



**HUMAN  
CONNECTIONS  
IN A DIGITAL  
WORLD**



SITECORE®  
**SYMPOSIUM**  
2019

# What's New in Sitecore Land?

Be ready for a ride through Sitecore Land

Presented by:  
Pieter Brinkman  
Sr. Director Technical Marketing, Sitecore

 [www.PieterBrinkman.com](http://www.PieterBrinkman.com)

 [@pieterbrink123](https://twitter.com/pieterbrink123)

 [/in/pbrink/](https://in.linkedin.com/in/pbrink/)

Date:  
November 4, 2019





# Sitecore's evolution is a thrill ride in the industry

#SitecoreSYM

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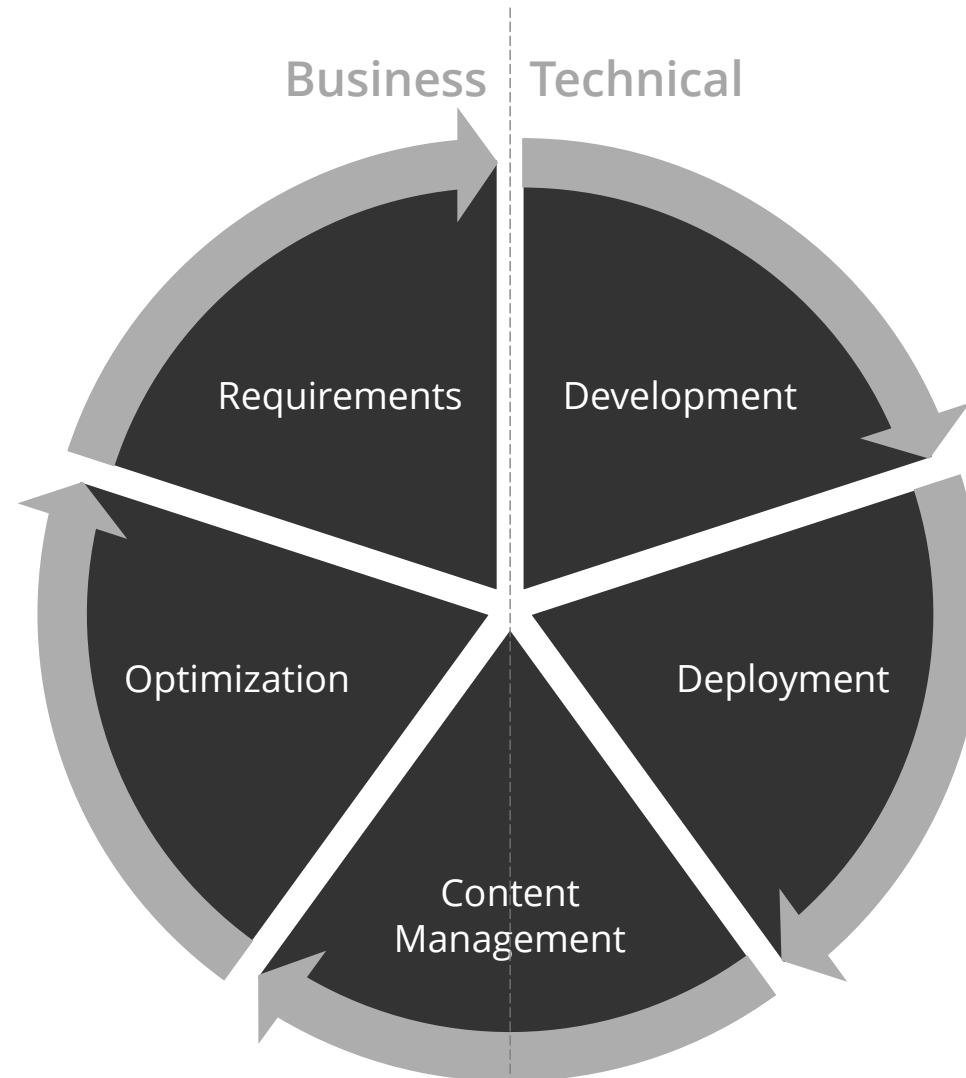


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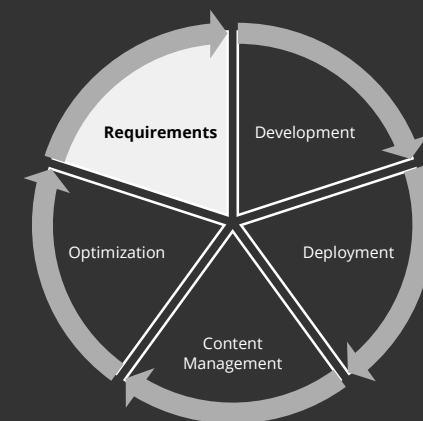


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2019

## Business requirements and planning



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**#SitecoreSYM**



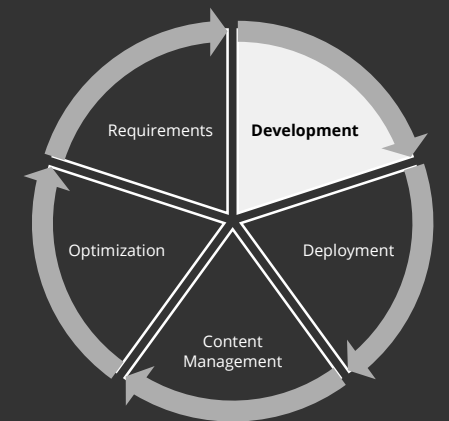


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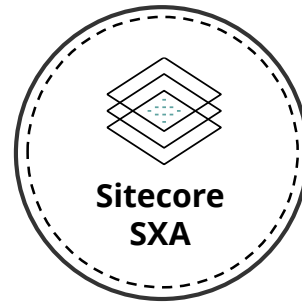
# Development



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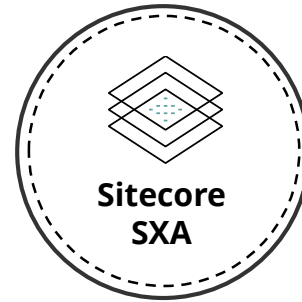
# Sitecore Development Approaches





**Fully customizable,  
integrated and scaled  
solutions on .NET MVC**

- Fully customized using familiar development frameworks
- Total freedom, flexibility & control
- Extend and manipulate all functionality and back-end integrations
  - Integrate Sitecore to consume data & deploy content
- Leverage third-party libraries and frameworks, or to merge with existing .NET web applications

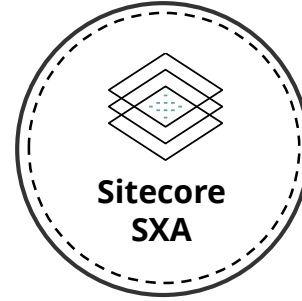






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**Drag-and-drop componentry extended  
to meet business needs or designs  
for accelerated builds**

- Grid-based layouts, content-driven sites layouts.
- Out-of-the-box componentry & build without design
  - Integrate design & front-end code separately
- Easy reuse of both complex components & rules
- Extensible capabilities within componentry





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**Fully fledged headless  
Sitecore solutions made through  
JavaScript frameworks**

- Headless architecture
- Full JavaScript SDKs (React, Angular, Vue)
- Code-first build approach supported
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- REST based layout service provides the content, but no additional markup.



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My top 5 core platform enhancements and improvements:

1. Obsoleted functionality removed from the product
  - Lucene Search provider
  - Sitecore.Nvelocity
  - Replaced deprecated SQL data types
2. xConnect Improvements
  - Web tracker; Session expiration batching support
  - New interaction aggregation pipeline that handles batches of interactions
3. Experience editor improvements
  - Navigation and Control bars are now enabled by default
  - Introducing Sitecore.Context.PageMode.IsExploring
4. Reporting Improvements
  - Data confidence fixes
  - Conversion rate updates
5. Performance Improvements
  - Reducing the number of calls
  - Reduce the amount of data saved



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Updated modern, fast and highly extensible templating engine

NEW  
FEATURE

- Based on Scriban - open source, rich templating engine
- Visual Studio Code extension for code suggestions and syntax highlight
- Faster rendering times

```
{{- #      ↓ Name of the item template -}}
{{ if i_item.template_name == "Gallery Image" }}
<a class="field-image">
  {{- #      ↓ raw value from the field      ↓ media url fr
  <a title="{{ i_item.ImageTitle.raw }}" href="{{ i_item.Image.r
  {{- # ↓ item.FieldName - renders Sitecore field -}}
  | {{ i_item.Image }}
</a>
</a>
{{end}}

{{- # ↓ conditional statement }}
{{ if i_item.template_name == "Gallery Video" }}
  {{ if (i_item.VideoID.raw ) == "" && (i_item.VideoThumbnail.ra
  <span>[Edit Gallery Video here]</span>
  {{ else }}
  <a title="{{ i_item.VideoTitle.raw }}" href="http://www.youtu
  {{- #      ↓ access model properties }}
  
  {{end}}
{{end}}
```



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## Additional Search filter components to optimize the Search

Aggregated facet filter and Facet summary

IMPROVED

The screenshot displays a search interface with a sidebar on the left containing an aggregated facet filter. The filter is highlighted with a red border and includes sections for 'Selected filters' (Fruit Colour green, Size big), 'Clear all facets', and individual facet sections for 'Calories (Per 100g)', 'Size' (big (1), medium (3)), 'Colour' (green (1), red (1)), and 'Taste' ([any]). A 'Filter' button is present. The main content area shows the results ordered by 'Calories Ascending', displaying 'This are the 1 fruits that meet your criteria:' followed by a large image of two watermelon slices and a small thumbnail of a green apple. The word 'Watermelon' is written below the image.





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## Complete front-end workflow revamp

NEW  
FEATURES

- Creative Exchange Live Theming as NPM packages
- JSS Style theme creation using command line interface.
- Themes can now be fully version controlled with only the compiled assets being uploaded to Sitecore.

```
Windows PowerShell x + v
PS C:\Projects\symposium> sxa new Symposium2019
? The theme will be created for instance based on url https
o
? Enter your login sitecore\admin
? Enter your password [hidden]
? Specify theme path. Root is Themes folder(format <RootFol
? Do you want to set up theme config file? yes
? Choose active modules for your theme SearchSiteSetup, Map
Theme downloading...
  ✓ Create theme folder
  ✓ copy project files
? Do you want to set up url to Sitecore instance?(Current i
? [JS]Do you require ES6+ support(babel used) yes
? [JS]Do you want to compile minified file(pre-optimized-mi
? [JS]Do you want to upload js source files(If false - only
? [CSS]Do you want to compile minified file(pre-optimized-m
? [CSS]Do you want to upload css source files(If false - on
? [SASS]Do you want to upload sass source files(If false -
Done
DONE Project ready
PS C:\Projects\symposium>
```



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- SXA JavaScript APIs are now fully documented.

The screenshot shows the documentation for the `ApiModel` class. On the left, a 'CLASSES' sidebar lists various models and views. The main content area shows the `ApiModel` class with its methods and parameters.

**CLASSES**

- `ApiModel`
  - `getData`
  - `getPrameterByName`
- `FacetDropdownModel`
  - `initialize`
  - `processData`
  - `toggleBlockRequests`
  - `updateComponent`
- `FacetDropdownView`
  - `clearFilter`
  - `initialize`
  - `render`
  - `updateFacet`
- `FacetDataModel`
  - `filterFacetData`
  - `getFacetRequestData`
  - `getInitialFacetData`
  - `getSearchResultsLanguage`
  - `getSearchResultsModelBySignature`
  - `getSearchResultsScope`
  - `initialize`
  - `initRequestObject`
- `FacetDateRangeModel`
- `FacetDateRangeView`
  - `initialize`
  - `clearFilter`
  - `handleDate`
  - `render`
  - `updateComponent`
  - `updateFacet`
- `FacetResultsFilterModel`
  - `initialize`
  - `processData`
  - `toggleBlockRequests`
  - `updateComponent`
  - `updateFacetArray`
- `FacetResultsFilterView`
  - `handleThreshold`
  - `initialize`
  - `removeFacet`
  - `render`
  - `setActiveFacet`
  - `updateFacet`
- `FacetSummaryModel`
  - `processData`
  - `requestFacetData`
  - `initialize`
  - `translateSignatures`
- `FacetSummaryView`
  - `clearAllActiveFacets`

**ApiModel**

ajax. ApiModel

`new ApiModel()`

Source: `component-search-ajax.js`, line 11

**Extends**

- Backbone.Model

**Methods**

`getData(properties)`

Source: `component-search-ajax.js`, line 25

Makes ajax request and calls callback on success

**Parameters:**

Name	Type
<code>properties</code>	Object

`getPrameterByName(name, url) → {string}`

Source: `component-search-ajax.js`, line 45

Gets value of parameter from url

**Parameters:**

Name	Type	Description
<code>name</code>	String	name of parameter
<code>url</code>	String	link from which to get parameter

**Returns:**



**Fully fledged headless  
Sitecore solutions made through  
JavaScript frameworks**

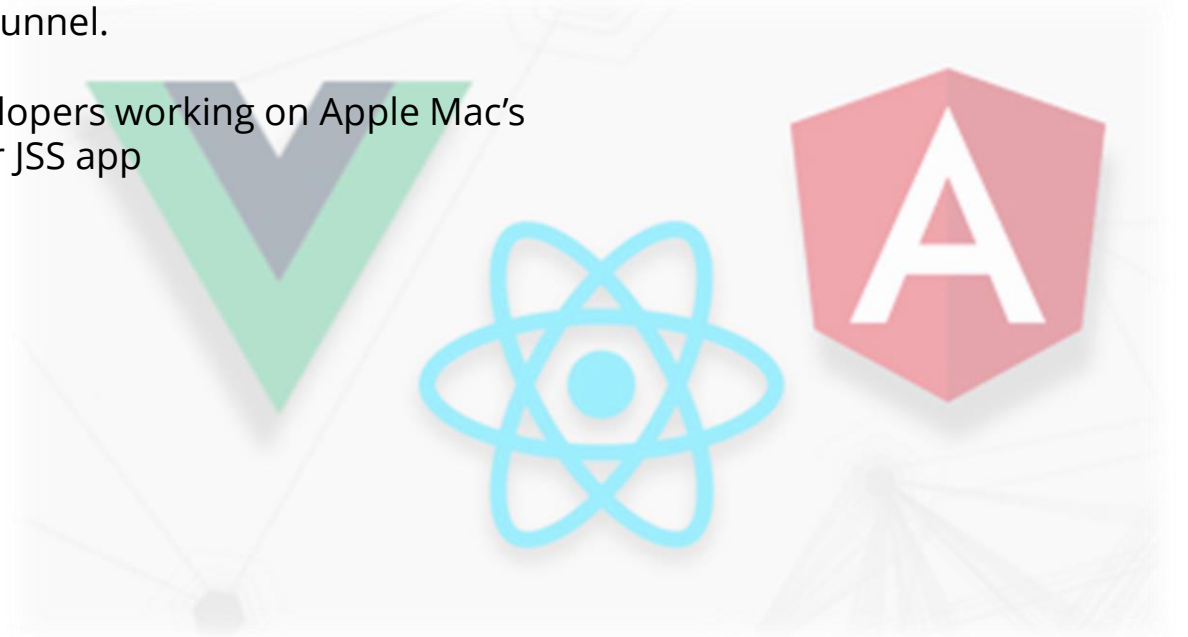
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Work connected to Sitecore on their Apple Mac's



Build your JSS App on your local machine and connect it to a remote Sitecore server through a tunnel.

