

# Sitecore and SaaS our shared journey

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Rob Earlam - @RobEarlam

May 2021

#SUGCON



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GLOBAL 2021

# Today's speaker



**Rob Earlam**  
Senior Technical Evangelist

- Based in Melbourne, Australia
- 15+ years of Sitecore experience
- 6+ years working at Sitecore

[rob.earlam@sitecore.com](mailto:rob.earlam@sitecore.com)  
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**Pieter Brinkman**  
Senior Director Technical Marketing

- Based in Rotterdam, The Netherlands
- 13+ years of Sitecore experience
- 10+ years working at Sitecore

[pieter.brinkman@sitecore.com](mailto:pieter.brinkman@sitecore.com)  
[@pieterbrink123](https://twitter.com/pieterbrink123)  
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## Traditional Platform DXP

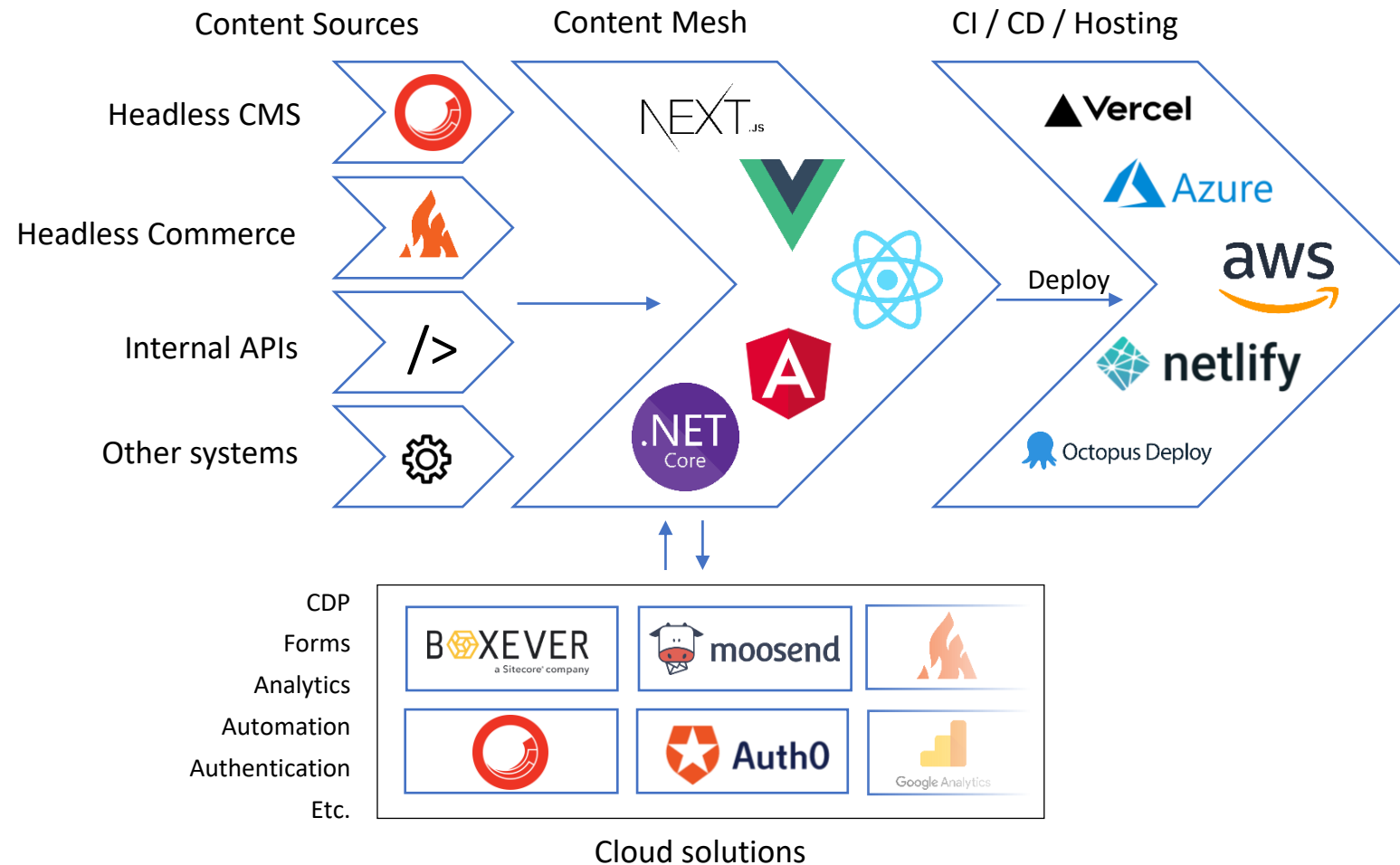
*Single Vendor fully integrated unified platform*

|                |               |                 |
|----------------|---------------|-----------------|
| Source Control | Hosting       |                 |
|                | Analytics     | Personalization |
|                | Forms         | Search          |
|                | Presentation  |                 |
|                | UI Components |                 |
|                | Editing UI's  |                 |
|                | Database      |                 |

# The Composable DXP

## Composable DXP Architecture

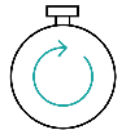
*Best of Breed solution*



# Why choose the Composable DXP?

Perfect balance between:

