

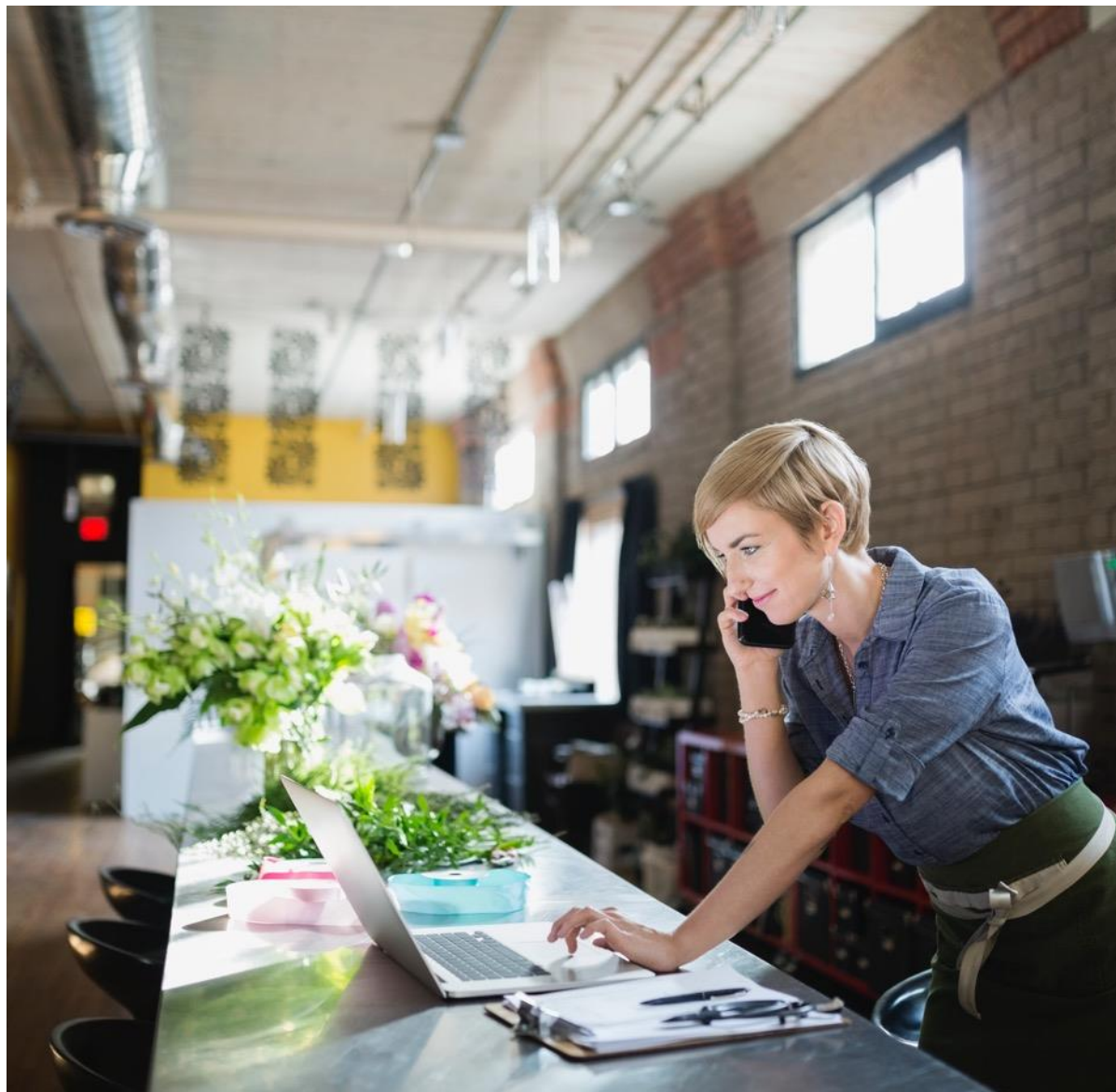


What's new in Sitecore 10.0?

Highlights from the latest release of Sitecore Experience Manager (XM) and Sitecore Experience Platform (XP)

