Sitecore & Stylelabs integration
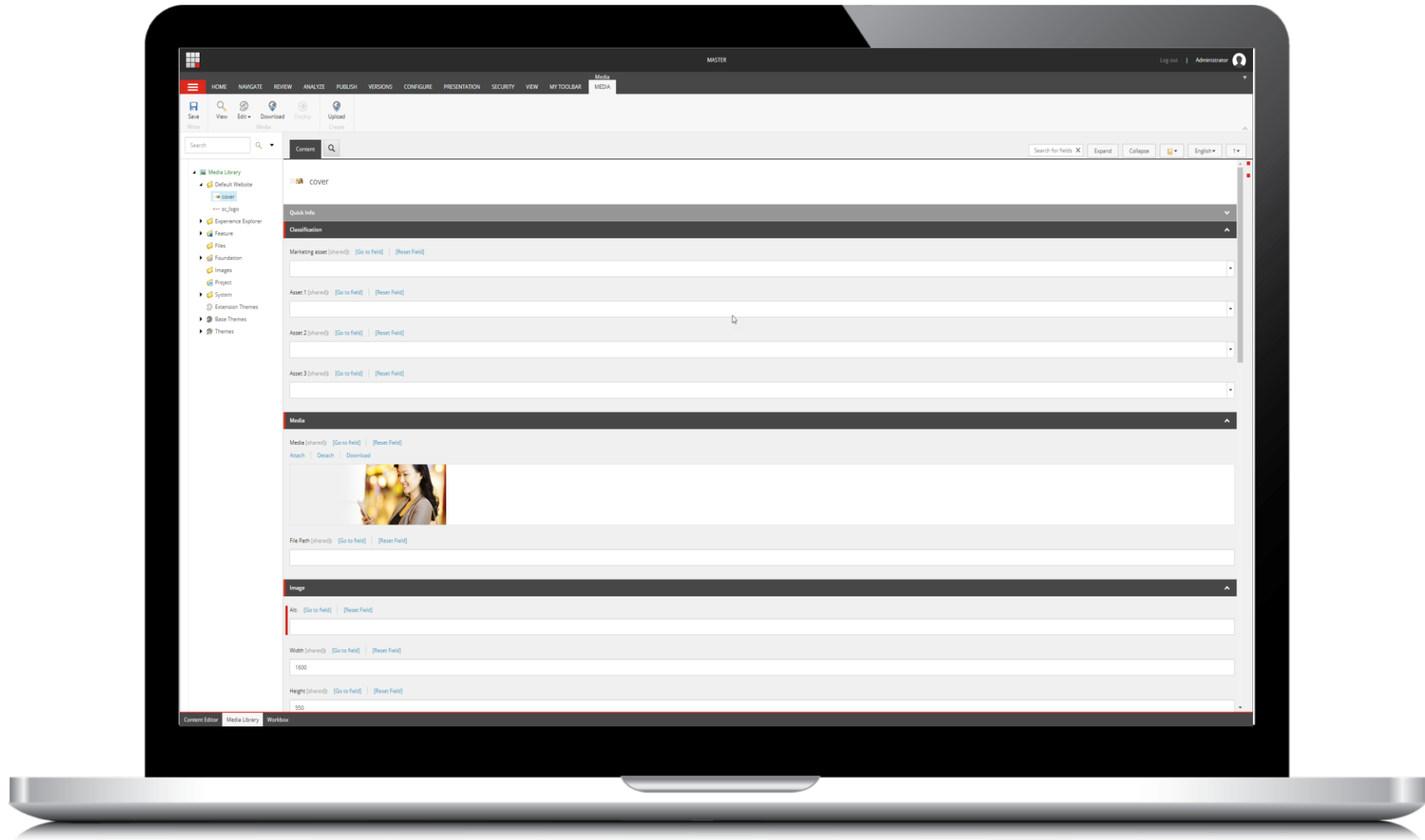
Mark van Aalst
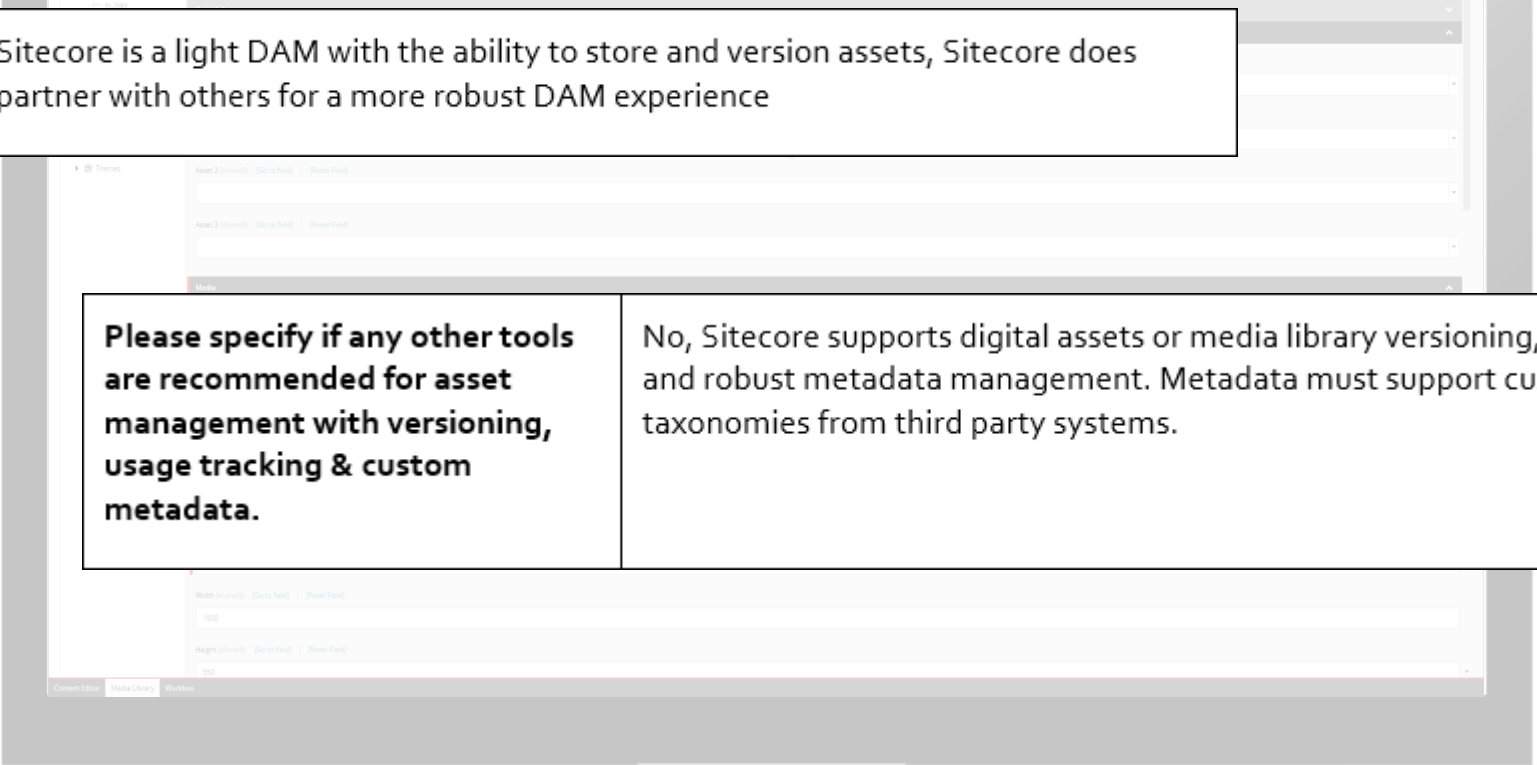
April 4, 2019

#sugcon

SUGCON
EUROPE 2019

Sitecore & Media

Sitecore & Media

Digital Asset Management	Sitecore is a light DAM with the ability to store and version assets, Sitecore does partner with others for a more robust DAM experience

Please specify if any other tools are recommended for asset management with versioning, usage tracking & custom metadata.	No, Sitecore supports digital assets or media library versioning, usage tracking and robust metadata management. Metadata must support custom taxonomies from third party systems.

