



Sitecore Experience Platform™ 9 series the strategy

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Solutions to solve the problems of tomorrow



Speed throughout the project lifecycle



Rock solid stability and performance







Innovation

Excitement



**Time to
Market**



Enhancements



Excitement



Efficiency





Innovation

Excitement



**Time to
Market**

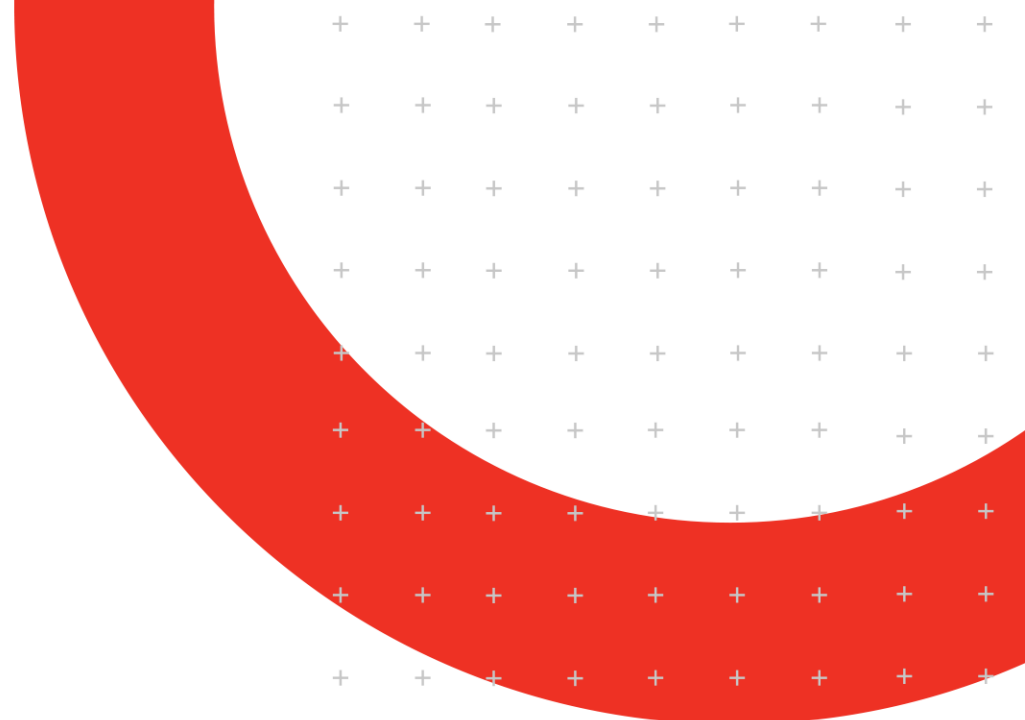
Efficiency



Enhancements