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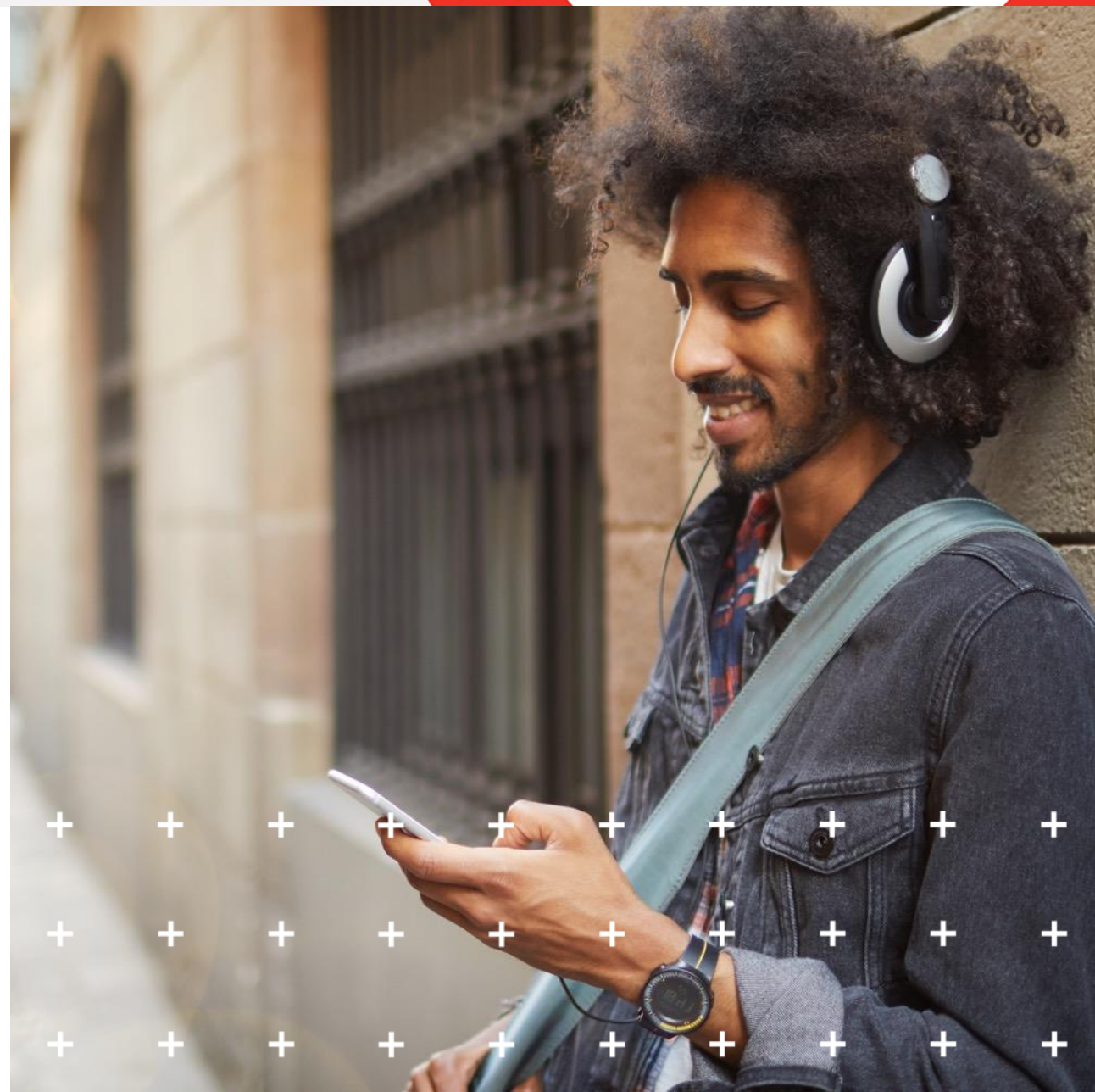
Sitecore 10 helps align for CX success

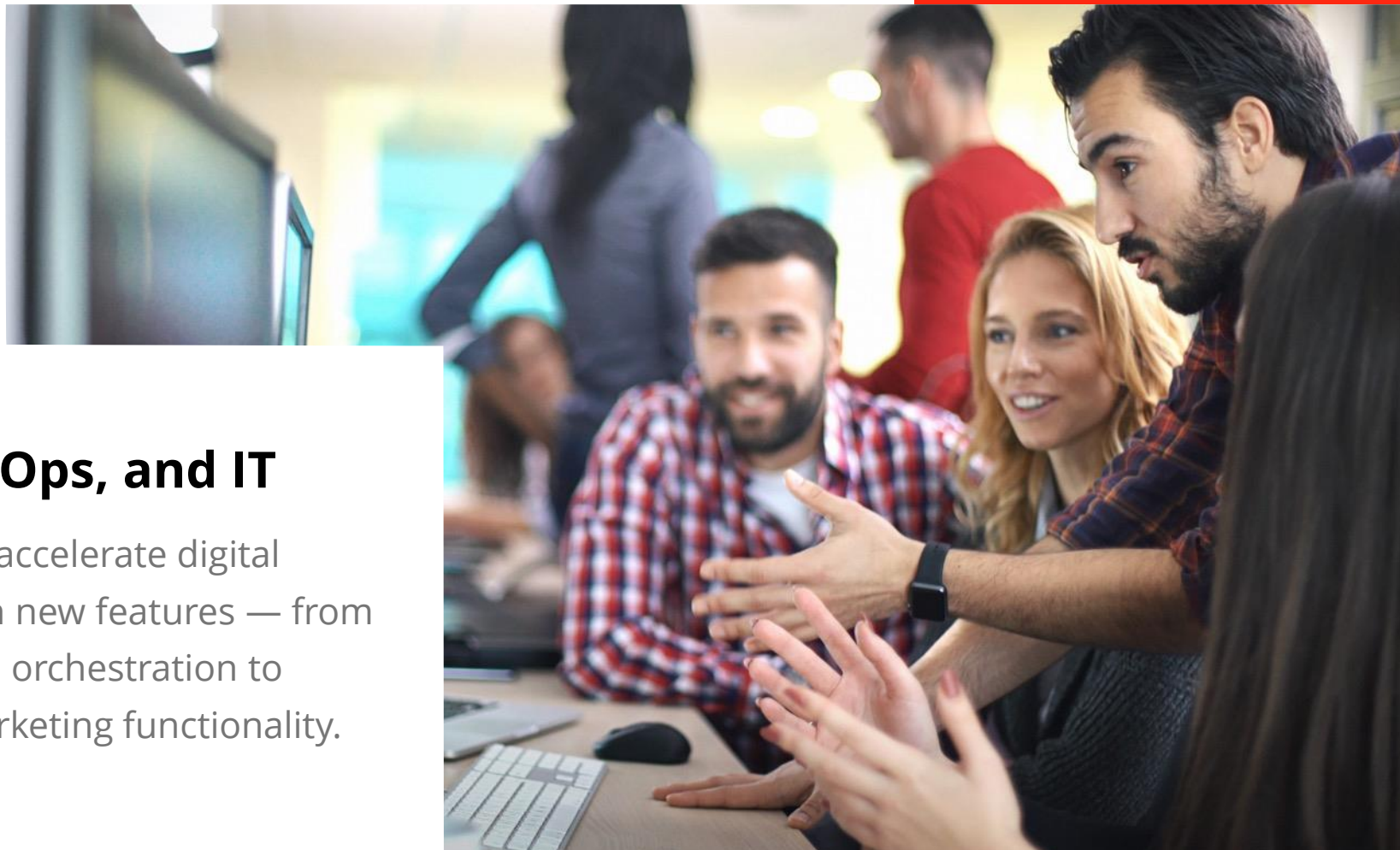
With 10.0, Sitecore has focused on new innovations for usability, accelerated time to market, and improved performance with features for both Marketing and IT.