Sitecore to Acquire Innovative Content Marketing Software Vendor Stylelabs

10-09-2018

Addition of digital asset management and content operations expands Sitecore's market reach, helps marketers increase the impact of digital experiences

San Francisco, Calif. and Brussels, Belgium, October 9 – **Sitecore®**, a global leader in digital experience management, today announced it has entered into a definitive agreement to acquire Stylelabs, creator of the Marketing Content Hub® platform. Used by many of the world's largest and most recognizable brands, the Stylelabs platform centralizes the ability to define content strategy and easily create, manage, and publish marketing content across channels. Adding Stylelabs' platform to Sitecore allows marketing teams to own the entire content lifecycle and understand the impact of specific content assets on individual customers' behavior, empowering them to deliver transformative experiences throughout the customer journey.

Consumers today demand richer, more relevant and valuable interactions from businesses, and differentiated content is the centerpiece of delivering personalized customer experiences. Accomplishing this requires marketing teams to create content that matches each audience persona, for every channel, across all stages of the customer journey. However, only 18% of marketers feel their organization has the right technology in place to manage their content efforts[1].

The combined capabilities of Sitecore and Stylelabs solve this content crisis. By incorporating Stylelabs' digital asset management (DAM), marketing resource management (MRM), and product information management (PIM) applications, Sitecore Experience Cloud enables marketing departments to create and optimize the volume of assets needed to treat customers as individuals. In turn, businesses can provide the right information, products, and services right when the customer needs them, building engagement, trust and loyalty, and lifetime value.

"I am thrilled to welcome the entire Stylelabs team to the Sitecore family," said Mark Frost, CEO of Sitecore. "Companies thrive by exceeding their customers' expectations. Together, Sitecore and Stylelabs will be the only company that can deliver functionality spanning the entire content lifecycle, from planning to publishing to delivering rich, relevant experiences tailored to customer needs. We're providing the best end-to-end digital marketing solution in the world to help CMOs and their teams realize the power of content as their most valuable asset to build life-long customer relationships."

"We are incredibly excited to join a company that shares our culture, product vision, and desire to help marketers overcome their biggest business obstacles," said Tim Pashuysen, chief strategy officer and co-founder of Stylelabs. "Leveraging each other's strengths promises our customers the opportunity to quickly and easily deliver high-performing marketing programs that provide even more intelligent, differentiated, and exciting customer experiences."

The Stylelabs Marketing Content Hub complements Sitecore's industry-leading web content management, commerce, and digital experience platform capabilities with the same modern, .NET architecture, similar marketing strategies, and an overlapping client base of some of the world's most prominent brands. Upon closing of the transaction, Stylelabs' nearly 100 employees become part of Sitecore, including the entire Stylelabs leadership team.

"This is a great move for Sitecore and its customers," said Melissa Webster, VP content and digital media technologies at IDC. "With Stylelabs, Sitecore controls a much broader piece of the martech stack and can help marketing streamline the delivery of seamless, personalized experiences – with full insight into what content is best suited to each individual customer. That's the key to improving reach and engagement, converting customers, and maximizing lifetime customer value."
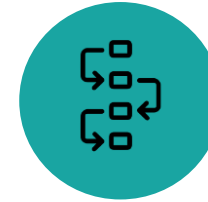
Sitecore's acquisition of Stylelabs is subject to customary closing conditions and is expected to close in October 2018. Financial terms were not disclosed.

[1] Content Marketing Institute's 2017 Content Management and Strategy Survey
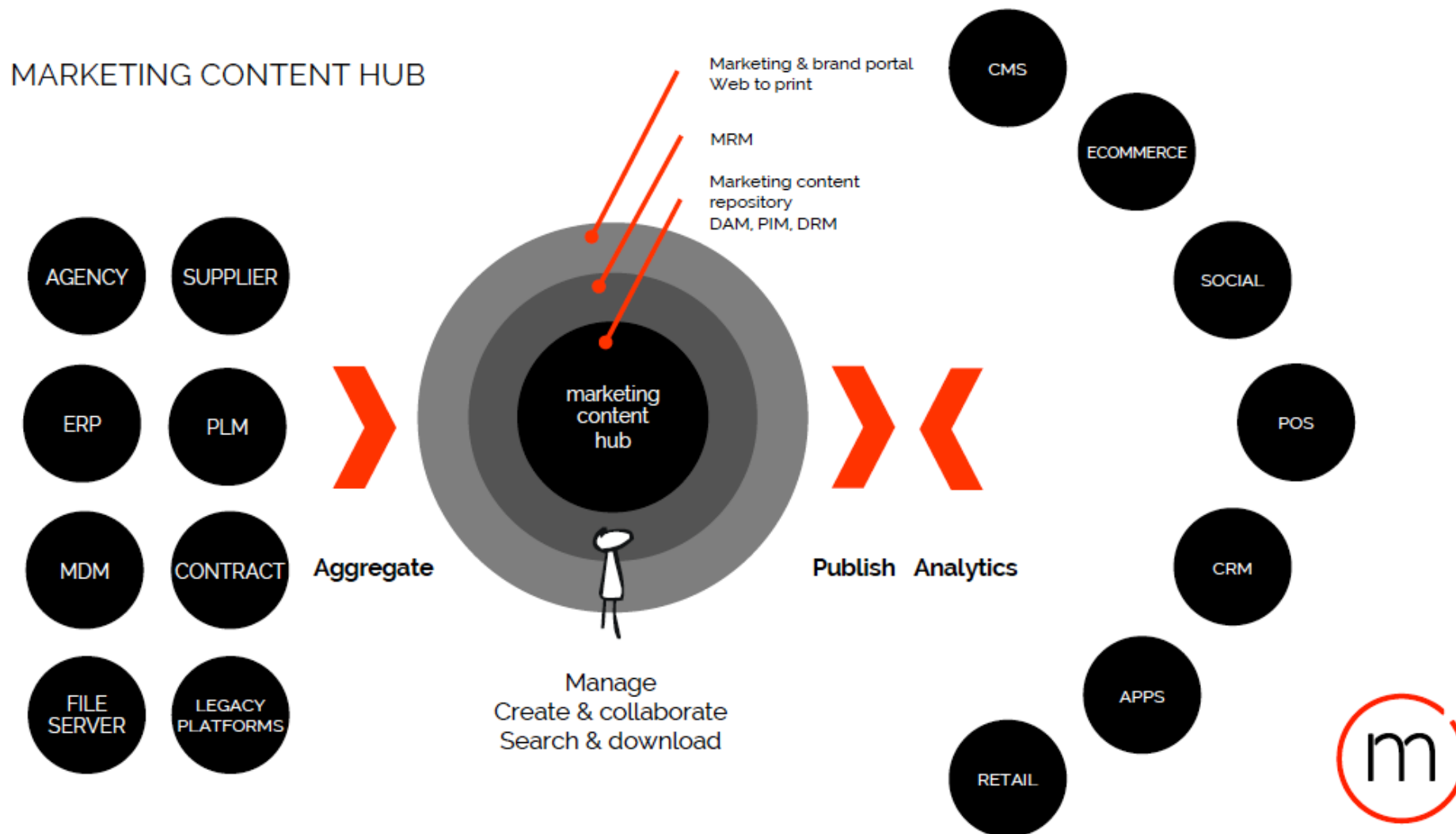
Sitecore Content Hub™

