

# AmBank Group Boosts Efficiency, Enhances Customer Experience with Progress Sitefinity Cloud CMS

## CASE STUDY



**AmBank Group**

### INDUSTRY

Banking and Finance

### PRODUCT

Progress® Sitefinity®

Progress® Sitefinity® Cloud

### COUNTRY

Malaysia

### SUMMARY

AmBank Group, one of Malaysia's leading financial institutions, upgraded the digital experience for its customers and partners by migrating to Progress® Sitefinity® Cloud Enterprise CMS. The move involved updating four key websites and consolidating them into one centralized and scalable platform for improved flexibility, scalability and a more intuitive, frictionless content management experience. The transition from an outdated legacy CMS enabled faster updates, boosted security, reduced reliance on technical expertise and enhanced the user experience.

## Challenge

Facing challenges with an outdated content management system (CMS) during a critical phase of digital transformation, Malaysia's sixth-largest banking group by assets wanted to modernize its website infrastructure and improve digital services.

To achieve this the group turned to Progress® Sitefinity® Cloud Enterprise CMS. This migration involved updating and consolidating four different websites into a single centralized platform, improving operational efficiency, boosting security and delivering a superior user experience across multiple digital properties.

"AmBank's legacy CMS had been in use for over a decade, but it had become obsolete during the pandemic. So, we faced significant limitations in site functionality, particularly in user interface customization and speed of updates," said Keith Ng, Vice President/Head of Digital Marketing & Channel Management, Group Corporate Communications & Marketing, AmBank Group.

The bank needed a more intuitive, scalable, secure and flexible solution that would allow for faster development and updates, reducing dependency on specialized personnel. Moreover, the system had to be sustainable to accommodate team changes and varying skill levels. Additionally, as a financial institution, Sitefinity Cloud's infrastructure meets the security and data protection requirements of AmBank.

## Solution

AmBank selected Progress Sitefinity Cloud Enterprise CMS for its flexibility, scalability, security and lower total cost of ownership. The platform was chosen for its ability to meet business requirements effectively without the need for additional, overly complex enterprise-level solutions.

The first phase of the project involved consolidating and deploying four separate websites into one centralized platform using the multisite capabilities of Sitefinity CMS. Those capabilities help boost SEO, decrease the cost of hosting fees and enable users to more quickly launch new

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VP Digital Marketing & Channel Management, AmBank Group

sites. The four sites AmBank launched include:

- [ambankgroup.com](http://ambankgroup.com): The corporate website hosting essential banking information.
- [ambank.com.my](http://ambank.com.my): The retail banking website.
- [aminvest.com](http://aminvest.com): A dedicated funds management information site for both personal and institutional clients, including distributors.
- [ambankbizclub.com](http://ambankbizclub.com): A microsite supporting business banking's programmes consisting of learnings and education.

Leveraging the powerful multisite capabilities provided by Sitefinity CMS was mission critical for AmBank as it enhanced brand consistency across all their digital properties, streamlined content management by enabling the reuse of styles, pages, layouts and widgets, eliminating redundancies and freeing up valuable time for both developers and content editors to focus on other strategic initiatives.

The seamless integration of these sites was facilitated by a collaborative effort between AmBank's internal team, Webspark (a technology partner) and Aleph Labs (handling UI/UX). This involved everything from migrating content from the legacy system to designing and implementing new templates and widgets using the drag and drop capabilities and the visual page building experience provided by Sitefinity CMS.

## Results

The Sitefinity platform enabled faster and more intuitive updates, allowing stakeholders to implement changes without needing deep technical knowledge. As a result, web pages now go live faster, and stakeholders can independently manage content without reliance on IT for every update.

User feedback has been positive, particularly regarding the website's improved look and feel. Users found the websites more inviting, modern and consistent, which enhanced the overall digital experience. Additionally, internal stakeholders appreciated the platform's ability to streamline content management and improve workflow processes.

This has resulted in:

- **Increased Web Traffic:** Traffic on the retail banking site increased 18% as a result of the more engaging and user-friendly experience.
- **Improved Lead Generation:** The smoother process for lead generation and integration with other applications helped streamline operations.
- **Reduced Error Pages and Complaints:** A stricter process for content publication reduced the number of accidental errors and complaints related to website performance.
- **Faster Time-to-Market:** The ability to create and publish new pages in a fraction of the time compared to the legacy system resulted in greater agility for the marketing team.
- **Cost Savings:** AmBank benefited significantly in both time and money, estimating savings of over RM500,000 compared to other solutions.
- **Boost in Security:** Sitefinity Cloud provides unparalleled security intelligence, helping to protect AmBank's data and resources.

“Progress Sitefinity has transformed how we manage our websites. The intuitive platform enables faster updates and greater control, allowing our team to deliver a more seamless experience for users. The solution has improved efficiency, reduced errors and enabled significant savings in both time and costs,” said Ng.

“With Sitefinity,” Ng continued, “we’ve not only improved our user experience but also upskilled our team. The platform’s flexibility allows us to implement changes quickly without relying on technical experts, while the scalability and ease of use ensure we’re well-equipped for future growth and digital innovation.”

## About AmBank Group

AmBank Group is one of Malaysia’s leading financial institutions. With nearly half a century of expertise in driving national economic development, AmBank has a market capitalization of over RM13.9 billion.

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**Deliver seamless digital experiences that increase engagement while boosting efficiency. Learn more about Sitefinity.**






## About Progress

Progress (Nasdaq: PRGS) empowers organizations to achieve transformational success in the face of disruptive change. Our software enables our customers to develop, deploy and manage responsible AI-powered applications and digital experiences with agility and ease. Customers get a trusted provider in Progress, with the products, expertise and vision they need to succeed. Over 4 million developers and technologists at hundreds of thousands of enterprises depend on Progress. Learn more at [www.progress.com](http://www.progress.com)

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