## Ease of use for the business



Faster time to value

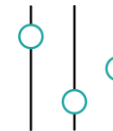


Best of breed approach



Customer-centric

## Technology flexibility



Flexibility to integrate with existing marketing stack

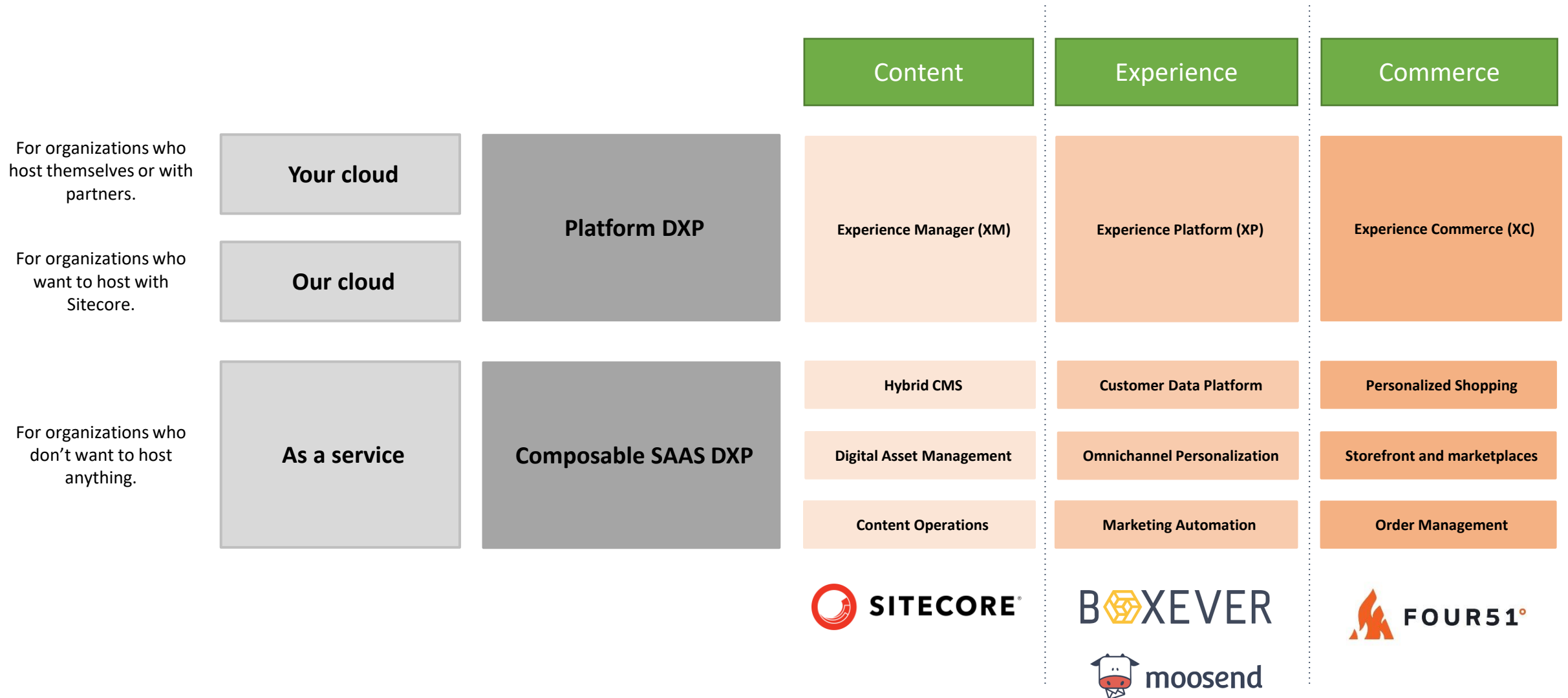


Specifically tailored end solution



Technology freedom

# The evolution of DXP



# The Composable DXP in the Sitecore landscape



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Product Areas

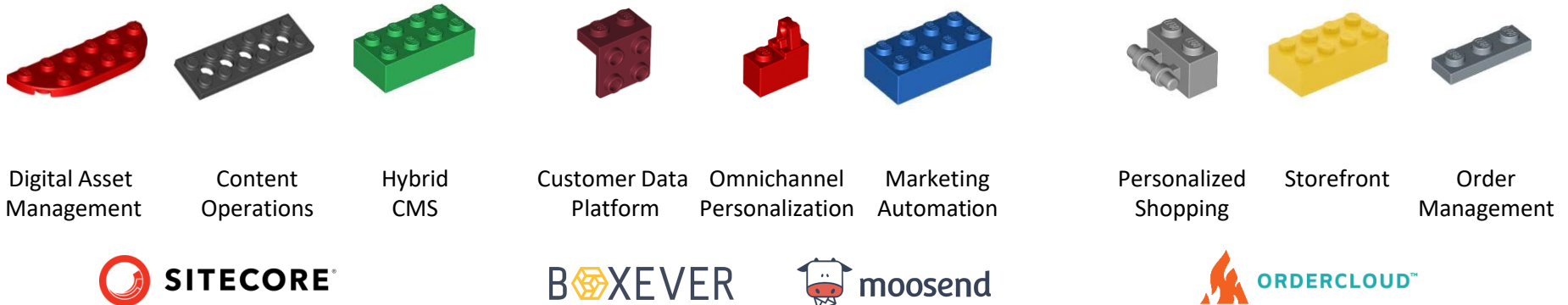
Content

Experience

Commerce

Platform DXP

Composable DXP



# What does this mean for new customers?



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## We will offer true optionality to cover all customers scenarios.....

### THE CUSTOMER WANTS...

*An integrated or headless web experience built on the concepts of pages, layout & item-based modeling, including the ability to leverage prebuilt web controls with tightly coupled personalization using rules.*

*Implemented using standard WCMS features, including WYSIWYG layout and content editing.*

*A solution to deliver headless experiences to any channel, combining a best of breed marketing stack to deliver a tailored customer centric solution.*

*Freedom from vendor specific SDKs and ability to develop each channel in language & framework of choice.*

### HOW SITECORE CAN HELP

## Sitecore Platform DXP

A comprehensive digital marketing tool, providing, a holistic view of customer data, and machine learning-generated insights to personalize experiences in real time.

## Sitecore Composable DXP

Our Composable DXP forms the backbone to your digital content, experience and commerce. Allowing you deliver headless experiences to any channel combining your best of breed marketing stack.

It is tailored to integrate tightly with your existing processes and infrastructures through its API first approach.



# And for our existing customers?



**You're not being left behind!** Expand your existing solution today with our SaaS offerings...

EXISTING PRODUCTS

## Sitecore Experience Manager

A CMS as powerful as your business deserves. The web content management system (CMS) trusted by some of the world's largest enterprises.

## Sitecore Experience Platform

Adding robust digital marketing capabilities on top of Sitecore Experience Manager to deliver personalized content to all your customers in real-time

## Sitecore Experience Commerce

Custom digital storefronts designed and built to your specific B2C needs. Sitecore Commerce is the perfect fit for businesses with unique processes.

EXTENSION OPPORTUNITIES

*Want to add Personalization?  
Boxever*

*Want add email?  
Moosend*

*Want to increase scaling and reduce hosting costs?  
Sitecore Experience Edge for XM*

*Want to add Digital Asset Management?  
Sitecore DAM*

*Streamline collaboration across marketing teams?  
Content Operations. MRM, CMP*

*Add e-commerce functionality?  
OrderCloud*

*Do you want to build a global scaled campaign site?  
Sitecore Experience Edge for XM*

*Want to add Digital Asset Management?  
Sitecore DAM*

*Streamline collaboration across marketing teams?  
Content Operations  
MRM, CMP*

*Want to add Digital Asset Management?  
Sitecore DAM*

*Product Catalogue Management?  
Sitecore PCM*

*Streamline collaboration across marketing teams?  
Content Operations  
MRM, CMP*

# An example Composable DXP Journey



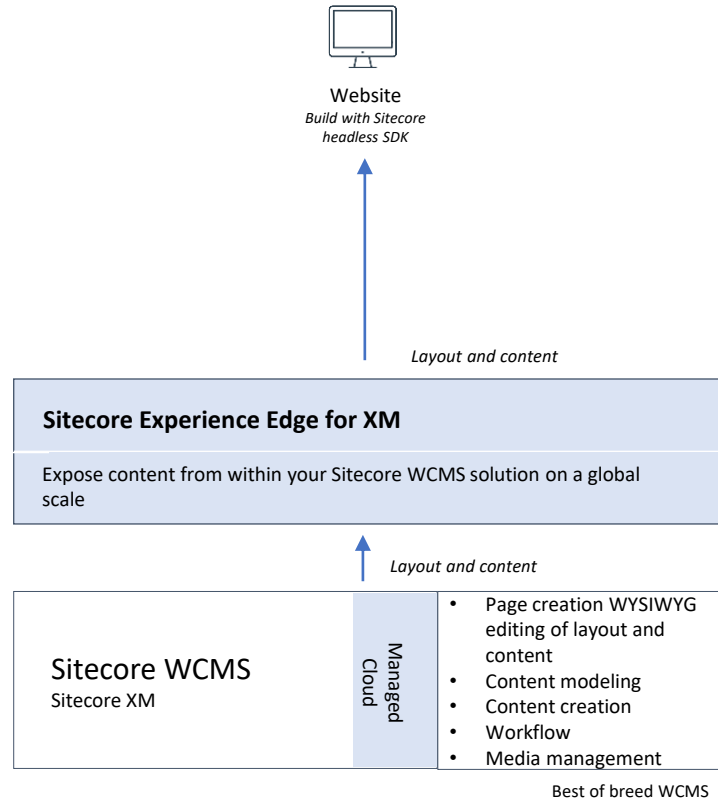
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# Our shared journey to SaaS

Channels  
Customer data  
Content Delivery  
Content Management



## Corporate website

WCMS solution including WYSIWYG features.

