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

@pieterbrink123

/in/pbrink/

Date:
November 4, 2019

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SYMPOSIUM
2019

HUMAN CONNECTIONS IN A DIGITAL WORLD

Sitecore's evolution is a thrill ride in the industry

#SitecoreSYM

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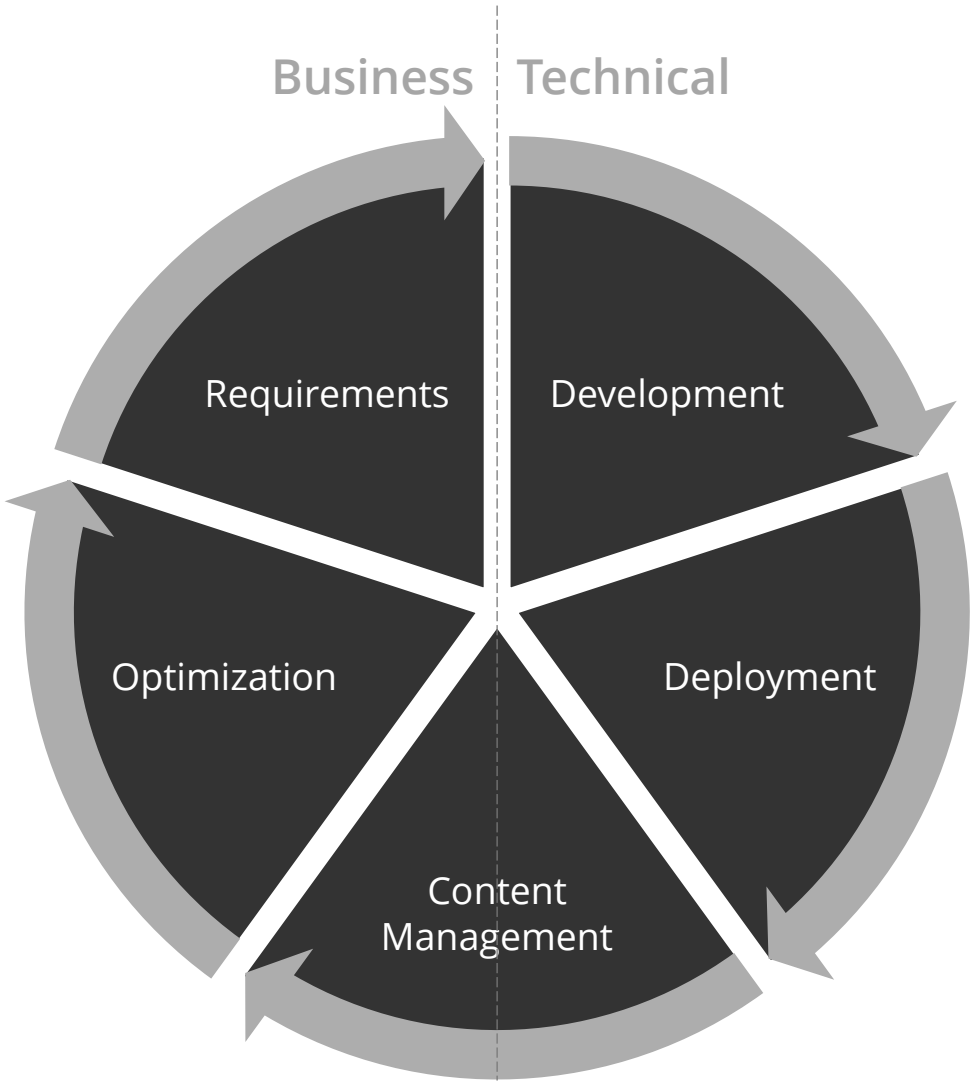
Project lifecycle



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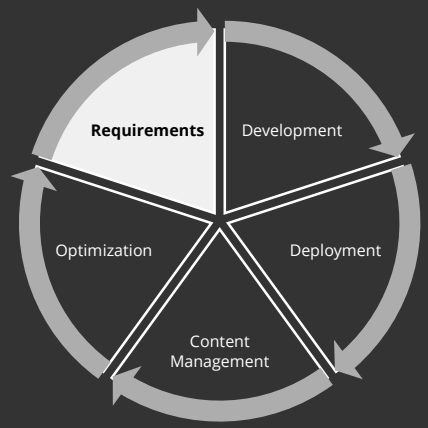
Business requirements and planning



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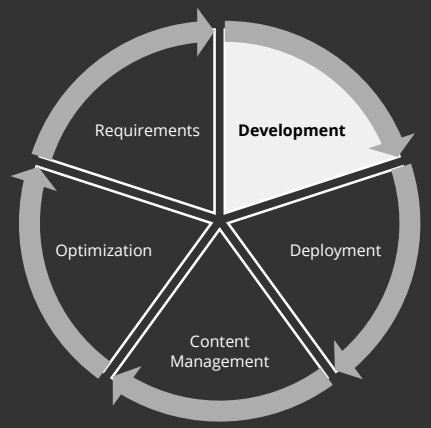
Development



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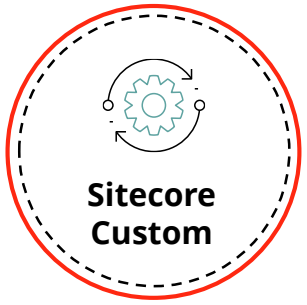
Sitecore Development Approaches



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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- Headless architecture
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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