**Sitecore DAM™
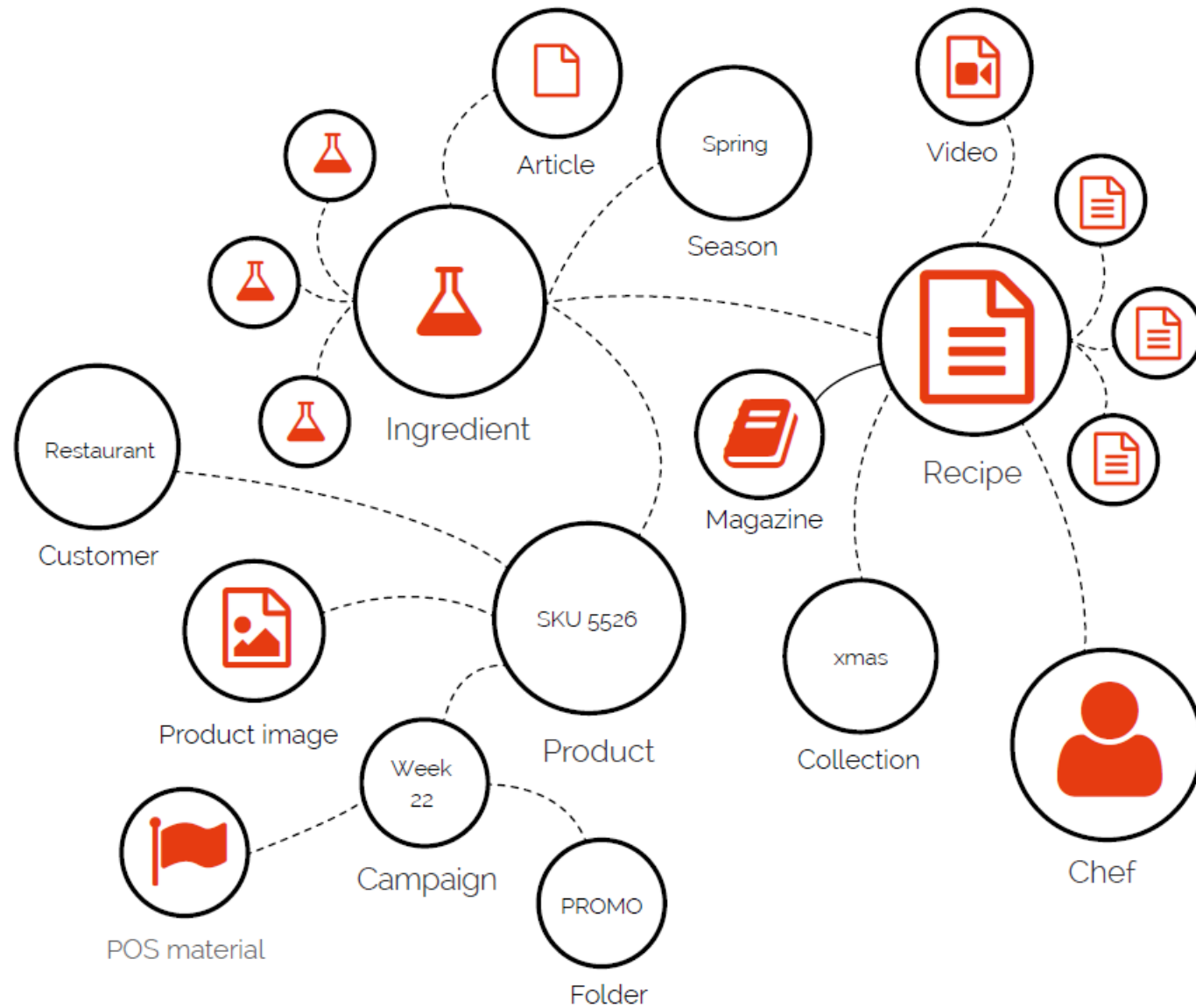(Digital Asset
Management)**

Store, manage and distribute
digital assets

**Sitecore MRM™
(Marketing Resource
Management)**

Streamline marketing content
planning, production and publication

Marketing Content Hub

MARKETING CONTENT HUB

AGENCY | **SUPPLIER**

ERP | **PLM**

MDM | **CONTRACT**

FILE SERVER | **LEGACY PLATFORMS**

Aggregate

Marketing & brand portal
Web to print

MRM

Marketing content
repository
DAM, PIM, DRM

marketing
content
hub

Manage
Create & collaborate
Search & download

Publish Analytics

CMS

ECOMMERCE

SOCIAL

POS

CRM

APPS

RETAIL

Domain model

Integration plans

Integration - Phase 1 (Done)

Experience Orchestration

Sitecore Experience Platform

- Personalization
- Analytics
- Testing, Optimization
- Email, Marketing Automation
- Omni-channel Delivery