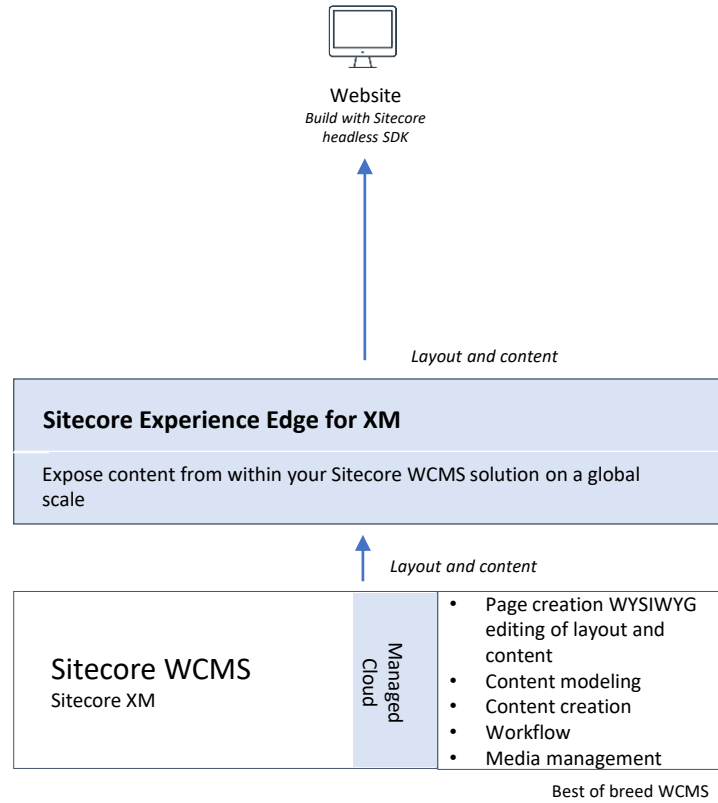


# Our shared journey to SaaS

Channels

Content Delivery

Content Management



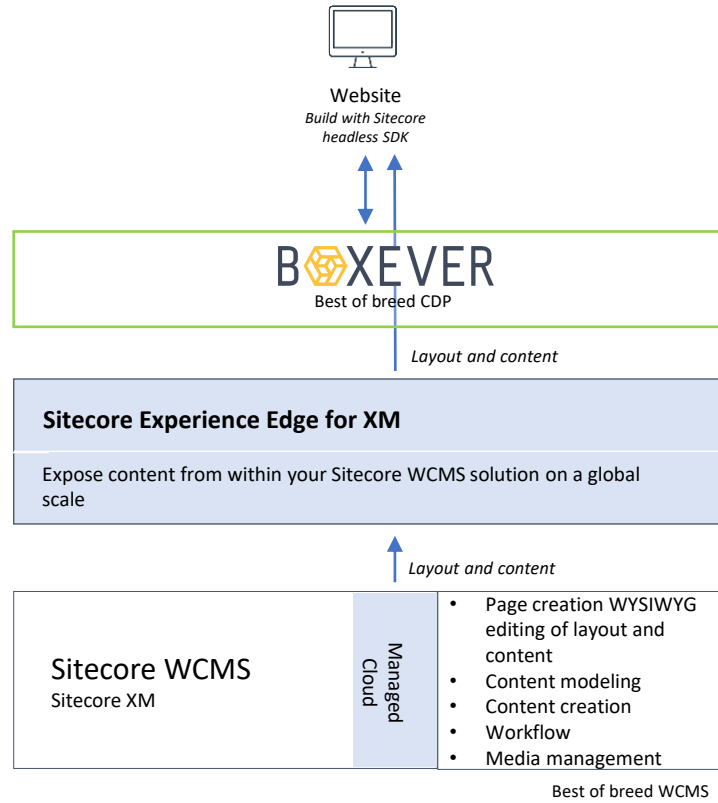
## Corporate website

WCMS solution with **personalization, tracking and testing** including WYSIWYG



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Channels  
Personalization  
Content Delivery  
Content Management



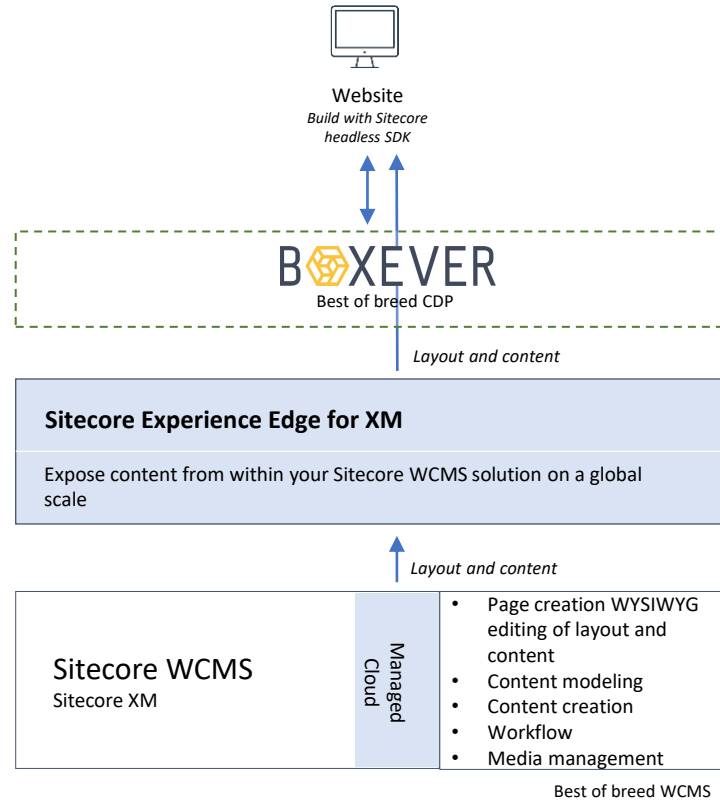
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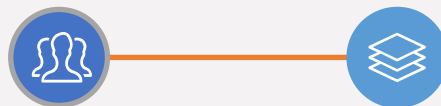