Sitecore Development Approaches

Sitecore SXA

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

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NEW FEATURE

Updated modern, fast and highly extensible templating engine

- 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 f
    <a title="{{ i_item.ImageTitle.raw }}" href="{{ i_item.Image.
    {{- # ↓ 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  }}
      <img src="{{ o_model.thumbnail_url }}" alt="{{ i_item.Videol
                data-title="{{ i_item.VideoTitle.raw }}" data-descrip
      </a>
    {{end}}
{{end}}
```

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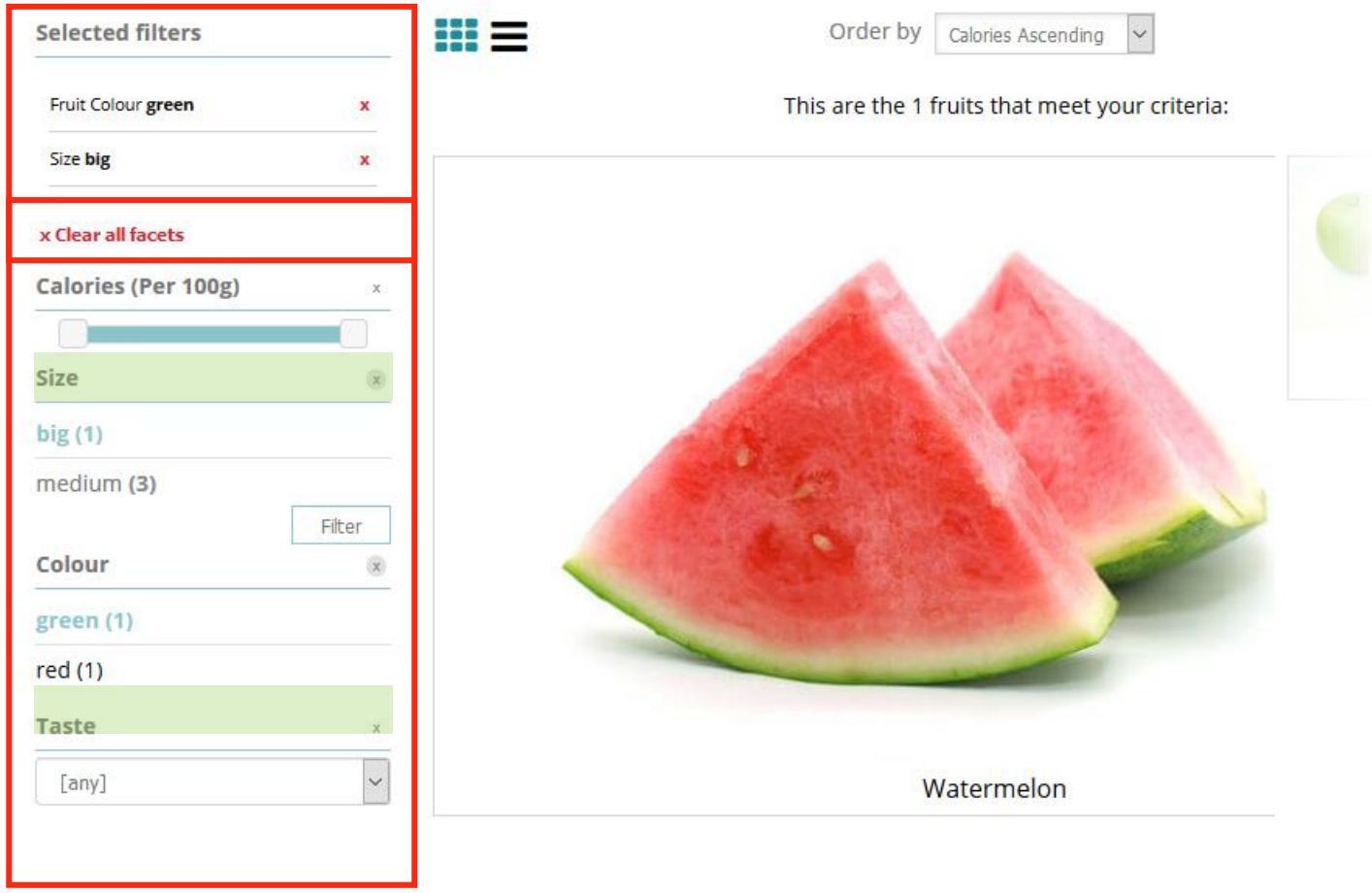
IMPROVED

Additional Search filter components to optimize the Search

Aggregated facet filter and Facet summary



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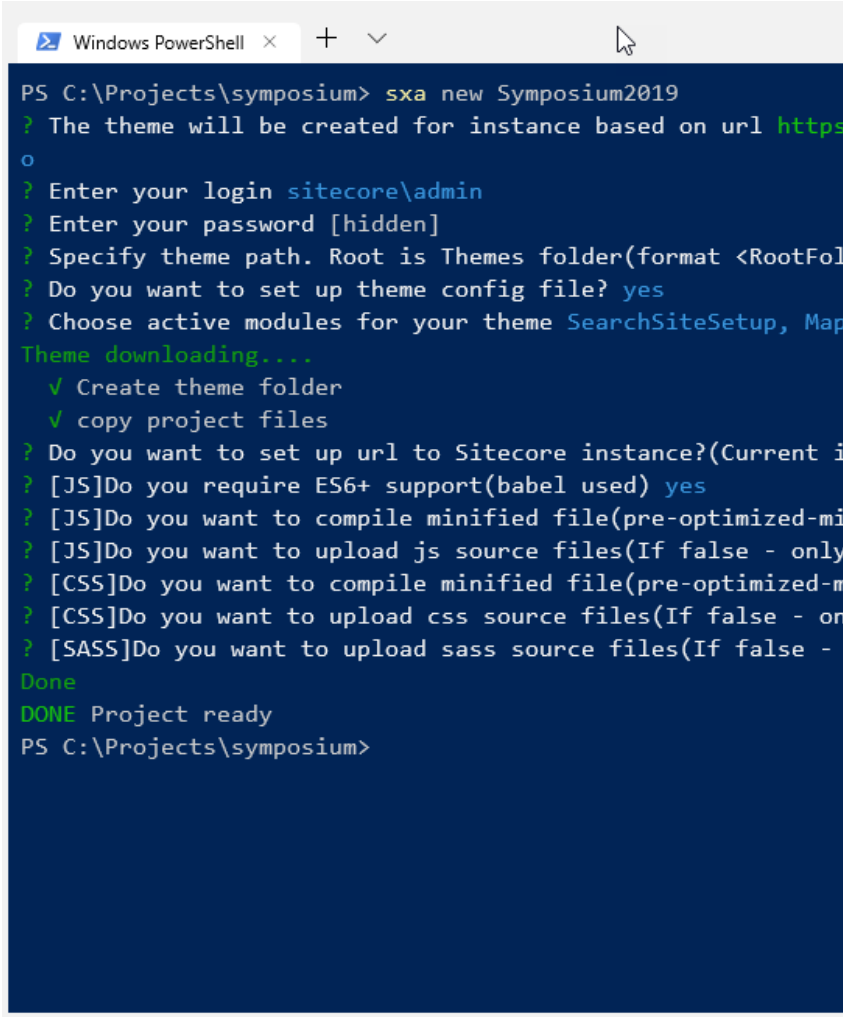
Complete front-end workflow revamp

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.



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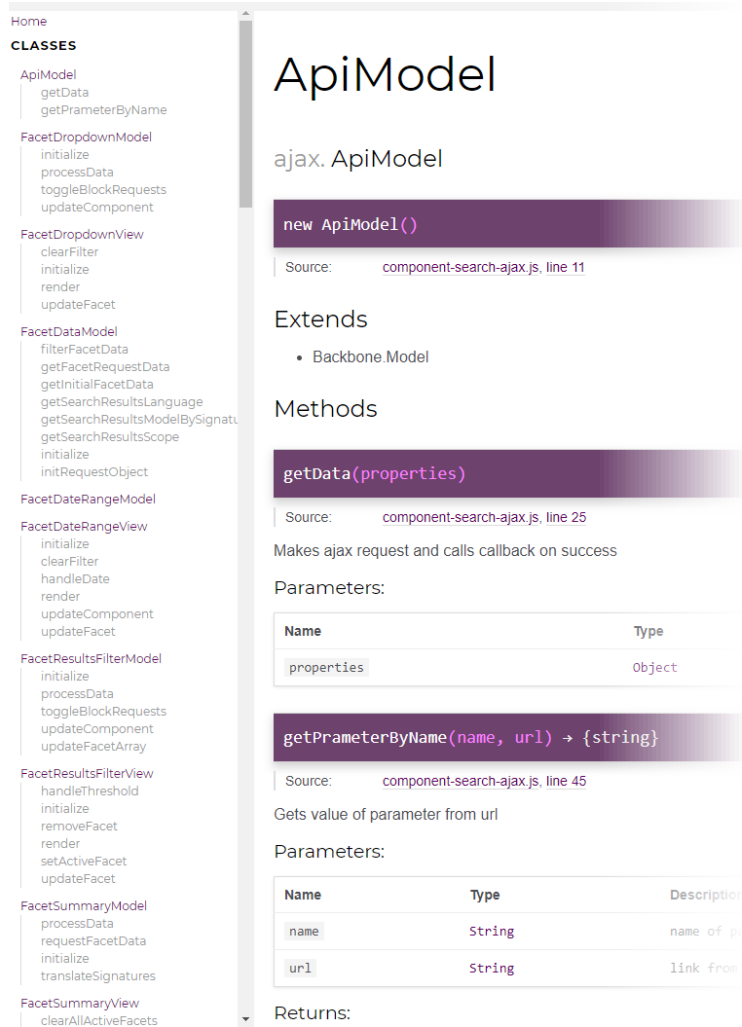
- SXA JavaScript APIs are now fully documented.



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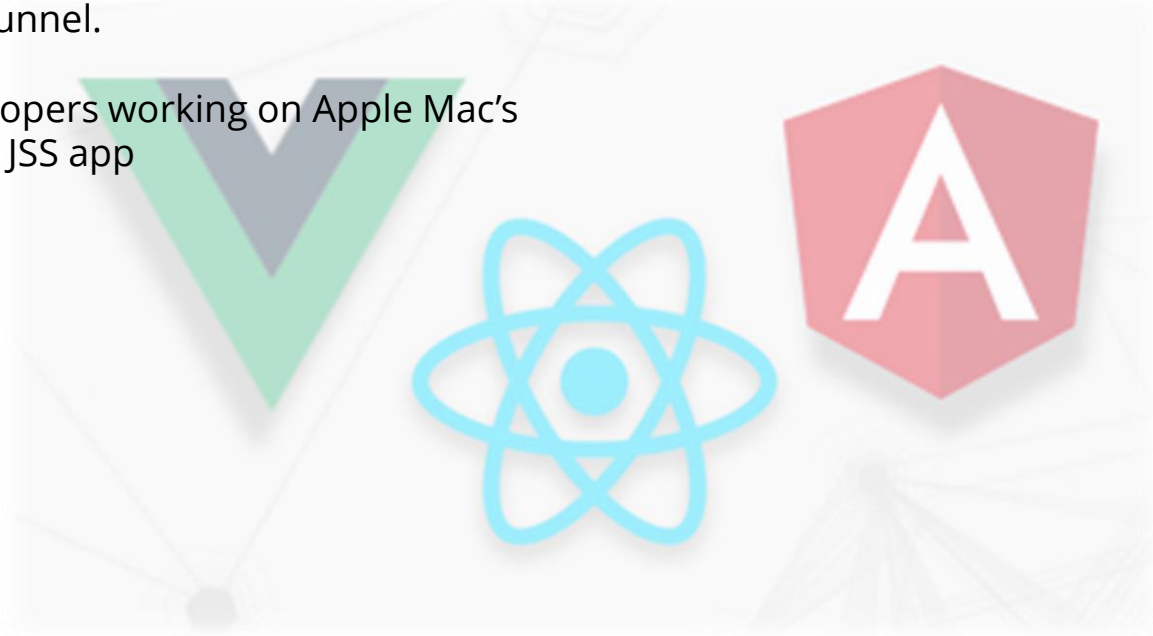
Work connected to Sitecore on their Apple Mac's

IMPROVED

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

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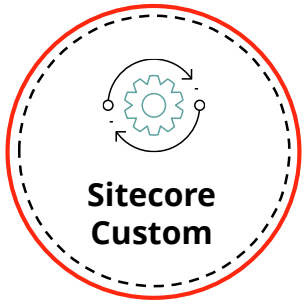

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Flexibility as business needs evolve

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Sitecore SXA

