JASON ST-CYR Presents
SAAS TO THE FUTURE
A SITECORE USER GROUP Presentation
Where we're going...
We don't need installers.
Jason St-Cyr
Head of Developer Advocacy
Sitecore
@StCyrThoughts

# November 30th

MVP applications

SUGCON CFP

# A push forward.

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# Back and forth.

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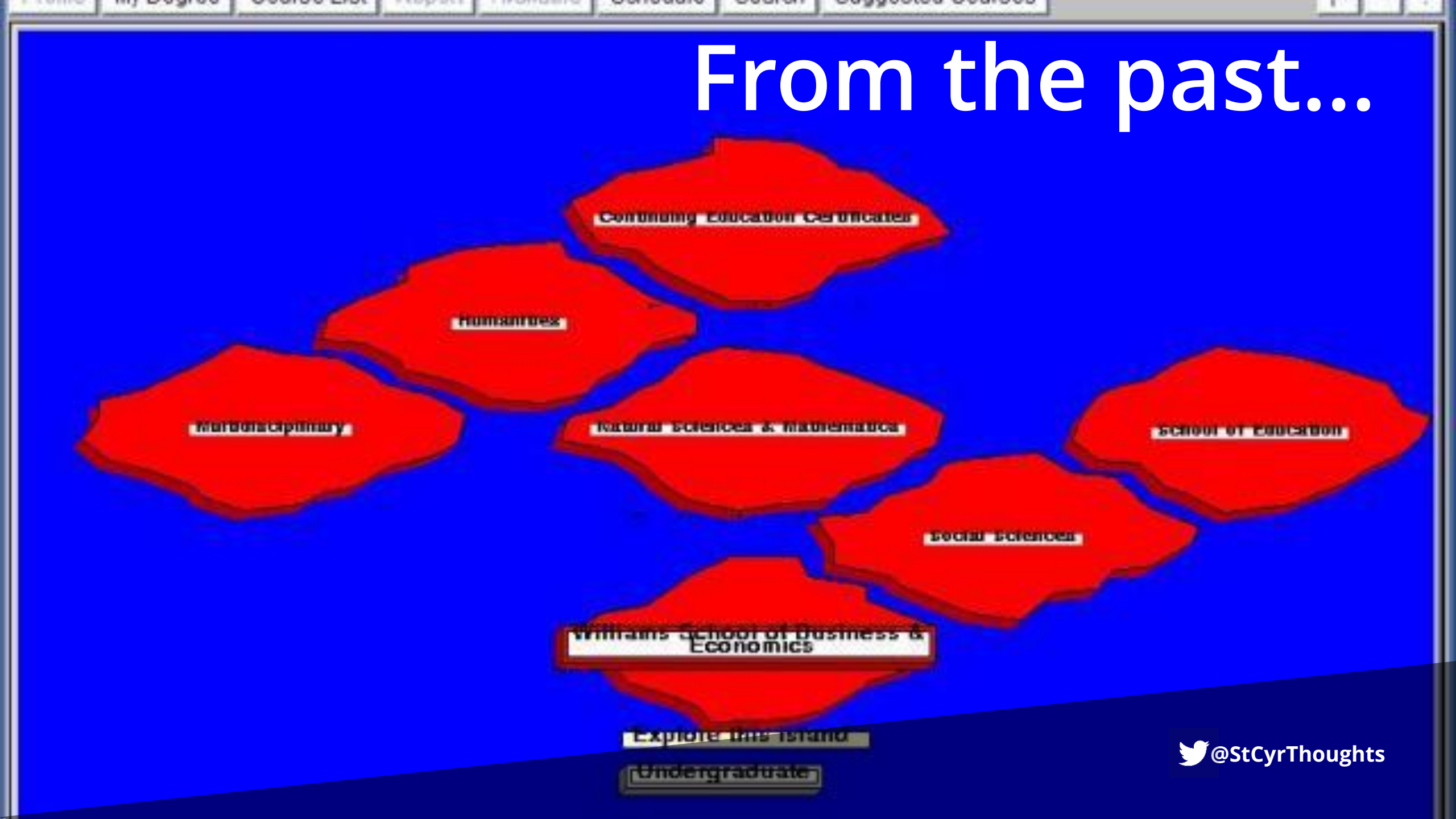
Griffith Observatory