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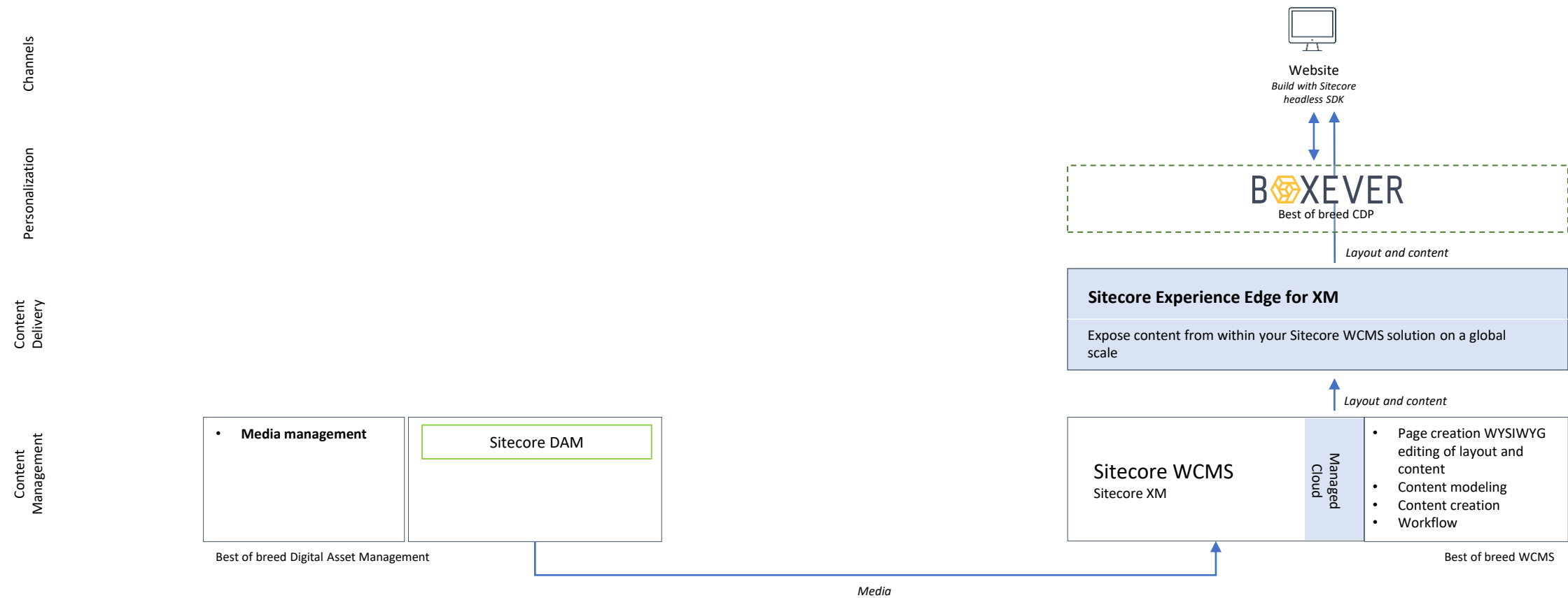
WCMS solution with personalization and analytics, including WYSIWYG features.

## Improved media management

Purchase Sitecore DAM and uses assets on website



# Our shared journey to SaaS

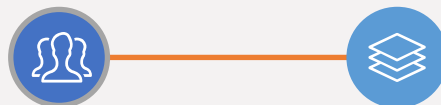


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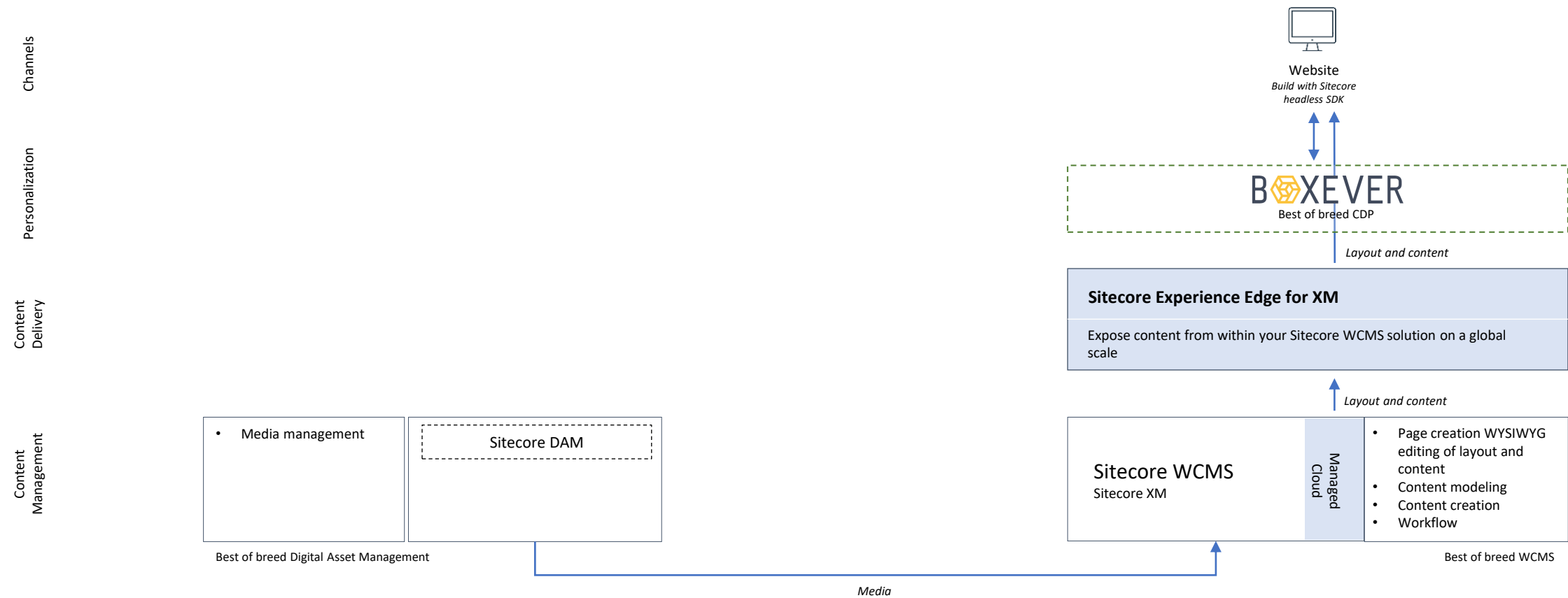
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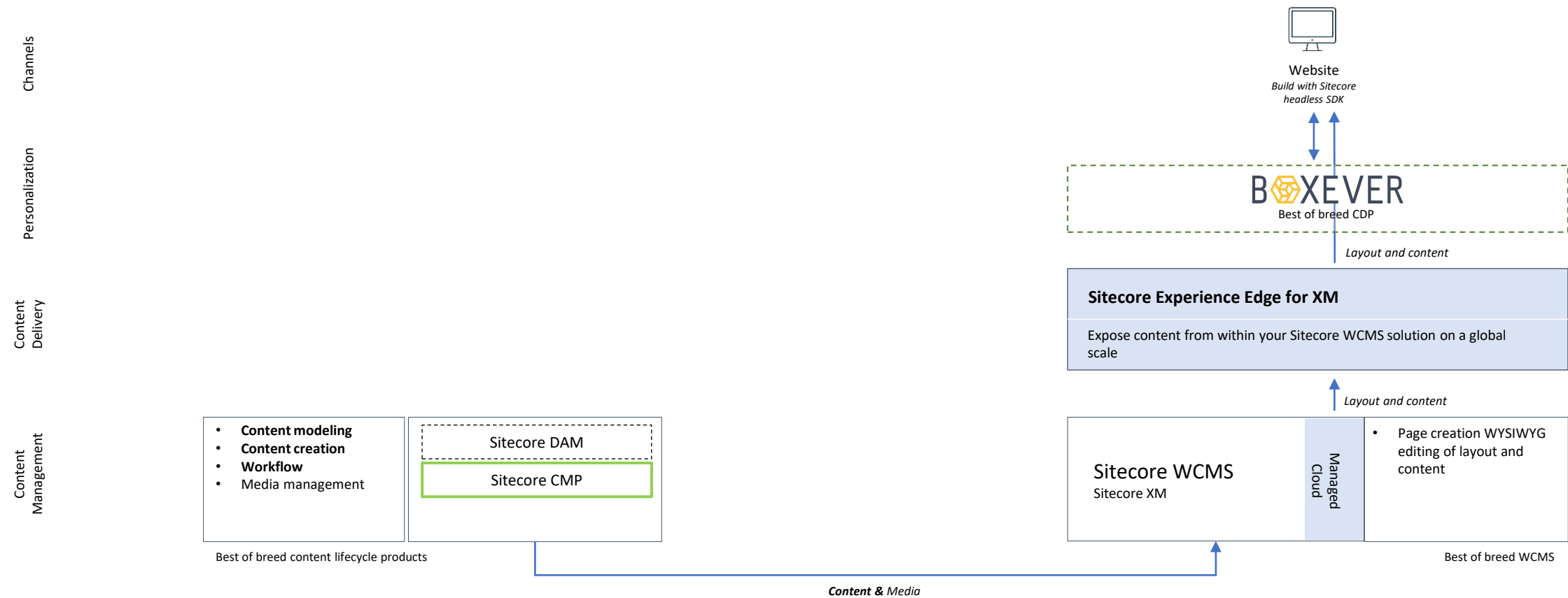
## Content-Strategy

