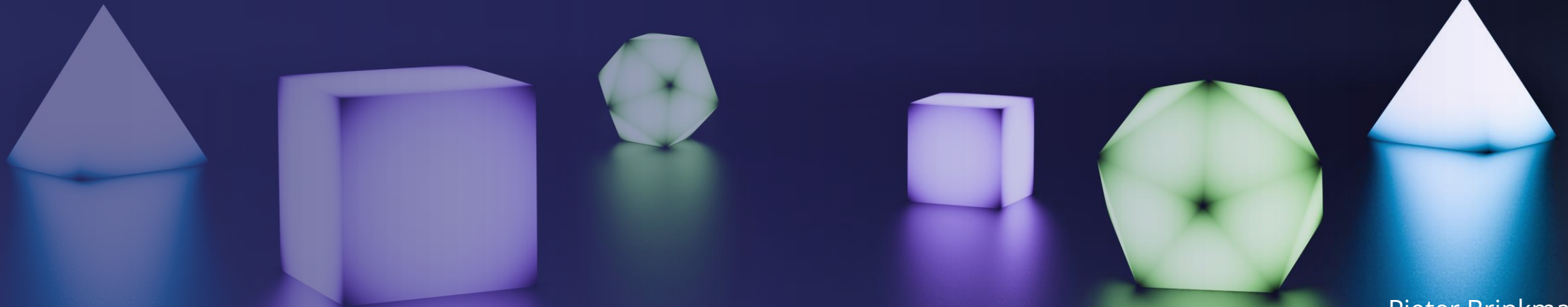


Composable Architecture with MACH



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Why another architecture?

To support the Composable DXP technologies

M**Microservices**

Individual pieces of business functionality

A**API-First**

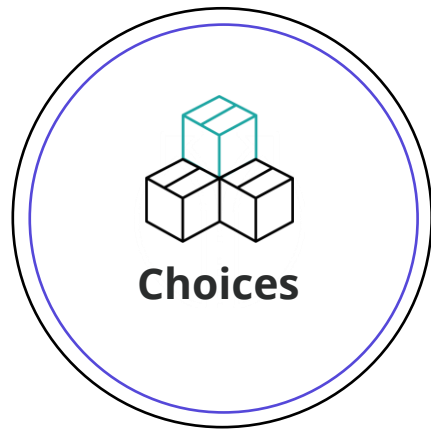
All functionality is exposed through an API.

C**Cloud Native**

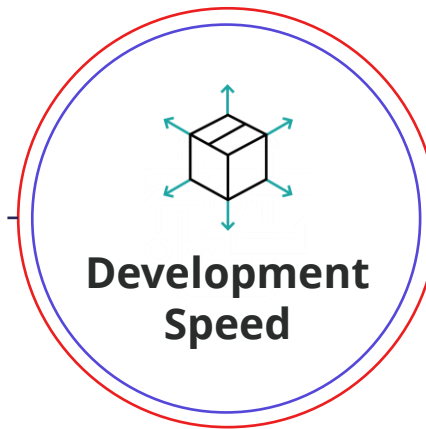
Software-as-a-Service

H**Headless**

Decoupled front-end user experience



MACH architecture allows you to take advantage of the best technology available.



MACH technologies support your composable needs.



MACH architected applications are Cloud Native Software as a Service.




Why are we here?

Companies need focus



Remove distraction



Use the right tool
for the right job

How does this translate to DXP today



DXP solution

Content Management

Email marketing

Marketing automation

Digital Asset management

Analytics

Hosting

- Disaster Recovery
- Monitoring
- Technical Support
- Installation
- Compliance
- Software
- Hardware

How does this translate to DXP today



DXP solution

- Content Management
- Email marketing
- Marketing automation
- Digital Asset management
- Analytics

Hosting

- Disaster Recovery
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- Software
- Hardware

How does this translate to DXP today



DXP solution

Content Management

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Installation

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Software

Hardware

Marketing Technology Landscape

The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com

2019
7,040 solutions



2018
6,829 solutions



2017
5,381 solutions



2016
3,874 solutions



2015
1,876 solutions



2014
947 solutions



Why Composable DXP?

Sitecore's composable strategy

1. Best of Breed
2. Better together
3. MACH Architecture

There is a gap

Experience matters, we all get that.

Meanwhile **80%** of companies believe they deliver “super experiences”. Only **8%** of customers agree.



