FISHTANK

The Paths Forward on Sitecore

XM Headless or XM Cloud?

Date: December 13, 2024

Presented at: SUG Jaipur

Hello SUG Jaipur!

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VP, Engagement
4x Sitecore MVP

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- Exec and people leader
- Dad of 3, including twins
- Lover of music
- Writer of stories
- Game Master for fellow D&D lovers
- 13+ years in the Sitecore community!

The Plan for Today

The benefits of **Sitecore XM Cloud** vs. Sitecore Experience Platform (XP).

Why **serverless infrastructure** is the right move.

Strategies for navigating the **move to headless** architecture.

Fishtank at a Glance

100+

Successful Digital Solutions across businesses of every size and vertical

12

Completed Sitecore XM Cloud Launches

12+

Years of Sitecore experience and expertise

5

Sitecore MVPs in 2024

Full Suite of Expertise

Strategy
Implementation
Technology
Infrastructure
UX / Design
Roadmap

If You Know, You Know

We continuously invest in thought leadership throughout Fishtank.

We are the reference for many across our industry.

Over +200 articles a year shows our commitment to **learning and education.**

Facing the Challenge

Why are customers moving to headless and Sitecore XM Cloud?

Problems Today on Sitecore XP

Local Development

Full Sitecore installation.

Application Code

.NET MVC

CI/CD Deploy

Content Deploy

Custom Deploy

Custom Build

Verify and Swap

Custom Blue/Green

Sitecore CD

Front-End Website Delivery.

Sitecore CD

Front-End Website Delivery.

Experience Manager

Content management.

Experience Platform

Marketing and personalization.

IaaS Hosting

Kubernetes/App Services/Virtual Machines

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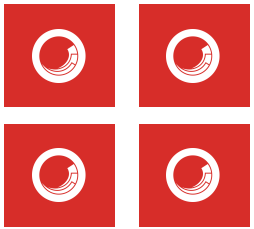

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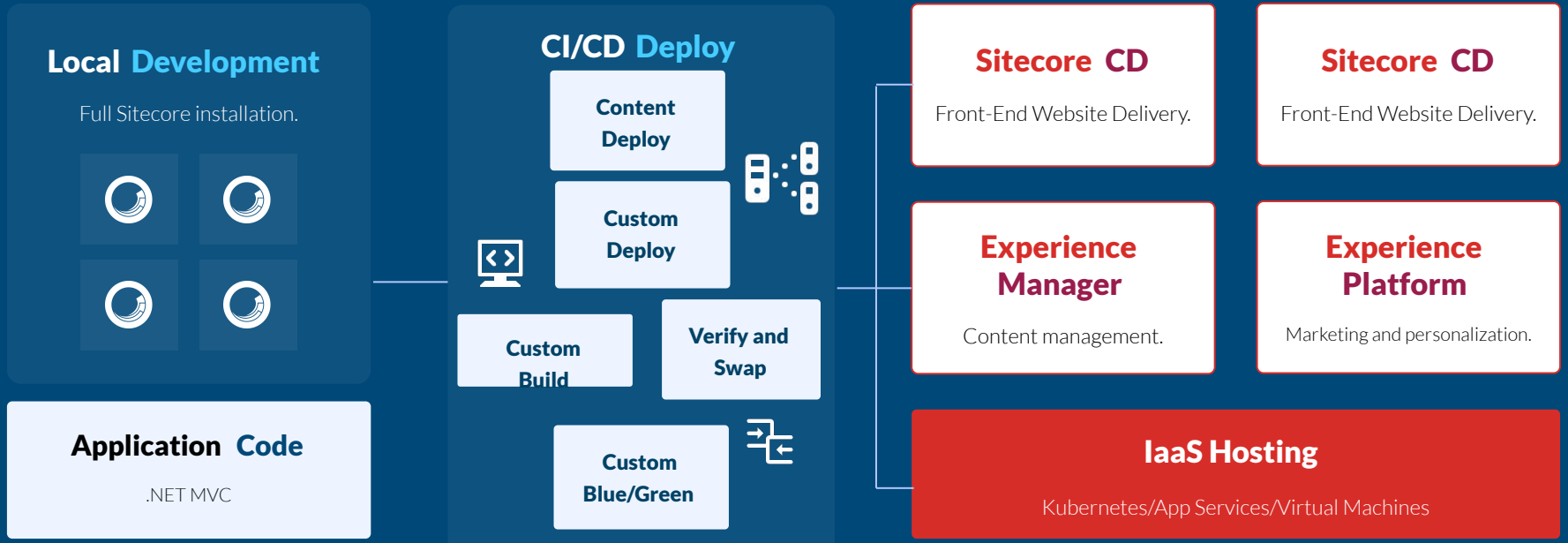

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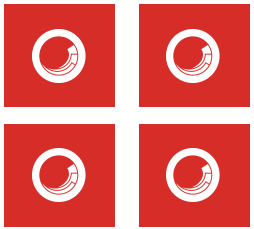

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We can do better.