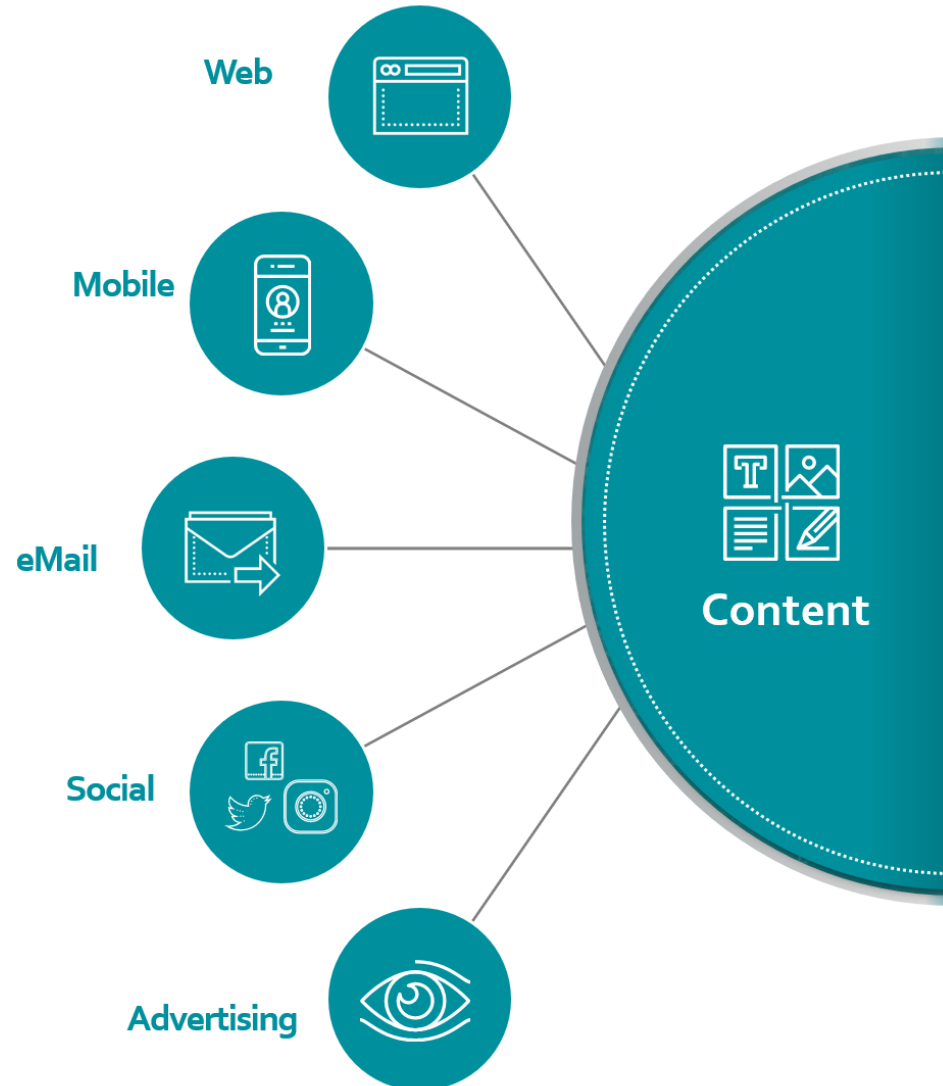
Comfort

Innovation



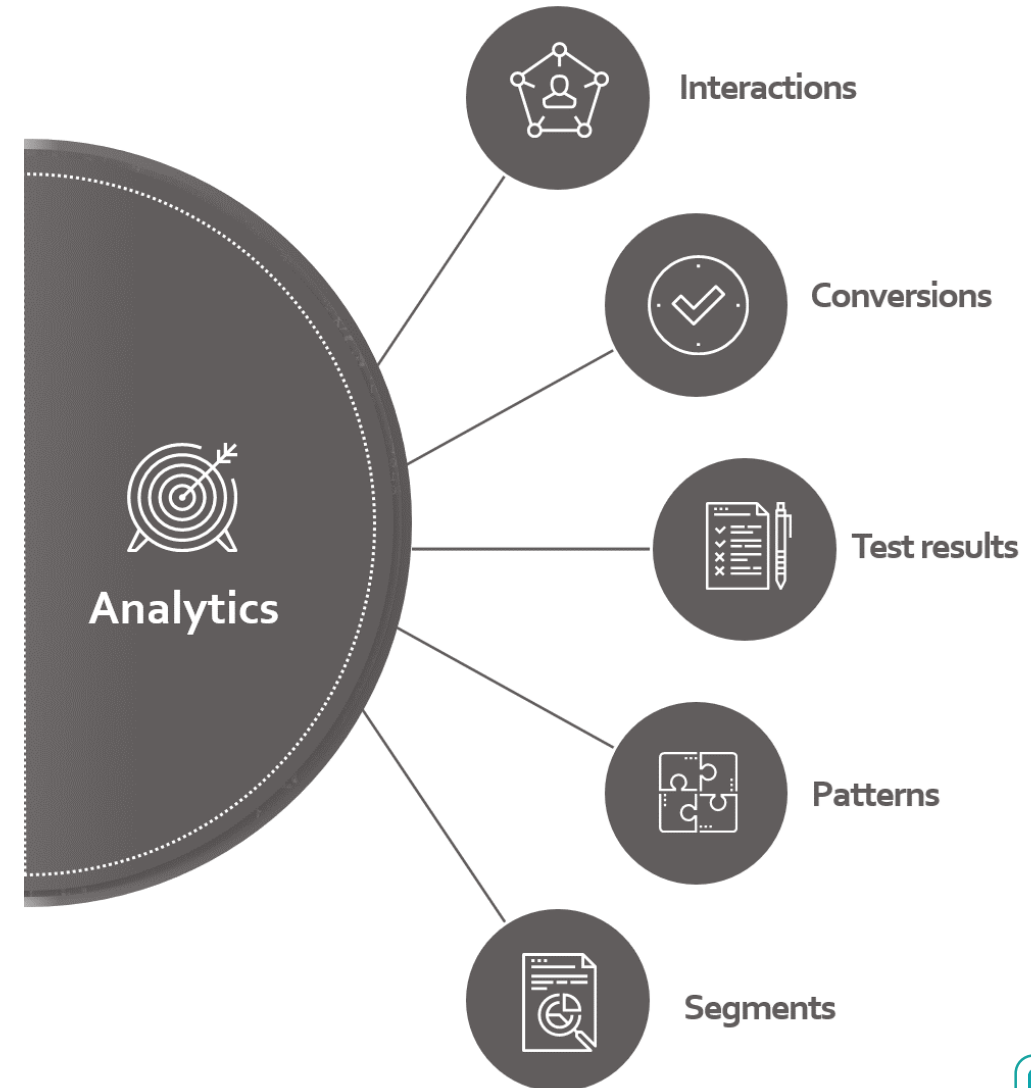
Sitecore Cortex

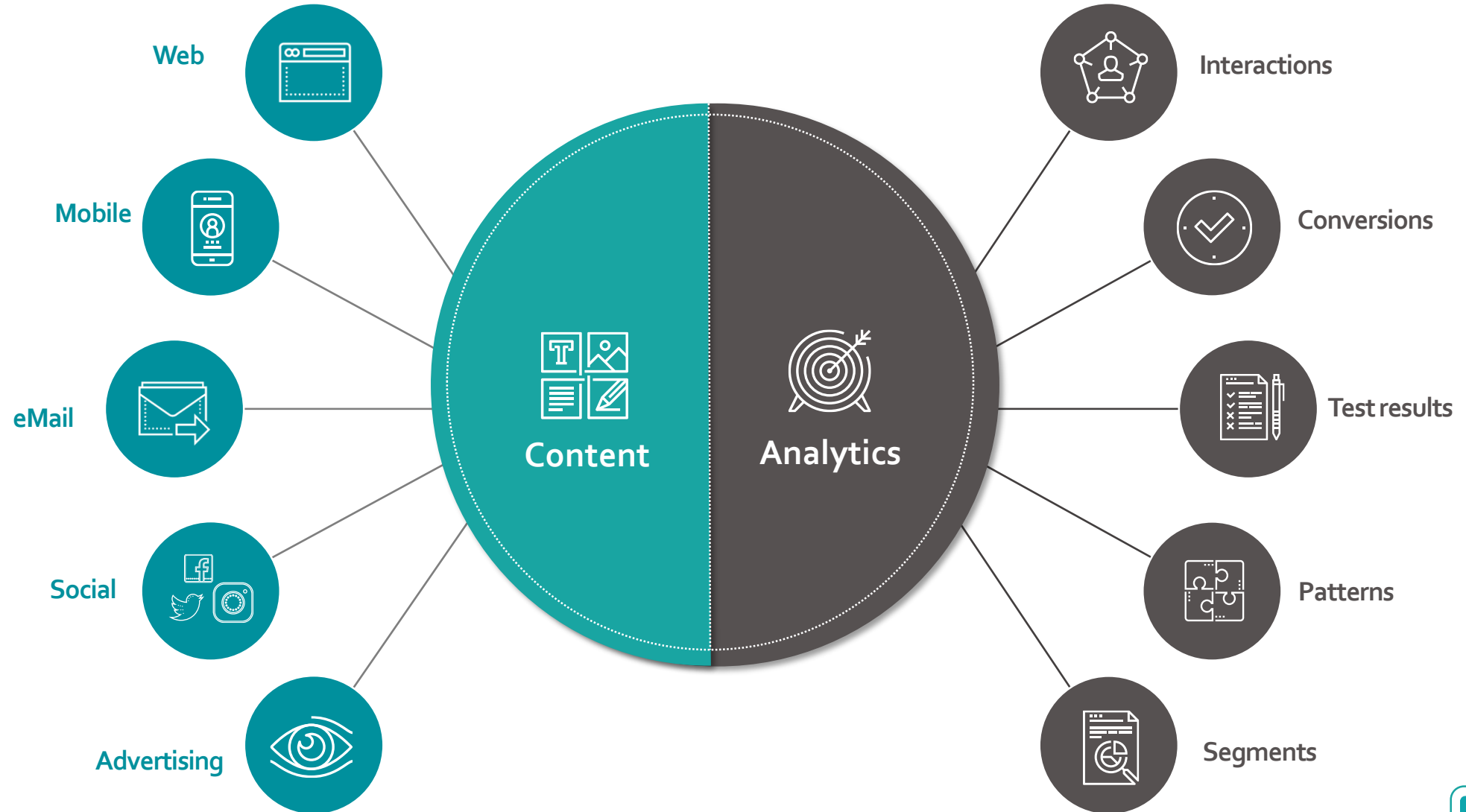
Harness your Experience Data with the power of Machine Learning

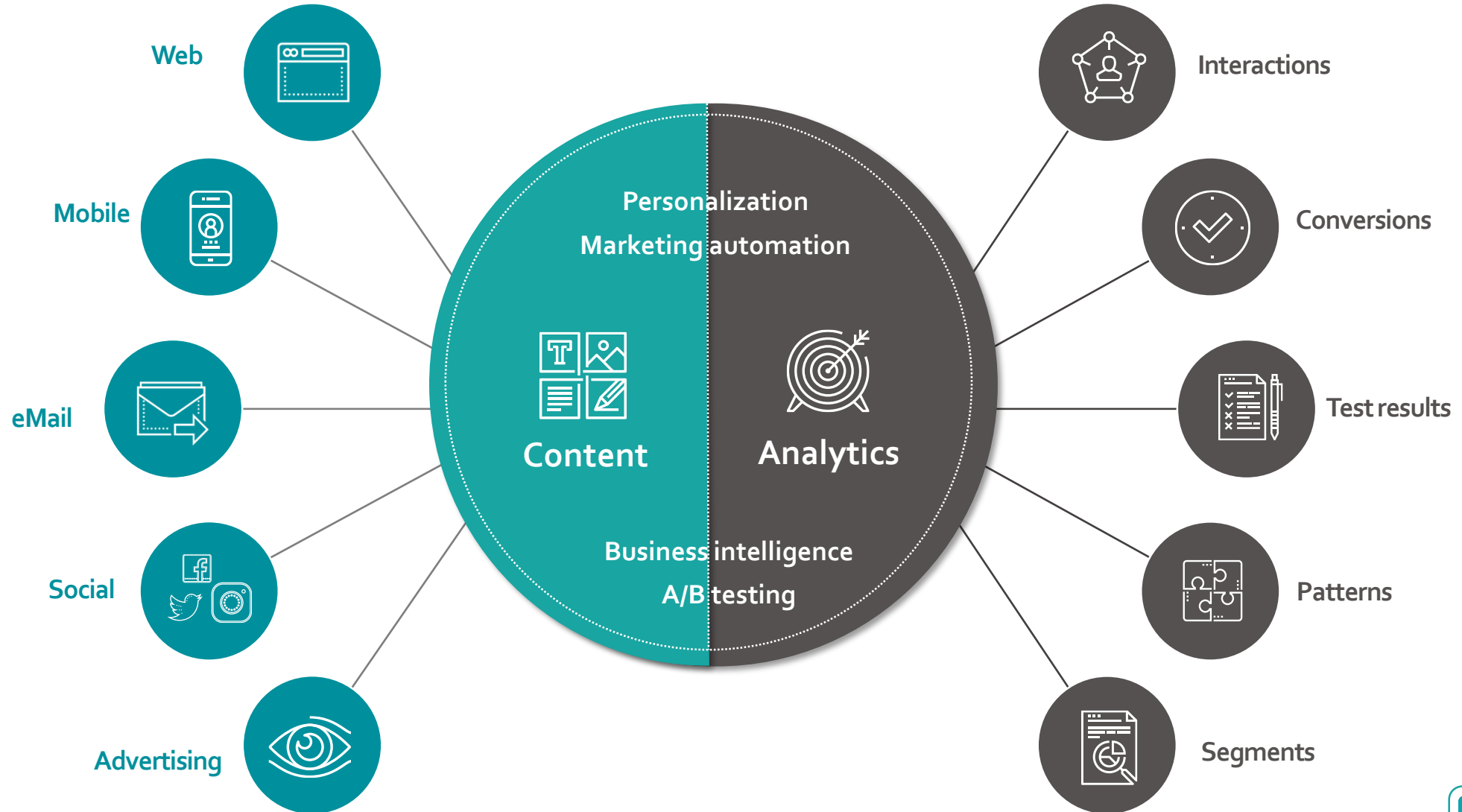


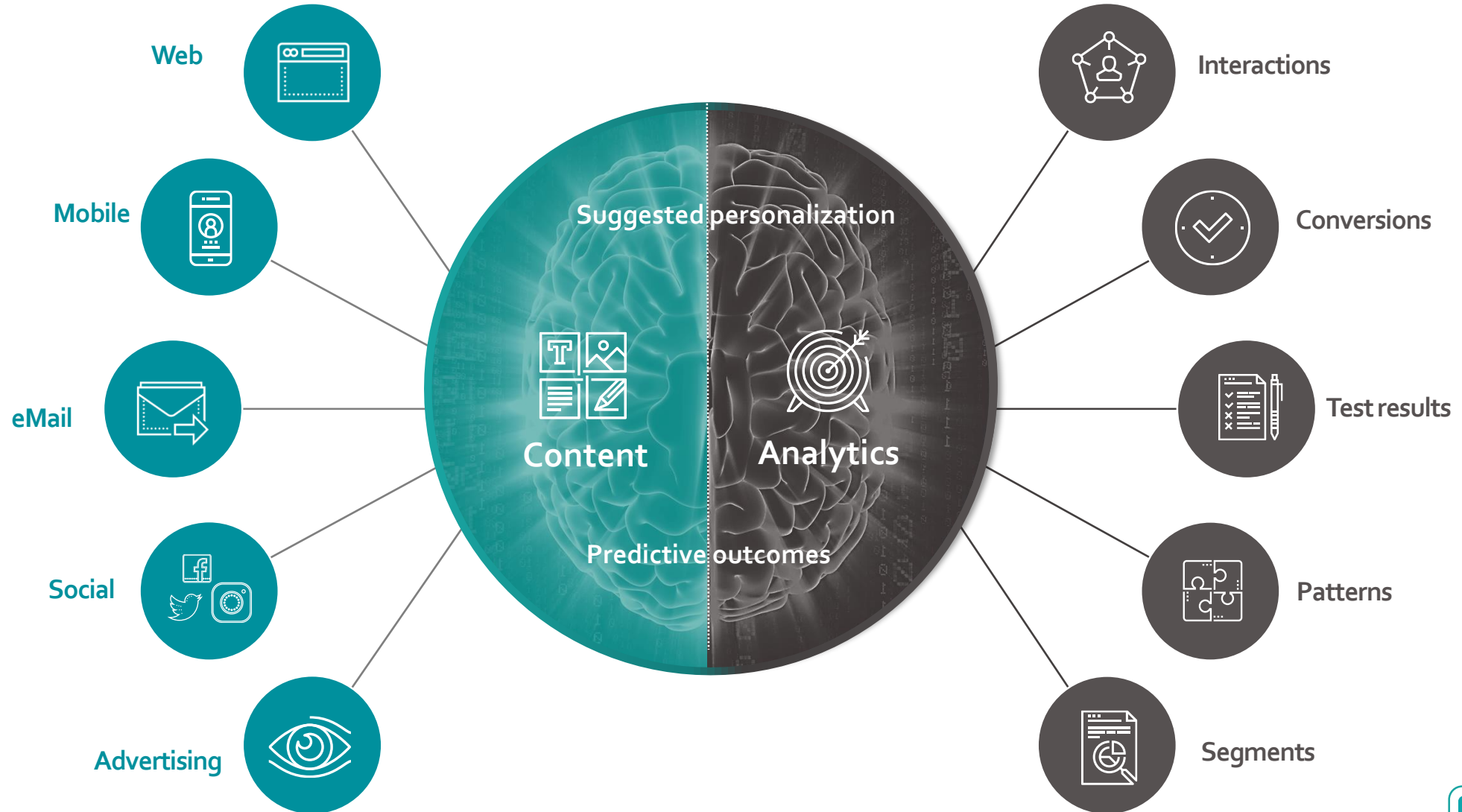
- One central location to manage content
- Integrate with third-party content sources
- Open to push content across all channels