SITECORE®

Phase 1 Assets

Content Creation

Sitecore Content Hub

- Collaboration
- Asset Curation and Collection
- Asset Management
- Resource & Project Management
- Product Content management
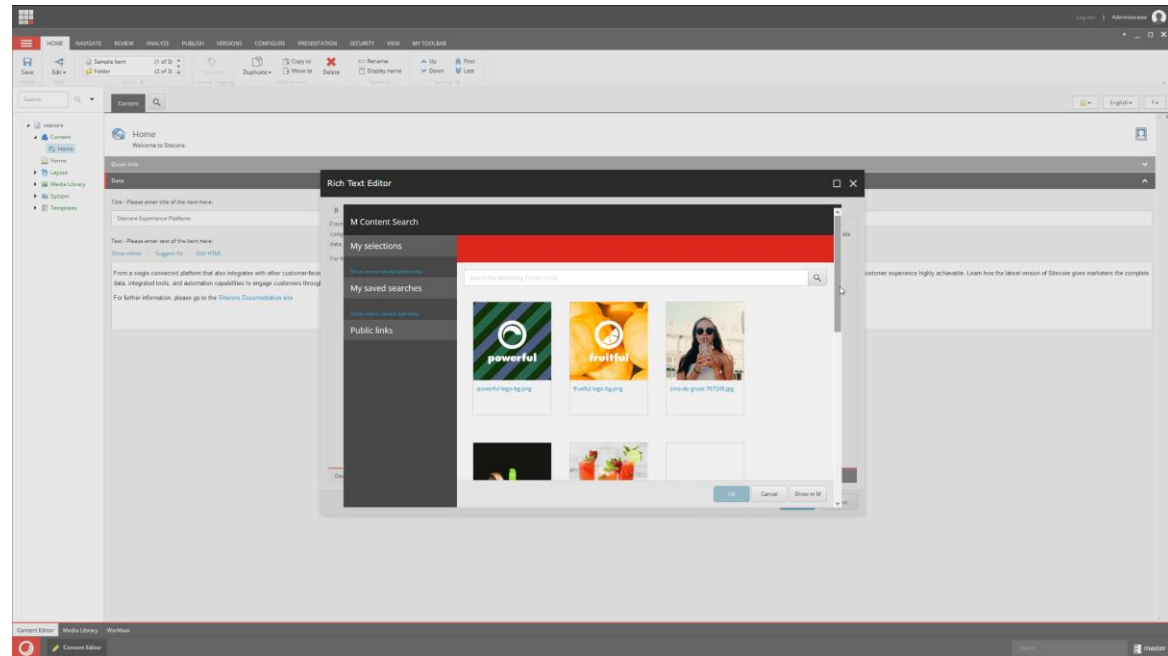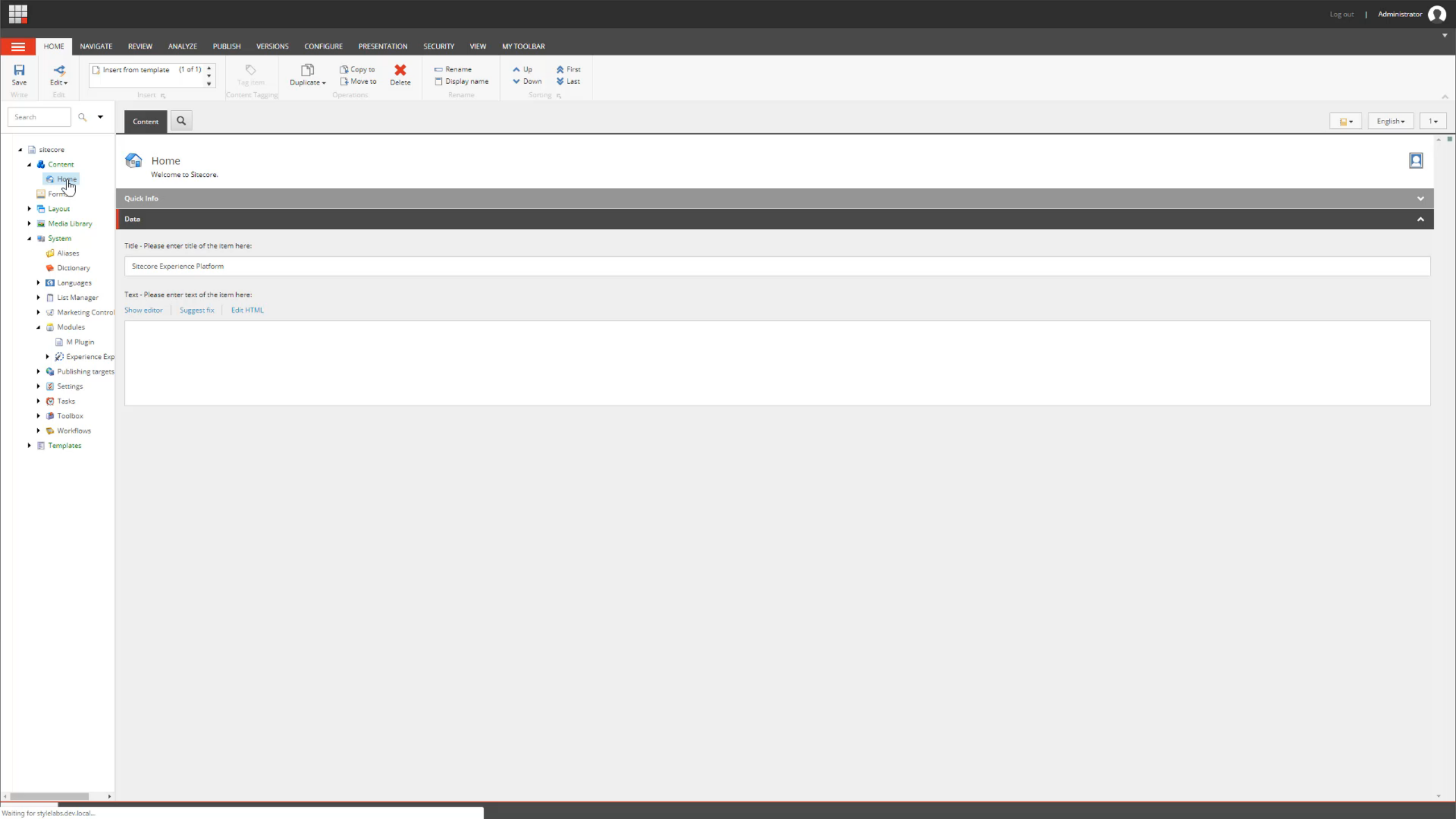
STYLELABS
a Sitecore® Company

Phase 1: Sitecore plugin for Stylelabs DAM

Provide ability to use Stylelabs DAM assets from within Sitecore

Stylelabs built-in CDN means no need to synchronize assets.

Full uptime on Azure, even if application is down.

HOME NAVIGATE REVIEW ANALYZE PUBLISH VERSIONS CONFIGURE PRESENTATION SECURITY VIEW MY TOOLBAR

Save
Write

Edit
Edit

Insert from template (1 of 1)
Insert

Tag item
Content Tagging

Duplicate
Operations

Copy to
Move to

Delete

Rename
Display name
Rename

Up
Down
Sorting

First
Last

Search

Content

sitecore
Content
Home
Form
Layout
Media Library
System
Aliases
Dictionary
Languages
List Manager
Marketing Control
Modules
M Plugin
Experience Exp
Publishing targets
Settings
Tasks
Toolbox
Workflows
Templates

English 1

Home
Welcome to Sitecore.

Quick Info

Data

Title - Please enter title of the item here:

Sitecore Experience Platform

Text - Please enter text of the item here:

Show editor | Suggest fix | Edit HTML

Waiting for stylelabs.dev.local...

Integration - Phase 2 (In Progress)

Experience Orchestration

Sitecore Experience Platform

- Personalization
- Analytics
- Testing, Optimization
- Email, Marketing Automation
- Omni-channel Delivery

Phase 2 Assets

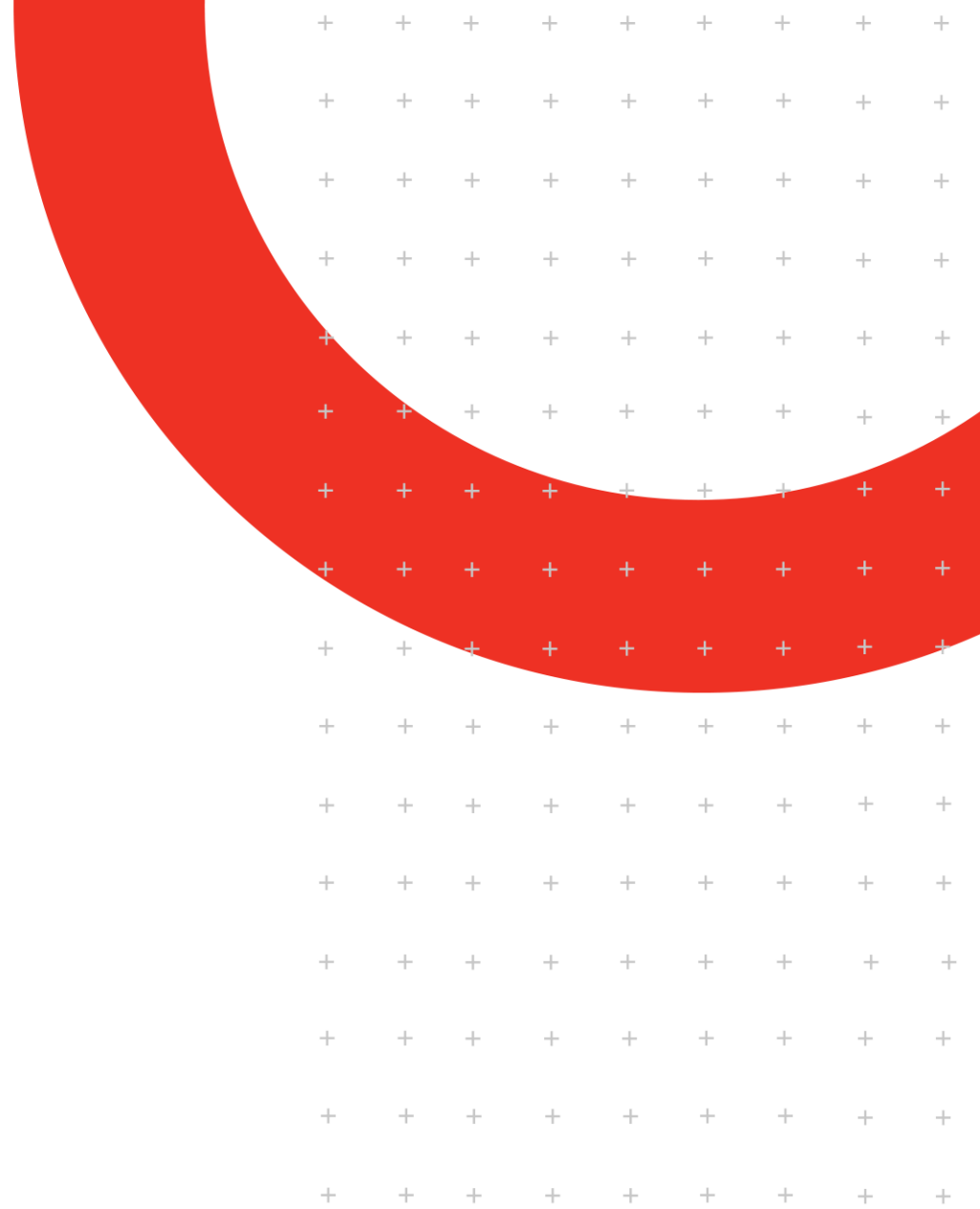**Phase 2 Content**

Content Creation

Sitecore Content Hub

- Collaboration
- Asset Curation and Collection
- Asset Management
- Resource & Project Management
- Product Content management

Demo time!

