

Sitecore Experience Edge

Introducing highly scalable
content delivery for Sitecore
Content Hub

Pieter Brinkman - @pieterbrink123

Mark van Aalst - @markvanaalst

© 2021 Sitecore Corporation A/S. All Rights Reserved.

March 2021





Mark van Aalst

- Senior Technical Evangelist @Sitecore
- 15+ years of Sitecore experience
- 9+ years working at Sitecore

mark.vanaalst@sitecore.com
[@markvanaalst](https://twitter.com/markvanaalst)
www.markvanaalst.com



Pieter Brinkman

- Senior Director Technical Marketing
- 13+ years of Sitecore experience
- 10+ years working at Sitecore

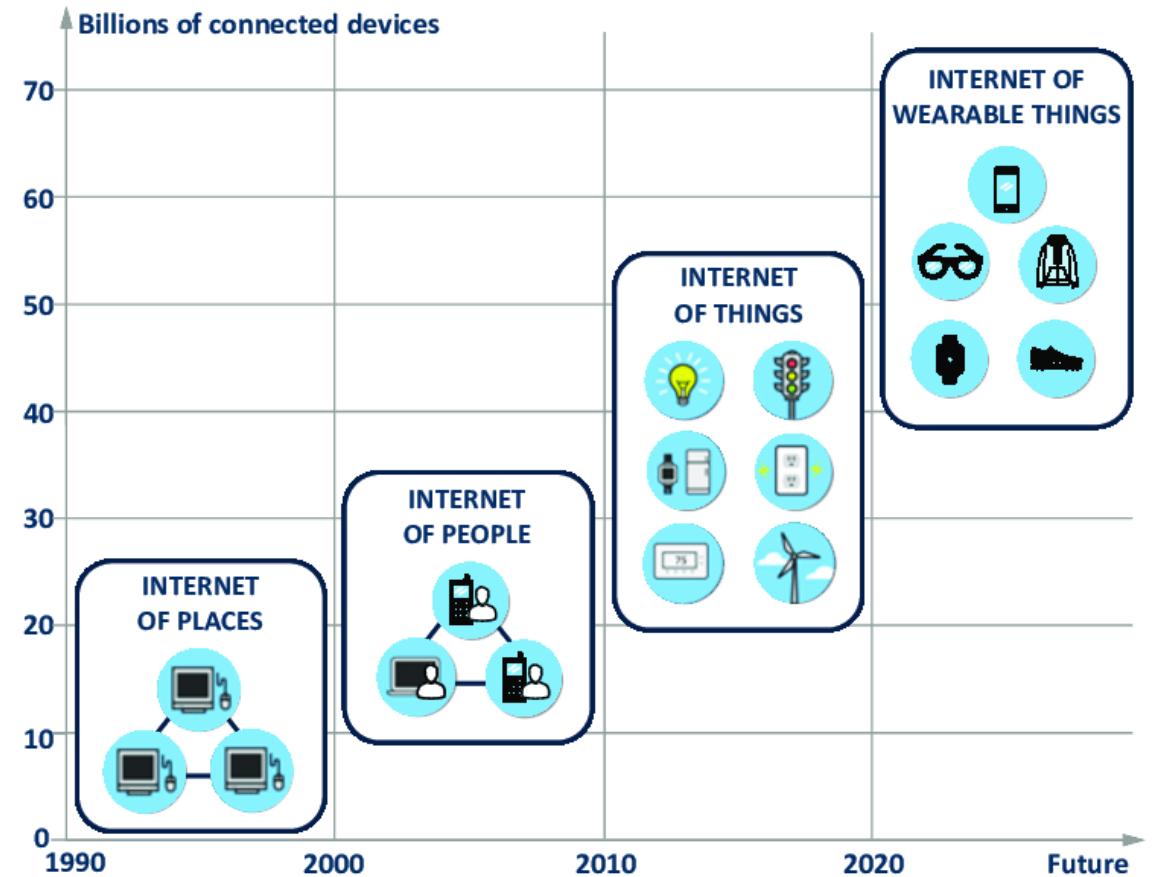
pieter.brinkman@sitecore.com
[@pieterbrink123](https://twitter.com/pieterbrink123)
www.pieterbrinkman.com

The evolution of the internet has caused growth of both visitors and channels.

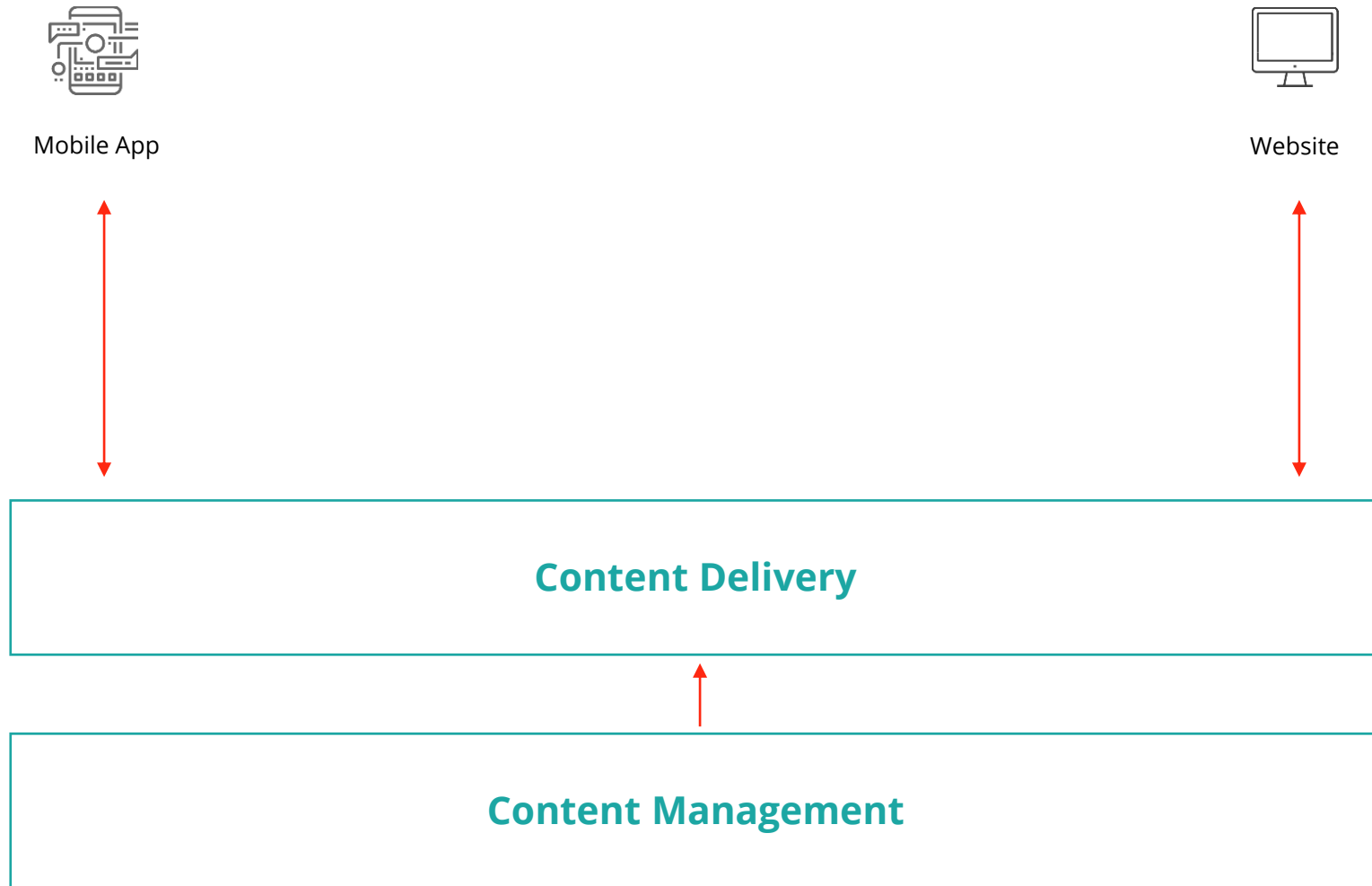
Visitors that expect seamless and fast experiences on every channel.

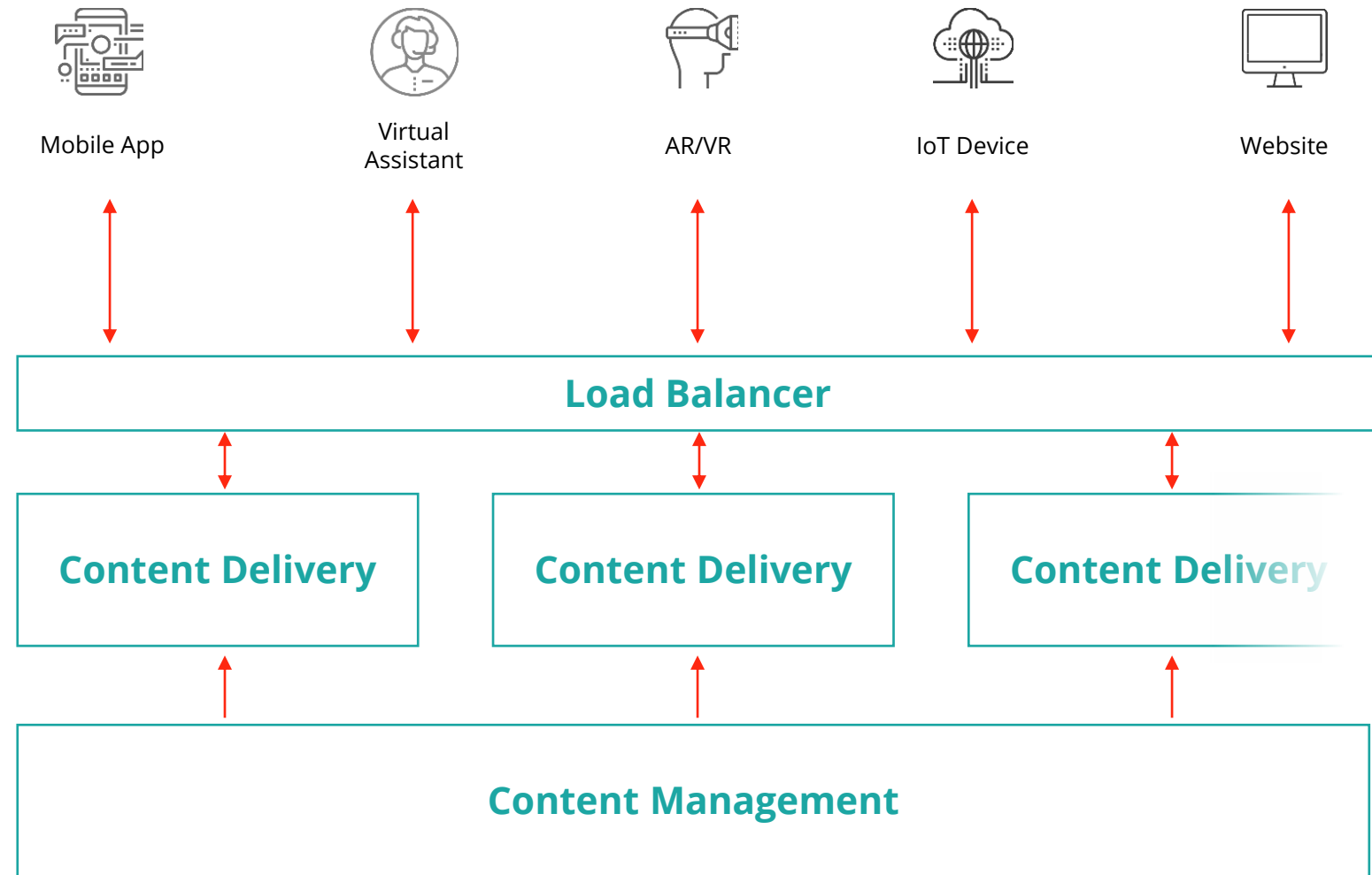
This demand has introduced complexity in both scaling and serving content.

Complexity that leads to businesses being unable to quickly adopt to industry trends and changes.