This enables developers working on Apple Mac's to live-debug their JSS app





# Sitecore Development Approaches



# Flexibility as business needs evolve



 @Pieterbrink123



#SitecoreSYM

01



SITECORE INSTANCE  
Brand site 1

# Flexibility as business needs evolve

01



SITECORE INSTANCE  
Brand site 1

02



Quick stand-up of two sites for new campaign

SITECORE INSTANCE

- Brand site 1
- **SXA Tenant**
  - SXA site 1
  - SXA site 2





# Flexibility as business needs evolve

 @Pieterbrink123

01



SITECORE INSTANCE  
Brand site 1

02



Quick stand-up of two sites for new campaign

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03

#SitecoreSYM



React JSS layer

Mobile app built for event by external agency

SITECORE INSTANCE

- Brand site 1
- SXA Tenant
  - SXA site 1
  - SXA site 2
- **JSS Tenant**
  - JSS App

01



SITECORE INSTANCE  
Brand site 1



- SXA site 2



React JSS layer

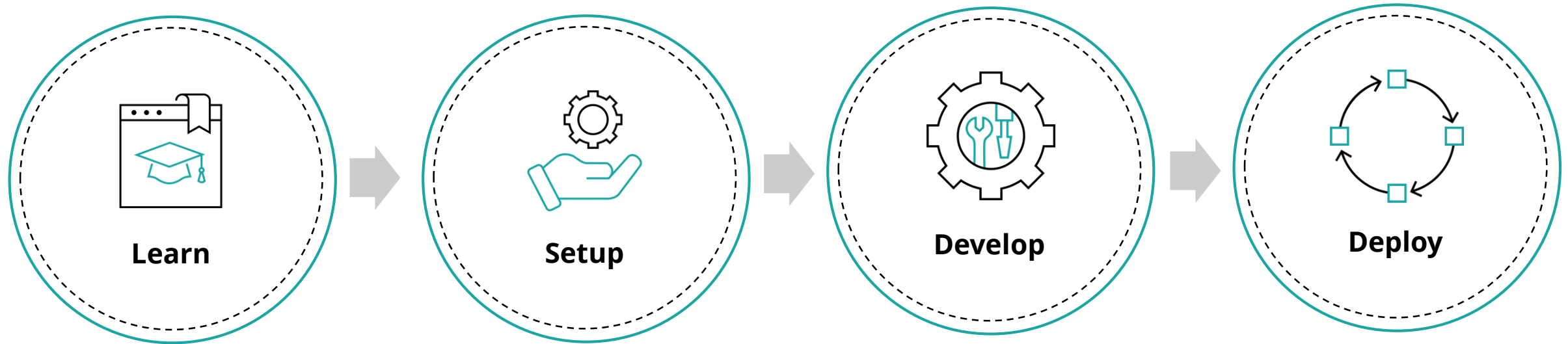
app built for event by external agency

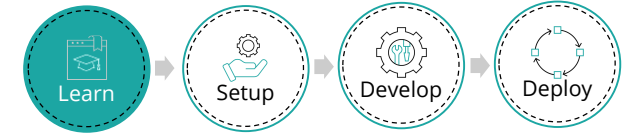
SITECORE INSTANCE

- Brand site 1
- SXA Tenant
  - SXA site 1
  - SXA site 2
- JSS Tenant
  - JSS App



# Development Stages





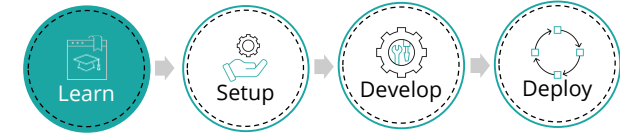
Learning m

- Training

- Document







## Learning materials

- Training

IMPROVED

- Documentation

IMPROVED

## Need help?



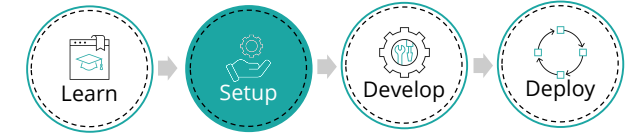
join the Community at  
[Sitecore Community site](#)



ask and answer questions at  
[Sitecore Stack Exchange](#)

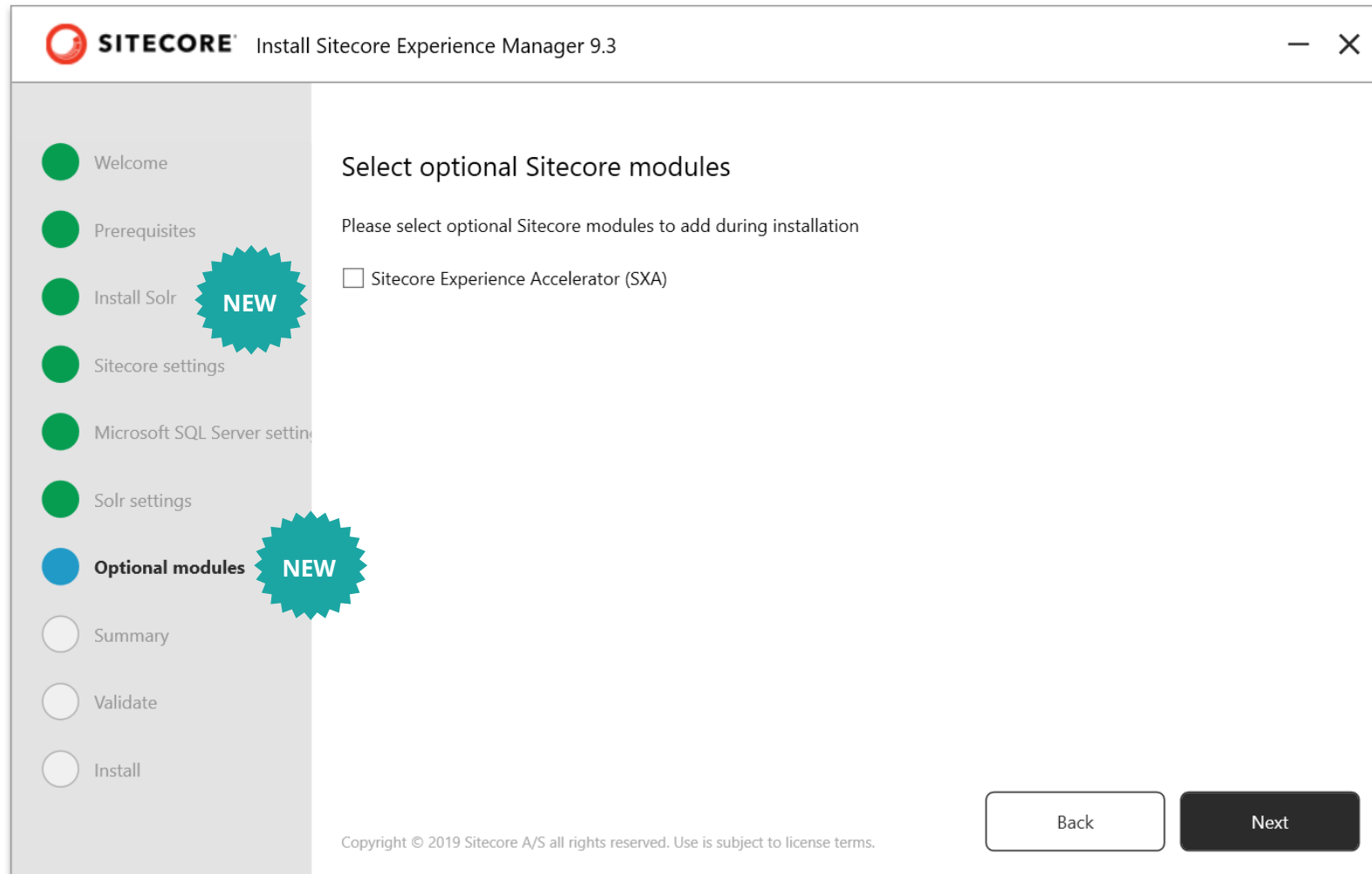
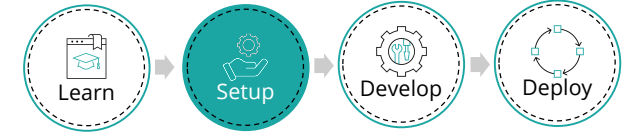


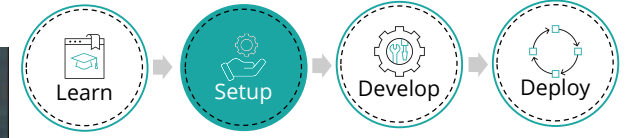
Join the conversation at  
[Sitecore Slack channels](#)



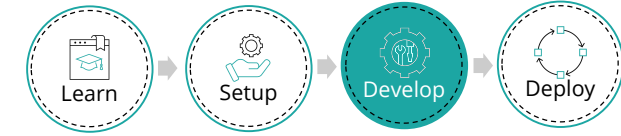
# Local install with SIA and SIF

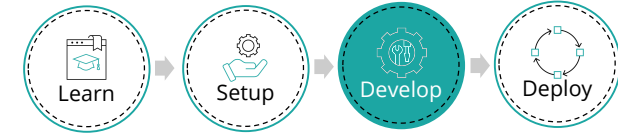
Install your local machine with Sitecore Installation Assistant



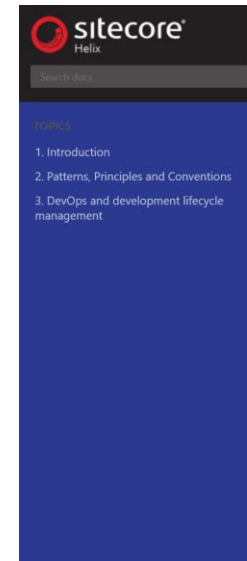








Follow Sitecore recommended practices **Helix**  
[helix.sitecore.net](https://helix.sitecore.net)



Docs » Sitecore Helix Documentation

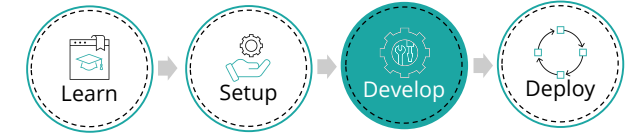
## Sitecore Helix Documentation

### Topics

- **1. Introduction**
  - 1.1. What is Helix and Habitat?
  - 1.2. Reading this documentation
  - 1.3. Definitions
- **2. Patterns, Principles and Conventions**
  - 2.1. Architecture Principles
  - 2.2. Visual Studio
  - 2.3. File and Disk Structure
  - 2.4. Managing Sitecore Items
  - 2.5. Templates
  - 2.6. Page layout
  - 2.7. Configuration and settings
  - 2.8. Multi-site and multi-tenant
  - 2.9. Language and culture support
  - 2.10. Security and workflows
  - 2.11. Working with code
  - 2.12. Visual Design and Theming
- **3. DevOps and development lifecycle management**
  - 3.1. Development

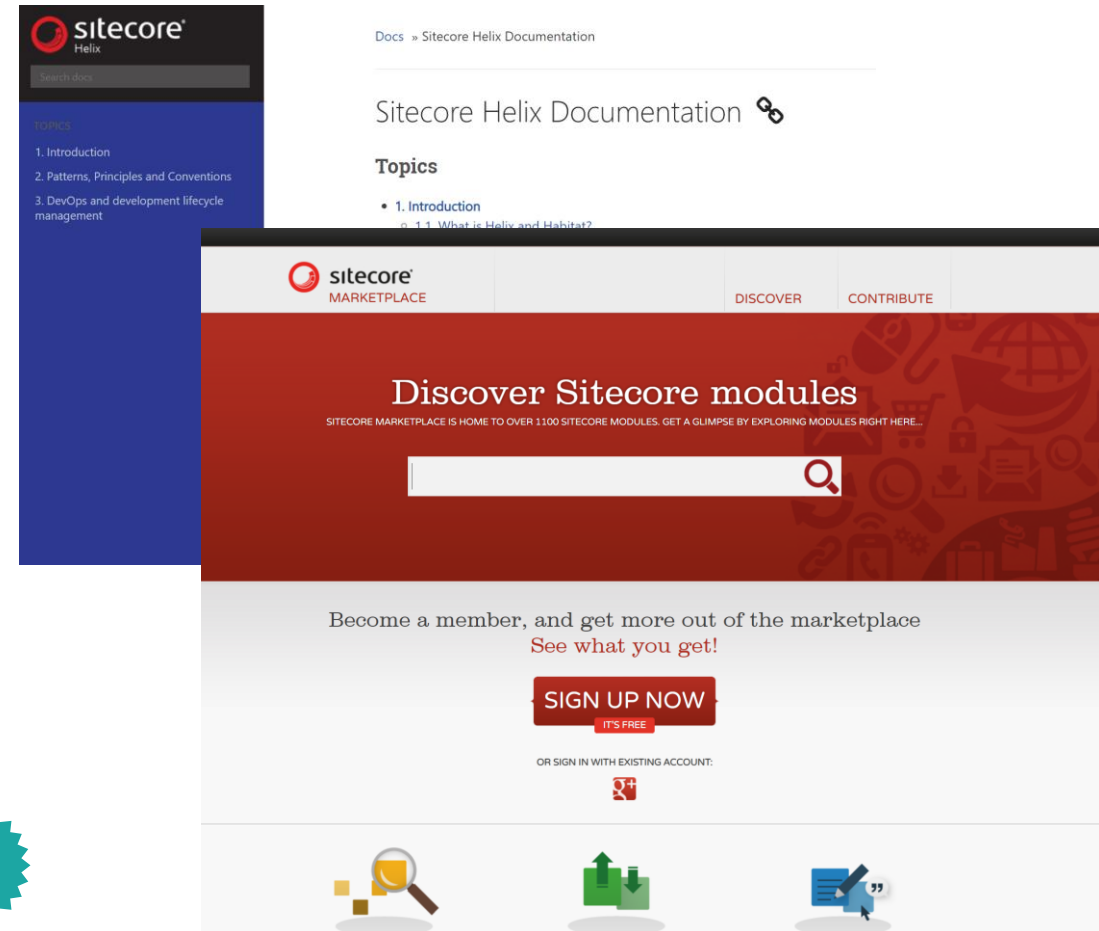
*Helix Digital Classroom training*

**NEW**



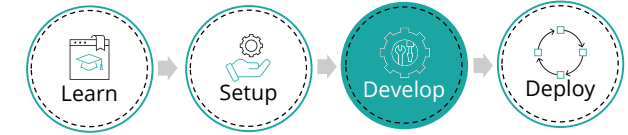
Follow Sitecore recommended practices **Helix**  
[helix.sitecore.net](https://helix.sitecore.net)

Opensource extensions on **Marketplace**  
[marketplace.Sitecore.net](https://marketplace.sitecore.net)



*Helix Digital Classroom training*

**NEW**



## Sitecore Rocks



Microsoft Visual Studio plugin that provides a you a fast, streamlined development experience

## Sitecore TDS™



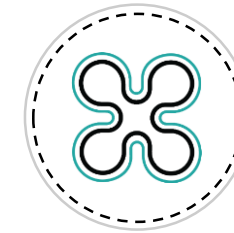
Reduce deployment time, ensure team integration, and create an adds support for different DevOps scenarios

## Sitecore RAZL™



Compare and merge Sitecore databases with a complete side-by-side comparison

## Sitecore FEYDRA™



Bridge the gap between the skill sets of front-end and back-end developers.