# From the past…

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... to the future.
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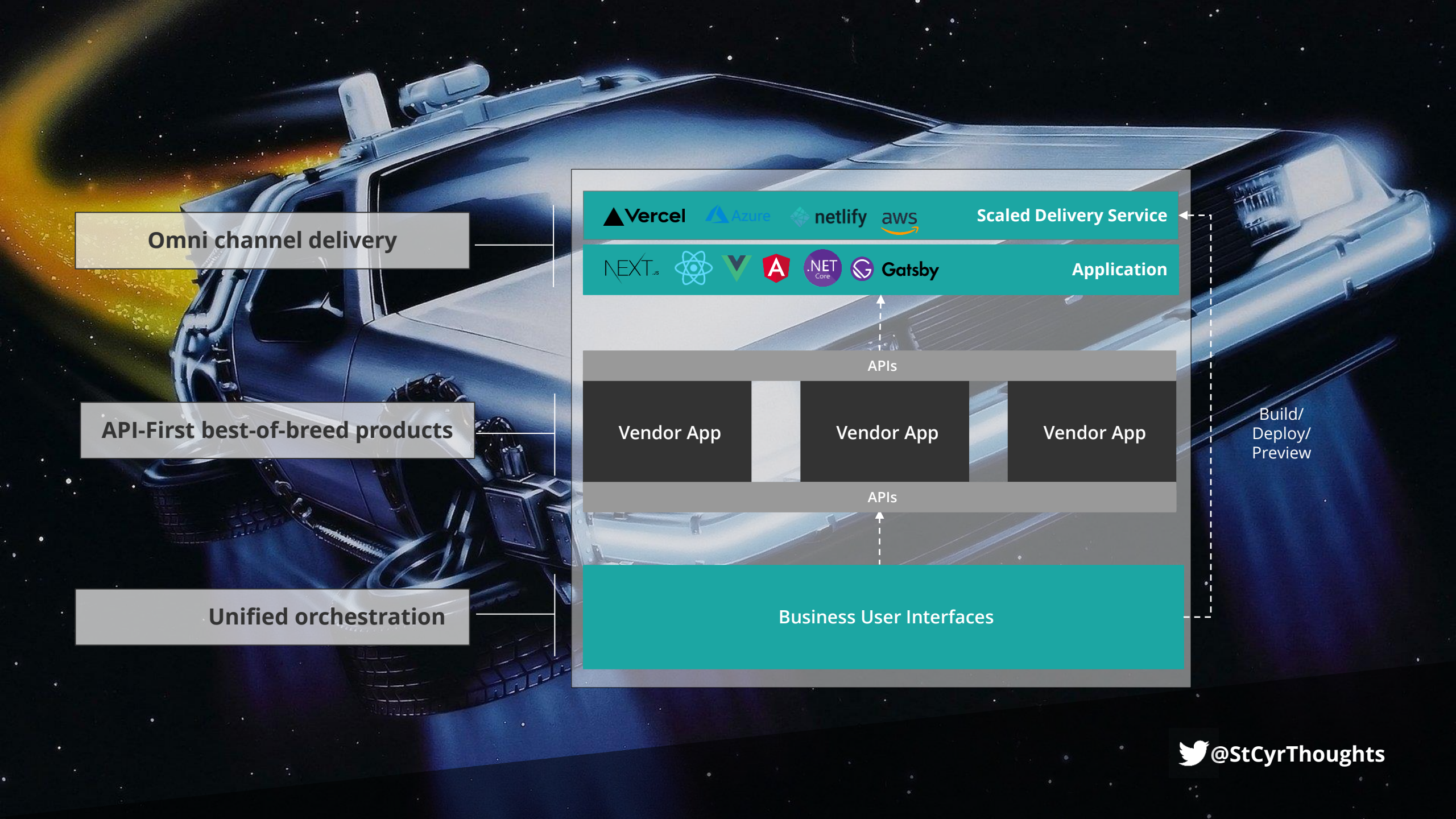
Art by tmtgraphic


Omni channel delivery
API-First best-of-breed products
Unified orchestration
Vercel
Azure
netlify
aws
Scaled Delivery Service
NEXT.js
.NET Core
Gatsby
Application
APIs
Vendor App
Vendor App
Vendor App
APIs
Business User Interfaces
Build/
Deploy/
Preview
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# Re-imagining the DXP

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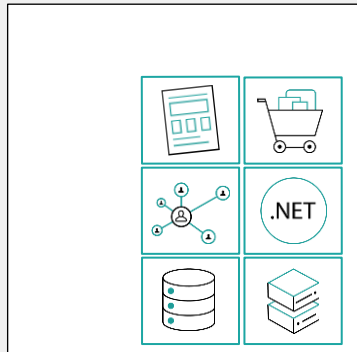
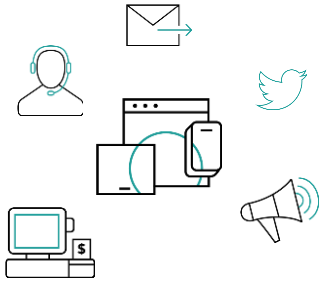
# The Platform DXP

## Platform DXP




Infinitely customizable, but lacks agility of cloud solutions



Mainly website centric

## All-in-one solutions

Experience Manager, Platform, Commerce

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# ...and the Composable DXP

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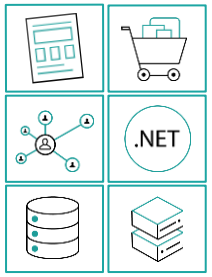
## Platform DXP

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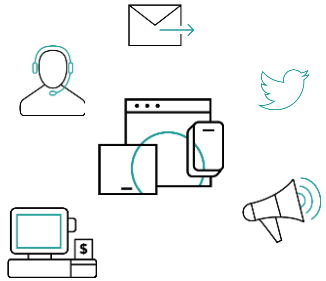
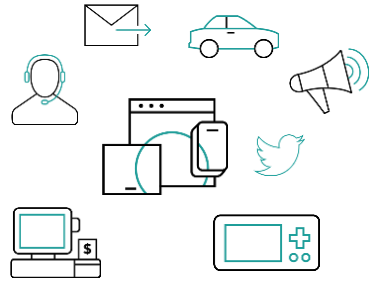


Mainly website centric

## Composable DXP

Composable solutions for every ecosystem



Across channels, devices and platforms.

### All-in-one solutions

Experience Manager, Platform, Commerce

### Composable solutions

Content Hub, Boxever, Four51, Moosend, Reflektion, future roadmap and existing marketing stack

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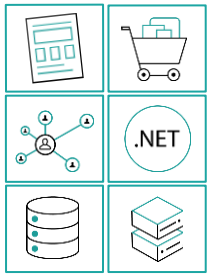
# Providing choice for customers

## Platform DXP

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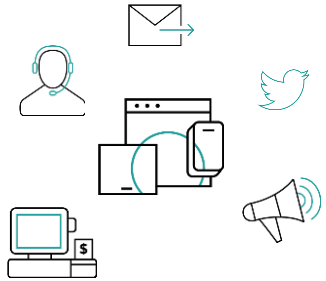

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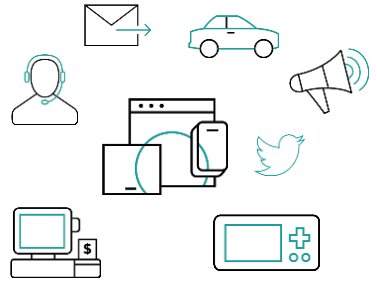

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**Both solutions will coexist in the market. Provides choice for customers.**

# Why Composable DXP?

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## Best for business

### Faster time to value
Customers consistently struggle to implement beyond content management with our Platform DXP.

### Best of breed approach
Allow our customers and partners to assemble Sitecore solutions that work with a best of breed martech stack.

