

How Sitefinity CMS Boosts Enterprise Productivity?

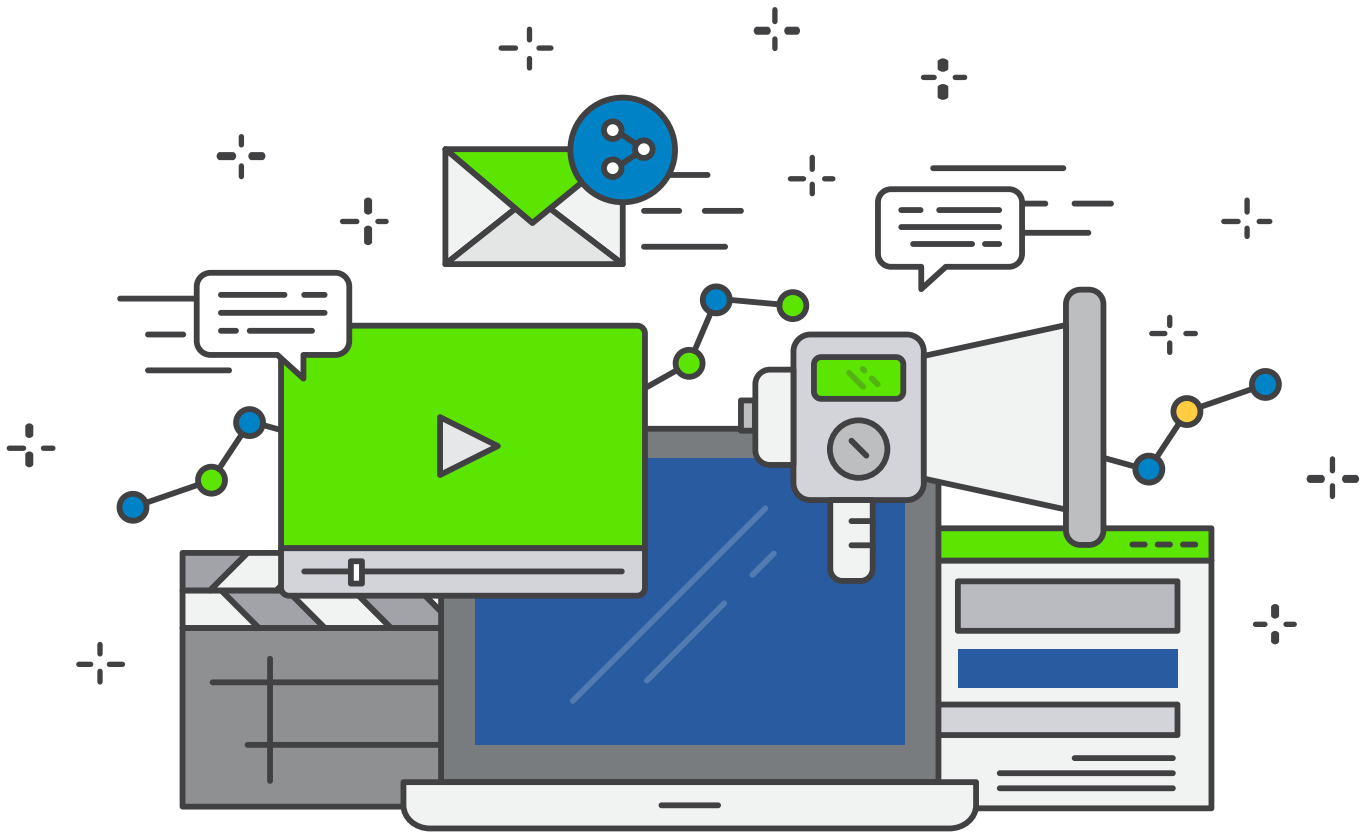


An optimized website just speaks about the quality of your business and improves customer loyalty to your brand. Companies always look for ways to manage content without

many hassles. Among the many CMS available in the market why should your organization go for Sitefinity CMS? How Sitefinity will accelerate your organization's productivity?

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Introduction

Enterprises are discovering the value of content management systems (CMS) in today's highly competitive world, where productivity and efficiency are the keys to success. Today's digital ecosystem demands a strong and flexible CMS that can:

- *Streamline the complete content management process*
- *Allow enforcement of greater control*
- *Avoid the need to rely on specialized IT help*

Several CMS vendors in the market offer highly competitive products and services. Sitefinity, with its mobile-first, convention-based UI, and the innovative ASP.NET based MVC development framework, available on GitHub as open source, is the preferred choice for many enterprises, ranging from biggies such as Microsoft and BNP Paribas to small and medium enterprises.

