Progress Sitefinity®

Academy of Management Modernizes Its Member Experience with Progress Sitefinity

ACADEMY OF
Management

When the Academy of Management's nearly 20,000 global members needed easier access to industry information, a new Progress Sitefinity digital experience made content discovery fast and seamless.

COMPANY
Academy of Management

INDUSTRY
Association

PRODUCT
Sitefinity

COUNTRY
United States

Challenge

Revamping both the user experience and content management, with deep customization, API integration and functional control requirements.

> **Mobile responsivity is the most dramatic change from our previous site, providing members with legible and accessible access from any device. The modern look and feel is also a big improvement, allowing us to incorporate more graphics and interactive components."**

Michael Alterio
Web Content Manager,
Academy of Management

Solution

Developed a Single Sign-on between its website and other key systems.

Delivered a personalized experience based on membership status.

Installed a faceted and federated keyword search for content.

Results

Created a seamless user experience.

Gained flexibility and independent control over content management.

Achieved a 9.4 percent increase in sessions and 18.9 percent increase in pages per session.

→ **Learn how to upgrade your user experience with Progress Sitefinity**

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