Transitioning to Headless — Real Options

1

Sitecore XP Today

- **Outdated** MVC technology
- Front-end devs are **frustrated with their workflow**
- Responsible for all **infrastructure / upgrades**

2

Sitecore XP Headless

- Use **modern dev frameworks** and hosting
- More efficient **DevOps flow**
- Offload responsibility for front-end hosting, **but still own CMS and upgrades**

3

Sitecore XM Cloud

- XP Headless plus **new authoring UX**
- **Global** content delivery index
- Offload responsibility for all **infrastructure / upgrades**

Side-by-Side Comparison	XP Today	XP Headless	XM Cloud
SaaS hosting of front-end application		✅	✅
SaaS hosting of Sitecore CMS backend			✅
Use modern dev frameworks		✅	✅
Improve editing UX for business users		✅	✅
Modern FeaaS editing tools for Pages and Components			✅
Re-use existing licensing	✅	✅	
Aligned with Sitecore roadmap		✅	✅
Global content delivery index (Experience Edge)		(requires additional licensing)	✅
Customize CMS backend	✅	✅	
Personalization	✅	✅	✅ (partial)
Full XP Digital Marketing capabilities	✅	✅	(requires additional licensing)

The Technology Value

Simpler, Faster Development

Simpler tech stack with less. No re-compiling, re-deploying, no more C# to MVC. Fast, efficient JavaScript-based.

Next Gen Web Framework

Next.js is website framework built specifically to deliver optimized, scalable, sites with industry leading performance.

Serverless Delivery & DevOps

Leverage SaaS technologies like Vercel and Netlify give us global reach, infinite scaling, built-in deployments

Decoupled Technology

Develop without Sitecore. Deliver content to any device.

The Business Value

Future Proof

Built on the latest technology and aligns with Sitecore's roadmap.

Reusability & Efficiency

Headless approach means more options for component sharing and re-usability.

Less Time Authoring

Dramatically improved authoring experience means more free time and more possibilities for the business.

Easier To Staff & Support

React / Next.js developers are easier to come by than Sitecore developers. Gives existing Sitecore developers new, modern development tools.

