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## Sitecore's .NET Web Content Management System Helps Financial Services Companies Streamline Marketing and Sales, Improve Customer Service and Cut Costs

*Industry Encouraging More Online Knowledge Exchange and Community Engagement*

San Francisco, October 12, 2009 – Web Content Management System (CMS) software is a critical component in helping banks and financial service providers cut costs through automation, improve customer service levels with self-service capabilities, increase interaction with customers and improve search engine optimization (SEO).

According to [Forrester Research's](#) January 2009 report titled Web Content Management Investment Continues Despite The Challenging Economic Climate, "the recent economic turmoil has had a minimal effect on Web Content Management (WCM) plans." The report added, "Forrester recently surveyed 261 information and knowledge management (I&KM) professionals about their views on WCM, including satisfaction, adoption, and reasons for future investments. Those surveyed represent WCM decision-makers at enterprise-class organizations, with 56% of respondents working for companies that have revenues of more than \$1 billion annually. WCM interest and activity remains high, with 72% of respondents answering that their deployments or usage of WCM will increase in the next 12 months."

With the recent credit crunch, financial service institutions are implementing new tools and technologies to retain customers and encourage more interactivity. Working with Sitecore partners [Verndale](#) and [Innis Maggiore](#), Sitecore's customers in the financial services sector including [GuideStone Financial Resources](#), [Cabot Heritage Corporation](#) and [First Pioneer Farm Credit](#) have implemented Sitecore's .NET Web CMS solution.

- Since a site re-launch, GuideStone has moved up from almost 4mm in the [Alexa](#) rankings to within the top 700,000 sites, leveraging Sitecore's search engine optimization capabilities. According to Toby Cupstid, Strategic Project Director at GuideStone, "With the ease of use of Sitecore's content editor, publishing new content, images and PDFs is much simpler. Sitecore's workflow process also allows us to provide different levels of governance for publishing content, which is important for us due to certain regulations that are stipulated for parts of our business." Cupstid added, "Innis Maggiore has been instrumental in providing us sound marketing counsel and technical guidance to leverage the Sitecore features to our benefit."
- Cabot's investment advisories deliver independent advice on investing in common stocks to more than 150,000 investors worldwide. Since implementing Sitecore's Web CMS Cabot Heritage's organic traffic has increased to thousands of visitors per day and subscriptions have increased approximately 300%. According to Jon Heller, IT Director at Cabot Heritage, "From a developers' perspective, I appreciate how easy it is with Sitecore to have a site that caters to our needs—members of our editorial and marketing teams can easily add and make adjustments to content, freeing IT to keep the site running smoothly."
- A [Sitecore Site of the Year Winner](#), First Pioneer Farm Credit is the Northeast agriculture's number one financial services cooperative, with more than 90 years of lending. With 9,000 customers, First Pioneer Farm Credit offers a full range of credit and financial services. First Pioneer wanted to better communicate with its current clients through an improved site and unify First Pioneer's brand. Sitecore's technology supports weekly polls, news feed, secure sign-in and additional technology features specifically developed for First Pioneer members at [www.firstpioneer.com](http://www.firstpioneer.com).

For more information, please visit [www.sitecore.net](http://www.sitecore.net).

To see Sitecore in action, [try a live Web demo](#).

### About Sitecore

Sitecore's Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling Web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore's industry leading flexibility and scalability allows companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies utilize Sitecore solutions for their websites. These organizations have created and now manage more than 22,000 dynamic websites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, ISS and Atlanta Falcons.