- Analyze and measure your content effectiveness
- Test content and presentation across multiple segments
- Data compliance (GDPR)

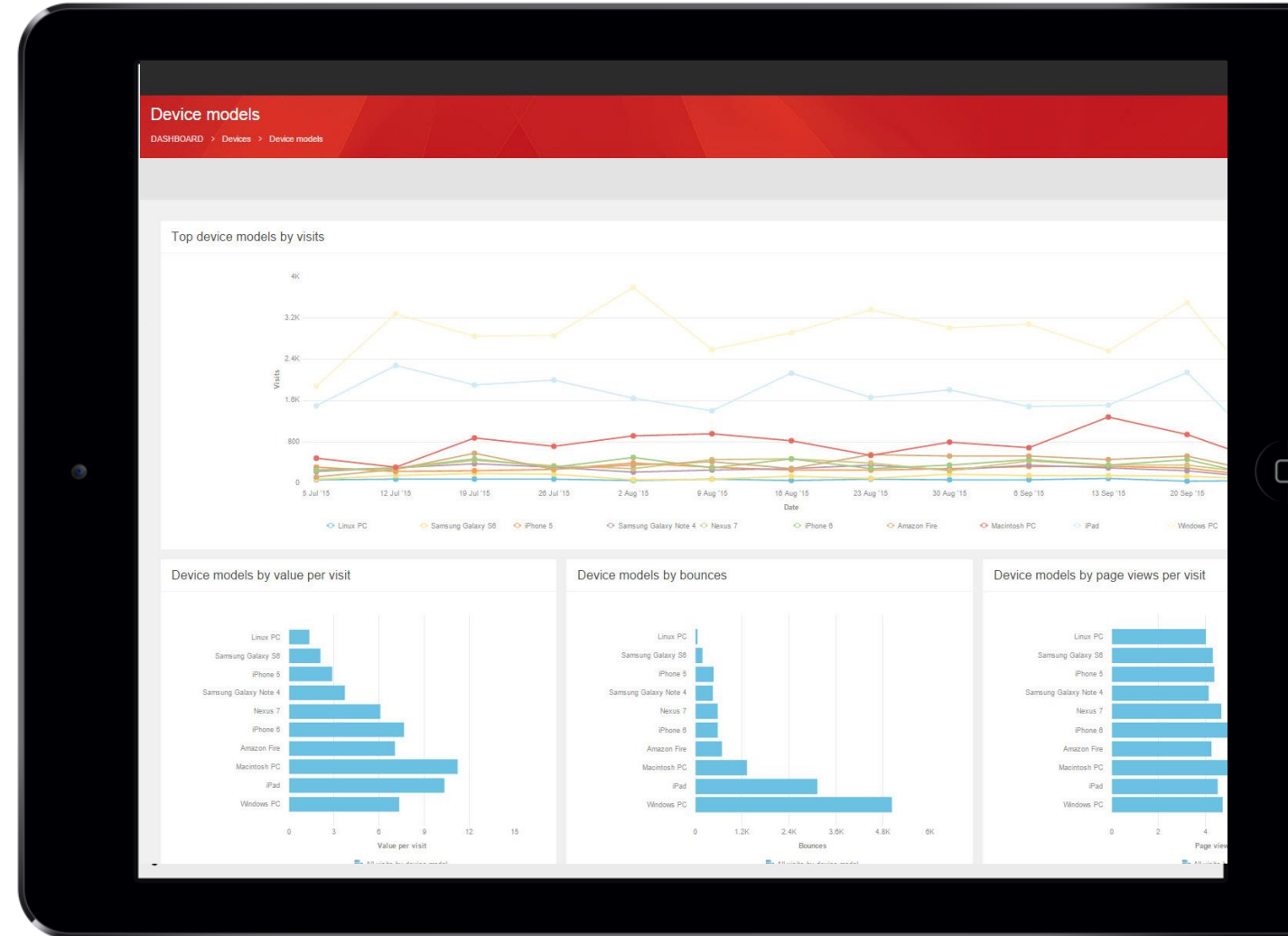






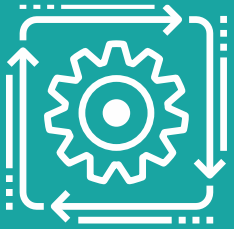


- Machine Learning requires a lot of structured data.
- Without large amounts of data we don't know if the patterns are real or just random noise.
- With Sitecore xDB you already have large amounts structured, first party, data already available.



Scalable Data-Processing platform designed to integrate with the xDB and Machine Learning workers

 @pieterbrink123



→ Use existing experience data in the xDB

→ Fully pluggable architecture

→ Process and train models of data at scale with the Sitecore Cortex Data Processing Engine

→ Extend the Data Processing Engine to process existing XDB customers data with specific ML processors

Sitecore Cortex an Example



Event trigger



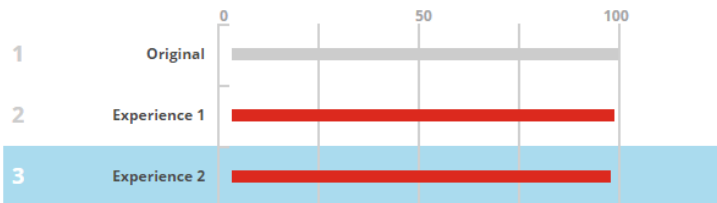
Message bus

Overview

Best experience effect = 0% Confidence 27.09% Score 0

ENGAGEMENT VALUE	CONVERSION RATE	VARIABLES
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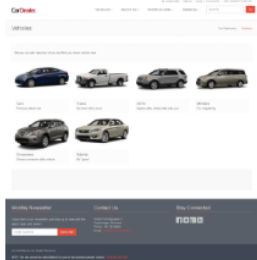
Top experiences



Rank	Experience	Value
1	Original	0
2	Experience 1	~80
3	Experience 2	~90

Details - Experience 2

Trailing value/visit: 4.43 Experience effect: ↓ 1.28%



Experience combination: Experience 1 (component)