**SITECORE®**  
DEVELOPER COLLECTION



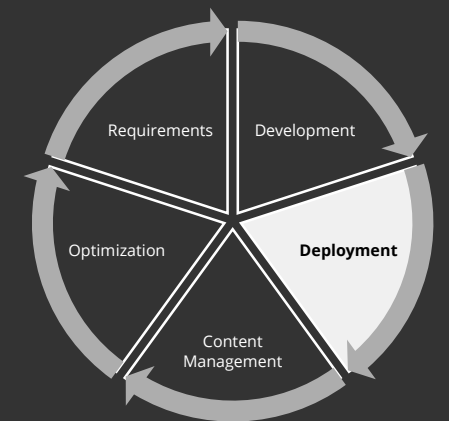


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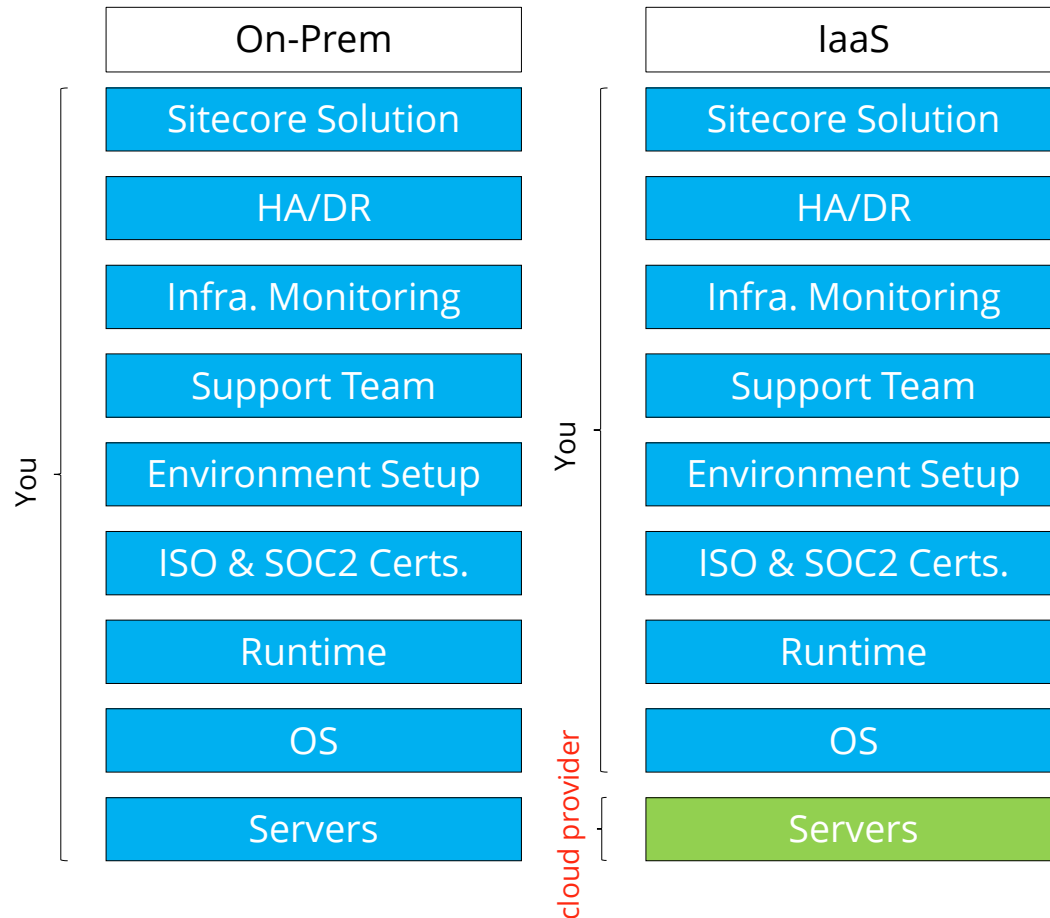
# Deployment

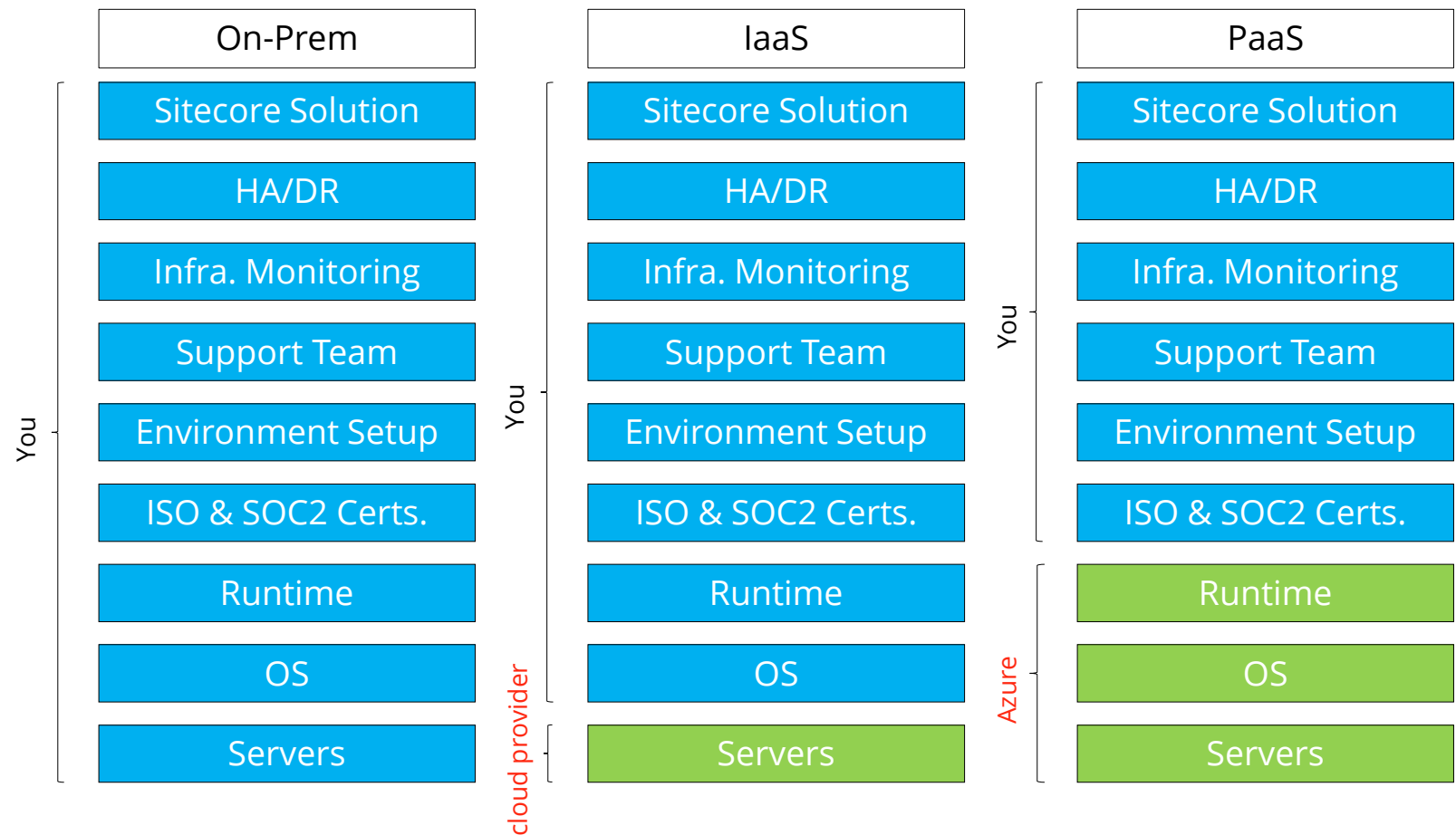


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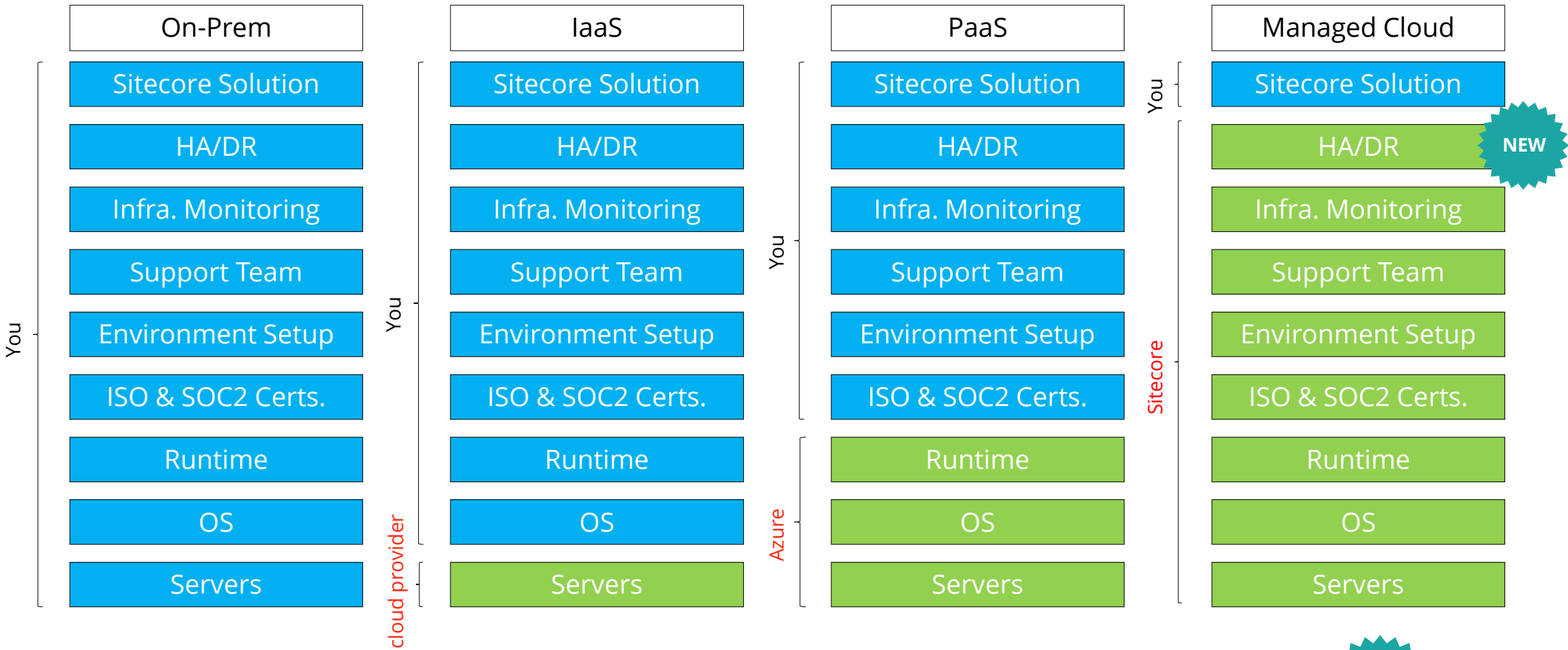






**Media Library in Azure Blob Storage:** Reduce the cost and increase the performance of storing media in Sitecore





**Media Library in Azure Blob Storage:** Reduce the cost and increase the performance of storing media in Sitecore **NEW**

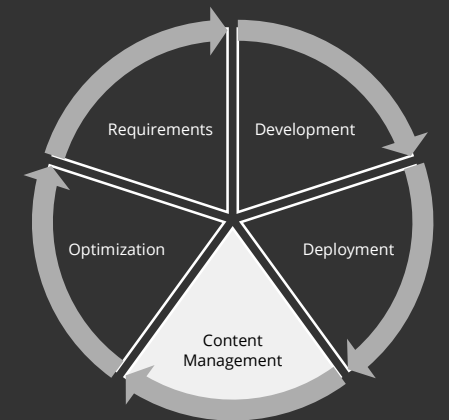


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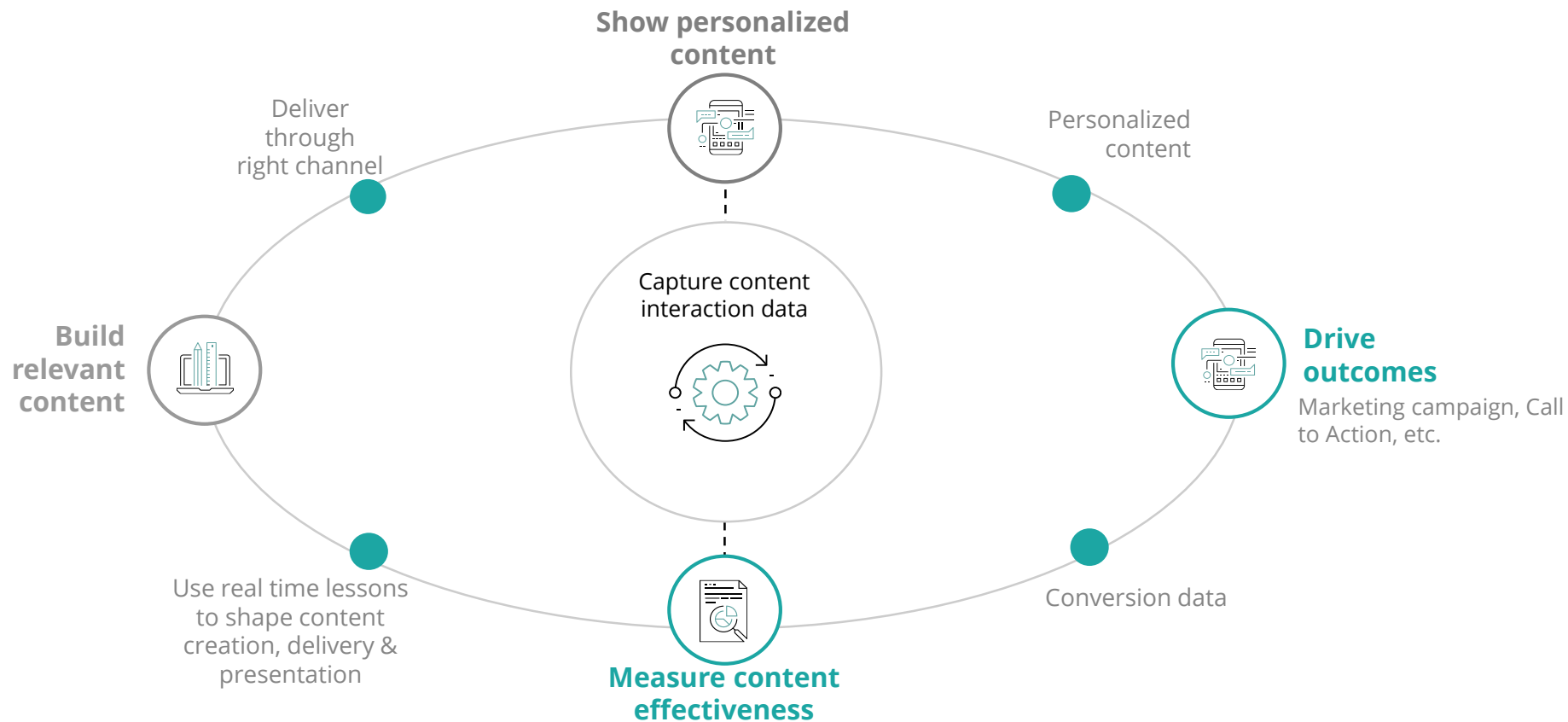
# Content creation and management



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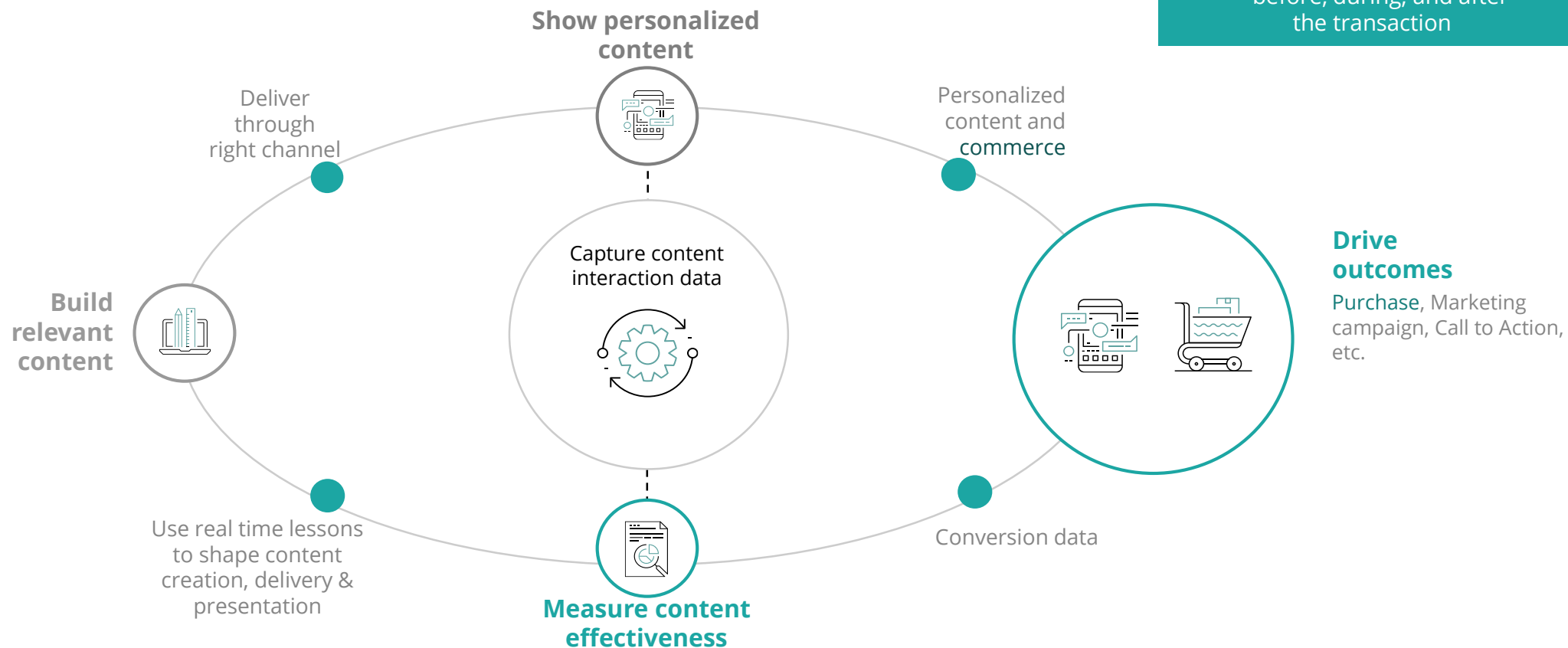
**#SitecoreSYM**