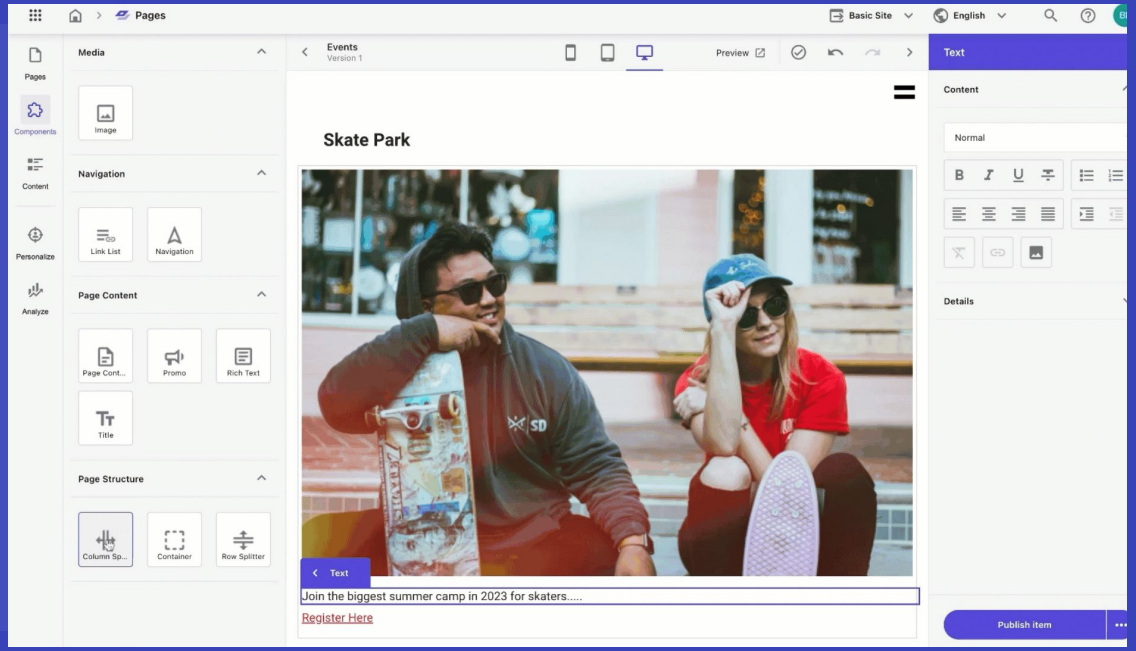
XM Cloud

A quick review of the good stuff

Why XM Cloud? The Benefits

The benefits of the enterprise leader in DXP / CMS on SaaS.

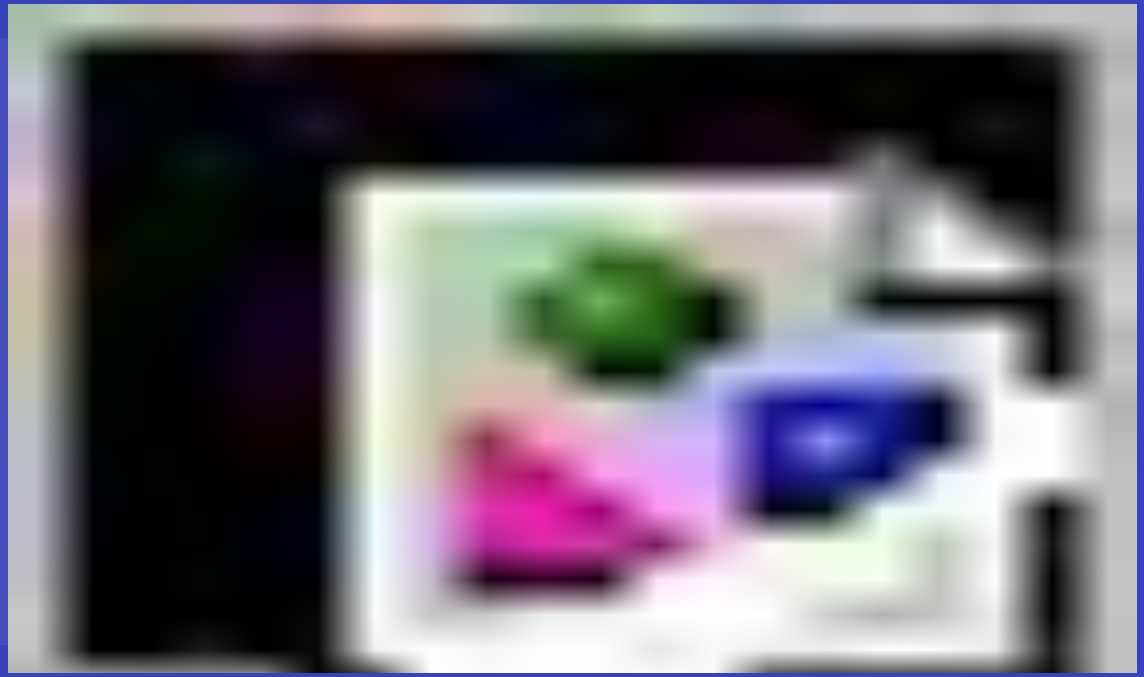
- No more upgrade projects
- Next generation frameworks
- Easier to staff and support
- Always up-to-date
- Rapid innovation cycles
- No operational footprint
- Lower total cost of ownership
- New modern authoring UX



Why XM Cloud? The Benefits

A low-code / no-code way of creating new site features.