Among the numerous enterprise content management systems, Sitefinity CMS leads the pack as the most popular choice of enterprises. Sitefinity is loved and adopted for its contributions towards boosting enterprise productivity.

Improved Productivity with Sitefinity CMS

Here's how Sitefinity influences organizations in improving productivity:

1. Powerful & easy-to-use functionality

Today's highly competitive environment places a premium on tools that enable doing more with less. Sitefinity offers a standardized CMS, with a wide range of flexible designs that are easy to modify as per the user's wishes. The mobile CMS platform is capable of supporting any mobile strategy.

The intuitive interface, complete with drag-and-drop page creator, and an editor that resembles Word makes the task of creating content easy. The easy browse and edit capabilities allow lay users to edit content, without having to rely on specialist help. The quick edits feature makes it very easy to make changes to websites and saves time to a great extent.

Sitefinity allows users to manage their content independently, allowing administrators to assign access permissions to do so. At the same time, creating custom workflows with conditional steps and constant safeguards enable retaining a wide degree of control. The built-in business tools facilitate generating personalized content for individual users, catering to the pressing need for custom content to attract visitors to the website.

Sitefinity's multi-channel capabilities enable aggregating and publishing content from multiple sources, including external websites and blogs. The entire process is automated as well, sparing hassles and saving considerable time.

Sitefinity's flexible social media management tools make possible publishing content directly to any social media channel. The CMS also facilitates engaging with social communities in a proactive way, with the flexibility to manage and regulate user forums and comments.

The newsletter module enables orchestrating an efficient email campaign, leveraging dynamic contact lists generated through web form submission and other sources, with deep segmentation options. It is possible to set the time of delivery, across time zone, easily.

2. Robust Templates

Sitefinity 9 enables the Feather framework and MVC-based widgets by default in the CMS. These features deliver better performance and ensure improved productivity and functionality compared to WebForms-based widgets and templates.

The CMS offers creating registration forms, surveys, questionnaires, and other forms with considerable ease, using drag-and-drop widgets, and without the need of any expert help. It is even possible to add validations without writing any code. The advanced forms on offer enable capturing rich information from site visitors.

3. Advanced Analytics and SEO Support

Sitefinity CMS offers a host of powerful supporting tools that enable content managers to get the maximum out of their content.

Sitefinity integrates Google Analytics into the dashboard, thereby offering a complete and comprehensive view of the website traffic. Marketers and content managers may use the powerful reports to drill down to specifics and make improvements to enhance the user experience. The powerful analytics enable calibrating the online strategy in real time, on a 24x7 basis, so essential in today's fast-paced world where a minute can make all the difference.

Sitefinity's integrated SEO tool helps in boosting organic ranking and also makes sure the published content reaches the target audience at the right time. Sitefinity generates human readable URLs, which are easily editable as well. The CMS suggests SEO meta-tags automatically.

4. The Power of Simplicity

With IT teams in today's enterprises always hard-pressed for time, solutions that make things easy and take the load off IT teams are worth their bytes in gold. Sitefinity's scalable platform, combined with a simple and self-explicit UI allows users a hassle-free way to generate and manage content.

The intuitive drag-and-drop widgets and inline page editing functionality allow even technically challenged users to make edits to websites easily.

The CMS improves accuracy by confronting errors while editing, updating or publishing content, and resolving issues while sharing or synchronizing the content. It automates error-handling and raises flags promptly, enabling the removal of glitches without having to fall on the IT team.

The cross-browser compatibility and multi-language support further eases things considerably for lay users.

Improved Performance with Sitefinity 9

Speed is of a critical essence in today's highly competitive business environment. Not only website visitors, but also internal customers of the enterprise, such as marketers and developers, need speed to be more productive and efficient in their tasks. **Sitefinity CMS 9** brings in several performance and productivity improvements, paying attention to such needs.

The new release improves website performance by offering precompiled widget views, minimal UI bootstrap and new tutorials.

