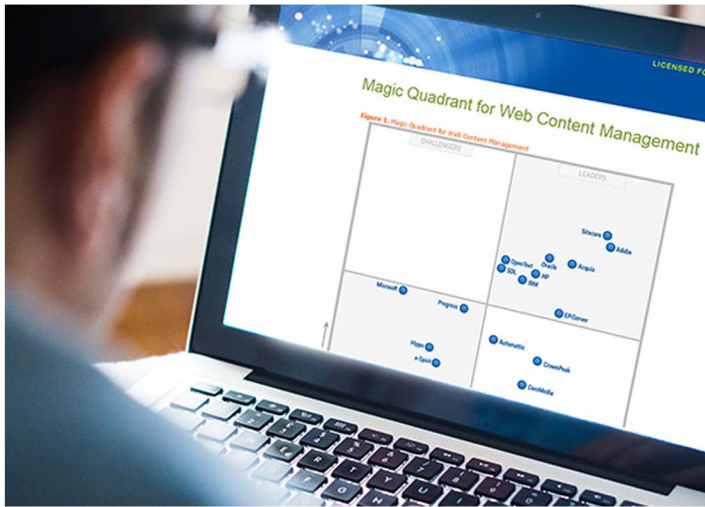
## What you can do using the responsive design module of Sitefinity

- ✓ Create website content that can be used on various mobile devices
- ✓ Make responsive web pages by using drag and drop layouts
- ✓ Have full control over how Sitefinity layouts transform
- ✓ Create CSS3 media queries via user friendly UI
- ✓ Have built in previews that enhance the web experience for numerous devices and screen types

Earlier, it was common to ask your audience to adapt their browsing environment to a particular website, but today things have changed and due to the explosion of mobile devices and tablets, the challenge to support different devices has grown. In the early 90s the dominant screen resolution was 800x600 and then LCD screens were introduced with resolutions 1024x768, later on wide screen monitors came into the market and a few years later, low resolution mobile screens were introduced. Today, there is a rapid growth in the tablet devices and it is important that your website is optimized for tablets and smartphones. If not, then your organization will miss on the prime opportunities to maximize the business impact on your potential customers.

Responsive design is a designing approach that can be used to create sites so that they can be easily viewed from a variety of devices like the desktop or mobile. It addresses the need to optimize and adapt to the viewing experience, according to the constraints or capabilities of the device and its screen size. With Sitefinity, you can create responsive web designs for your tablets, smartphone or computers. This CMS platform allows you to easily adapt to your current website to any device with its responsive design.

# Sitefinity in Gartner Magic Quadrant



In the software development world, gaining recognition on the Gartner Magic Quadrant demonstrates that your platform is of high quality and is offering customers with solutions that offer value to the business. Sitefinity has achieved recognition in the “Niche Players” quadrant, which indicates that it has great potential in terms of Ability to Execute.

Gartner has recognized the varied strengths of Sitefinity and has considered it to be a mature CMS product. With this platform, developers and designers can now create innovative, beautiful and responsive website that are secure, reliable and can manage high volumes of traffic.

Gartner does not endorse any service, product or a vendor and does not encourage technology users to select those vendors having a high rating with them. It is a research conducted by them to choose the best and well defined software platform that offers quality solutions and positively affects the bottom line of the business.

# Top Business Brands Using Sitefinity



Sitefinity offers a full spectrum of features that make applications a reality for everyone. It offers the ultimate engagement experience and is a scalable platform that makes it perfect for any size organization. Let's take a look at how it has enabled business to enhance their revenues".



## Tata Global Beverages:

Faced with huge cost and user dissatisfaction with their present web presence, the company wanted an easy to use and flexible platform that could meet their business objectives. Sitefinity helped them to re-energize the brand, improve the user experience for 17 website and saved £250,000.



## Haworth:

This company is a global leader in office furniture and customized workspaces and was in need of an ecommerce solution that could help them boost their sales. The company turned to Sitefinity for its solution and created one that delivered an innovative ecommerce experience and boosted organic visits by 438% and enhanced their monthly sales targets.



## Exide life insurance:

This is an established life insurance company having over a decade of experience and serving more than one million customers in India. The company needed a responsive and scalable website to meet the organization's rebranding and marketing needs. It had to draw traffic and serve as a resource center for agents. Telerik Sitefinity provided the usability, adaptability and easy customization that the company required and this helped them to boost mobile traffic by 31%.

Various other **brands** like IC Group, BASF Care Creations, Quba, Mr Rental have chosen Sitefinity to develop their site and observed increased traffic and sales.

# Conclusion

Thus to conclude, it can be said that Sitefinity is designed to offer businesses with tools that enable them to effectively use and deploy web content to engage, retain and convert potential customers. So if you are looking for a secure, scalable and stable CMS to build a customized solution right from conceptualization or any legacy system then nothing better than Sitefinity CMS development.

## References

<http://docs.sitefinity.com/overview-responsive-design>

<http://www.pavliks.com/newsletter/web-development-articles/2015/04/06/sitefinity-in-gartner-magic-quadrant>

<http://www.sitefinity.com/campaigns/reports/next-generation-web-content-management>

<http://www.syn-rg.no/docs/default-source/sitefinity-whitepapers/sitefinity-security-and-best-practices.pdf?sfvrsn=4>

<http://offers.azavar.com/sitefinity-responsive-design>

<https://twitter.com/sitefinity/status/506441505171853312>

<http://trends.builtwith.com/cms/Telerik-Sitefinity/Market-Share>

<http://www.smashingmagazine.com/2009/11/08/getting-start->