- Front-End as a Service (FEaaS)
- Bring your own design system
- Drag-and-drop builder
- Pull in data from other sources and re-use on other platforms

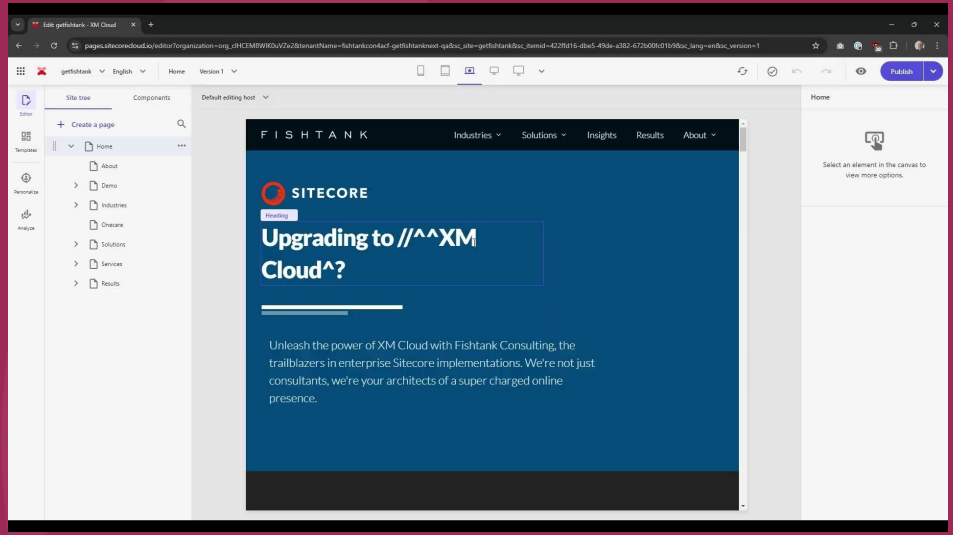


The New Authoring UX

Stay in your flow.

- Create new pages
- Access everything in one place
- Build it out yourself with a library
- Design your own components

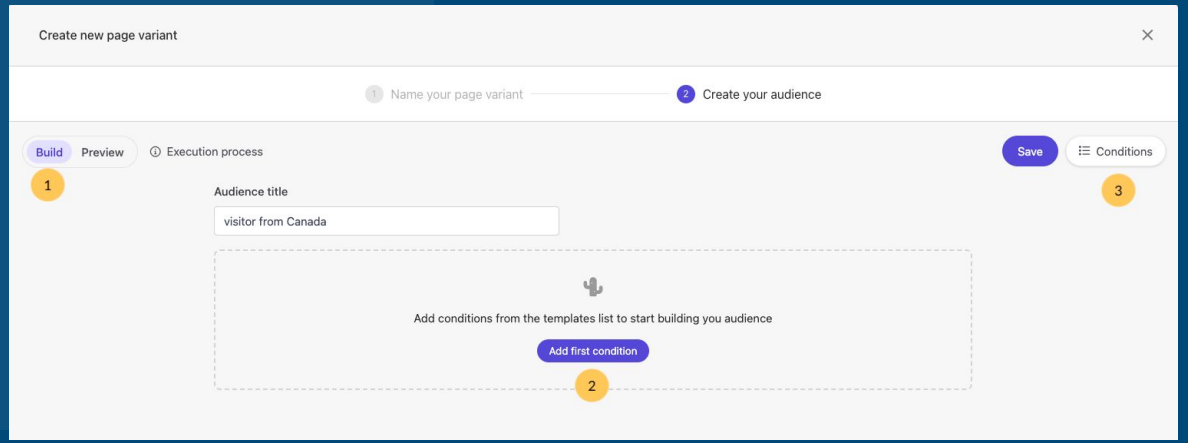
Let's see it action!



XM Cloud Personalization

Sitecore XM Cloud allows you define and audiences and deliver **page-level personalizations** .

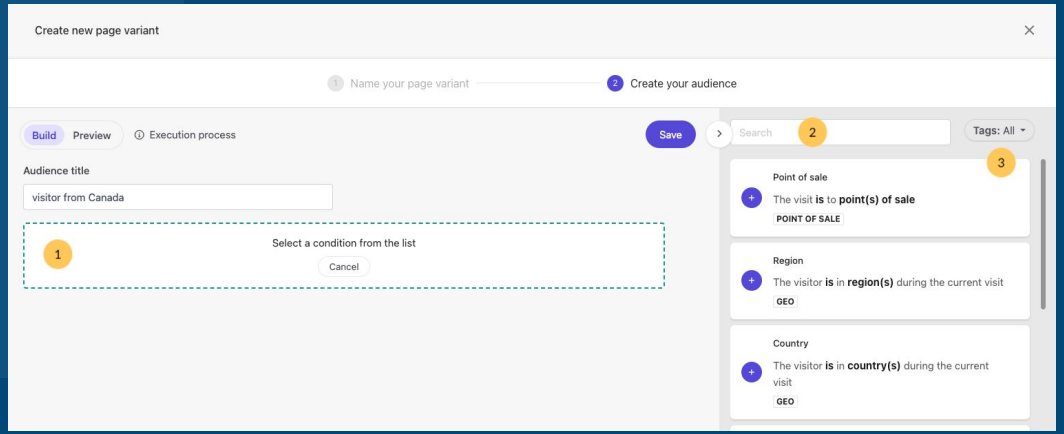
1. Create a page variant
2. Define your audience
3. Create your page
4. Personalize!