Close the gap

Sitecore’s software enables marketers, business leaders, technologists & developers to come together to build better experiences.

Meet the moment.

Build better with Sitecore.

What does it really mean to deliver amazing experiences?



Speed, relevance and simplicity
for consumers.

Speed - Lightning-fast load speeds at every touchpoint.

Relevance - Personalized engagement in every interaction.

Simplicity - Intuitive UI and simple design across every channel.



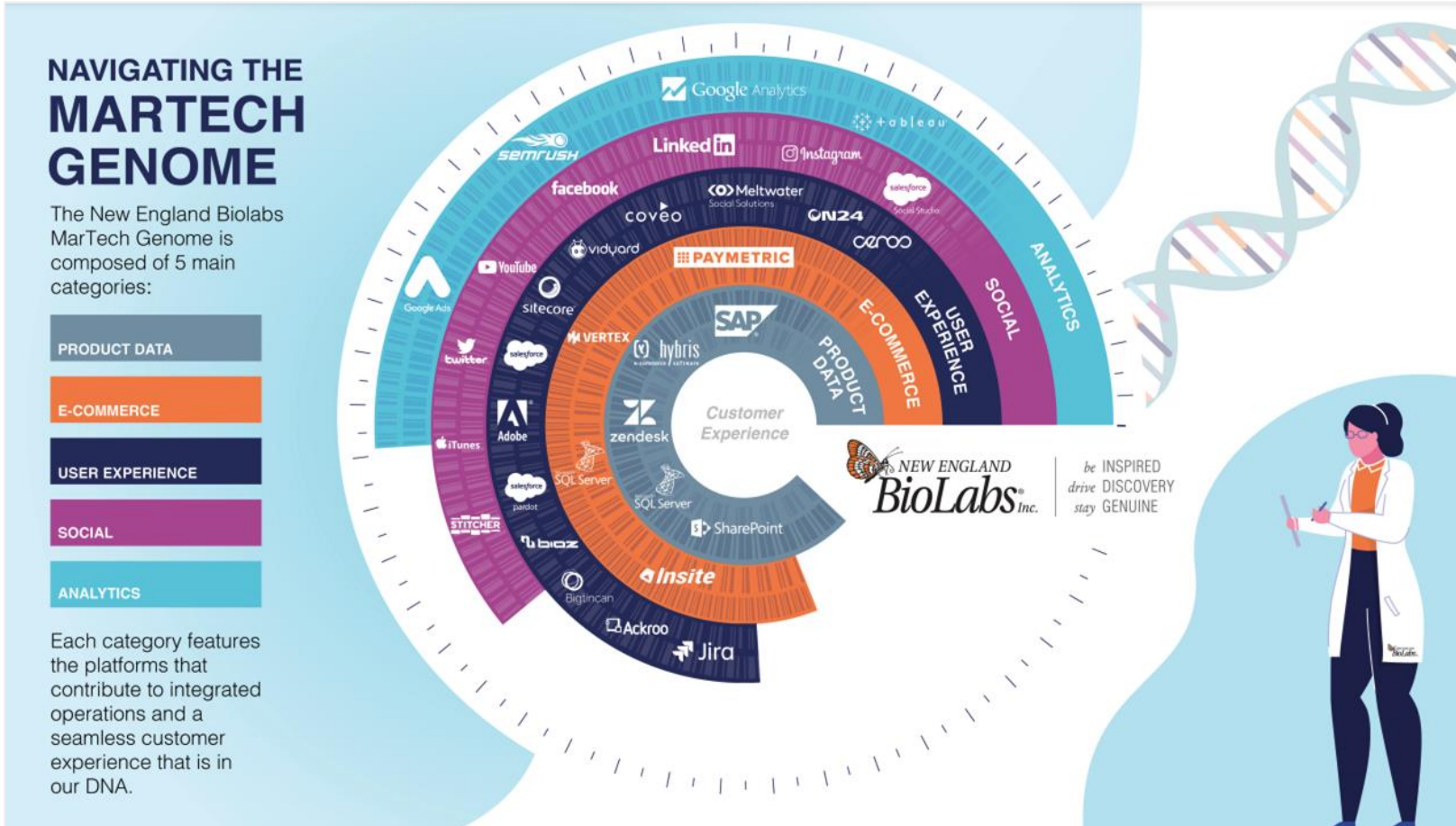
Agility, scale and collaboration
for brands.

Agility - Rapid iteration and optimization based on real-time data and insights.