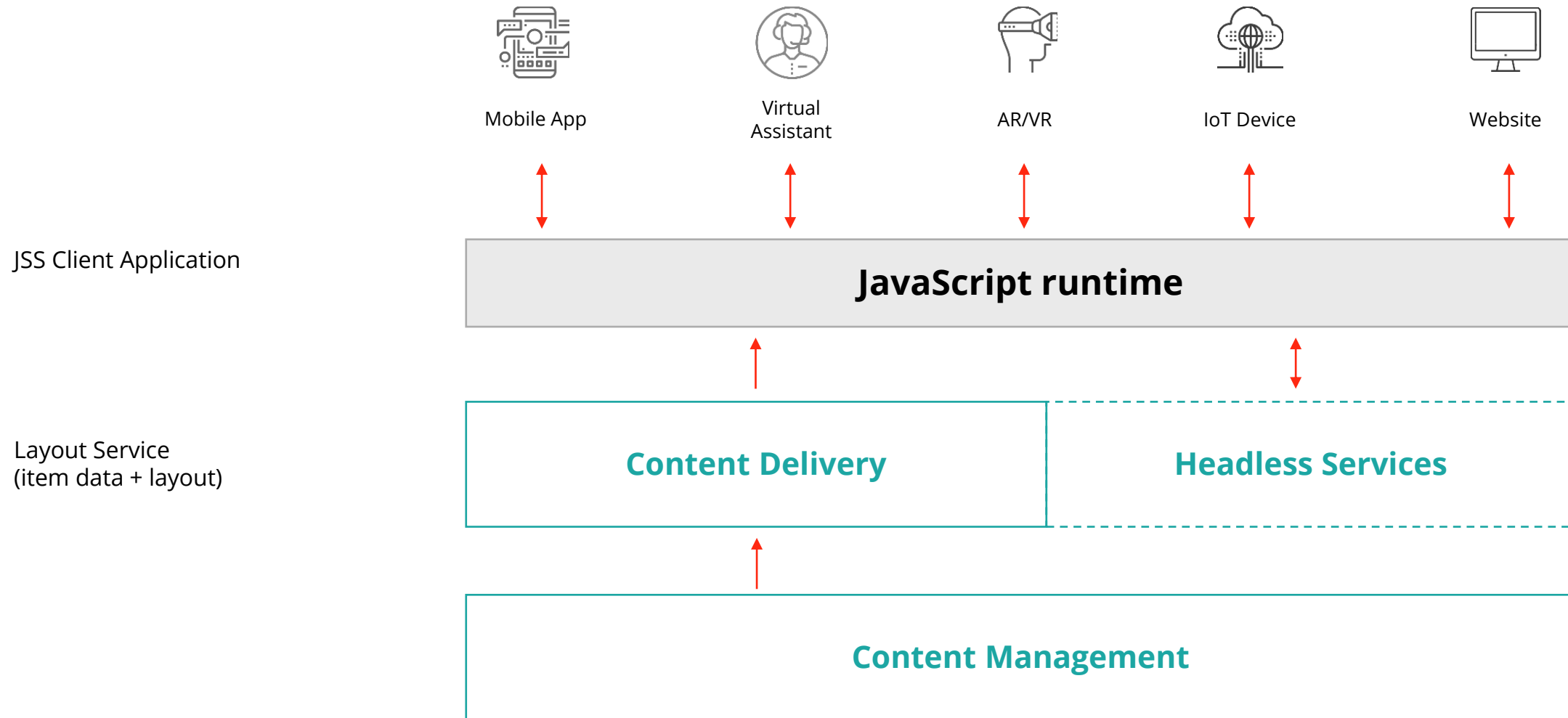


Source: www.researchgate.net

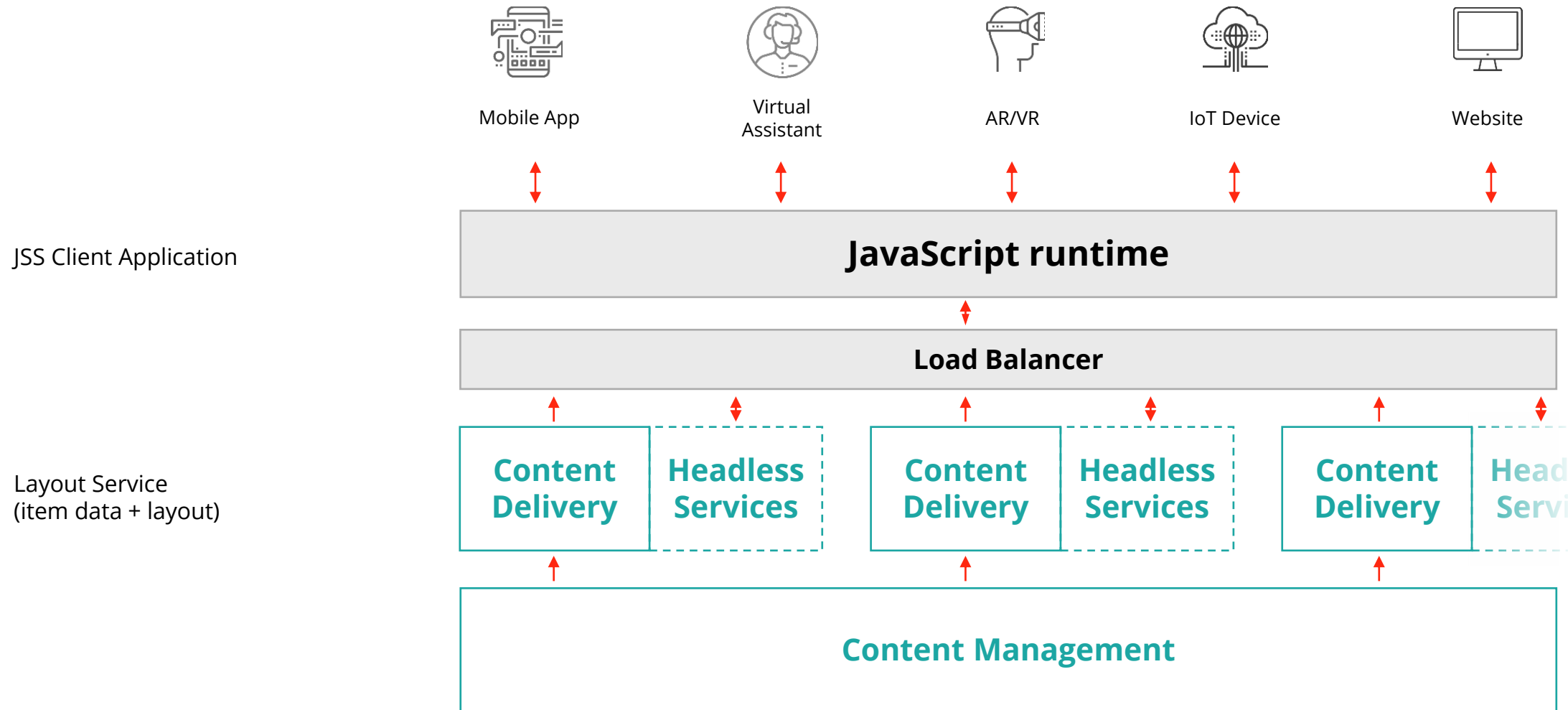




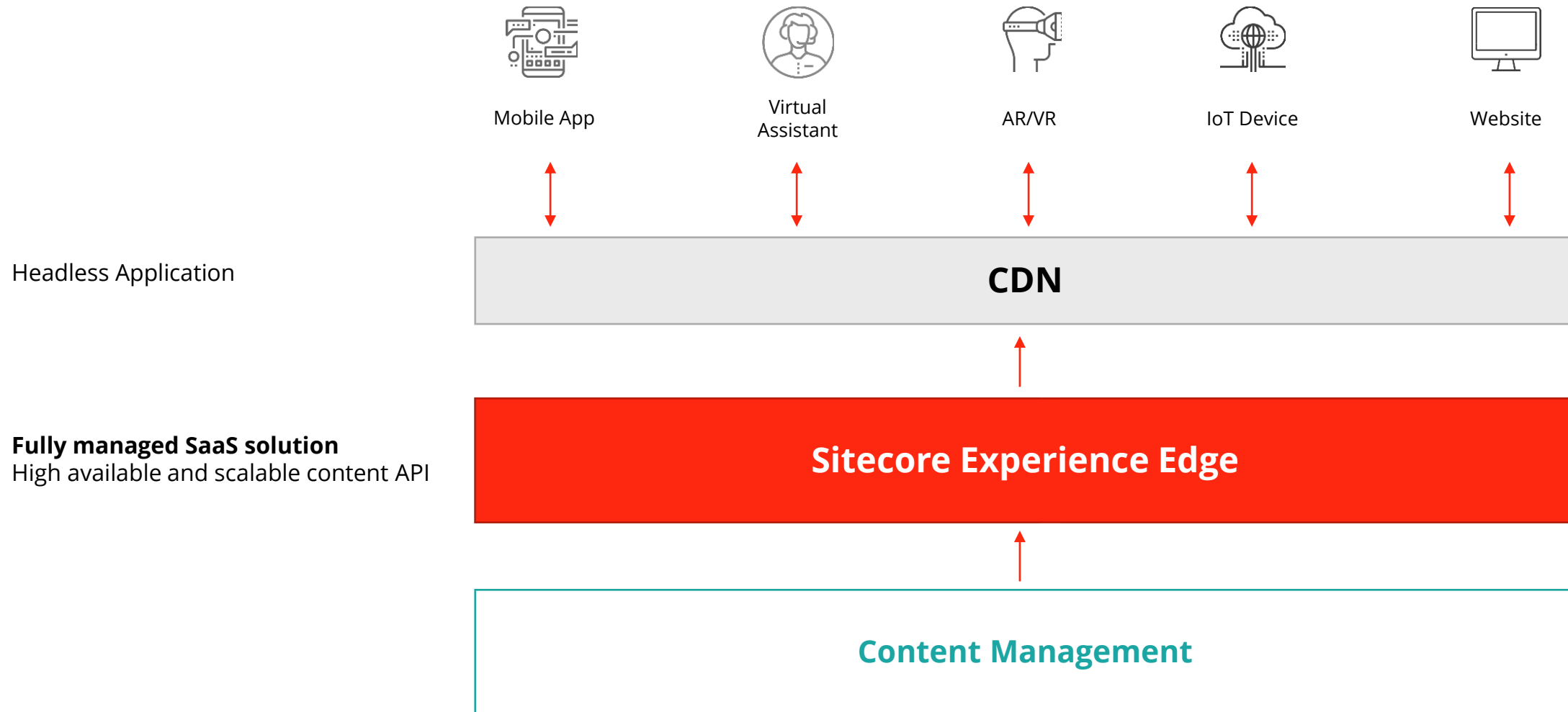
Introducing headless



Introducing headless



Introducing Sitecore Experience Edge

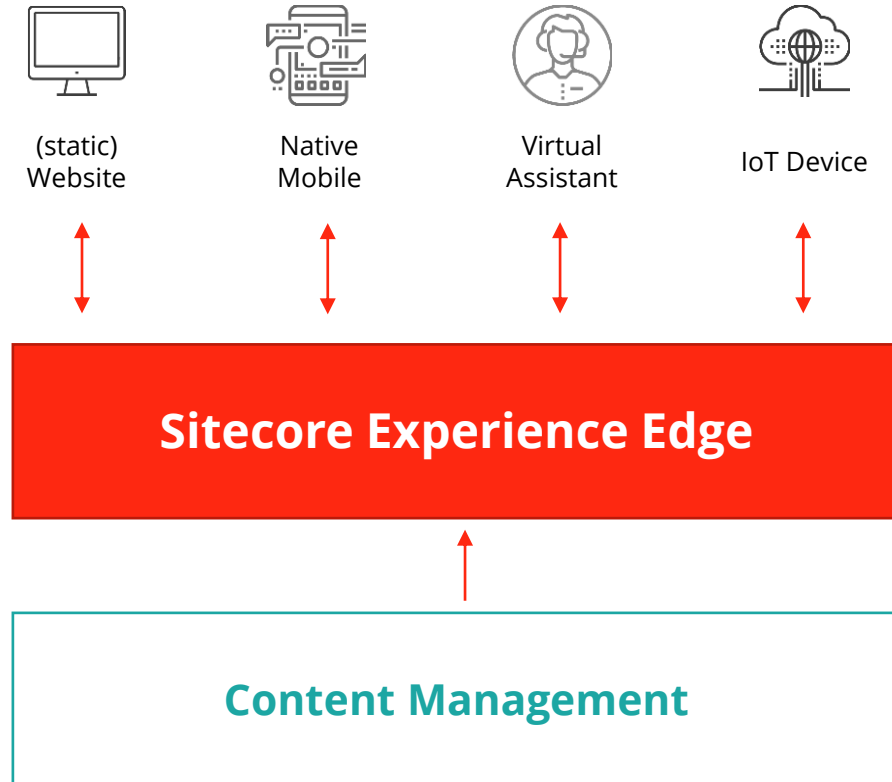


Sitecore Experience Edge

Sitecore Experience Edge is removing this additional complexity with a scalable SaaS delivery solution. Removing the burdens from IT departments.

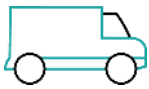
Sitecore Experience Edge provides freedom of choice in development options. Supporting every channel, with a flexible, high-available and fast performing content API based on industry standards.

Enabling organizations to quickly implement solutions and experiences on multiple channels.





Faster time to market



Infrastructure to support modern digital marketing becomes too complex and expensive



Flexibility to meet variable scalability requirements without the need to change client infrastructure completely



High performance delivery of content to meet expected load times anywhere in the world



Use content across any digital and print channels including SMS, social media and emerging channels



Integrate with any platform that needs content by utilizing the latest industry standards

Channels



Mobile App



Virtual Assistant



AR/VR



IoT Device



Website

Content Endpoint

Sitecore Experience Edge

- ✓ For Jamstack and Headless architectures
- ✓ High performing
- ✓ High scalable delivery of content
- ✓ Faster speed for end users
- ✓ Increased reliability
- ✓ GraphQL content API

Sitecore Experience Edge for Content Hub

End to end solution for your content strategy, from creation to delivery of content and assets

Sitecore Experience Edge for XM

Expose content from within your Sitecore solution on a global scale, while maintaining key CMS features

