

# Sitecore and SaaS

Our shared journey

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Sitecore

 [@StCyrThoughts](#)

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Senior Technical Evangelist,  
Sitecore

 [@RobEarlam](#)



## The journey to SaaS

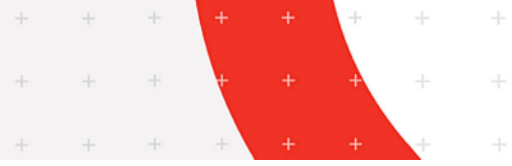
- Content Hub
- Sitecore AI Auto Personalization
- Experience Edge
- Accelerate the journey via acquisition
  - Boxever, Four51, Moosend
- The industry is moving towards the composable DXP



## Traditional Platform DXP

*Single Vendor fully integrated unified platform*

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

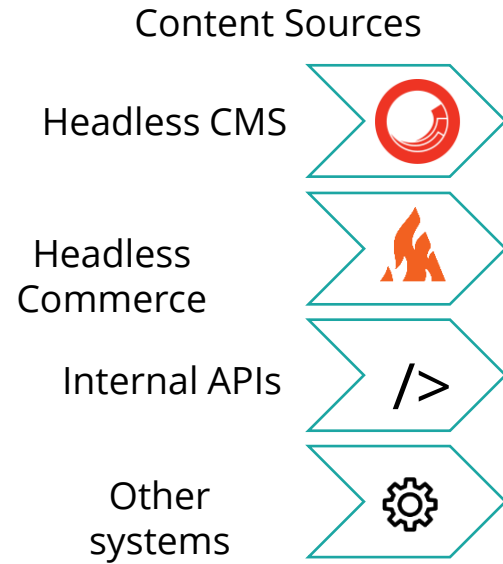


# Composable DXP Architecture

*Best of Breed solution*