1. Precompiled Widget Views

Precompiled views make it easier for developers to create widget designers. Usually, when a website visitor visits a page or when a CMS user opens a widget designer in the administrative area, initially the system will compile all the widget views and their designers on the go. This procedure is time-consuming. Sitefinity 9 has altered this conventional process to offer the new MVC-based widget views compiled in .dll files. The pre-compilation gets executed on each build and provides an advanced method that allows the user to view changes without having a build. When the user changes a widget view and builds the project, the framework renders its pre-compiled version from the .dll file, on request. The latest changes are delivered by the framework based on request, thus ignoring the older precompiled .dll version. The precompiled views are always rendered by the system on a live production environment. Separate .dlls with precompiled views for each resource pack-age allows developers to apply it for front-end packages such as Bootstrap without extra effort.

2. Minimal Resource Package

The new “Minimal” resource package, available as a separate download from the “feather-packages GitHub repo,” comes with minimalistic HTML, leaving front-end developers to customize the styles and markup as they want without having to reinvent the wheel and start everything from scratch.



3. Widget Designer API Improvements

Using client components in custom designer views is now much simpler than before. Using a selector in a custom view hitherto required:

- *Placing the selector markup in the razor view,*
- *Creating a JSON file to register the script components, and*
- *Creating scripts.js file to register the angular modules.*

The second and thirds steps are now loaded automatically with Sitefinity 9 version.

4. New Tutorials

A set of new tutorials and code samples make it easy to get started.

Normal documentation comes tailored for seasoned developers. Sitefinity 9 offers a new set of simpler tutorials for the Feather framework, incorporating tons of real-world samples for common use-case scenarios. The samples on offer include customizing the content block widget, working with dynamic items, custom widget with several selectors, using the image field in a custom designer view, extending the default widget designer, and more.

Sitefinity Facilitates Seamless Integration

In today's highly competitive business environment, organizations that do not have seamless systems that enable ready access to the required information and resources shoot themselves in the foot. The best web content management system should integrate seamlessly with other applications and systems. Sitefinity CMS is up to the task and can be easily integrated with other systems for supporting targeted business approach and personalizing the customer experience.

Sitefinity CMS offers ready integrations with several popular web solutions and applications.

- *Sitefinity integration with PayPal Payments, enables setting up of merchant accounts, and makes online payments easy.*
- *Sitefinity integration with Microsoft Dynamics CRM offers a seamless sync with the popular CRM suite, offering real-time and up-to-date information, allowing field service executives, marketers and others to engage with customers effectively. The integration offers a single point entry for data. Microsoft Dynamics CRM leverages Sitefinity's scheduled tasks, dynamic modules and custom rest services to send business data to potential customers in a manageable and controlled format.*
- *Sitefinity integration with SharePoint enables publishing content on any device, leveraging the hybrid mobile app or the inbuilt responsive design engine. Moreover, with Sitefinity's page editor, SharePoint content can be presented by interacting with the comprehensible interfaces and dragging and dropping widgets and layouts on a page.*

Sitefinity offers connectors to enterprise systems as well. Sitefinity's flexible data access options and fully exposed API allow enterprises to integrate easily. Integration with Sitefinity offers enterprises the convenience of single point access to customer interactions, business data, and online transactions.

Sitefinity CMS Application Across Industries

Sitefinity CMS is widely implemented across multiple domains, especially education, healthcare, manufacturing, retail, and insurance. Here we analyze how Sitefinity helps in improving ROI across five domains- healthcare, retail, education, manufacturing, and insurance.

1. Healthcare

Sitefinity's scope for deep personalization and innovation plays into the needs of the healthcare sector. Sitefinity's targeted profiling and lead scoring feature guide the customer through the lifecycle, in a personalized way. Sitefinity offers deep customization, enabling tailoring the web portal to specific requirements. For instance, the web interface offers real-time information on the wait duration, allows patients to check-in online and wait at home while their turn is on the table. For internal operations, it streamlines the in-and-out flow of patients.

At the backend, Sitefinity offers a robust matrix, with data management system integration tools and system connectors offering flexibility to pull in data from multiple disparate sources. Using such tools, admins may replicate the physical organization of departments onto the virtual design. Every department gets an individual page with related information, news and project.

Telerik Sitefinity now powers over 200+ healthcare companies, including big names such as Baptist Health System and UnitingCare Health.

2. Education

Educational institutions require a high level of flexibility to tailor the workflow according to their specific needs. For example, the way in which their courses are structured, the organizational chart, and more. Sitefinity's predictable environment makes it easy to manipulate the core function and add the required level of customization.