### Lower TCO
Customers struggle with high cost of hosting and annual upgrades. Composable DXP will address both.

### Higher ROI
With a composable solution customers will get to ROI faster and unlock further opportunities to accelerate growth.

## Best for builders

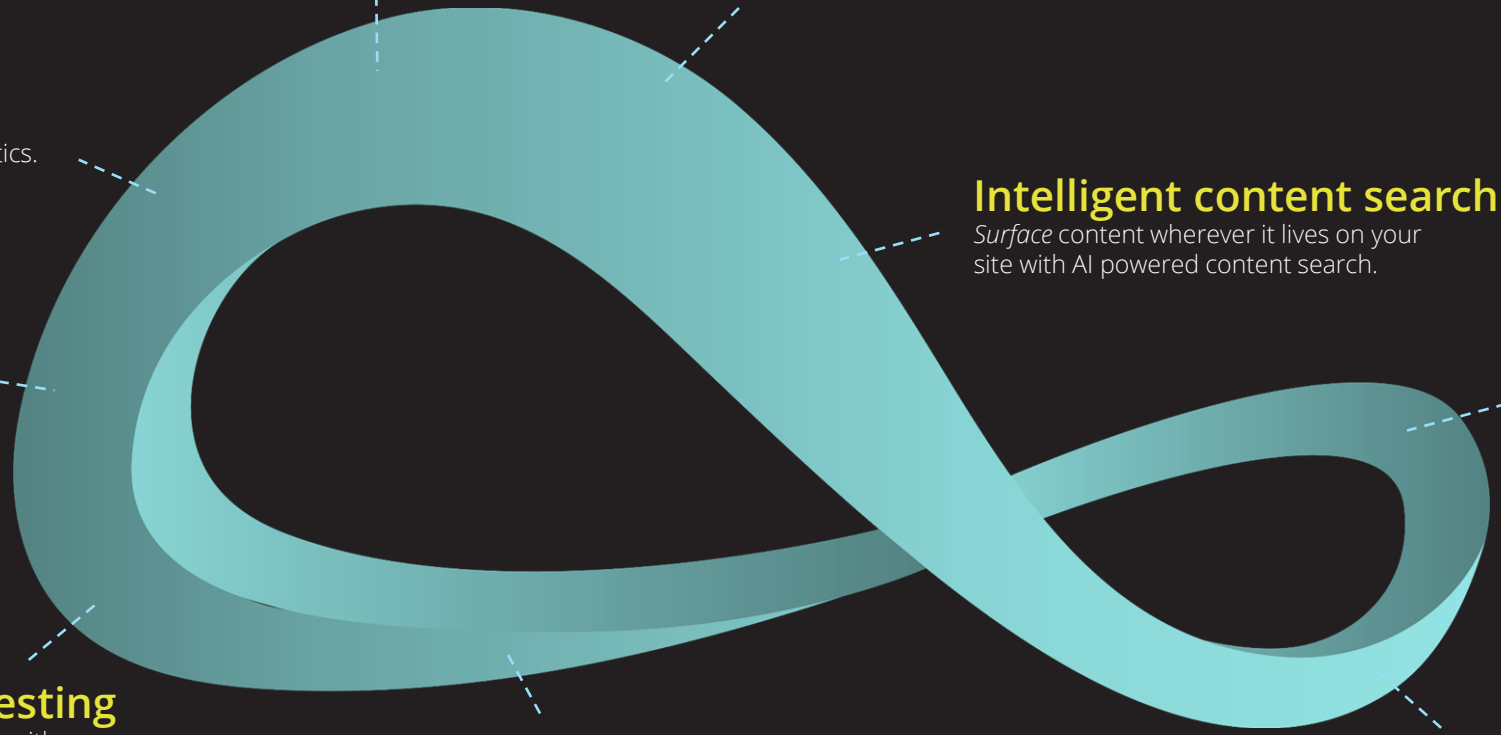
### Flexible development
Build solutions with modern frameworks - Headless, Jamstack, MACH, etc.

### Differentiated solutions
Partners can build value add and differentiated solutions and go after a wider total addressable market.

### Technical talent pool
Partners and customers can access a wider pool of talent across both .Net and Javascript communities.

### Faster development cycles
Modern CI/CD pipelines and Devops reduce innovation cycles leading to far greater agility.

**Partner, analyst, customer & prospect feedback signals demand for Composable DXP**



## Digital asset management

*Centralize* all your digital assets and deliver them to any customer touchpoint.

## Content management

*Create*, manage and deliver content across unlimited channels and markets.

## Content operations

*Collaborate* effortlessly on content marketing strategy, creation & analytics.

## Intelligent content search

*Surface* content wherever it lives on your site with AI powered content search.

## Marketing automation

*Engage* your audiences with automated email and messaging campaigns.

## B2X commerce

*Deliver* B2B / B2C / Storefronts via a headless and omnichannel platform.

## Personalization & testing

*Optimize* every customer interaction with A/B testing and personalization.

## Customer data management

*Understand* every user and uncover trends with real-time customer and journey insights.

## Product discovery

*Captivate* buyers with search and merchandizing experiences that drive conversion and loyalty.

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# Getting to 88mph

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Content

Commerce

Experience

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Content

Commerce

Experience

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Digital Asset Management

**Sitecore Content Hub DAM**
Easy to use email marketing, landing pages and AI recommendations

powered by Content Hub

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**Sitecore Content Hub CMP**
Content marketing strategy, collaboration, and workflow

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Headless CMS

Sitecore ???
Content authoring, visual builder, and content repository

powered by ???