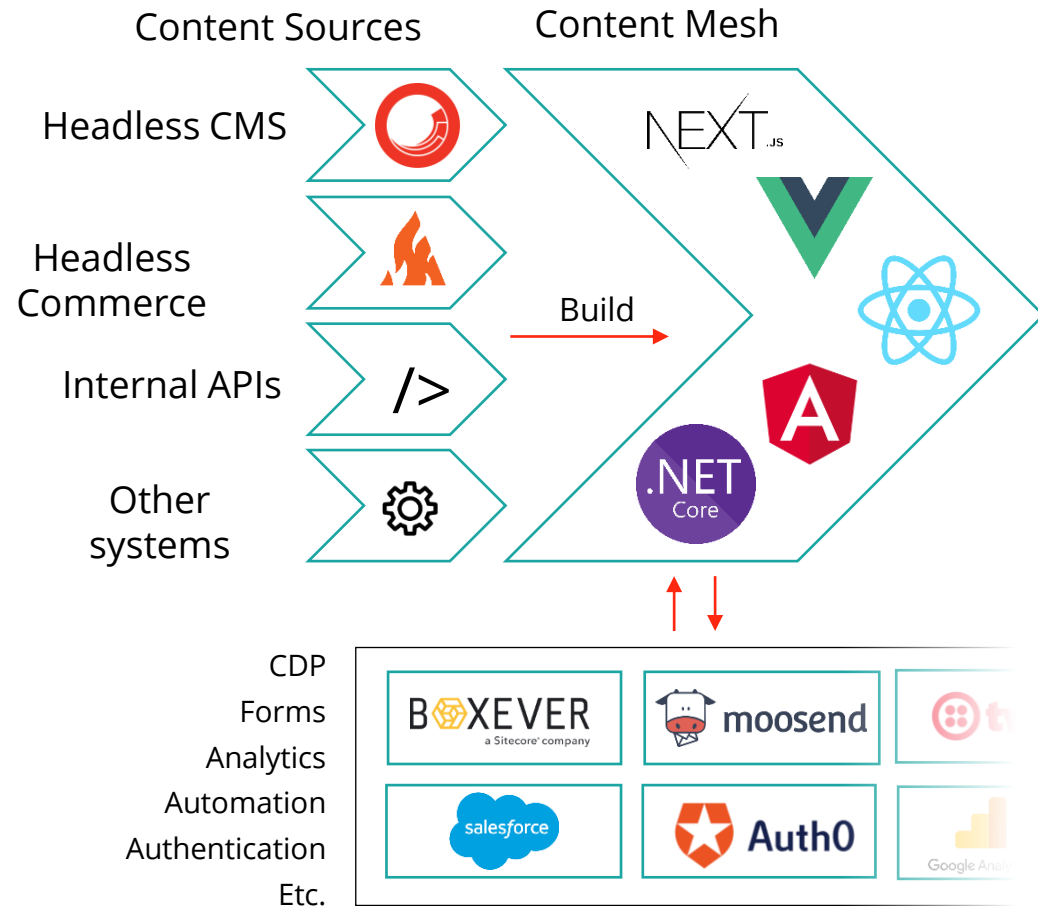
## Composable DXP Architecture

*Best of Breed solution*



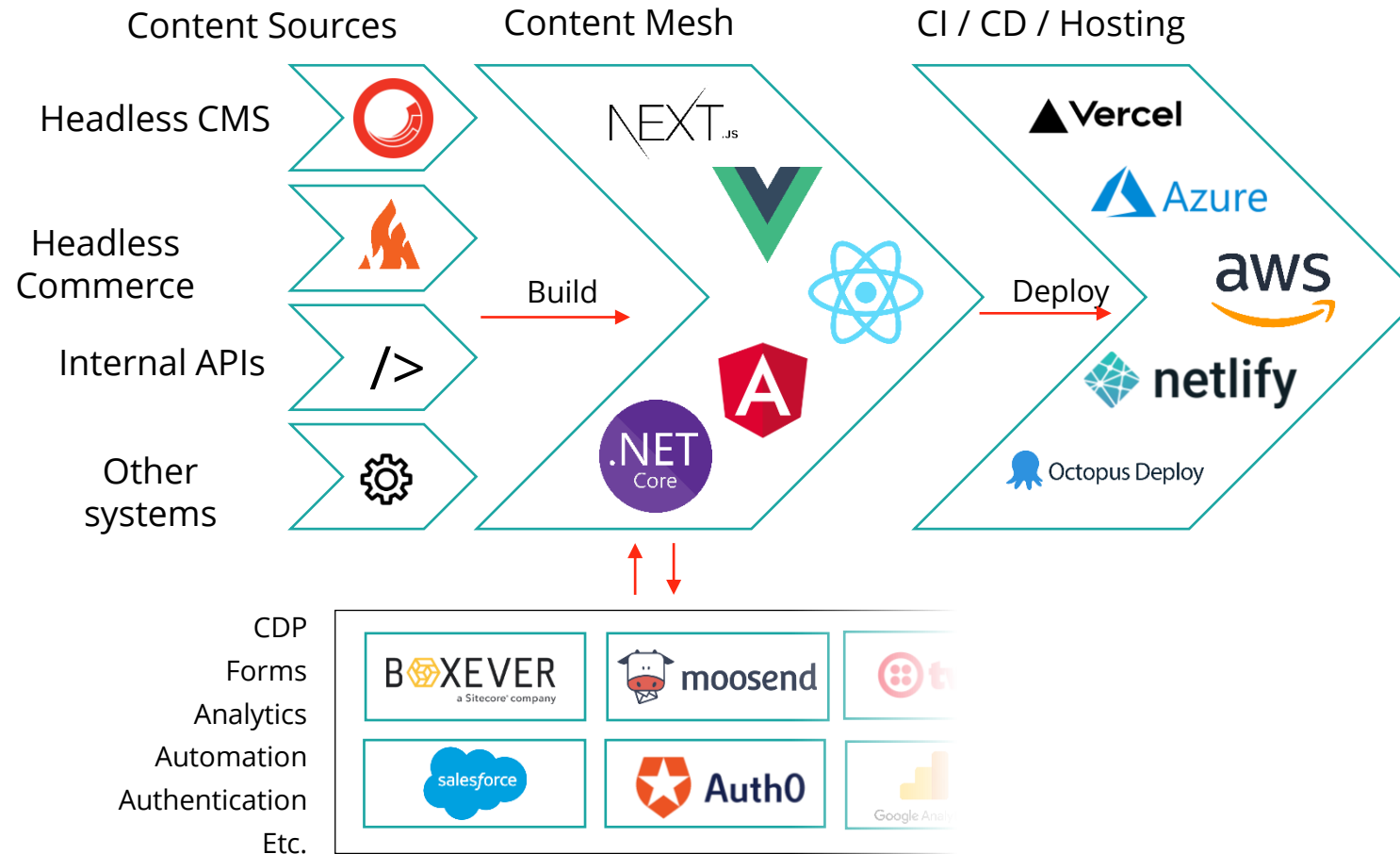
## Composable DXP Architecture

*Best of Breed solution*



## 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

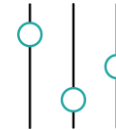


Best of breed approach



Customer-centric

## Technology flexibility



Flexibility to integrate with existing marketing stack



Specifically tailored end solution



Technology freedom



# The evolution of DXP



Content

Experience

Commerce

For organizations who host themselves or with partners.

**Your cloud**

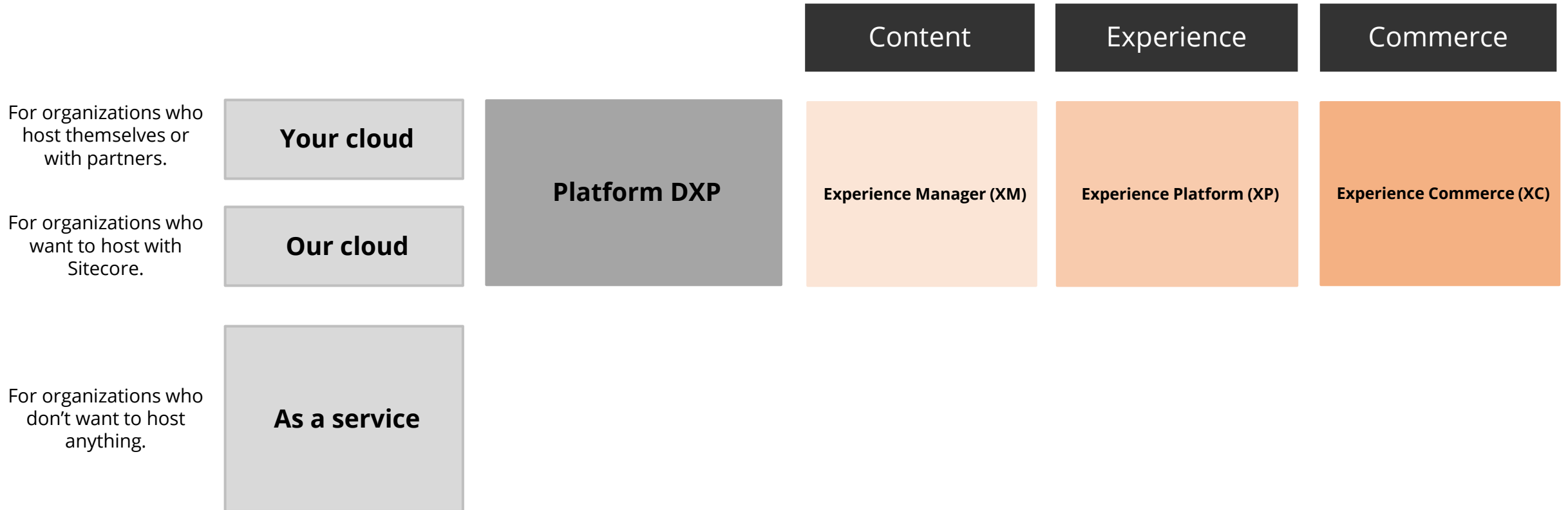
For organizations who want to host with Sitecore.