Sitecore JSS

01

Sitecore Custom

SITECORE INSTANCE

Brand site 1

BUSINESS OR BRANDING CYCLE (TIME)

Flexibility as business needs evolve

@Pieterbrink123

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**

BUSINESS OR BRANDING CYCLE (TIME)

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SITECORE INSTANCE
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03

React JSS layer

Mobile app built for event by external agency

SITECORE INSTANCE
• Brand site 1
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- SXA site 2
• **JSS Tenant**
- **JSS App**

BUSINESS OR BRANDING CYCLE (TIME)

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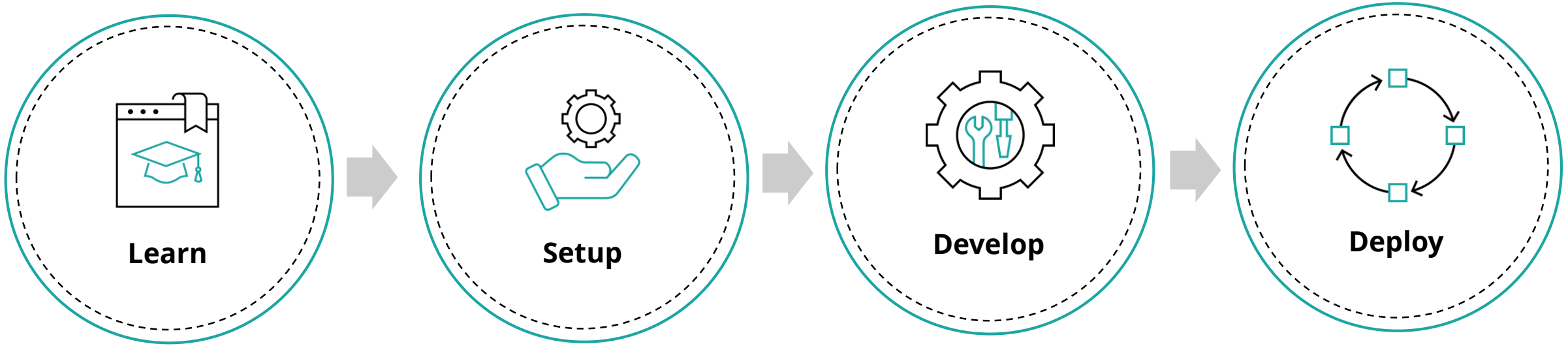
BUSINESS OR BRANDING CYCLE (TIME)

Development Stages



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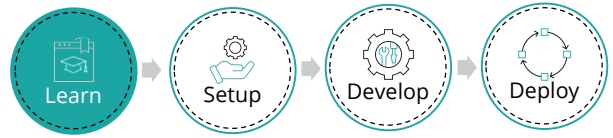
Learn



Learning m

- Training
- Documer

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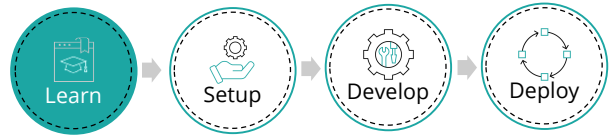
Learn



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

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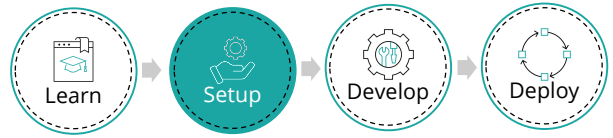
Dev environment setup



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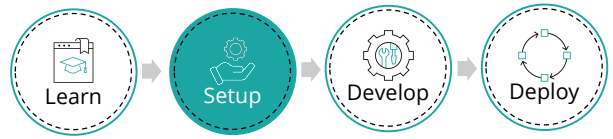
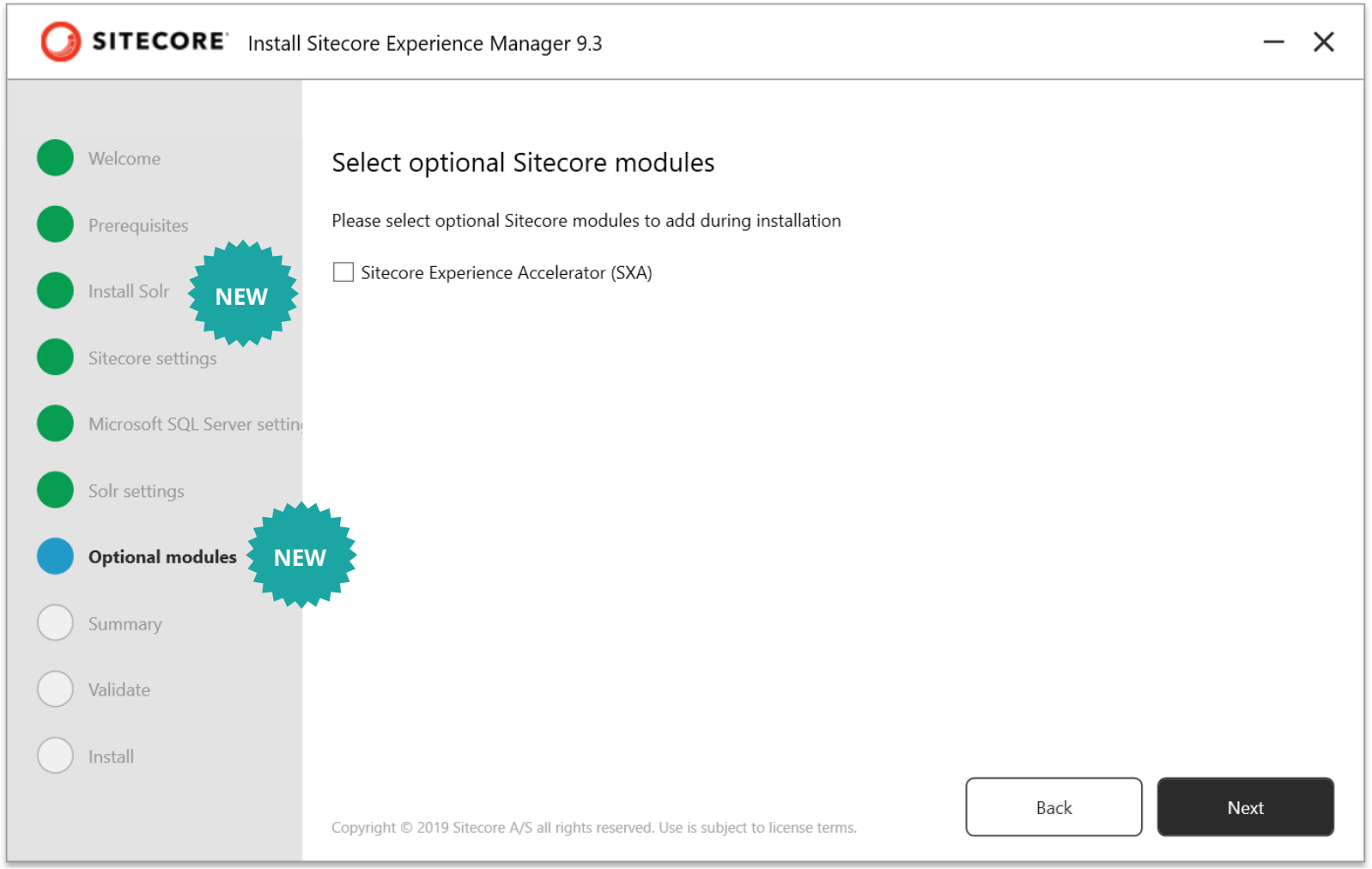
Local install with SIA and SIF



Install your local machine with Sitecore Installation Assistant



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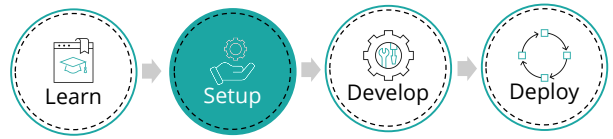
DevOps



