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## Progress Sitefinity 10 Delivers Cutting Edge User Authentication, Security, Management and Productivity

*New release makes it easy to embed website user registrations based on email or any major social login*

BEDFORD, Mass.--(BUSINESS WIRE)-- [Progress](#) (NASDAQ: PRGS) today announced the release of Progress® Sitefinity™ 10, the latest edition of its web content management system, popular for its ease-of-use and rapid time to delivery. With today's release, Progress delivers new user authentication and security capabilities making social authentication on websites a capability available to any organization.

Enabling visitors to log into websites using their existing social and email IDs including Facebook, Google, Microsoft, Twitter, Github and LinkedIn has been proven to increase website registrations and conversions. And when marketers have access to the rich customer data associated with these third-party sites, they can offer customers a more personalized, dramatically enriched digital experience. But the complexity of building these capabilities has made it extremely time and labor-intensive, forcing many organizations without the requisite resources or developer skillsets to forgo using this valuable tactic.

With the Sitefinity 10 content management system (CMS), Progress has radically simplified the authentication process. With out-of-the-box capabilities for third-party authentication for major social and email accounts, Progress now makes it easy for any organization to use social logins to drive the success of their digital marketing initiatives.

Progress has also added significant new security capabilities to the Sitefinity 10 CMS, with a standards-based implementation layered on top of OpenID Connect and IdentityServer3, making enterprise-grade identity management and security accessible to small and large organizations alike. IT administrators can rely on Active Directory Federated Services (ADFS) or LDAP to automatically authorize website users by mapping active directory roles to Sitefinity content management roles. In addition, Progress Sitefinity 10 CMS is the first solution to empower digital marketers to work with Scalable Vector Graphics (SVG) images, without the inherent security concerns associated with embedded malware.

Additional features new in the Sitefinity 10 CMS include:

- 1 **Sitefinity Site Shield:** Website managers can invite stakeholders to secure websites that are under development, without having to grant back-end permissions. This feature is ideal for product managers and web agencies that need to secure approval from end clients, legal and PR teams that are not active CMS users.
- 1 **Export / Import Site Data:** Developers can streamline the development of new websites by easily creating starter kits and moving website components, together with their data, from one Sitefinity CMS instance to another.
- 1 **CDN Support Improvements:** Businesses can now serve the latest content to their visitors by implementing a cache-control header strategy with full control over the cache settings for site images and pages delivered by their CDN.
- 1 **Azure Cloud Support Improvements:** Progress Sitefinity 10 CMS enables developers to take advantage of the latest Azure SDK to deploy Sitefinity websites in the cloud.

According to Gartner, "People generate valuable information about themselves each time they consume a service or make a purchase. An identity economy has emerged, and consumer identity information is the new gold. Consumer identity data is a powerful sales and marketing tool that allows organizations to better know their customers and deliver personalized services. It improves customer service and helps build customer loyalty."<sup>1</sup>

"Our customers choose Progress Sitefinity CMS because it is easy-to-use, can scale and is affordable. The release of the Sitefinity 10 CMS bolsters those differentiators by adding out-of-the-box capabilities for user identity management for reduced time to market and total cost of ownership of sites," said Anton Hristov, Director Product Marketing, Progress Sitefinity. "Additional Sitefinity and Digital Experience Cloud features further the enablement of digital marketers to optimize the user experience and improve conversions across sites and devices without costly custom implementations."

Progress Sitefinity 10 CMS is available immediately. For more details, please visit <http://www.sitefinity.com>.

### Additional Resources

- | Follow Progress on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Google+](#)
- | Read the Progress [blog](#)

### **About Progress**

[Progress](#) (NASDAQ: PRGS) is a global leader in application development, empowering enterprises to build mission-critical business applications to succeed in an evolving business environment. With offerings spanning web, mobile and data for on-premise and the cloud, Progress powers businesses worldwide, promoting success one application at a time. Learn about Progress at [www.progress.com](http://www.progress.com) or 1-781-280-4000.

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<sup>1</sup> Gartner, "Guidance Framework for Managing Consumer Identities," Lori Robinson, November 22, 2016

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