**Our cloud**

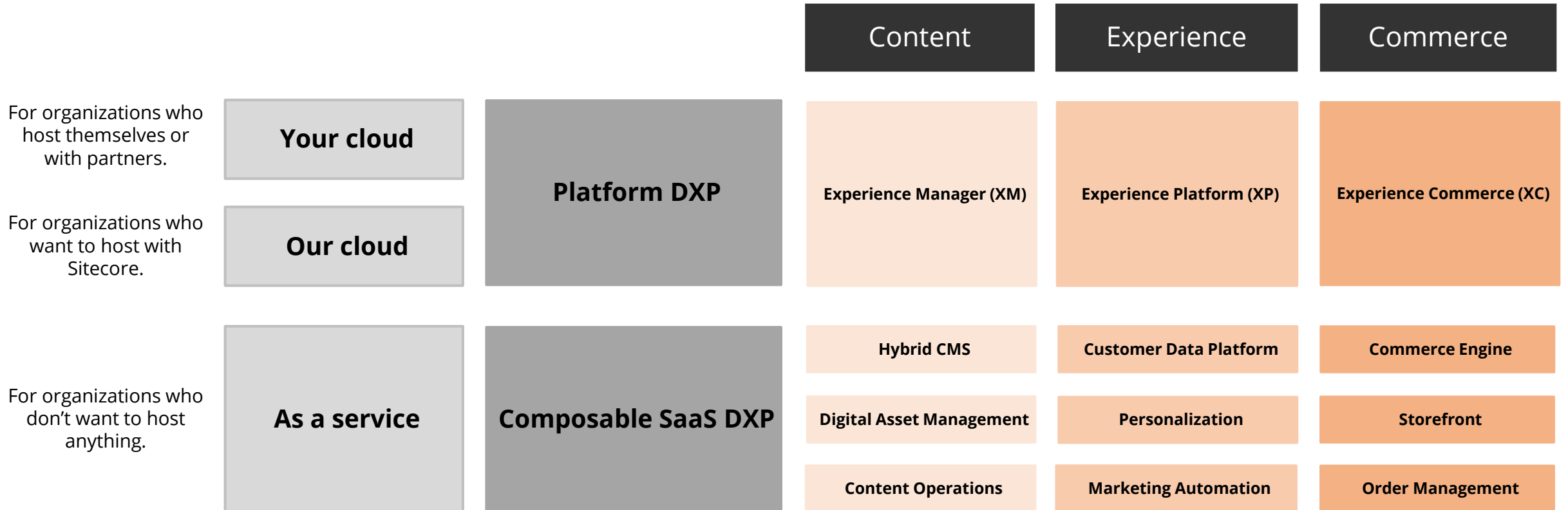
For organizations who don't want to host anything.