Phase 2: Sitecore DAM Integration

Assets

- Provide ability to use Stylelabs DAM assets from within Sitecore
- Stylelabs built-in CDN means no need to synchronize assets. Full uptime on Azure, even if application is down.
- Breakpoint images with SXA
- Single Sign-on
- Works with JSS
- Greater visibility into work-in progress assets

Content

- Ability to send content from Stylelabs to Sitecore
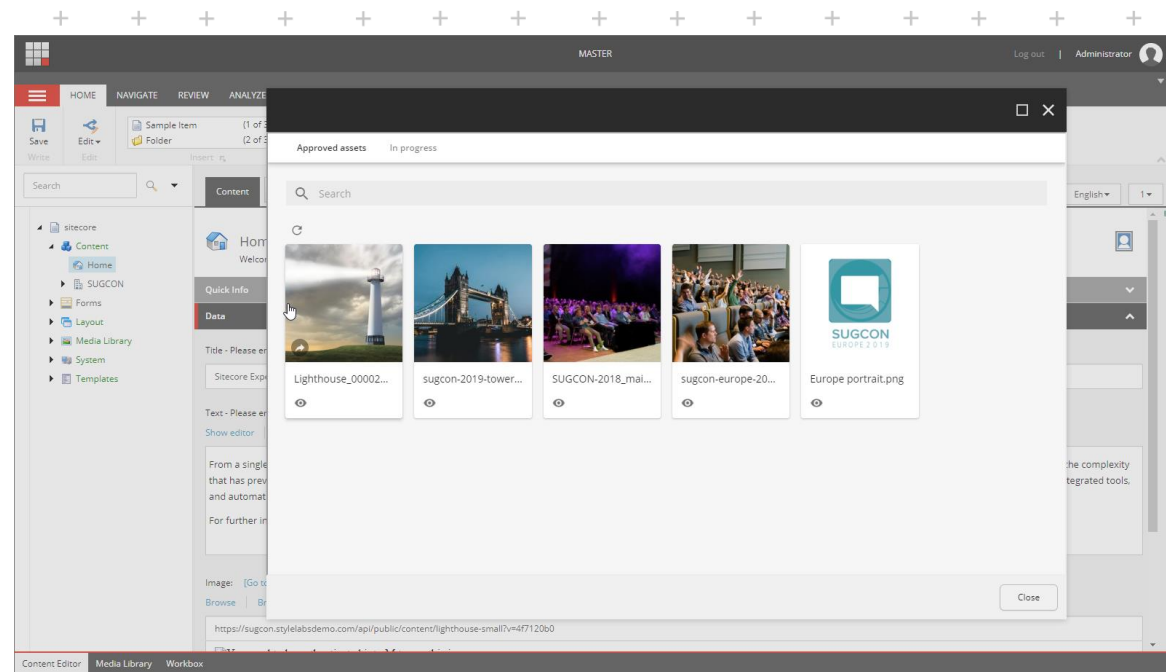
Ability to send content from Stylelabs to Sitecore

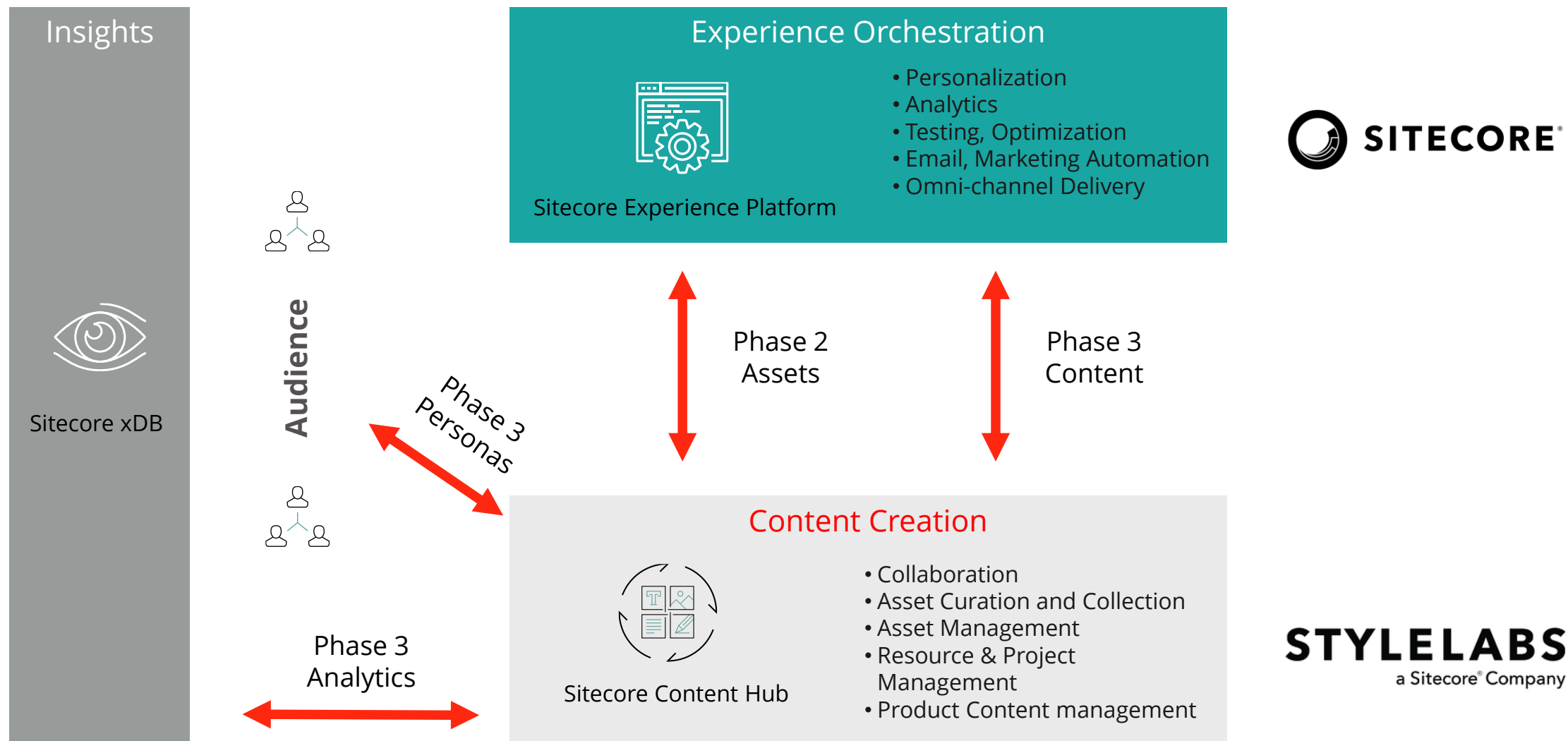**Shift the "center of gravity" from Sitecore to a more channel-agnostic way of working**