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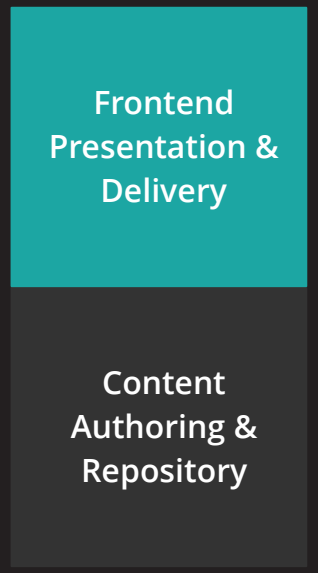
## Traditional CMS

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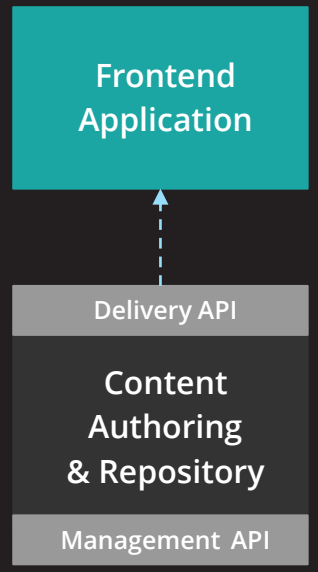
## Headless CMS

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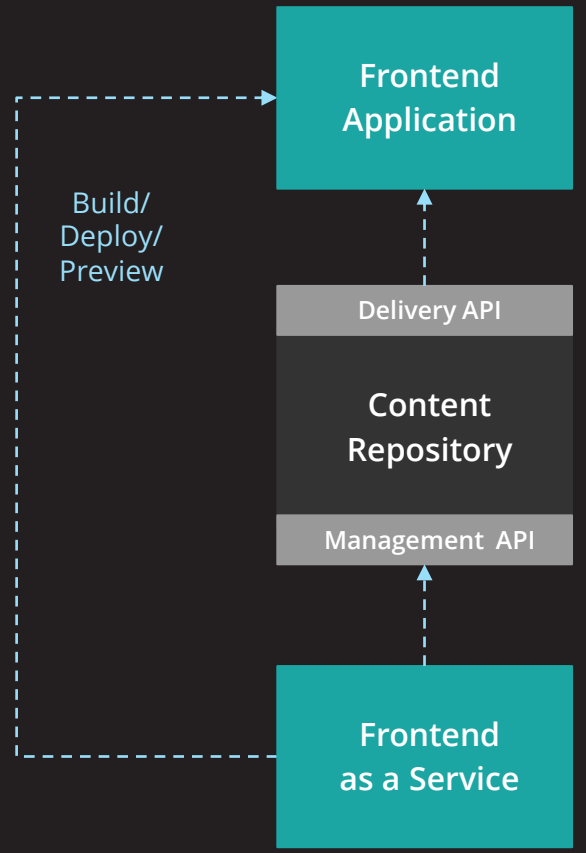
## No Compromise CMS




Deploy/Deliver Frontend

Headless CMS

Content Authoring & Visual Builder

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# Frontend-as-a-Service

Includes Sitecore Symphony - a game changing visual editor that composes experiences from multiple content sources.

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# Experience Manager Cloud

## The no compromise CMS

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# Experience Manager Cloud

**Headless**

Our de-facto CMS architecture will be headless. Includes site, layout and page management.

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Re-architected XM for the cloud. Elastic scale, upgrades and compatibility issues become a thing of the past.

# Experience Manager Cloud

**Headless**

Our de-facto CMS architecture will be headless. Includes site, layout and page management.

**Cloud native**

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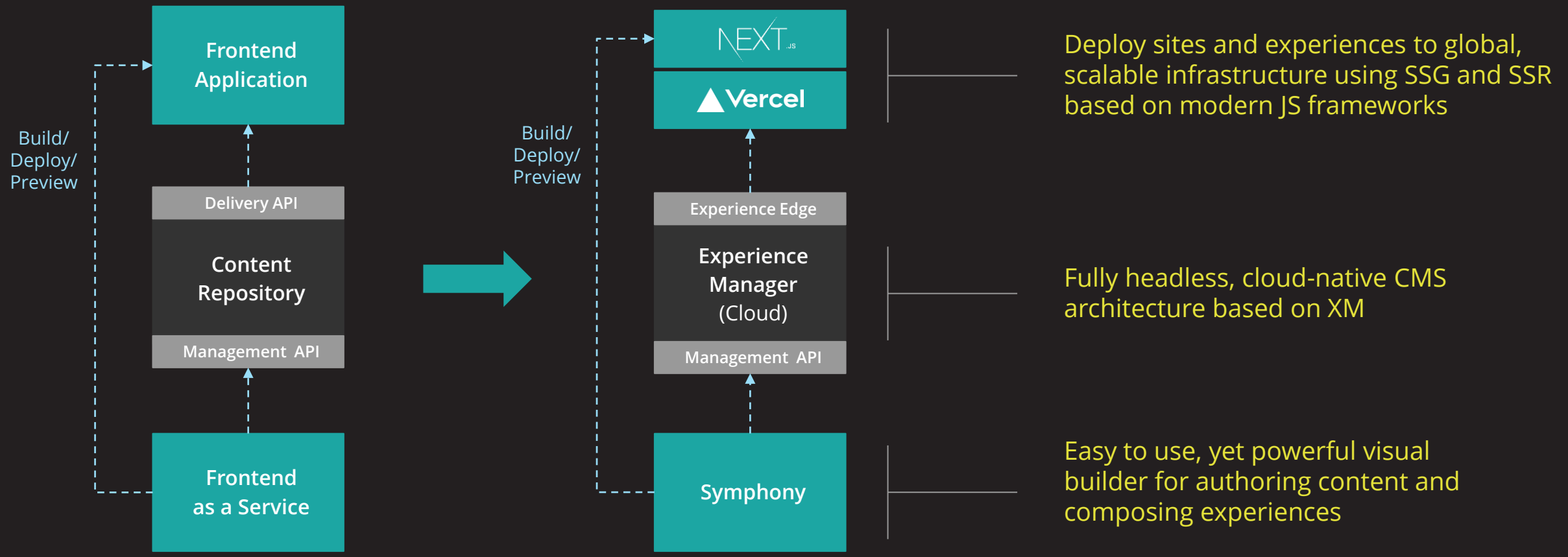
**Jamstack ready**

Works with modern frontend frameworks and CDNs. Supports all deployment scenarios.

