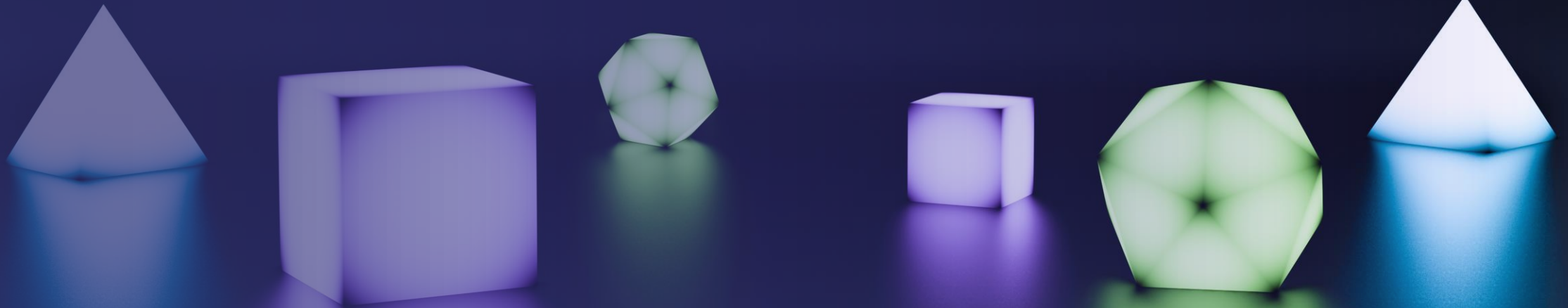


The future is now

Migrating to XM Cloud





Jason St-Cyr

Director, Developer Relations, Sitecore

- 4-time Sitecore MVP
- 6 years as a partner, 6 years at Sitecore
- My kids love Bluey and Doc McStuffins.
D&D nerd and music lover
- **What I believe:** Be Honest. Be Kind. Be Helpful.

 [/in/jasonstcyr](#)


 [@jasonstcyr@mstdn.ca](mailto:jasonstcyr@mstdn.ca)

jasonstcyr.com

The plan for today

 What's different about XM Cloud?

 Should you migrate?

 Scenarios

1. XM Jamstack
2. Classic MVC
3. Marketing / Email Automation
4. XP "Global Brand"

 Things to look for

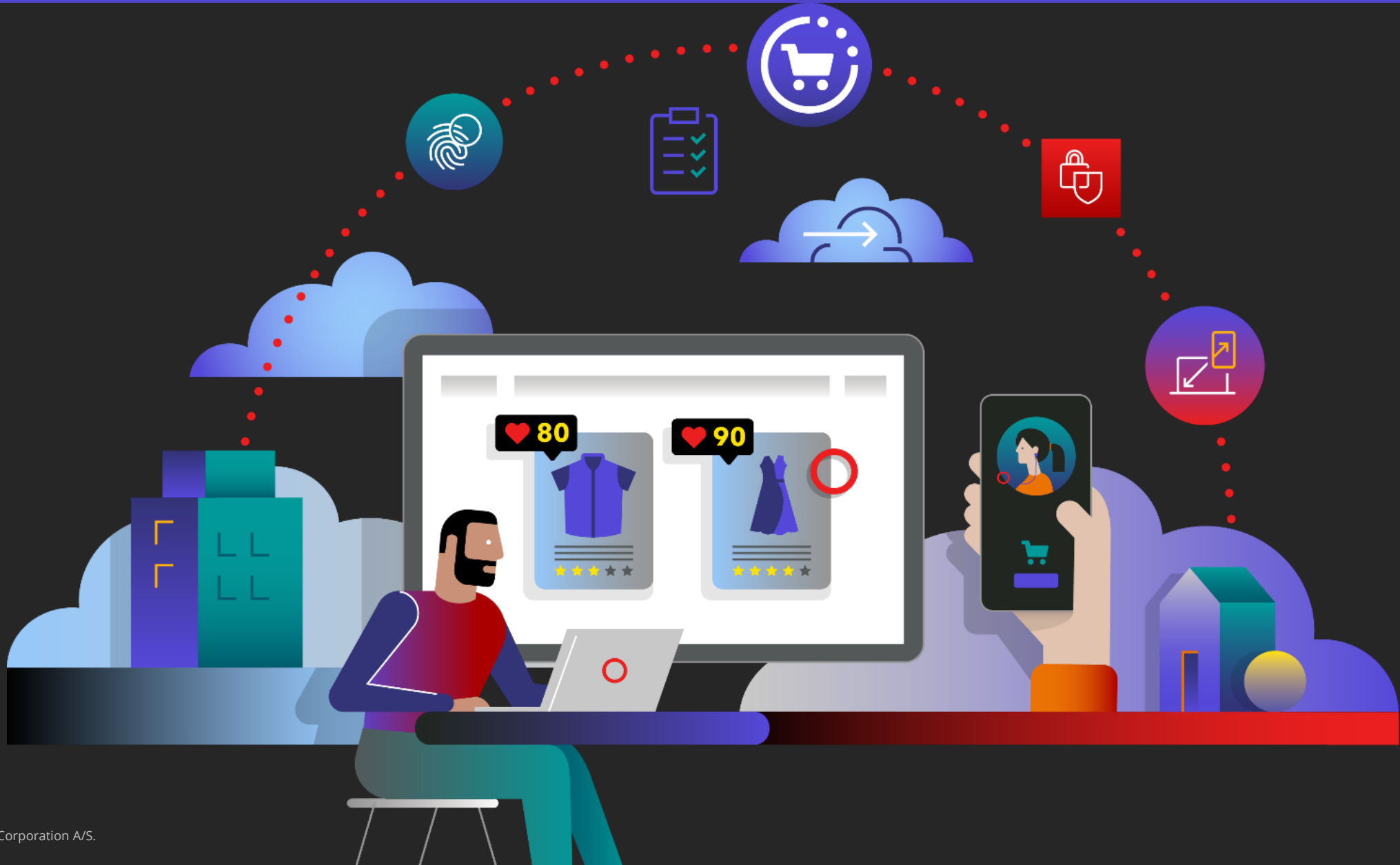
 Resources and Q&A



The Grand New Delhi Thursday 24 August – Friday 25 August

- 200+ attendees
- Gain knowledge and get inspired
- Community speakers and Sitecore product teams
- Beginner and advanced level topics and presentations
- More information: india.sugcon.events

What's different about XM Cloud



Why choose XM Cloud?



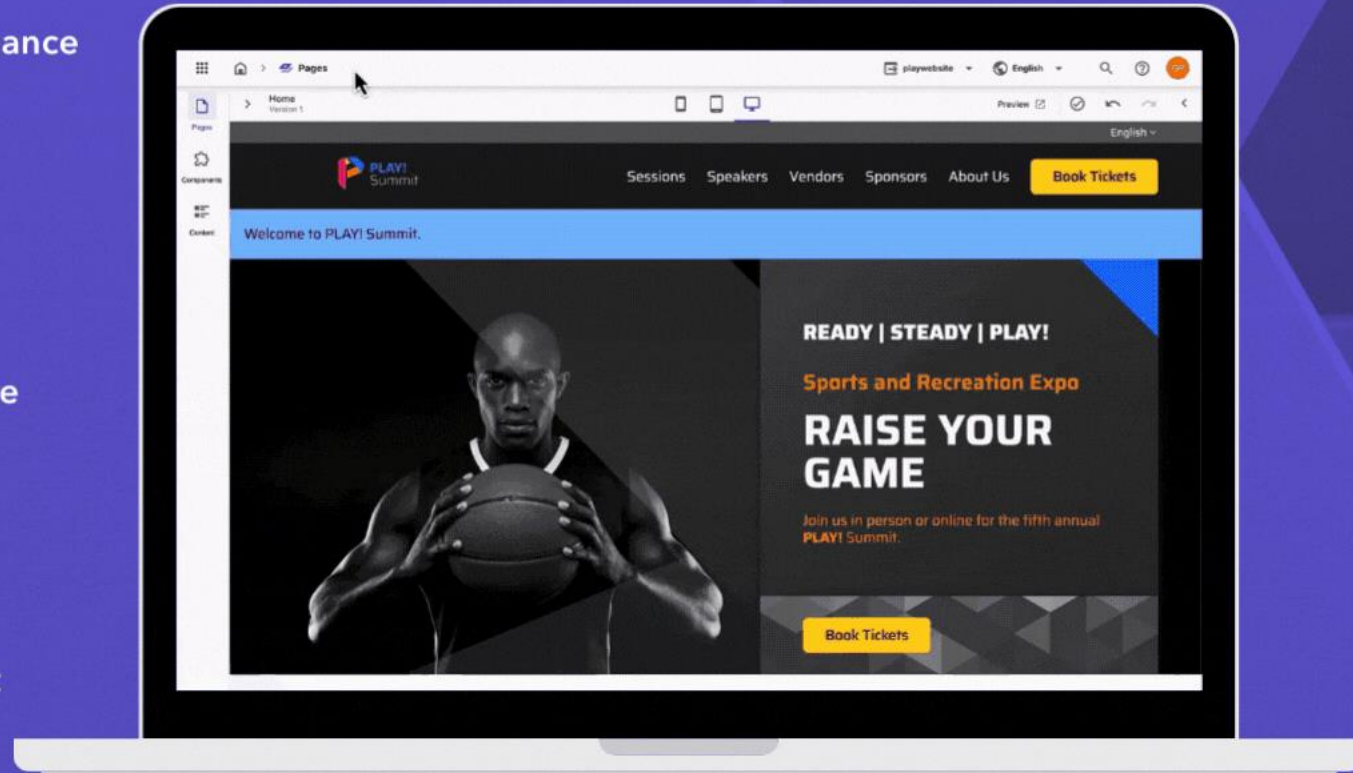
Reduce site maintenance and technical development costs



Reduce infrastructure costs



Future upgrade cost avoidance



Improve marketer productivity



Increase conversions or leads



Choose from best-of-breed stack

Only on XM Cloud

Going cloud native with proven technology



Cloud-hosted portal to manage all your deployments, projects and environments



Sitecore Pages to provide rich and modern content authoring tools



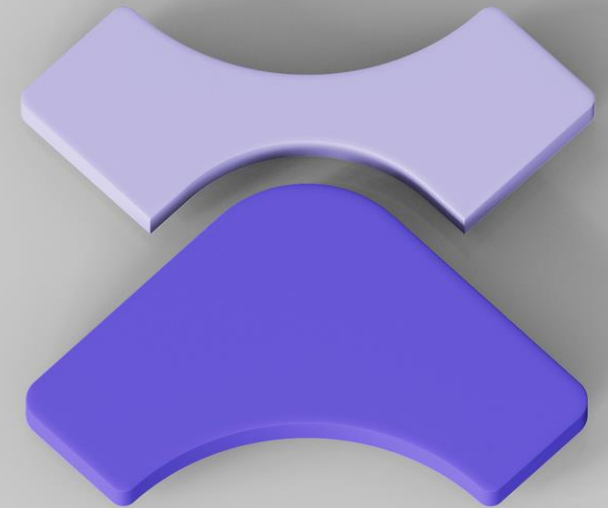
Sitecore Component Builder to build low-code experiences for any site



Embedded headless Personalization and Analytics powered by Sitecore Personalize



Automatic updates to keep the solution compliant and on the latest features



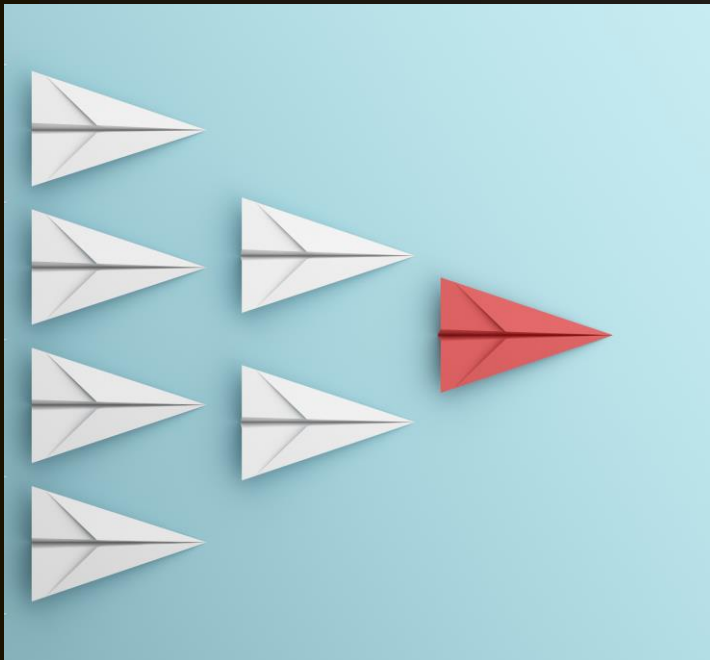
A hand in a dark suit sleeve is shown from the bottom left, holding a stack of translucent, glowing cubes. The cubes are arranged in a roughly rectangular shape, with some floating above and to the right. The background is a dark gradient with a bright, glowing light source on the left, creating a sunset or sunrise effect. The overall scene is dark, with the glowing cubes and the hand providing the primary light and focus.