Sitecore 10 increases brands' control and helps them evolve experiences rapidly.

- Deliver experiences in a fully integrated solution and work more efficiently
- Align timelines between Marketing and IT to accelerate CX success by using everything from integrated data and marketing functionality to container infrastructure orchestration
- Evolve experiences quickly based on contextual insights through Horizon, and deploy data-informed updates or new experience elements faster than ever before





Developers, DevOps, and IT

Deliver more rapidly to accelerate digital experience success with new features — from container infrastructure orchestration to integrated data and marketing functionality.

Exciting new delivery options

- **Sitecore Containers** support rapid Infrastructure-as-code deployment and more efficient solution and team onboarding with modern Docker and Kubernetes technology.
- **A new ASP.NET Core SDK** gives you another headless development option and allows you to build your applications faster on the latest .NET technology.
- **Sitecore CLI and Sitecore for Visual Studio** bring you headless serialization, combining the best of TDS and Unicorn.

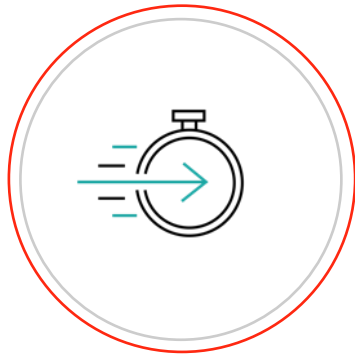




Tackling the Total Cost of Ownership (TCO)

Reduced infrastructure pricing and improved performance

More efficient team onboarding



Deliver faster on modern DevOps technology

Continue your continuous delivery journey

Docker Compose support for developers

Kubernetes support for production



Easier solution development

Guidance for developing with containers

Public Sitecore Docker image repository including:

- Sitecore XM and XP topologies
- Non-production developer images for Microsoft SQL Server, Solr, and Redis