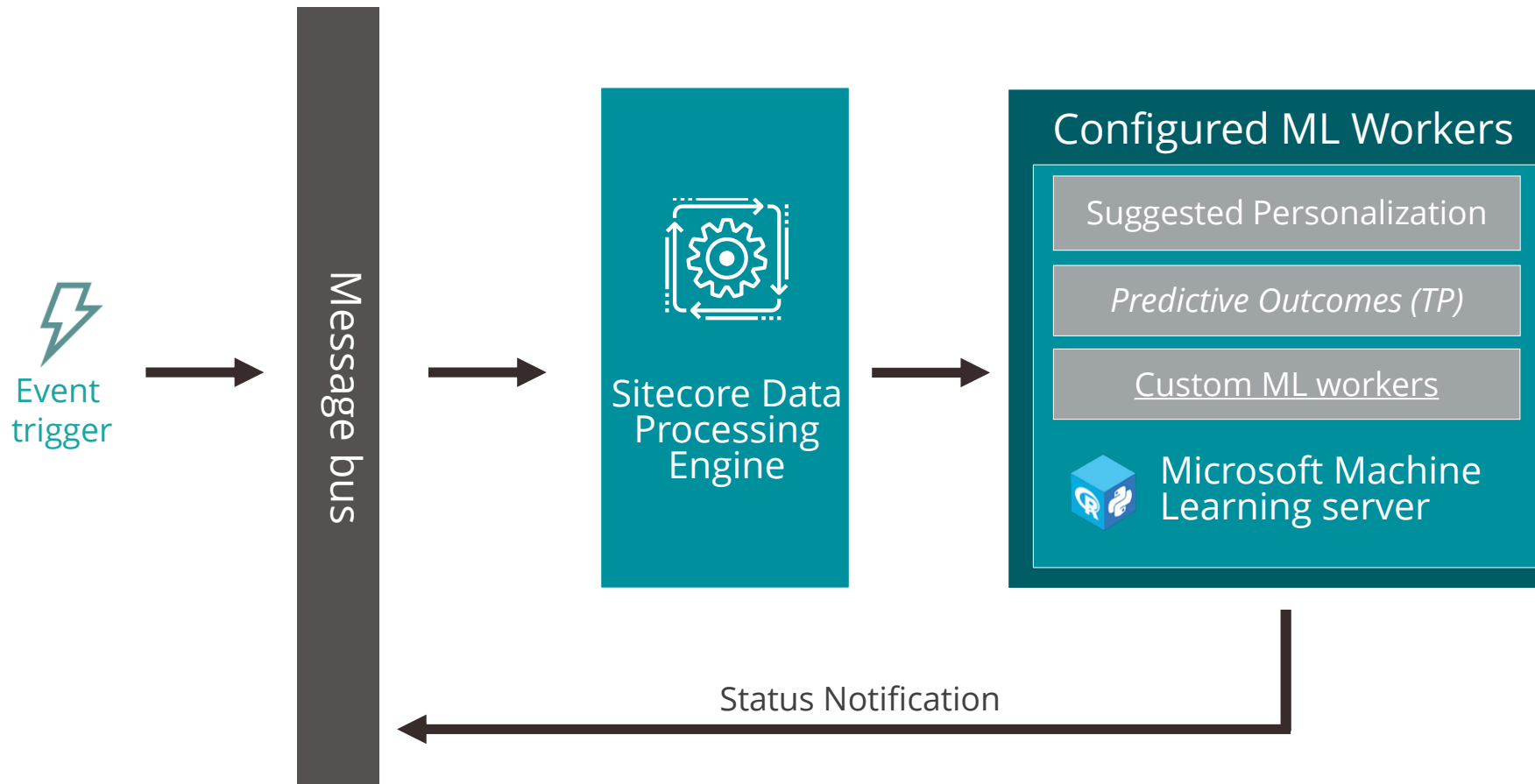
Preview

Top Goals Converted

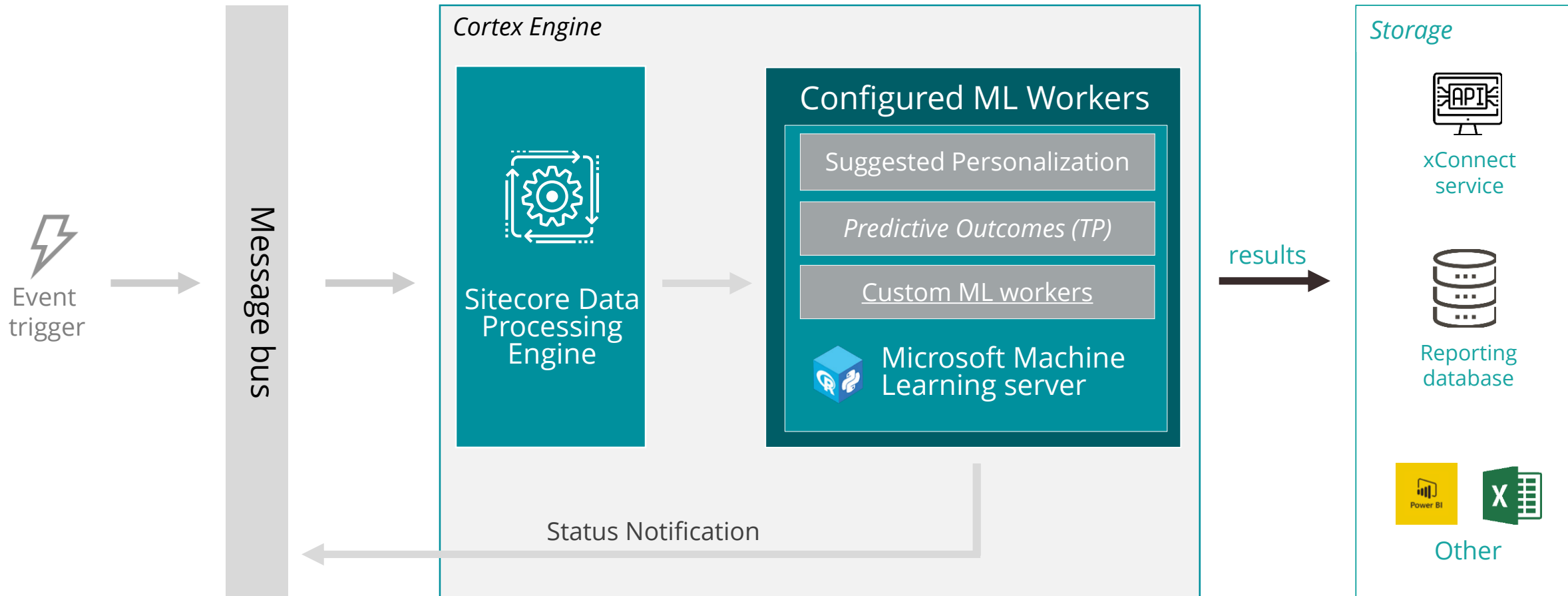
Goal	Conversio...	Rate	Change
Newslette...	3575	90%	0%

Top Clicks to Pages

Sitecore Cortex an Example



Sitecore Cortex an Example



Sitecore Cortex an Example



Message bus

Test Summary

TEST WINNER | **SUGGESTED PERSONALIZATION**

Apply these personalized experience to optimize even more.

Sitecore Cortex™ found 2 segments that respond better to a different experience than the test winner.

Select all | Deselect all | Total predicted effect

Experience	Preview	Total predicted effect
<input checked="" type="checkbox"/> Experience 1 where the country is in list Denmark, Neth...	Previewing	19.54%
<input checked="" type="checkbox"/> Experience 2 where at least one of campaigns 10 perce...	Preview	0.18%

Total predicted effect: 19.72

If you apply a suggestion, Sitecore will automatically create a new personalization rule that targets the specified segment. The rest of your visitors will see the test winner.

Original is being shown to all of your visitors.

No, thanks | Apply

Preview

Experience 1 where the country is in list Denmark, Netherlands and where at least one of campaigns 10 percent discount was triggered during the current visit and where device type is one of Tablet

% of total visitors: 8.33%
Predicted effect compared to test winner: 234.51%
Total predicted effect: 19.54%

results

Storage

- xConnect service
- Reporting database
- Power BI
- X
- Other

Sitecore Cortex an Example



Event trigger

Message bus

Test Summary

TEST WINNER | SUGGESTED PERSONALIZATION

Apply these personalized experience to optimize even more. Preview

Experience 1 where the country is in list Denmark, Netherlands and where at least one of campaigns 10 percent discount was triggered during the current visit and where device type is one of Tablet

% of total visitors	8.33%
Predicted effect compared to test winner	234.51%
Total predicted effect	19.54%

Total predicted effect: 19.72

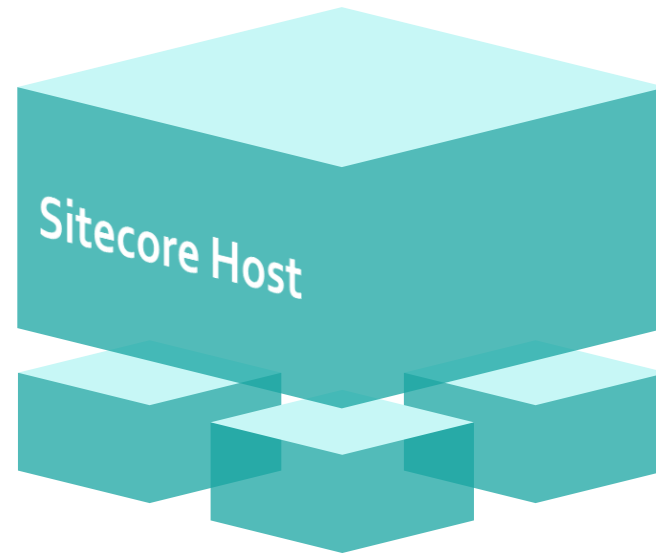
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Original is being shown to all of your visitors.

No, thanks | Apply

Storage

- xConnect service
- Reporting database
- Other: Power BI, X

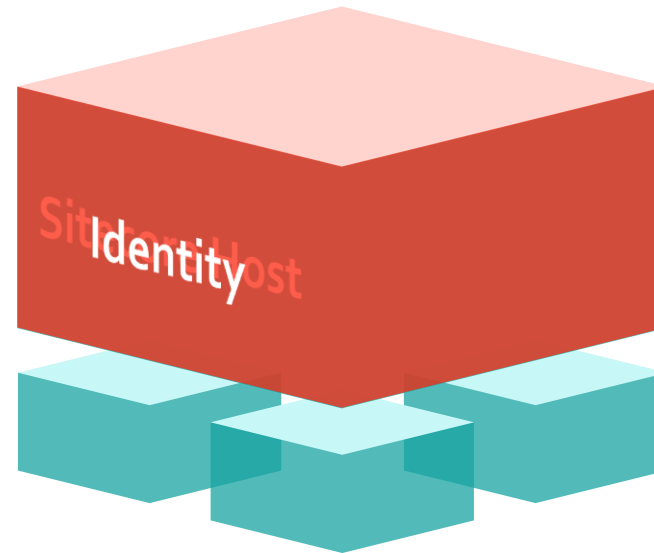


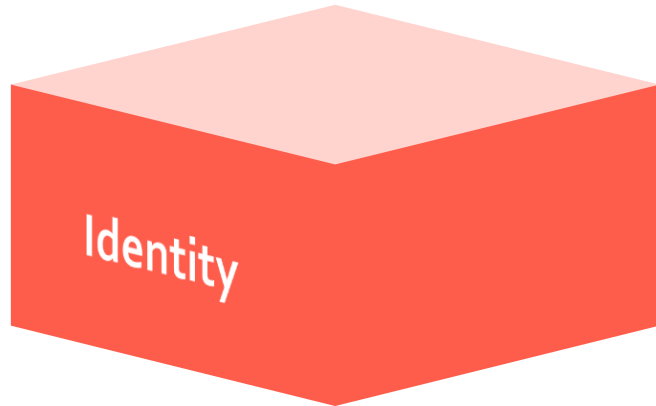
Host Improvements in 9.2

- Upgraded to latest .NET Core version
- Architecture changes to support future direction

Identity Improvements

- Single Sign-out
- Token invalidation
- Persistent storage



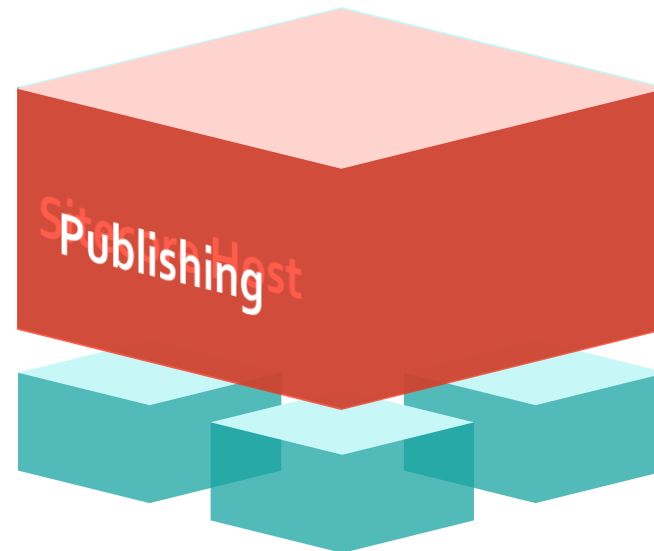


Identity Improvements

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Publishing Improvements

- Publishing service on host

Sitecore Omni™

Delivering individual experiences connected and disconnected to any platform with the full power of the Sitecore Experience Cloud