XM Cloud Audience Builder

Explore a variety of **predefined condition templates** in the right pane to effectively build your audience. Condition templates:

- Date
- Device
- Geo
- Point of sale
- User interaction
- Visit

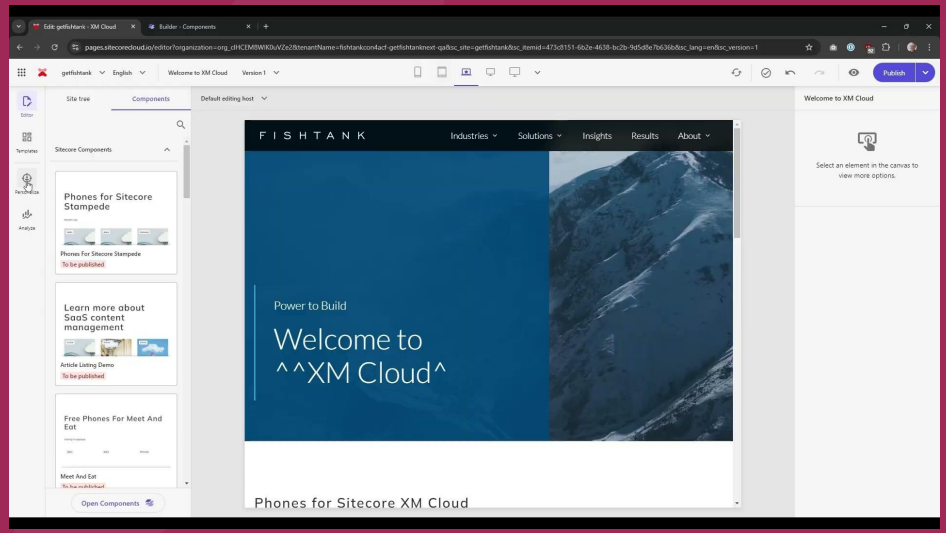


XM Cloud Personalization

XM Cloud embedded personalization makes it easy to target your audiences, directly in Pages.

- Create variants of entire pages to target your audiences
- Use a library of conditions to create your custom audiences
- Change content for each audience as much or as little as you want

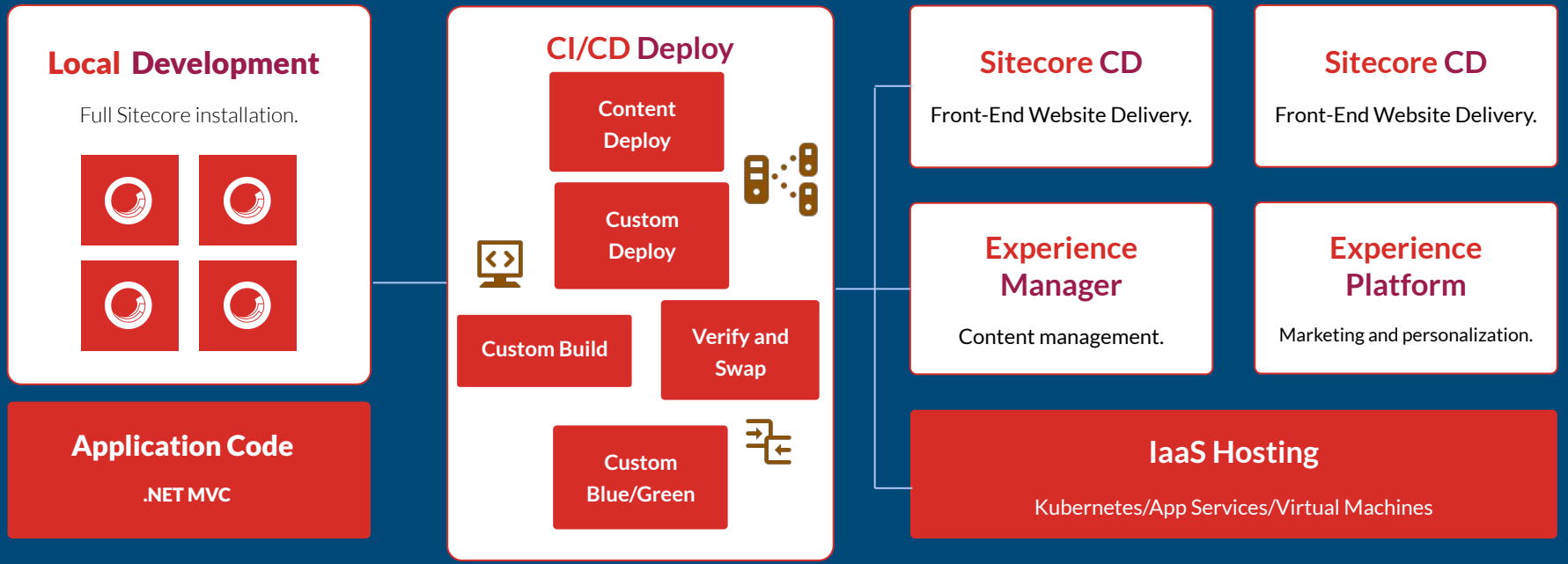
Let's see it action!