**As a service**

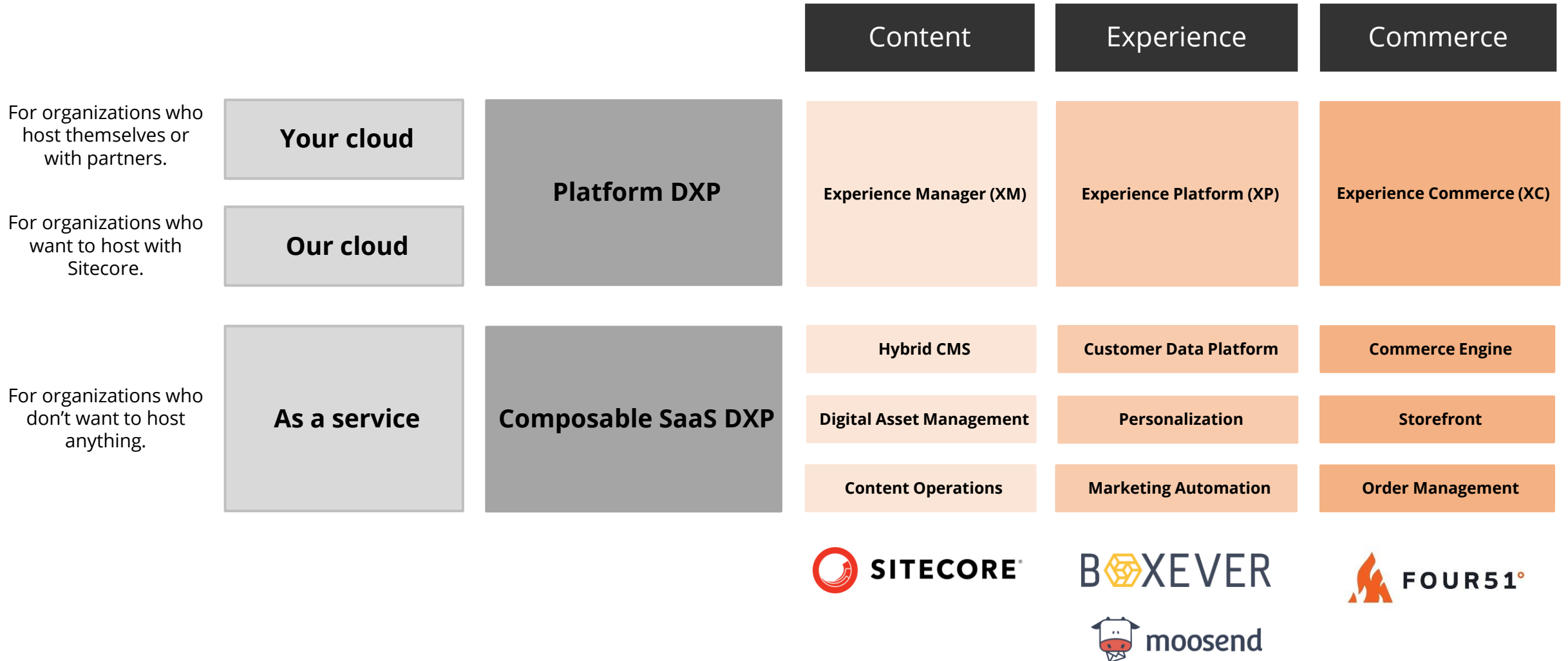
# The evolution of DXP



# The evolution of DXP



# The evolution of DXP



# The Composable DXP in the Sitecore landscape



Content

Experience

Commerce

Platform DXP

# The Composable DXP in the Sitecore landscape



Content

Experience

Commerce

Platform DXP



Composable DXP

Digital Asset Management    Content Operations    Hybrid CMS    Customer Data Platform    Omnichannel Personalization    Marketing Automation    Personalized Shopping    Storefront Management    Order Management

# What does this mean for new customers?

## 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.*

*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?  
**PCM**

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



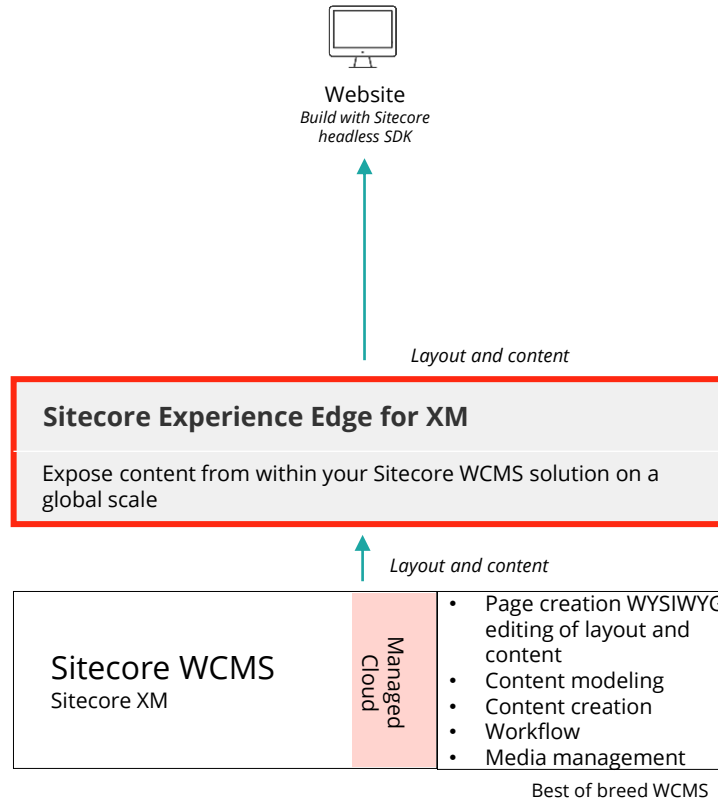
# An example Composable DXP journey



# Our shared journey to SaaS



Channels  
Customer data  
Content Delivery  
Content Management



## Corporate website

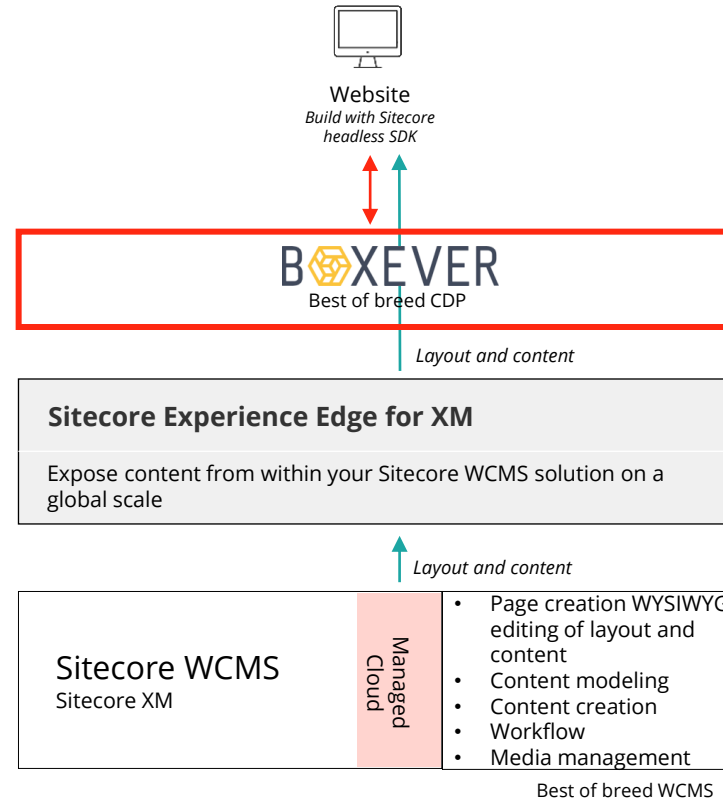
WCMS solution including WYSIWYG features.