Sitecore JSS

Build Sitecore applications using modern JavaScript libraries



Sitecore GraphQL

Modern query language to the Sitecore API



Sitecore Services

Use standard services to access Sitecore content directly



Sitecore Experience Accelerator

JSON Data Modelling and Layout Service to render webpages in JSON

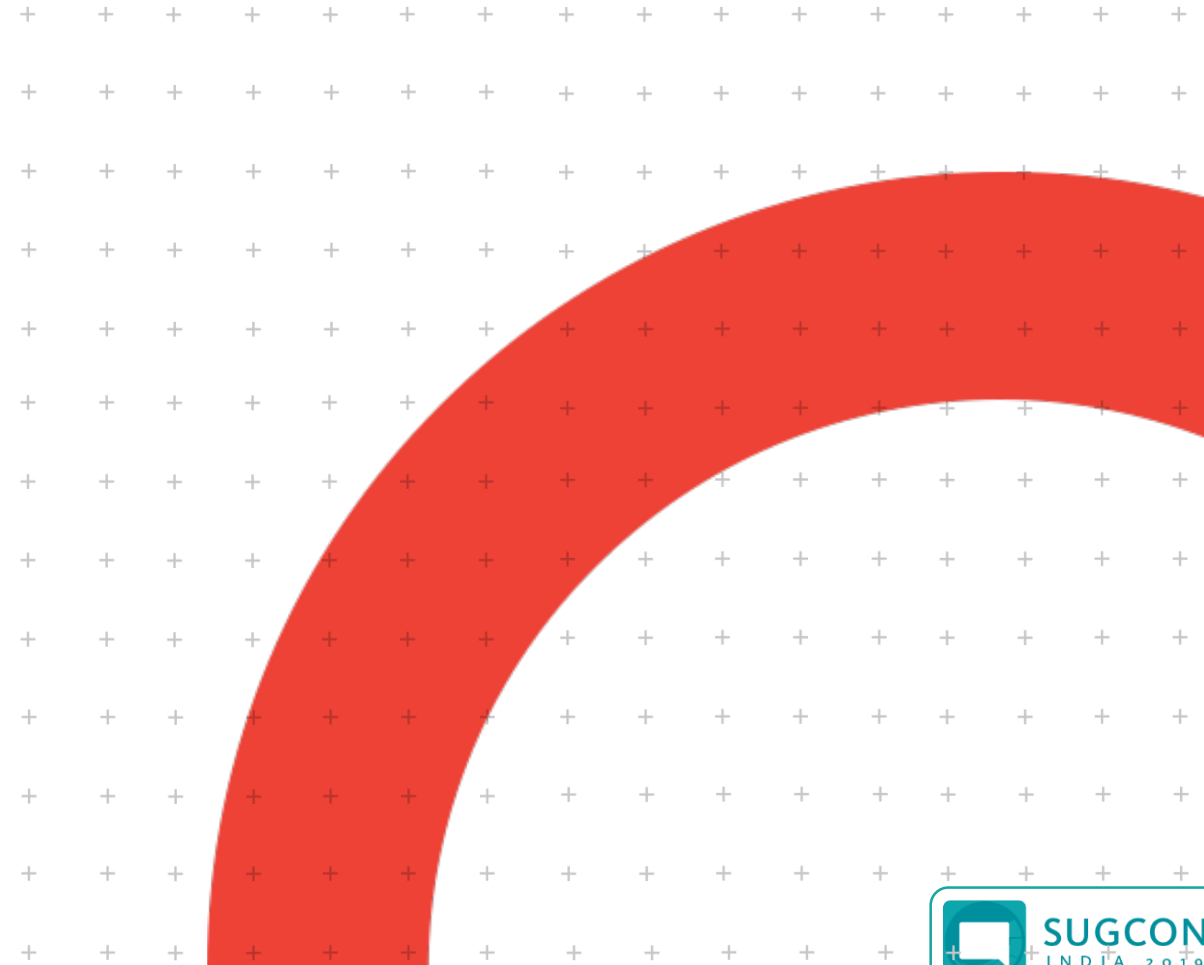
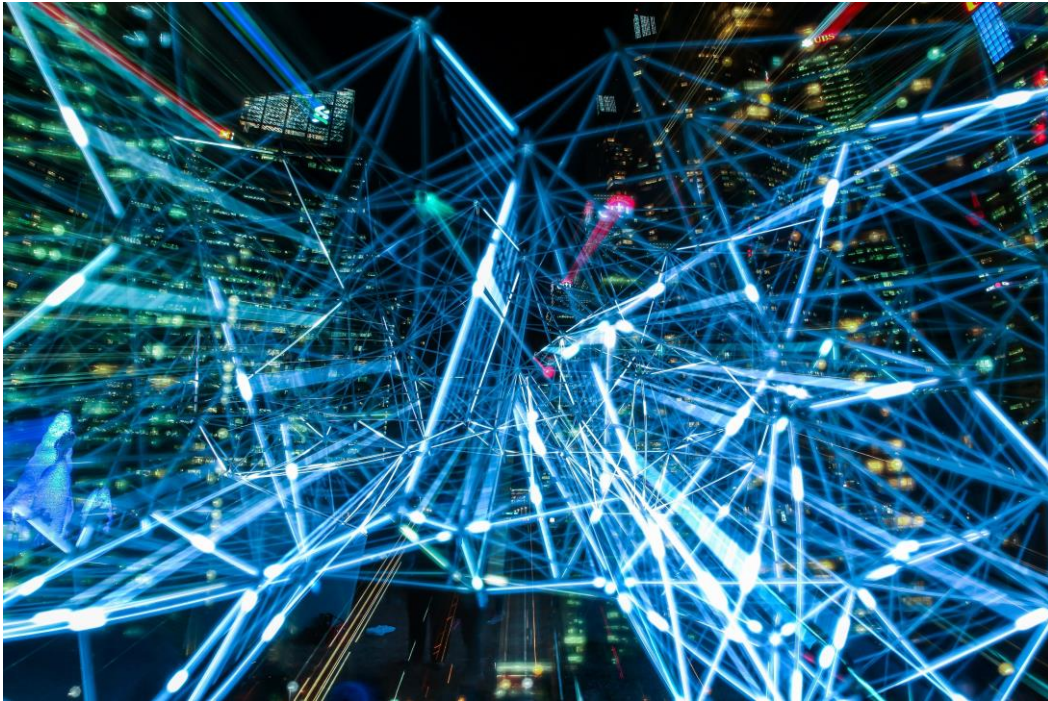


Universal Tracker

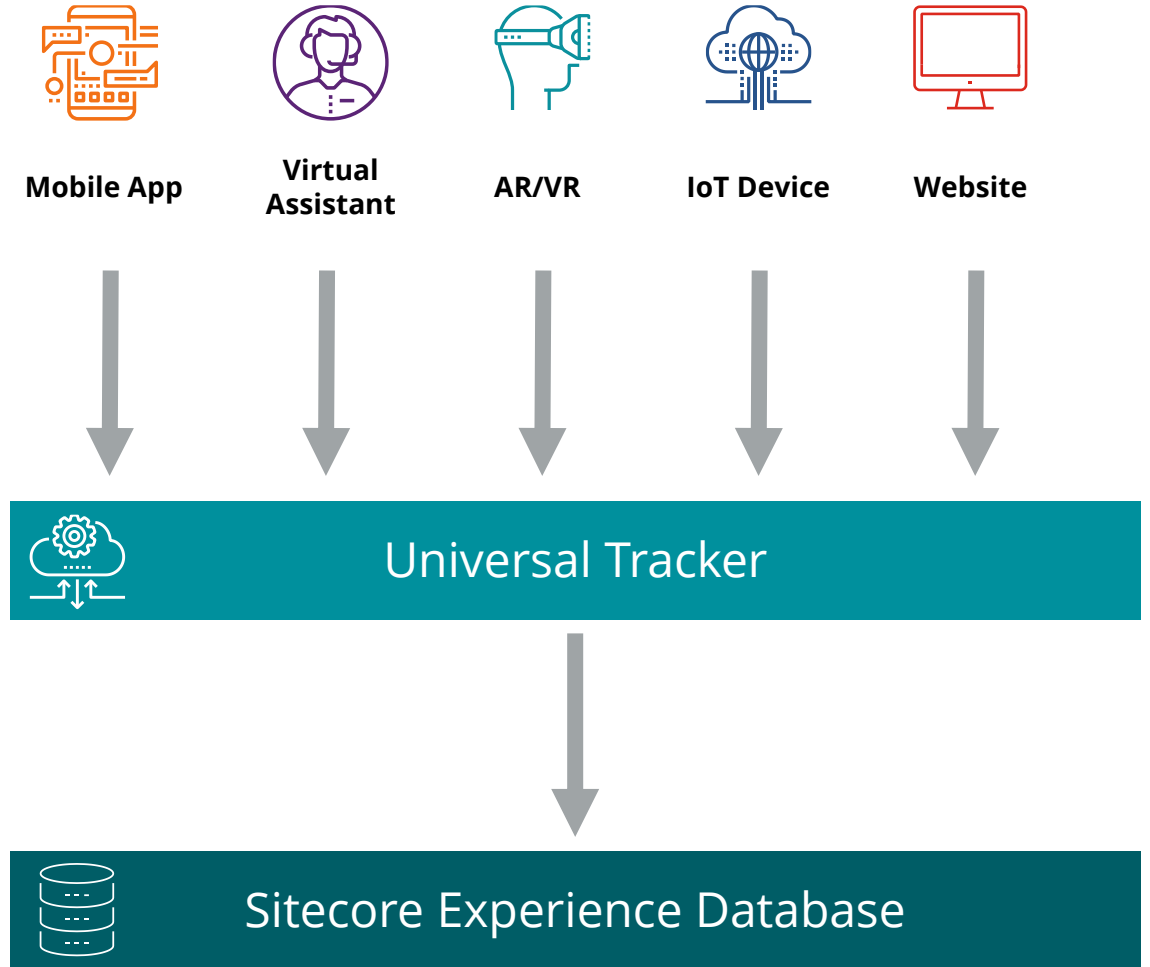
Capture interactions online and offline on any device in any state