For planning, collaborating and creation of omni-channel content across departments.





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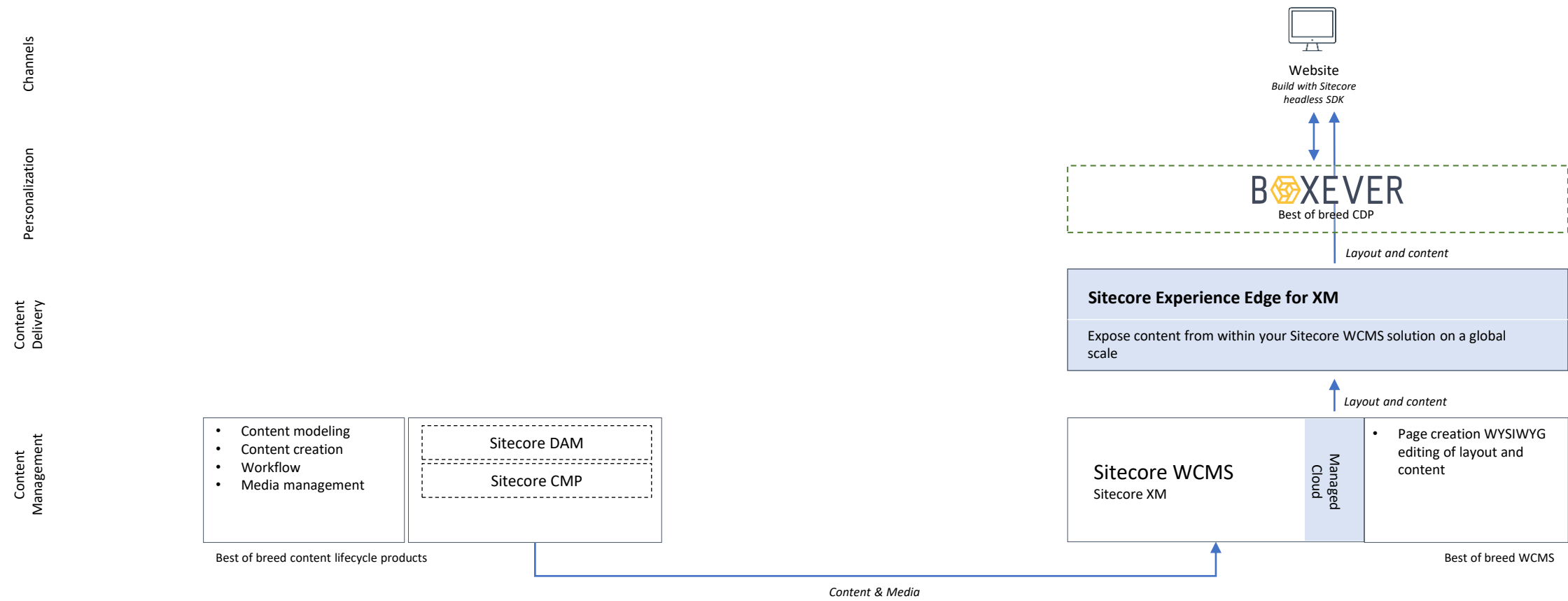


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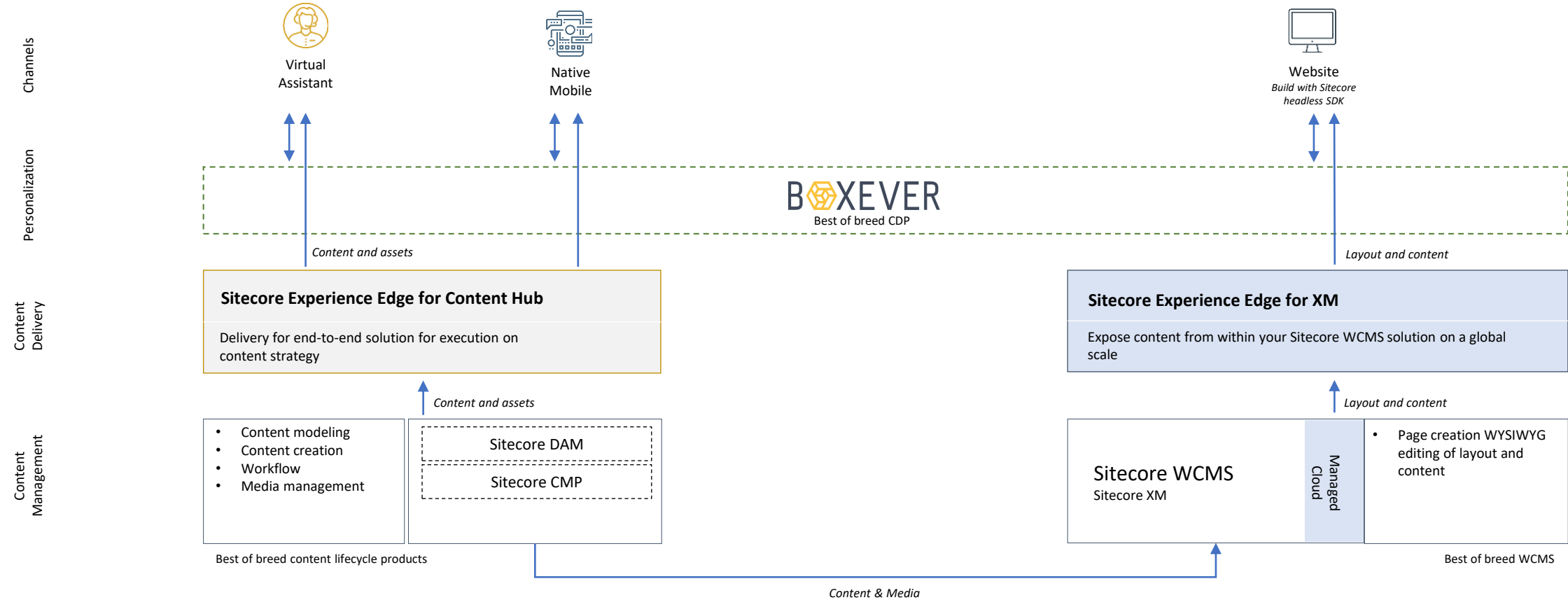