Products

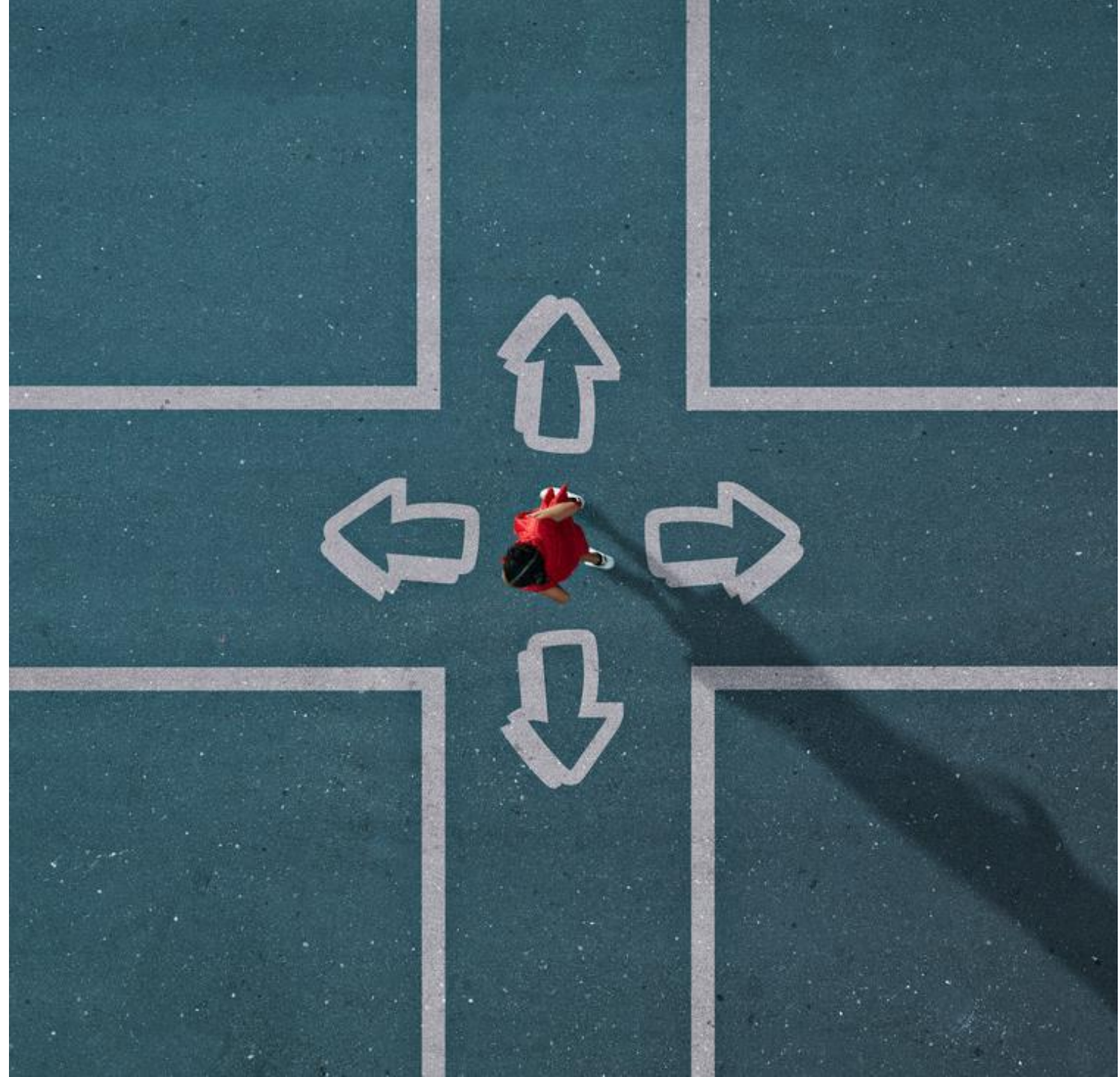


Content Hub



Experience Management

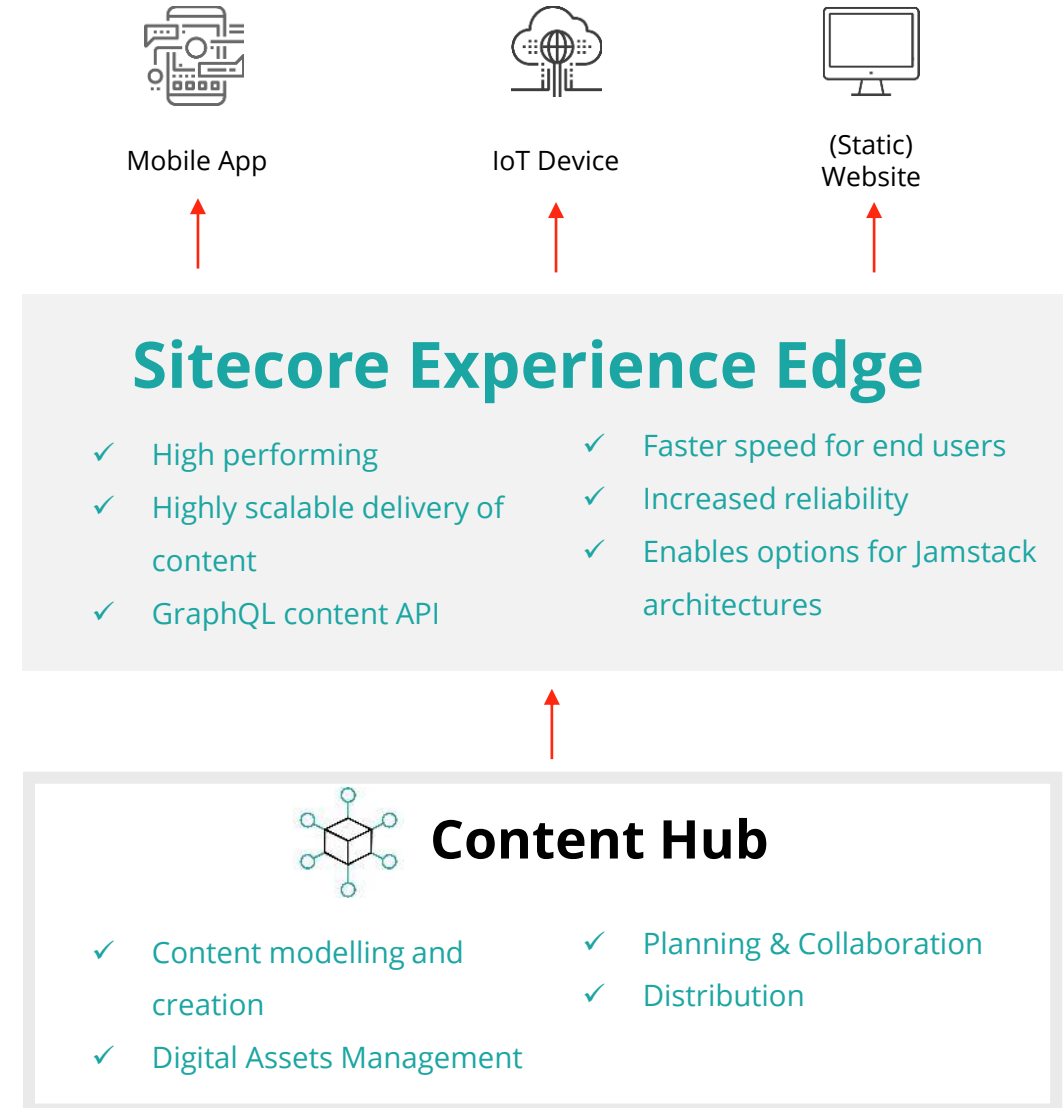
Sitecore Experience Edge for Sitecore Content Hub™



Sitecore Experience Edge for Sitecore Content Hub™ will enable brands to publish content to a highly scalable delivery platform, exposing high-performing content APIs to deliver headless experiences on demand to any channel.

It will also enable marketers to manage, collaborate and create content while developers simultaneously build the presentation.

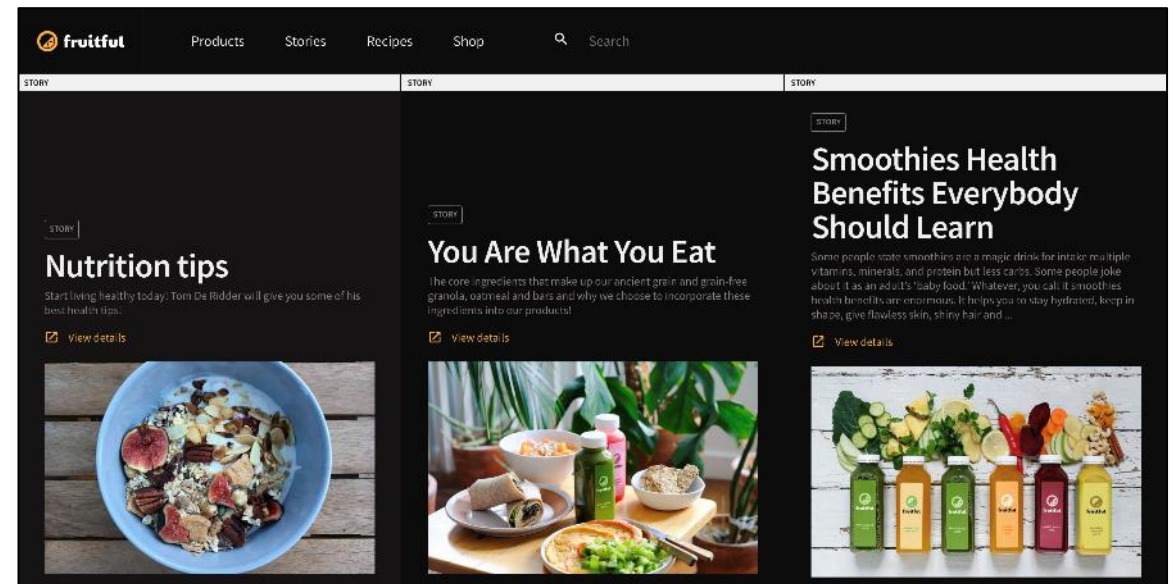
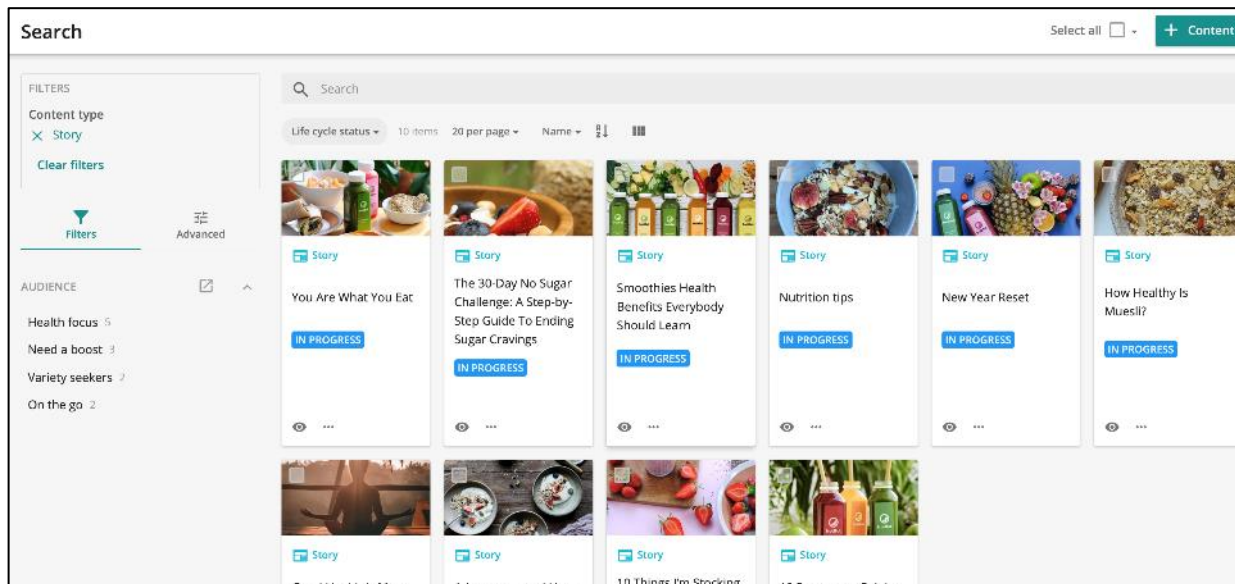
#SUGNL
@pieterbrink123



Best for both worlds

Marketing friendly Content Management for any channel

Developer friendly GraphQL API to consume content for presentation in any channel





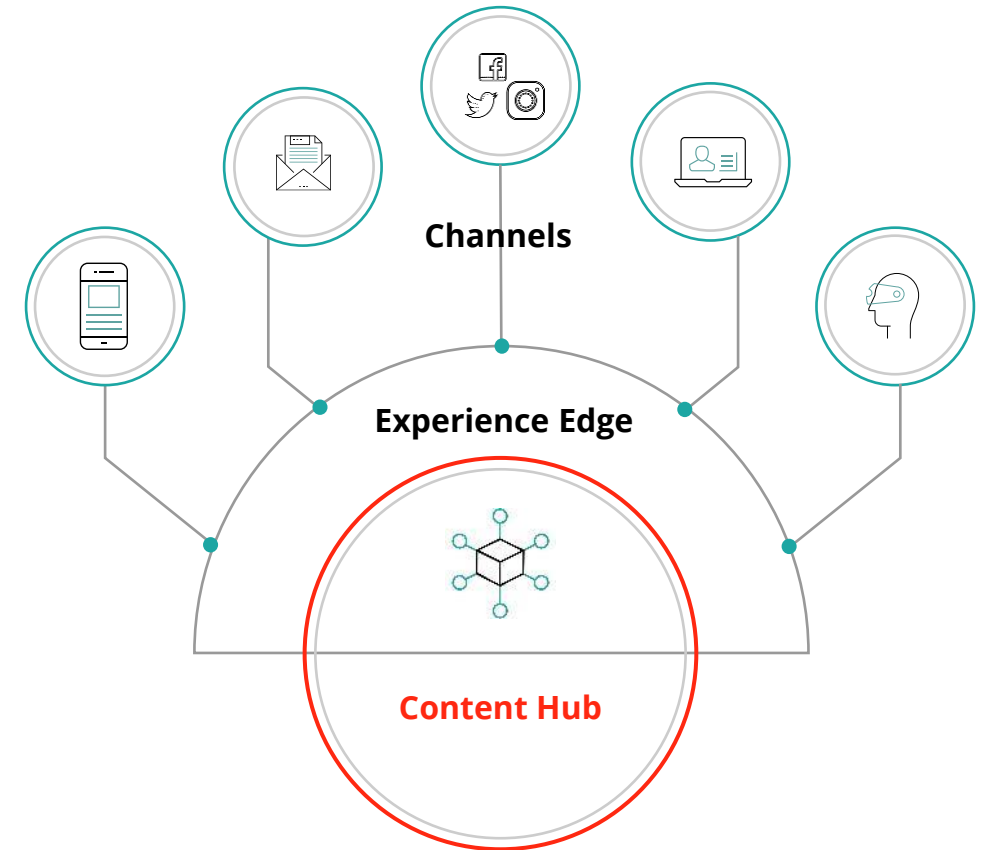
—○ Omni-channel content

Omni-channel content management is:

- More than just content, it also contains media assets
- Execution on Content Strategy, including collaboration across departments
- Alignment with company processes and governance
- Reducing content maintenance (Single source of truth)
- Providing consistent messaging and content across channel to customers
- More than marketing content, also product content

And what not?