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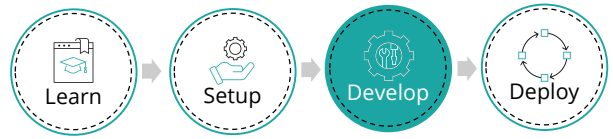
Develop



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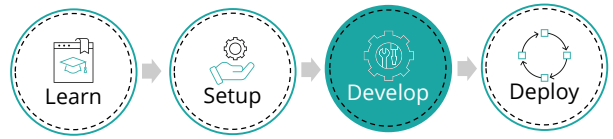
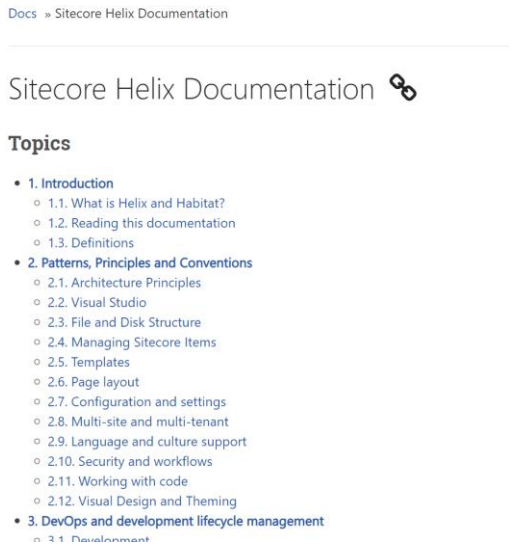


Follow Sitecore recommended practices **Helix**
helix.sitecore.net



Helix Digital Classroom training NEW

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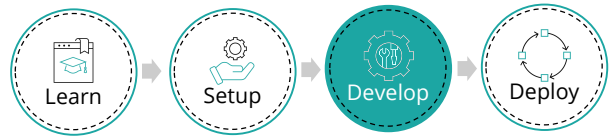

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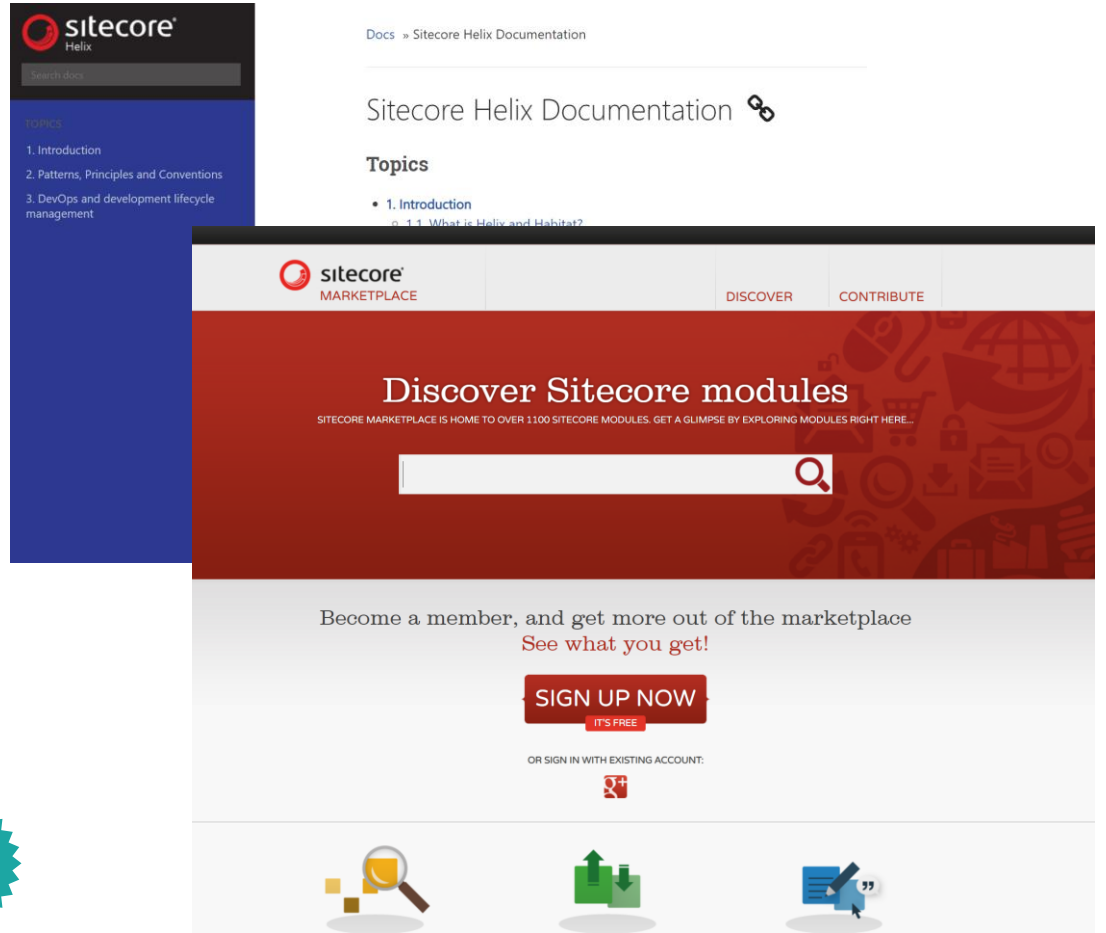
Opensource extensions on **Marketplace**
marketplace.Sitecore.net



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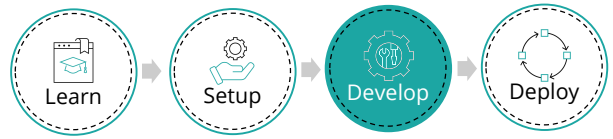
Sitecore Developer Tools



Sitecore Rocks

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

Sitecore TDS™

UPDATED

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

NEW

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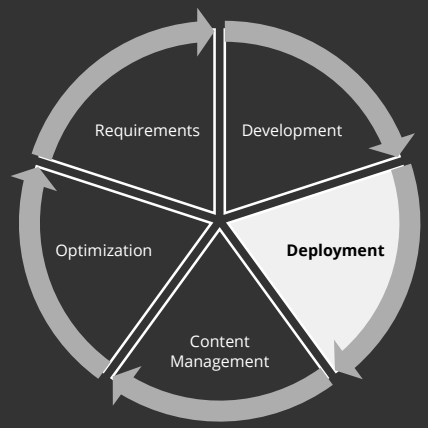
Deployment



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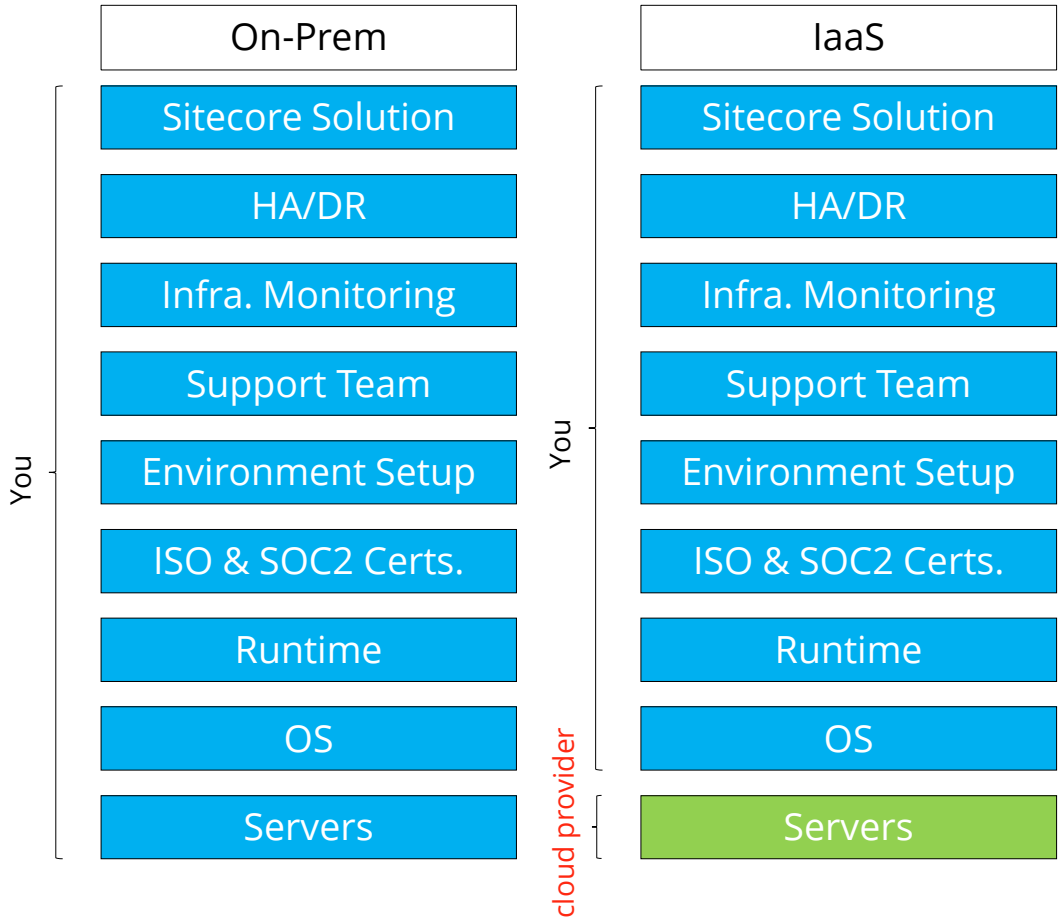
Deploy



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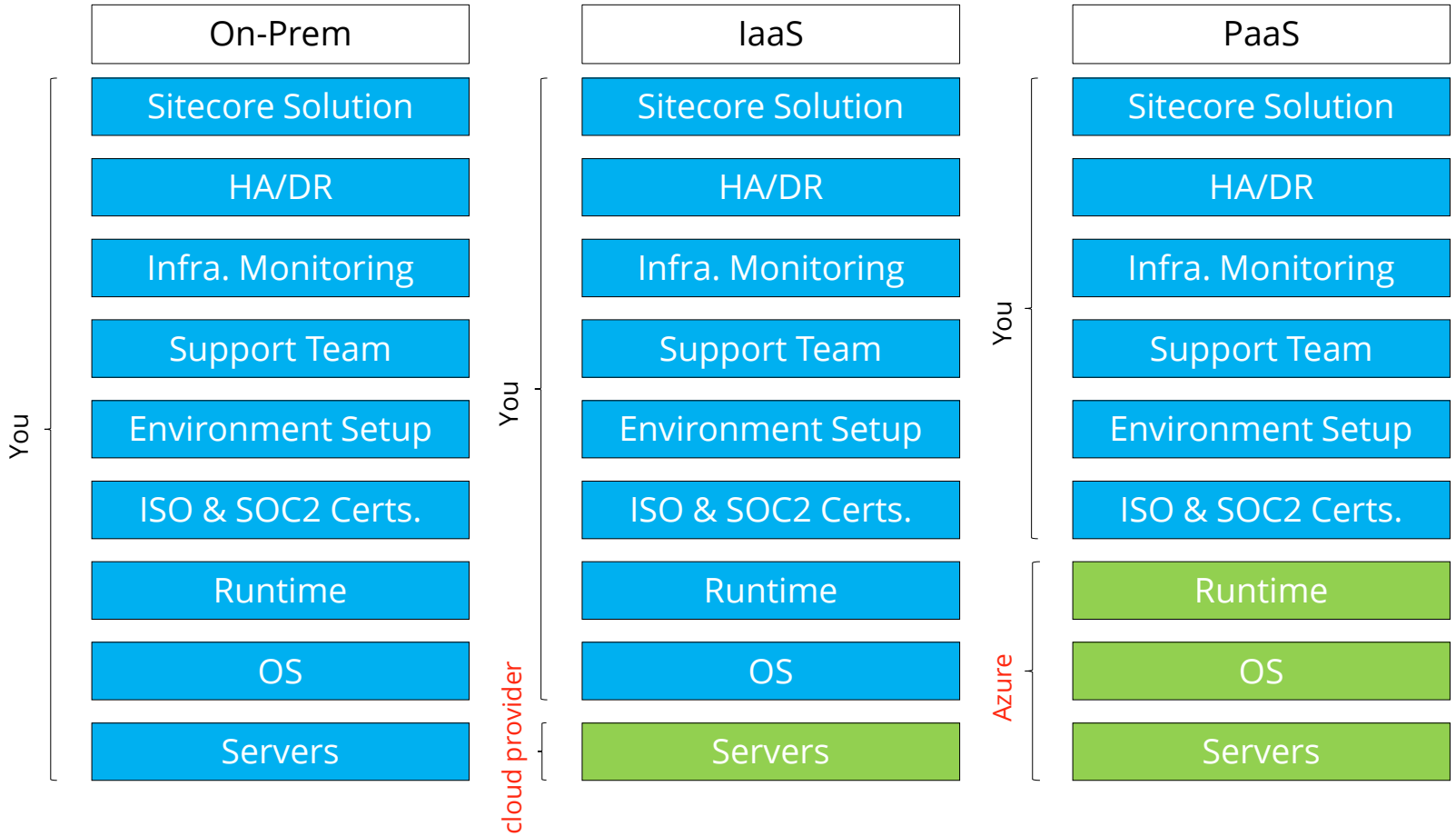

Media Library in Azure Blob Storage: Reduce the cost and increase the performance of storing media in Sitecore

NEW

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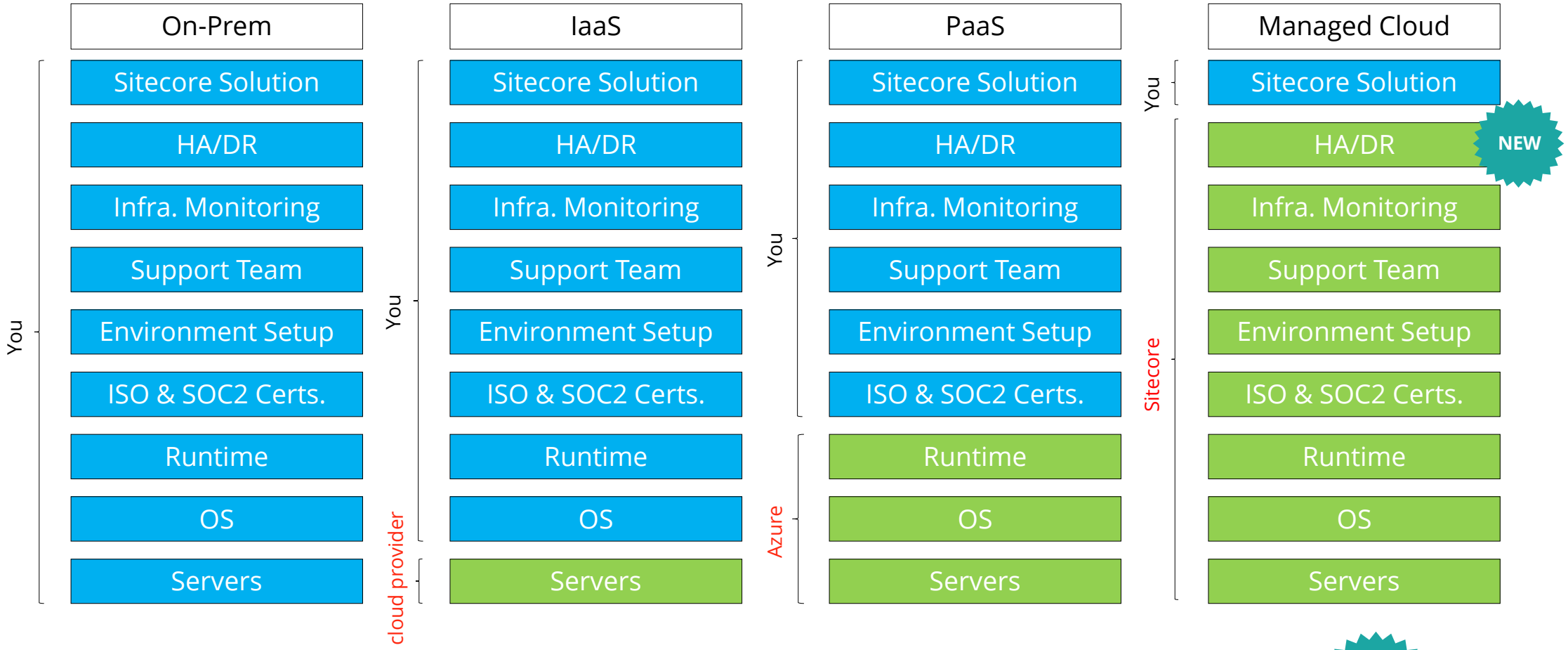

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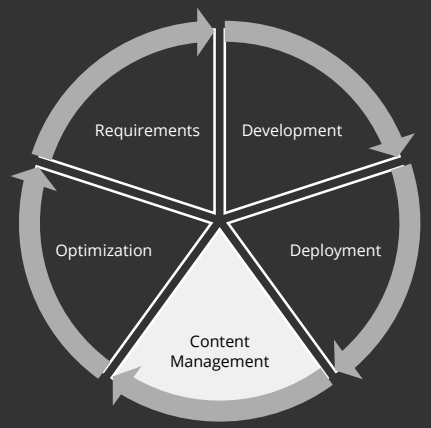
Content creation and management



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Sitecore **Solves the Content Crisis**