Should you migrate?



“IT DEPENDS.”

The Early Adopter



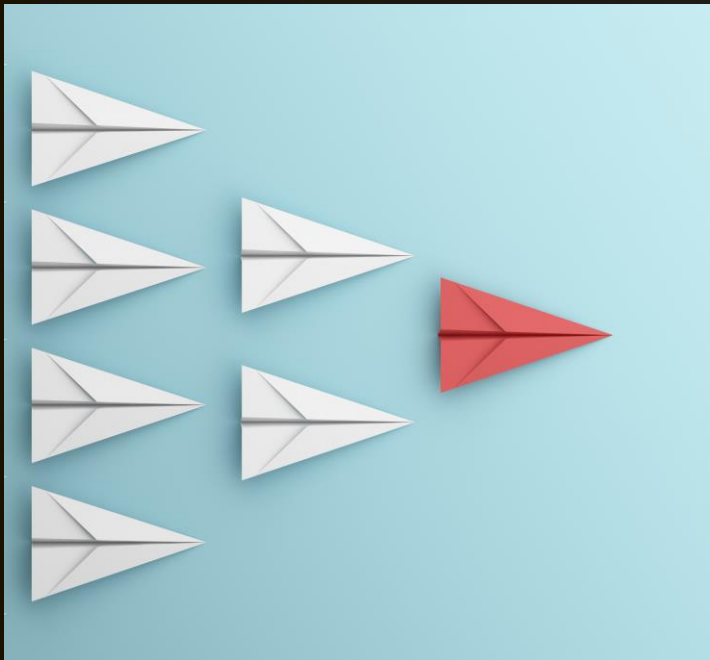
The Maintainer



The Modernizer



The Early Adopter



- Already builds headless architectures
- Uses cloud-native “best-of-fit” solutions
 - Needs to align Sitecore solutions with composable strategy in their stack

The Maintainer



- Keeps up to date on Sitecore XM/XP
- Likely on an older non-headless architecture
- Wants to transition to a SaaS platform and stop owning application upgrades

The Modernizer



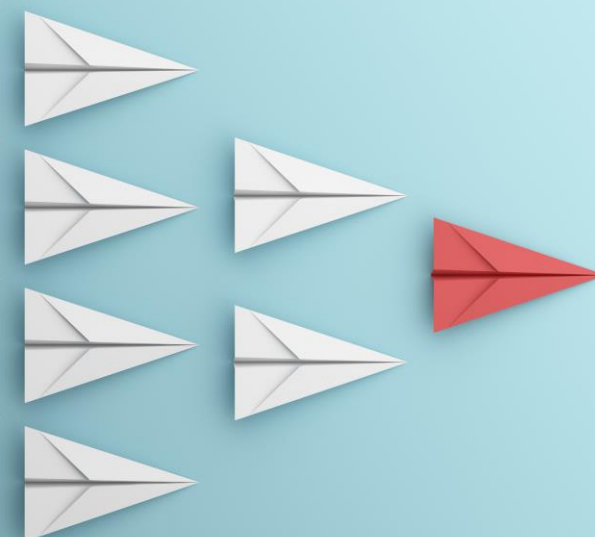
- On an older version of Sitecore XM/XP
- A long time since investment in their current site
 - Concerned about application End of Life
- Wants to reduce steps needed to modernize

Scenarios

Scenario 1: XM “Jamstack”

A team is keeping up with the latest and greatest, and are excited to move to a Composable option and never upgrade again.

Profile: Early Adopter



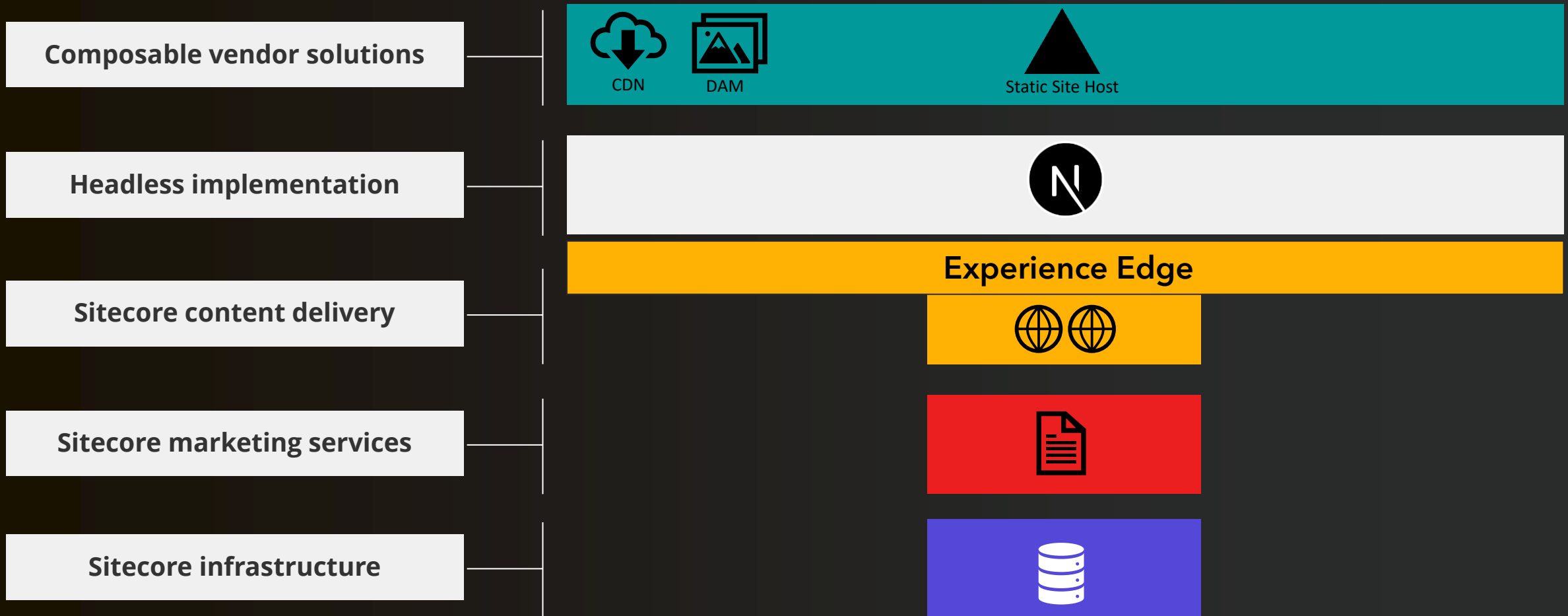
Step 1
Migrate solution
to XM Cloud



Step 2
Launch XM Cloud
and retire existing



What does the solution look like?



Jamstack in XM Cloud



Composable vendor solutions



CDN



DAM



Static Site Host

Headless implementation



Sitecore content delivery



Experience Edge

Sitecore marketing services



XM Cloud

Scenario 2: Classic MVC

A simple personalization solution built
on Sitecore MVC renderings



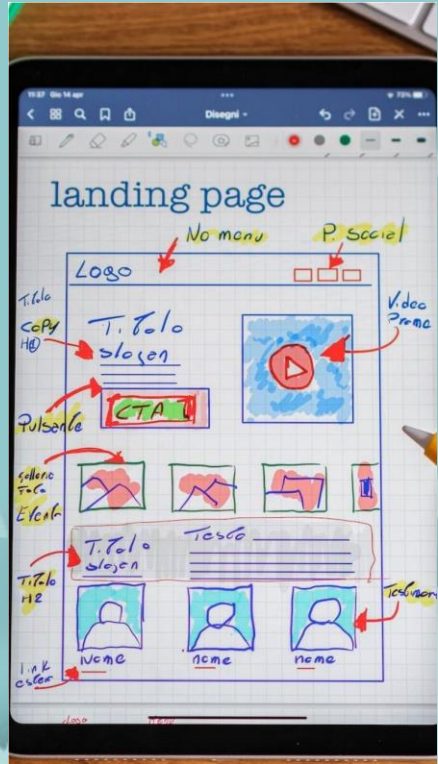
Profile: Modernizer



Step 1
Migrate content
to XM Cloud



Step 2
Build new design
on XM Cloud



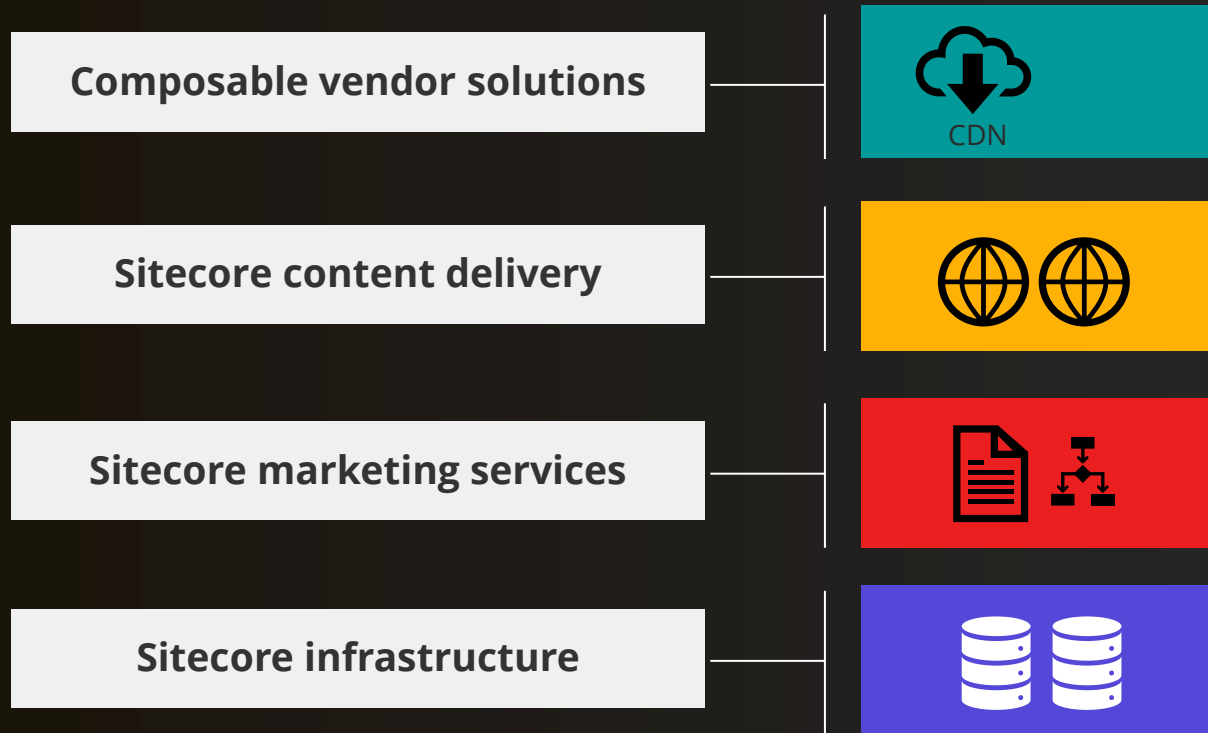
Step 3
Launch XM Cloud
and retire existing