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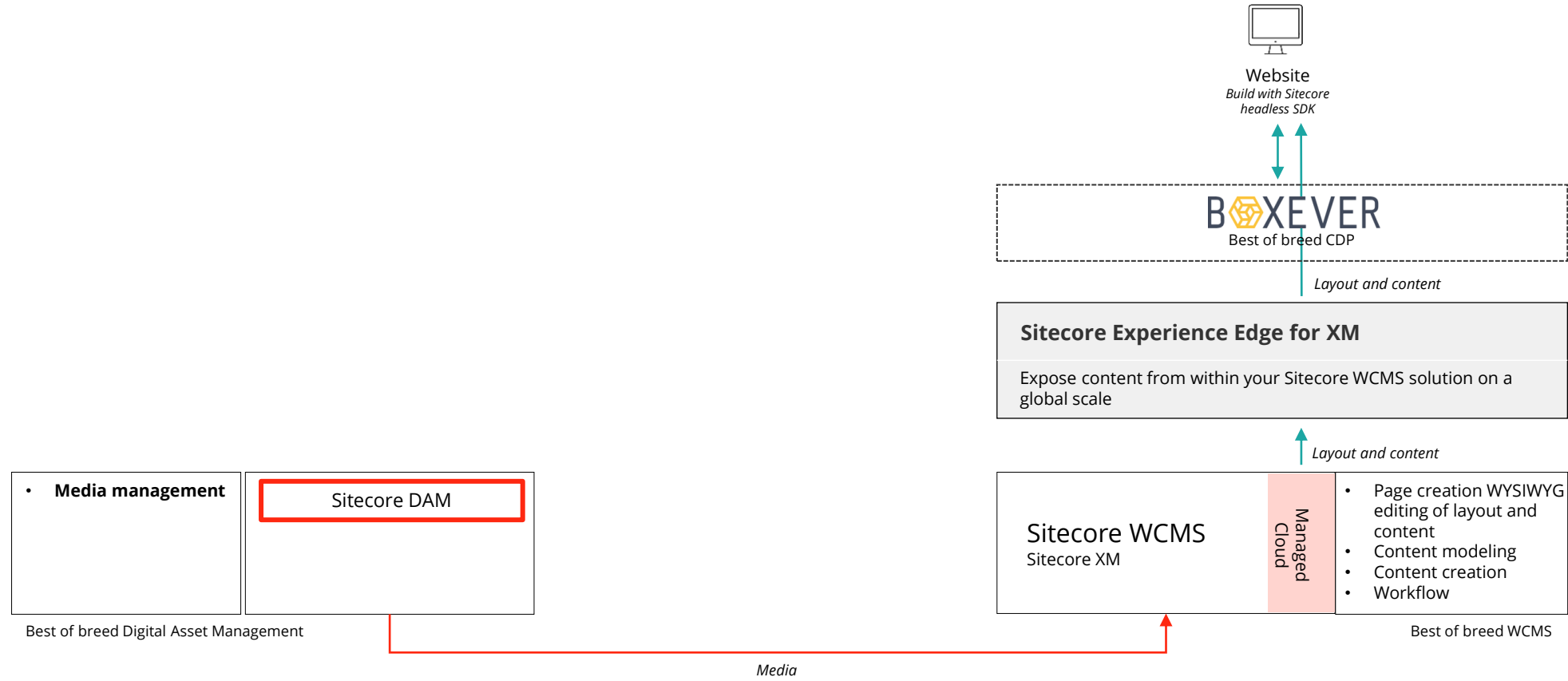
WCMS solution **with personalization and analytics**, including WYSIWYG features.



# Our shared journey to SaaS



Channels  
Customer data  
Content Delivery  
Content Management



## Corporate website

WCMS solution with personalization and analytics, including WYSIWYG features.