Move forward

Building a better tomorrow for your teams

Tomorrow on XM Cloud and Serverless



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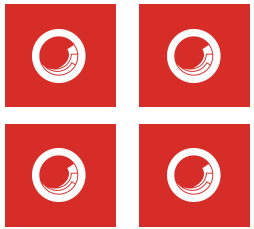

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Tomorrow on XM Cloud and Serverless

Local Development

Full Stack or Headless.

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Serverless CI/CD

Automated front-end serverless deployment

XMC Deploy App

Automated CMS deployments

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XMC Deploy App

Automated CMS deployments

Serverless Hosting

Front-End Website Delivery.
Fully SaaS, super fast global delivery.

XM Cloud Pages

Front-End-as-a-Service

XM Cloud Personalization

Audiences and variants

Sitecore SaaS Hosting

No upgrades. No infrastructure to manage.

Sounds like magic. **What's the catch?**

Influencing Factors

Considerations and strategies for making the move to headless and Sitecore XM Cloud.

Considerations Overview

Cost of Cloud Migration

Compliance and Security

Big Bang vs. Incremental

Search and Forms

Developer Experience

XM Cloud Personalization

Cost of Cloud Migration

Cost of Cloud Migration

Moving to XM Cloud might be a complex project. Should you upgrade instead? What should you do?

Out of Compliance With Support?

You need an upgrade, but it might be a big one. **Is it worth it?**

Time for a Fresh Look?

Already refreshed recently? **Maybe not the time for a move.**

Aligned with Sitecore Roadmap

Headless aligns with where **industry and Sitecore are going** .

Cost of Content Migration?

Analyze what is truly needed and **reduce scope of the project** .

Compliance and Security

Compliance and Security

Do you have very rigid infrastructure or data control requirements?

Validate Compliance Needs

HIPAA, SOC2, ISO 27001, etc.

How much Control Do You Need?

IaaS options give you more infrastructure control.

Check Available Regions

Do you have regional privacy or data residency needs?

Big Bang vs Incremental

Big Bang vs. Incremental

Some projects might be too large to tackle all at once. However, incremental can cost more in the long run.

Start Small

Launch one or two sites on XM Cloud, then move others.

Grow Adoption Iteratively

Gradually spread team **training and upskilling** .