Step 4
Implement
personalization

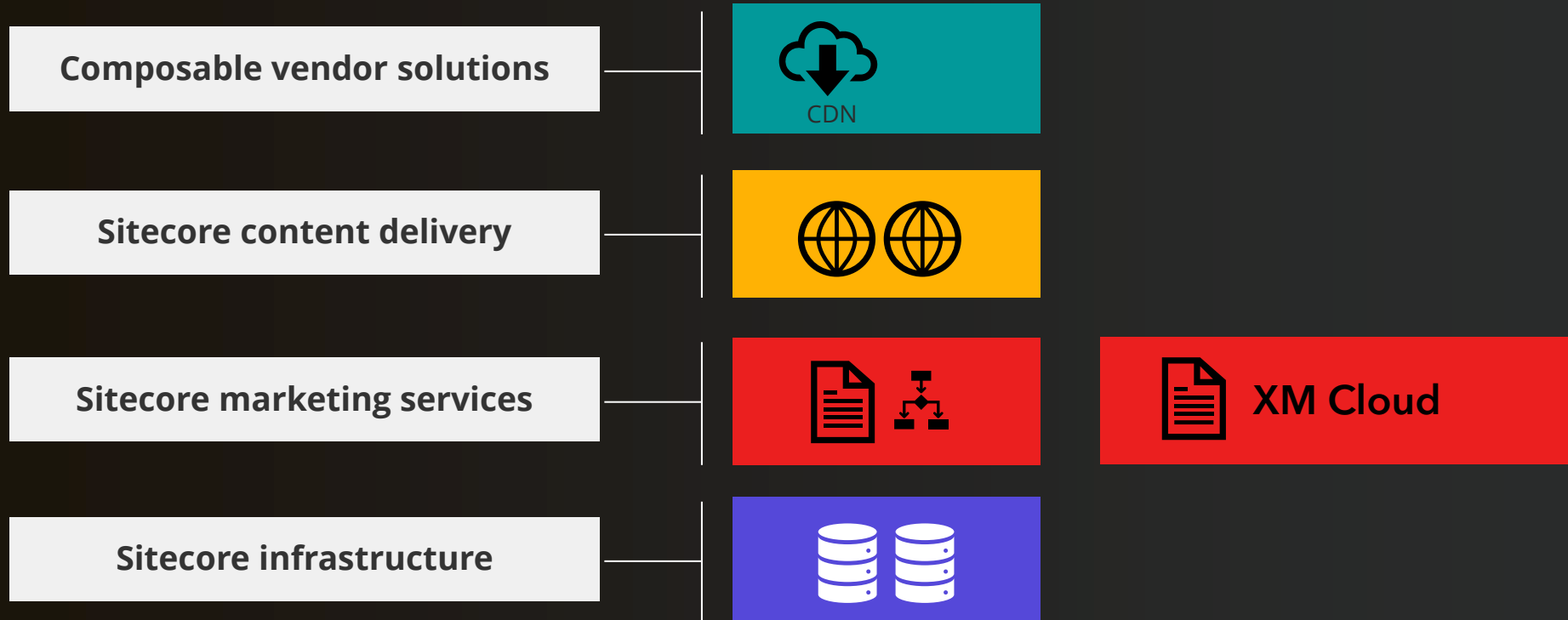


What does the solution look like?