## Improved media management

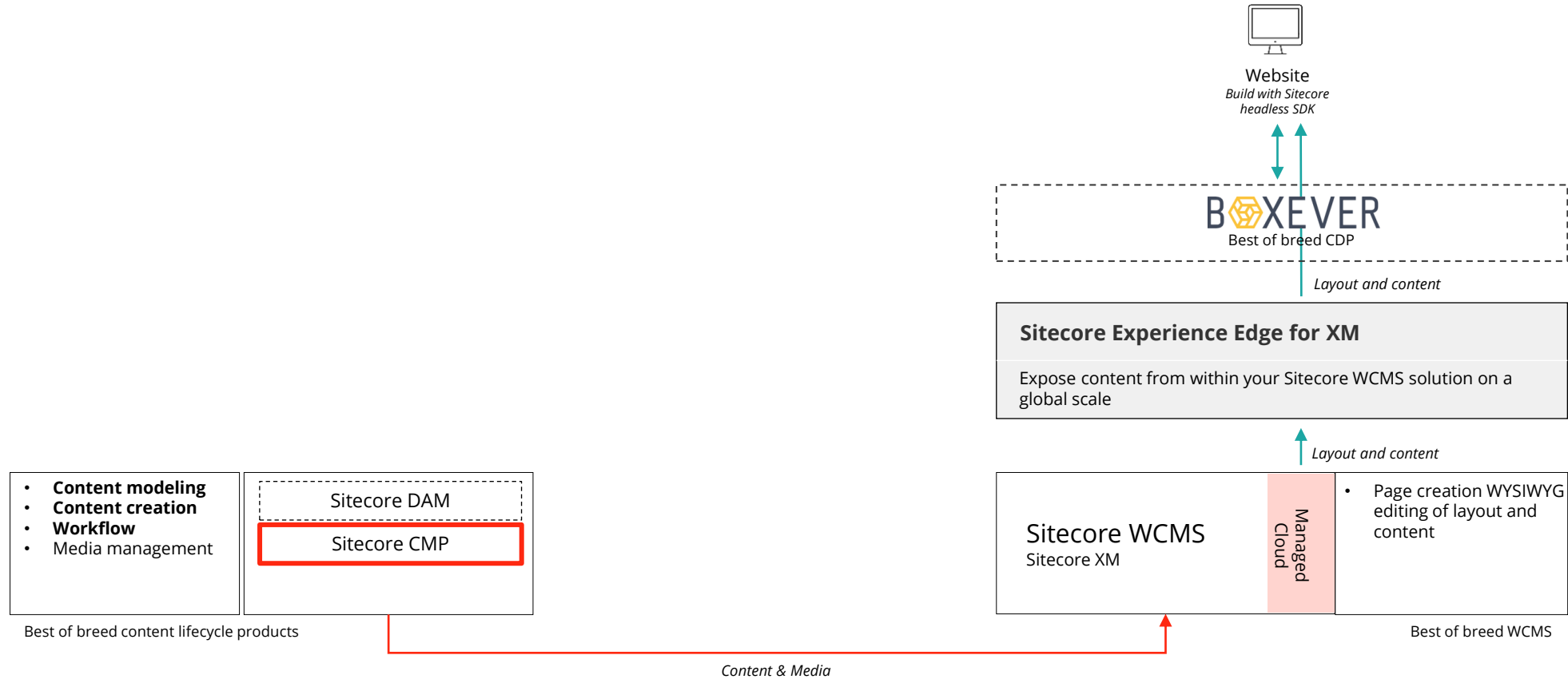
Purchase Sitecore DAM and uses assets on website



# Our shared journey to SaaS



Channels  
Customer data  
Content Delivery  
Content Management



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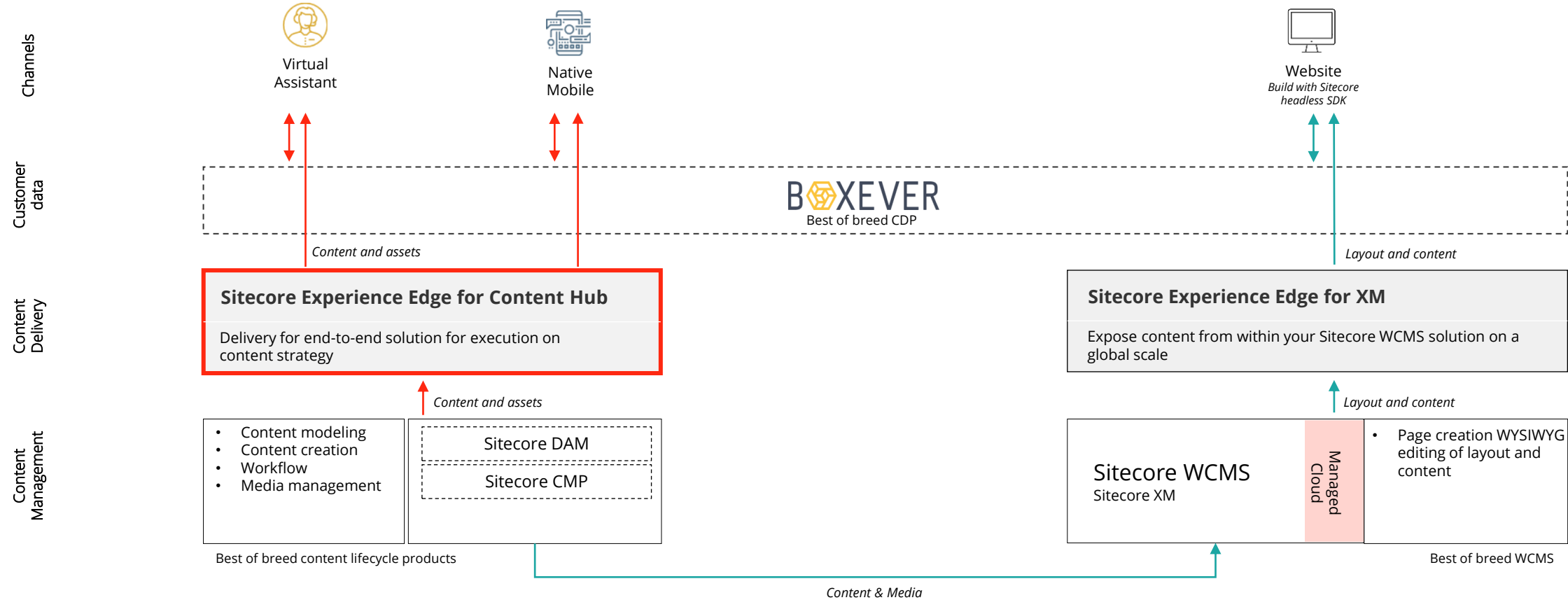
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## Content Strategy

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



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## Improved media management