## Sitecore Experience platform





## Sitecore Experience platform



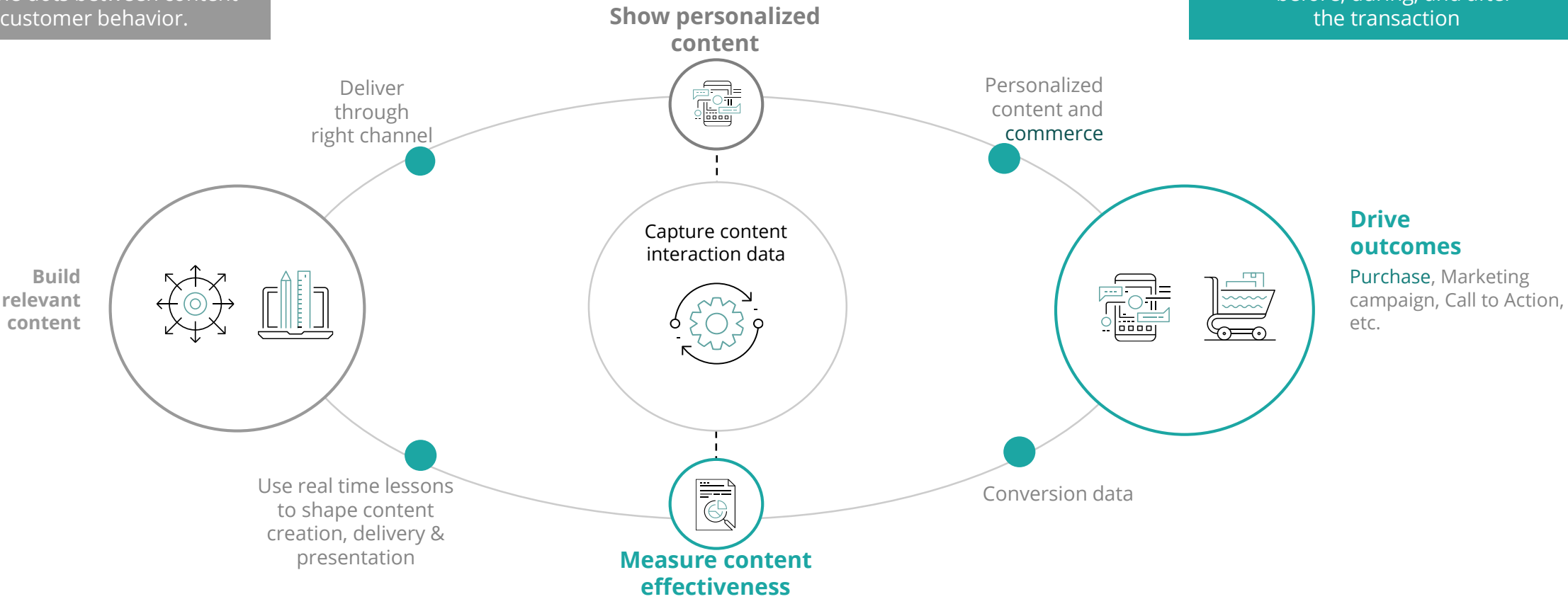
## Sitecore Experience platform

### Sitecore Content Hub

Easily plan, create, collaborate, store, distribute, manage and publish any content across all channels – and connect the dots between content and customer behavior.

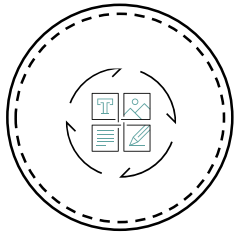
### Sitecore Commerce

Empower marketers and merchandisers to fully personalize the end-to-end shopping experience – before, during, and after the transaction



## Sitecore DAM™

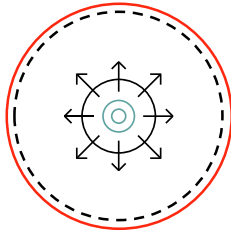
(Digital Asset Management)



**Simplify storage, management, distribution and control of digital assets**

## Sitecore MRM™

(Marketing Resource Management)



**Manage, budget, and control every phase of a marketing project**

## Sitecore CMP™

(Content Marketing Platform)



**Streamline content strategizing, planning, creation, and publication**

## Sitecore PCM™

(Product Content Management)



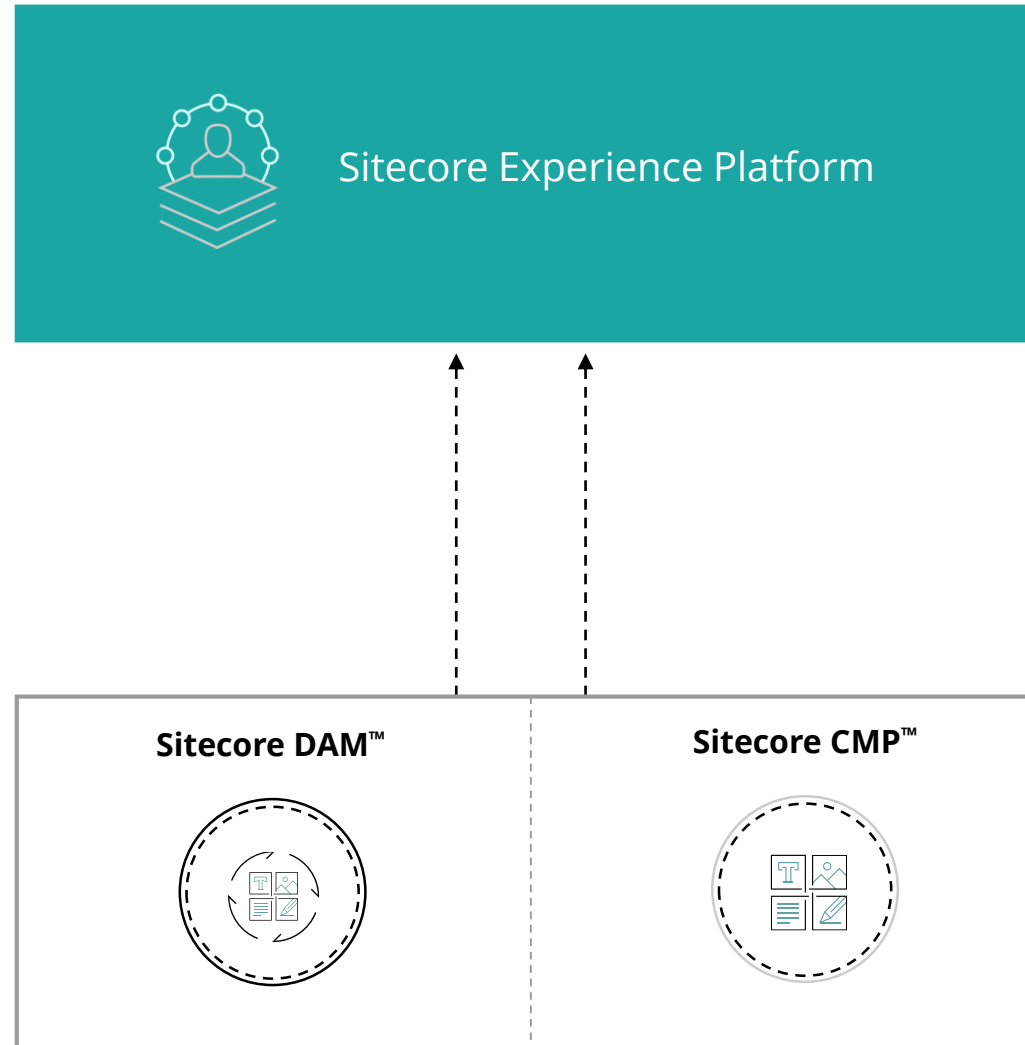
**Stay on top of all your product content for ecommerce and other downstream apps**

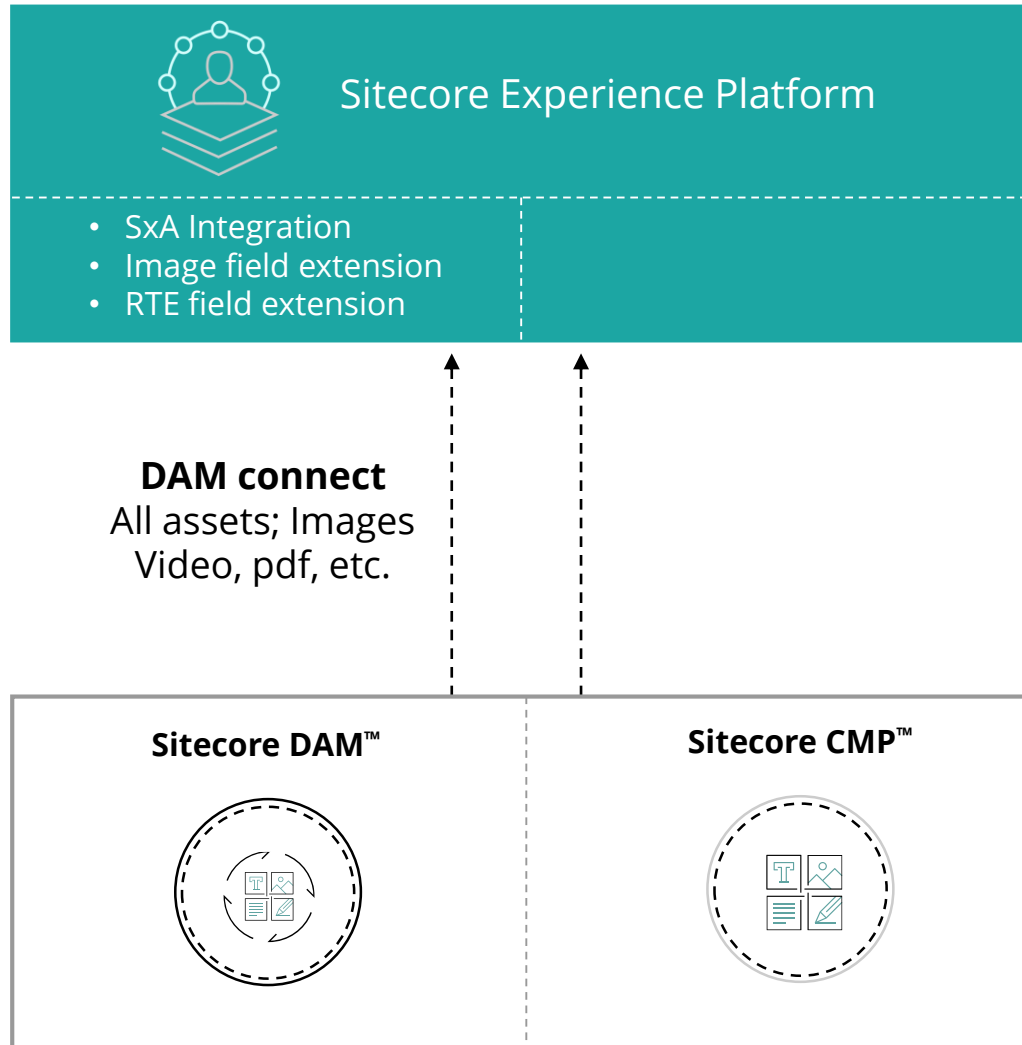
## Sitecore W2P™

(Web-to-Print)

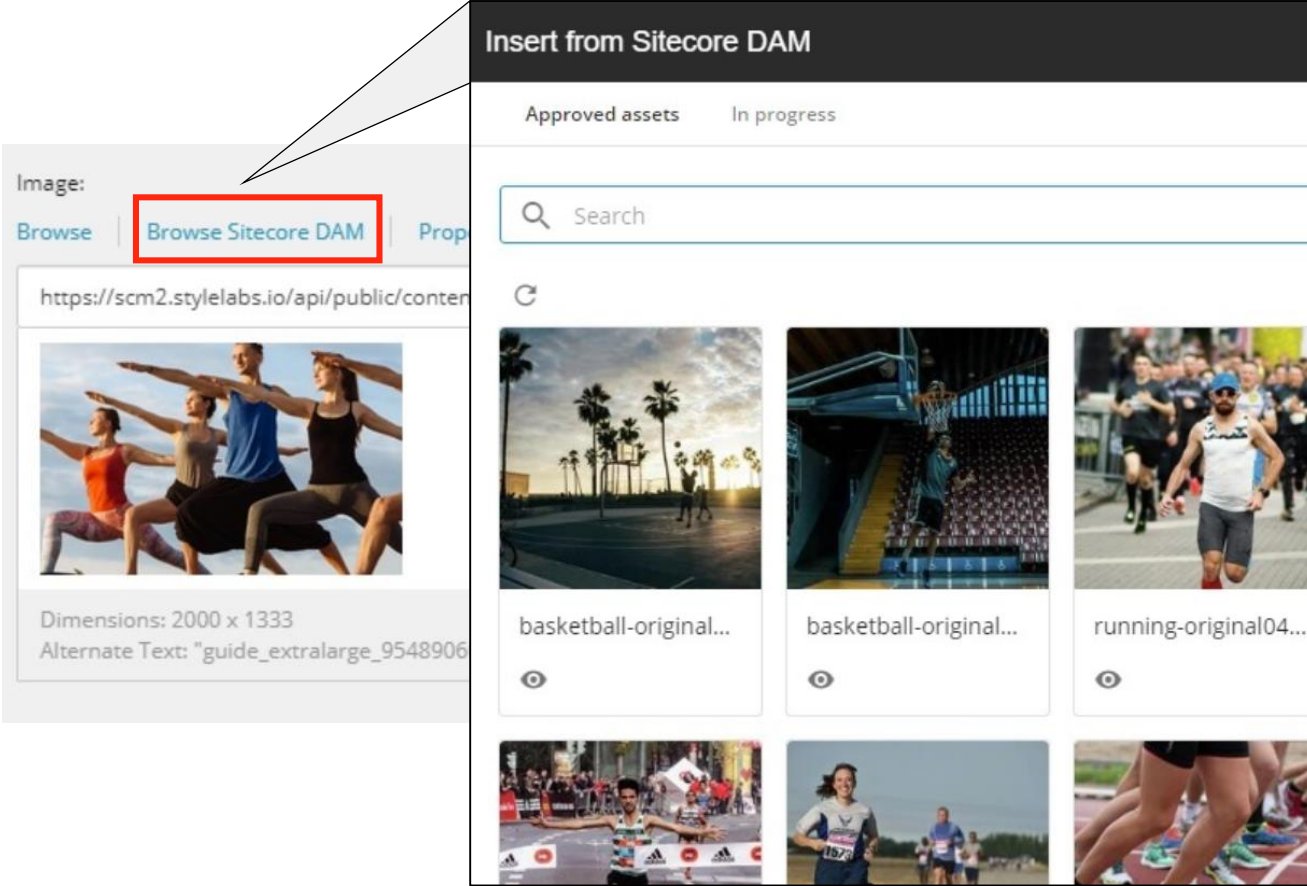
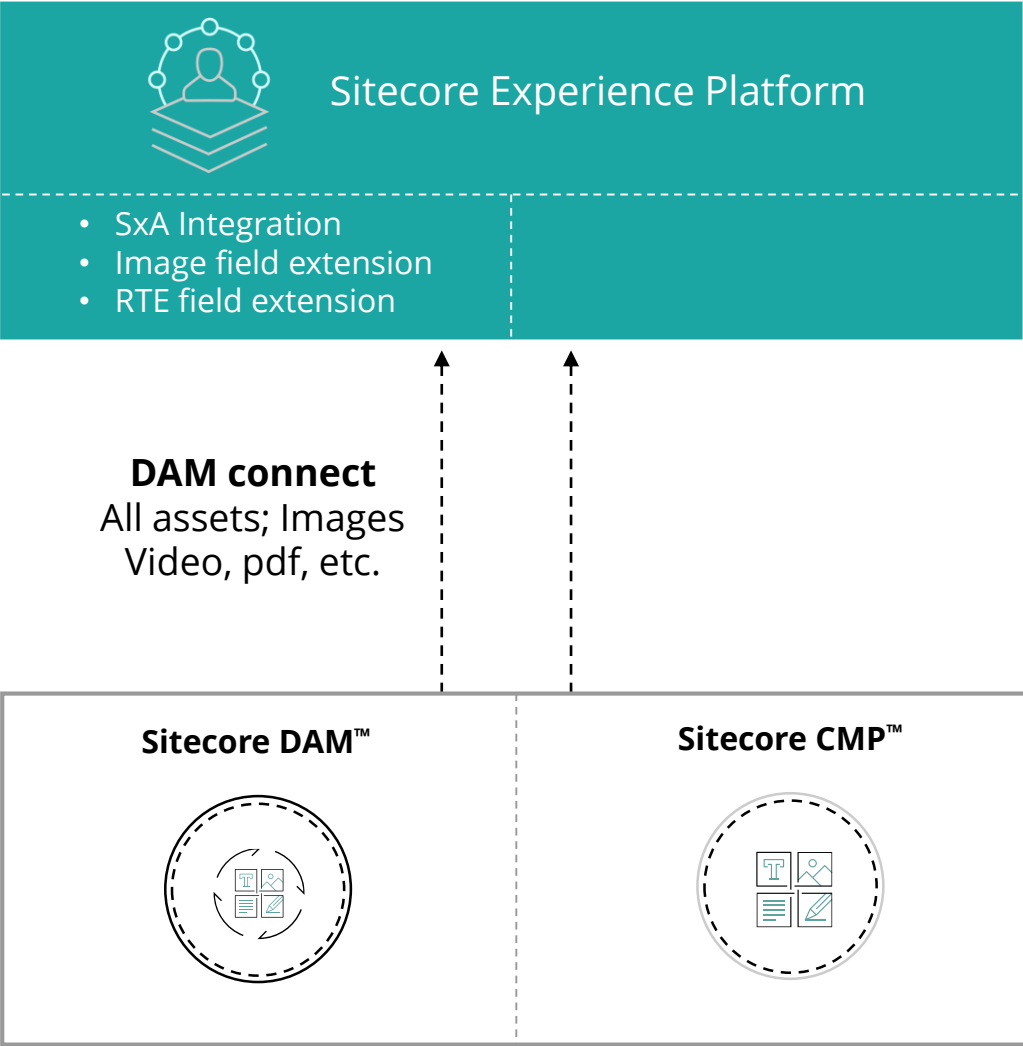