Universal Tracker

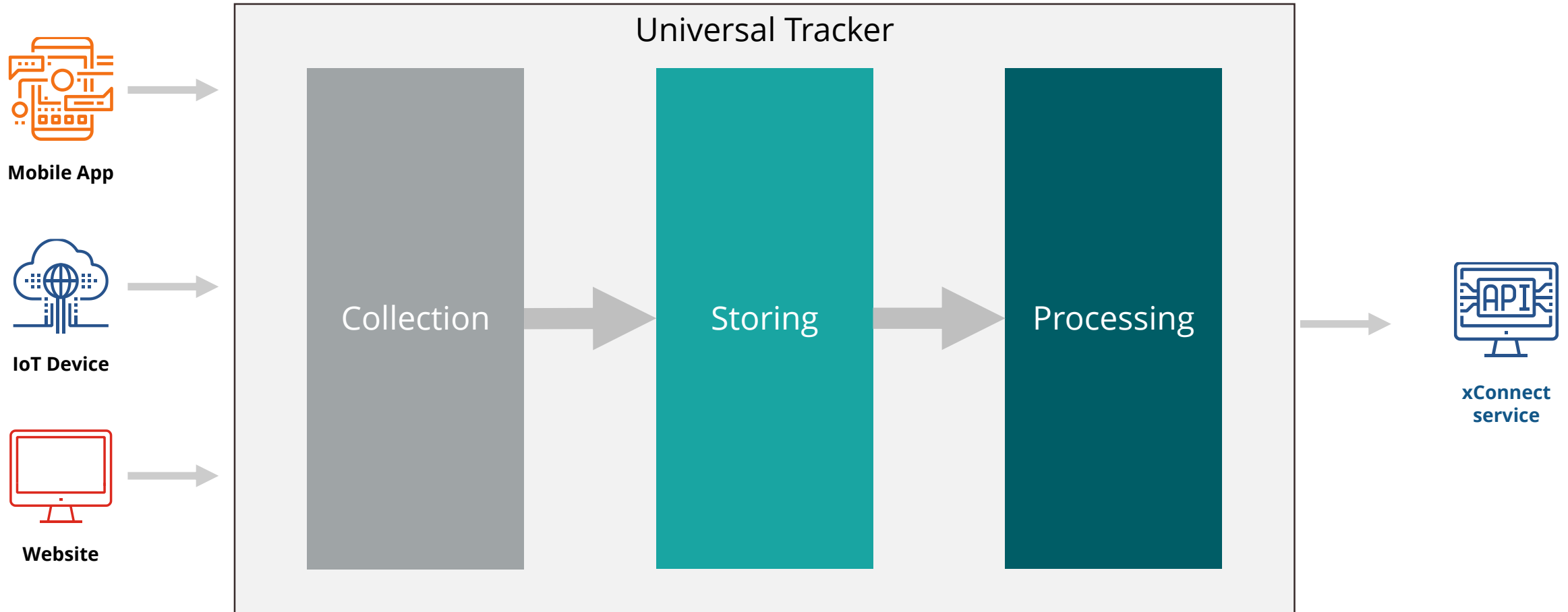
Scalable tracking service based on Web API technology designed for full freedom of collecting events as they occur real-time on any device



- Tracking service based on Web/REST API technology
- Track interactions as they're occurring
- Process interactions before they go into the Experience Database
- Plugin architecture
- .NET Core



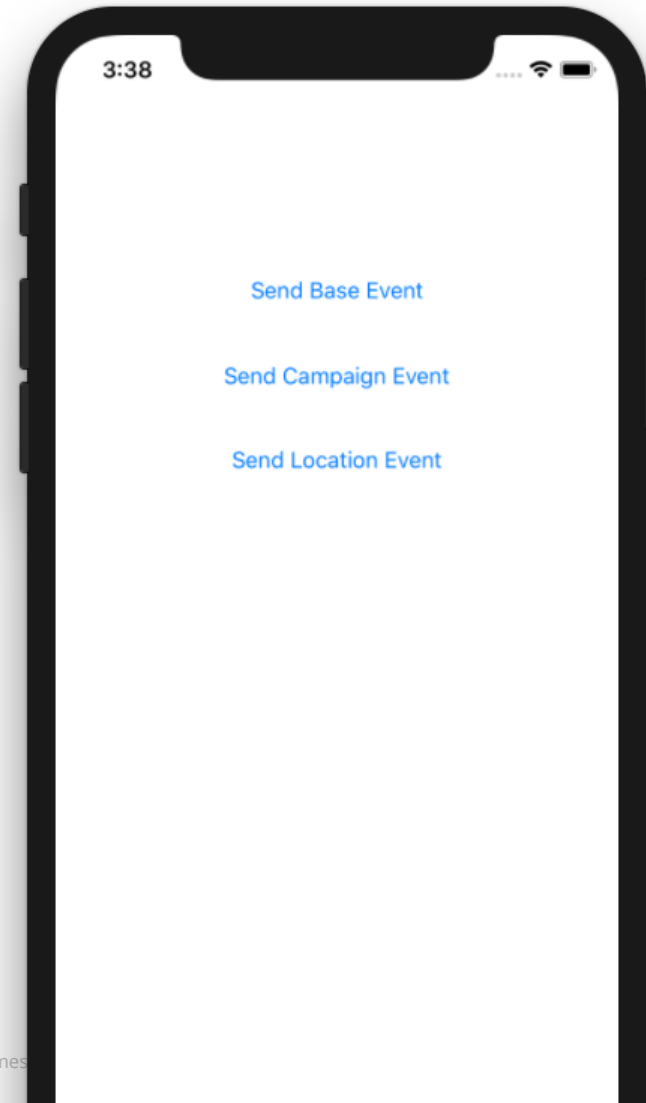
The Universal Tracker uses different stages in the whole process



- Register events
 - Interaction
 - Event types from xConnect
 - Additional events
- Portable Class Library
- Built into the Xamarin Mobile SDK

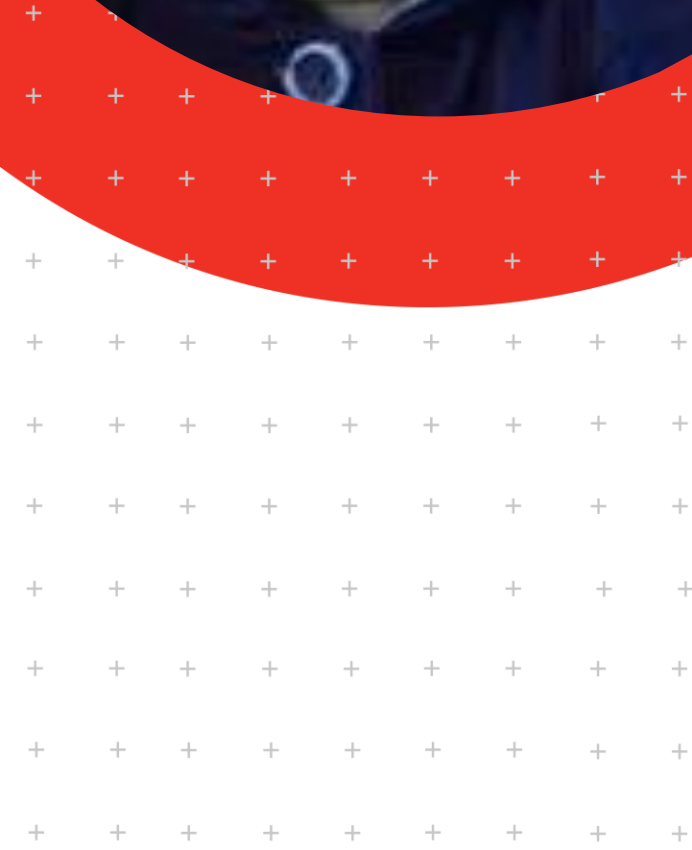
```
var locationEventRequest = UTRequestBuilder.LocationEvent(lat, lon)
    .Build();

var locationEventResponse = await session.TrackLocationEventAsync(locationEventRequest);
```





— Innovation Excitement



Time To Market

Release of Sitecore Install Assistant (SIA)



Release of Sitecore Install Assistant (SIA)