## Additional Channels

End-to-end omni channel DXP delivery



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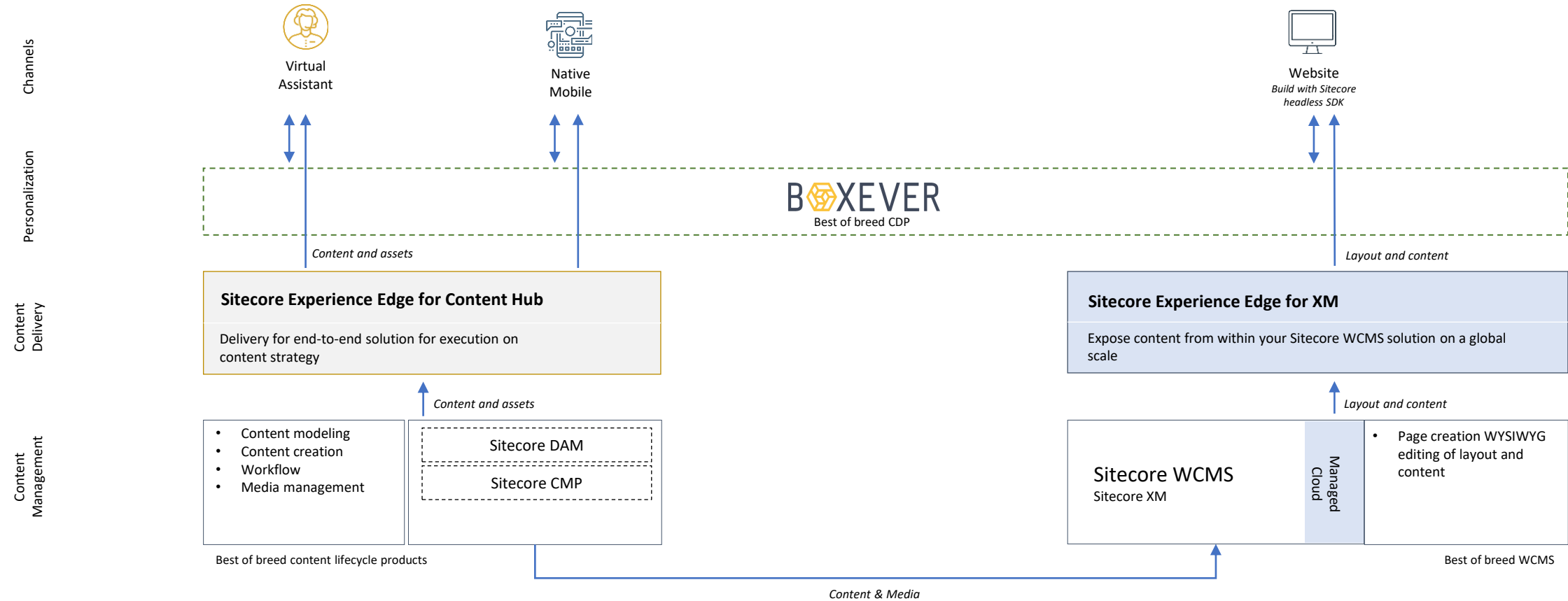
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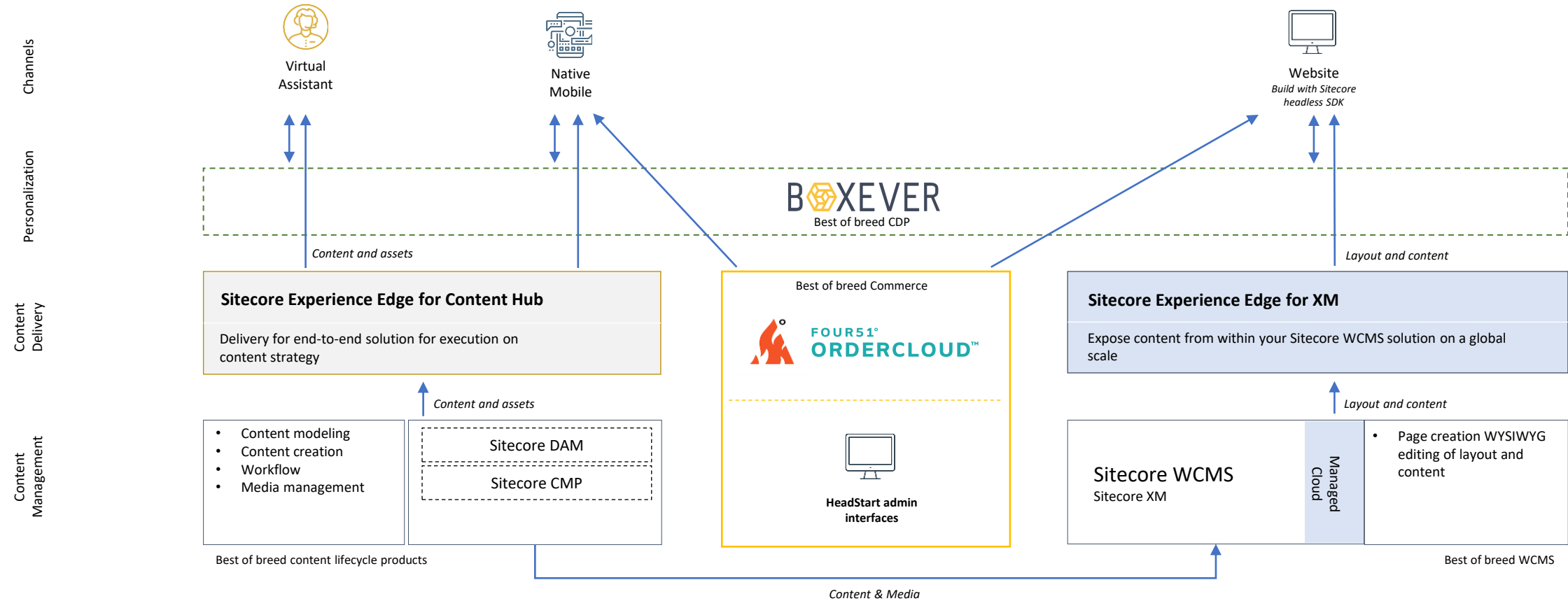