Start planning and collaborating on content more effectively

- Authors can concentrate on the task of authoring
- More effective creative guidance
- Workflow and interface tools around ideation
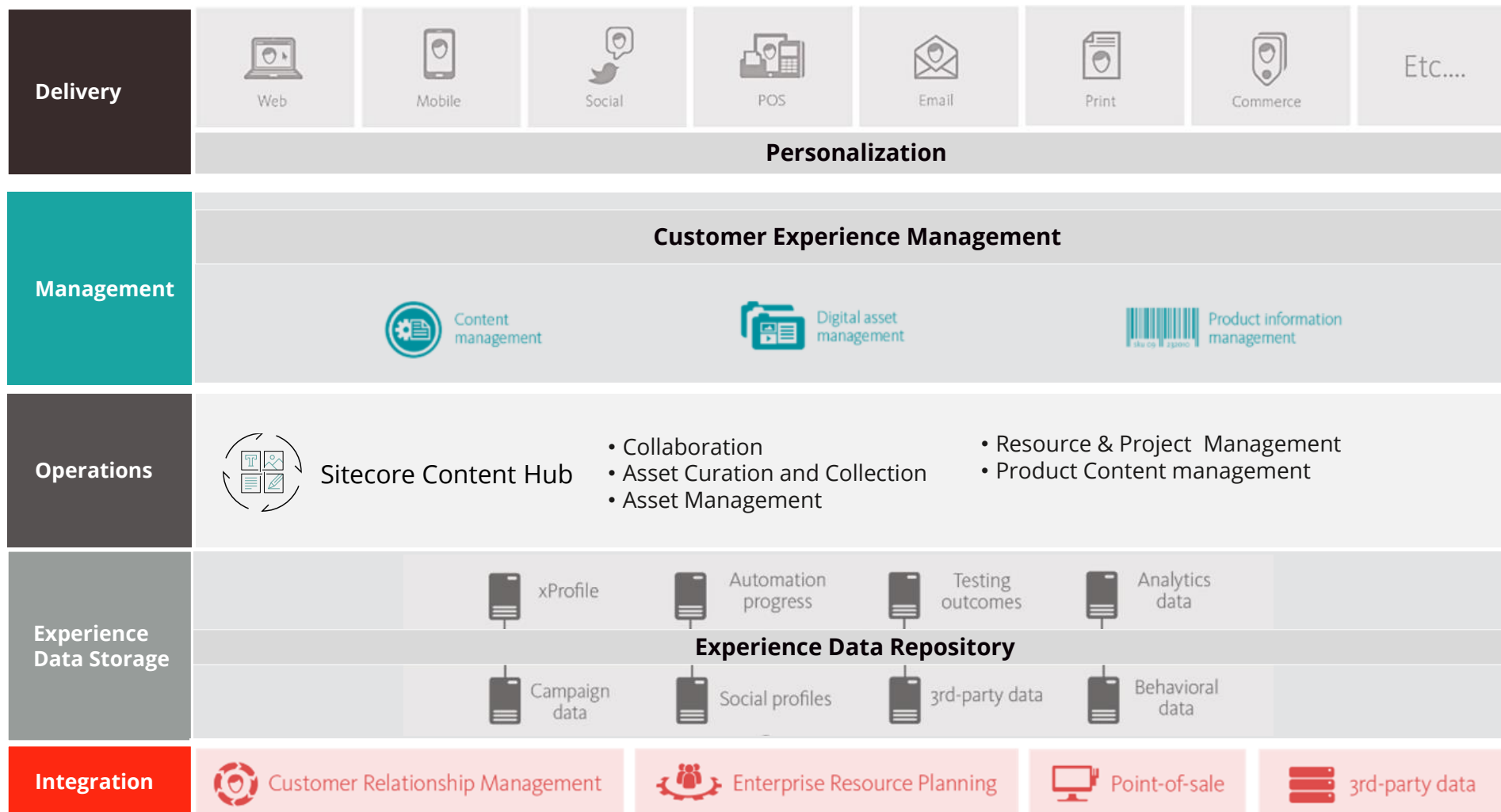
Relevant workflow options

- Linked tasks for large projects (such as events)
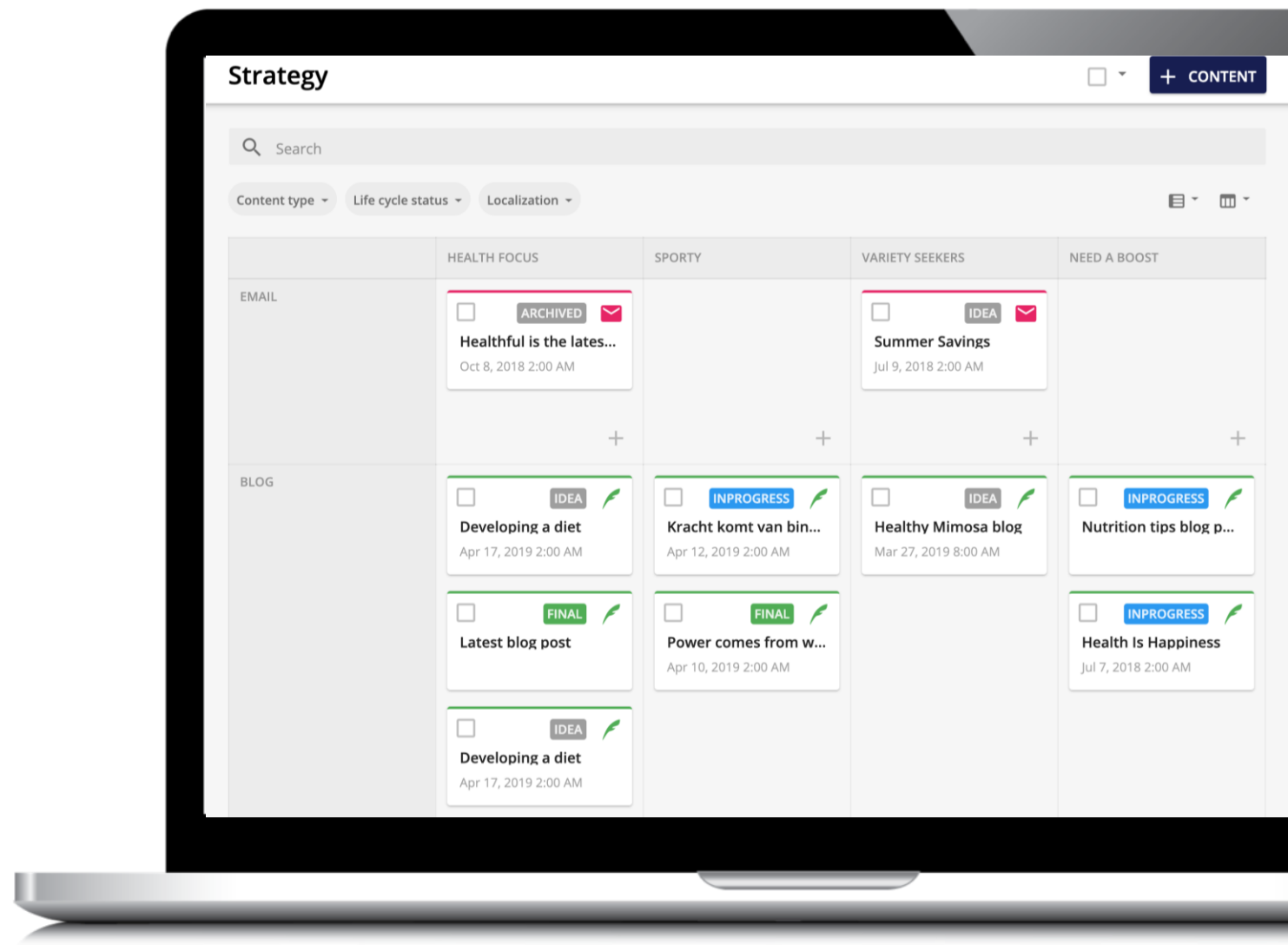- Agile tasks for creative content marketing