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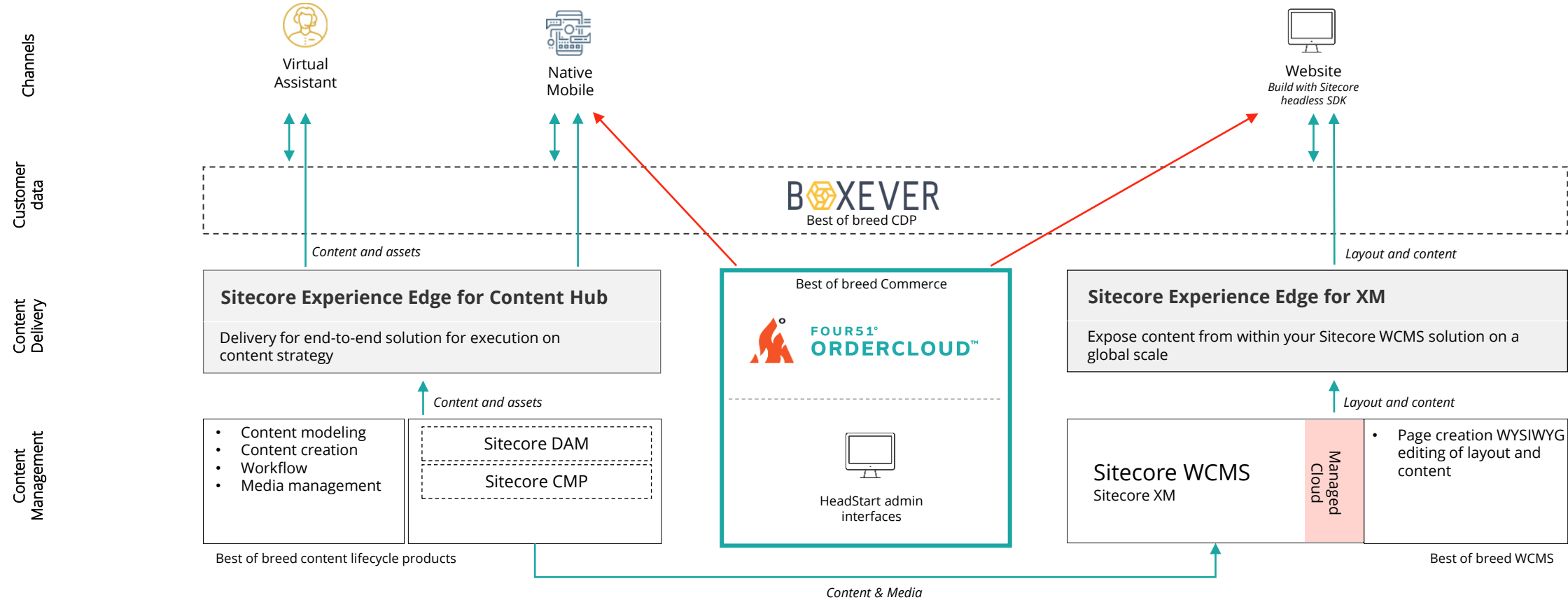
For planning, collaborating and creation of omni-channel content across departments.

## Additional Channels

End-to-end omni channel DXP delivery



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## Improved media management

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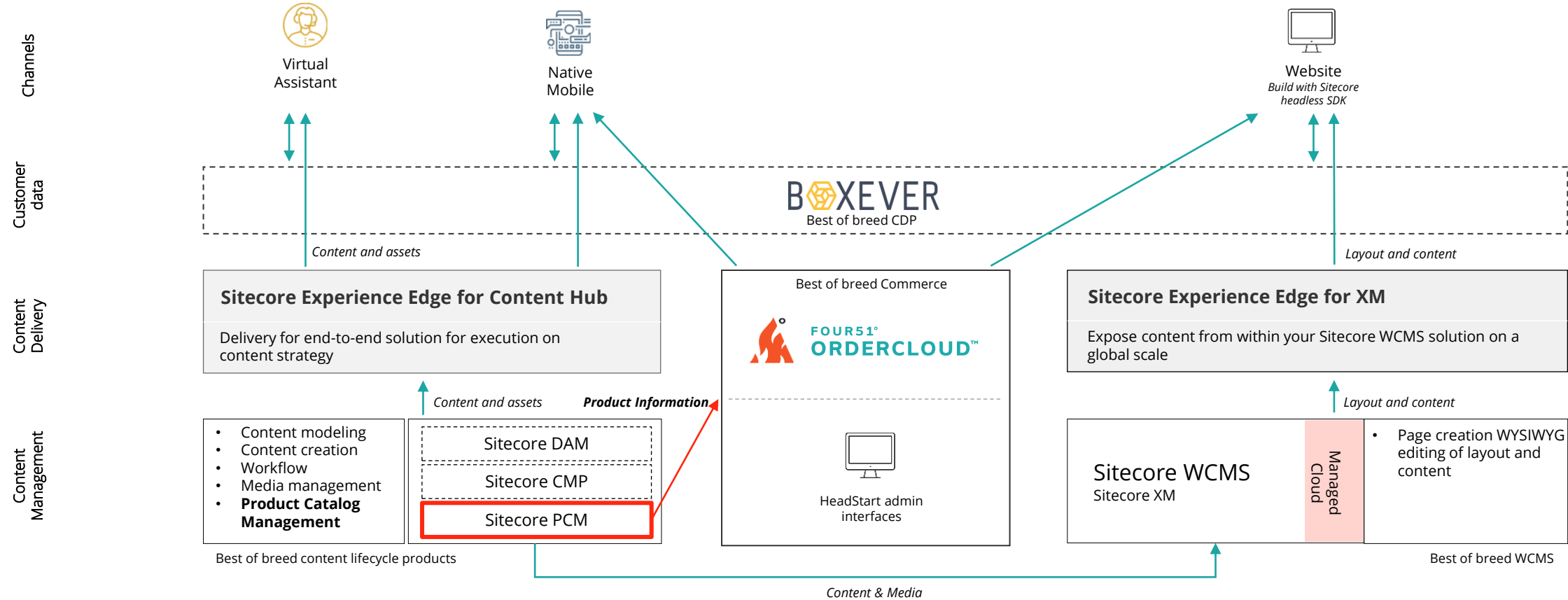