Scale - Unlimited channels and touchpoints globally.

Collaboration - Synergy between marketers, developers and external partners.

We are a friendly neighbour in the martech ecosystem



Composability for us means

- Modular software that solves for specific *jobs to be done*.
- Being a friendly neighbour in the ecosystem. I.e. integrable.
- No compromise - solutions that work for business users & for developers.

Every business has a unique martech stack and integration needs.

Delivering amazing experiences is a team sport



Business

Business Leaders

The P&L owners for sales and/or digital commerce



Marketers

The leaders/practitioners that own the experience & the marketing \$



Digital Leaders

The technologists that own/influence MarTech architecture



Technology

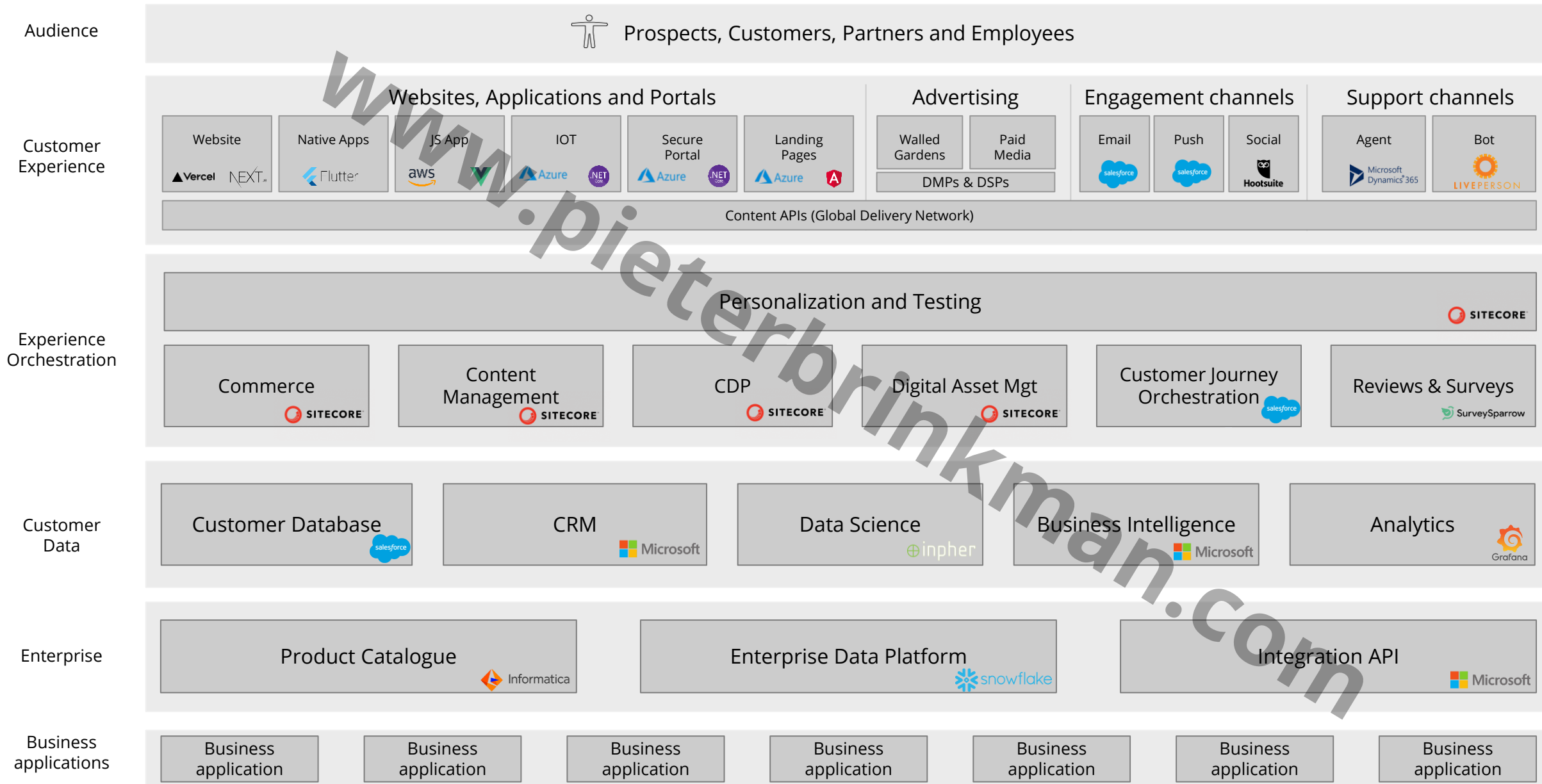
Developers

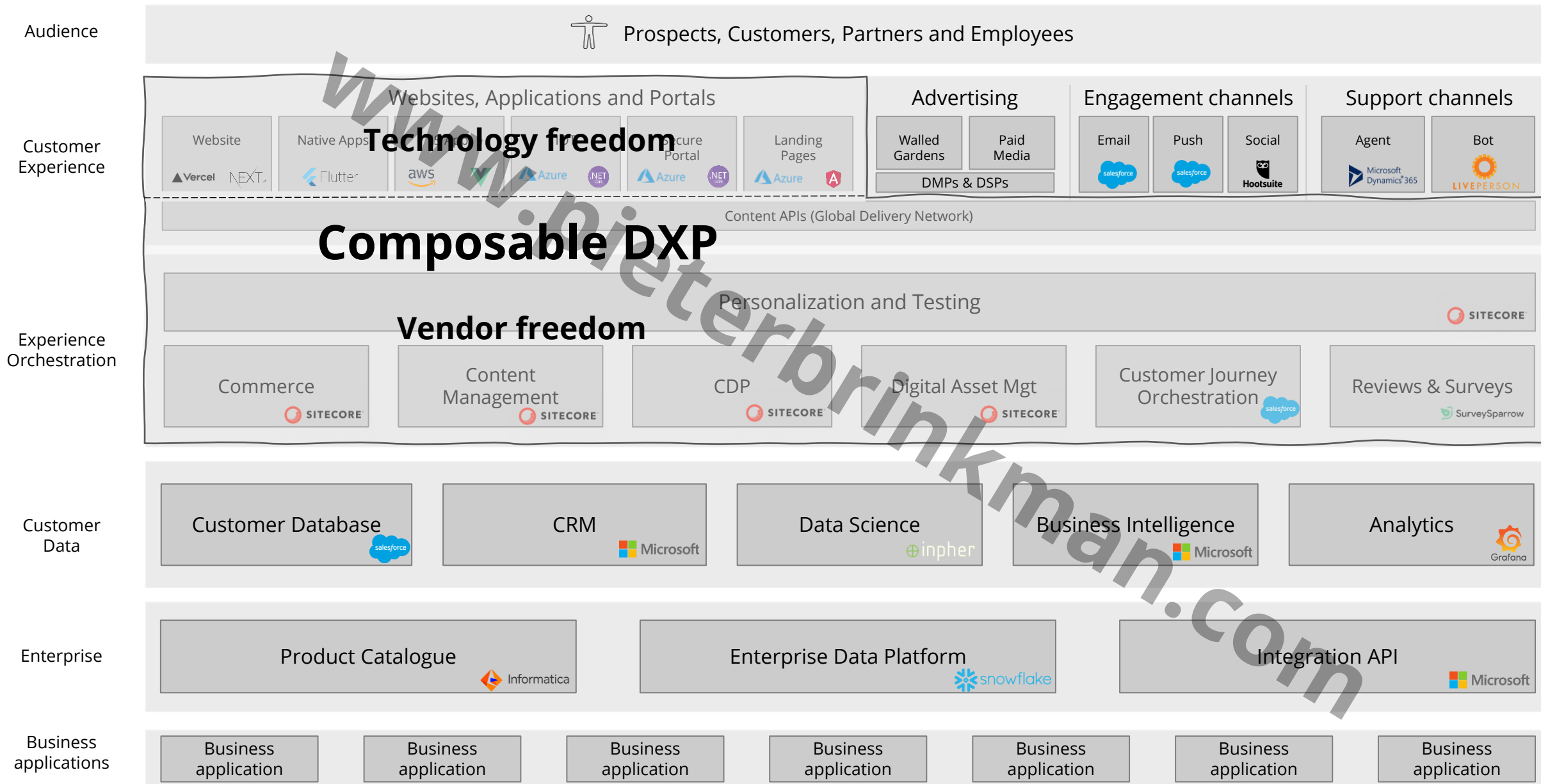
The rockstars that build and integrate experiences with Sitecore and other tech



Sitecore is designed to enable the whole team!

Reference (logical) architecture





Brands who adopt a composable DXP approach deliver new features **80%** faster than before.

Gartner





Thank you

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