Sitefinity CMS makes it very easy to integrate and reconcile learning requirements with business models. The wide array of features and functionality make it easy to create highly engaging and interactive course content, and route it through the right delivery mechanism to a wide audience. For instance, the WYSIWYG page editor, combined with 50+ custom widgets makes it very easy to create and edit media and feature rich interactive content, with no coding skills.

Sitefinity integrates the mobile experience, making it possible for educational institutions to roll out mobile apps and resources easily, catering to the portability, so essential for the students and faculty. This results in recruiting, retaining and engaging with students effectively.

3. Retail

Sitefinity CMS offers everything required to build and manage an online store, including a product catalogue with good categorization, ability to create and send custom mails easily, a secure payment processing system, and more.

A retail business is in a continuous state of churn, with new products, changed product mix and fluid strategies being the order of the day. Sitefinity CMS offers unmatched flexibility to add and change pages to the website easily, enabling retail businesses to keep pace with the changes. Rich media, such as product videos now have an important place online. Sitefinity's Digital Asset Management functionality is invaluable here, making it very easy to organize file hierarchy, tag files and use metadata to make files searchable. Usually finding a PDF or image, among the thousands uploaded is a big hassle. With Sitefinity, it is a breeze. It also becomes possible to upload images in thumbnail size, and specify multiple sizes for display, saving valuable storage space considering the number of images can proliferate into thousands.

Sitefinity's "drag and drop" email designer makes it very easy for online marketers to create and send custom emails, directly through the CMS. An intuitive set of tracking tools allows to measure the success ratio of the email campaign as well.

4. Manufacturing

Legacy CMS systems are hard to maintain, and remain woefully inadequate to cater to the extremely challenging demands in today's fast paced environment where changes are the order of the day. Making changes is difficult, but not so with Sitefinity.

Sitefinity's user user-friendly nature works for both the end customer and the developer. Users may update content in double-quick time, and developers may deploy new functionalities equally fast. Developers may, in fact build a proof of concept upfront, and collaborate effectively to get the project up and running in the most efficient way. Sitefinity's multi-site functionality adds flexibility and resilience to the mix, allowing enterprises to launch multiple portals, including mobile portals.

Several industries and manufacturing establishments such as ABB now use Sitefinity CMS to streamline, and infuse dynamism into their digital assets.

5. Insurance

Often, insurance companies find themselves hard-pressed owing to limitations in technology and time, with the website unable to cope with the large number of initiatives on offer. High stakes marketing requires a highly scalable and responsive website. The need is even more accentuated when a major initiative such as rebranding also comes into the mix.

Sitefinity, with its flexible and robust .NET based backbone, and a rich array of feature sets such as drag and drop functionality, rich template designs, and more, fit the bill perfectly. Sitefinity powered websites are flexible and facilitate easy changes, while at the same time, supporting a robust repository, so essential for insurance companies who require a solid knowledge and documentation repository. The deep personalization features suit the industry needs perfectly, to cater to various target groups, and personalize content for individuals based on their previous visits.

Several insurance majors, such as Exide Life Insurance use Sitefinity to develop dynamic and agile, design agnostic websites. The striking combination of an appealing layout and a neat structure, backed by a robust back-end resulted in 31% increase in mobile traffic, and a 13% drop in average mobile visit duration, meaning visitors are able to access the portal through the device of their choice, and find what they require quickly.

The proof of the pudding is in the eating. The efficiency of Sitefinity CMS can be gauged by several big names such as ABB, BNP Paribas, IKEA, Coco Cola, Dayton Superior, TATA, Microsoft Dynamics, Kraft, and others adopting Sitefinity to manage their website operations. In all, there are more than 8000 Sitefinity powered web solutions in vogue today, with a community base of 500,000+. Sitefinity's dynamism and flexibility, combined with the power of simplicity underlie its strong and robust features, making it the CMS of choice for thousands of customers, cutting across geographies.

About Suyati

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies. With our niche and rich expertise in a wide range of technologies and services- CMS, CRM, e-commerce, Cloud, IoT, Data Analytics, and Product Engineering- we help companies leverage their best on web/cloud/mobile platforms.

We enable you to create insights driven customer engagement across all touch points to build a unified marketing approach. Our custom technology solutions have been deployed successfully in companies across the globe, especially in the US, UK, Europe and Australia.

Learn more: www.suyati.com | **Get in touch:** services@suyati.com

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