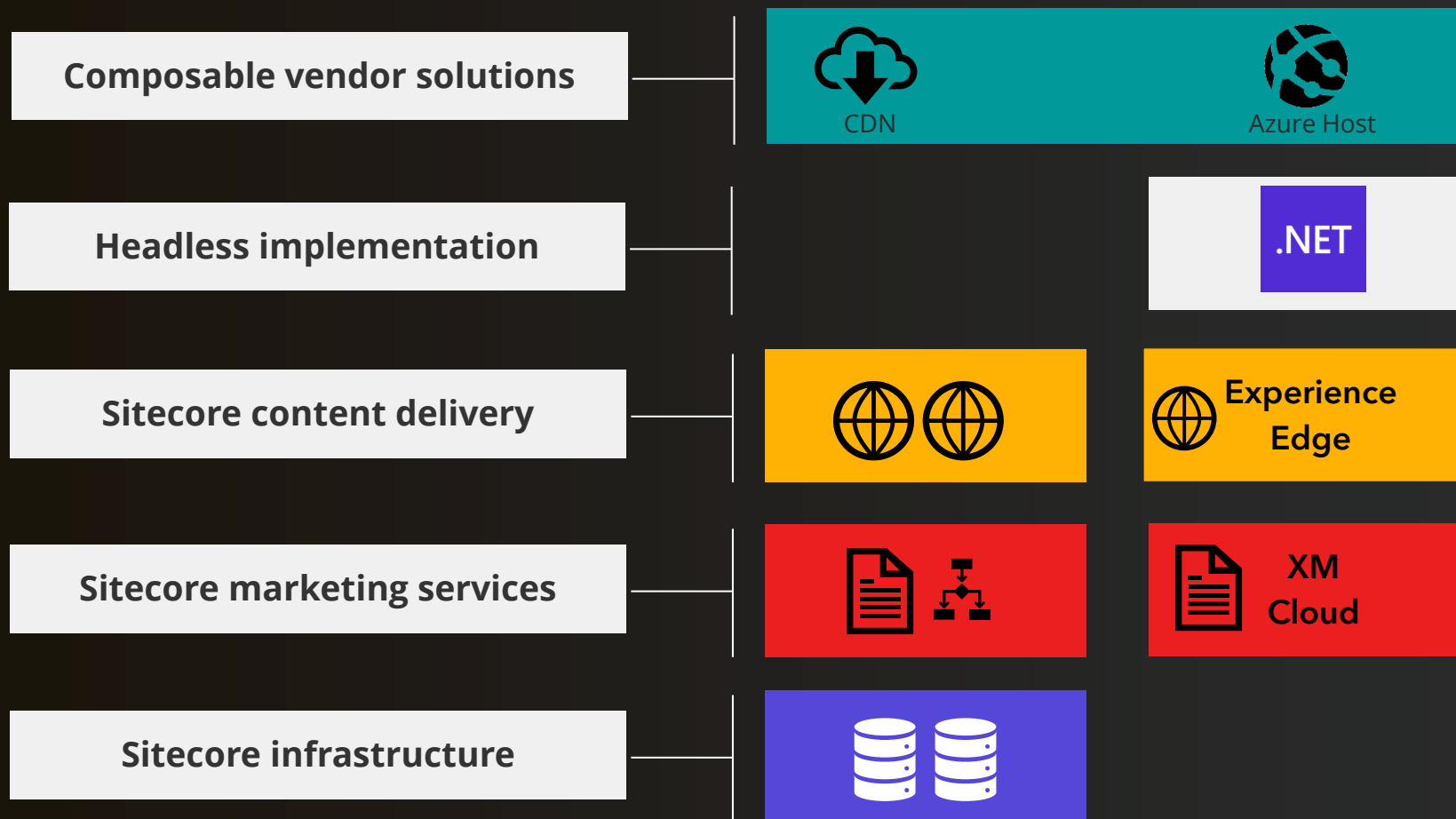


North America

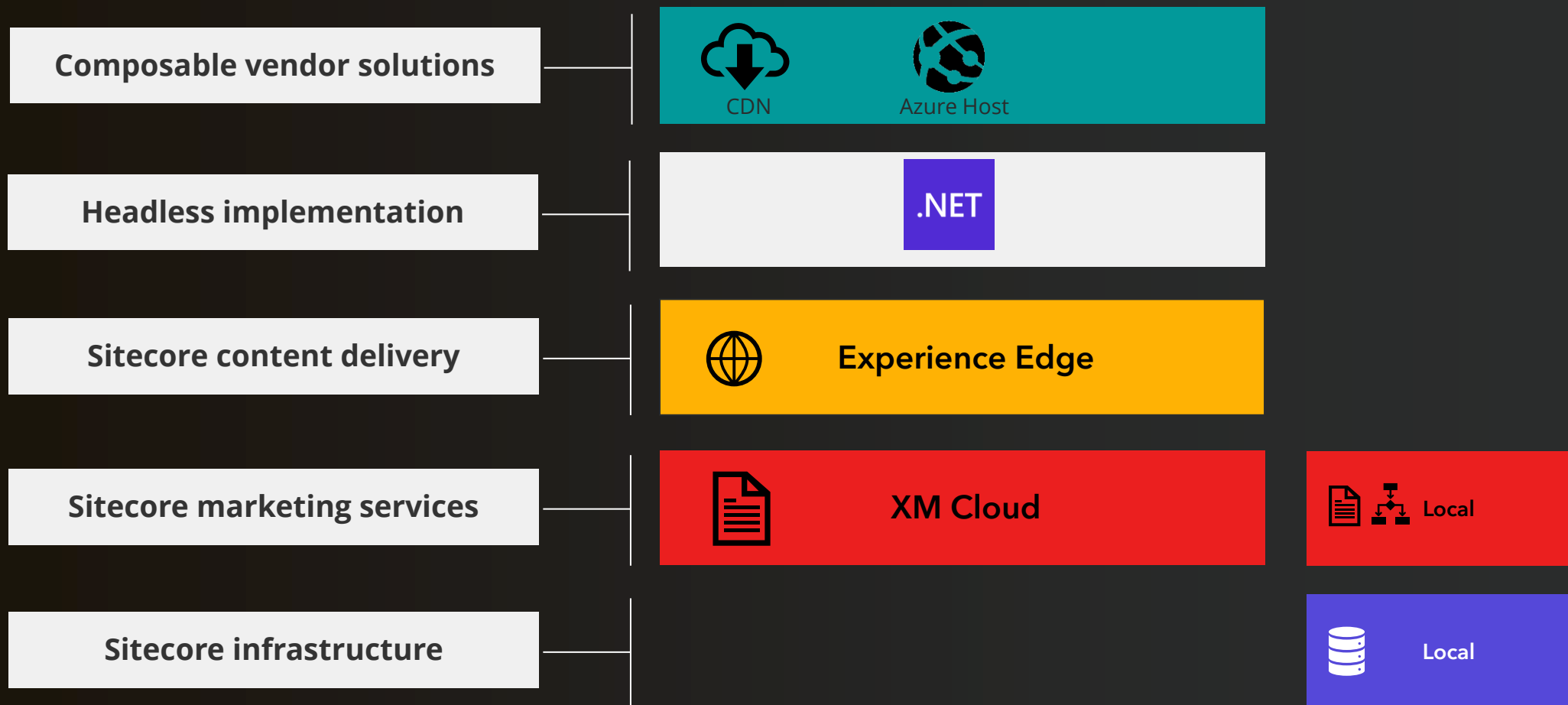
Step 1: Migrate content to XM Cloud



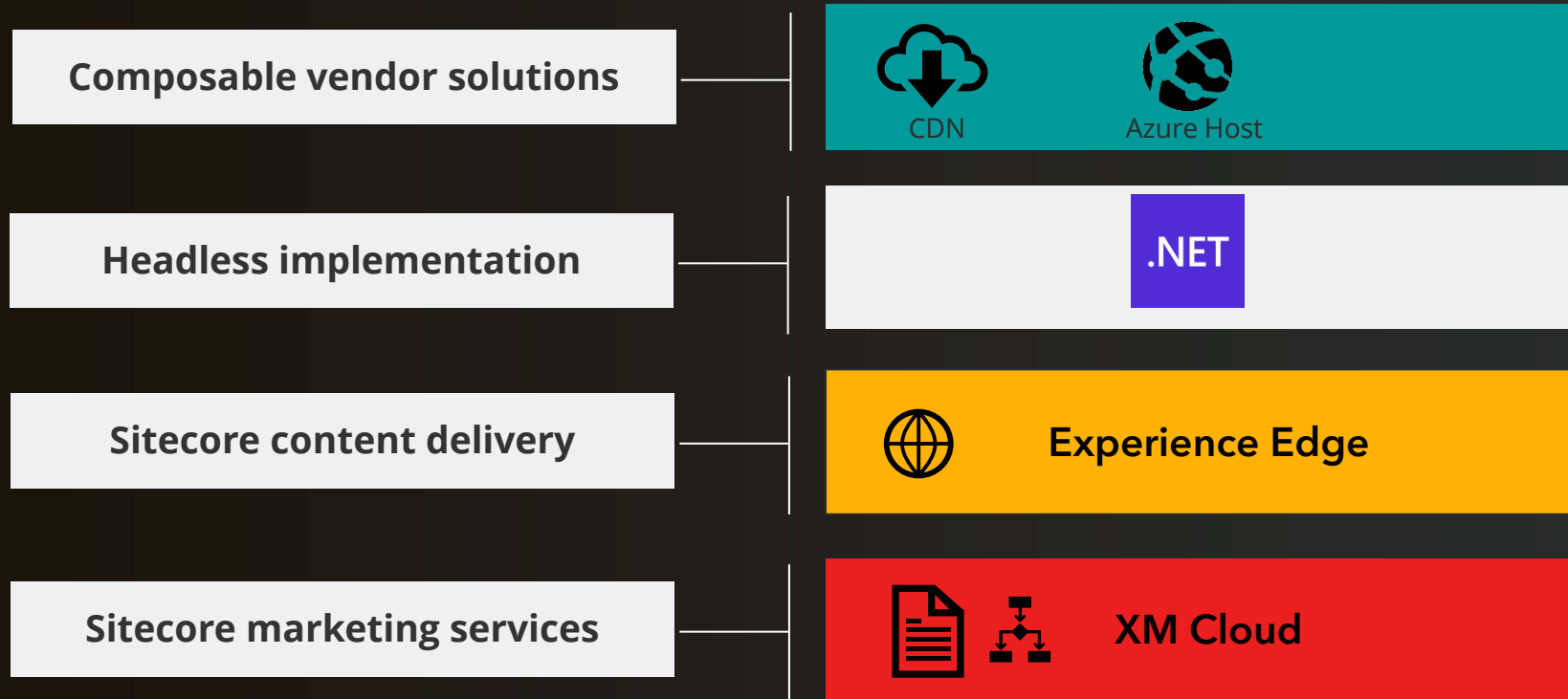
Step 2: Implement new design on XM Cloud



Step 3: Switch XM Cloud to production



Step 4: Implement personalization variants



Scenario 3: Marketing / Email Automation

Audience engagement is key for this team and they use EXM and Marketing Automation to reach their customers.

Profile: Maintainer



Marketing / Email Automation: The Migration Plan



Step 1
Start tracking
with Personalize



Step 2
Migrate to
Send/Personalize



Step 3
Go to the Edge
and headless



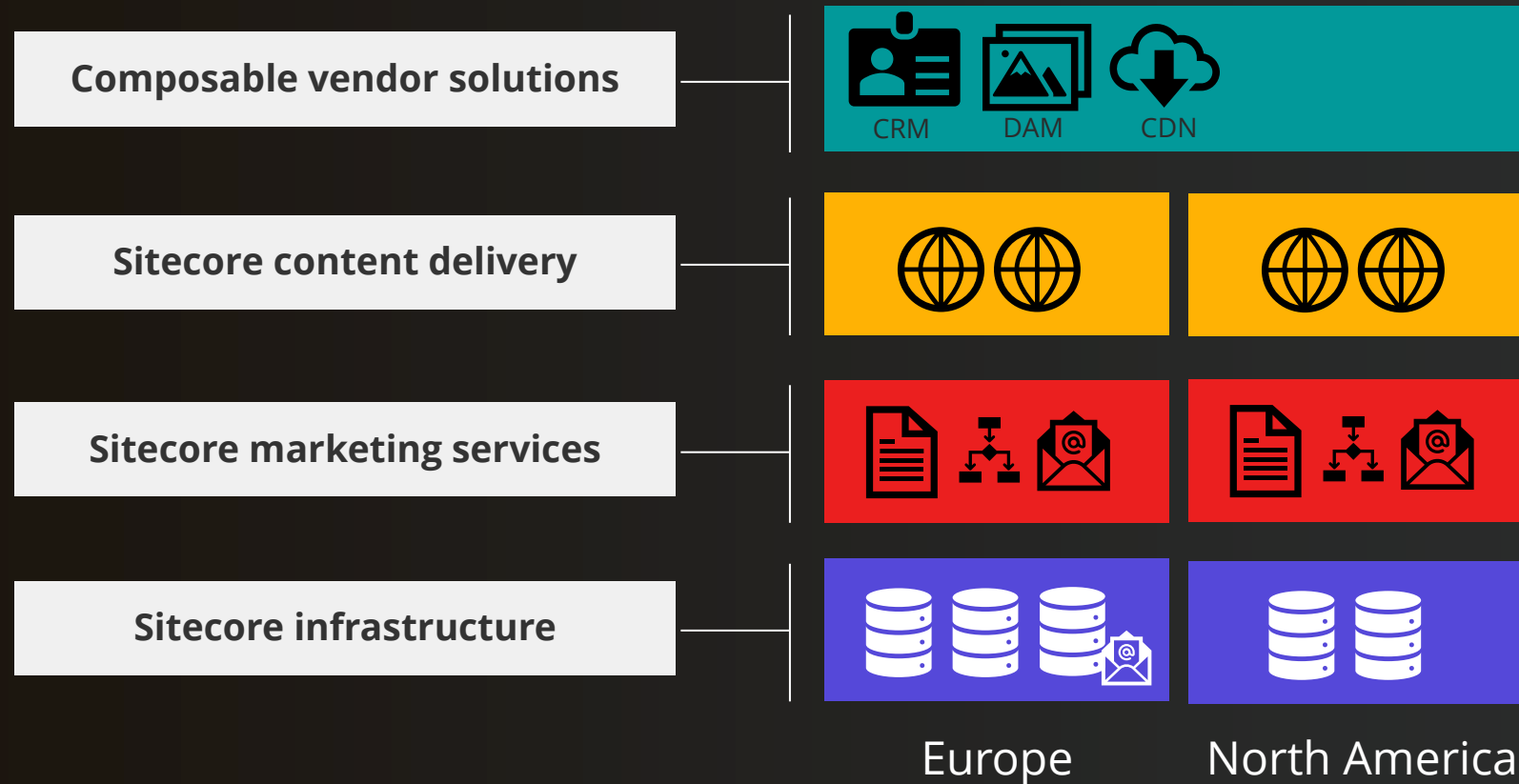
Step 4
Migrate to XM
Cloud



Step 5
Launch XM Cloud
and retire XM



What does the solution look like?