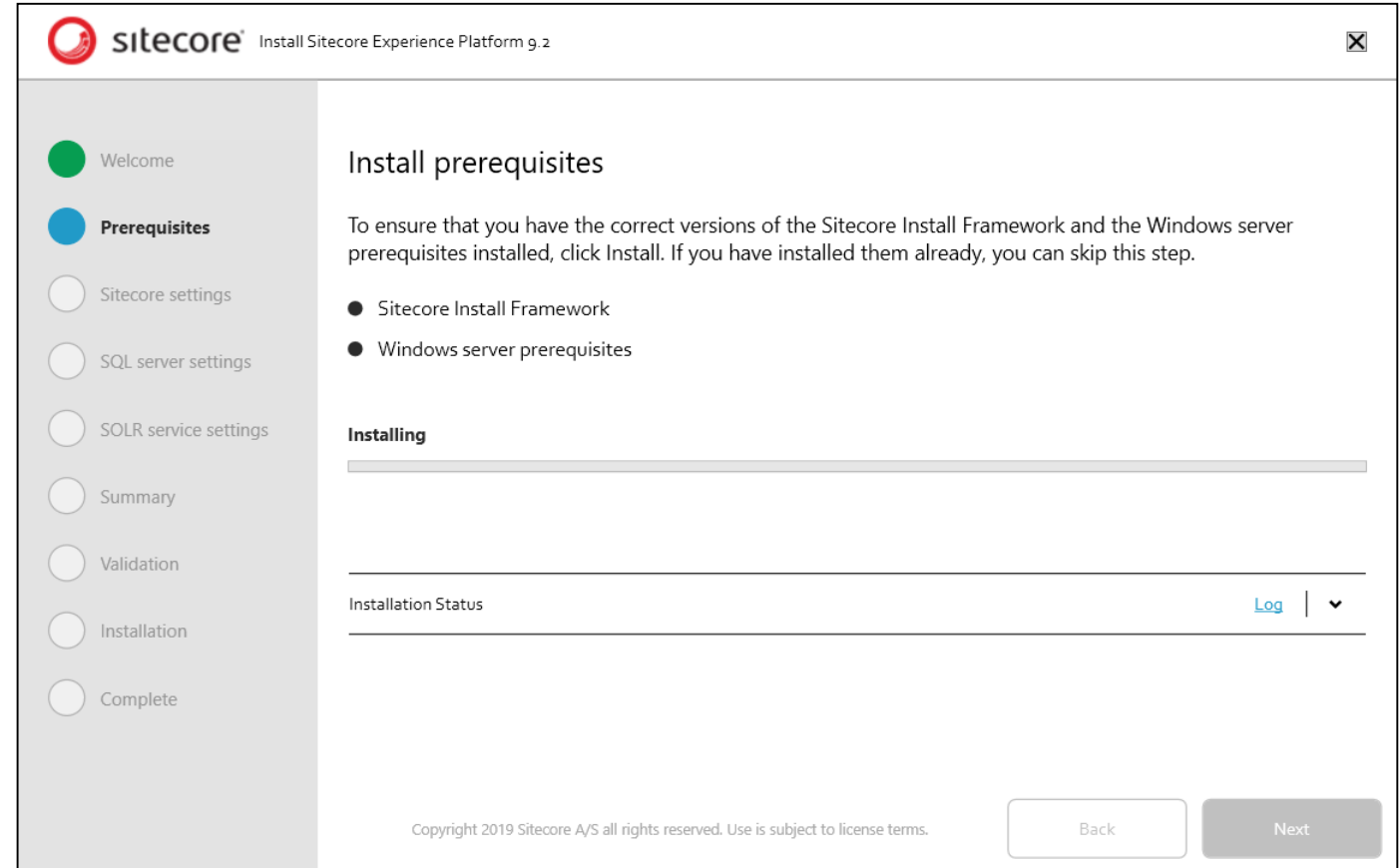


GUI for SIF + XP0

A wrapper around SIF

First release XP0 only

Quick start for non-technical users and developers



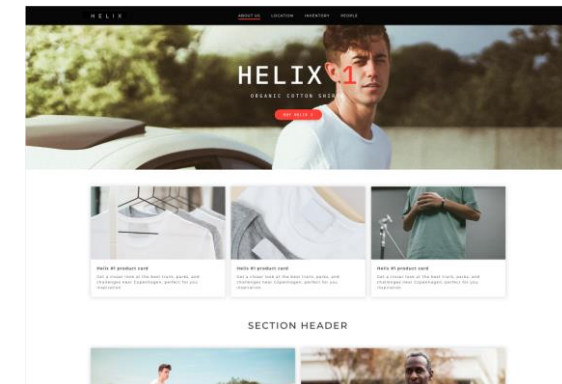
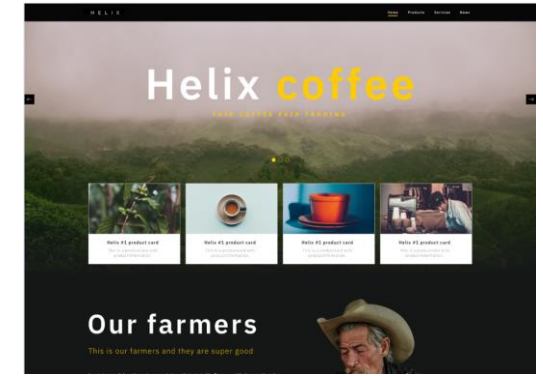
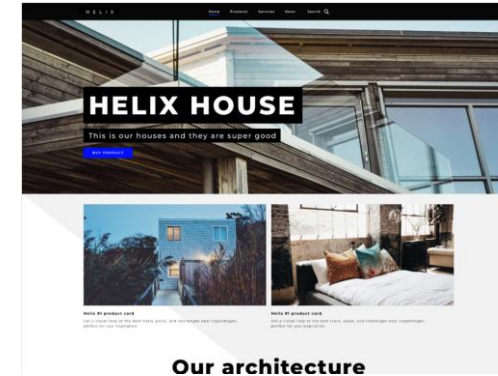


More focus on the why and core principles of Helix

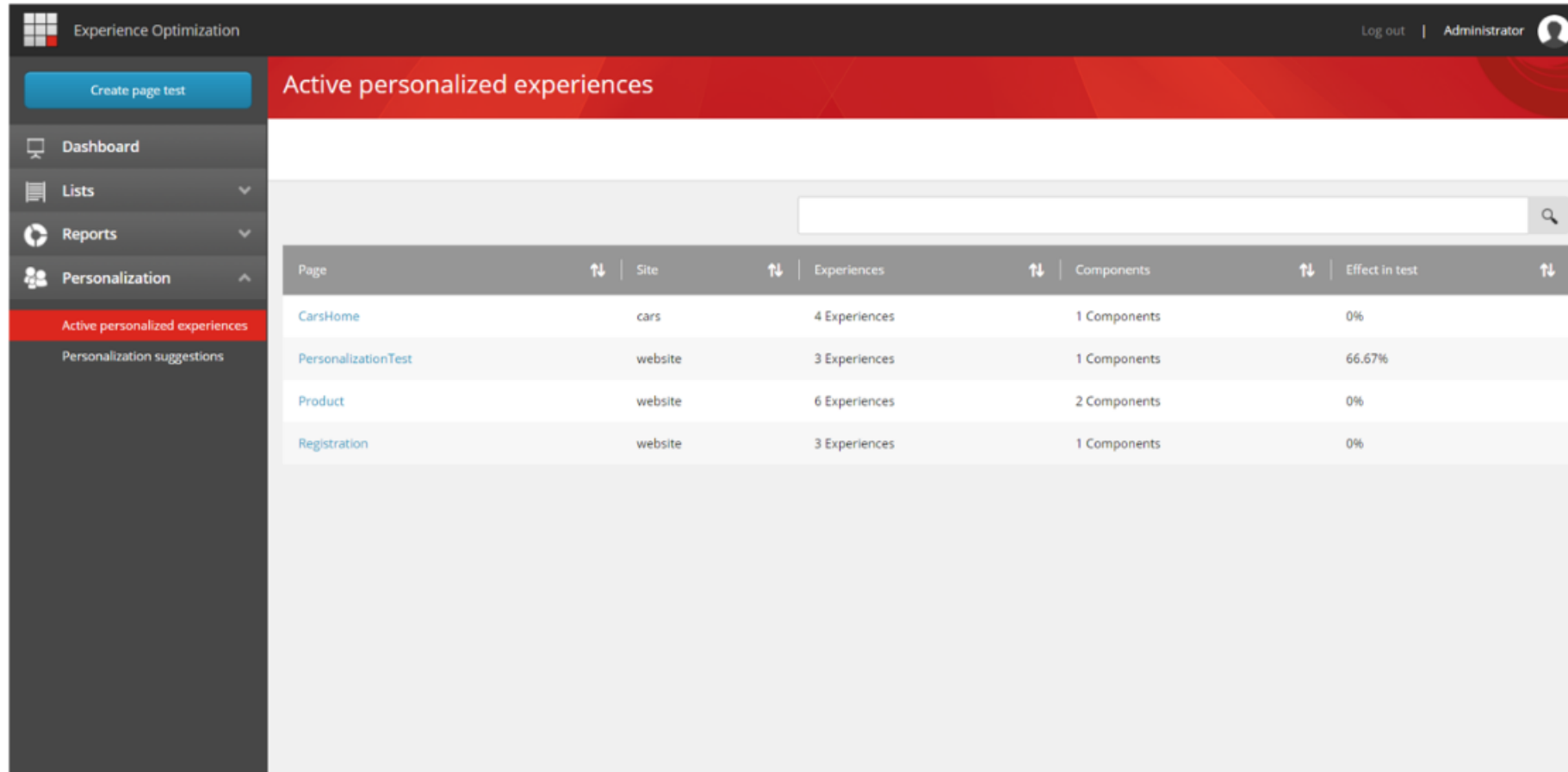
New set of examples and new UX designs

Alter and simpler VS project structure

Guidance for structuring for Commerce and xConnect



Active personalization report



The screenshot shows the Sitecore Experience Optimization interface. The left sidebar contains navigation options: Dashboard, Lists, Reports, and Personalization. The 'Personalization' section is expanded, showing 'Active personalized experiences' and 'Personalization suggestions'. The main content area displays a table of active personalized experiences.

Page	Site	Experiences	Components	Effect in test
CarsHome	cars	4 Experiences	1 Components	0%
PersonalizationTest	website	3 Experiences	1 Components	66.67%
Product	website	6 Experiences	2 Components	0%
Registration	website	3 Experiences	1 Components	0%

Active personalization report

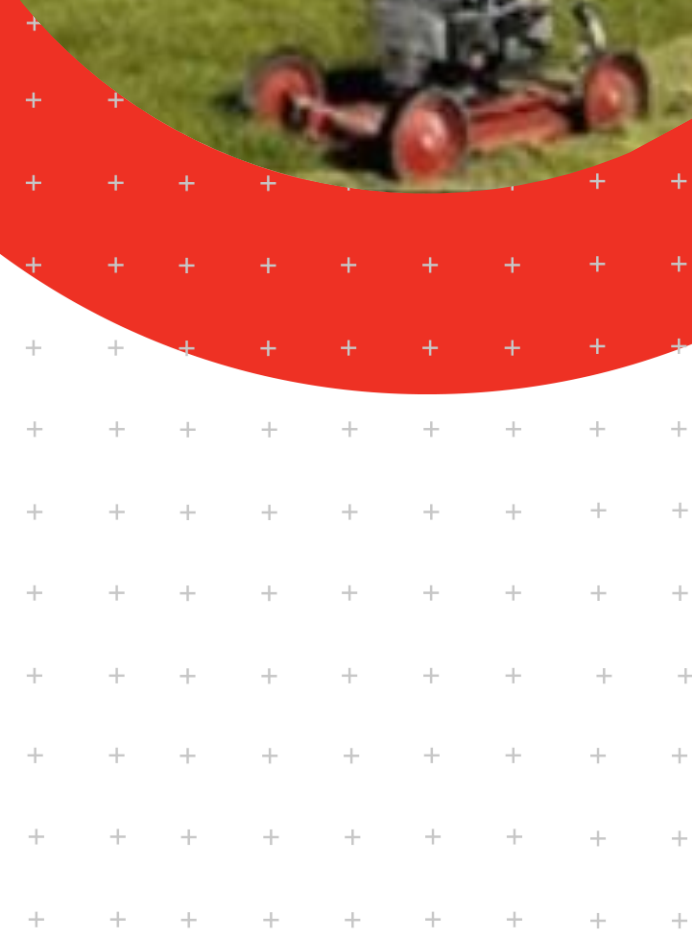
The screenshot displays the Sitecore Experience Optimization dashboard. The top navigation bar includes 'Experience Optimization', 'Log out', and 'Administrator'. A sidebar on the left contains menu items: 'Create page test', 'Dashboard', 'Lists', 'Reports', 'Personalization', 'Active personalized experiences', and 'Personalization suggestions'. The main content area is titled 'Active personalized experiences' and features a list of pages: 'CarsHome', 'PersonalizationTest', 'Product', and 'Registration'. A modal window is open over 'PersonalizationTest', showing a preview of a page with a woman on a smartphone. The modal includes labels for 'Lightbox' and 'Storage box'. To the right, a summary for 'Experience 1' is shown with the following data:

Metric	Value
Effect in test	66.67%
Trailing value/Visit	12.5
Visits	2 (33.00%)
Component	Sample Rendering (Lightbox)
Rule	where the country is equal to Canada

An 'Edit' button is located below the summary. A second 'Experience 2' card is partially visible at the bottom.