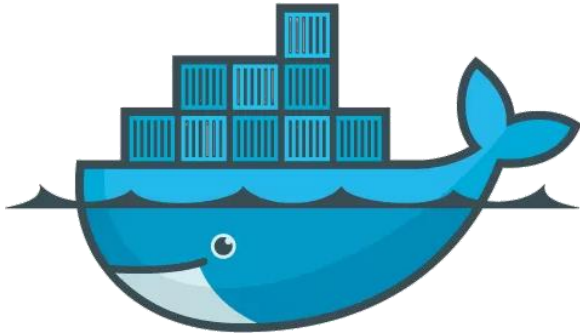


Improved monitoring and security

Liveness/readiness health-check endpoints

Console logging support

Enhanced security policies and vulnerability scanning



Docker for developers

Quickly spin up and tear down local environments

Share images with team members

Stop worrying about which dependencies each version needs



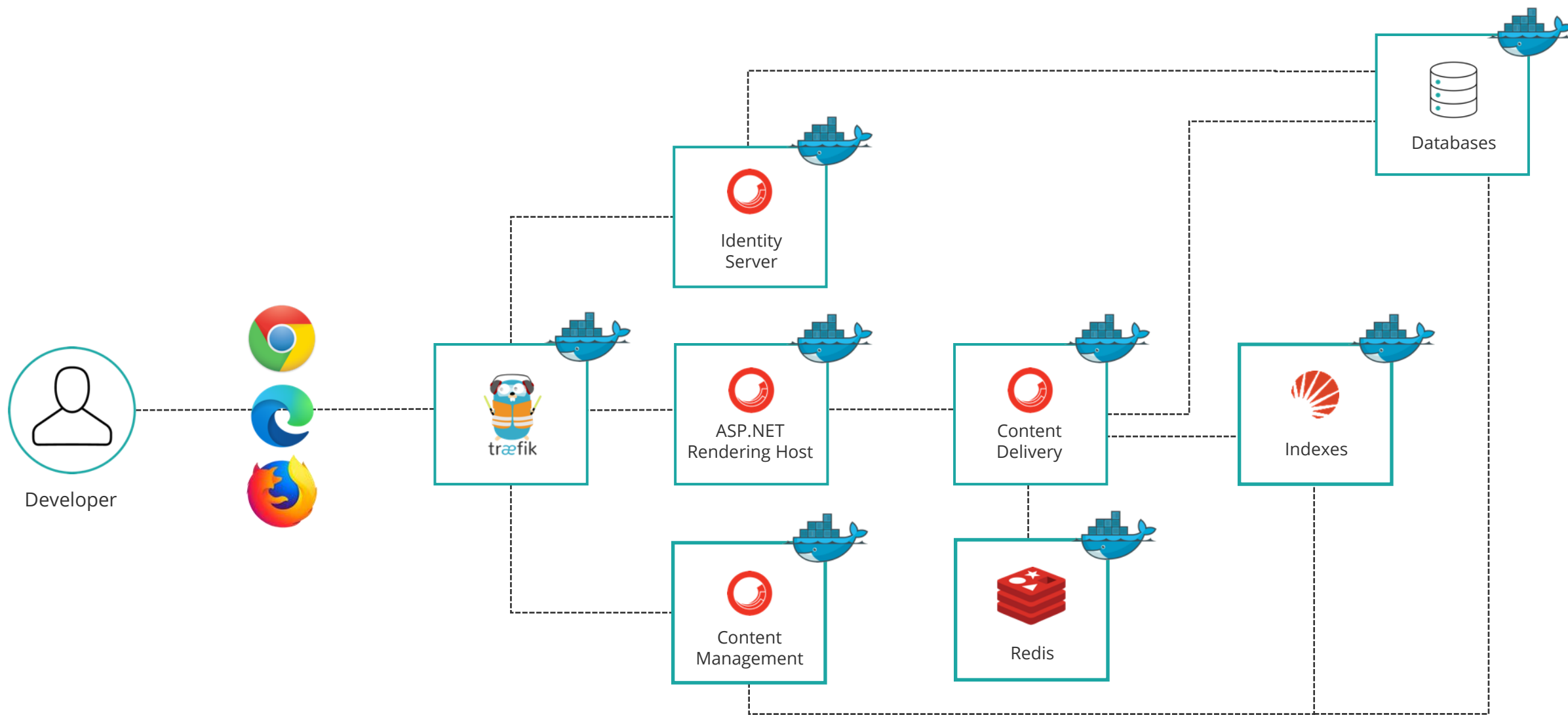
Kubernetes for operations

Automate deployment, scaling, and management of containers

Portability between cloud providers

Reduce costs versus traditional Hypervisor virtual machines

Reduce risk with a scaled developer setup



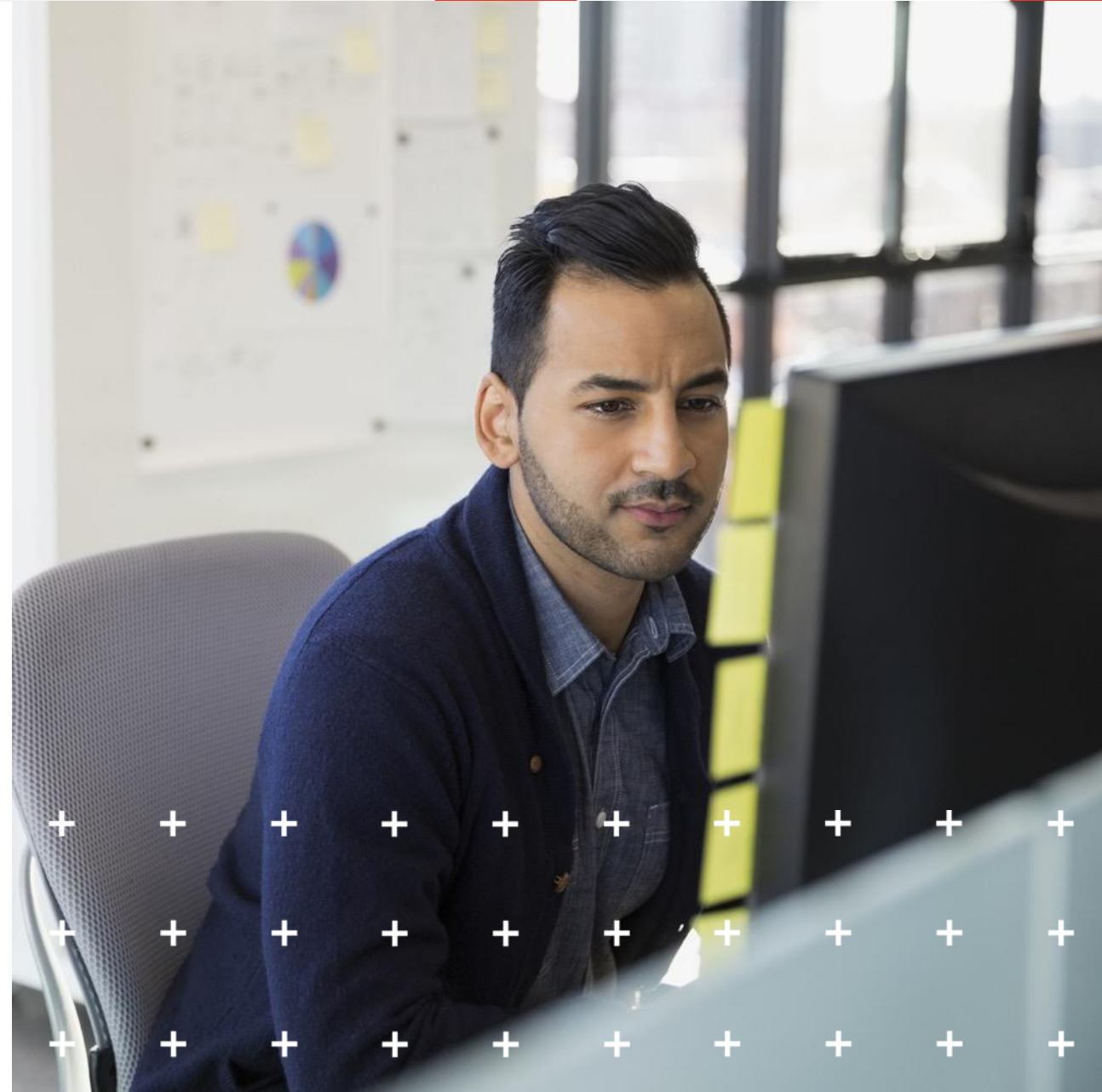
Let's take a look!

#DockerAllTheThings



Faster Sitecore development on the latest .NET technology

- Increase developer productivity with headless rendering architecture
- Attract new talent looking to work on ASP.NET Core applications
- Increase the ease of integrating Sitecore into your existing ASP.NET Core applications



Adopt the latest industry standards

- A new SDK for headless rendering with ASP.NET Core, built on the success of JSS
- Rapid local development outside the Sitecore delivery instance
- Use routing to connect to Sitecore only when needed
- Build headless architectures while retaining full Experience Editor support, tracking, analytics and personalization for the marketing team

```
MainNav.cshtml src\Feature\Navigation\rendering\Views\Shared\Components\SitecoreComponent\MainNav.cshtml
@model Mvp.Feature.Navigation.Models.MainNav

<div class="main-nav">
  <div class="container" id="main-menu">
    <nav class="navbar navbar-expand-lg navbar-light">
      <a href="index.html">
        
      <button class="navbar-toggler" type="button" data-toggle="collapse" dat
        <span class="navbar-toggler-icon"></span>
      </button>
      <div class="collapse navbar-collapse justify-content-end" id="navbarNav
        <ul class="navbar-nav">
          @foreach (var link in Model.Links)
          {
            <li class="nav-item mx-2"><a class="nav-link" href="@link.U
          }
        </ul>
      </div>
    </nav>
  </div>
</div>
```

Let's take a look!