Step 1: Track with Personalize

Composable vendor solutions



Headless Personalization



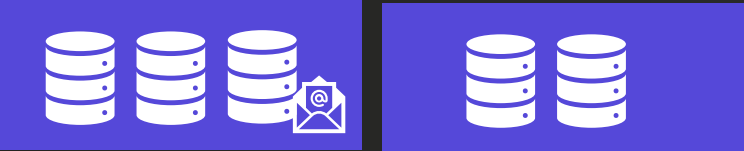
Sitecore content delivery



Sitecore marketing services



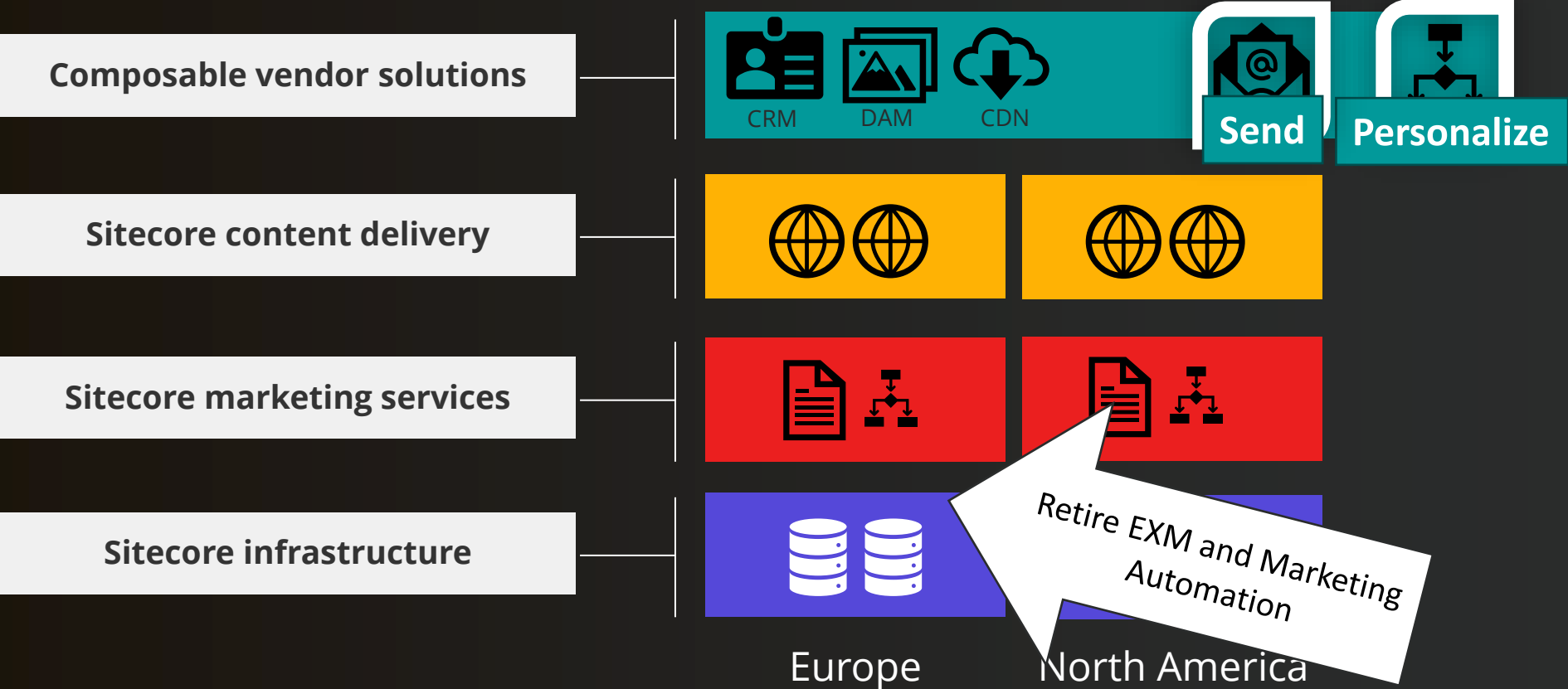
Sitecore infrastructure



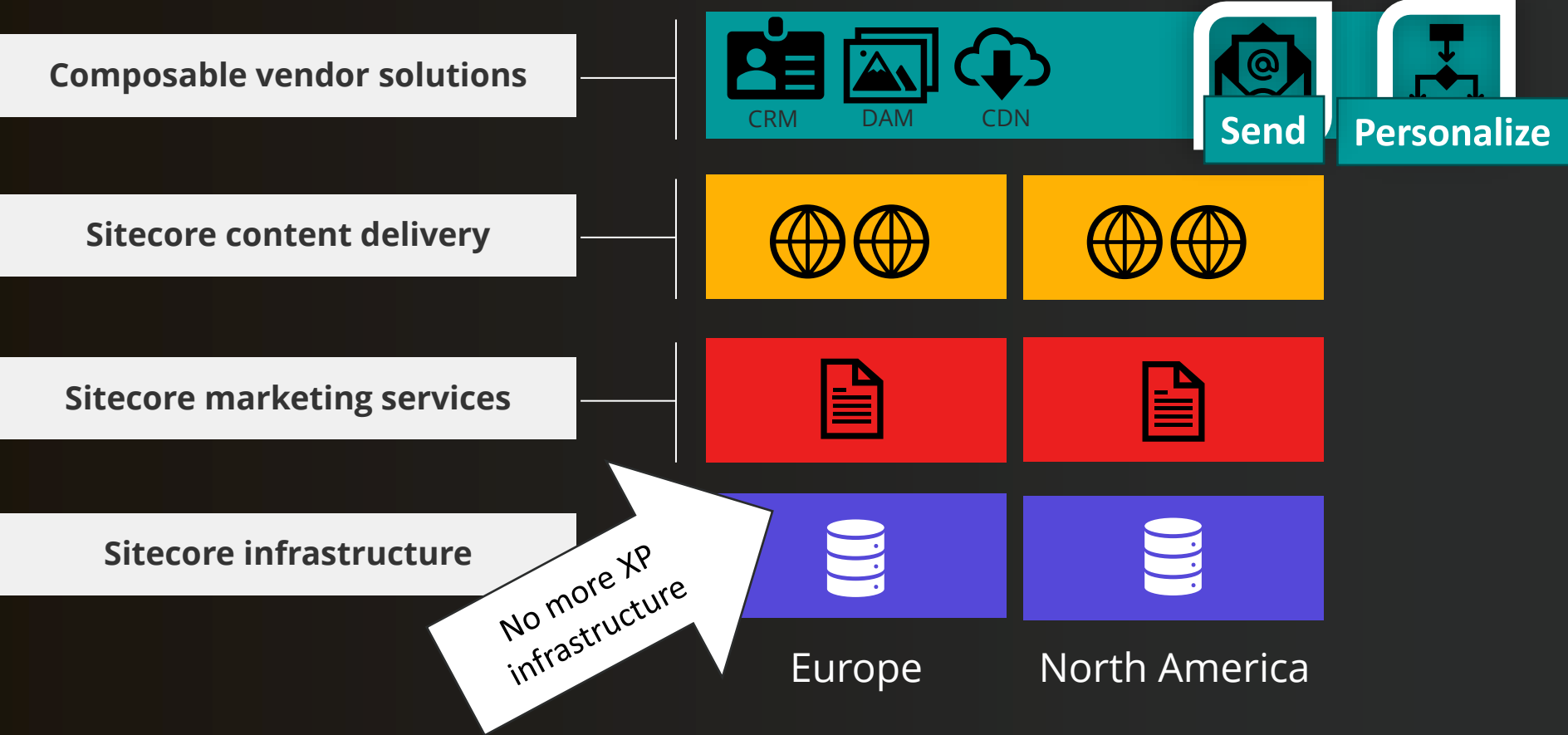
Europe

North America

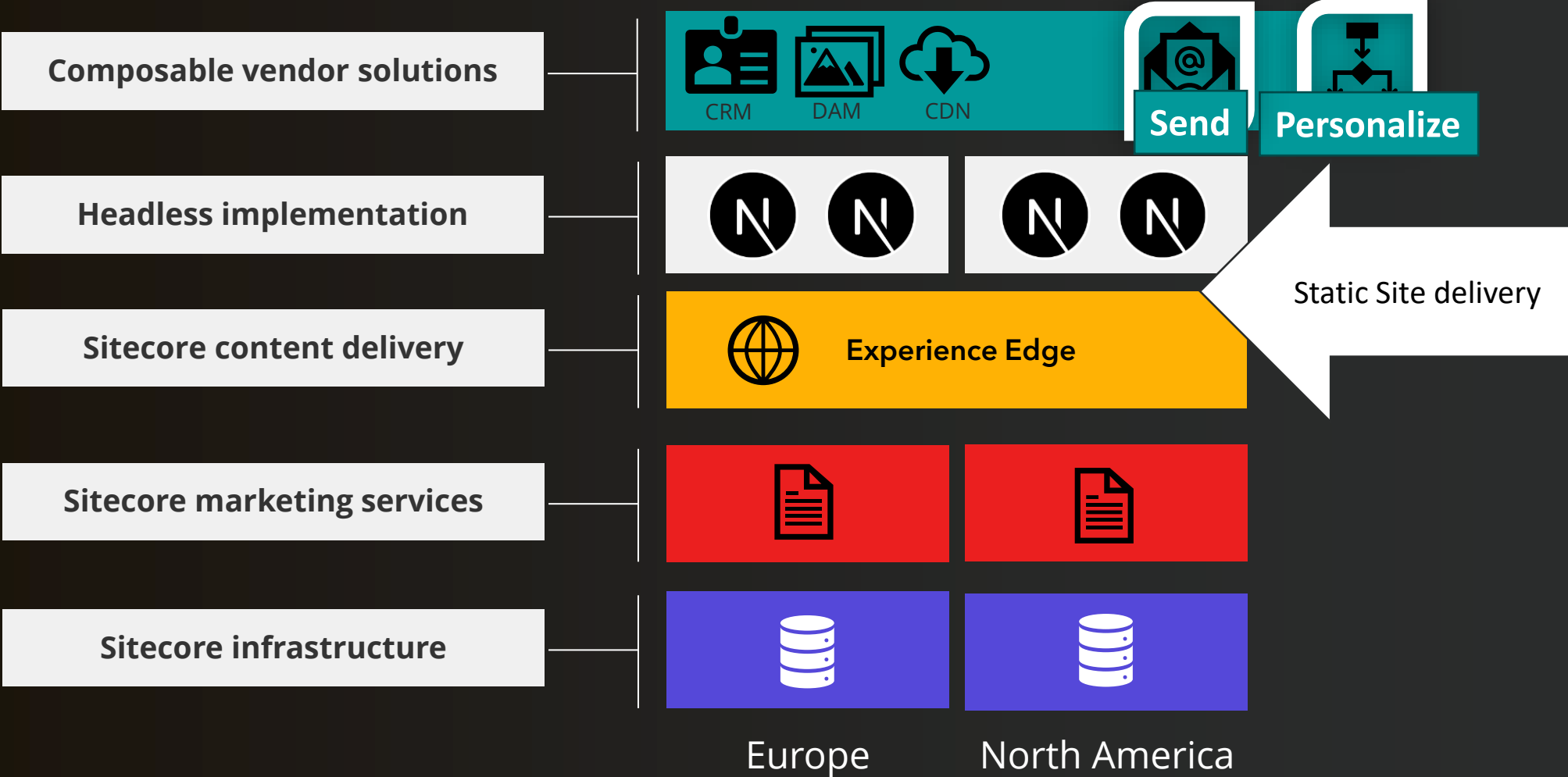
Step 2: Migrate EXM and Marketing Automation to Send



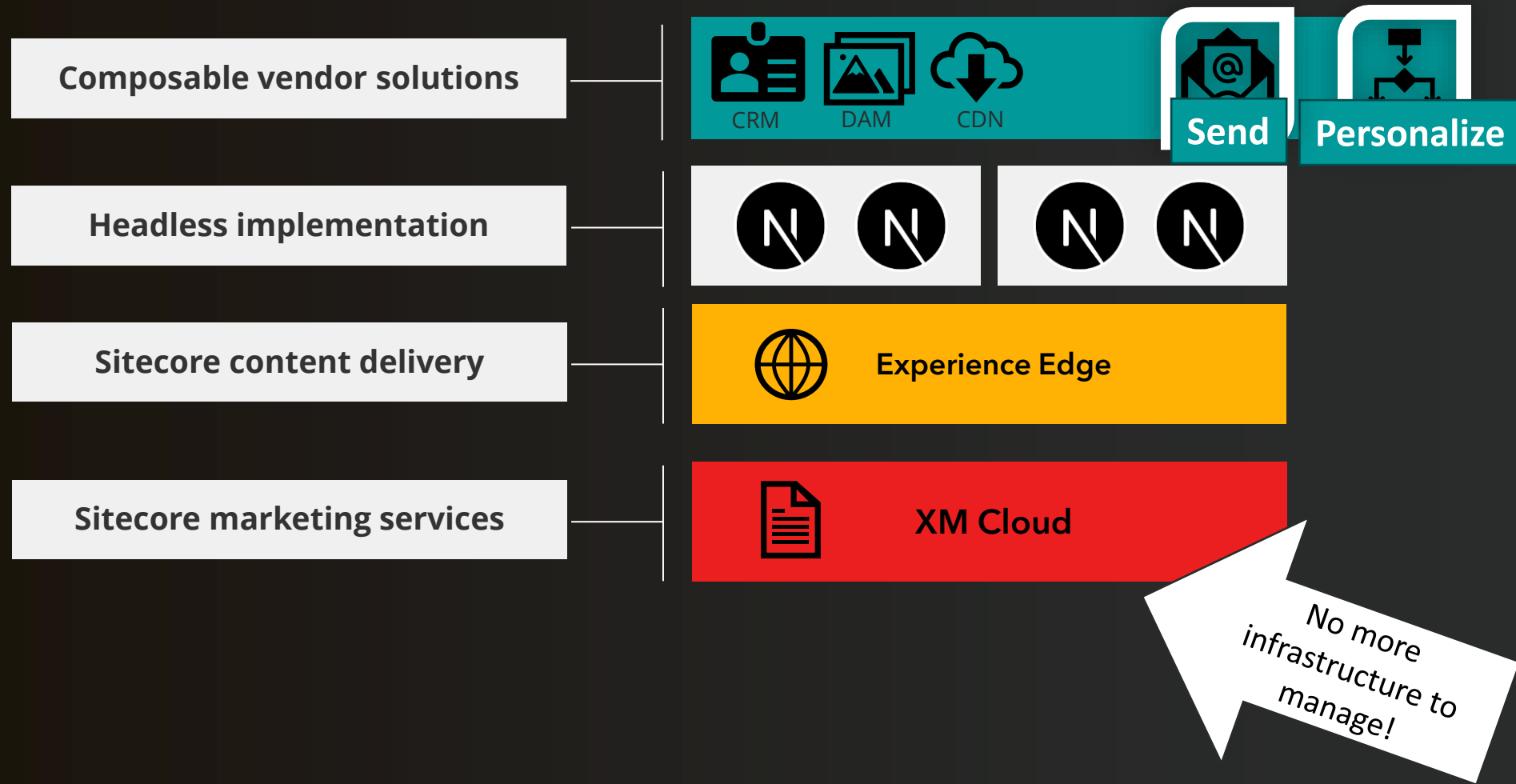
Step 3: Migrate to Personalize and transition to Sitecore XM