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Content

Commerce

# Experience

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**Marketing Automation**

**Sitecore Send**

Easy to use email marketing, landing pages and AI recommendations

powered by

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**Customer Data Management**

**Sitecore CDP**
Track, identify, segment with privacy by design

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Real-time personalization, experimentation, and Decisioning

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Content

Commerce

Experience

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**B2X Commerce**

**Sitecore OrderCloud**
Future-proof headless commerce,
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**Product Discovery**

**Sitecore Discover**
Product and content discovery, automated site experiences, data-driven results

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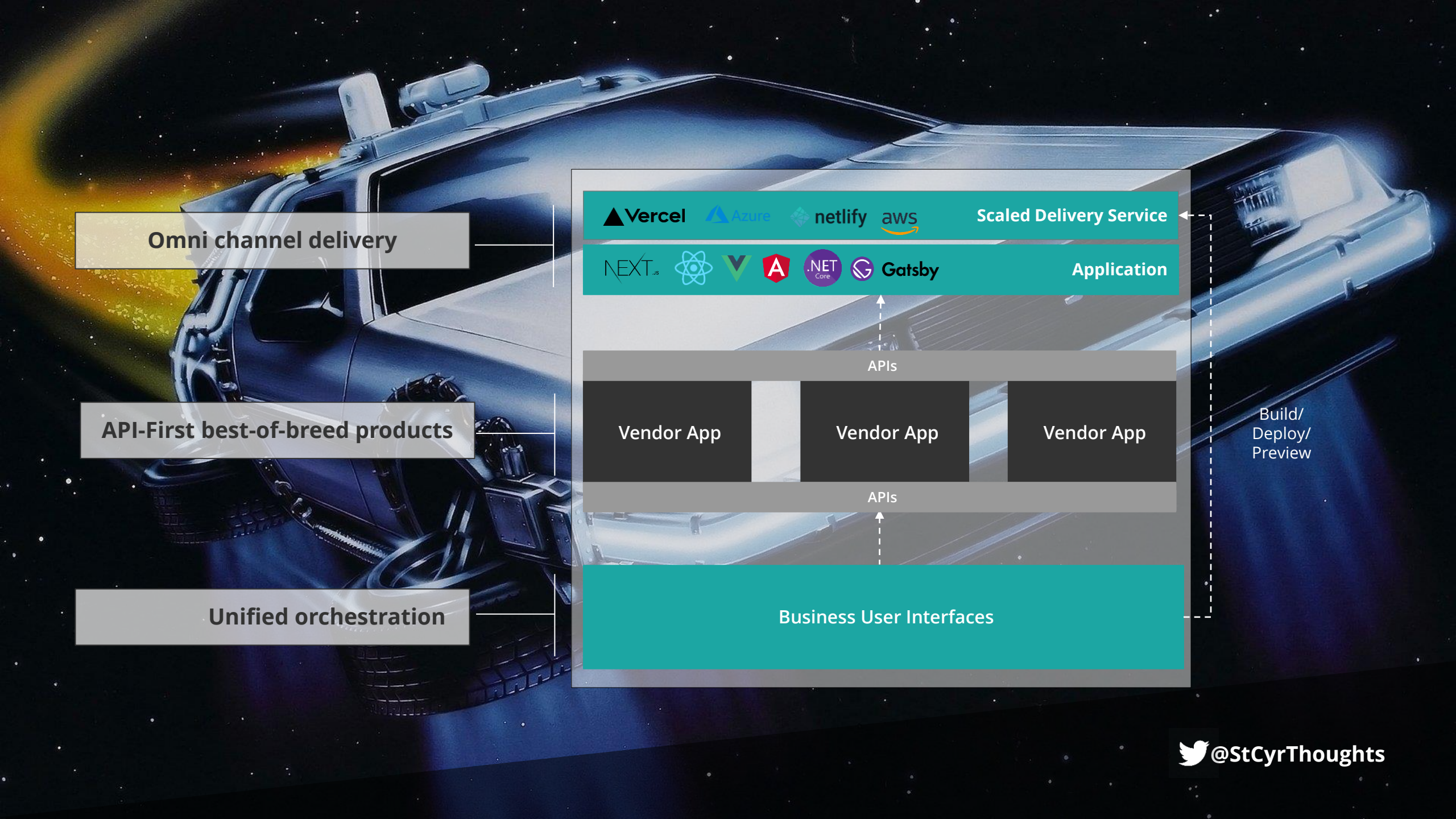
**Intelligent Content Search**