Working headless.

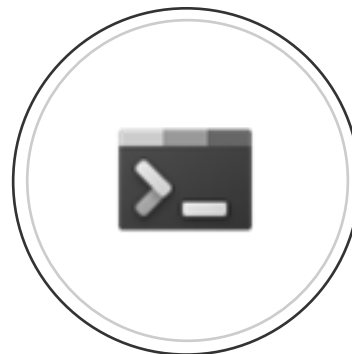




Serialization

Headless serialization combining the best of TDS and Unicorn

- Serialize developer-owned or demo content
- Scriptable deployment of content items across environments



Sitecore CLI

- Serialization from the command line
- Also supports login and publishing

OR



Sitecore for Visual Studio

- Configure serialization and sync directly within Visual Studio

Let's take a look!

Moving content.



Content and marketing

Everything brands need to deliver and evolve experiences in a fully integrated solution. Adapt quickly based on contextual insights through Horizon and deploy data-informed updates or new experience elements faster than ever before.



Evolve unique experiences quickly

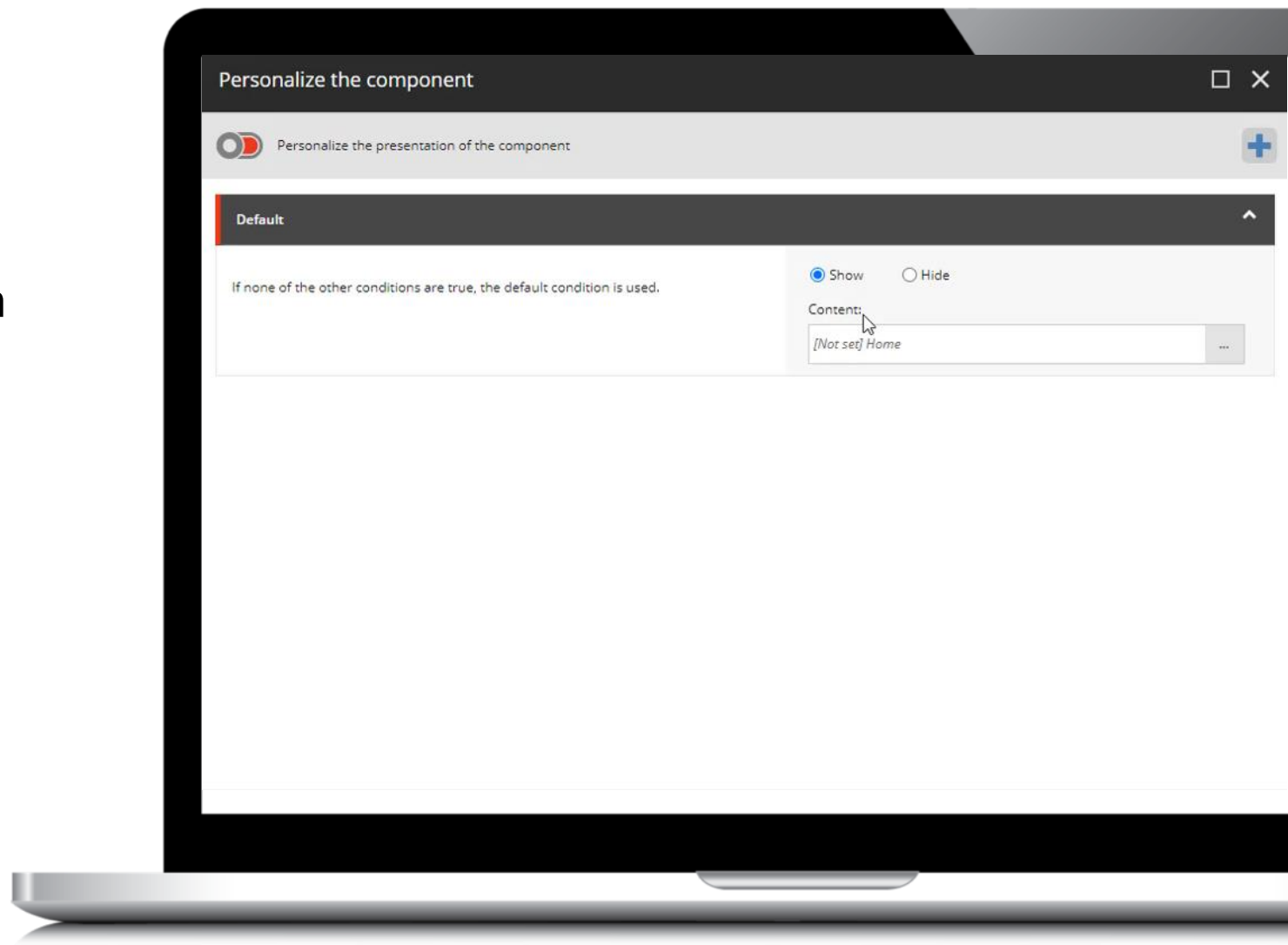
- **Horizon editing** allows you to do more with support for multisite, multilingual, and a new field editor.
- **Make it easy to connect with customers** and have deeper insights with new email templates, deeper audience insights, and new marketing automation features.
- **Enhanced privacy features** help you to meet data privacy regulations and help protect your customer data.