Step 4: Go to the Edge and Migrate to Next.js JSS



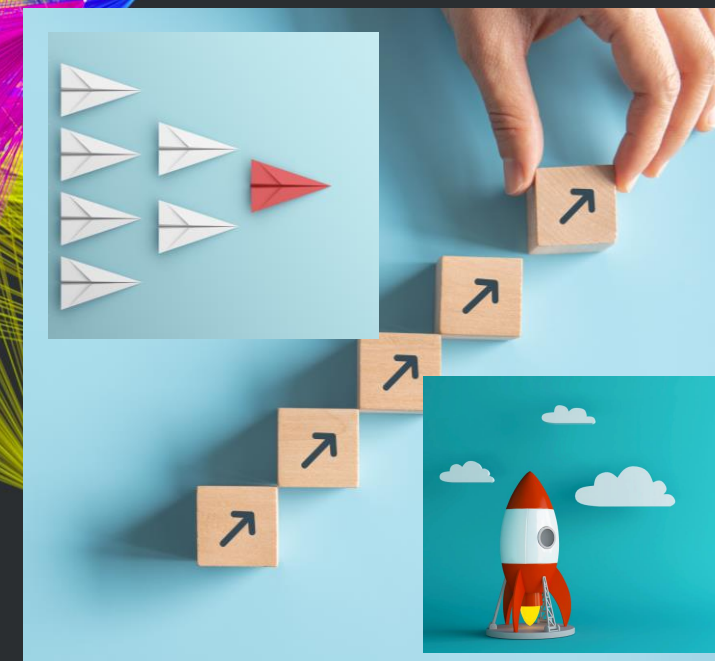
Step 5: Migrate to XM Cloud



Scenario 4: XP “Global Brand”

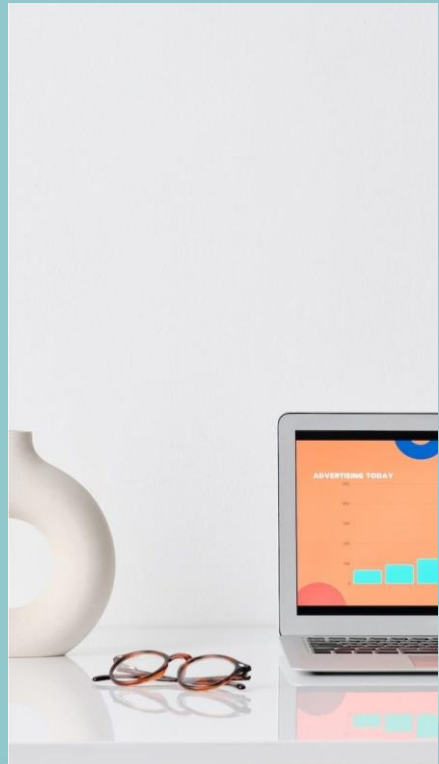
All around the world teams are working together on hundreds of sites with multiple production solutions and technologies.

Profile: Mixed



Global Brand: The Migration Plan

Step 1
Start tracking
with Personalize



Step 2
Go to the Edge
and headless



Step 3
Transition to XM
and retire XP



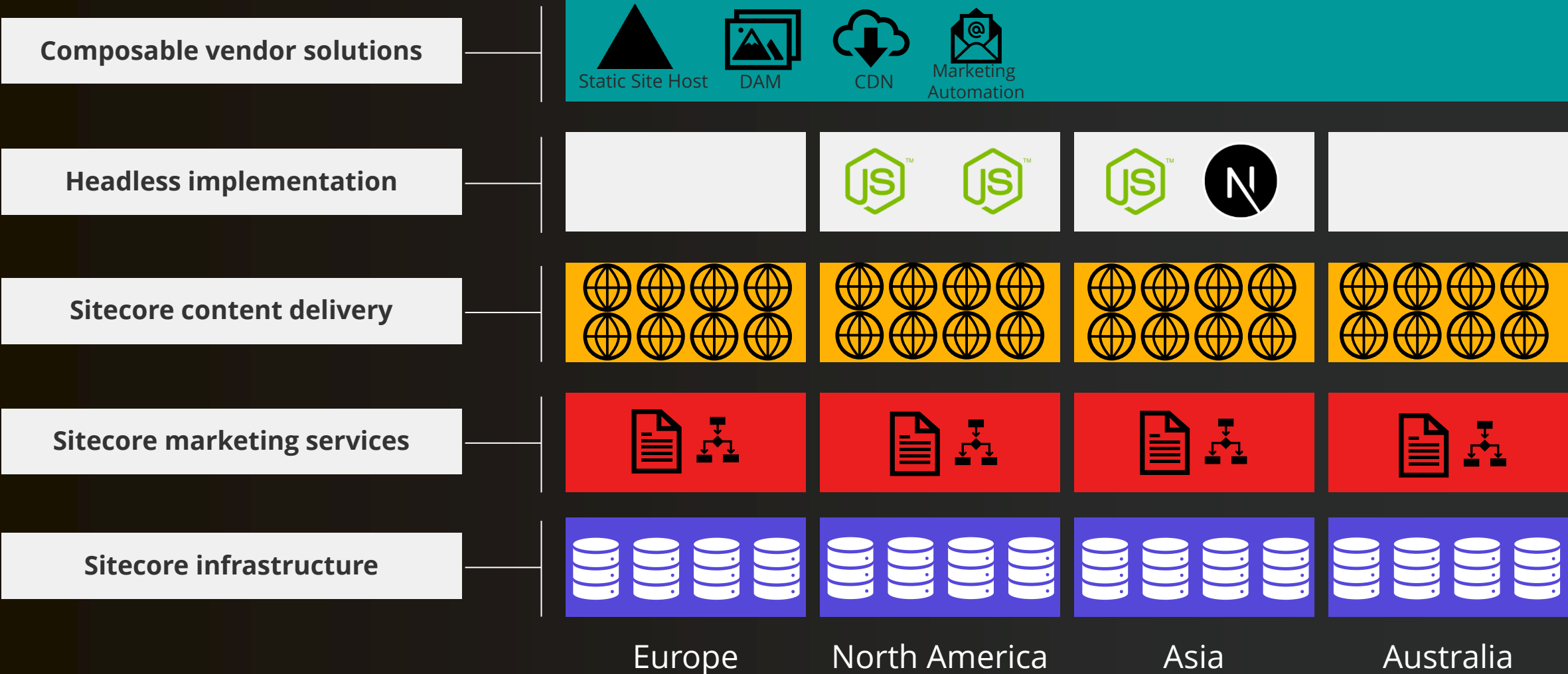
Step 4
Fully adopt Next.js
JSS



Step 5
Launch XM Cloud
and retire XM



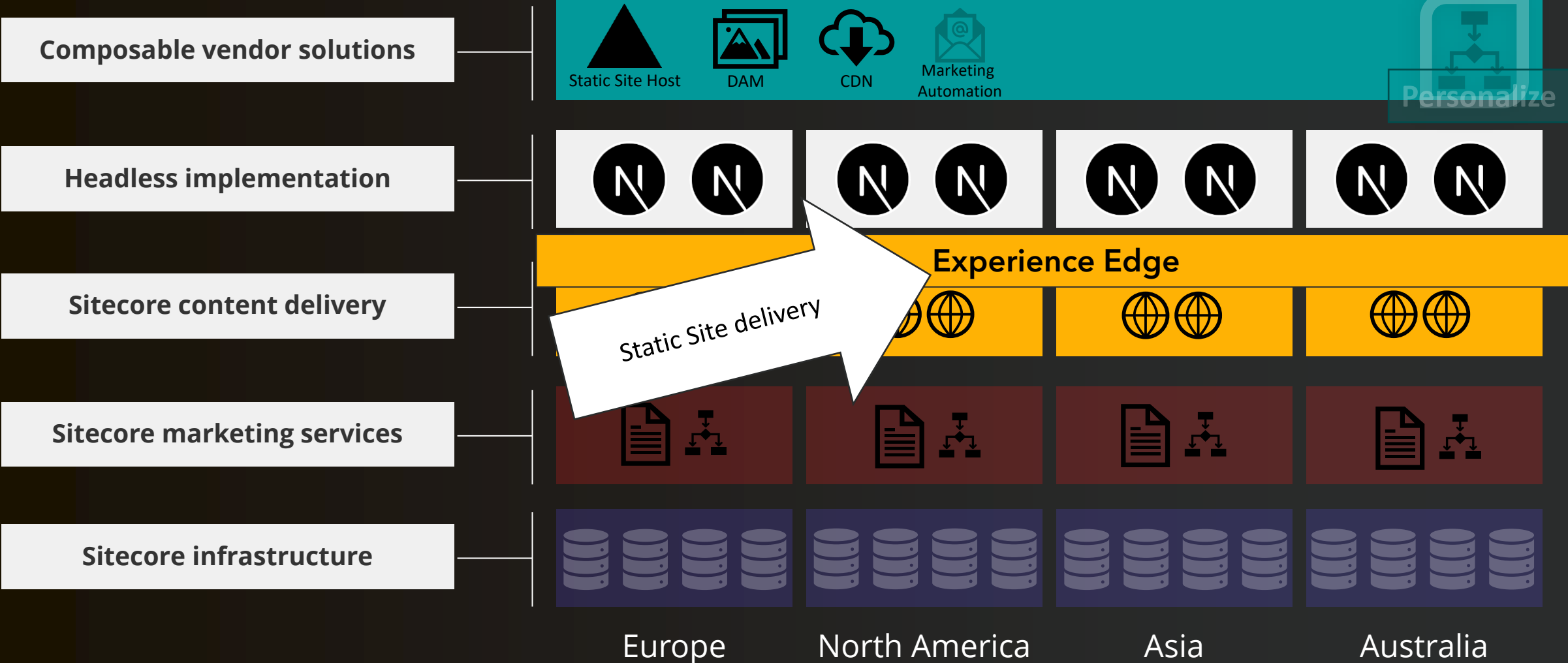
What does the solution look like?