**Sitecore Search**
Preview searches, AI-assisted results, indexed across XM/Content Hub.

powered by Reflektion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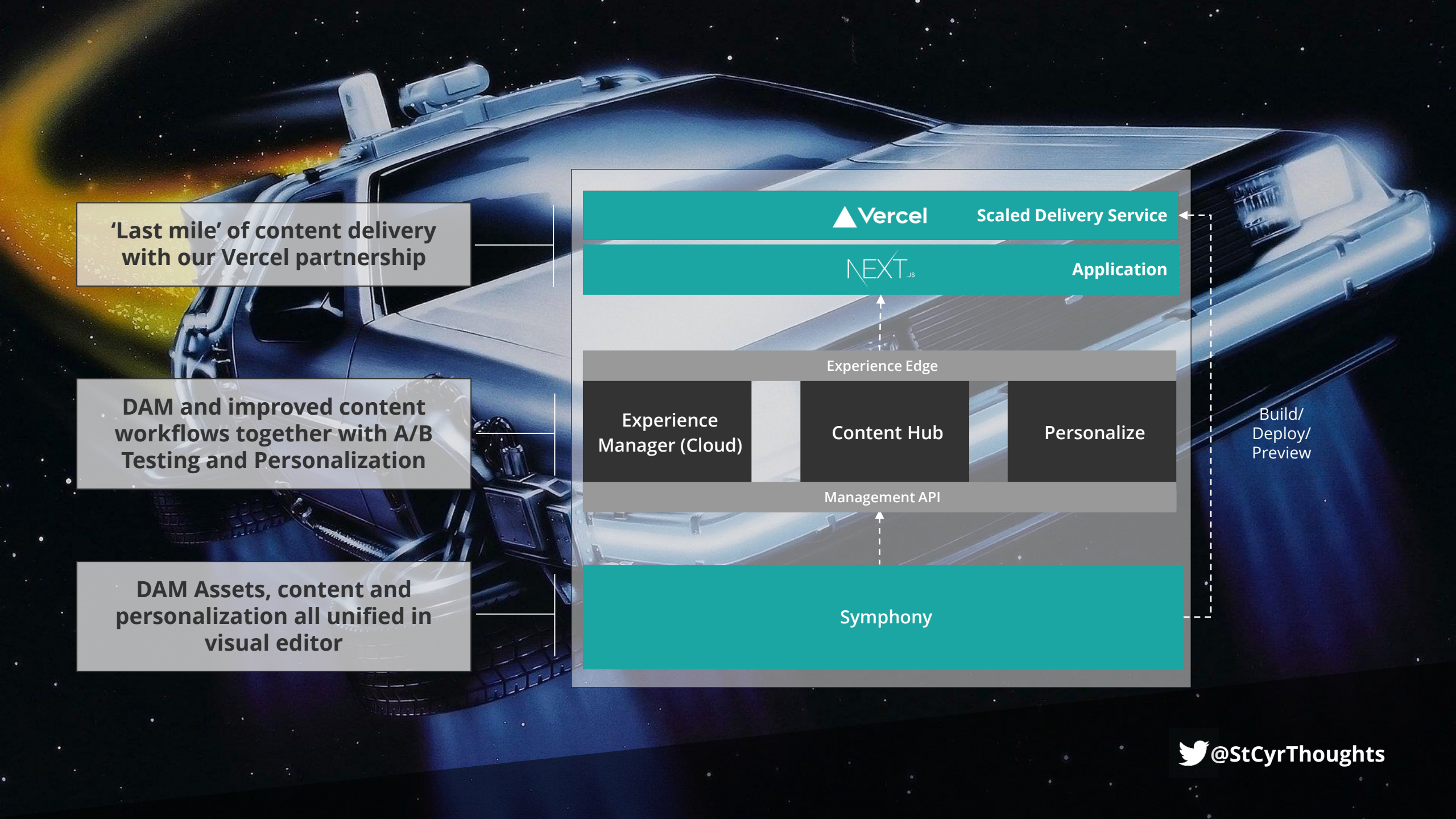
‘Last mile’ of content delivery with our Vercel partnership
DAM and improved content workflows together with A/B Testing and Personalization
DAM Assets, content and personalization all unified in visual editor
Vercel
Scaled Delivery Service
NEXT.JS
Application
Experience Edge
Experience Manager (Cloud)
Content Hub
Personalize
Management API
Symphony
Build/ Deploy/ Preview
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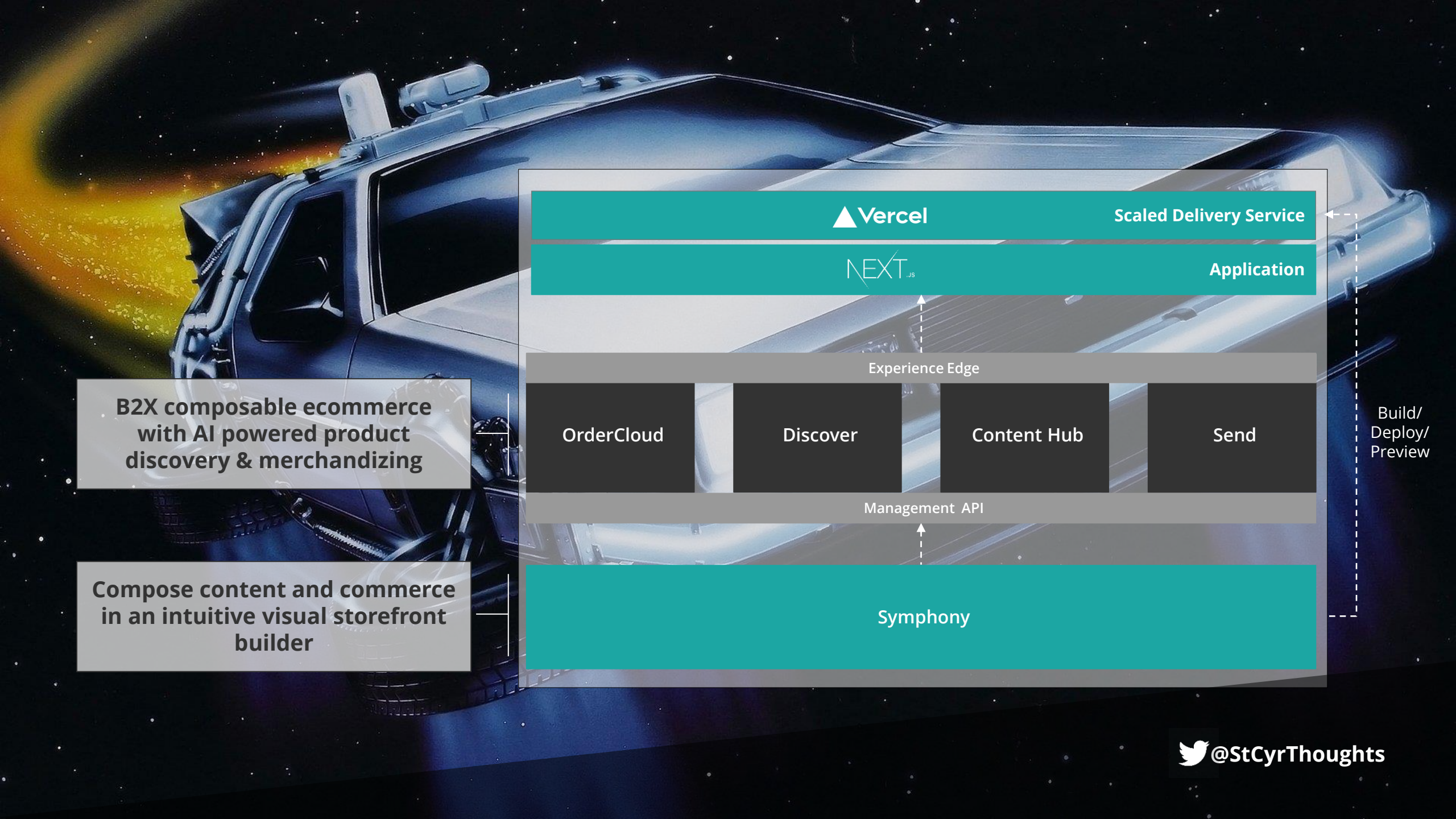