Make the human connection with personalization

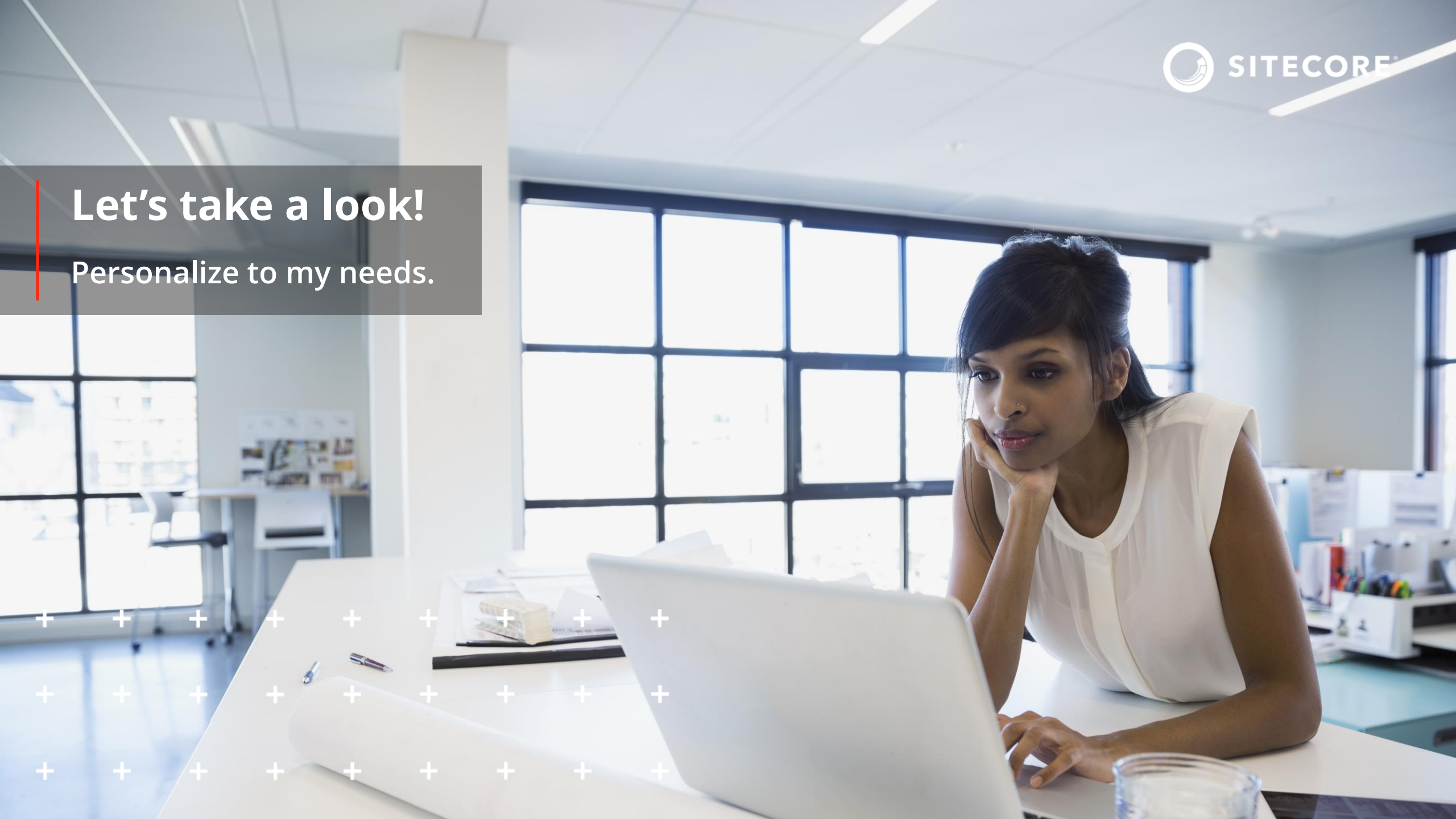
Leverage the power of personalization even when running lightweight CMS-only installations.

Session rules and device rules are provided out-of-the-box that do not depend on tracking or marketing definitions.



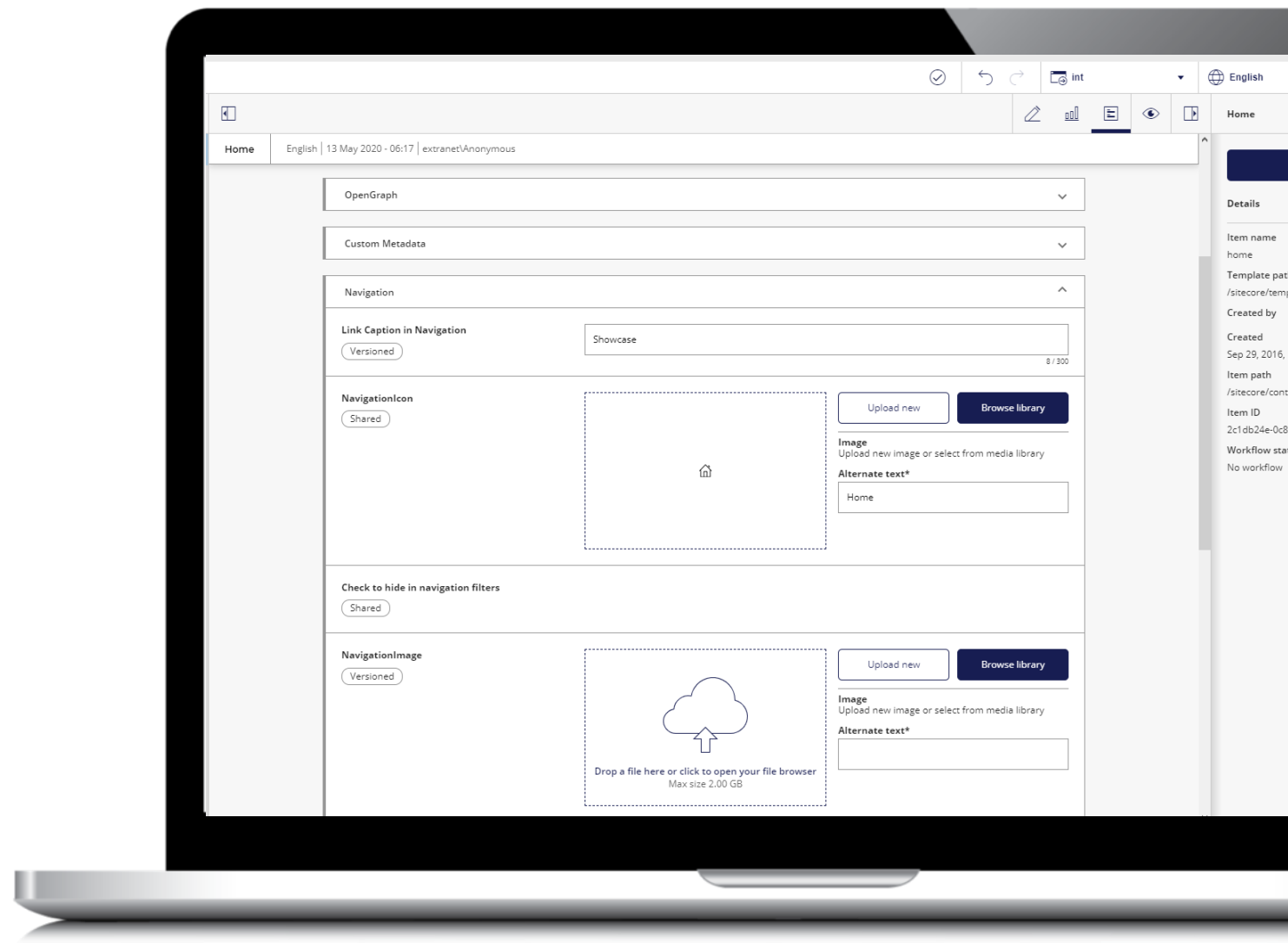
Let's take a look!