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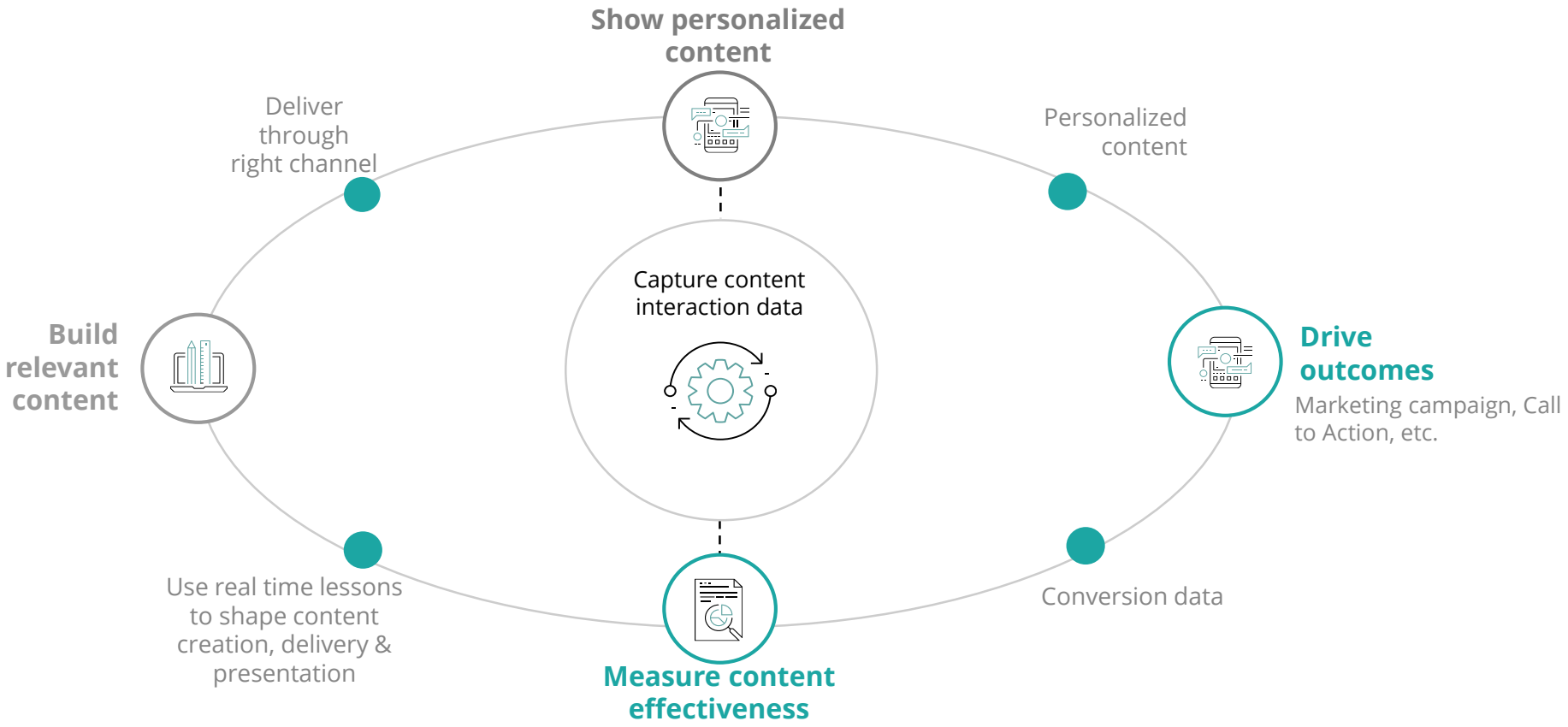
Sitecore Experience platform



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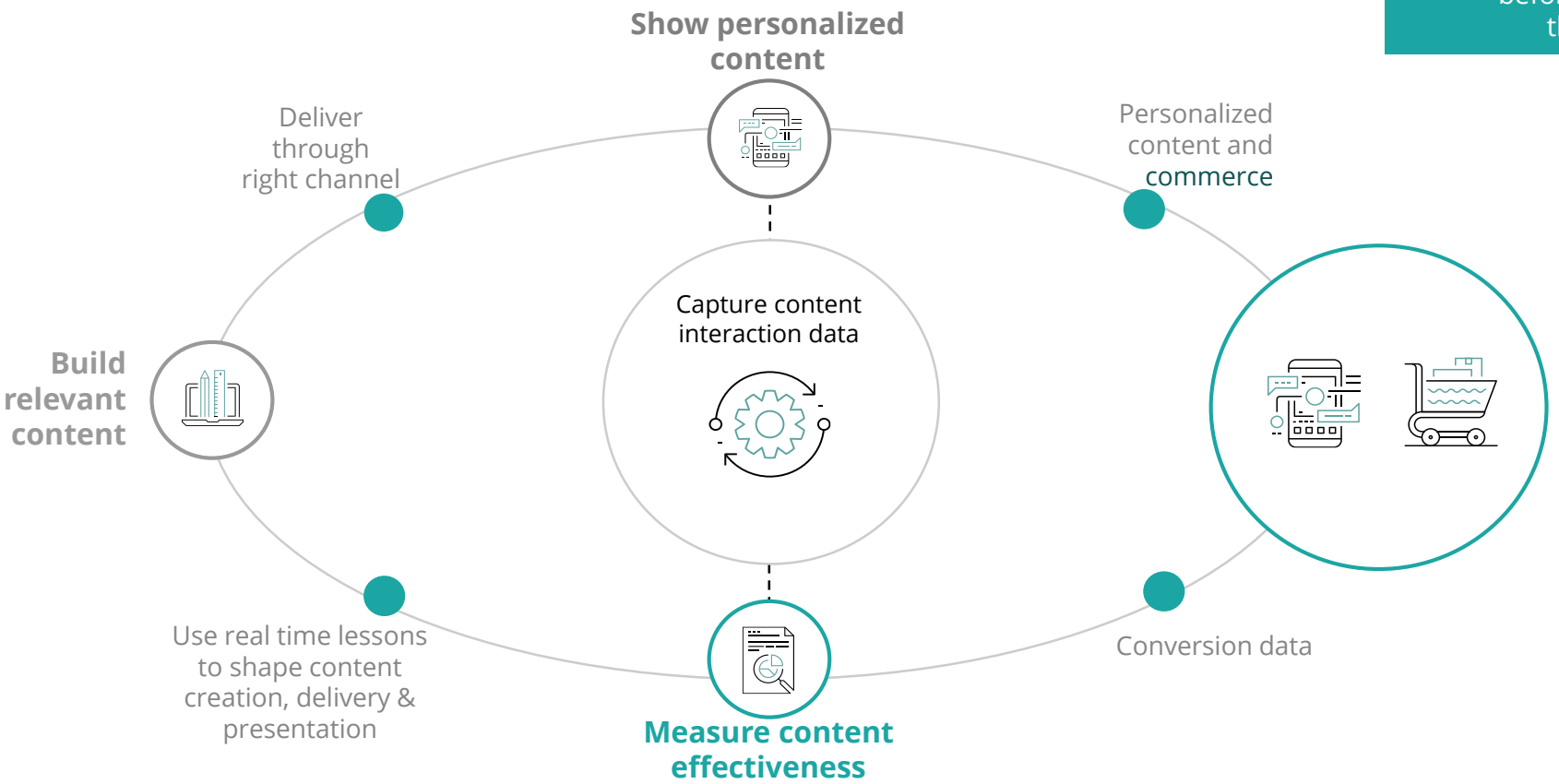
Sitecore Solves the Content Crisis

SITECORE SYMPOSIUM 2019

Sitecore Experience platform



Sitecore Commerce

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

Drive outcomes

Purchase, Marketing campaign, Call to Action, etc.

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Sitecore Solves the Content Crisis

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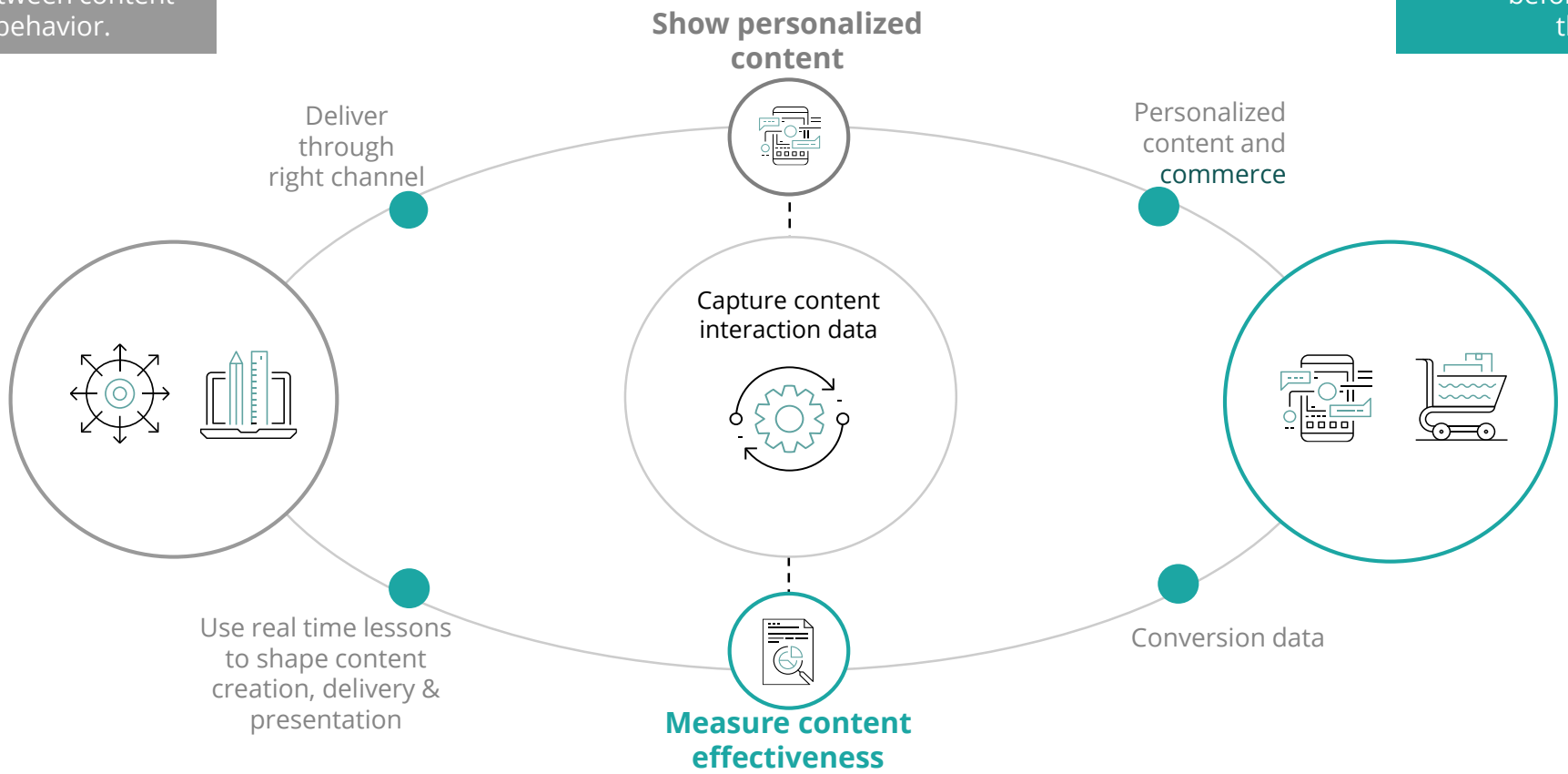
Sitecore Experience platform

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



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Sitecore Content Hub™ Components

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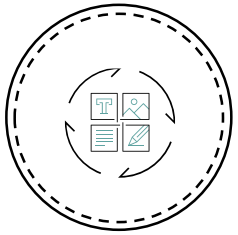
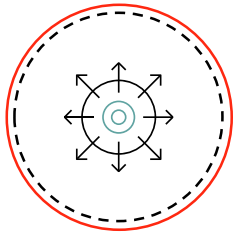
Sitecore DAM™
(Digital Asset Management)



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

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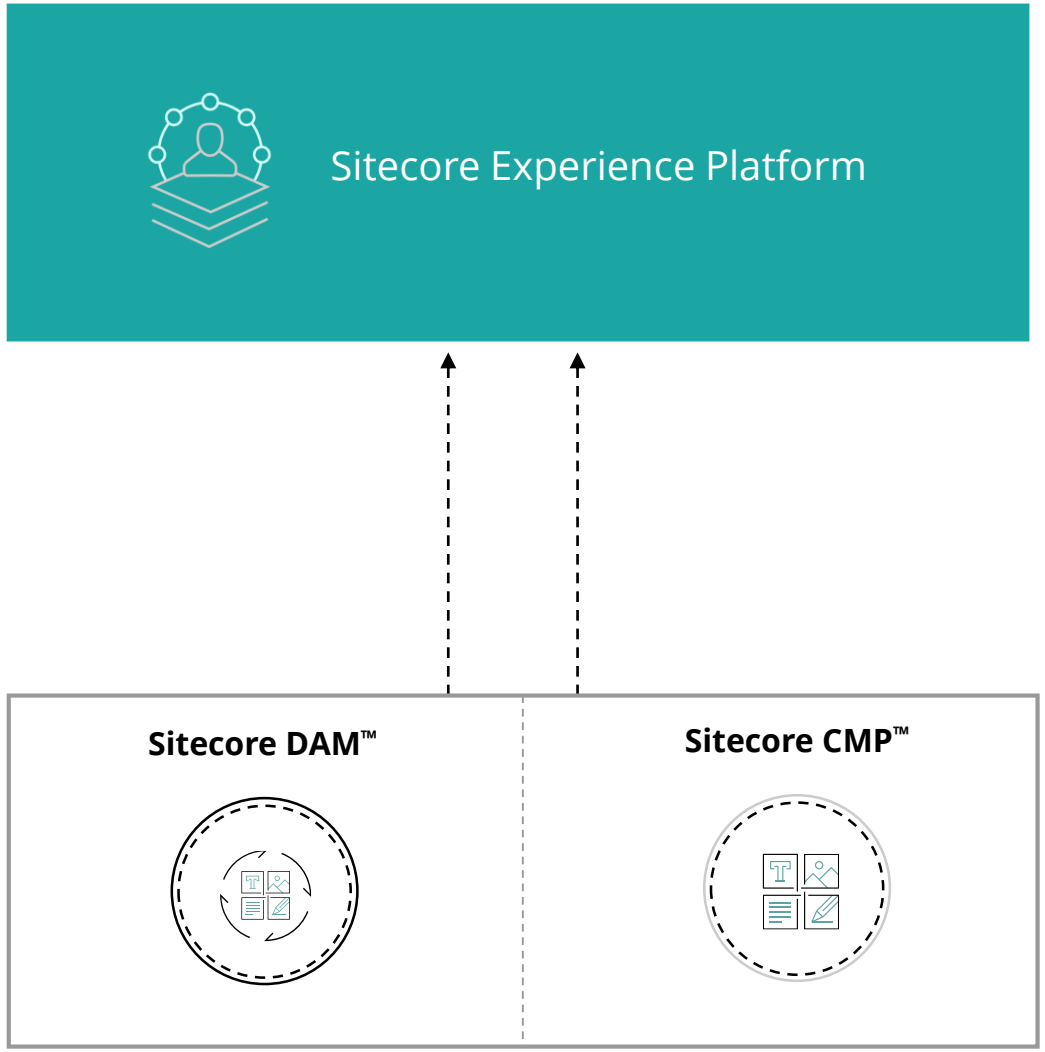
Sitecore Content Hub™ Integrations



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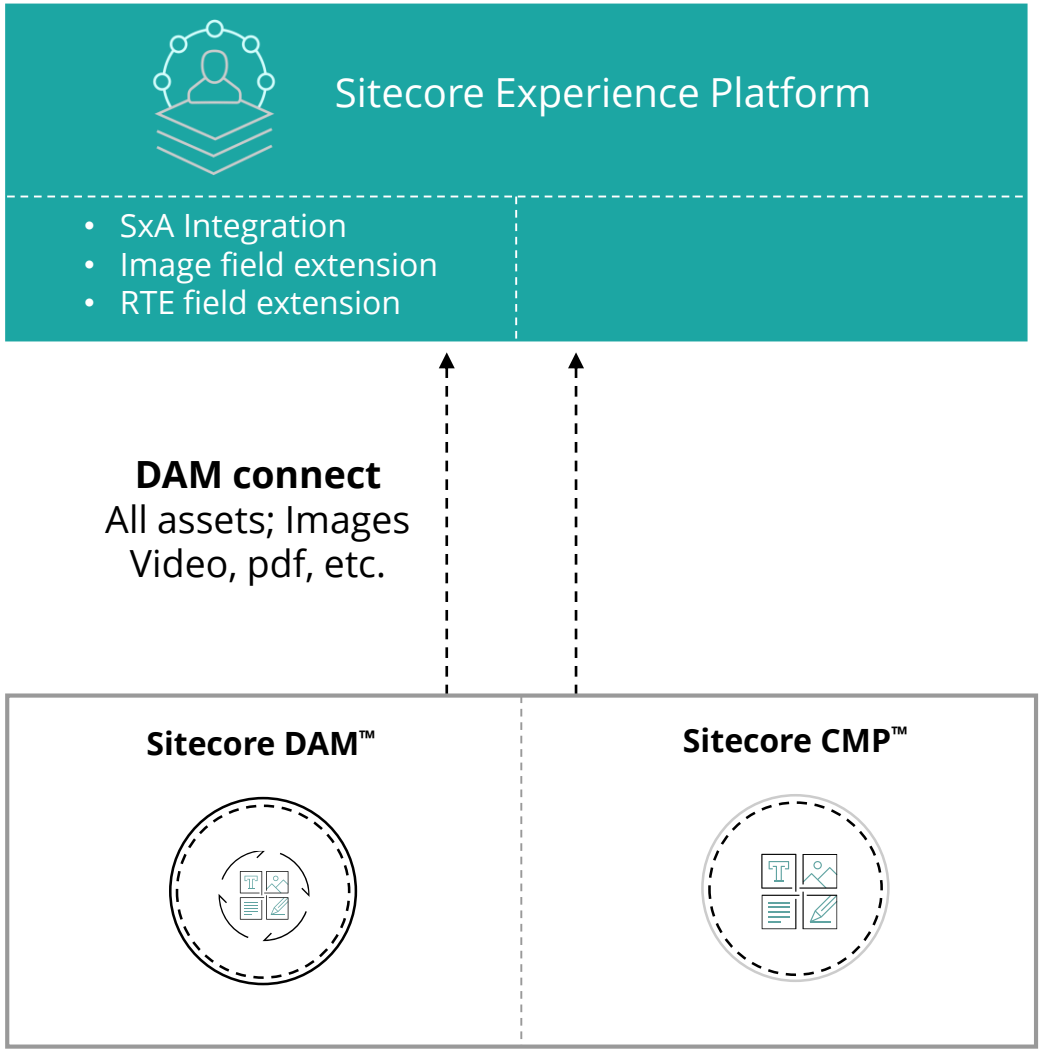
Sitecore Content Hub™ Integrations



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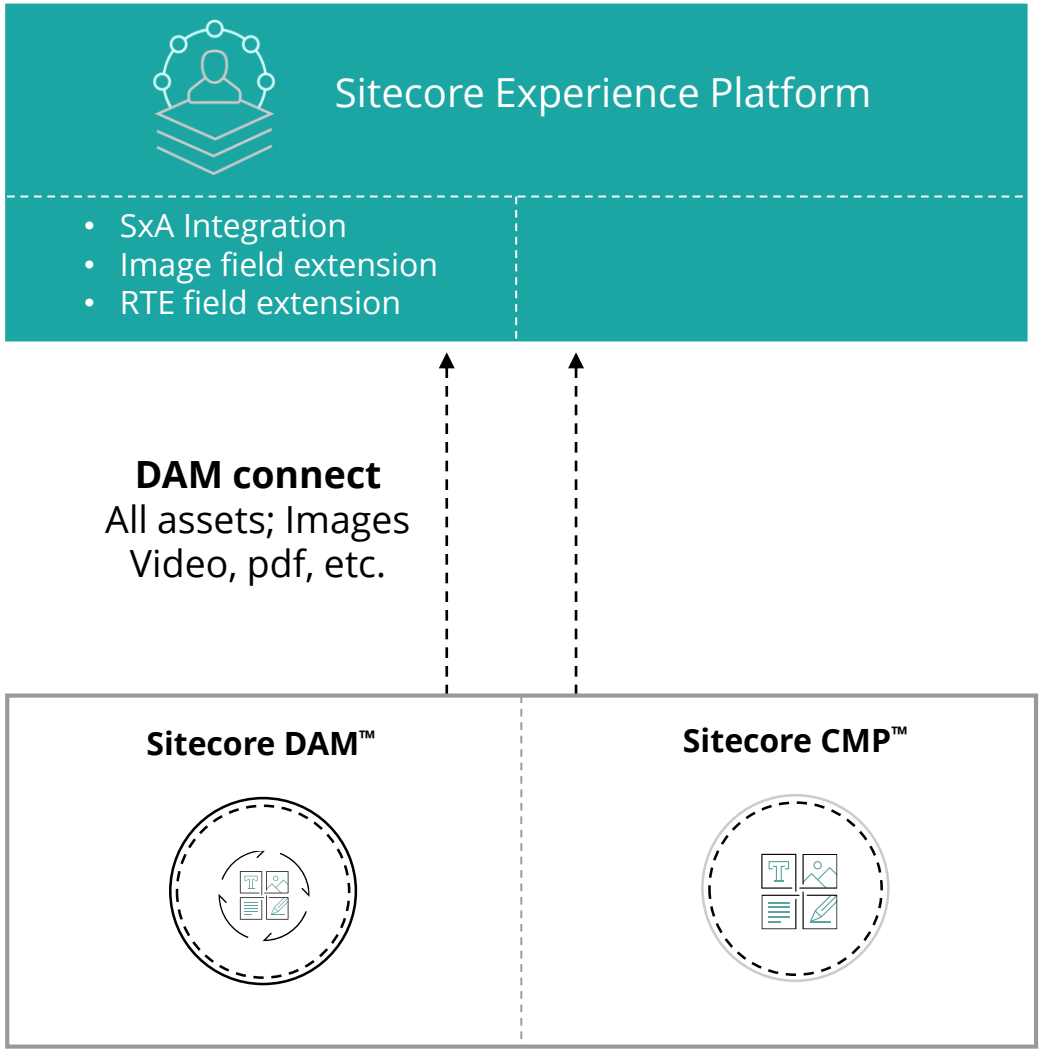
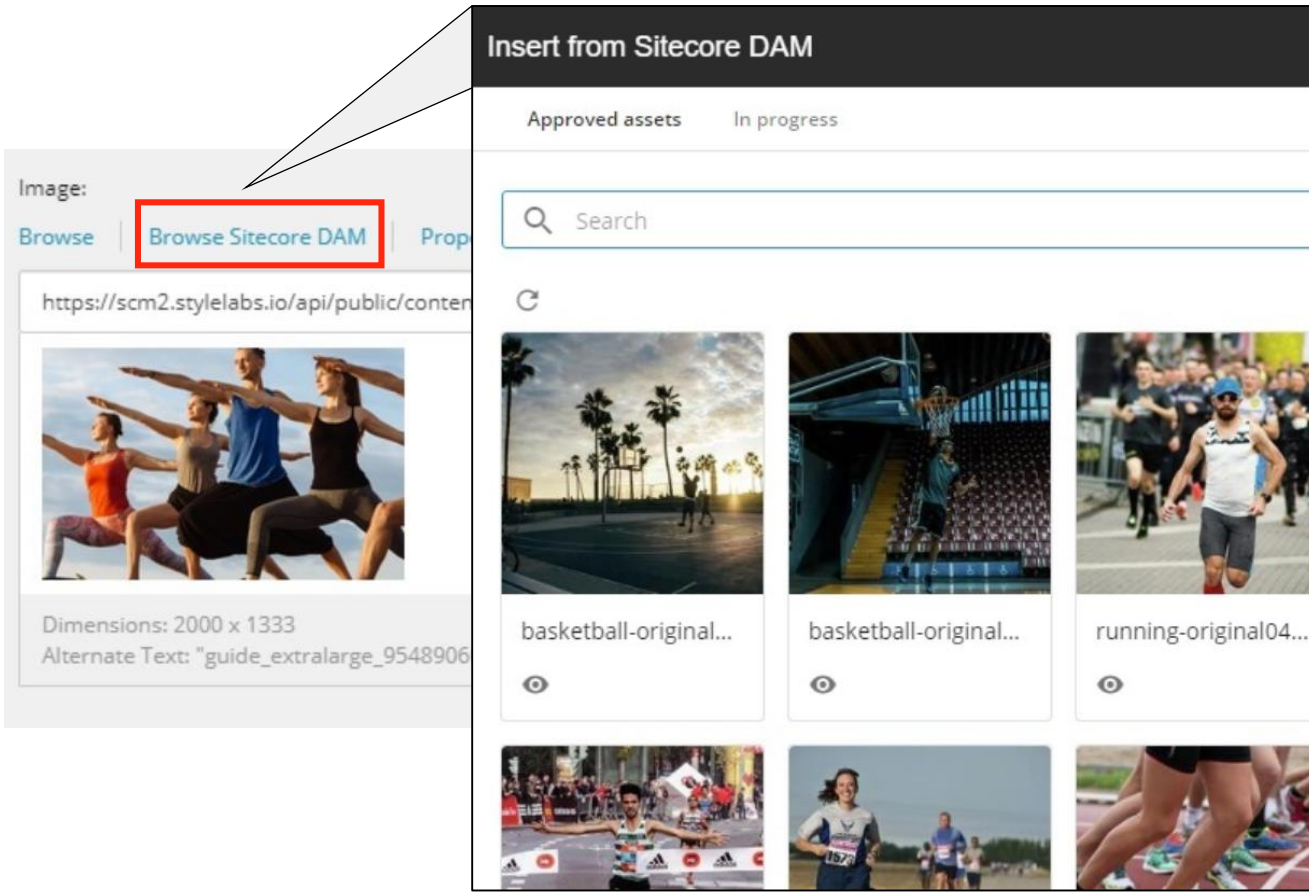
Sitecore Content Hub™ Integrations





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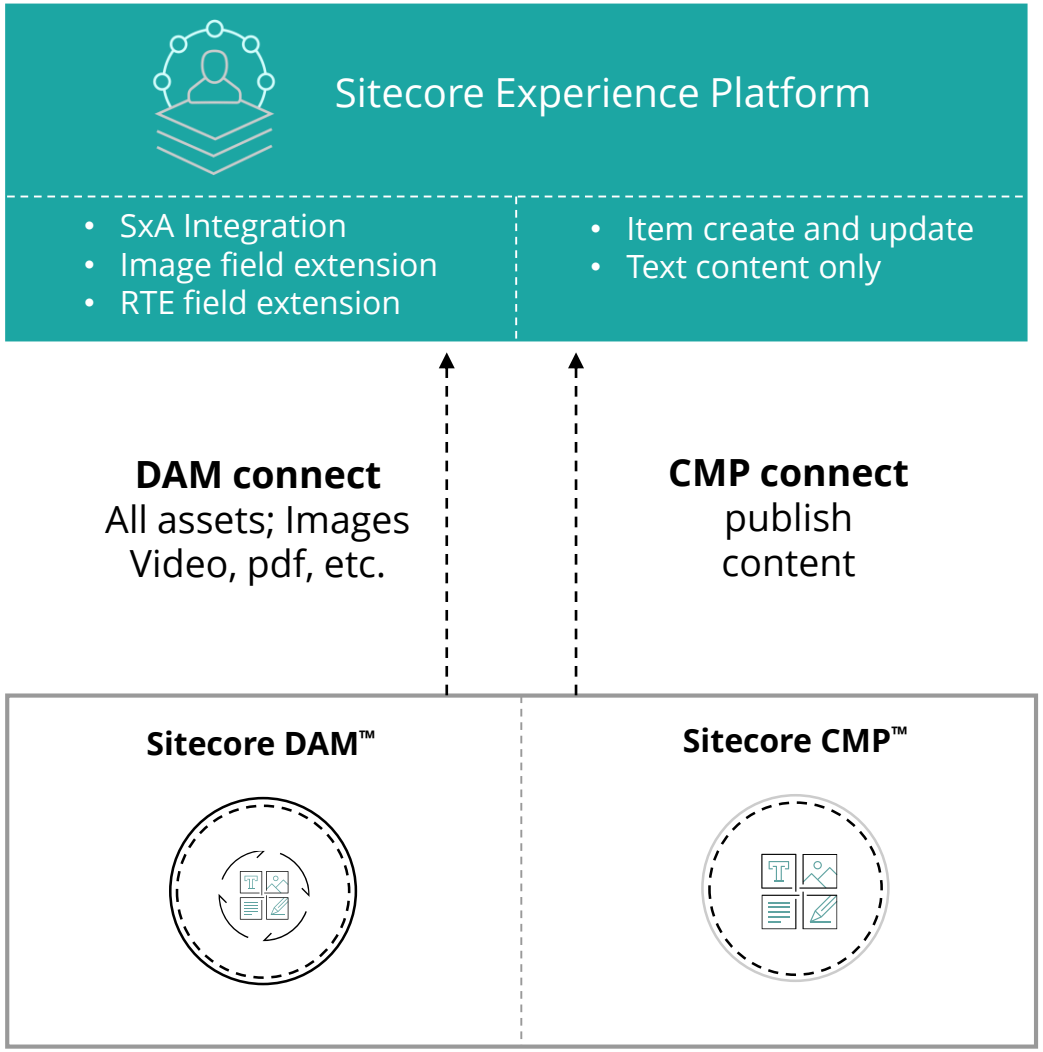