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# Composable DXP

## Best of Breed. Better Together.

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# Introducing Sitecore XP 10.2

Supercharging your journey to the future!

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Art by tmtgraphic

# Sitecore 10.2 Highlights

## Focus on Headless

- Improved authoring user experience for headless sites
- Headless rendering hosts can now utilize the Horizon editor

## Delivery with Experience Edge for XM

- Publish XM content to a globally distributed delivery platform to power a highly scalable headless solution.

## Focus on Solr

- Azure Search is now deprecated, can now focus on Solr-specific features.

## Performance and stability

- EXM DDS containers, xConnect performance
- Data purge for interactions

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# Sitecore 10.2 Highlights – Headless Managed Cloud

## Ready for the future

- Right-sized 10.2 and modernized to prepare for Cloud journey

## Lightning-fast performance

- Bundled with Edge, now benefit from increased site and page performance vs. traditionally CD delivered experiences

## Smaller Investment

- Reduced TCO with elimination of Content Delivery nodes for headless

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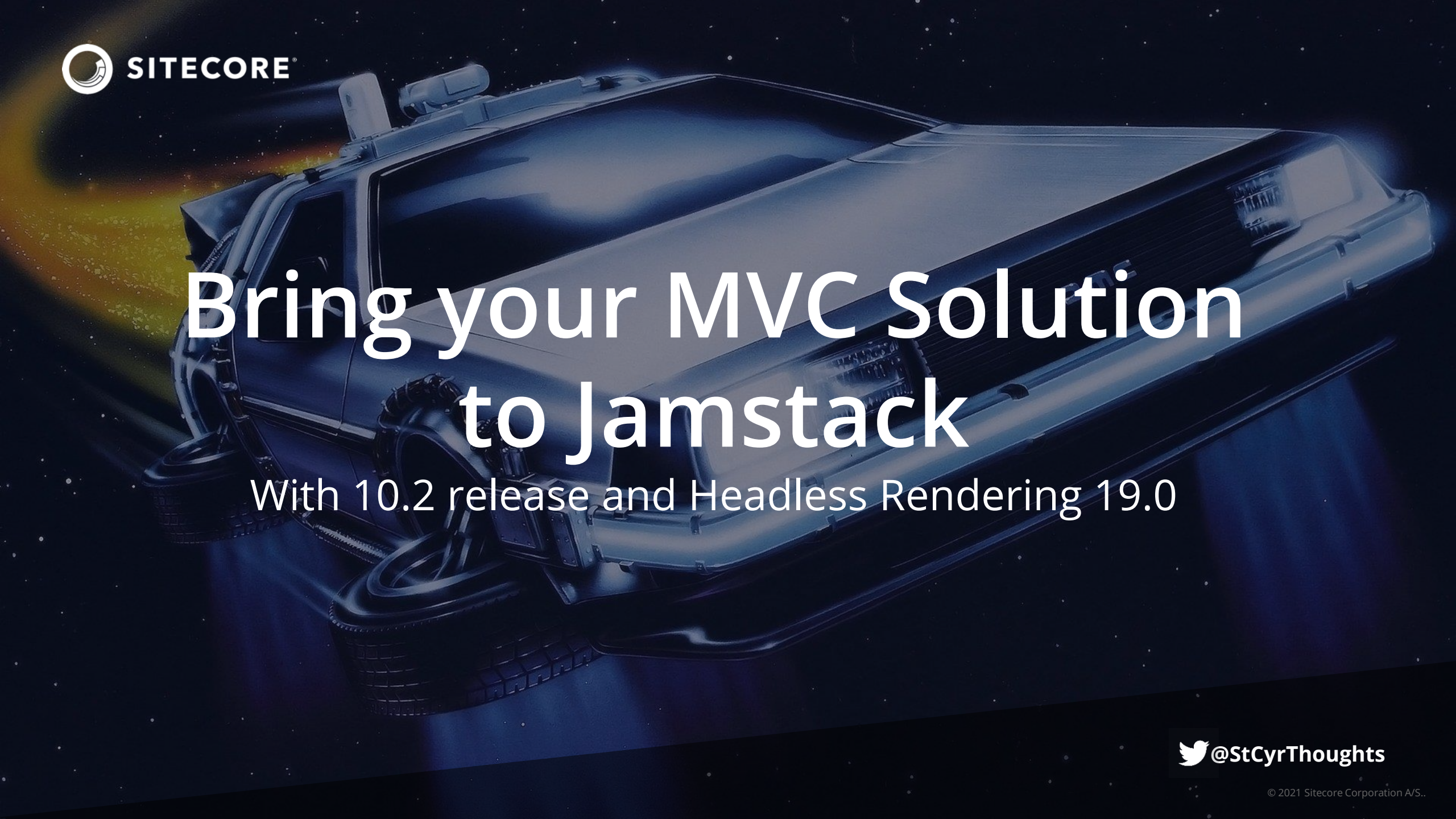