Personalize to my needs.



Multisite and multilingual now supported

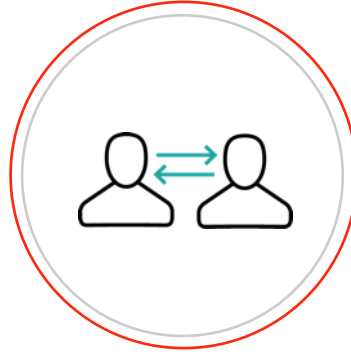
- Horizon now supports site and language selectors in the application bar to allow you to use the new editing experience with your multisite and multilingual solutions, including SXA sites.
- Leverage your Content Hub DAM within the Horizon editor.
- Edit SXA content and set datasources directly in Horizon and the field editor experience.
- Dedicated field editor experience now available to edit metadata and other fields.





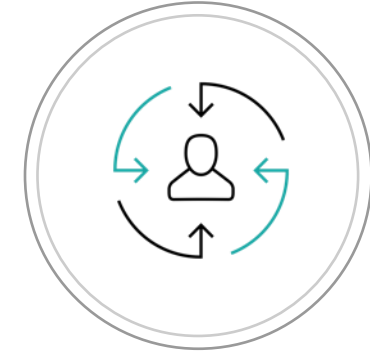
Easier email creation

Additional email template options allow teams to more quickly create and deliver targeted emails to customer inboxes



Connect with customers

New marketing automation capabilities to engage with automated birthday campaigns.



Deeper audience insights

Filter any analytics report by a marketing segment.

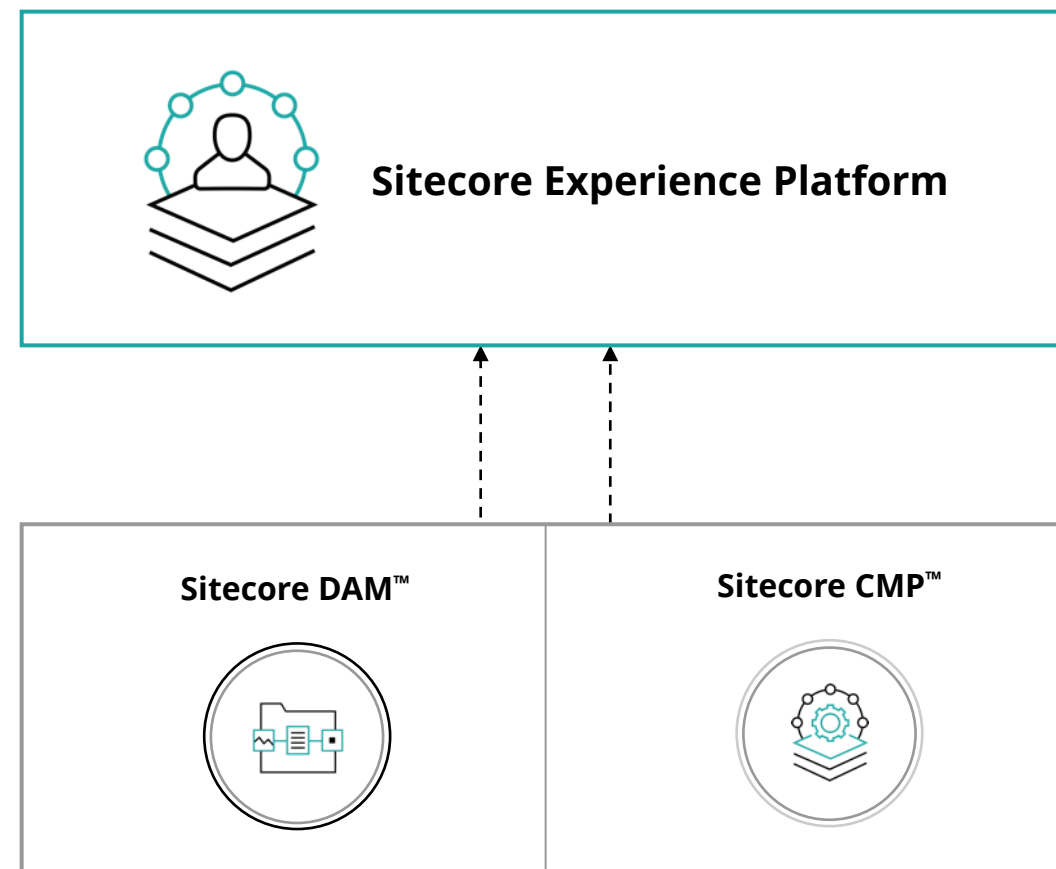
Drive deeper site, email and omnichannel personalization by audience.