- It's not a web CMS, e.g. WYSIWYG editing of websites



A Fruitful customer journey



Introducing John
The mindful fit foodie

A Fruitful customer journey

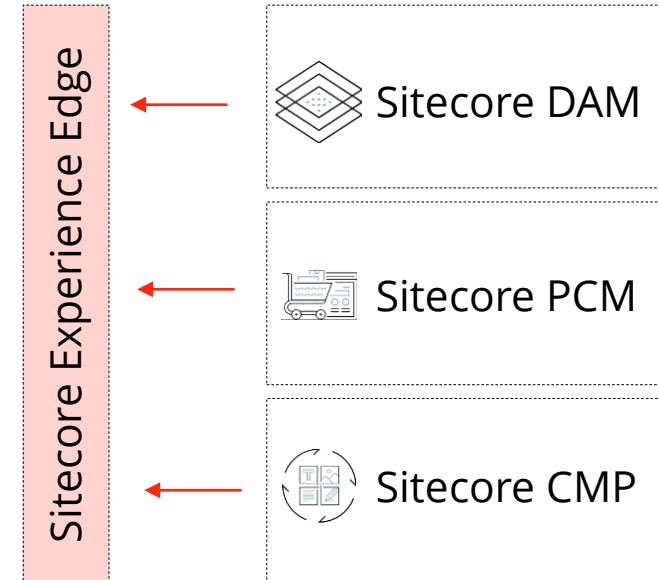
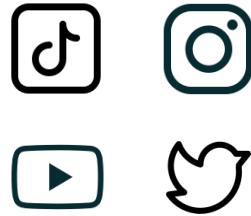


A Fruitful customer journey



John is looking for a healthy snack

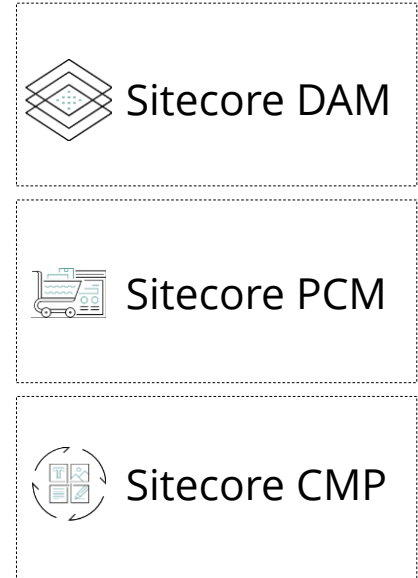
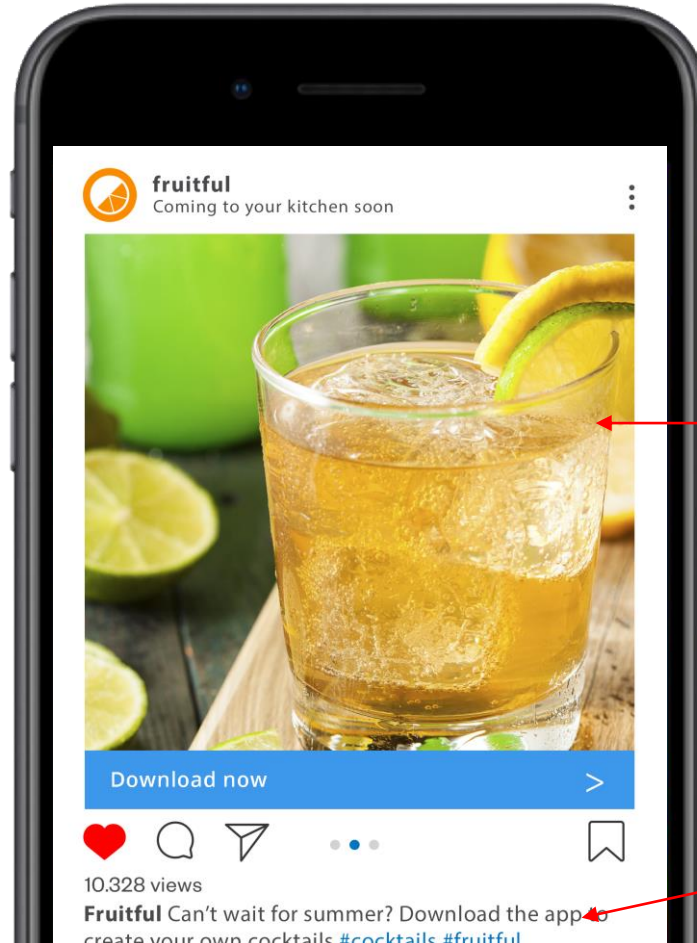
He uses social media to get inspiration



A Fruitful customer journey



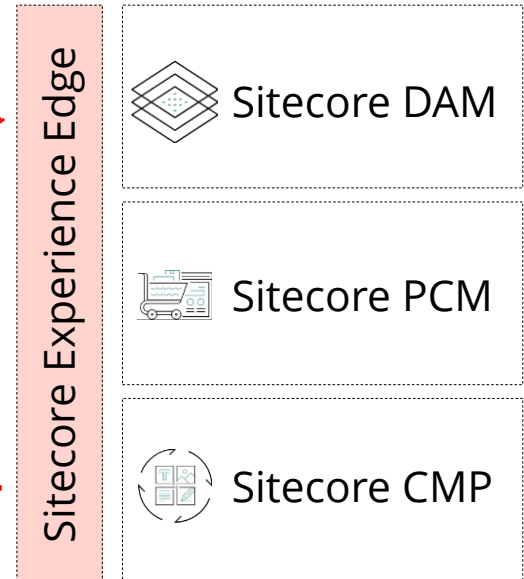
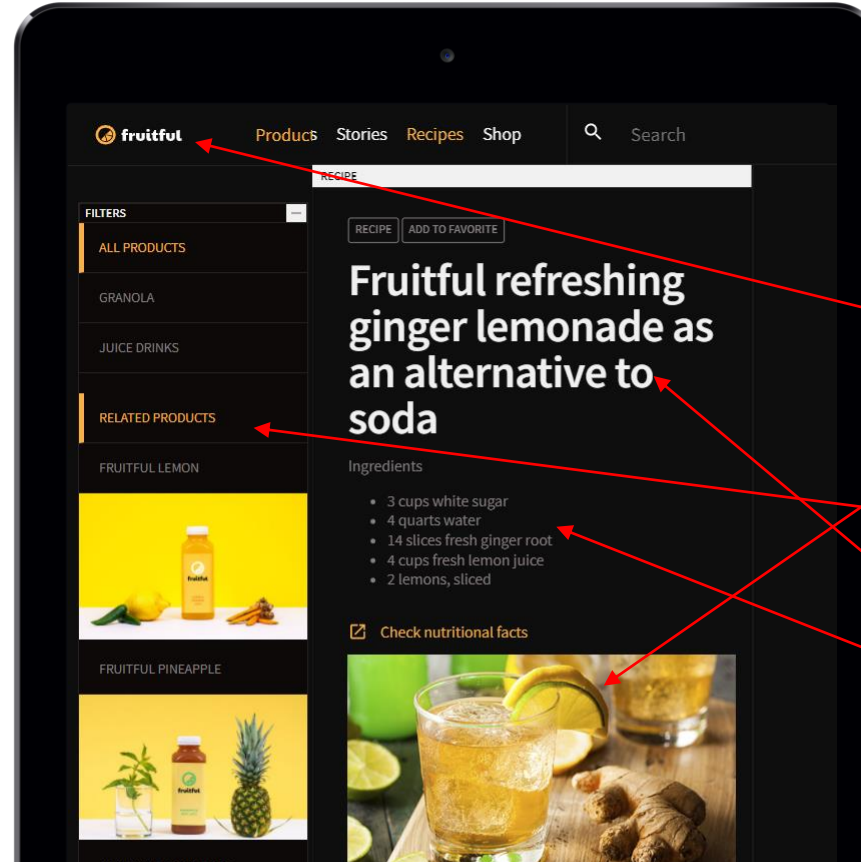
- Swiping through Instagram
- Fruitful advertisement get his attention
- He downloads the Fruitful app



A Fruitful customer journey



After installing the Fruitful app he starts exploring the products and visit's recipes section for inspiration

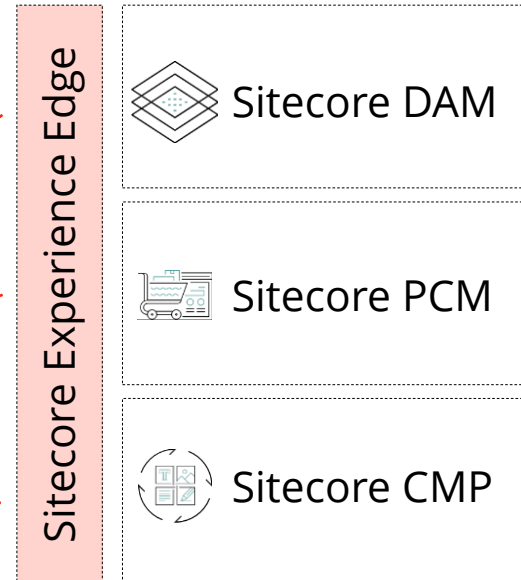
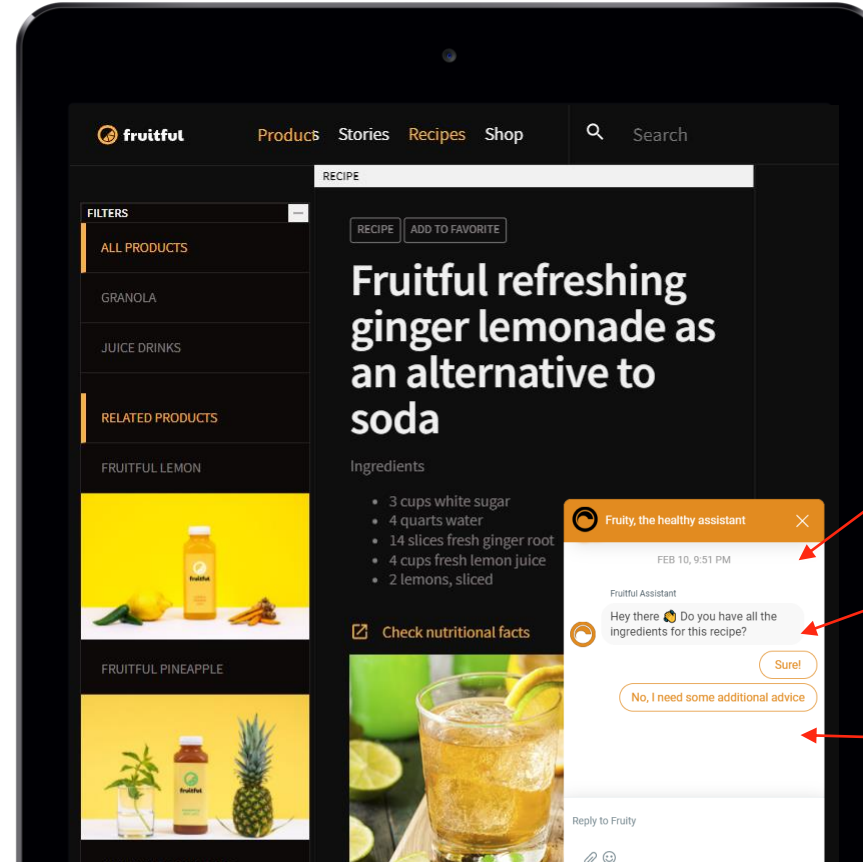


A Fruitful customer journey



John finds out that he doesn't have all needed ingredients for his recipe.

He consults the chatbot for recommendations for substitute ingredient options.

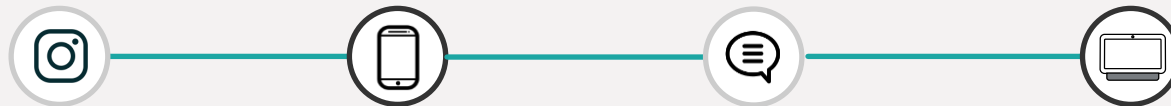
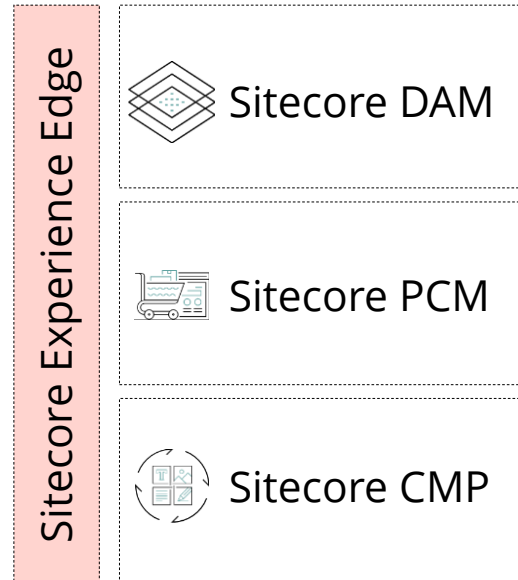
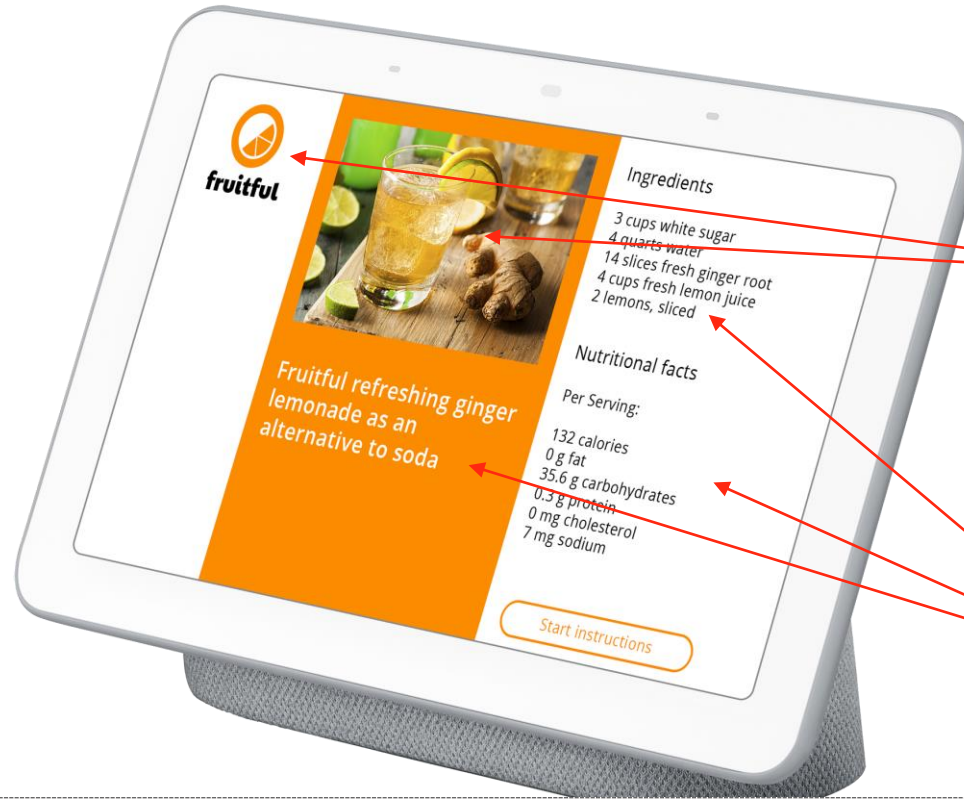


A Fruitful customer journey



John is ready to make this healthy fruit cocktail.