**Allow users to self-serve and automate collateral creation**

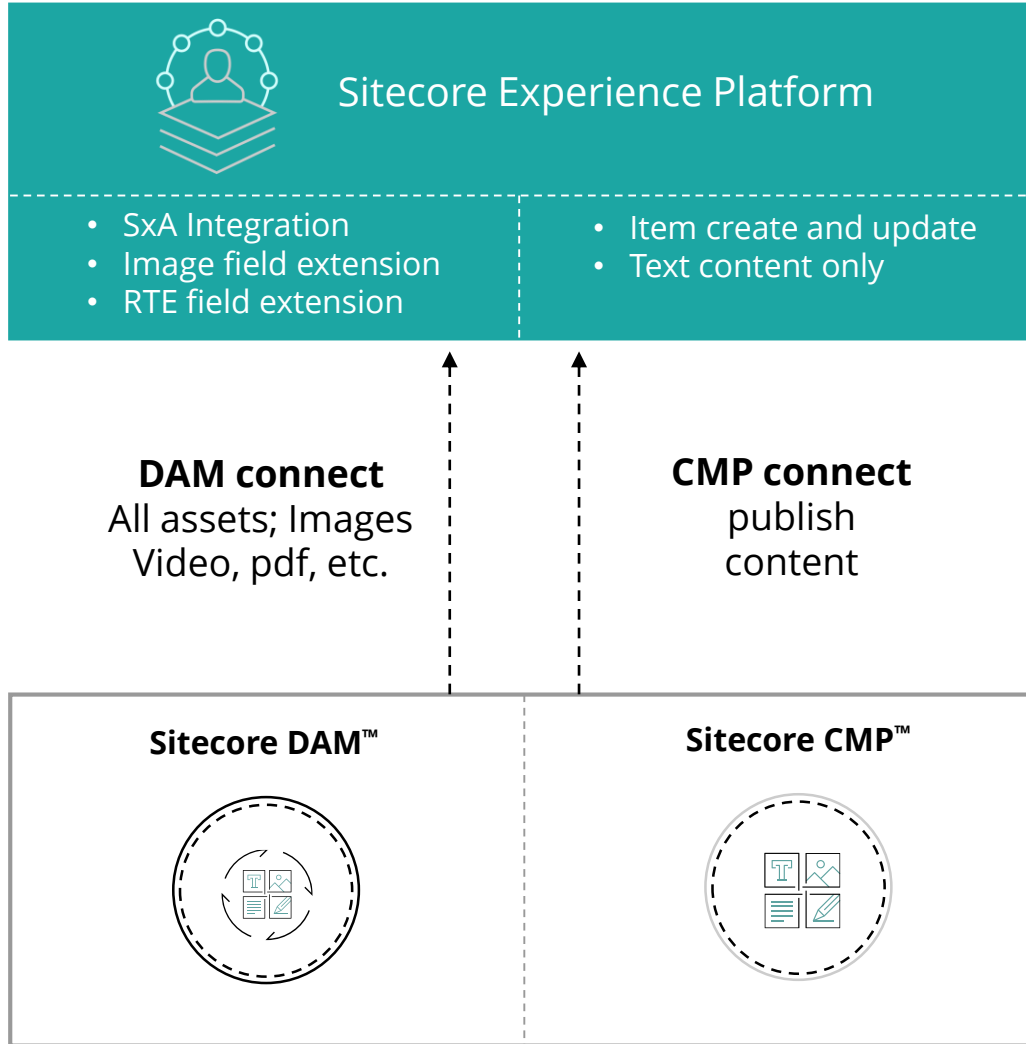




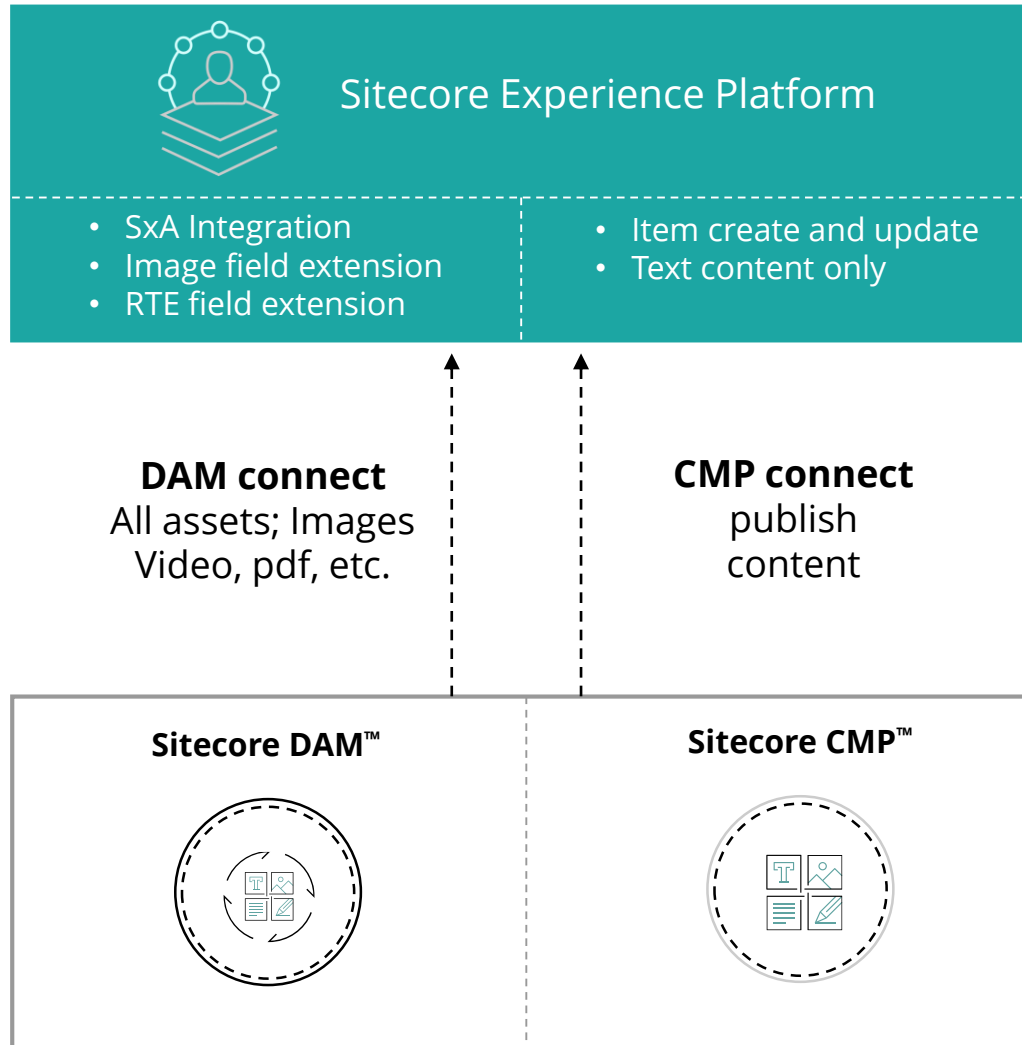





# Sitecore Content Hub™ Integrations

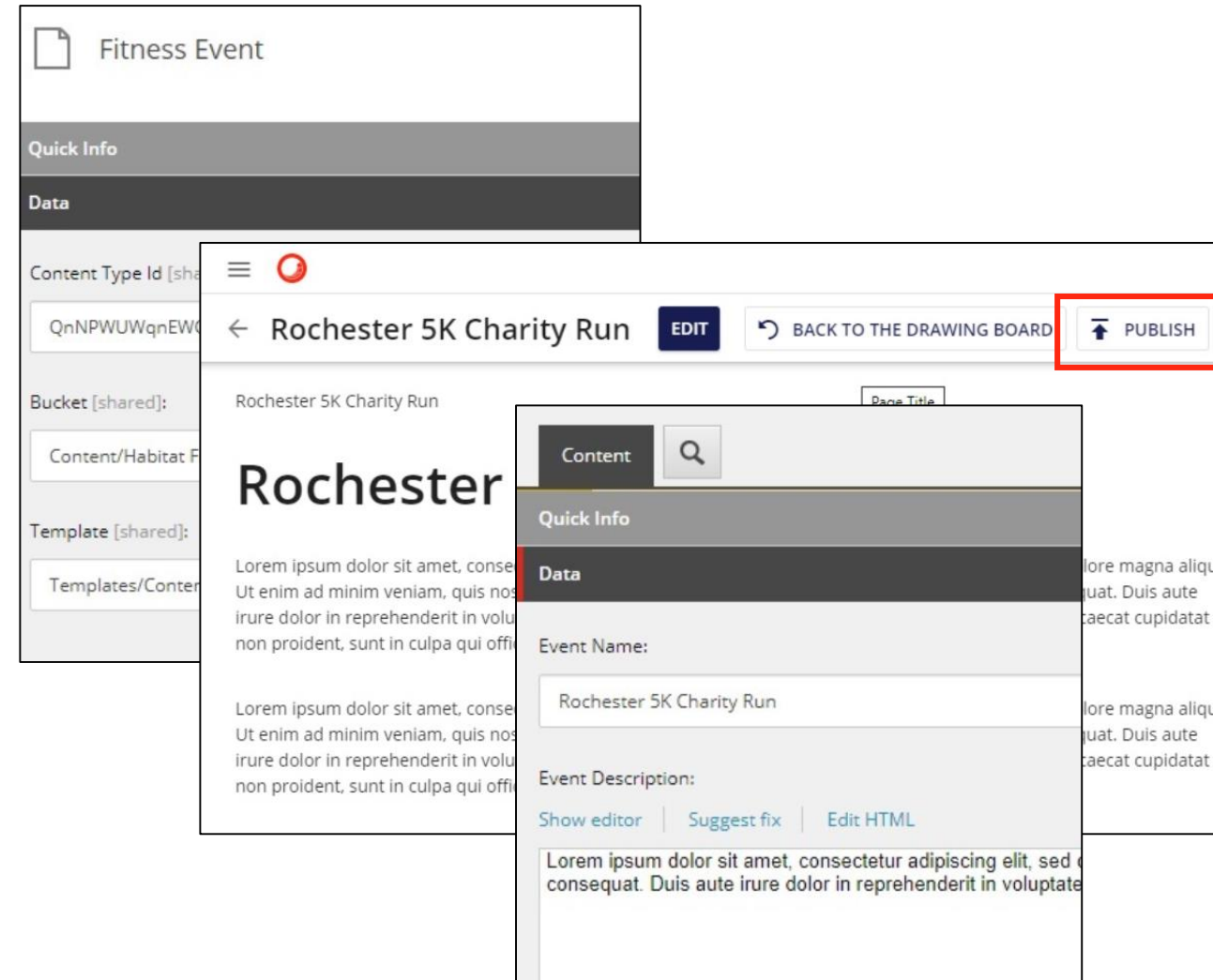
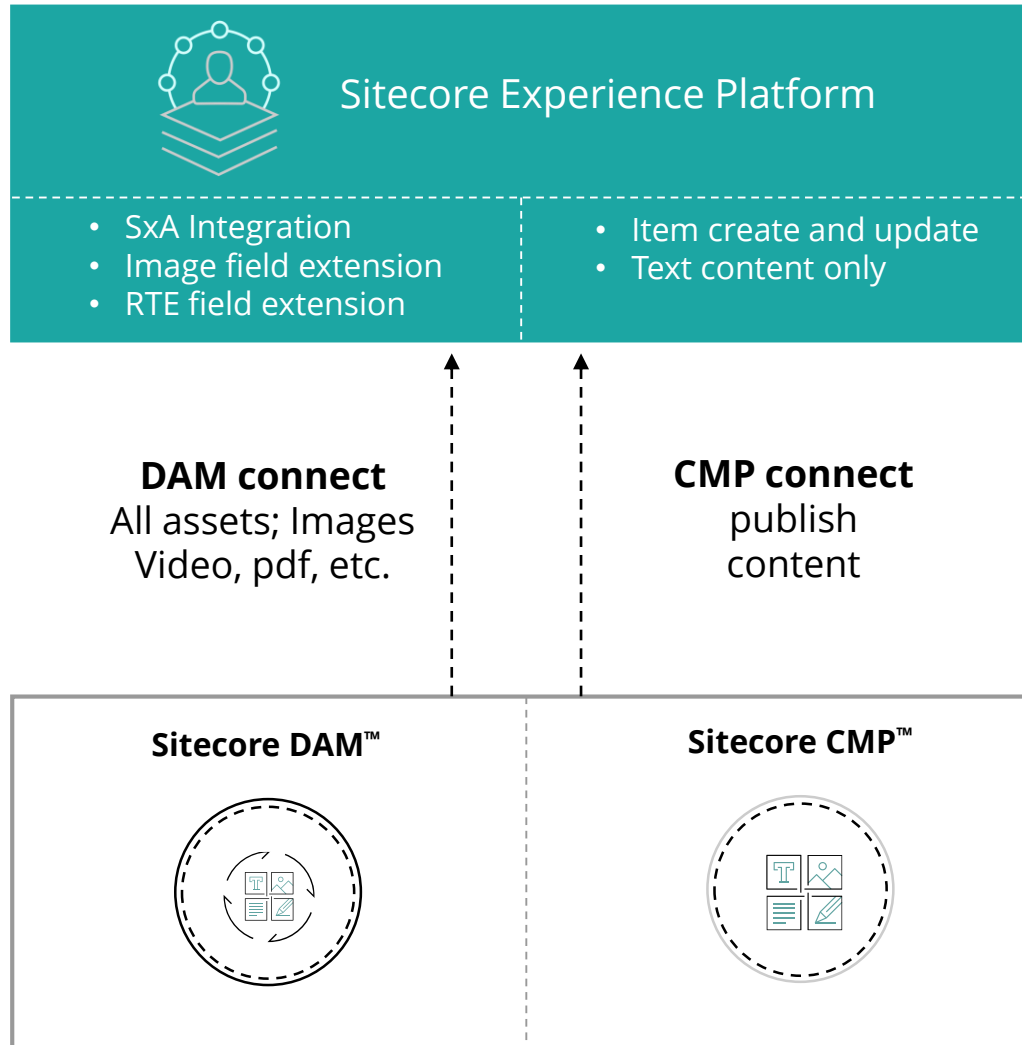