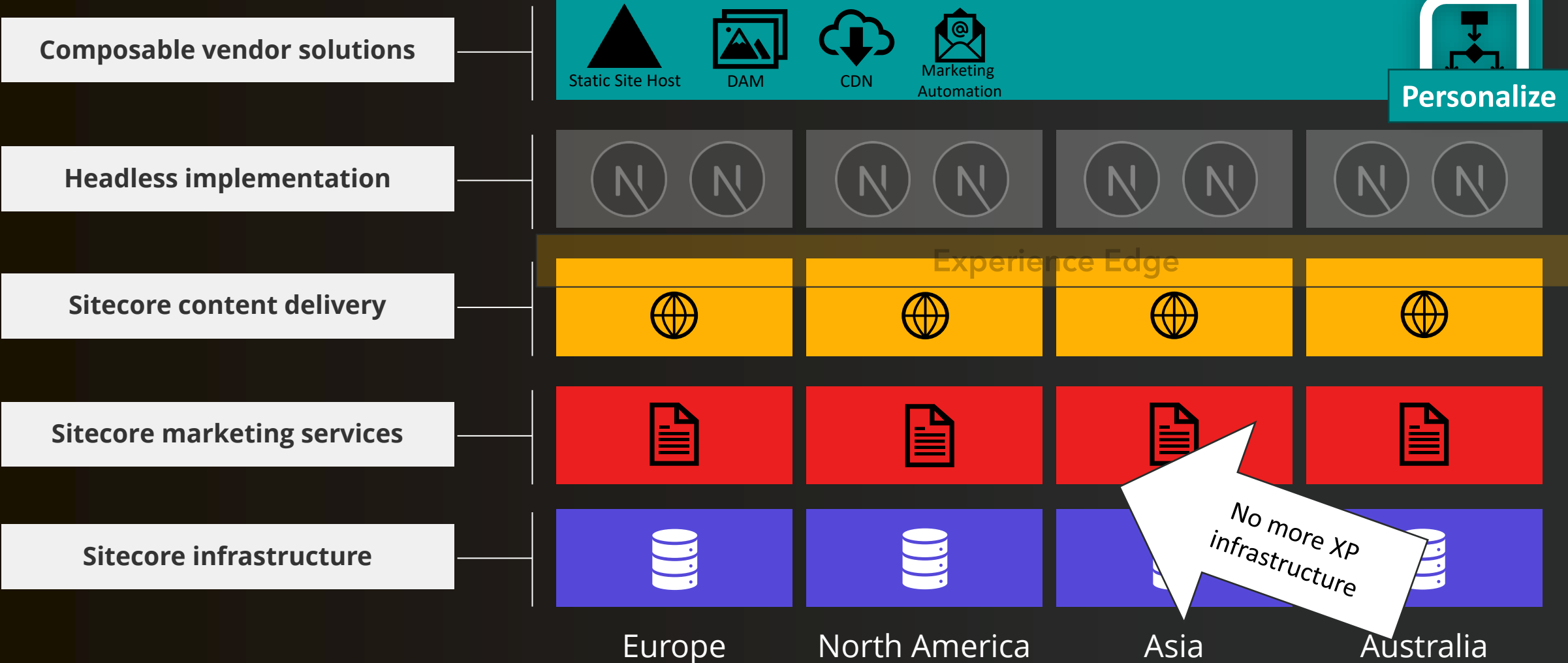
Step 1: Track with Personalize



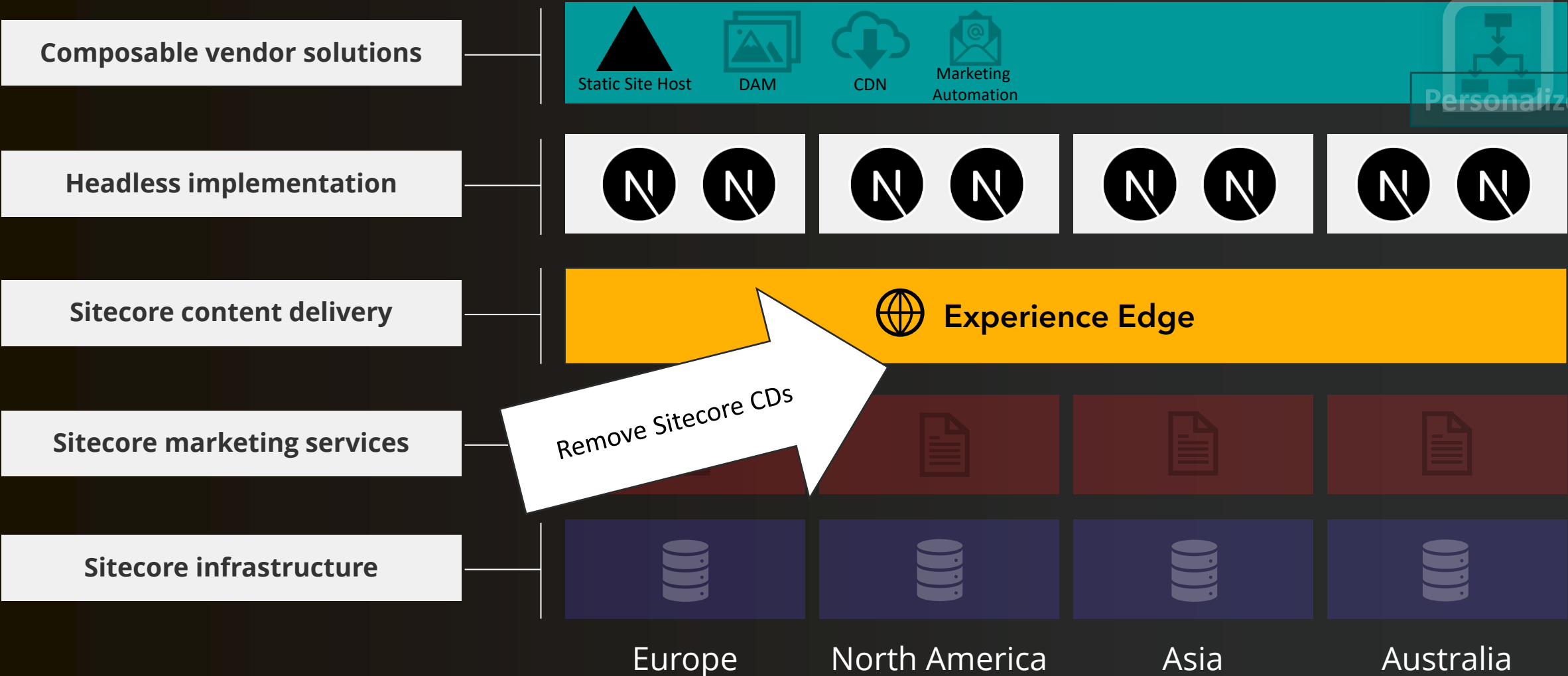
Step 2: Go to the Edge



Step 3: Transition to XM



Step 4: Migrate to Next.js JSS



Step 5: Migrate to XM Cloud

Composable vendor solutions

Static Site Host DAM CDN Marketing Automation **Personalize**

Headless implementation

N N N N N N N N

Sitecore content delivery

Experience Edge

Sitecore marketing services

XM Cloud

No more infrastructure to manage!



Things to look for



Content migration is never “trivial”

- Sitecore Content Serialization can help move content to XM Cloud
- More tools on the way to help with content migration
- Most current content models should be compatible
- Gradual migration could mean multiple content migrations (XP → XM, XM → XM Cloud)

Not all customizations are compatible

XM Cloud and Edge are different from Content Delivery instances

- Customizations for pipelines running on Content Delivery are likely not compatible
- Solve in a headless way on your head
- Modules for Content Delivery instance will not execute on requests
- No XP features, so XP modules will not work on XM Cloud

Recommendation: analyze and remove Content Delivery customizations and modules.





Some things are easier with Next.js

- XM Cloud Embedded Personalization and the Engage SDK were built specifically for Next.js. Need to capture page view events directly using the SDK.
- Documentation, content, examples mostly focus on Next.js

Some things are easier with .NET

- Existing .NET Core Headless can transition easier than a rewrite to Next.js
- Teams with mostly .NET developers may find it easier to build in .NET and fill the holes than ramp up on skills

XM Cloud has personalization and analytics built in, but is it enough?

- Do customers need historical personalization beyond 30 days?
- Custom rules?
- Integration to external data systems?
- Identity resolution? Pattern cards?
- More than 8 page variants / 5 conditions?

Know the limits of XM Cloud when migrating an existing solution!

Is it in the 30%?





Personalize is not XP

- Requires digital strategy to figure out how to achieve the same business goals
- xDB data migration may not have a good ROI in all cases, especially if xDB was not system of record
 - Identify which data is critical to move and only move that data
 - Does early tracking get enough data to skip xDB migration?



Two systems of personalization

- Gradual migration means running Personalize and XP at the same time
 - More complex data reporting
 - Confusion debugging personalization from two sources
- Try to migrate full sections or sites to avoid having XP and Personalize conflicting.

Is static publishing a shortcut?

SSG without rebuilding MVC/SXA

- Starting with Sitecore XP 10.2 SSG publishing
- Smaller lift to get better core vitals
- Not all sites are a fit
- Best fit for content-only simple sites that need a quick initial move
- Might require an upgrade if on an older Sitecore XM/XP version

Best bet is running fully headless to prep for XM Cloud





EXM is not Send

- Different vision on solving email automation.
 - Not a migration, full replacement
 - No import of templates
 - Can migrate some data like contact lists
- Send personalization can tailor messages, so can EXM, but they are done differently
- Website or other channels likely need updates to trigger Send APIs instead
- Send has no xDB, need to integrate to your source of truth for customer data



Where is the complexity?

- **Content Delivery or XP/EXM Dispatch?**
- Tackle the infrastructure complexity first

- **Complex global CD infrastructure?**
 - Target move to headless and static first
 - Then reduce down XP and EXM

Remember to warmup your new email service!

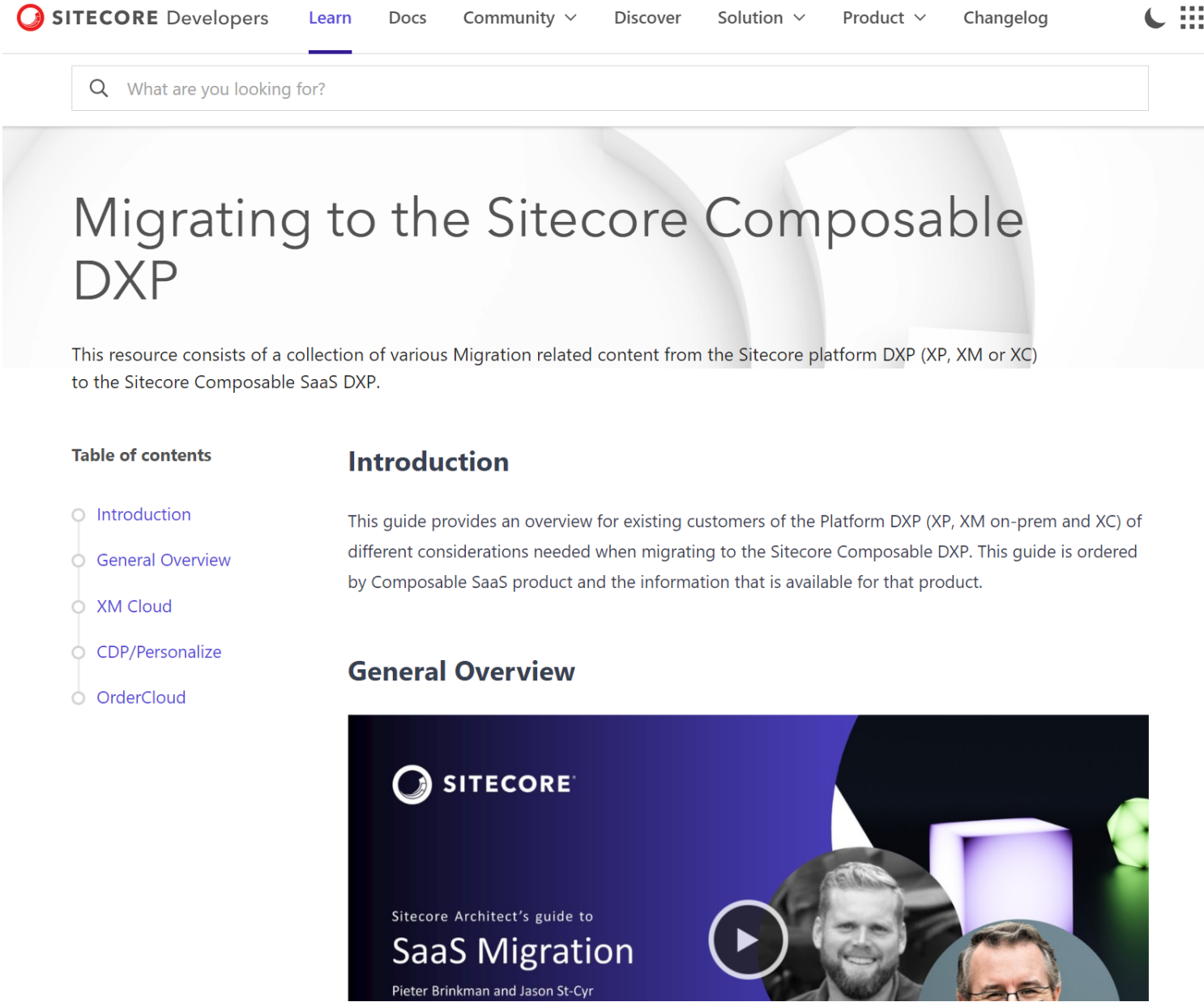
Some helpful resources

Collection of articles and tools that guide help customer start with their migration.