# Bring your MVC Solution to Jamstack

## With 10.2 release and Headless Rendering 19.0

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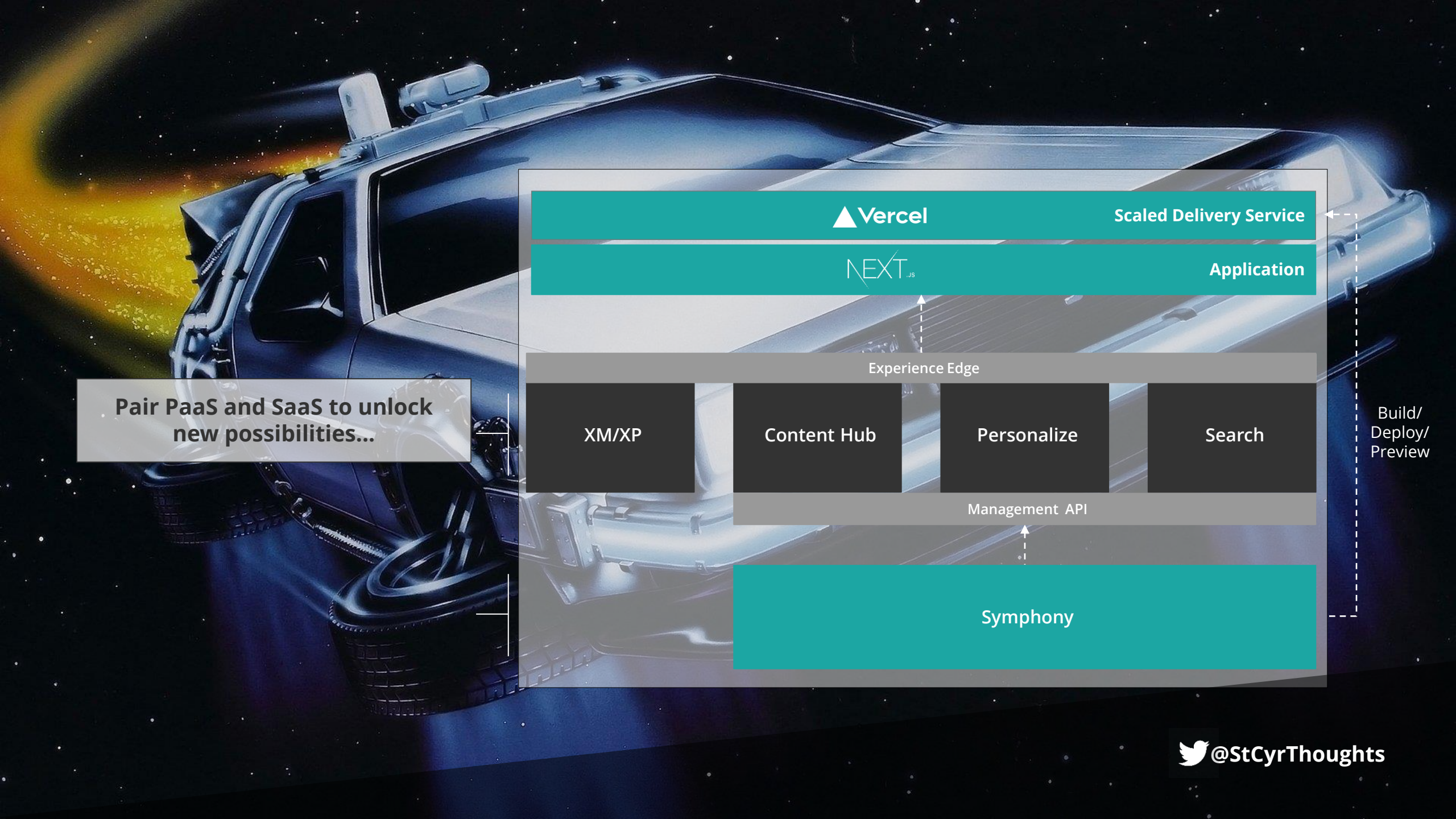
Vercel
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Pair PaaS and SaaS to unlock new possibilities...
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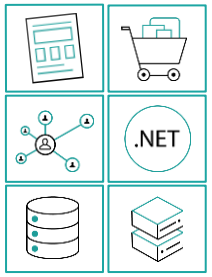
# Providing choice for customers

## Platform DXP

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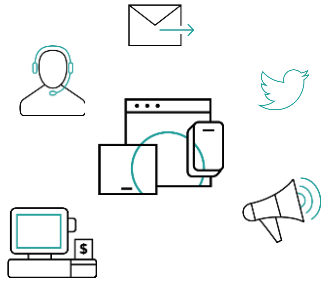

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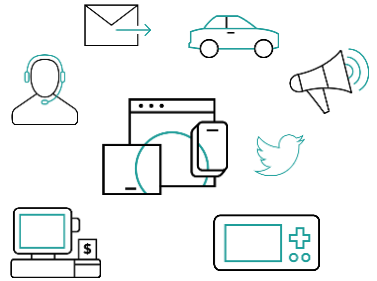

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# Questions?

Any thoughts on what's coming? Do you see this working for your teams?

You can also reach me at:

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THANK YOU!
SAAS TO THE FUTURE
BE EXCELLENT TO EACH OTHER!
Jason St-Cyr
Head of Developer Advocacy
Sitecore
@StCyrThoughts