Integration - Phase 3

Insights

Sitecore xDB

Audience

Experience Orchestration

Sitecore Experience Platform

- Personalization
- Analytics
- Testing, Optimization
- Email, Marketing Automation
- Omni-channel Delivery

SITECORE®

Phase 2 Assets

Phase 3 Content

Phase 3 Personas

Phase 3 Analytics

Content Creation

Sitecore Content Hub

- Collaboration
- Asset Curation and Collection
- Asset Management
- Resource & Project Management
- Product Content management

STYLELABS a Sitecore® Company

What's ahead

Vision

Sitecore Cortex

Delivery	Web · Mobile · Social · POS · Email · Print · Commerce · Etc....	
	Personalization	
Management	**Customer Experience Management**	
	Content management · Digital asset management · Product information management	
Operations	Sitecore Content Hub • Collaboration • Asset Curation and Collection • Asset Management	• Resource & Project Management • Product Content management
Experience Data Storage	xProfile · Automation progress · Testing outcomes · Analytics data	
	Experience Data Repository	
	Campaign data · Social profiles · 3rd-party data · Behavioral data	
Integration	Customer Relationship Management · Enterprise Resource Planning · Point-of-sale · 3rd-party data	

Plan

Review your existing content and plan out the creation of new and complementary content
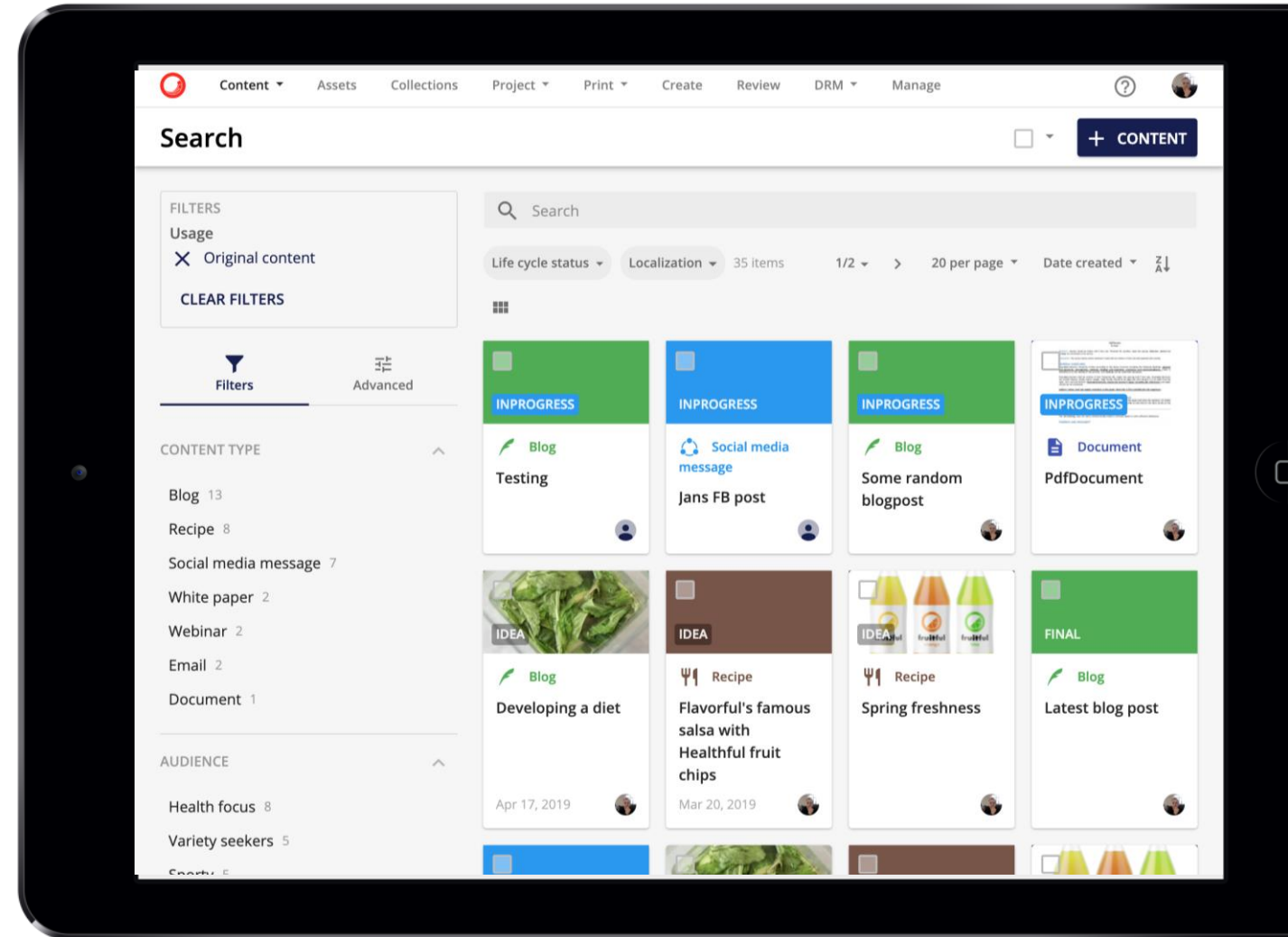
Collaborate

Author, review, annotate and approve on content in an agile way
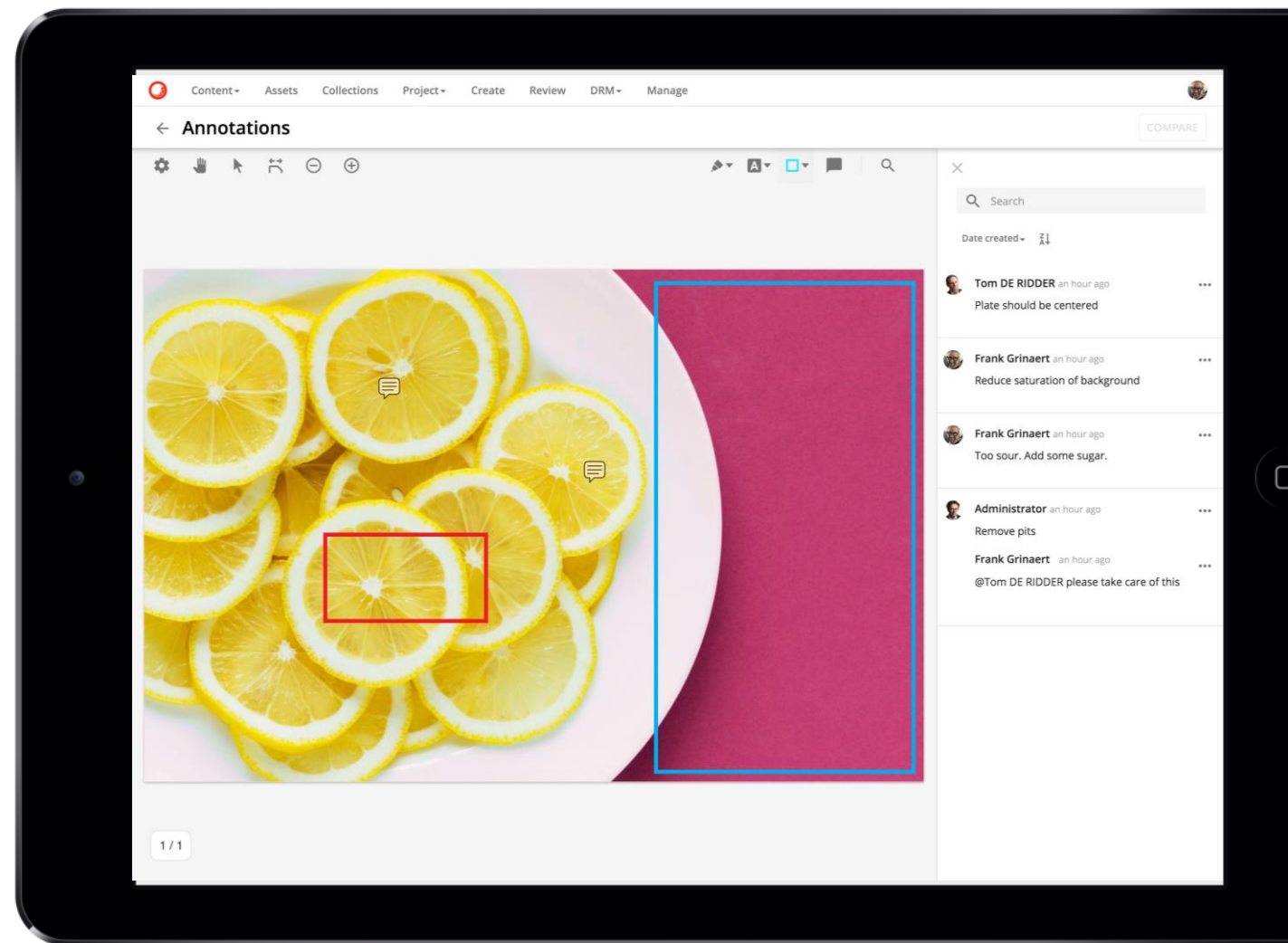
Manage