He walks to the kitchen and uses his voice assistant to follow the steps of the recipe.





ONE SOURCE for ALL CHANNELS



Execute on Content Strategy

Marketing friendly SaaS solution to implement content strategy, including collaboration and governance.

Work more efficiently

With content reuse and a single source for marketing content, product content and media assets.

Deliver to any channel

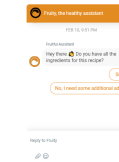
Freedom of choice in development options, support for every channel with GraphQL content api.

Scalable SaaS delivery solution

Removing complexity and the burdens from IT departments.



Native app



Chat

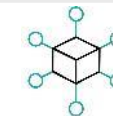


Assistant



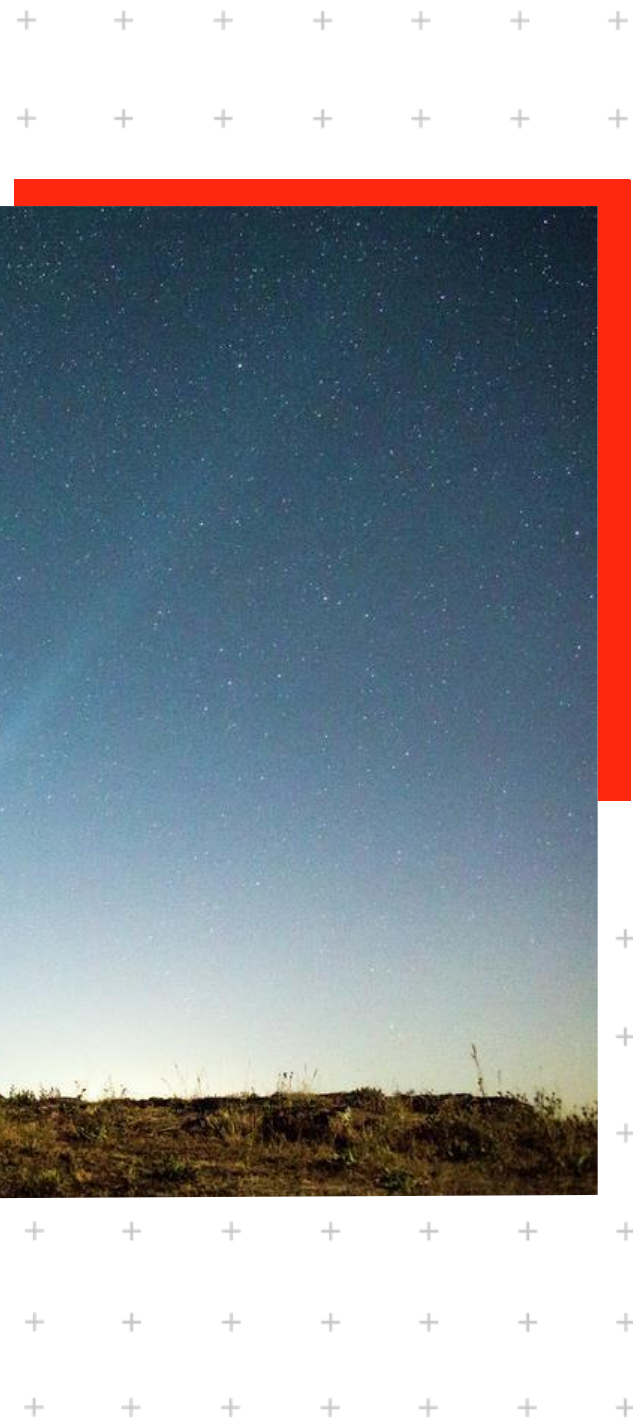
Sitecore Experience Edge

- ✓ High performing
- ✓ Highly scalable delivery of content
- ✓ GraphQL content API
- ✓ Faster speed for end users
- ✓ Increased reliability
- ✓ Enables options for Jamstack architectures



Content Hub

- ✓ Content Management
- ✓ Asset Management
- ✓ Planning & Collaboration
- ✓ Distribution



Sitecore journey to SaaS

Options that meet your needs

Manage the platform yourself

Manage the platform together

Platform managed by Sitecore



Content



Experience



Commerce

Looking to the future.....

Future == Subjected to change

Channels

Hosted on 3rd party provider
Consumes data from Sitecore products



Mobile App



Virtual Assistant



PWA Static website



IoT Device



Website

Customer Data Platform

Tracking, Experimentation, decisioning and personalization



Content Delivery

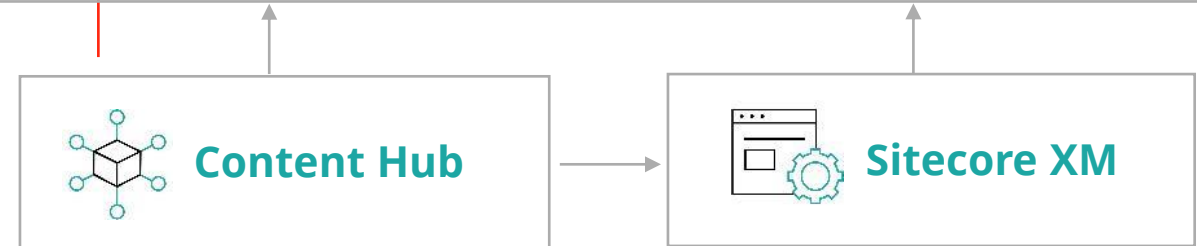
Fully managed high available and scalable Content API SaaS solution



Content Management

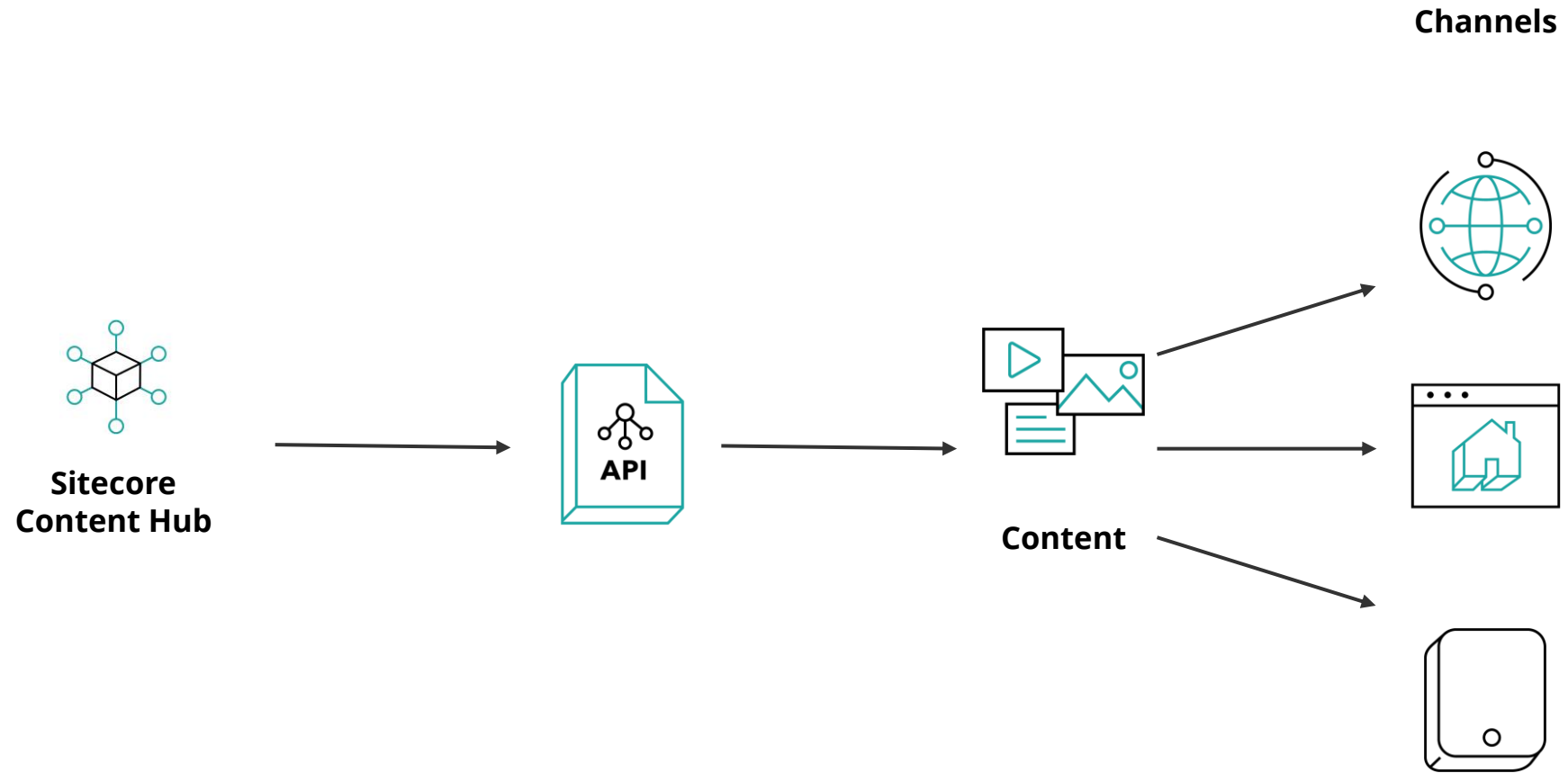
Manage, collaborate and create content and assets