## Commerce

Adding commerce features in site and app



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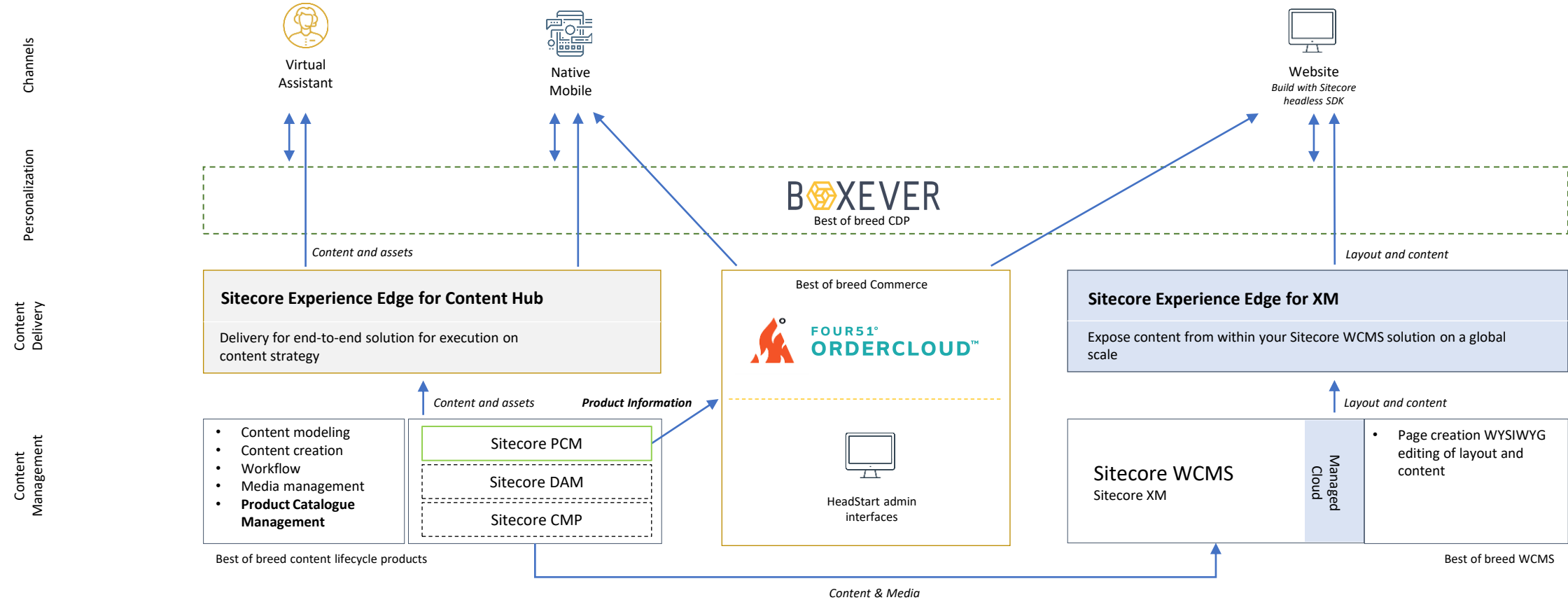


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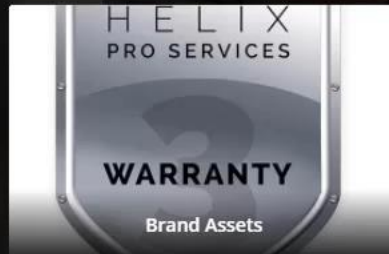
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Lets see this in  
action!

# Sitecore Content Hub

360° marketing content management

## Collections



My searches

My selections



# ← Serenity Stationary Bike with Touch Screen

📦 Archive product

📤 Publish to Order Cloud

📄 Generate PDF



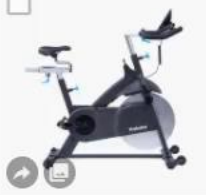
Details **Assets** Content Comments

Select all

+ Add

🔍 Search

🔄 Asset media ▾ Restricted ▾ 1 items



Stationary Bike

👁️ ⬇️

1 items



## Commercial



Completeness (%)  
100

Product status  
Approved

Product Price:  
1500

## Assignment



Assigned user groups  
M.Builtin.Readers

## Product Workflow





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GET A LIST OF PRODUCTS X

Sandbox SUGCON-2021

- RE
- Spending Accounts
- Approval Rules
- SUPPLIERS
- Suppliers
- Supplier Users
- Supplier User Groups
- Supplier Addresses
- PRODUCT CATALOGS
- Catalogs
- Categories
- Products**
- Price Schedules
- Specs
- Product Facets
- ORDERS AND FULFILLMENT
- Orders
- Line Items
- Promotions
- Payments
- Shipments
- ME AND MY STUFF
- Privacy Policy
- Me

GET /products?catalogID=OGifSGHohU6K7CzHXZnINQ&categoryID=Cycling

SEND

Parameters

Catalog ID  
OGifSGHohU6K7CzHXZnINQ

Category ID  
Cycling

Supplier ID

Search

Search On  
+ ID + Name + Description + Add Item  
Comma-delimited list of fields to search on.

Search Type

Sort By  
+ OwnerID + Name + ID + Add Item  
Comma-delimited list of fields to sort by.

Page

Page Size

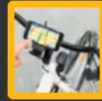
ADD FILTER

GET /products?catalogID=OGifSGHohU6K7CzHXZnINQ&cate... 200

```

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  "VolumeLabel": null,
  "Label": null,
  "Type": null
},
"SportTypes": [
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    "Name": "Cycling"
  }
],
"images": [
  {
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    "type": "downloadOriginal",
    "url": "https://rea-sugcon.stylelabs.io/api/public/content/aea67dd32cdc413fa67f585aa84deb07?v=3fbb9729"
  }
],
"Assets": [
  {
    "Identifier": "t0jLSr8jXEiJxSHChP5dFA",
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    "Images": [
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      }
    ]
  }
],
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      }
    ]
  }
]

```



## Serenity Bike GPS tracking and accelerator

Serenity Bike GPS tracking and accelerator. Know where you are at all time with this GPS. Accelerate your life and cycle always using this accelerator.

Quantity

**\$179.99 Add to Cart**



Serenity Silverstream Helmet



## Serenity Silverstream Helmet

This sleek and stylized bicycle helmet will keep you safe, reduce drag, and keep you looking good at the same time. Win, win, win!