# Sitecore Content Hub™ Integrations

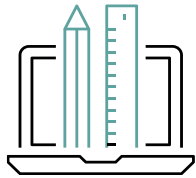


 Fitness Event
<b>Quick Info</b>
<b>Data</b>
Content Type Id [shared]:
QnNPWUWqEOWt0VWjFaog
Bucket [shared]:
Content/Habitat Fitness/Home/Events/United States
Template [shared]:
Templates/Content Hub Entity Types/Content Hub Fitness Event

# Sitecore Content Hub™ Integrations



Horizon is the next generation editing environment



**Editing**

Create and manage web pages



**Simulator**

Preview the web pages and  
simulate visitor experiences



**Insights**

Support experience management  
with contextual content insights





Editing

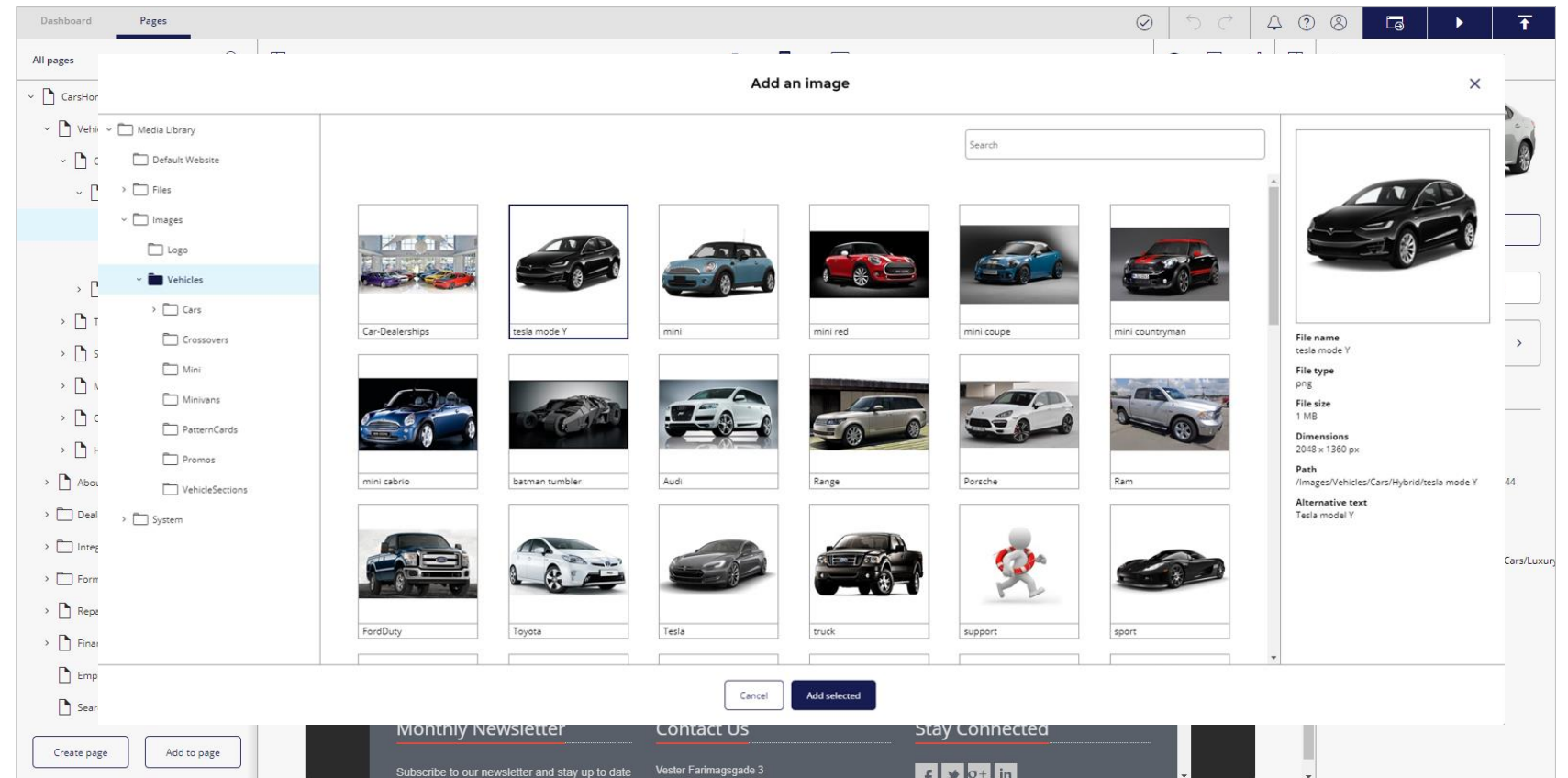


Simulator



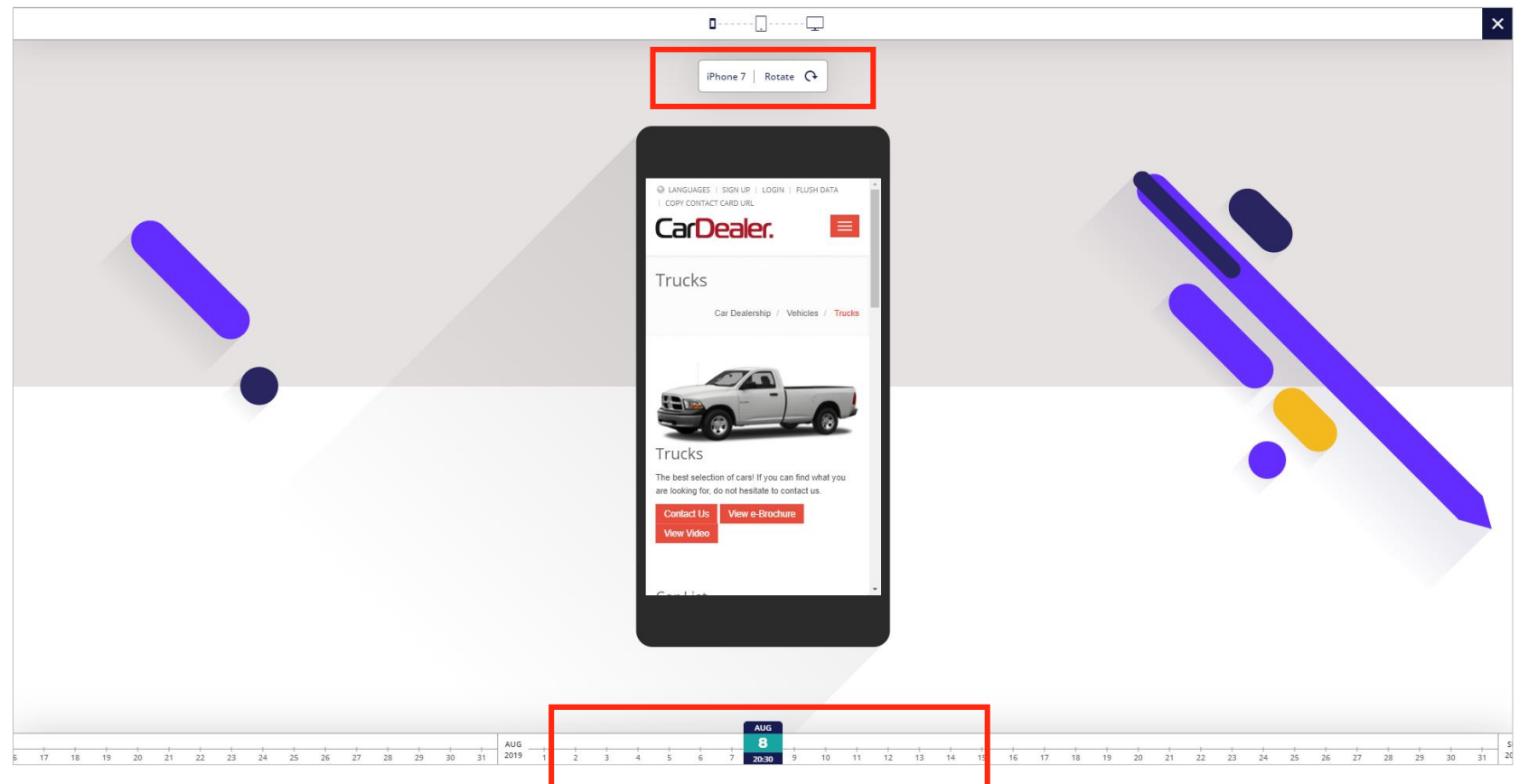
Insights

## Horizon page editing interface



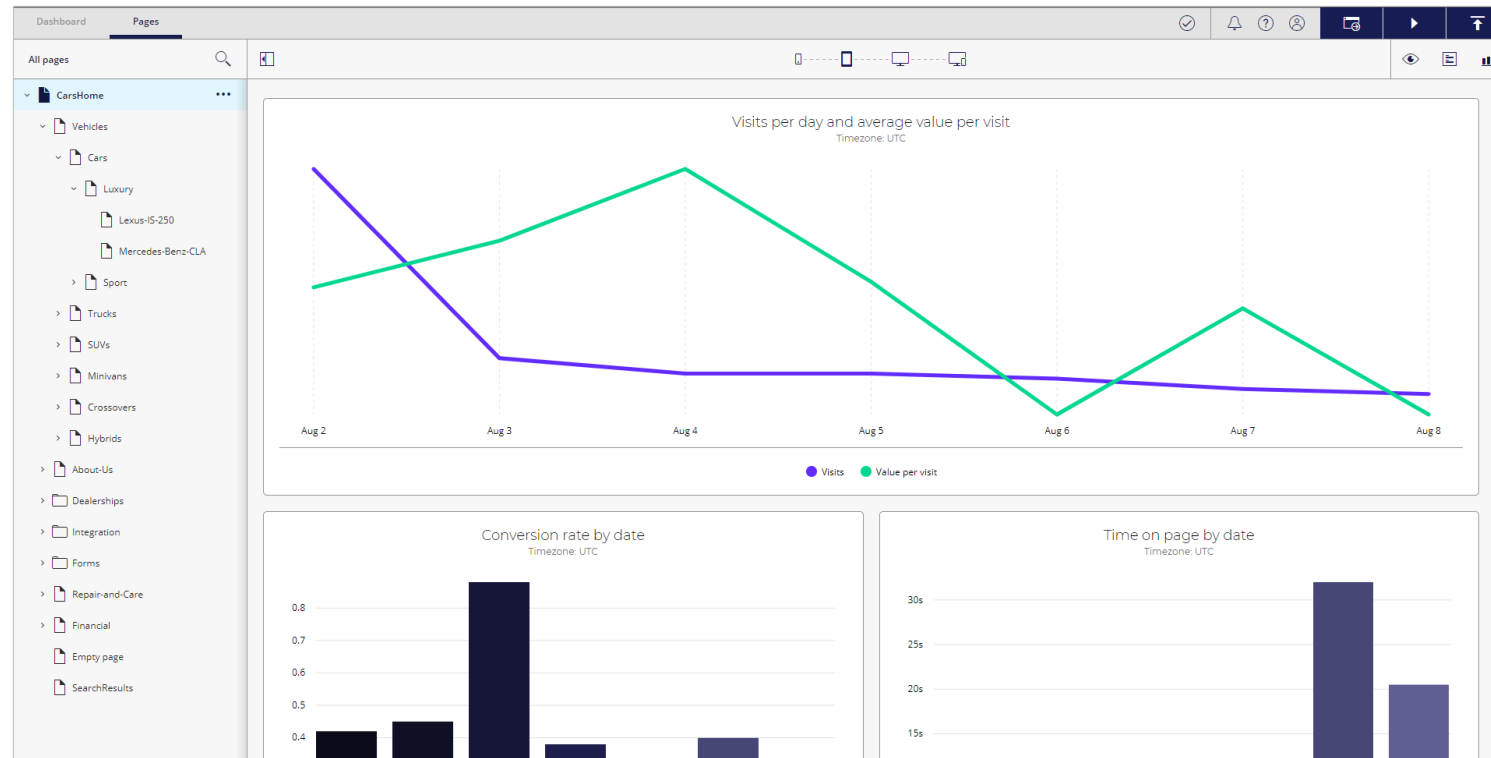


Preview the page on different device for a specific date





## Overview of page performance



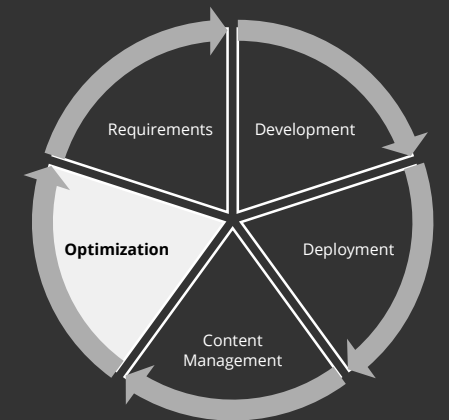


**HUMAN CONNECTIONS  
IN A DIGITAL WORLD**



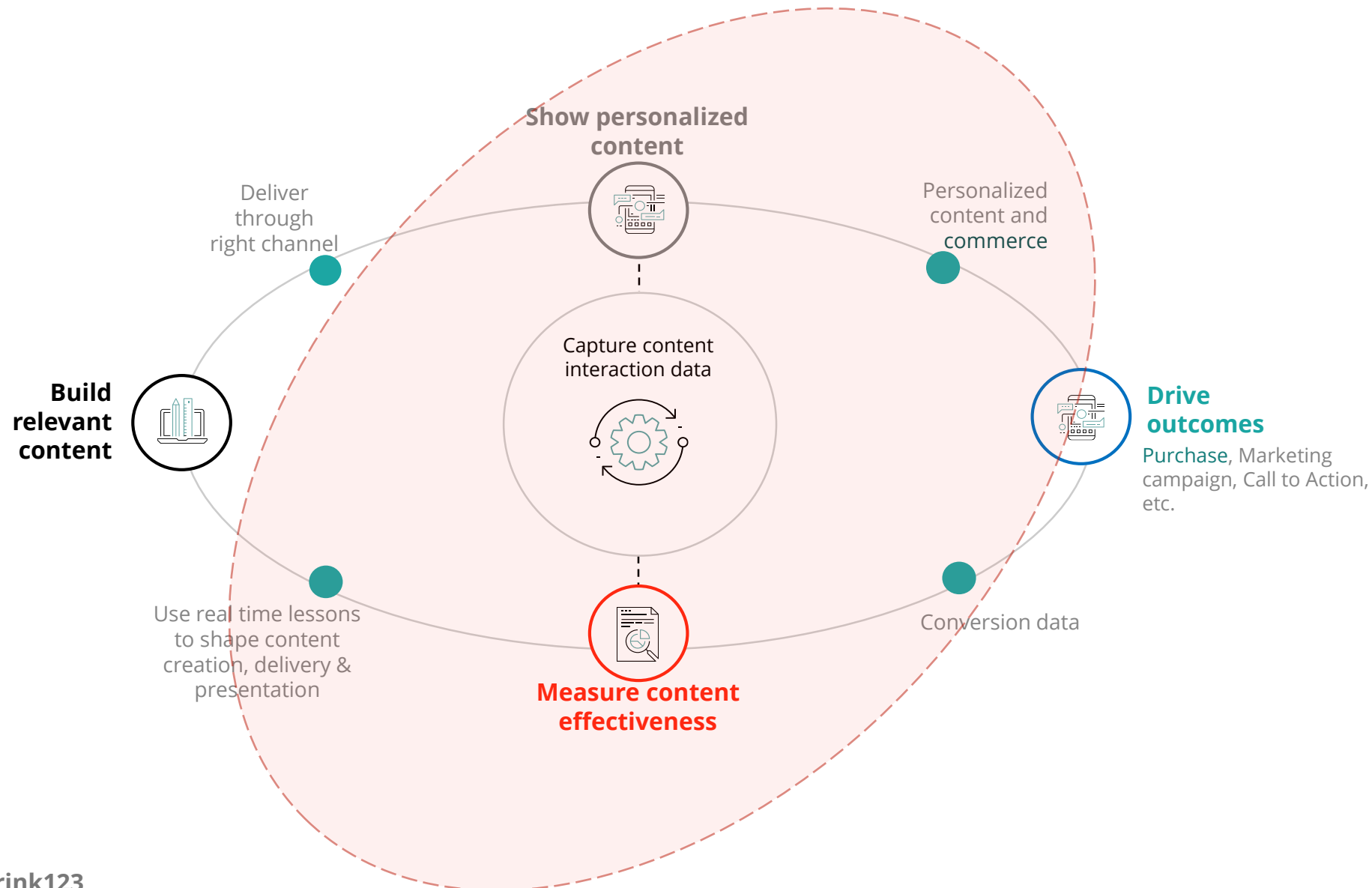
SITECORE®  
**SYMPOSIUM**  
2019

# Analytics, Personalization and Optimization



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**#SitecoreSYM**





IMPROVED



## Testing & optimization

Generate actionable insights with analytics, testing and optimization

IMPROVED



## Personalization at scale

Profiles, interactions, behaviors and activities enrich personalization across channels