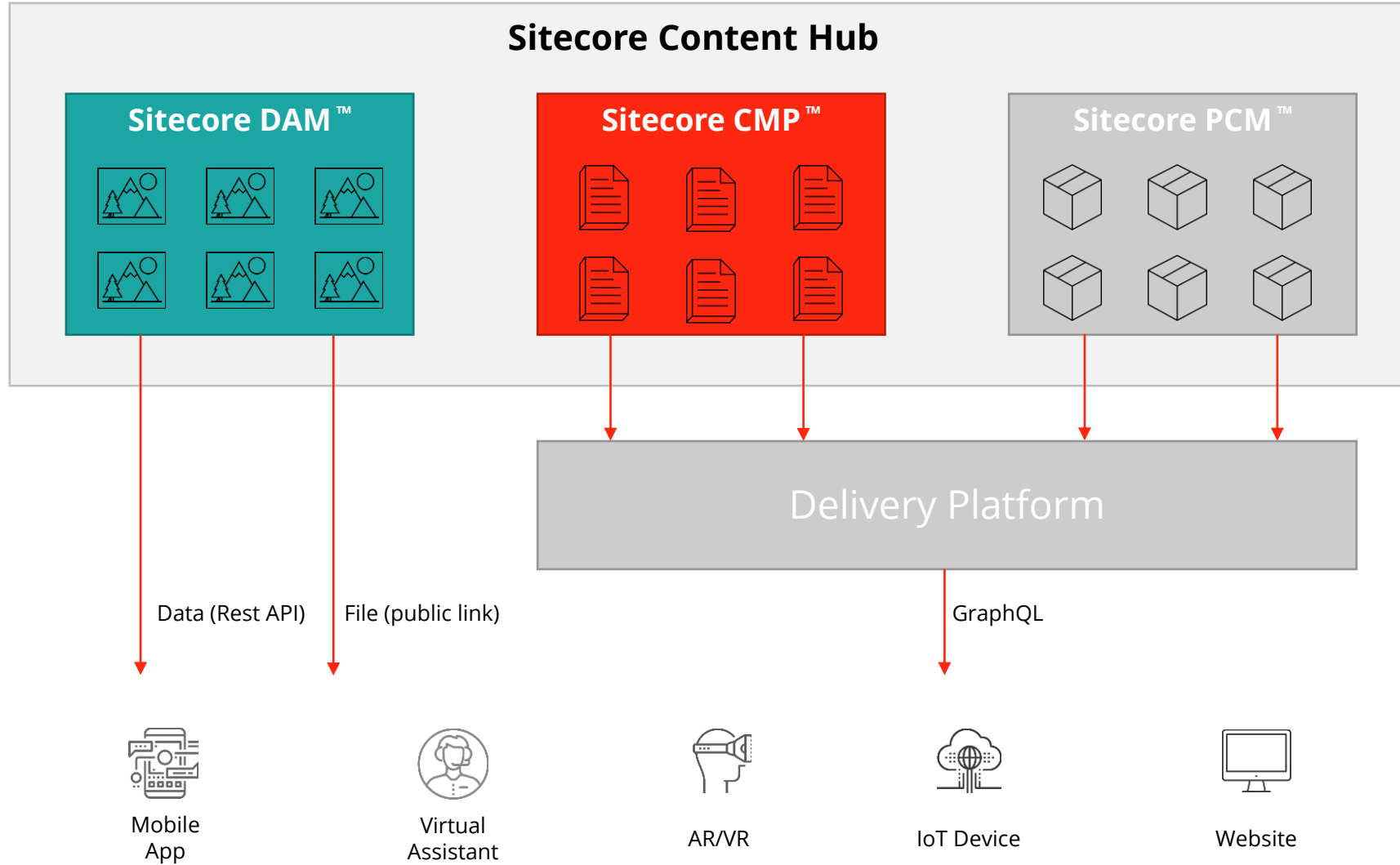
PCM



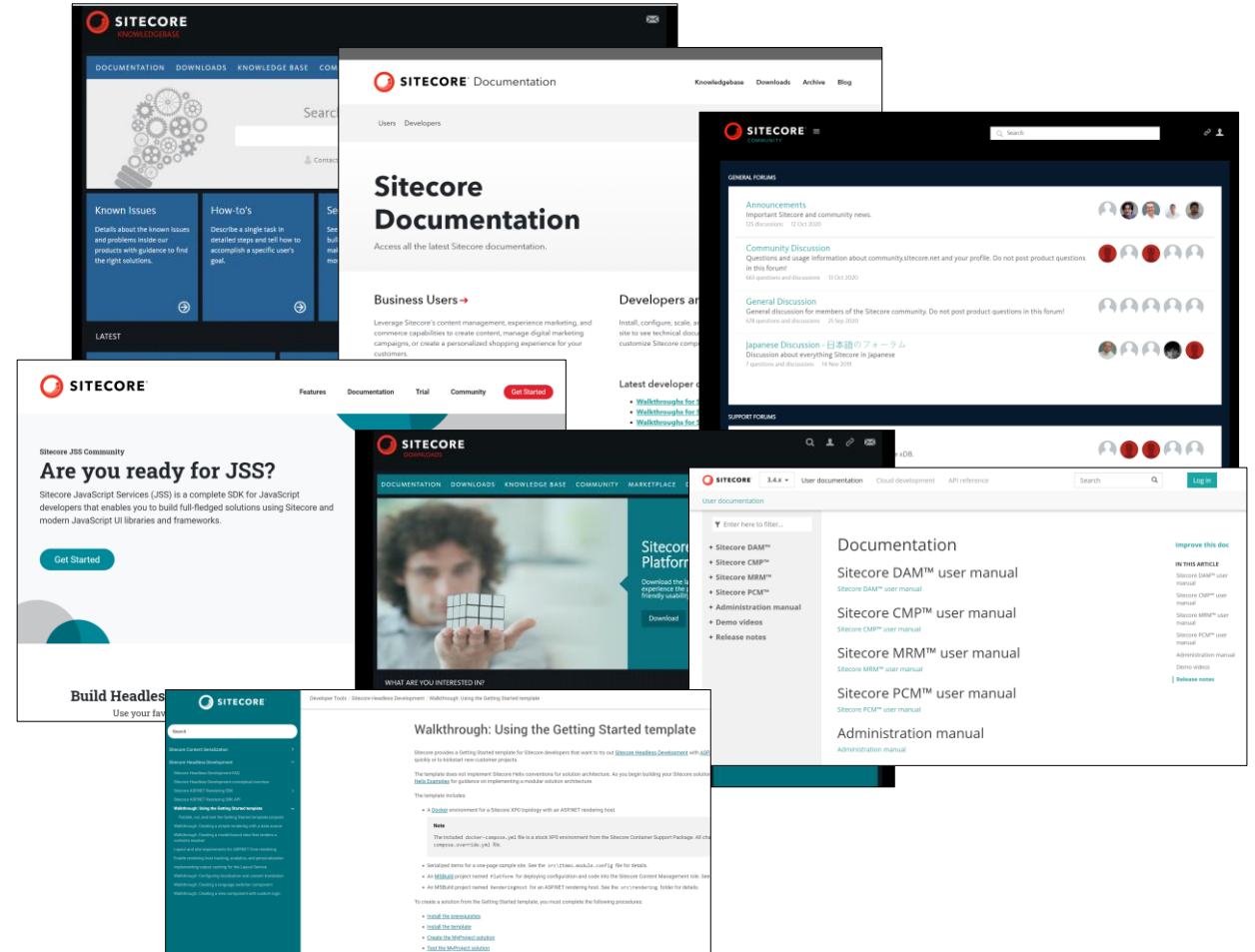
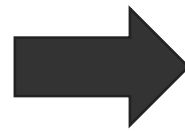
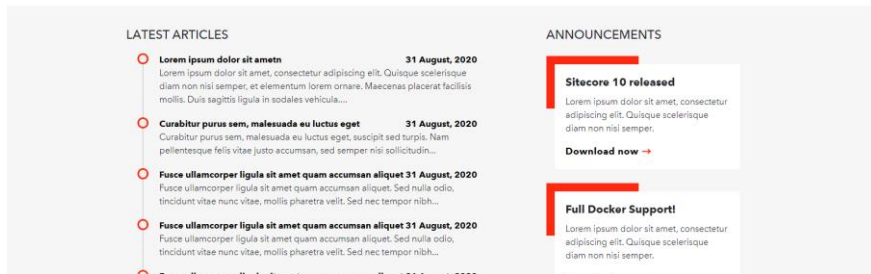
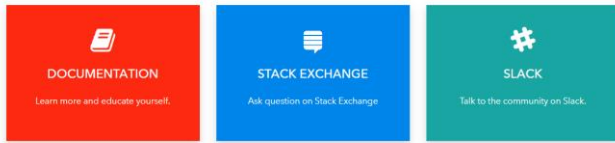
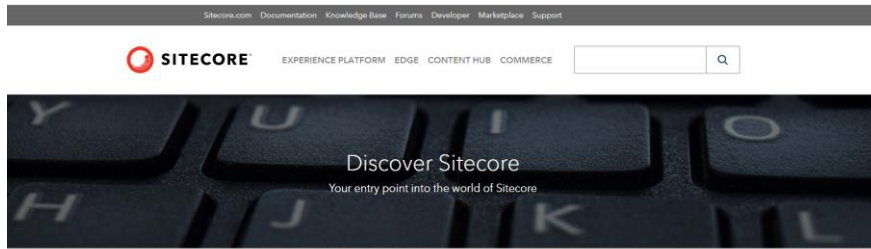
Using the Sitecore Experience Edge







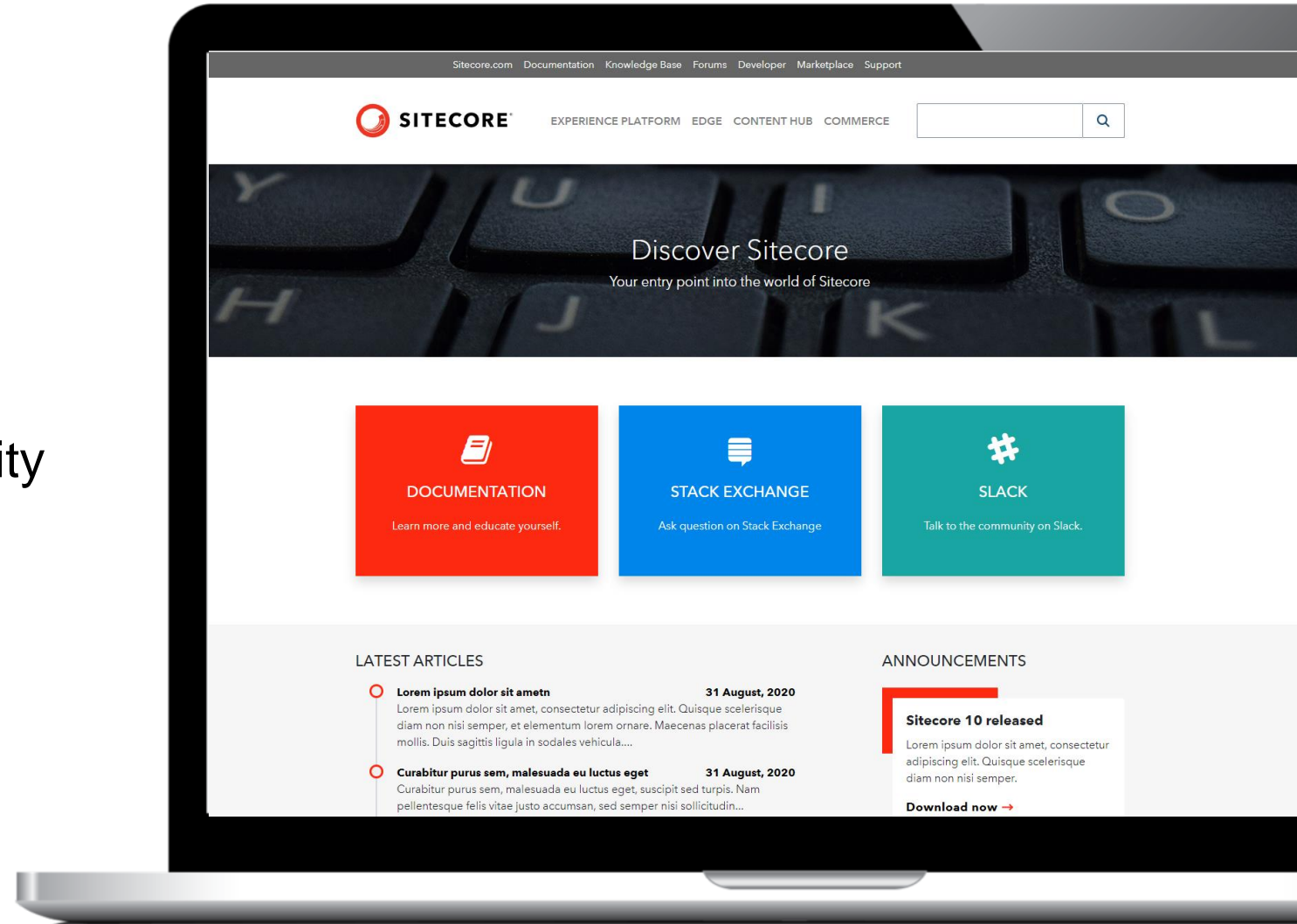
Experience Edge Portal



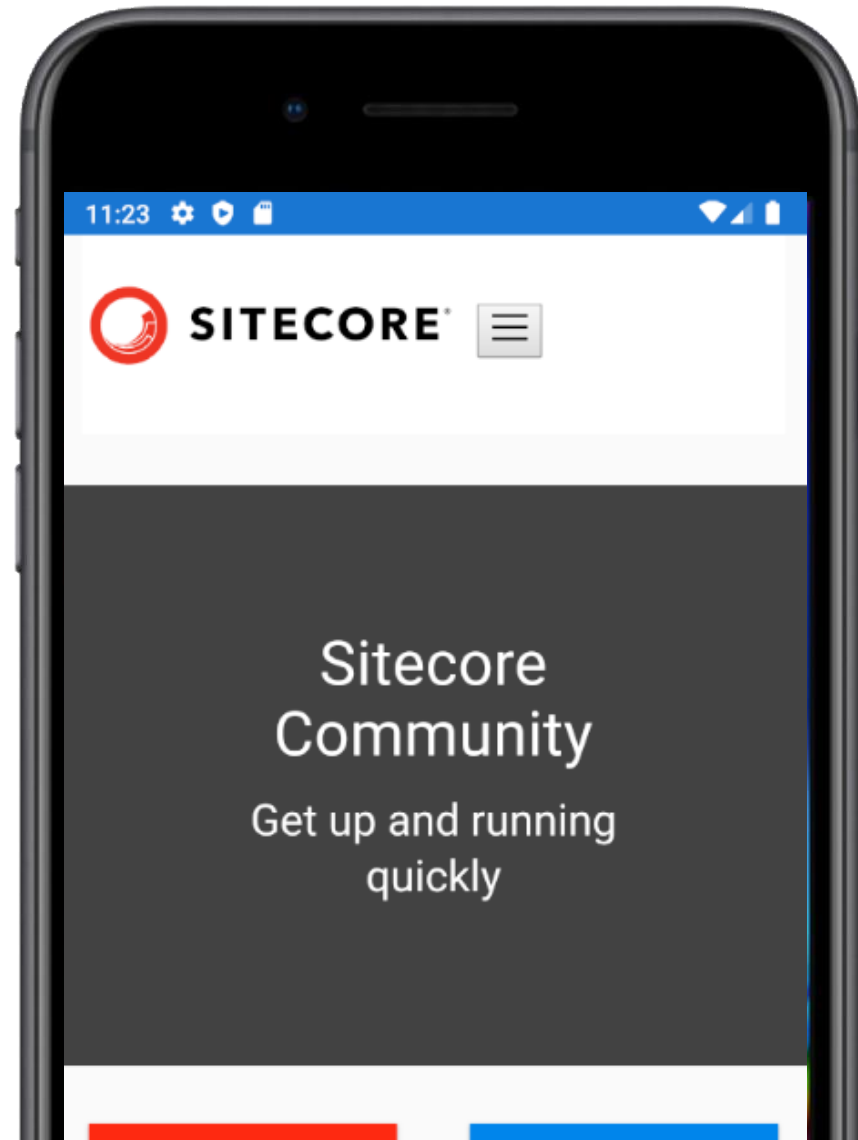
Experience Edge Portal Site



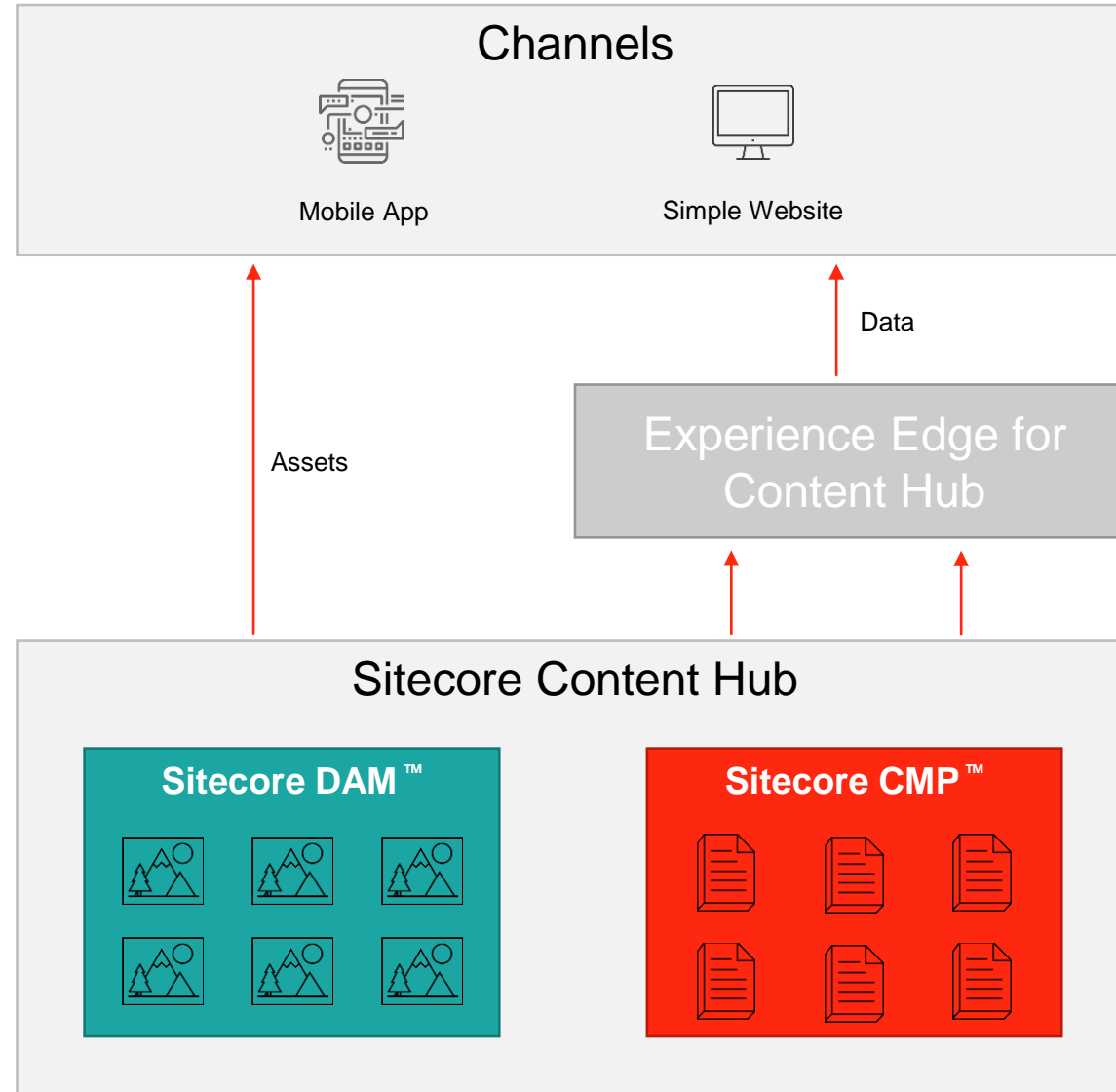
- Mostly static content
- Infrequent changes
- No need for full WCMS functionality
- Some dynamic content