Manage content and provide all stakeholders with a single version of the truth
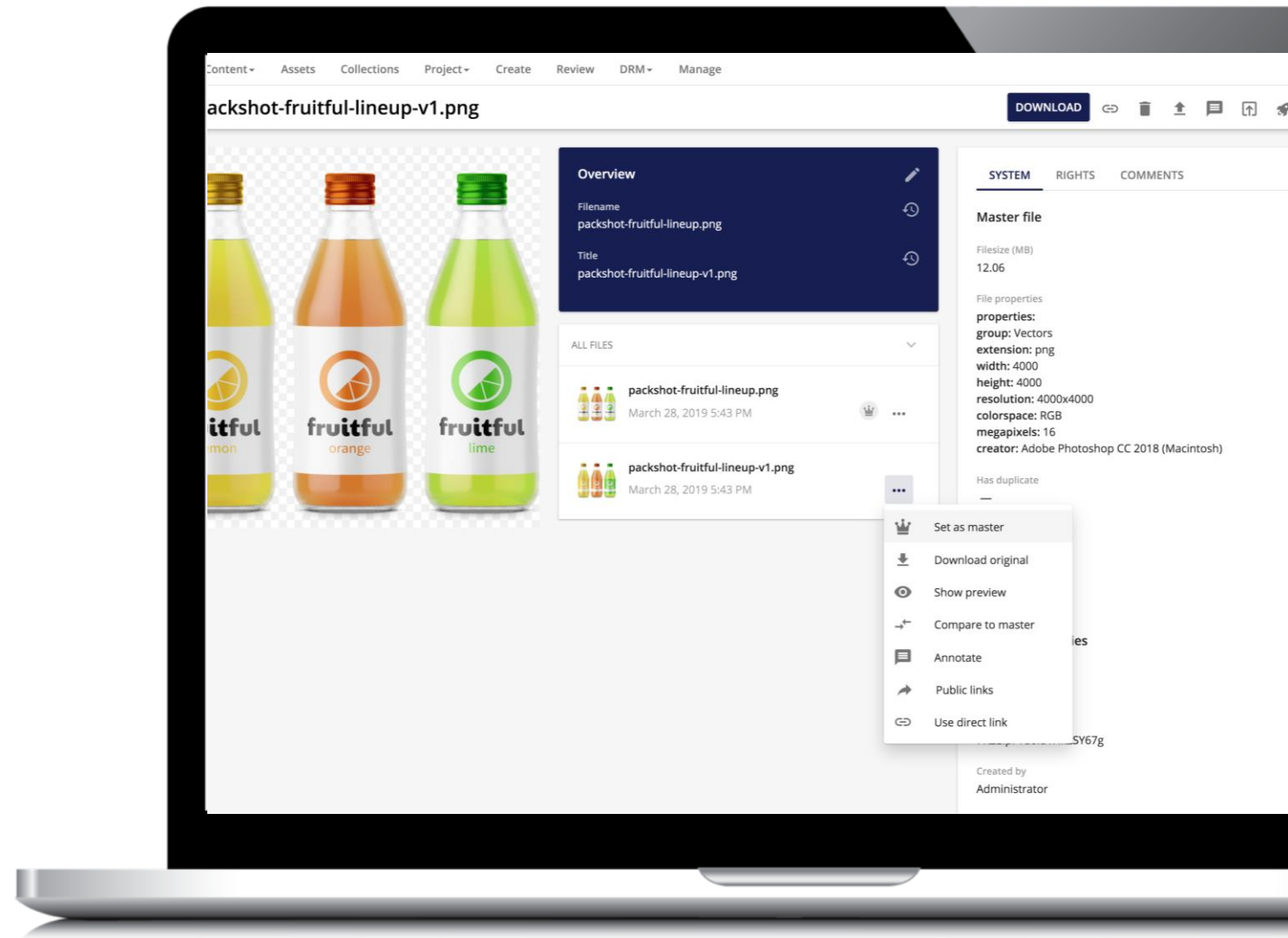
Curate

Curate modular content with metadata to support sophisticated experiences

SITECORE

Leverage content across channels and elevate the experience you provide to your customer.

Measure effectiveness in context and facilitate facts based decisions on what content to create next.
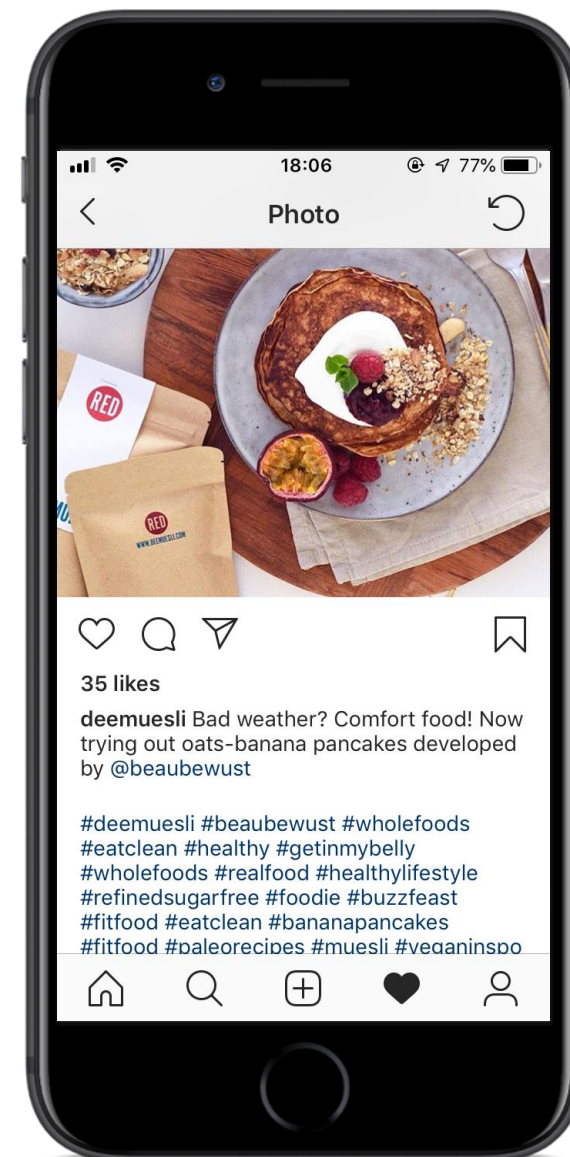
Questions?

I am a proud community member!
Please contact me on the following handles:

@markvanaalst

sitecorechat.slack.com

@markvanaalst

twitter