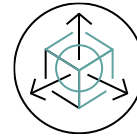
NEW  
FEATURES



## Analytics & Reporting

Generate actionable insights with analytics, testing and optimization

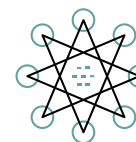
NEW  
FEATURES



## Marketing automation

Easy drag and drop campaigns and marketing automation streamline time to market

NEW  
PRODUCT



## Machine learning

Sitecore AI – Auto Personalization  
ML provided user segment insights from analyzed data

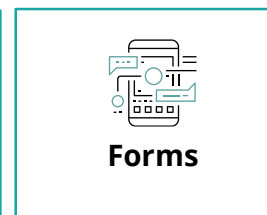
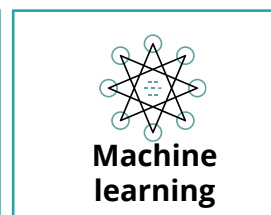
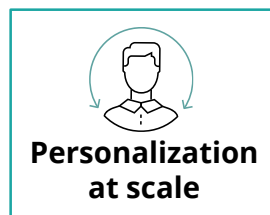
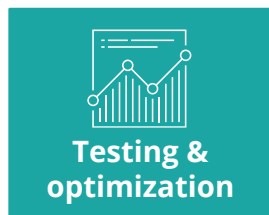
NEW  
FEATURES



## Forms

Use Call-to-actions to drive value and outcomes on your solutions

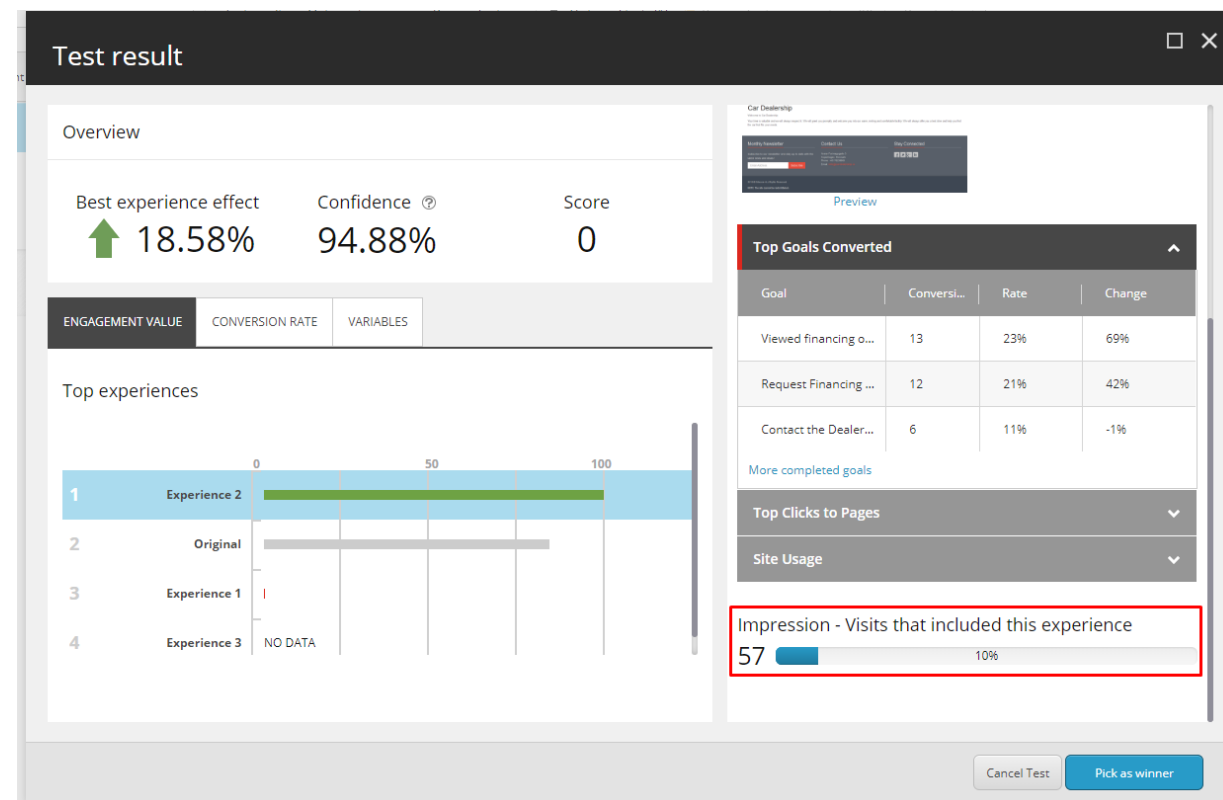


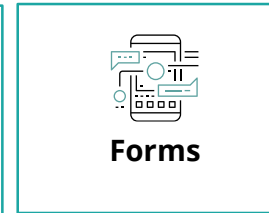
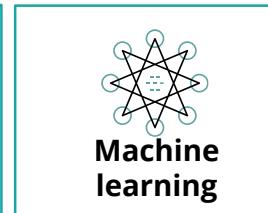


## Content Testing Reach has been replaced with Impressions

IMPROVED

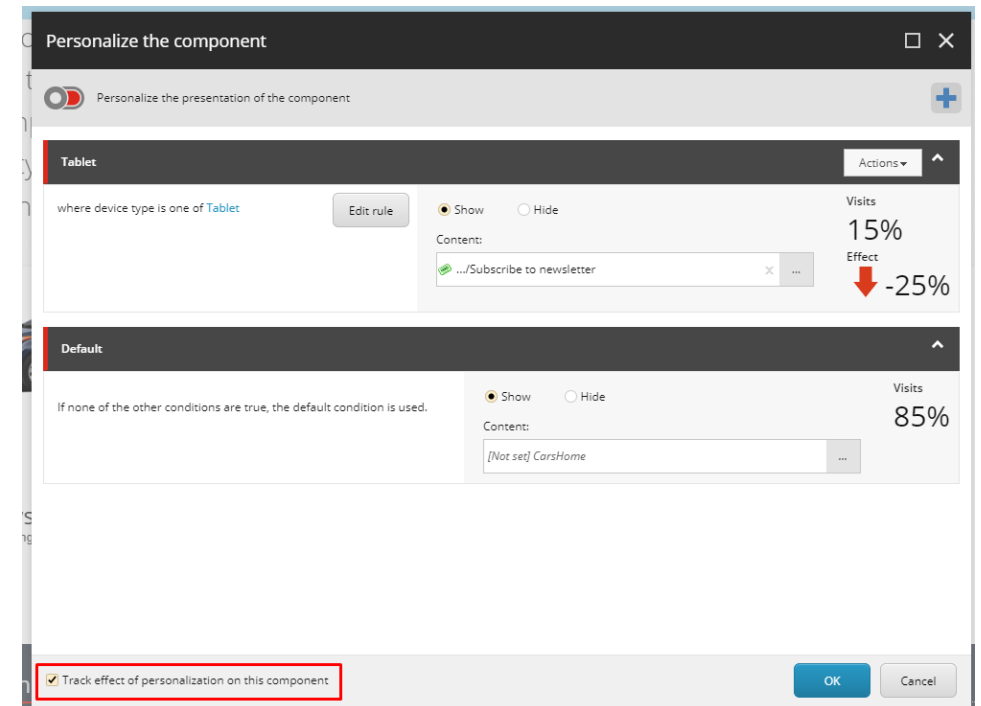
Reach is replaced with impressions to match industry standard





## Personalization tracking without test definition

Measure effectiveness of personalization instances without starting an explicit personalization test.



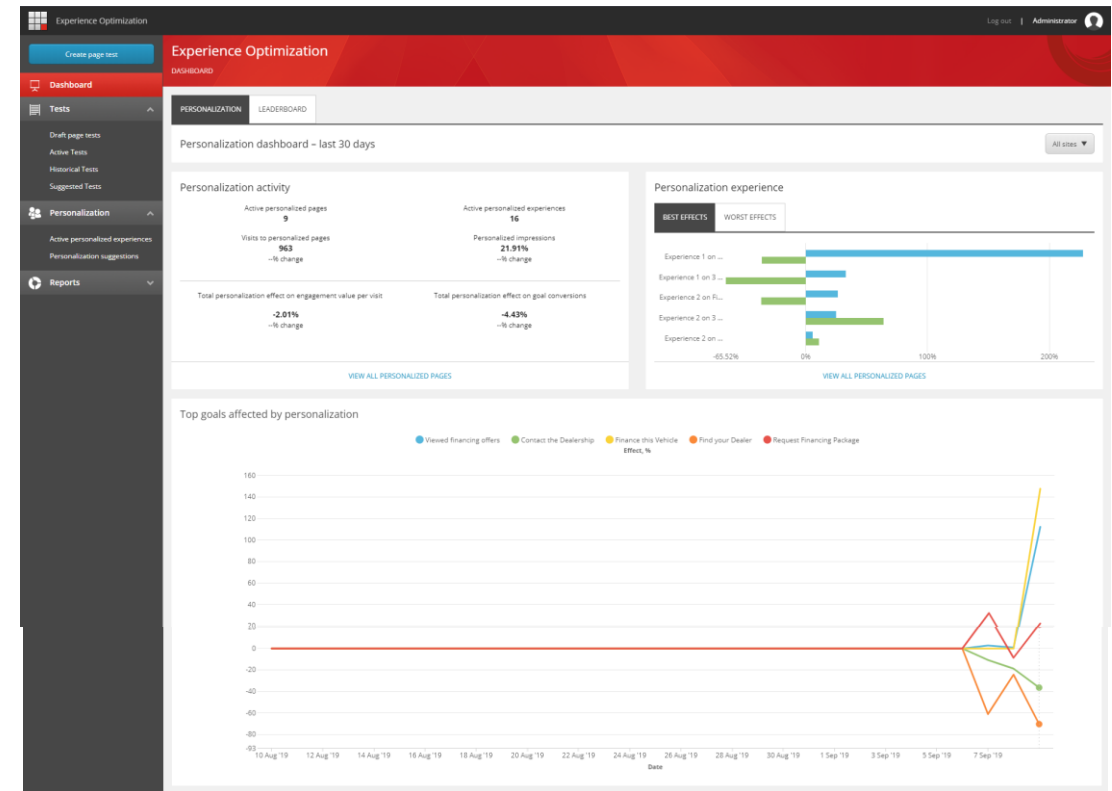


## Experience Optimization dashboard

NEW  
FEATURE

The Dashboard provides a single overview of all personalization results.

The data is collected from personalization tracking and from personalization tests.



  
**Testing & optimization**

  
**Personalization at scale**

  
**Analytics & Reporting**

  
**Marketing automation**

  
**Machine learning**

  
**Forms**

## Scheduled plan enrollment

NEW  
FEATURE

Use date and time in the criteria for entry in the enrollment plan.

Configuring an automation plan based on:

- Certain time of the day
- Certain day of the week
- A given date

**Start**  
Define how contacts should be enrolled in this automation campaign.

Enroll contacts based on:

- ☐ Completing goals, events or outcomes
- ☒ Scheduled enrollment
- ☐ Meeting specified rules

Define scheduled enrollment

Interval: Monthly

On: Fourth Select

First Sunday of the month x

Third Wednesday of the month x

Fourth Friday of the month x

Time: 16:30

Select a list: Search

Contacts will be enrolled from: Target Group 18-25 x

Summary

Contacts from the list "Target Group 18-25" are enrolled into the campaign "Untitled" on First Sunday, Third Wednesday and Fourth Friday of every month at 16:30.

**Start**  
Define how contacts should be enrolled in this automation campaign.

Enroll contacts based on:

- ☐ Completing goals, events or outcomes
- ☒ Scheduled enrollment
- ☐ Meeting specified rules

Define scheduled enrollment

Interval: Weekly

Select days of the week \*

S M T W T **F** S

Time: 16:30

Select a list: Search

Contacts will be enrolled from: Target Group 18-25 x

Summary

Contacts from the list "Target Group 18-25" are enrolled into the campaign "Untitled" every Friday at 16:30.



**Testing &  
optimization**



**Personalization  
at scale**



**Analytics &  
Reporting**



**Marketing  
automation**



**Machine  
learning**

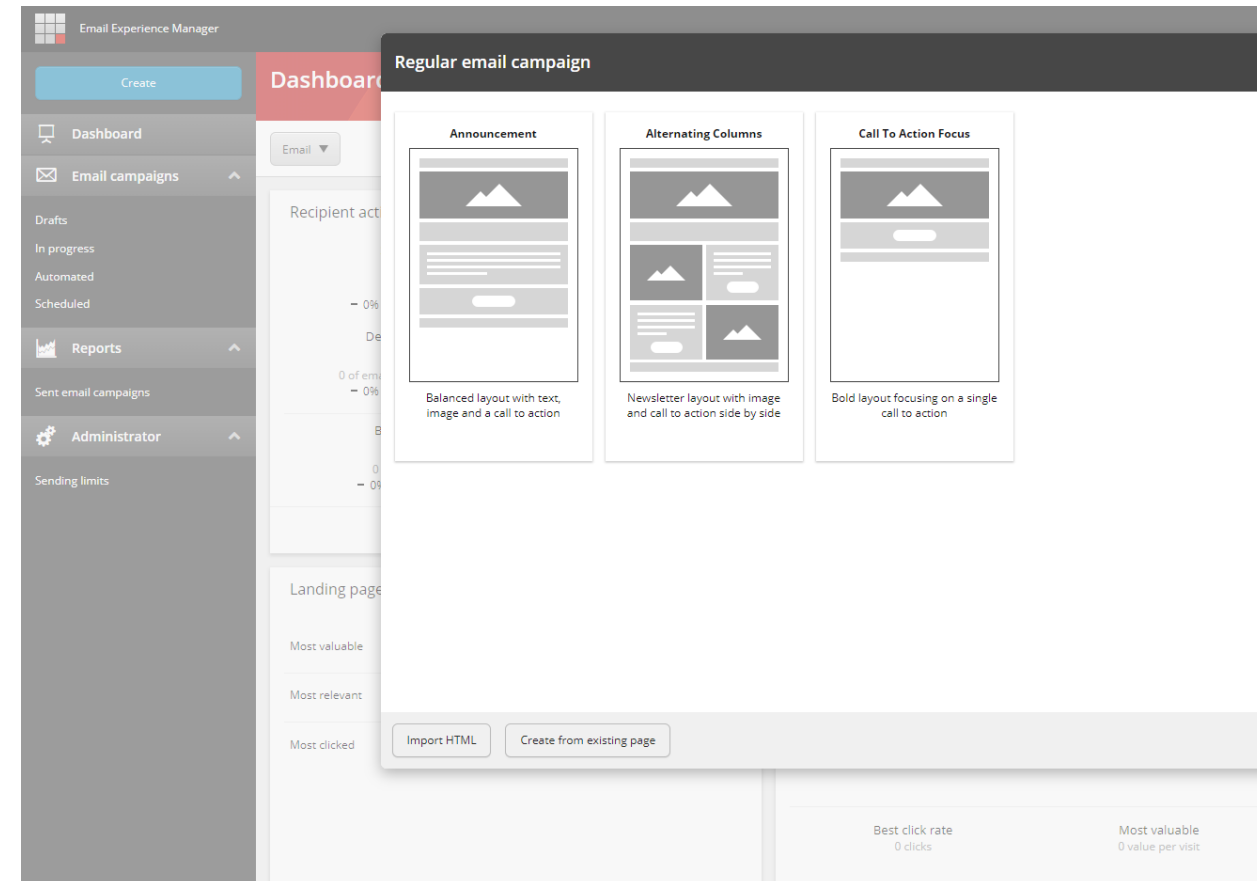


**Forms**

## ExM: Enhanced template management

NEW  
FEATURE

For users of EXM, the 9.3 release provides a refreshed template range and manager experience.