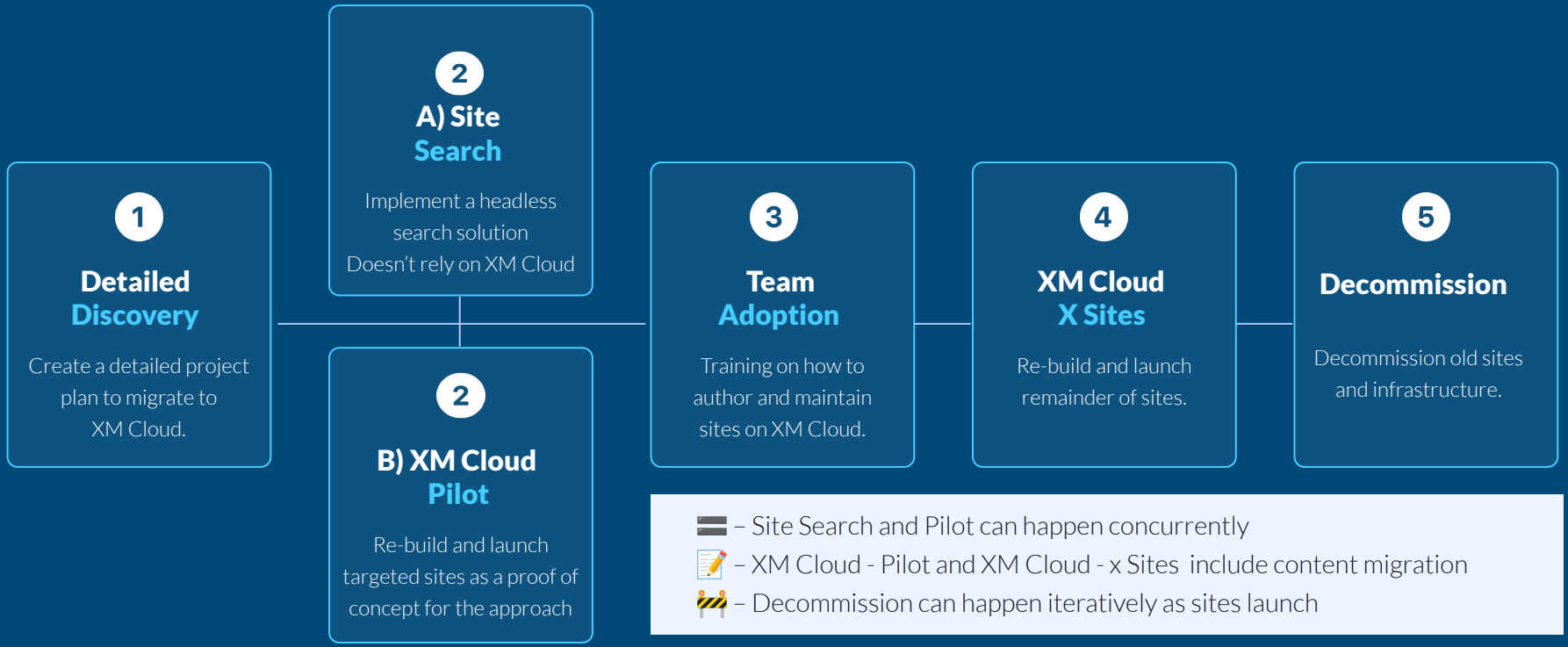
Plan for Dual Environments

Incremental needs **two production sites running.**

Identify a Data Strategy

How will you handle **data across multiple systems** ?

An Example Phased Approach



Search and Forms

Search and Forms

Solr search indexes and Sitecore XP's Forms solution are not available in Sitecore XM Cloud

Pick a Headless Site Search Tool

XMC's API works for listings, but is **not a search engine** .

Plan for New Forms

XMC Forms are not compatible with existing XP Forms.

Plan a New Strategy

Sources to index?
Forms to migrate?
System integration?

Developer Experience

Developer Experience

Next.js headless development is not .NET MVC development. And that's a good thing!

Upskill to Next.js

Traditional .NET MVC teams need to **modernize skills.**

Learn about Serverless Hosting

Serverless hosting is convenient, but requires adapting.

Remove CMS Customizations

Sitecore discourages customizing the CMS in XM Cloud.

Update Serialization

SCS is the path forward right now on XM Cloud.

XM Cloud Personalization

XM Cloud Personalization

Sitecore XM Cloud's personalization != Sitecore XP personalization

Know the Differences

Headless vs server side, **they are not the same engines** !

Start With Basic XM Cloud

Should meet **80% of most teams' needs** .

Don't try to Migrate Rules

This is a **rebuild** of the personalization strategy.

Grow When You Need To

Add **Sitecore Personalize** later as use cases require it.

Making the Move to XM Cloud & Serverless

Stay current with **automatic updates** .

Turbocharge your performance with global serverless infrastructure.

Fortify your digital assets with solutions that meet compliance needs.

Lower your **Total Cost of Ownership** (TCO) with SaaS solutions.

Adapt to the latest in technology with headless and composable architecture.

Digitally Different

FISHTANK

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