

# Why medium and large enterprises choose Sitecore over Wordpress?

Transforming into a digital-first business has become a business imperative to stay ahead. If your current website doesn't allow you to adapt to the evolving technology needs and deliver hyper-personalized customer experience, then it's time you start considering the move to Sitecore.

**Here are the top reasons why Sitecore is a preferred choice for companies with high volume data and traffic.**

01

## Cross-channel Support for Content Sharing



Offers multi-channel capability that allows content authors / editors to create content once and deliver it anywhere – web, mobile, apps, IOT, digital signage and more...

02

## Security & Compliance



Security-first CMS that meets requirements of data security, transparency and data rights. Provides convenient user / permission management and better external authentication support.

03

## World-class Personalization at Scale



Combines customer data, analytics, and marketing automation capabilities to engage customers throughout the entire customer lifecycle with personalized content across any channel.

04

## Global Delivery



Supports multi-site, multilingual editing tools and intuitive translation workflows. Offers governance controls that comply with local regulations.

05

## Flexibility & Scalability



Offers more flexibility than others, supporting an extensible range of APIs, customizable workflows and comes with a fully scalable architecture

06

## Fully Integrated Digital Experience Platform



Includes all tools needed to meet the customer expectations today and into the future– content management; data collection & storage; ML-powered insights; robust engagement analytics; marketing automation, headless architecture and more...