**Testing &  
optimization**



**Personalization  
at scale**



**Analytics &  
Reporting**



**Marketing  
automation**



**Machine  
learning**



**Forms**

## Sitecore AI – Auto Personalization

NEW  
PRODUCT

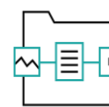
No need to set up user segments. ML will provide user segment insights from analyzed data.



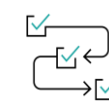
A service that enables automated personalization on Sitecore Experience Platform (XP)



Select any components on your website to turn on Auto Personalization and let machine learning drive personalization



Just add content (variations) to the component



You can use rules with auto personalization, or not





Testing &  
optimization



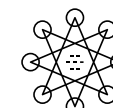
Personalization  
at scale



Analytics &  
Reporting



Marketing  
automation



Machine  
learning

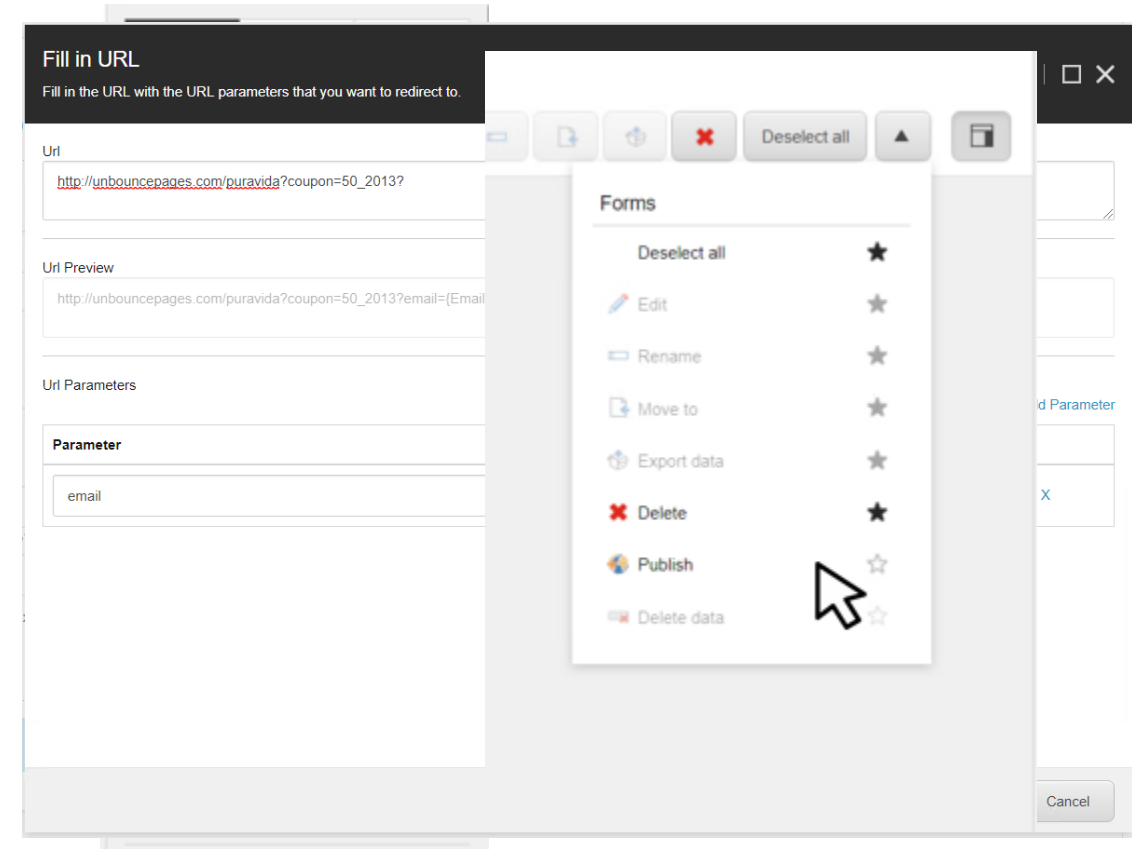


Forms

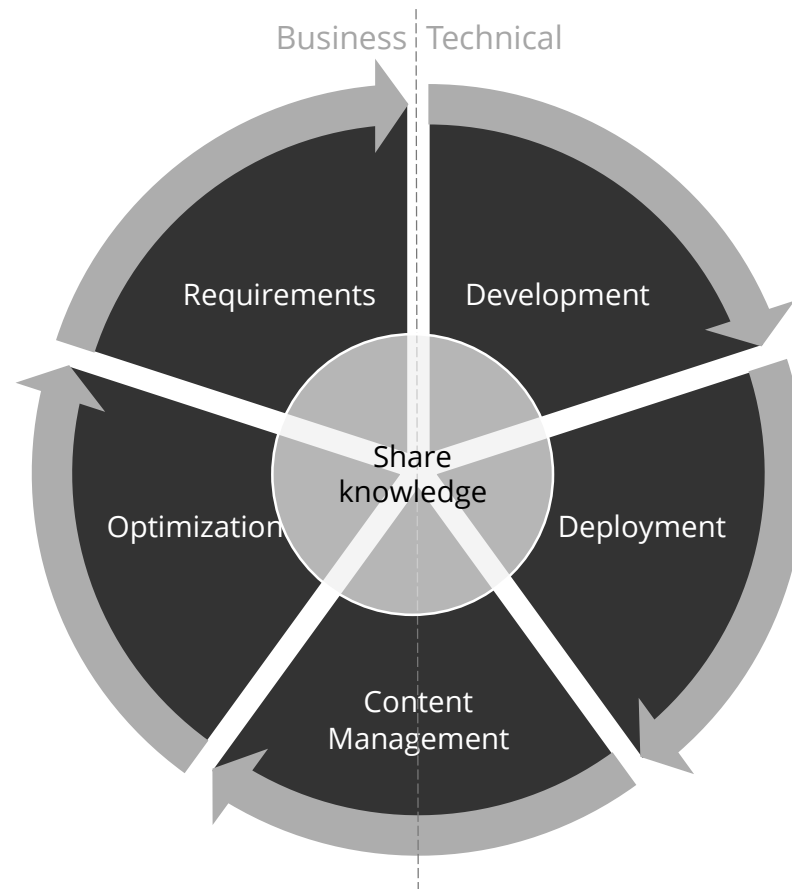
## Forms

NEW  
FEATURES

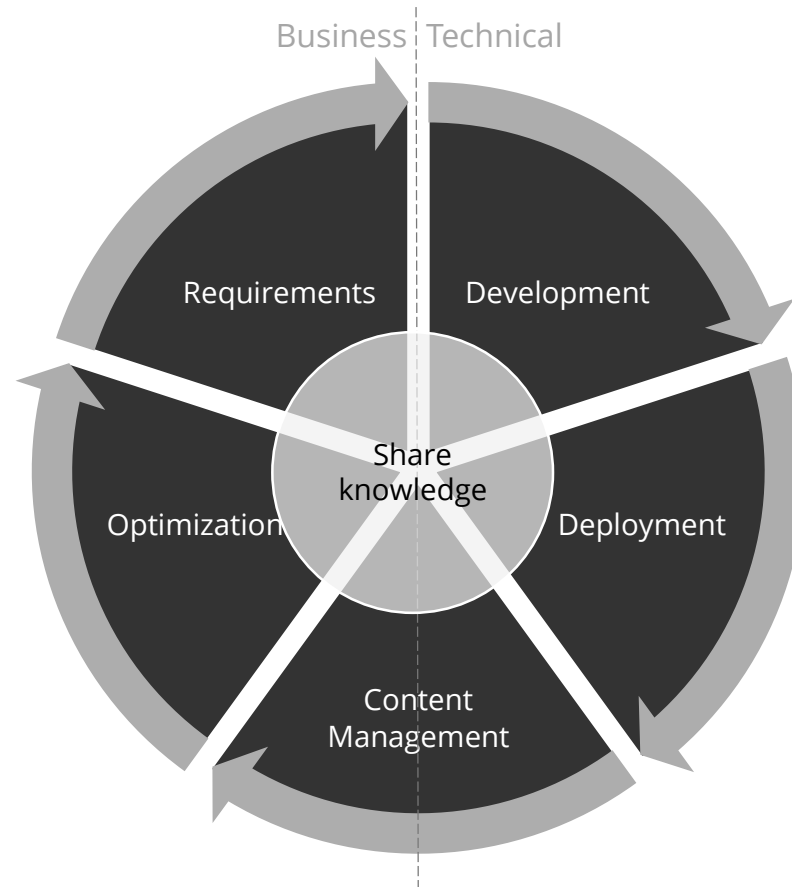
- New Confirm email and File upload elements
- Forms uses platform bot detection to verify if input is from human
- Redirect to external URL and pass form fields as URL parameters
- Publish forms from the Forms UI



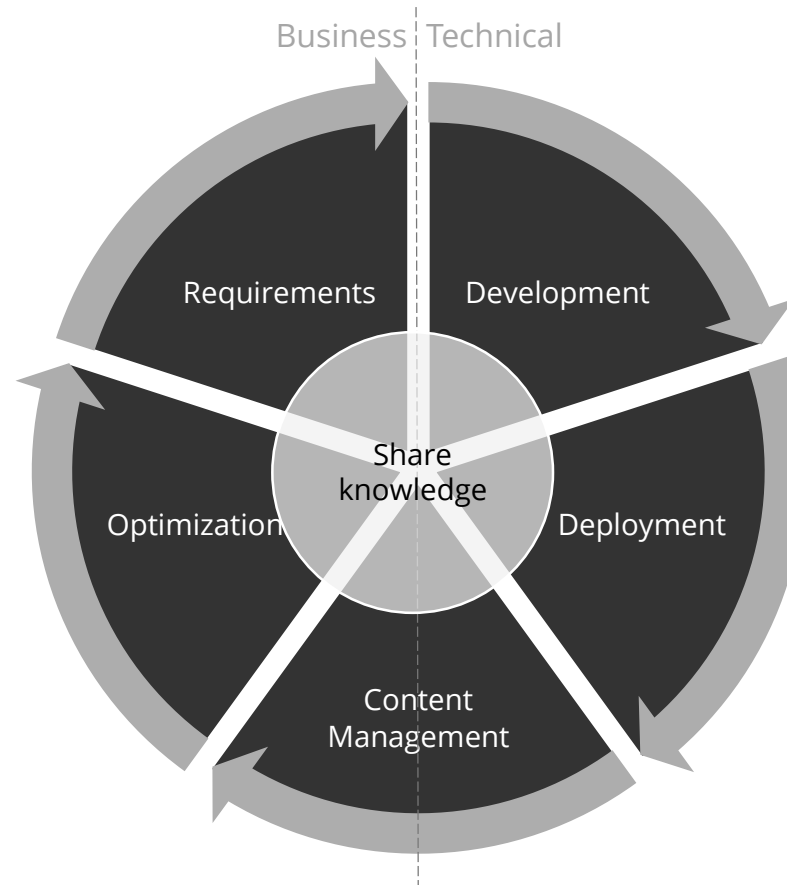
# Share what you have learned



# Share what you have learned



# Share what you have learned



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Applications  
Sitecore MVP 2020  
[mvp.sitecore.com](http://mvp.sitecore.com)

## Sitecore Product ideas

==

# Aha!

OPEN  
NOW

- 1 Request access to Aha:  
<https://www.sitecore.com/company/contact-us/product-feedback>
- 2 Submit your ideas and vote on other product ideas
- 3 Follow the progress of the submitted ideas

Share your feedback now

Please take a moment to  
review this session in the  
Symposium mobile app:

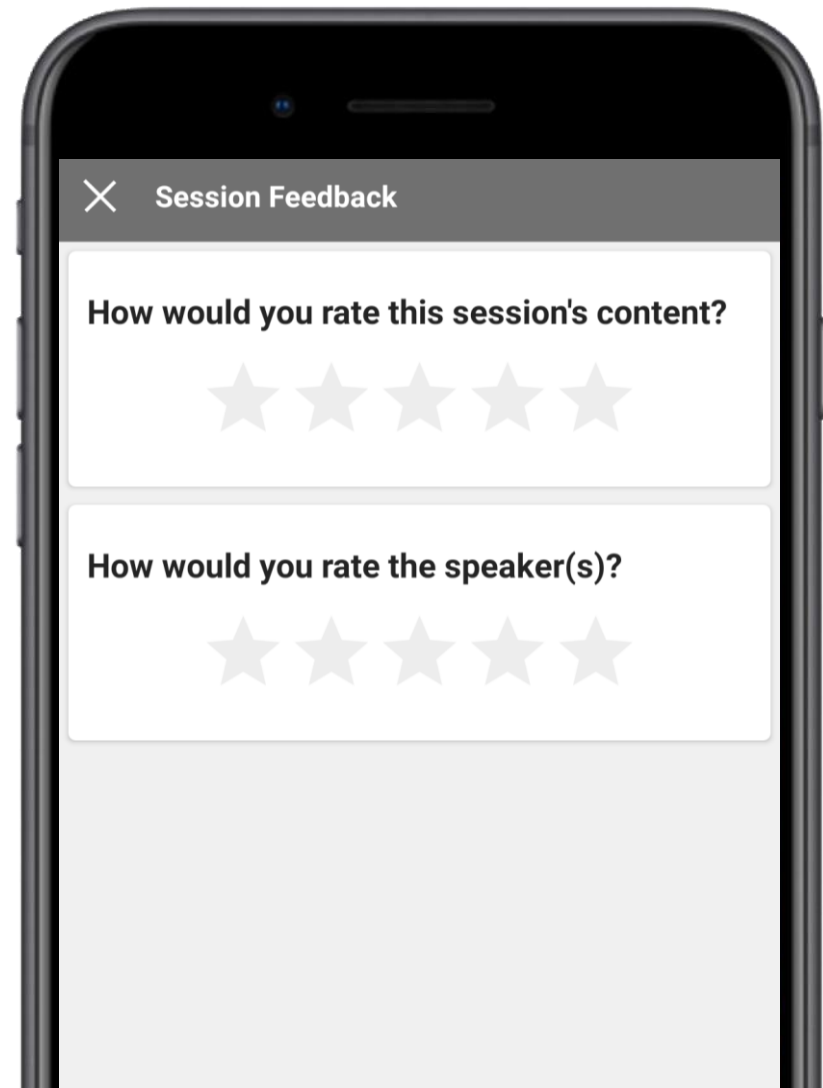
**Schedule ▶ Session ▶ Survey**

**Thank you!**

 [www.PieterBrinkman.com](http://www.PieterBrinkman.com)

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 [/in/pbrink/](https://in.linkedin.com/in/pbrink/)





# Thank you

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