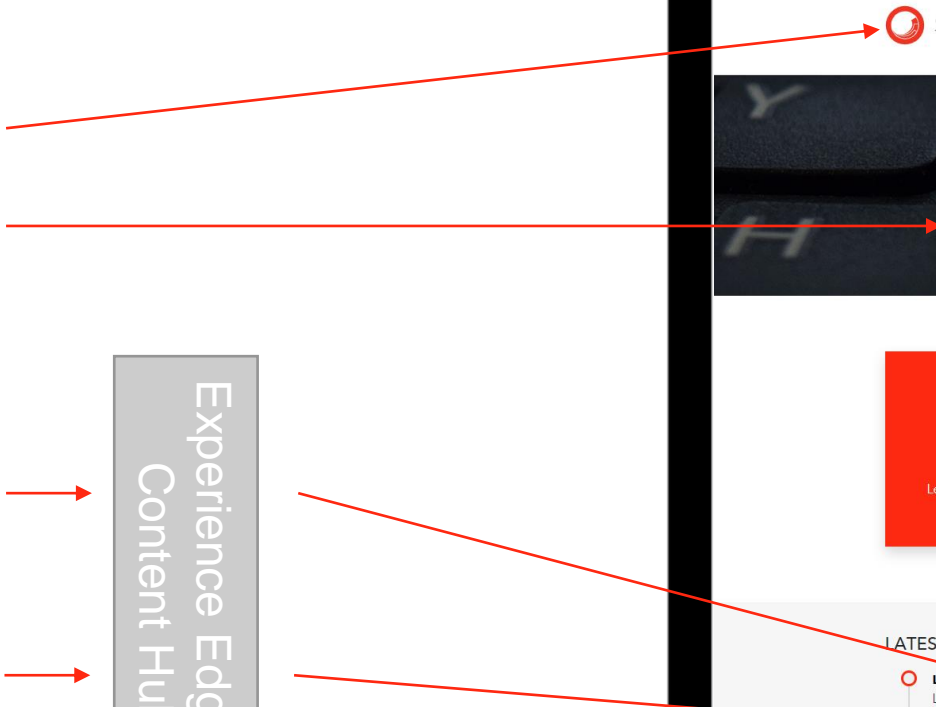
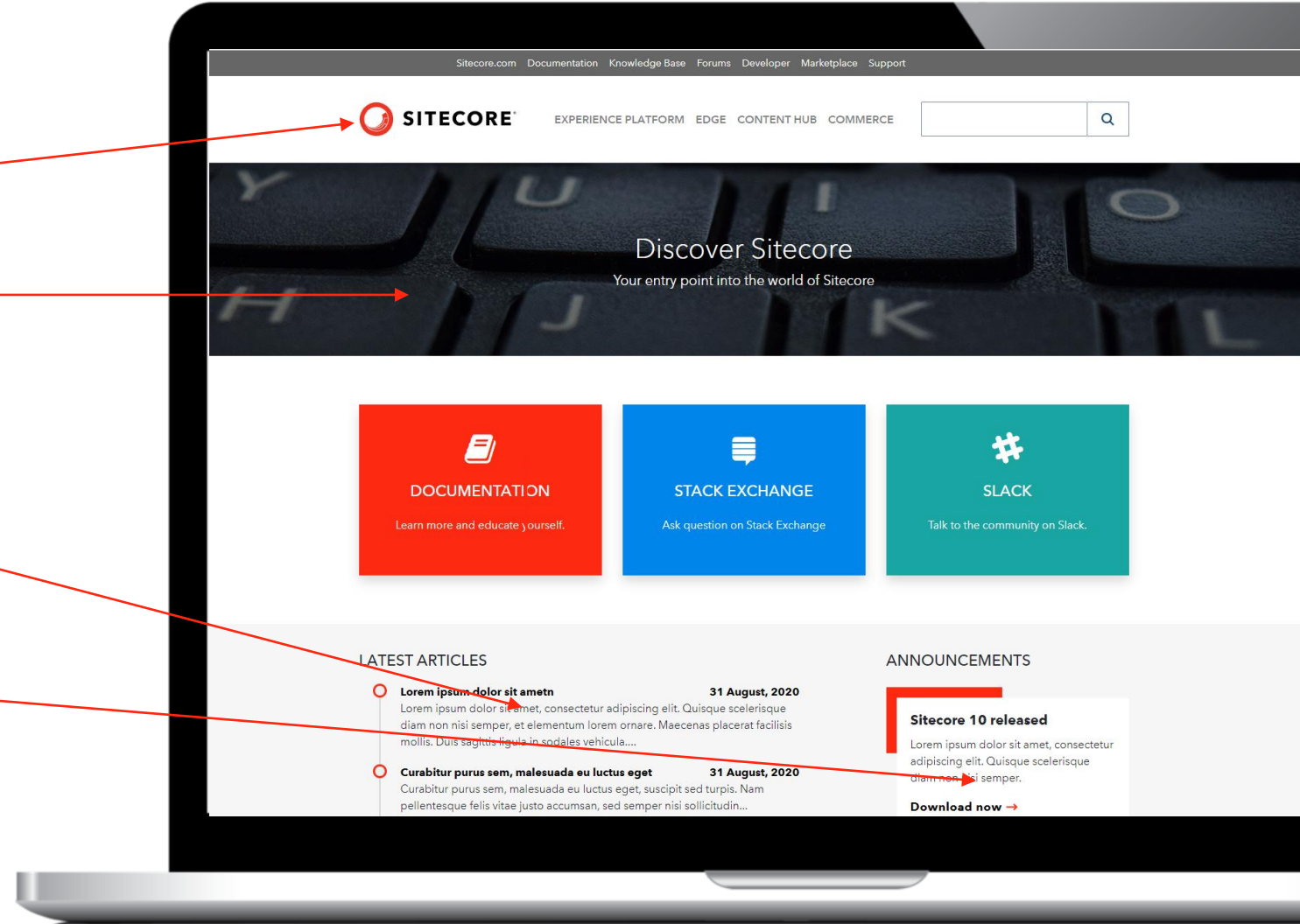
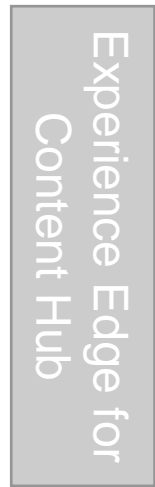
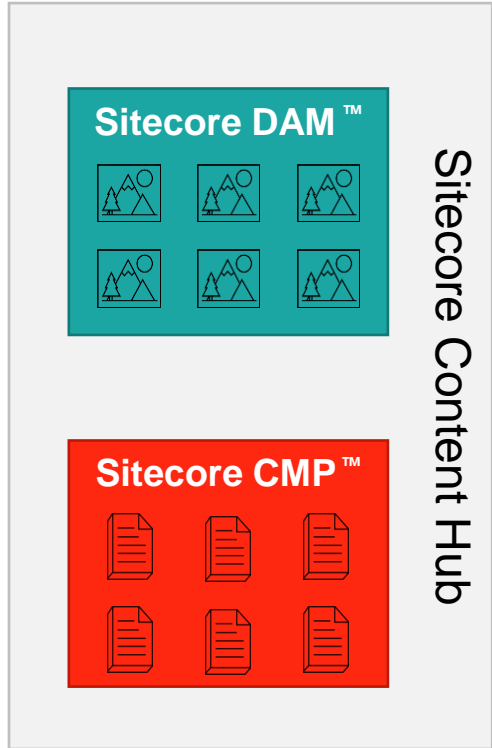
- Opportunity to test omni-channel delivery
- Proof of Concept - Not intended to be officially released
- Built using Mobile Blazor Bindings to leverage common web assets.



Delivery overview



Portal Dynamic Elements



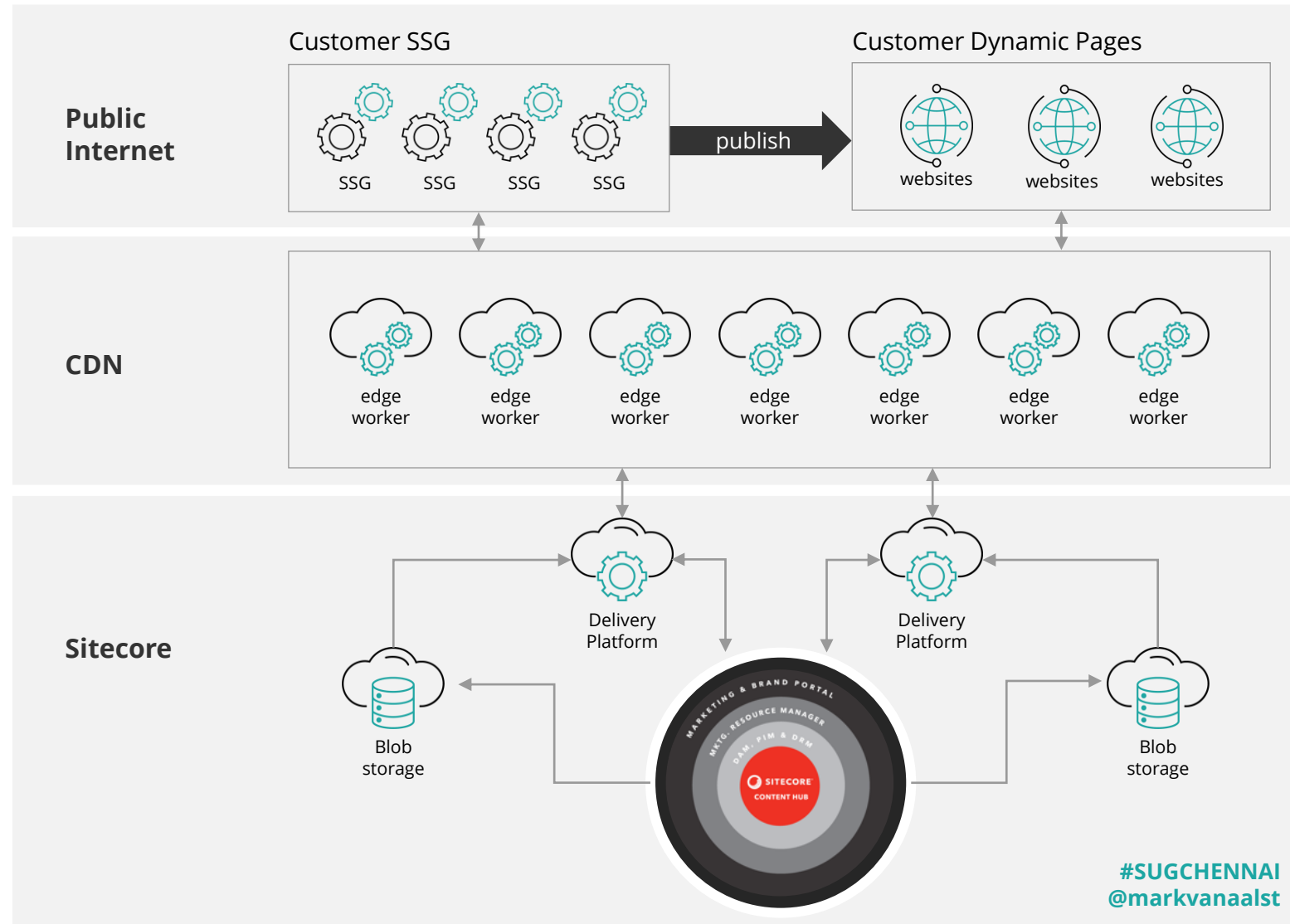
Delivery Platform architecture

CDN links the delivery platform to static or dynamic sites, and any other runtime applications

Caches queries go to and from the delivery platform

Event streams allow Content Hub to broadcast schema or content changes

Content Hub raises an event each time any approved content changes, which drives the automatic publishing process



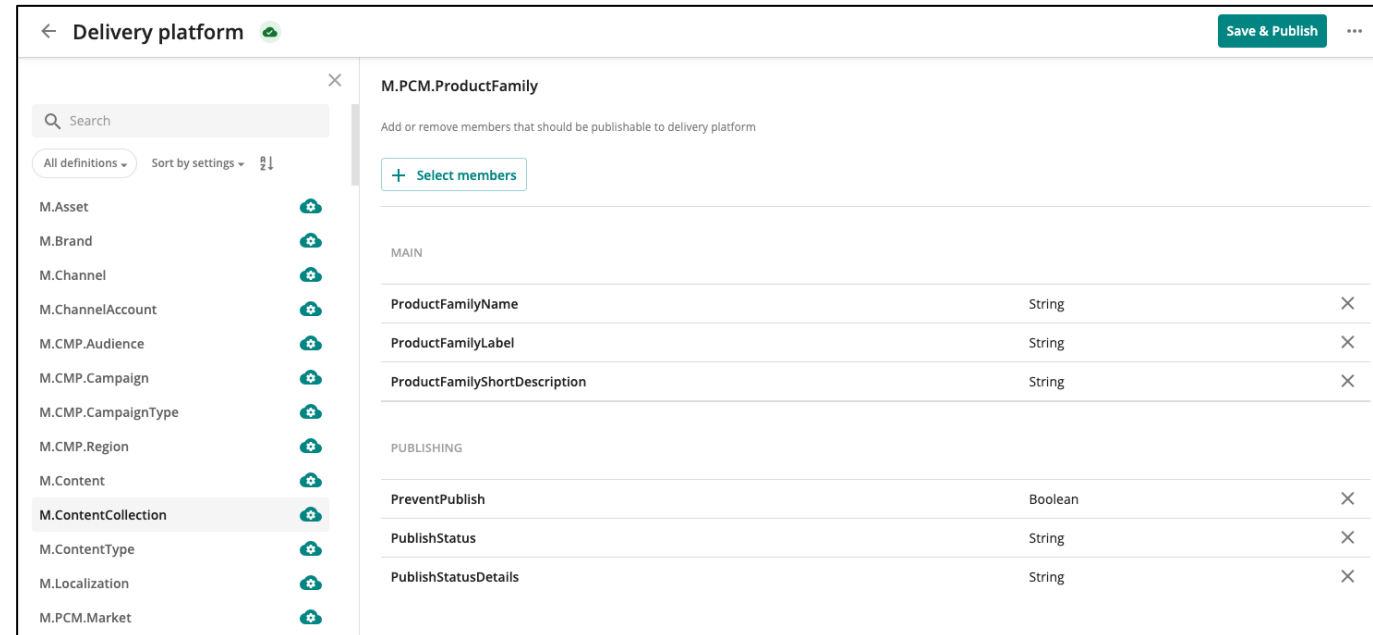
#SUGCHENNAI
@markvanaalst

Delivery configuration

Define the Content Hub schema you want to publish to your delivery environment

Entity definition and field level publishing available

Gives customers full control over what portion of their Content Hub schema is needed to support their external processes



The screenshot shows the 'Delivery platform' configuration interface. On the left, a list of schema definitions is shown, with 'M.ContentCollection' selected. The main area displays the configuration for 'M.PCM.ProductFamily', including a search bar, a 'Select members' button, and a table of fields with their data types and publishability options.