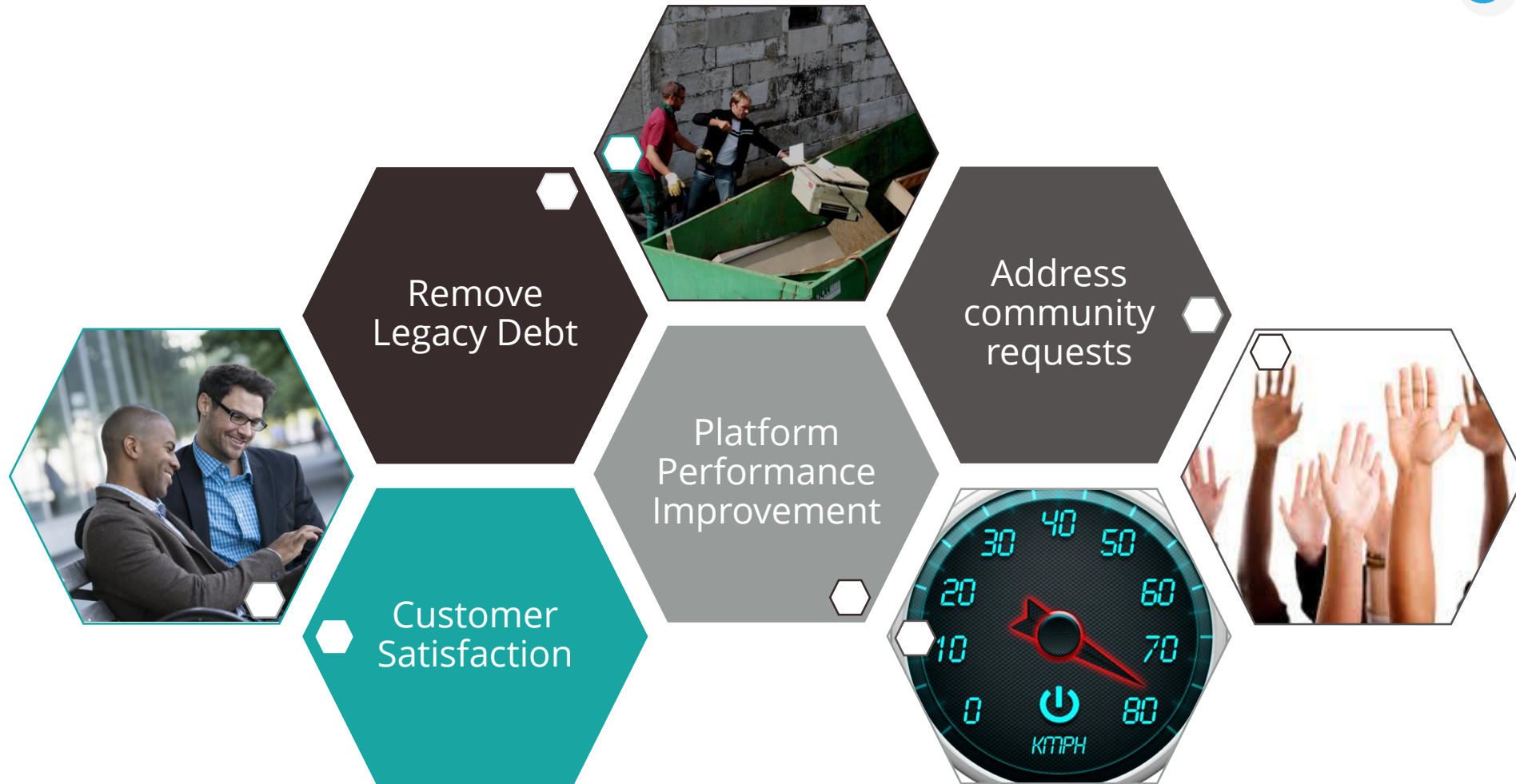


—○ Time To Market Efficiency



— Enhancements

Platform improvements



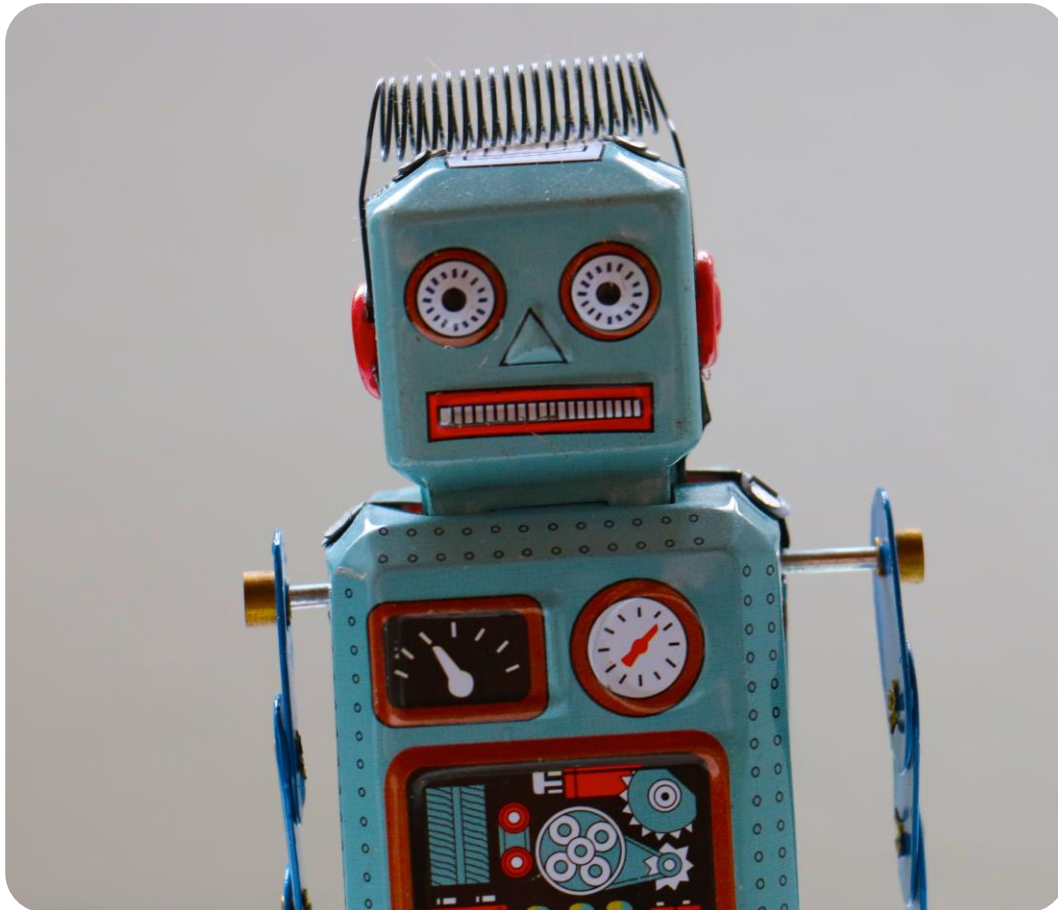
API to allow for maintenance and purging of data within xDB.

Meet regulatory criteria, such as GDPR.

Limit and reduce size of xDB.

Decrease rebuild time.





Updating detection to identify new, malicious bots.

Improved 30+ Personalization rules triggered on robot traffic

Improve analytics to filter out bot traffic.

Yaml File format for serialization





Brand new Sitecore *Search* role

Lucene is now Obsolete

Better control of field indexing in
Azure Search

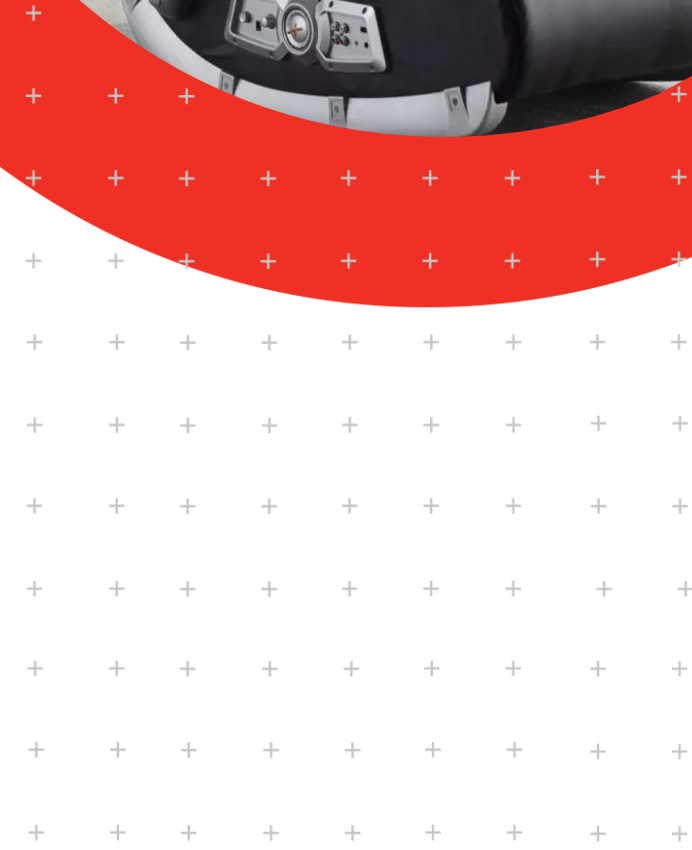
Reduced number requests to XConnect

Session:end improvements

Server role assignments



Enhancements Comfort





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Efficiency



Enhancements

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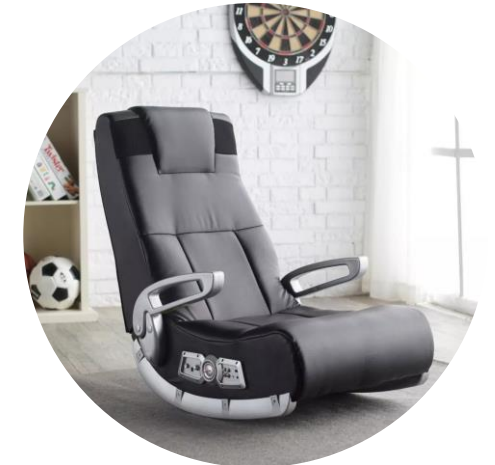
**Time to
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Efficiency



Enhancements

Comfort



HORIZONTAL INTEGRATION

RIGHTPOINT

valtech.



SEARCHSTAX

FuseIT[®] 
CONNECTED SOLUTIONS

Capgemini 

 content bloom

MOONRAFT



konabos

Thank you

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