Content published:

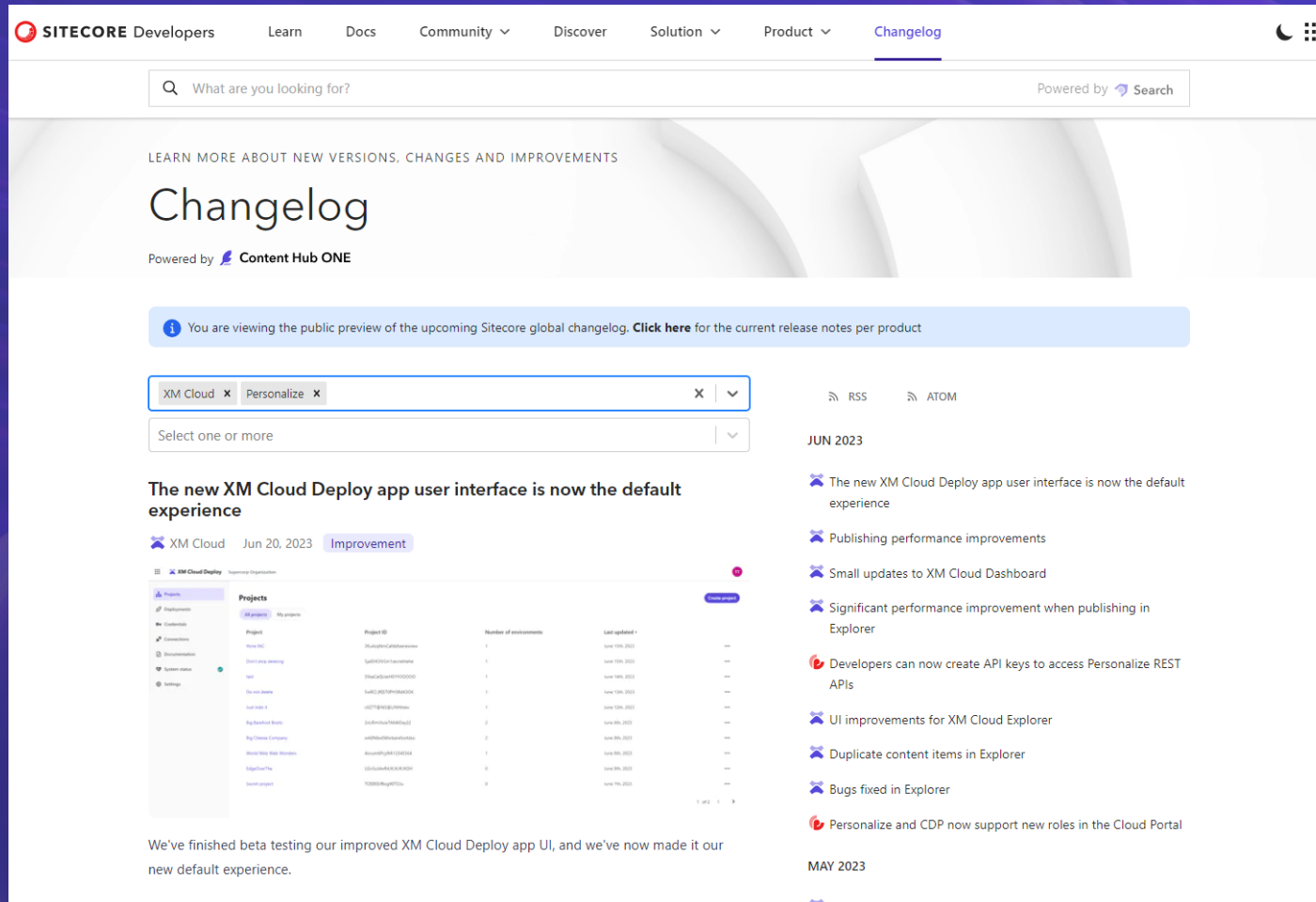
- 4 customer scenarios
- Example repository
- Article series documenting our journey of migrating the MVP site
- Details on migrating to CDP and Personalize
- Article series on migrating from XC to Order Cloud

<https://siteco.re/migrationguides>



The screenshot shows the Sitecore Developers website. The navigation bar includes links for Developers, Learn (highlighted), Docs, Community, Discover, Solution, Product, and Changelog. A search bar is present with the text "What are you looking for?". The main heading is "Migrating to the Sitecore Composable DXP". Below the heading, a paragraph states: "This resource consists of a collection of various Migration related content from the Sitecore platform DXP (XP, XM or XC) to the Sitecore Composable SaaS DXP." A "Table of contents" section lists: Introduction, General Overview, XM Cloud, CDP/Personalize, and OrderCloud. The "Introduction" section contains the text: "This guide provides an overview for existing customers of the Platform DXP (XP, XM on-prem and XC) of different considerations needed when migrating to the Sitecore Composable DXP. This guide is ordered by Composable SaaS product and the information that is available for that product." The "General Overview" section features a video player with the Sitecore logo, the text "Sitecore Architect's guide to SaaS Migration", and the names "Pieter Brinkman and Jason St-Cyr".

MODERN SAAS RELEASE NOTES



SITECORE Developers Learn Docs Community Discover Solution Product **Changelog**

What are you looking for? Powered by Search

LEARN MORE ABOUT NEW VERSIONS, CHANGES AND IMPROVEMENTS

Changelog

Powered by **Content Hub ONE**

You are viewing the public preview of the upcoming Sitecore global changelog. [Click here](#) for the current release notes per product

XM Cloud Personalize

Select one or more

The new XM Cloud Deploy app user interface is now the default experience
 XM Cloud Jun 20, 2023 Improvement

We've finished beta testing our improved XM Cloud Deploy app UI, and we've now made it our new default experience.

Project	Project ID	Number of environments	Last updated
Sitecore	2f1a0e0c0a0a0a0a0a0a	1	June 19, 2023
Sitecore	2f1a0e0c0a0a0a0a0a0a	1	June 19, 2023
Sitecore	2f1a0e0c0a0a0a0a0a0a	1	June 19, 2023
Sitecore	2f1a0e0c0a0a0a0a0a0a	1	June 19, 2023
Sitecore	2f1a0e0c0a0a0a0a0a0a	1	June 19, 2023
Sitecore	2f1a0e0c0a0a0a0a0a0a	1	June 19, 2023
Sitecore	2f1a0e0c0a0a0a0a0a0a	1	June 19, 2023
Sitecore	2f1a0e0c0a0a0a0a0a0a	1	June 19, 2023
Sitecore	2f1a0e0c0a0a0a0a0a0a	1	June 19, 2023
Sitecore	2f1a0e0c0a0a0a0a0a0a	1	June 19, 2023

JUN 2023

- The new XM Cloud Deploy app user interface is now the default experience
- Publishing performance improvements
- Small updates to XM Cloud Dashboard
- Significant performance improvement when publishing in Explorer
- Developers can now create API keys to access Personalize REST APIs
- UI improvements for XM Cloud Explorer
- Duplicate content items in Explorer
- Bugs fixed in Explorer
- Personalize and CDP now support new roles in the Cloud Portal

MAY 2023

Changelog features 6 products!

- Latest changes from XM Cloud, Content Hub ONE, Search, Discover, Personalize, and CDP
- Powered by Content Hub ONE
- RSS and Atom feeds for audience notification

developers.sitecore.com/changelog

FEDERATED SEARCH ACROSS 10+ SOURCES

SEARCH DEVELOPMENT CONTENT ACROSS THE SITECORE CHANNELS

Search

Showing 1 to 24 from 10000 results for "Content Hub ONE CLI" Sorting by: Suggested ▼

SITE NAME

- Sitecore Documentation (25394)
- Sitecore.com (3506)
- Sitecore Stack Exchange (2761)
- Sitecore OrderCloud Documentation (854)
- Sitecore Downloads (482)
- Sitecore Knowledge Base (447)
- Sitecore Developer Portal (145)
- GitHub (124)
- Sitecore PowerShell Extension Documentation (97)
- Sitecore Helix Documentation (78)

PRODUCT

- Sitecore Content Hub (14002)
- Sitecore XM, XP & XC (10424)
- Sitecore OrderCloud (854)
- Sitecore XM Cloud (607)
- Sitecore Discover (103)
- Sitecore PowerShell Extensions (97)
- Sitecore XM/XP/XC (78)
- Sitecore Personalize (72)
- Sitecore Search (71)
- Sitecore Content Hub ONE (70)

TYPE

- Article (31003)
- Forum (2822)
- Repository (124)
- Video (55)

ARTICLE SITECORE DOCUMENTATION

Content Hub ONE CLI

With the **CLI**, you can manage **content** and media from a **Content Hub ONE** instance, and then deliver it to The **CLI** uses the SDK to communicate with **Content Hub ONE** instances through the APIs, based on commands in the form of lines of text. All **CLI**-related configuratio

<https://doc.sitecore.com/ch-one/en/developers/content-hub-one/content-hub-one-cli.html>

ARTICLE SITECORE DOCUMENTATION

Log in with the Content Hub CLI

To log in to your Sitecore **Content Hub** instance, run the following command: This command includes the following parameters: The login command redirects you to the specified **Content Hub** instance, where you

<https://doc.sitecore.com/ch/en/developers/42/cloud-dev/integration-tools--log-in-with-the-cli.html>

ARTICLE SITECORE DOCUMENTATION

Log in with the Content Hub CLI

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<https://doc.sitecore.com/ch/en/developers/40/cloud-dev/integration-tools--log-in-with-the-cli.html>

VIDEO YOUTUBE

Content Hub ONE - CLI

Content Hub ONE serves developers with an SDK and a Command Line Interface (**CLI**). In this video Sebastian



Search available now!

- Sitecore Search example implementation on the Sitecore Developer Portal
- Sources include YouTube, GitHub, multiple documentation sites, forums, and Stack Exchange
- Suggested Searches allow users to quickly jump to relevant articles

developers.sitecore.com/search

Questions? Thoughts?

Thank you



[/in/jasonstcyr](#)



@jasonstcyr@mstdn.ca

jasonstcyr.com

FOR DISCUSSION PURPOSES ONLY.

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