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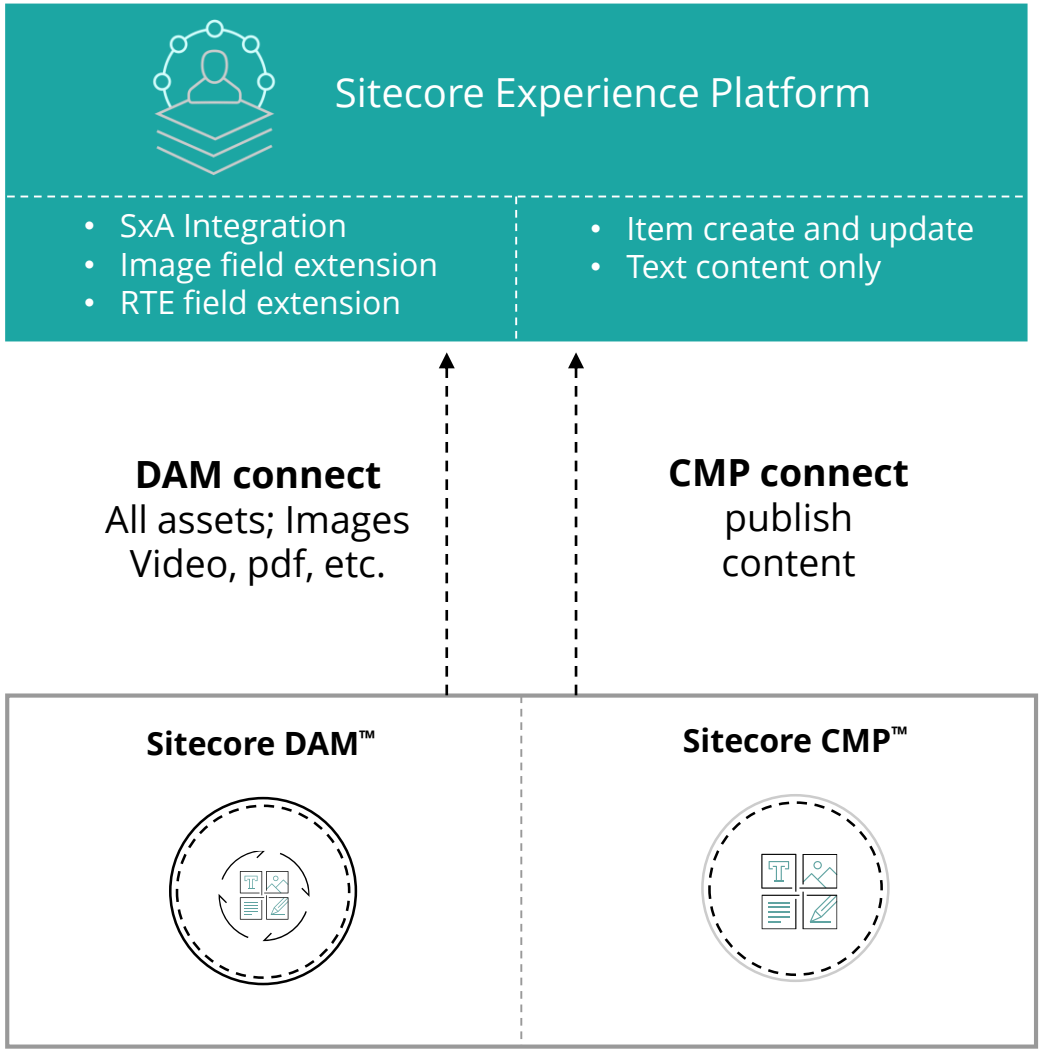

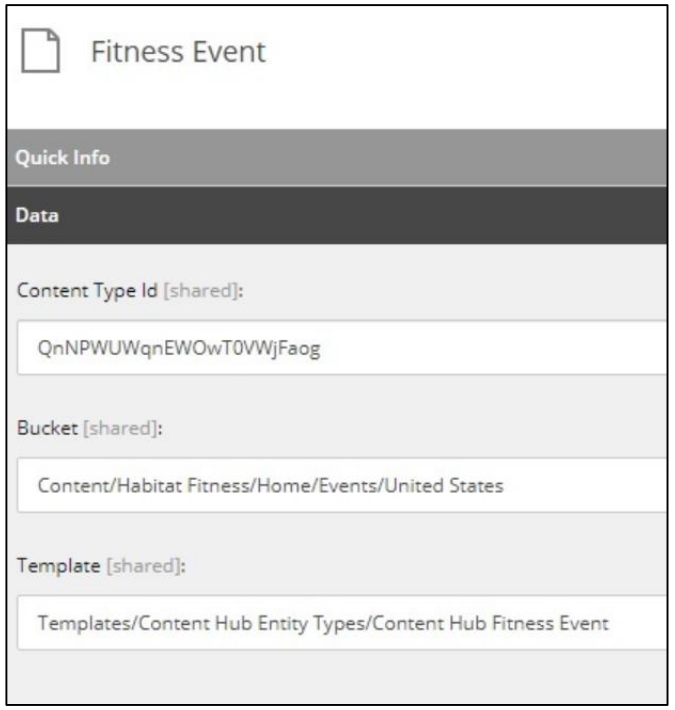

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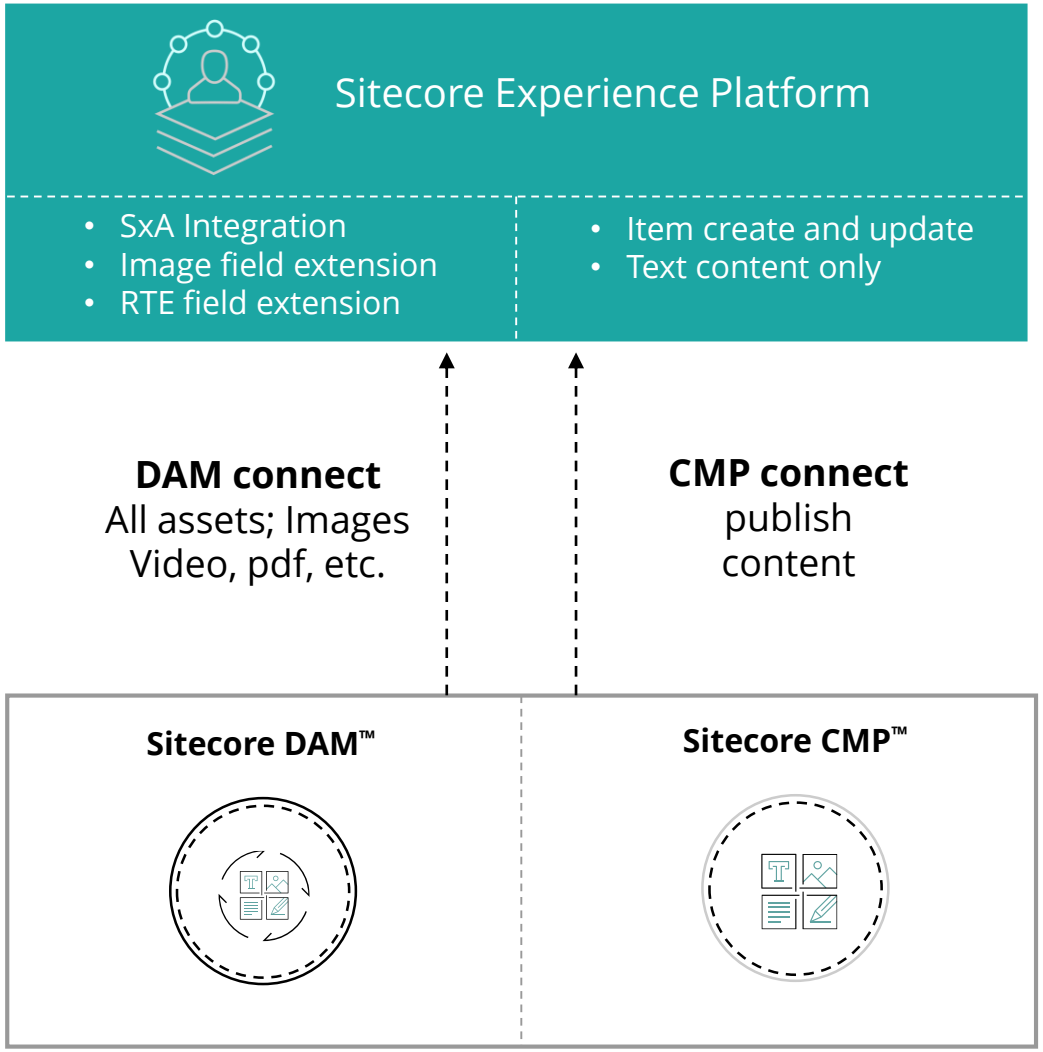
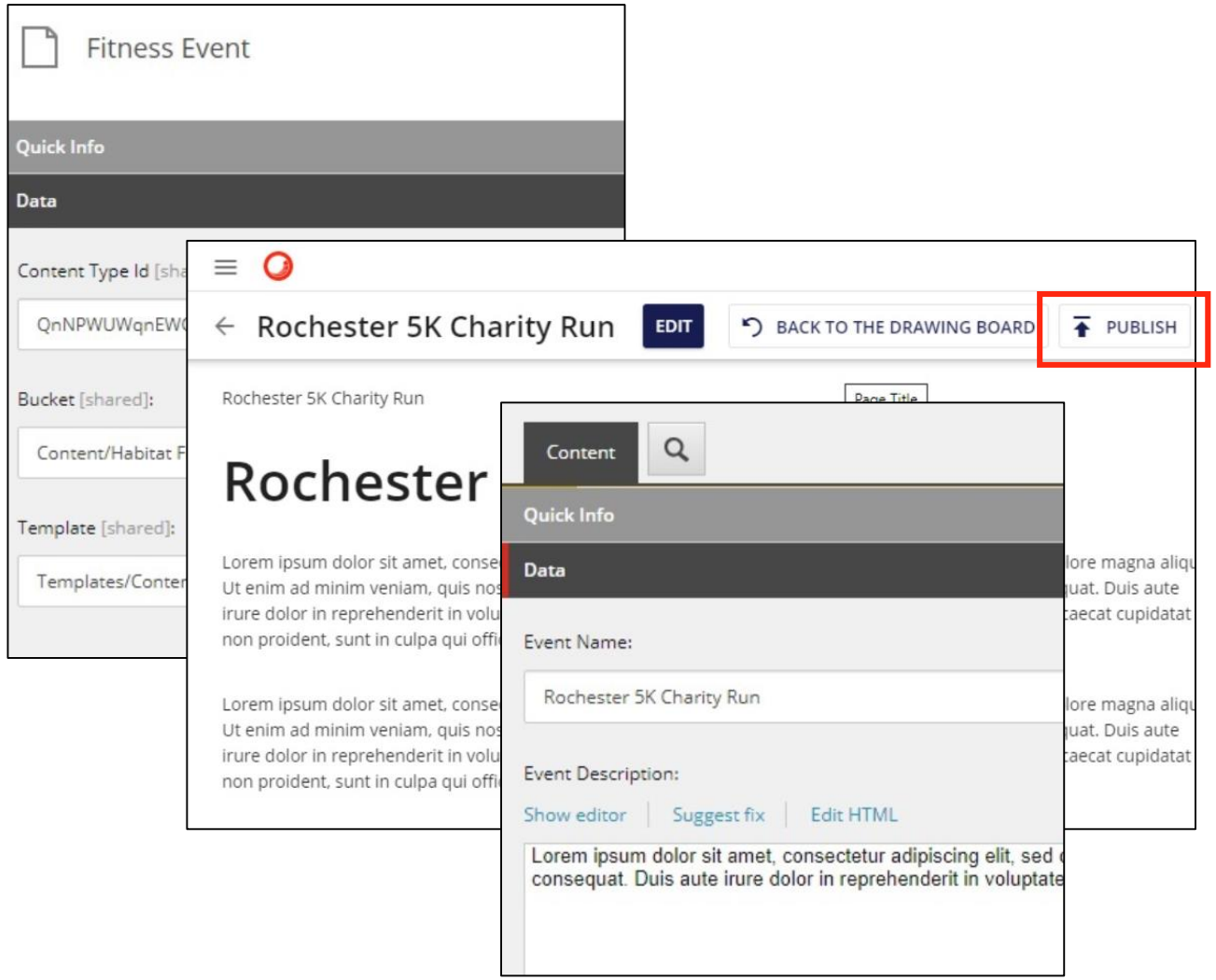
Sitecore Content Hub™ Integrations





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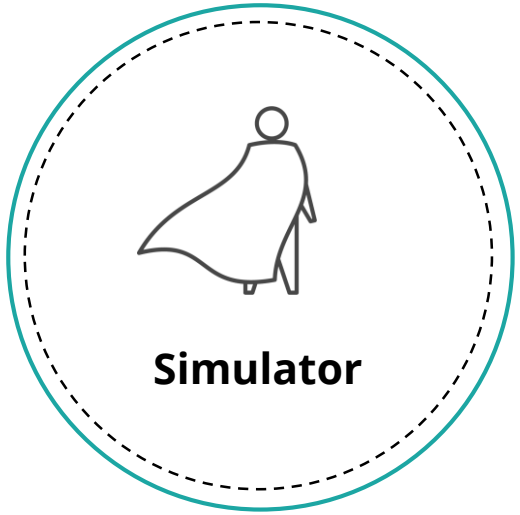
Horizon

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

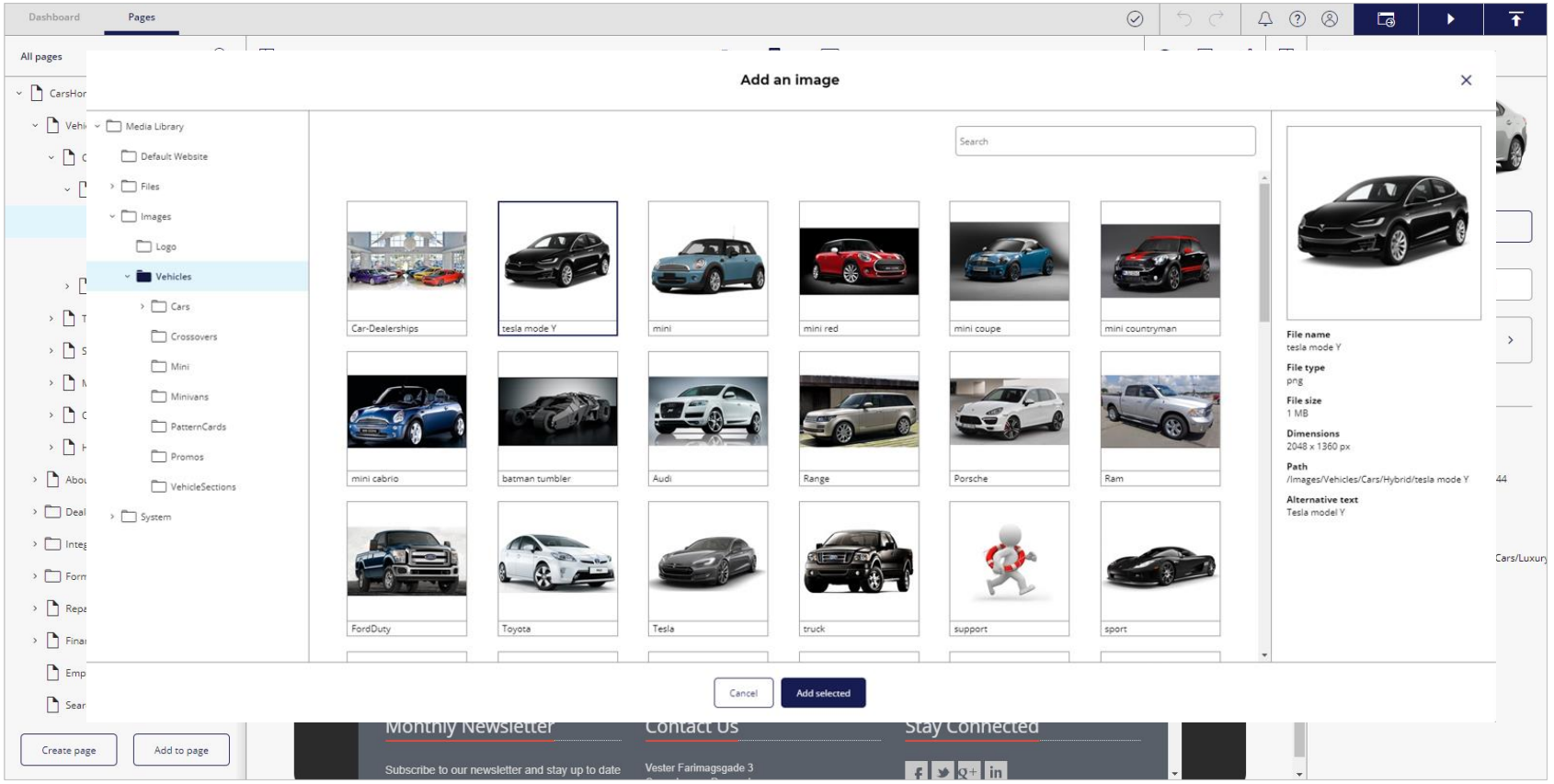
Horizon - editing

Editing

Simulator

Insights

Horizon page editing interface



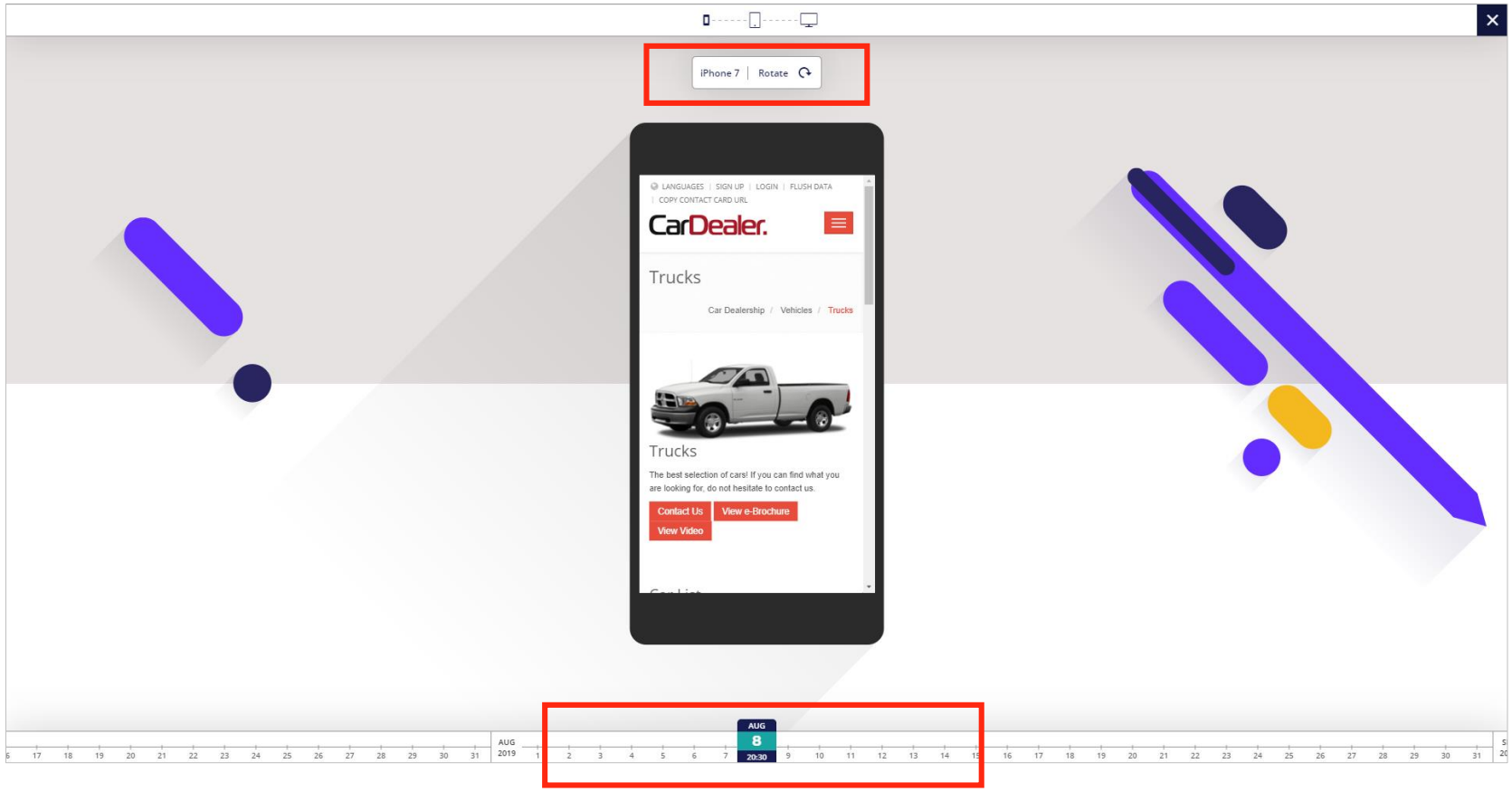
Horizon - simulator

Editing

Simulator

Insights

Preview the page on different device for a specific date



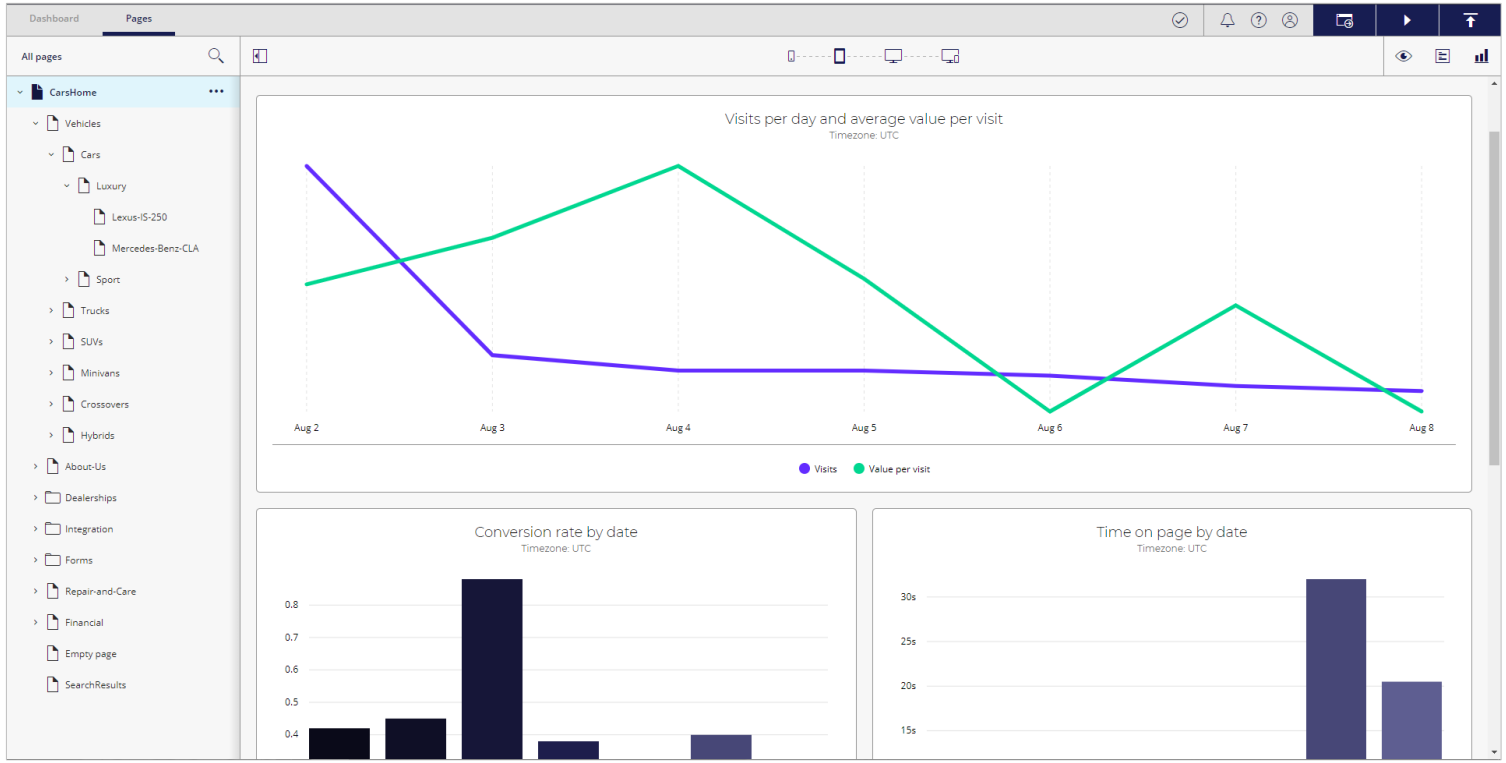
Horizon – insights

Editing

Simulator

Insights

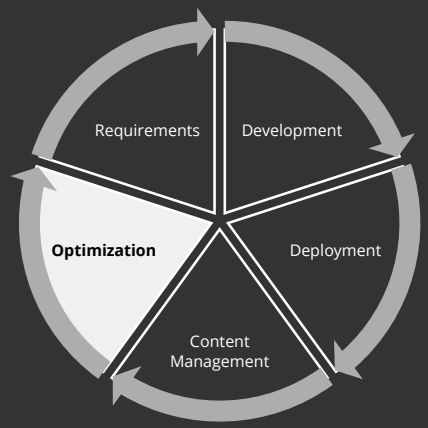
Overview of page performance



HUMAN CONNECTIONS
IN A DIGITAL WORLD

SITECORE®
SYMPOSIUM
2019

Analytics, Personalization and Optimization



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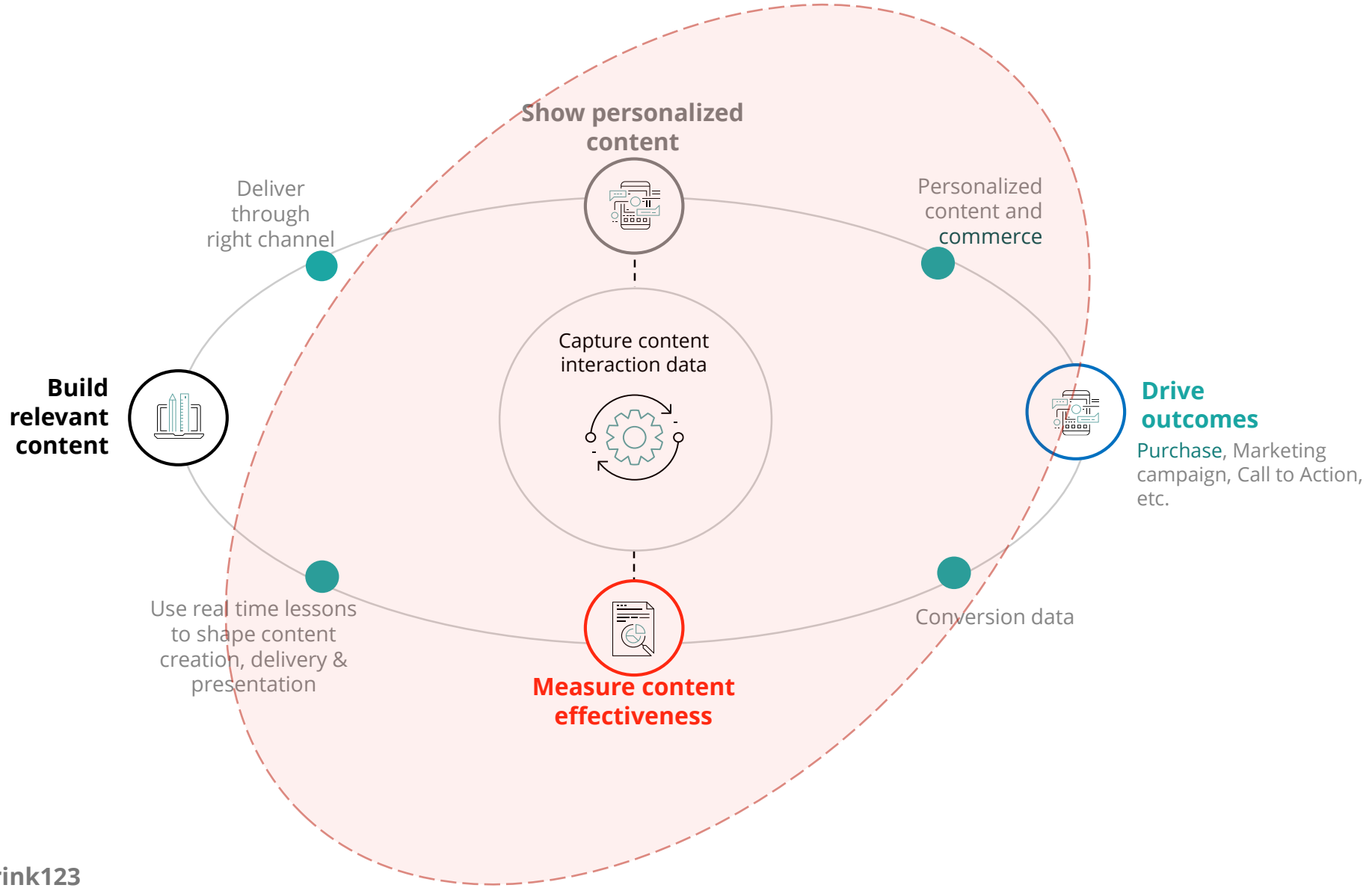
#SitecoreSYM

Analytics, Personalization and Optimization



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Sitecore Experience Platform

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

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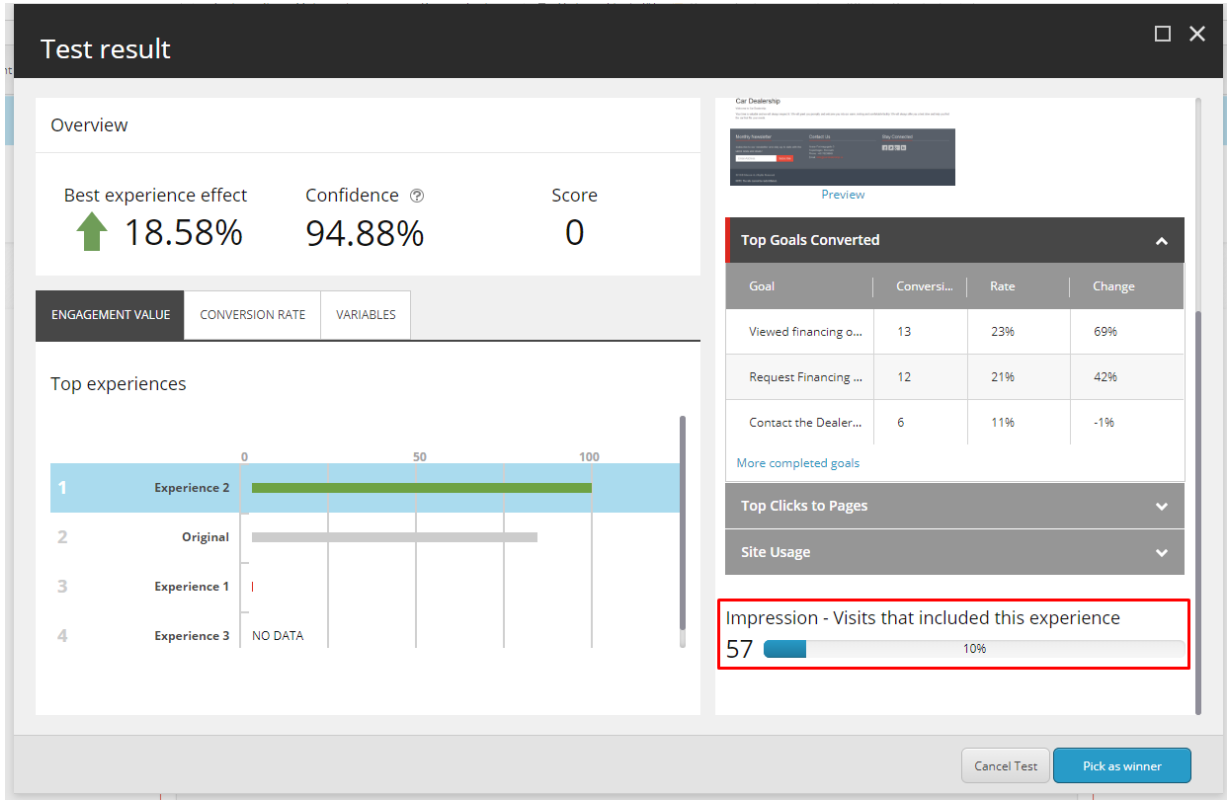
Testing & optimization | **Personalization at scale** | **Analytics & Reporting** | **Marketing automation** | **Machine learning** | **Forms**