Creating content in Content Hub?

- You now have additional field types supported when connecting CMP to Sitecore Experience Platform (XP).
- Leverage this new support to model more of your content in Content Hub and then send it to your web content authors working in XP.
- Persist your CMP taxonomy associations through import into XP taxonomy repositories. Content items become tagged like their CMP counterpart.

Field Types supported:

- String, Boolean, Integer, Datetime, Json, Long, Decimal





Right to be forgotten

Support anonymization of personal data

- New enhancements to Sitecore Forms allow digital marketing teams to support the anonymization of personal information submitted through Sitecore Forms.
- Convert and identify leads using Sitecore Forms while still supporting your data privacy journey.



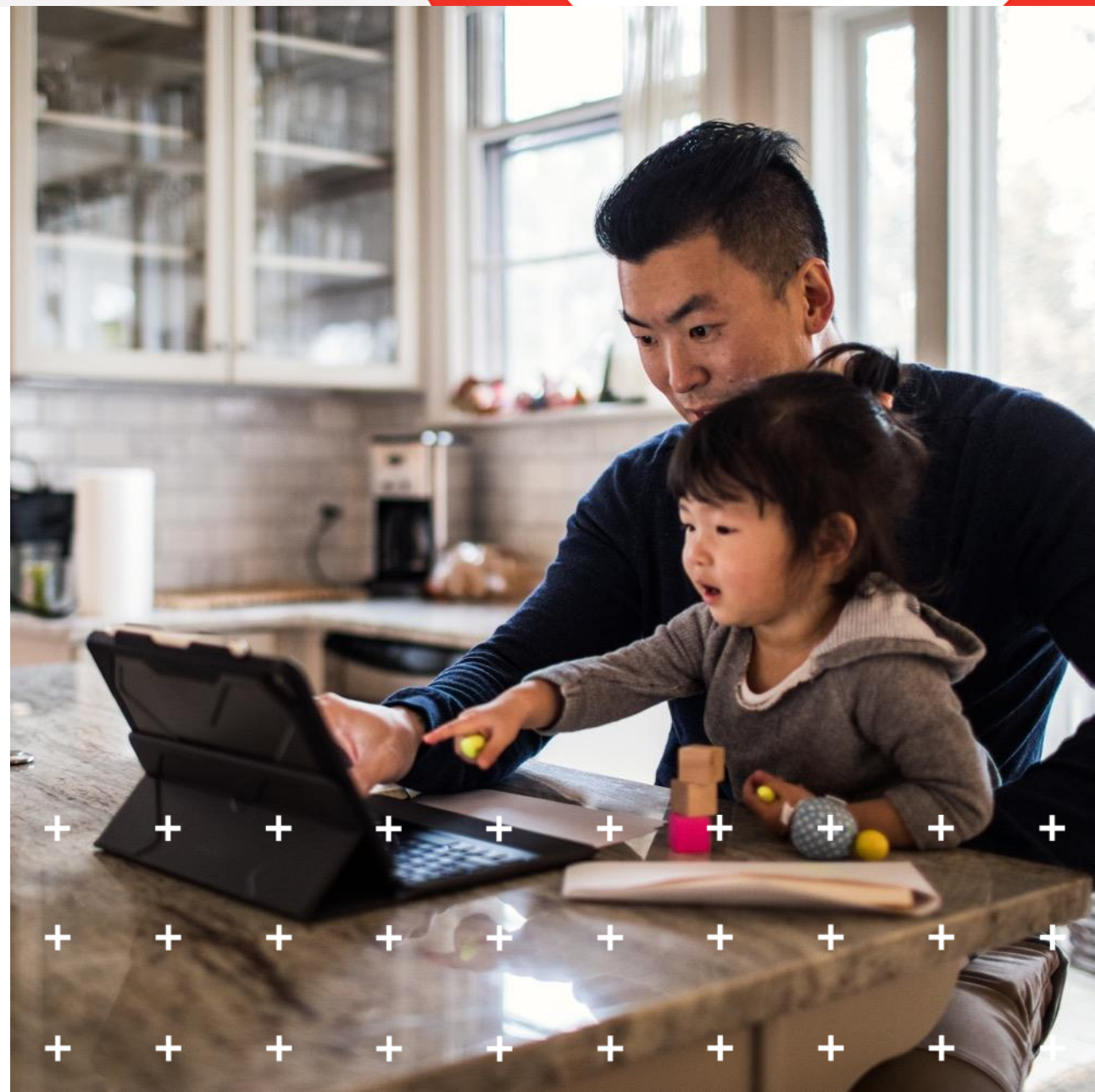
Right to object

Enforce and manage consent choices

- Visitors have more choices over their data now with new consent features.
- Implementation teams can configure sites to require explicit consent before tracking starts.
- Disable tracking if visitor revokes consent.
- Store consent settings in xDB to persist across visits.

No more waiting for a nightly synchronization of customer data

- Sitecore Marketing Automation now includes an activity to integrate directly with Salesforce Marketing Cloud in real-time.
- Respond to events and immediately place a visitor into marketing automation plans in Journey Builder.
- Send current visitor xDB data to Salesforce Marketing Cloud in real-time.





THANK YOU.

Be excellent to each other!

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