Quantity

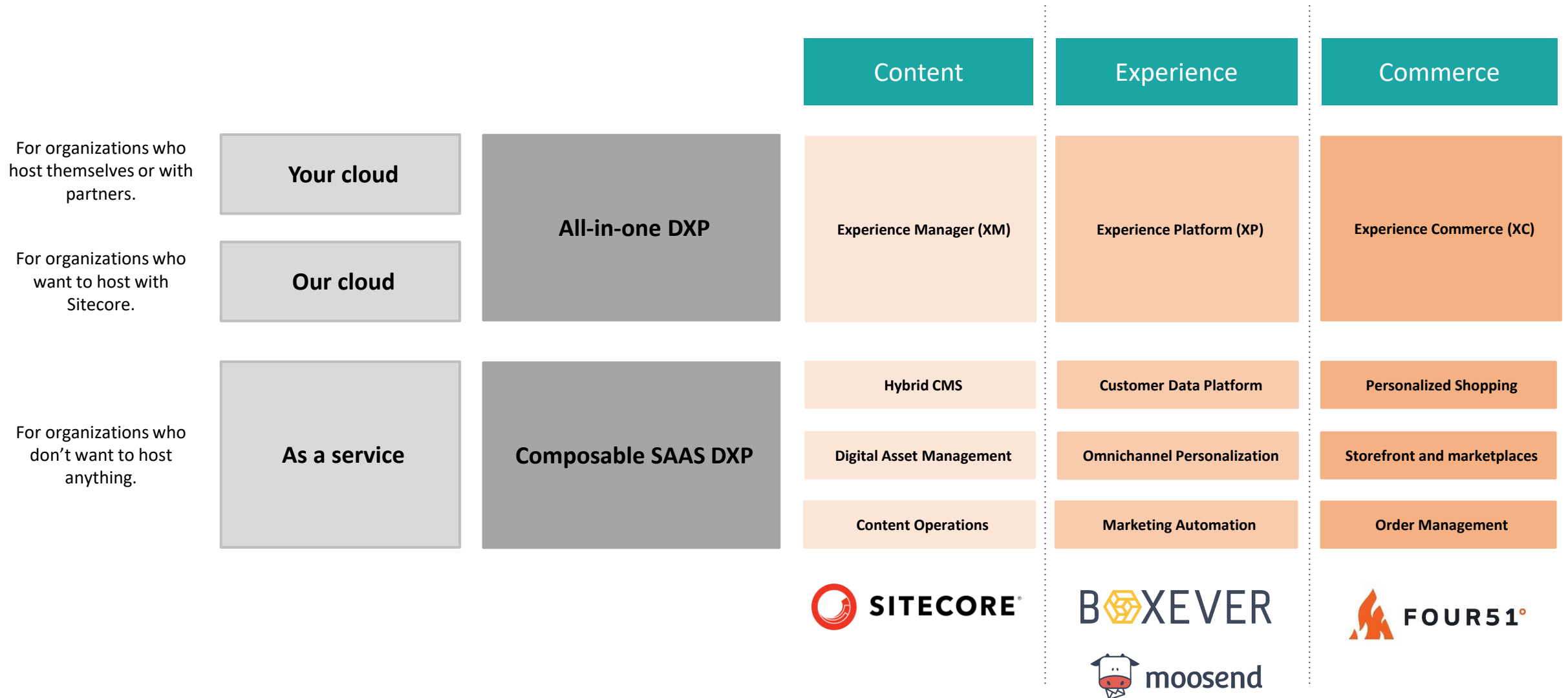
**\$79.49 Add to Cart**



# The evolution of DXP



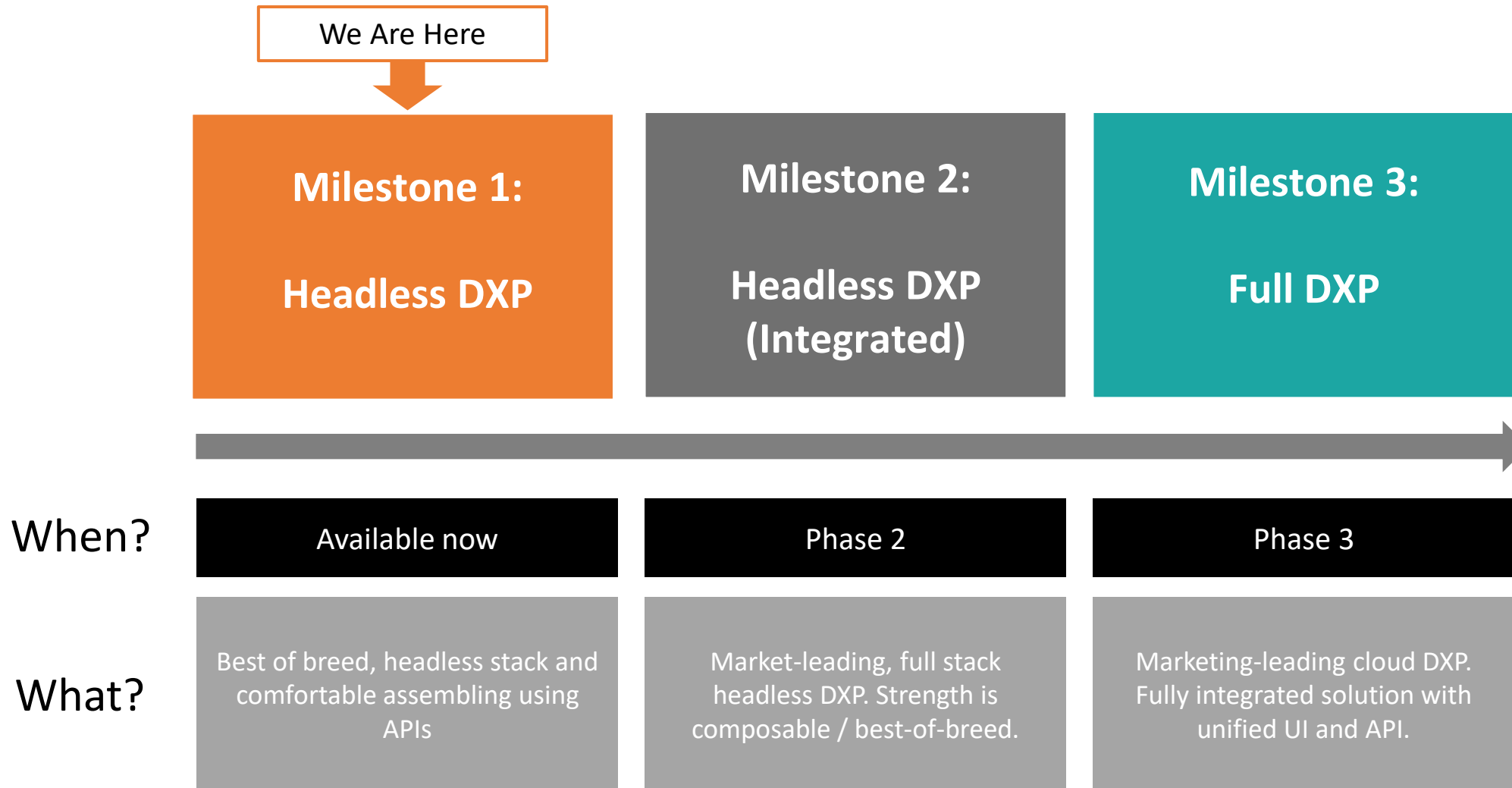
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# Looking ahead for the composable DXP...



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# Questions?

*We are proud community members!  
Please contact us on the following handles:*



***@pieterbrink123***



***@RobEarlam***



# Thank you!

Pieter Brinkman - @pieterbink123

Rob Earlam - @RobEarlam

*This list of sponsors is yet to be finalized and will be added when they are fully confirmed.*

*A new version of this slide template will be delivered to you later and a quick swap of this slide is the only task left.*