Content Testing Reach has been replaced with Impressions

IMPROVED

Reach is replaced with impressions to match industry standard



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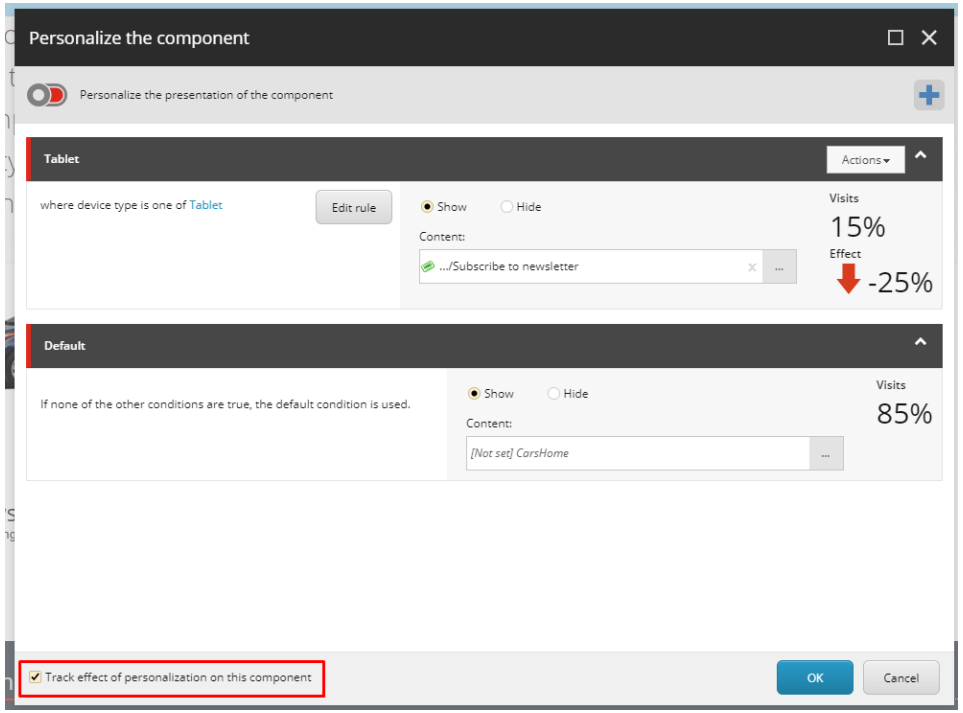
Testing & optimization | **Personalization at scale** | Analytics & Reporting | Marketing automation | Machine learning | Forms

NEW FEATURE

Personalization tracking without test definition

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



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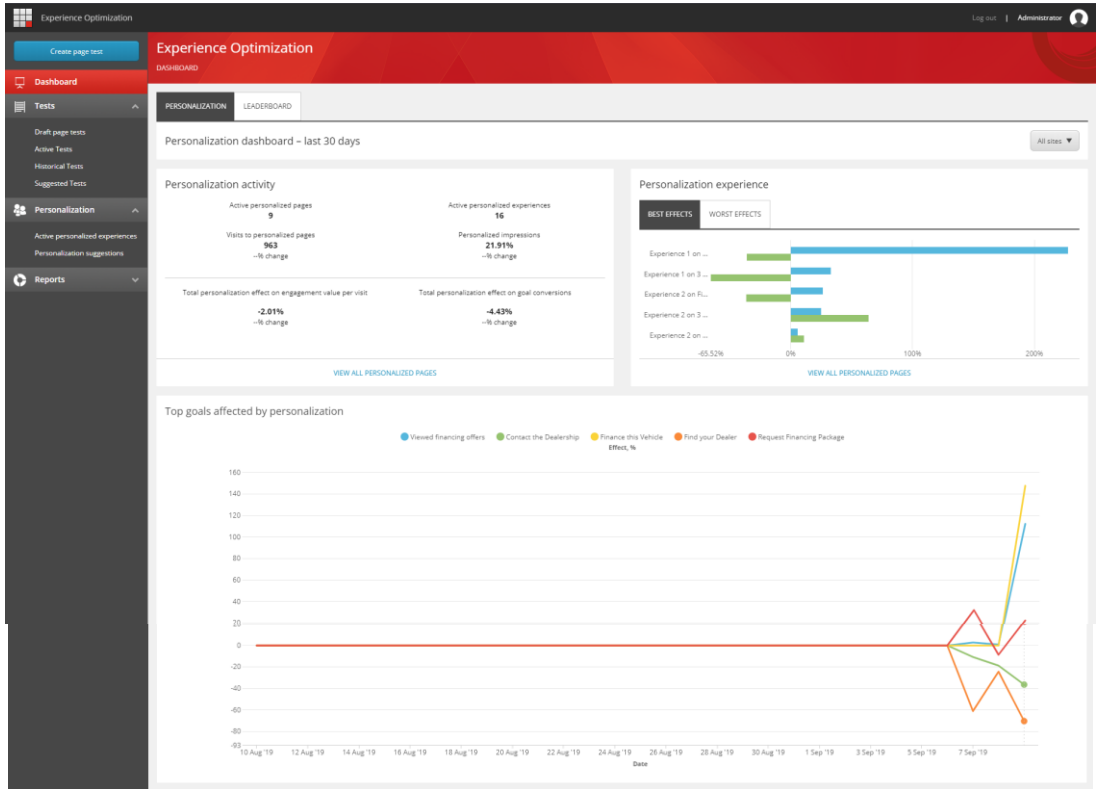
Testing & optimization | Personalization at scale | **Analytics & Reporting** | Marketing automation | Machine learning | Forms

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.

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Testing & optimization | Personalization at scale | Analytics & Reporting | **Marketing automation** | Machine learning | Forms

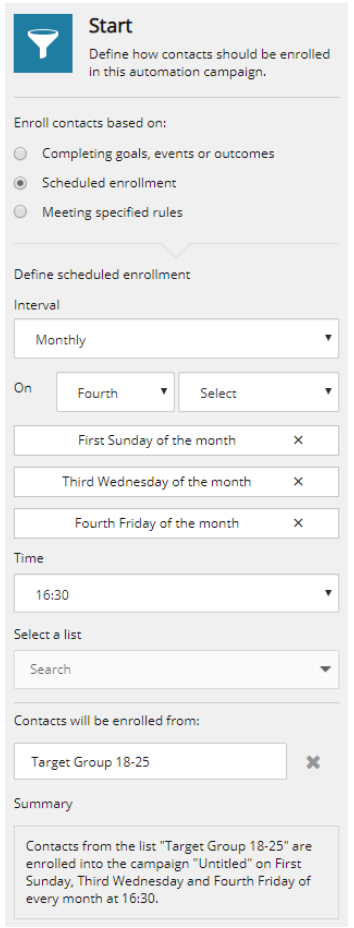
Scheduled plan enrollment

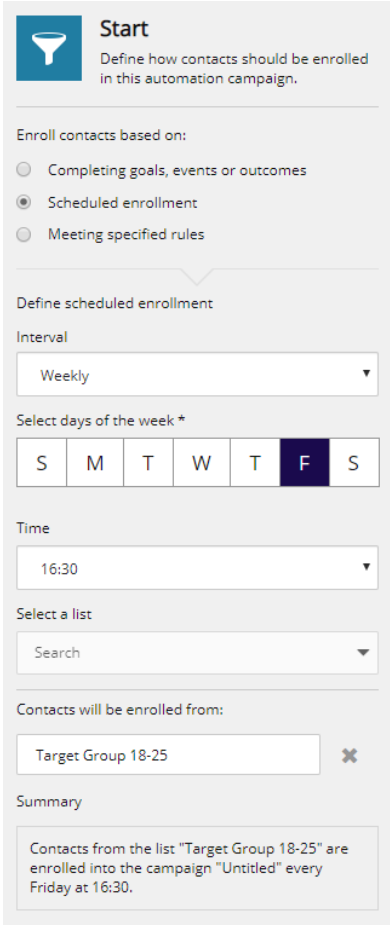
NEW FEATURE

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





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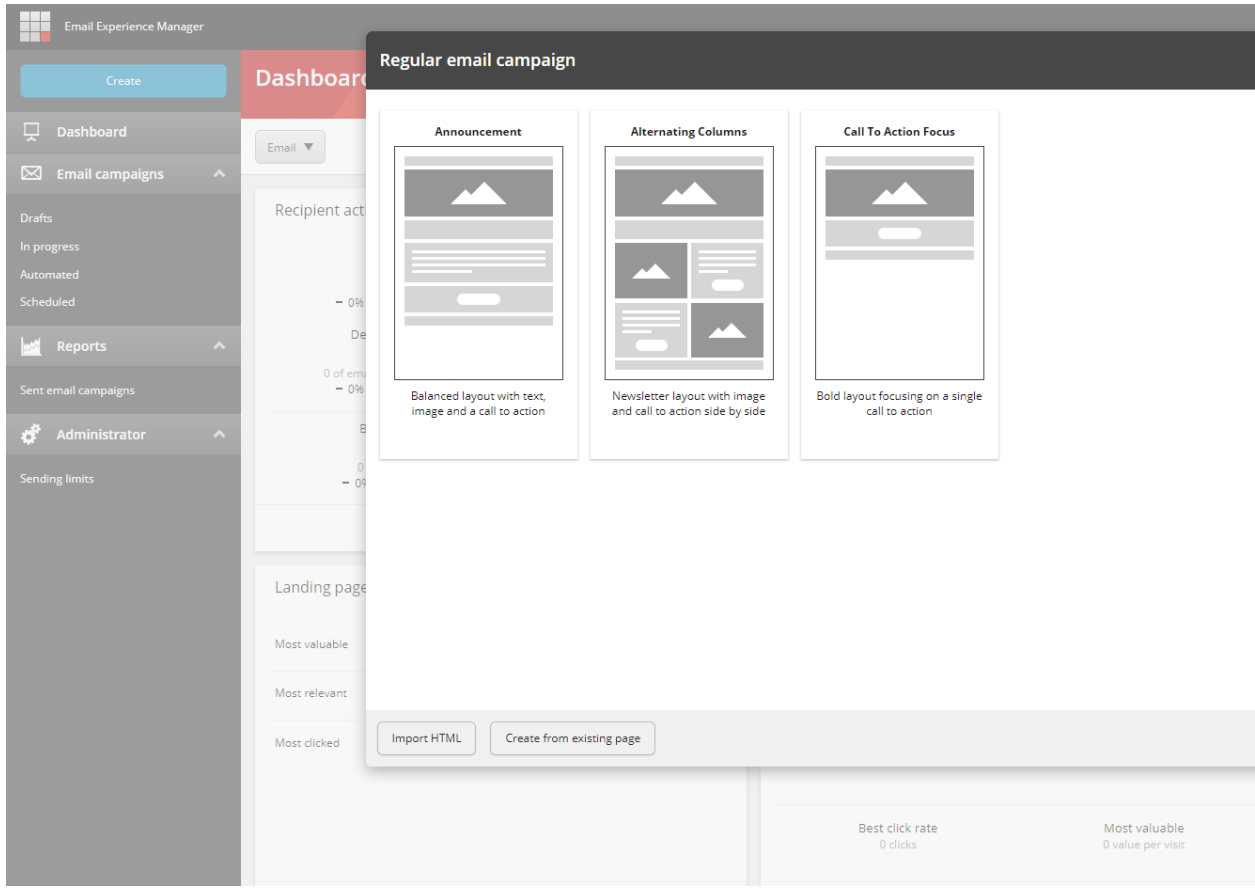
Testing & optimization | Personalization at scale | Analytics & Reporting | **Marketing automation** | Machine learning | Forms

NEW FEATURE

ExM: Enhanced template management

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



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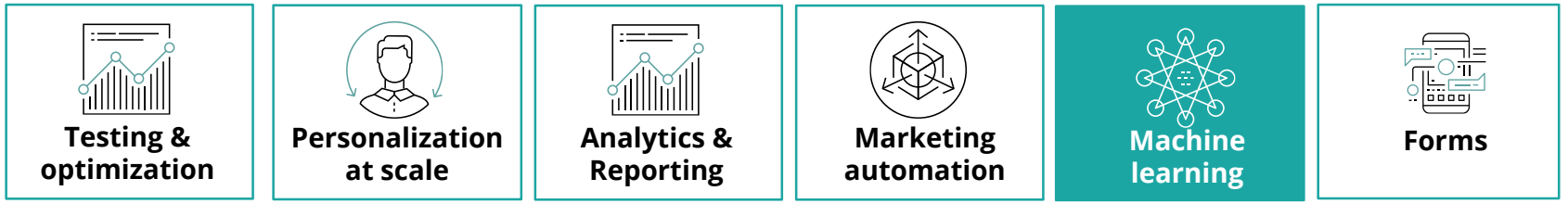
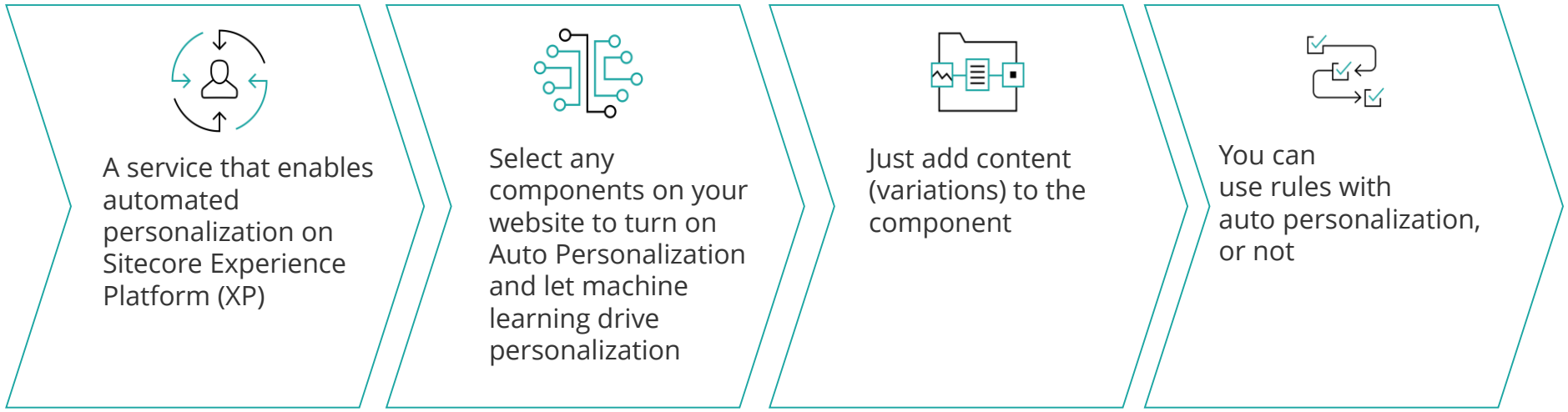