Field Name	Data Type	Publishability
MAIN		
ProductFamilyName	String	×
ProductFamilyLabel	String	×
ProductFamilyShortDescription	String	×
PUBLISHING		
PreventPublish	Boolean	×
PublishStatus	String	×
PublishStatusDetails	String	×

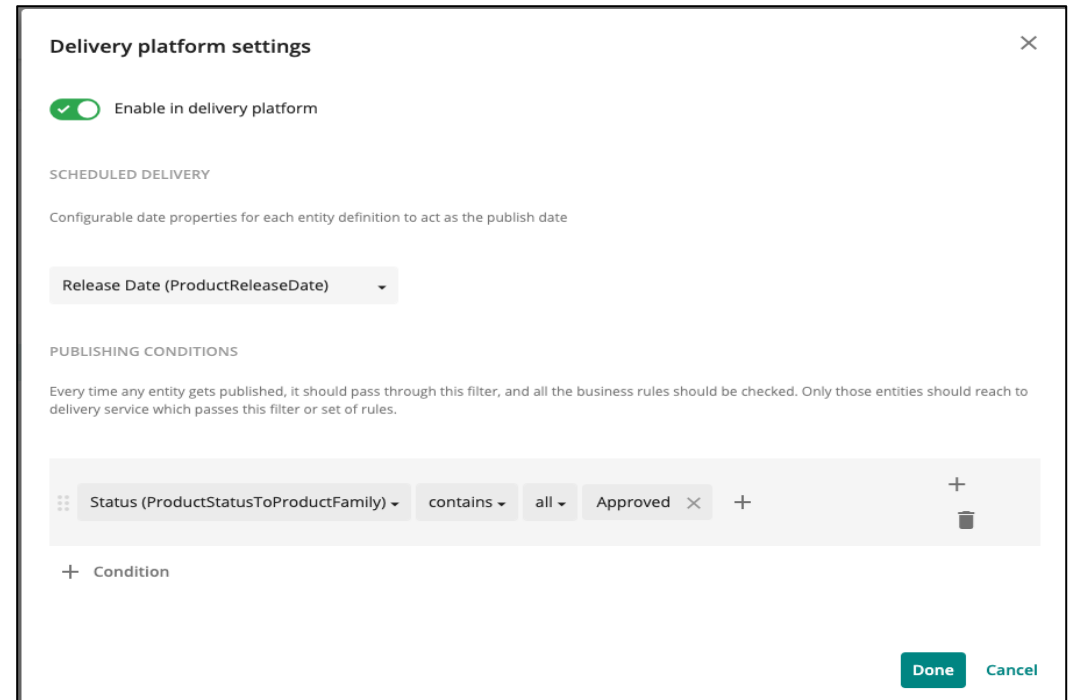
Evaluation Filters

Evaluation filters to control what can be data is published

Supports background publishing of approved content into Experience Edge to cut down on long running publishing operations.

Date-based evaluation

Supports the use of a configurable date property to define whether the item can be retrieved via the Experience Edge API



Delivery platform settings

Enable in delivery platform

SCHEDULED DELIVERY

Configurable date properties for each entity definition to act as the publish date

Release Date (ProductReleaseDate)

PUBLISHING CONDITIONS

Every time any entity gets published, it should pass through this filter, and all the business rules should be checked. Only those entities should reach to delivery service which passes this filter or set of rules.

Status (ProductStatusToProductFamily) contains all Approved

+ Condition

Done Cancel

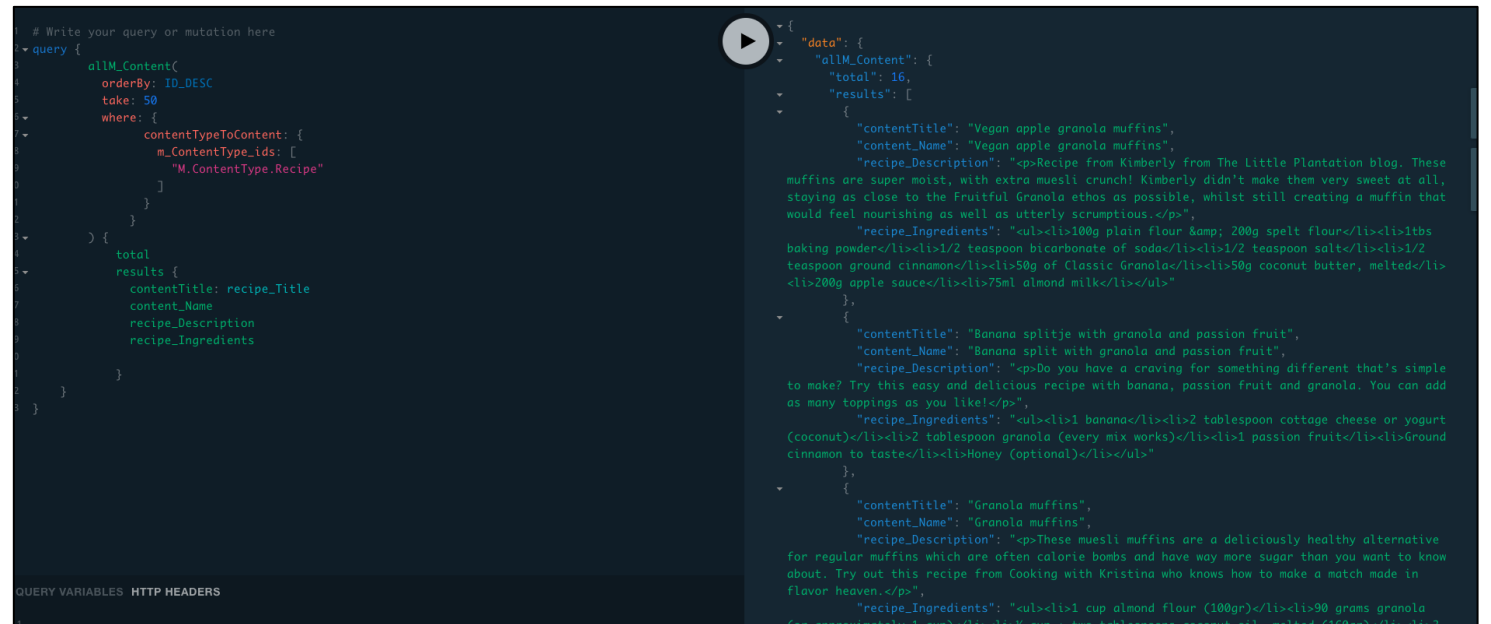
Preview GraphQL API

Preview access to un-published content that exists within Content Hub

Delivery GraphQL API

Access to published content that exists on Experience Edge

- Enforces concept of evaluation filters and data restrictions

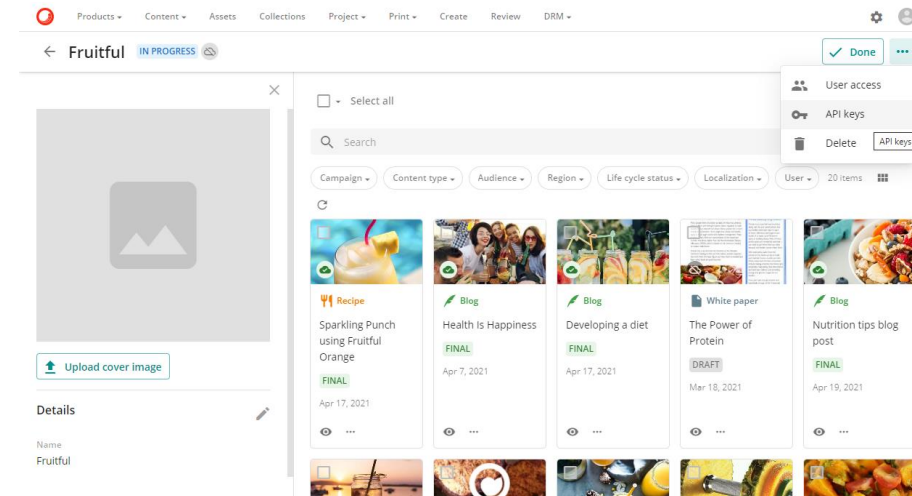
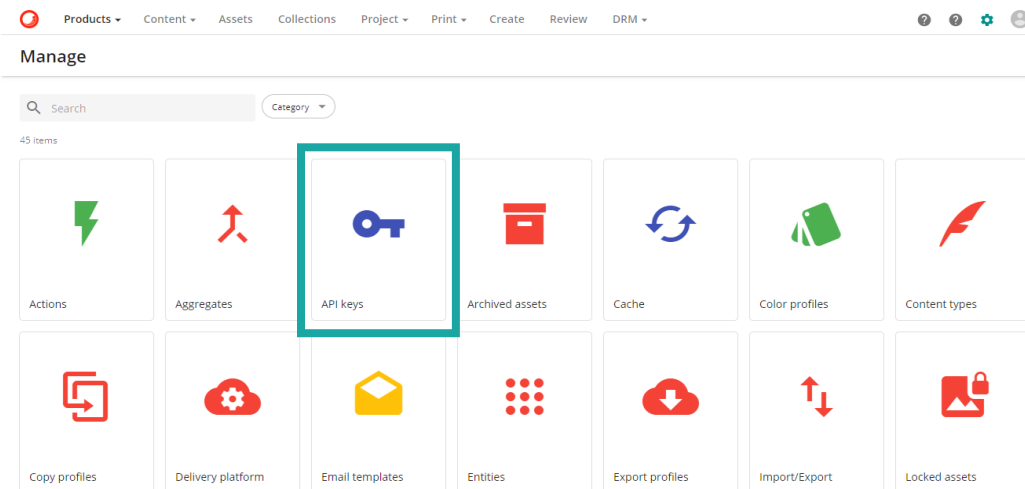


```
# Write your query or mutation here
query {
  allM_Content(
    orderBy: ID_DESC
    take: 50
    where: {
      contentTypeToContent: {
        m_ContentType_ids: [
          "M_ContentType_Recipe"
        ]
      }
    }
  ) {
    total
    results {
      contentType: recipe_Title
      content_Name
      recipe_Description
      recipe_Ingredients
    }
  }
}
```

```
{
  "data": {
    "allM_Content": {
      "total": 16,
      "results": [
        {
          "contentType": "recipe_Title",
          "content_Name": "Vegan apple granola muffins",
          "recipe_Description": "<p>Recipe from Kimberly from The Little Plantation blog. These muffins are super moist, with extra muesli crunch! Kimberly didn't make them very sweet at all, staying as close to the Fruitful Granola ethos as possible, whilst still creating a muffin that would feel nourishing as well as utterly scrumptious.</p>",
          "recipe_Ingredients": "<ul><li>100g plain flour & 200g spelt flour</li><li>1tbs baking powder</li><li>1/2 teaspoon bicarbonate of soda</li><li>1/2 teaspoon salt</li><li>1/2 teaspoon ground cinnamon</li><li>50g of Classic Granola</li><li>50g coconut butter, melted</li><li>200g apple sauce</li><li>75ml almond milk</li></ul>"
        },
        {
          "contentType": "recipe_Title",
          "content_Name": "Banana splitje with granola and passion fruit",
          "recipe_Description": "<p>Do you have a craving for something different that's simple to make? Try this easy and delicious recipe with banana, passion fruit and granola. You can add as many toppings as you like!</p>",
          "recipe_Ingredients": "<ul><li>1 banana</li><li>2 tablespoon cottage cheese or yogurt (coconut)</li><li>2 tablespoon granola (every mix works)</li><li>1 passion fruit</li><li>Ground cinnamon to taste</li><li>Honey (optional)</li></ul>"
        },
        {
          "contentType": "recipe_Title",
          "content_Name": "Granola muffins",
          "recipe_Description": "<p>These muesli muffins are a deliciously healthy alternative for regular muffins which are often calorie bombs and have way more sugar than you want to know about. Try out this recipe from Cooking with Kristina who knows how to make a match made in flavor heaven.</p>",
          "recipe_Ingredients": "<ul><li>1 cup almond flour (100gr)</li><li>90 grams granola"
        }
      ]
    }
  }
}
```


You need an authentication API key to access both the Preview API and the Delivery API.

- API keys created from the Manage section authorize access to the whole Delivery or Preview content.
- API keys created from a Content collection detail page authorize access to the target content collection only.





Enough slides Demo time!

Thank you

FOR DISCUSSION PURPOSES ONLY.

Sitecore Confidential and Proprietary. ©2020 Sitecore Corporation
A/S. Sitecore® and Own the Experience® are registered trademarks
of Sitecore Corporation A/S. All other brand names are the property
of their respective owners.