Sitecore AI – Auto Personalization

NEW PRODUCT

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



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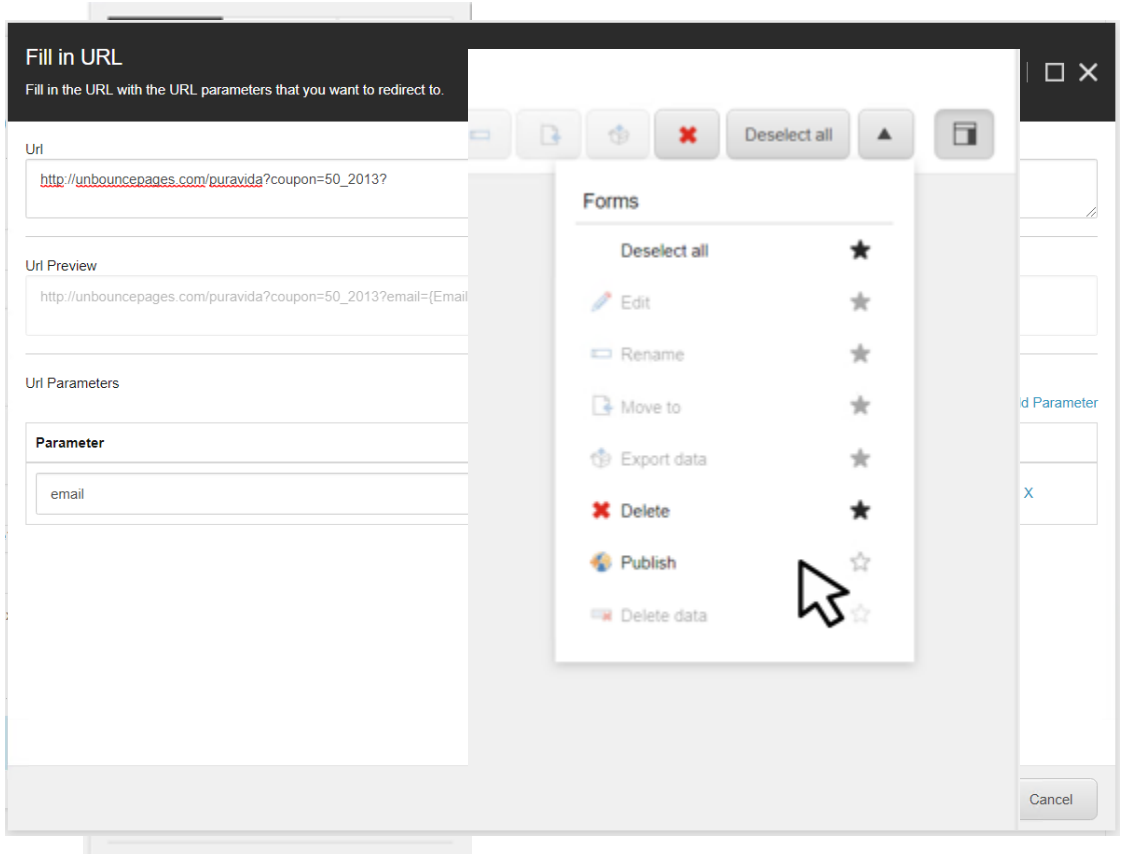
Testing & optimization | Personalization at scale | Analytics & Reporting | Marketing automation | Machine learning | **Forms**

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



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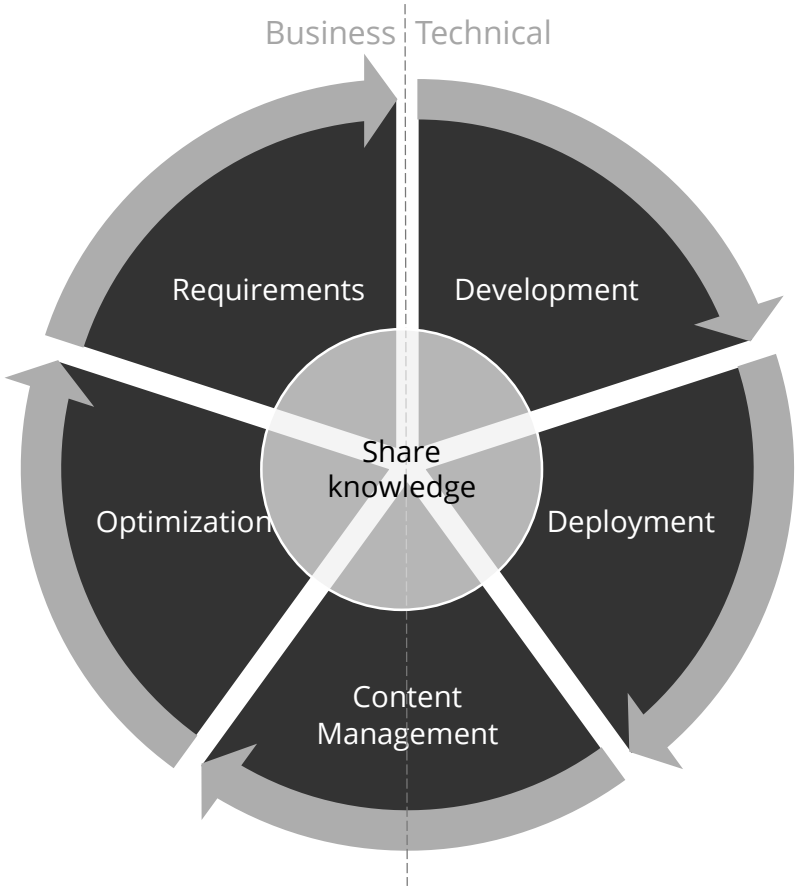
Share what you have learned



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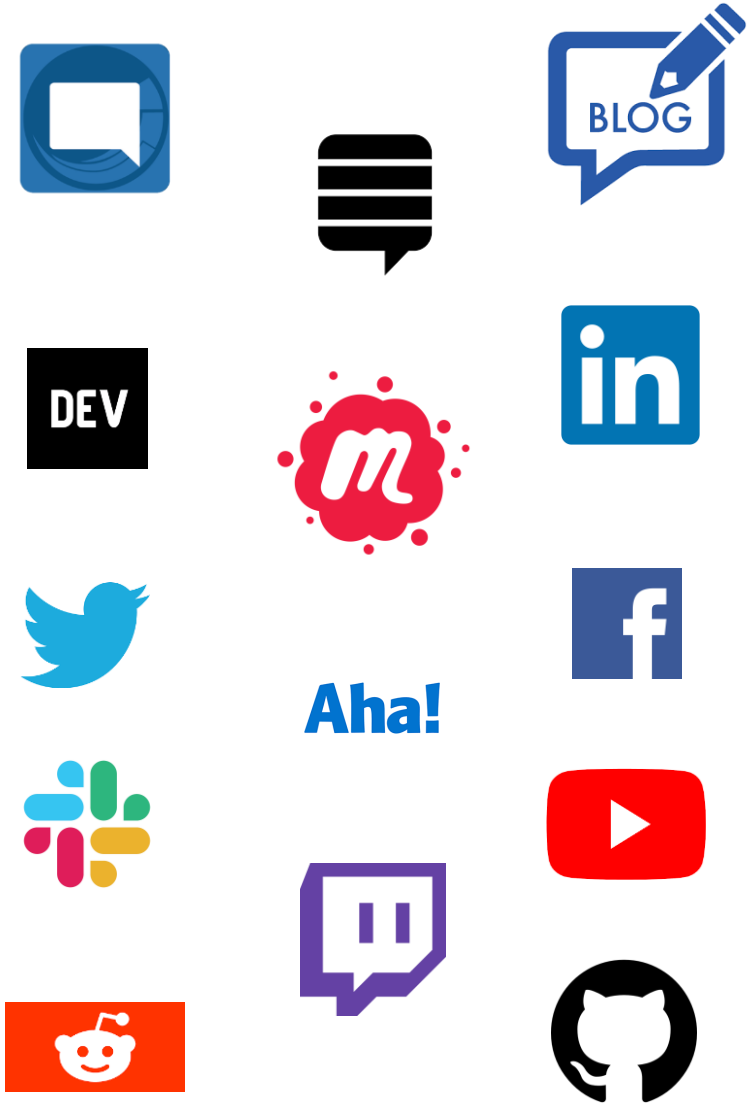

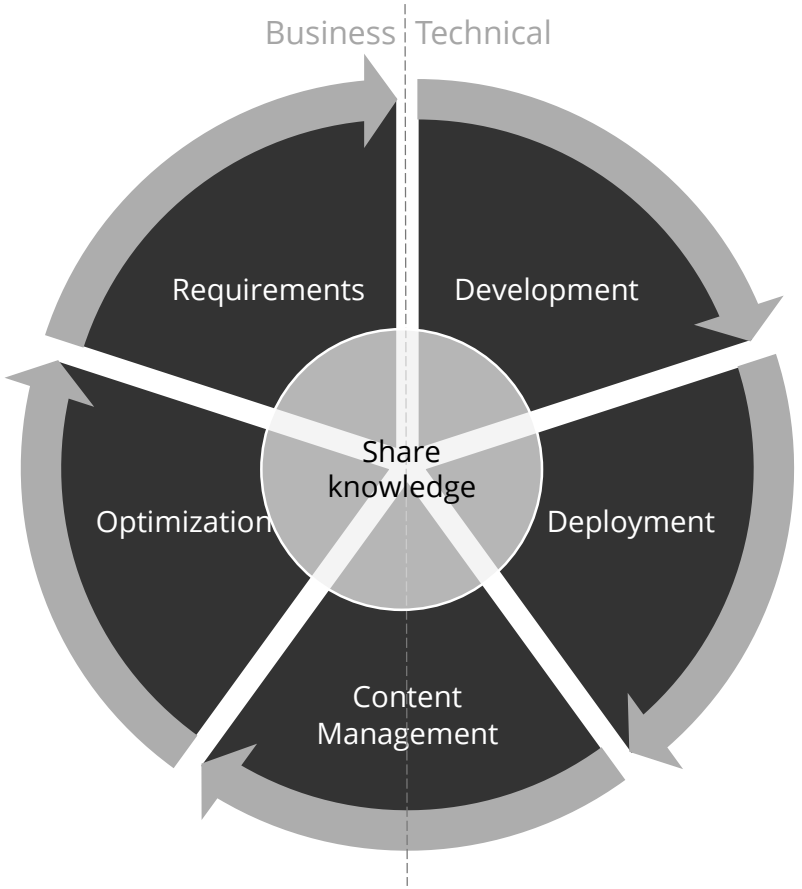

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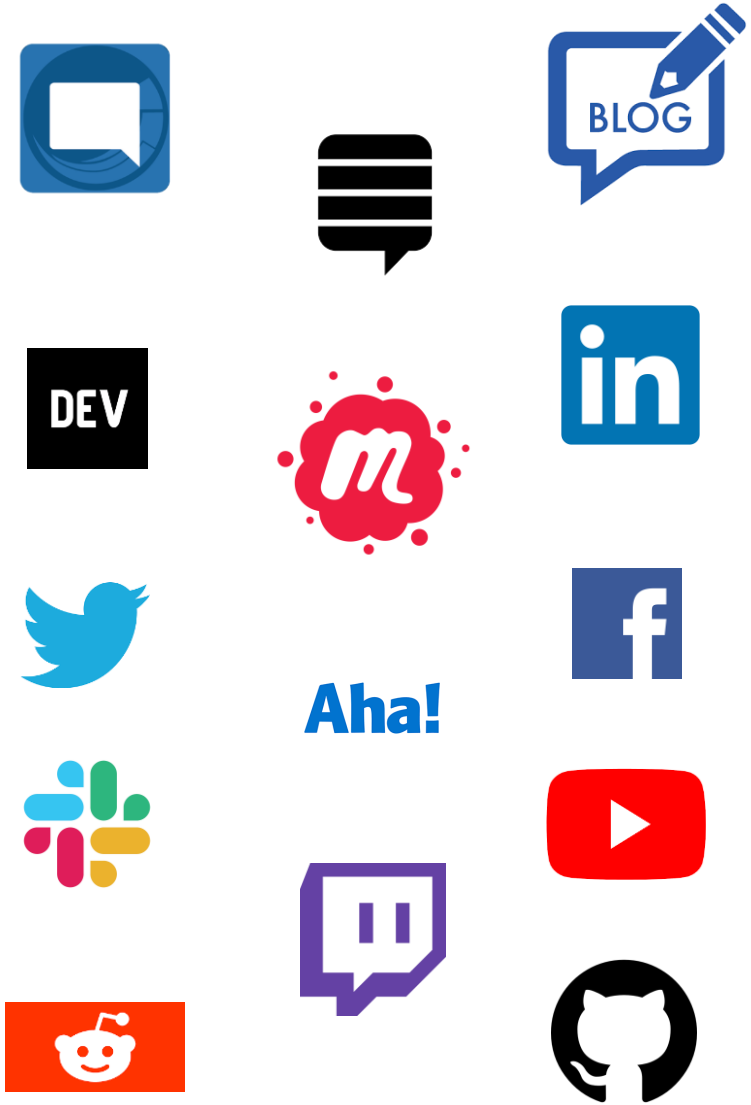

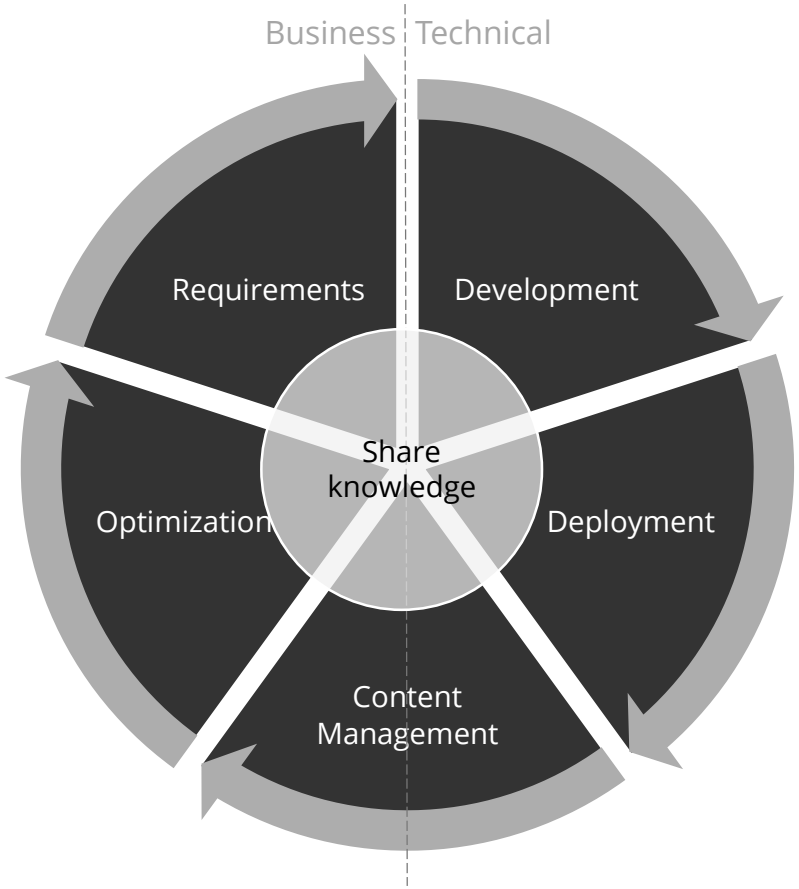

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SITECORE

Applications
Sitecore MVP 2020
mvp.sitecore.com

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#SitecoreSYM

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Share your feature requests with Sitecore

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

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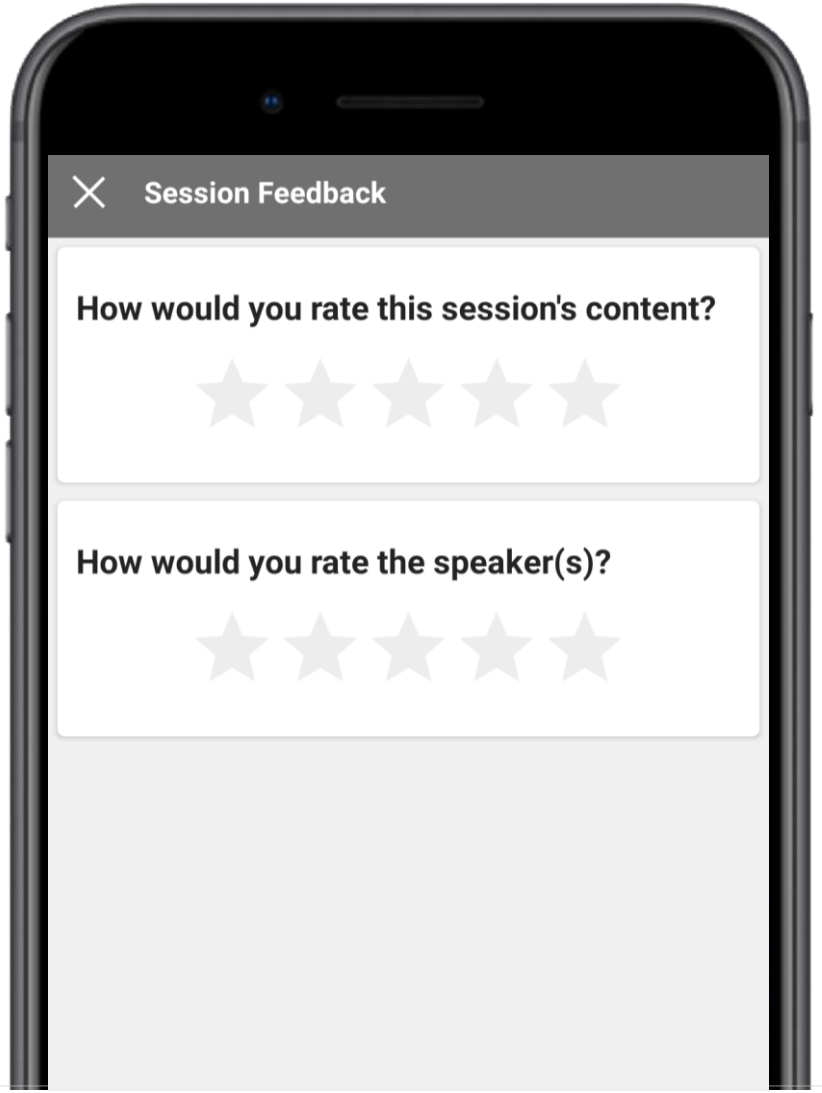
Share your feedback now

SITECORE® SYMPOSIUM 2019

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

Schedule ▸ Session ▸ Survey

Thank you!



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/in/pbrink/

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HUMAN CONNECTIONS IN A DIGITAL WORLD

Thank you

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