## Commerce

Adding commerce features in site and app



# Our shared journey to SaaS



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WCMS solution with personalization and analytics, including WYSIWYG features.

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**Let's 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





SUGCON-2021 GET A LIST OF PRODUCTS X



Sandbox SUGCON-2021

GET /products?catalogID=OGifSGHohU6K7CzHXZnINQ&categoryID=Cycling

SEND

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

200

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

Me

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

Type of search to perform. Possible values: AnyTerm (default), AllTermsAnyField, AllTermsSameField, ExactPhrase, ExactPhrasePrefix.

Sort By

+ OwnerID + Name + ID + Add Item

Comma-delimited list of fields to sort by.

Page

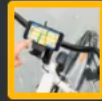
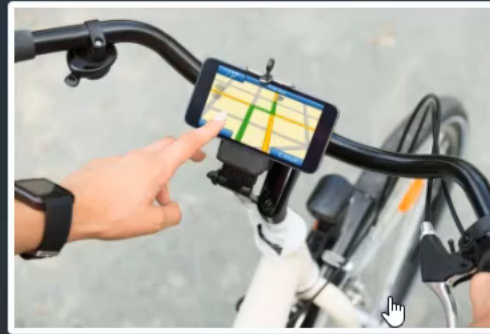
Page Size

ADD FILTER

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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

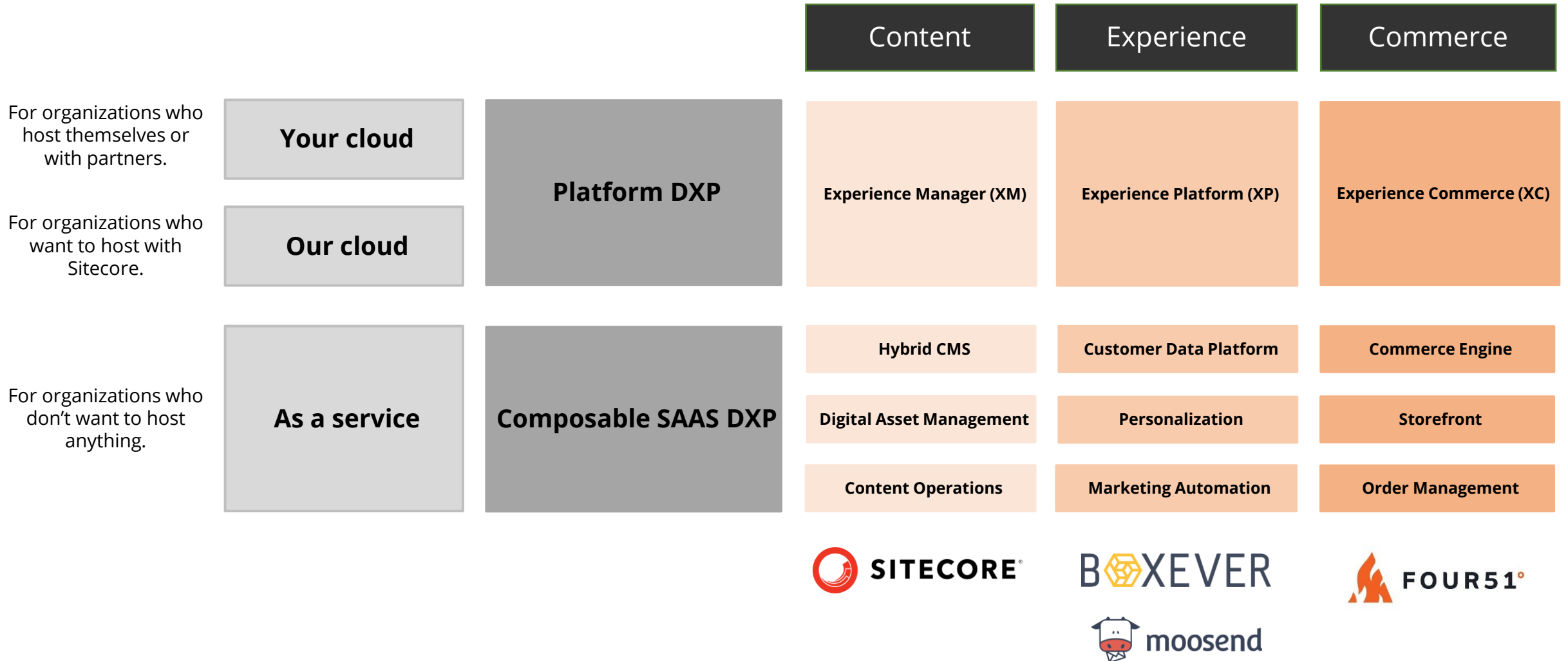
This sleek and stylized bicycle helmet will keep you safe, reduce drag, and keep you looking good at the same time. Win, win, win!

Quantity

**\$79.49 Add to Cart**



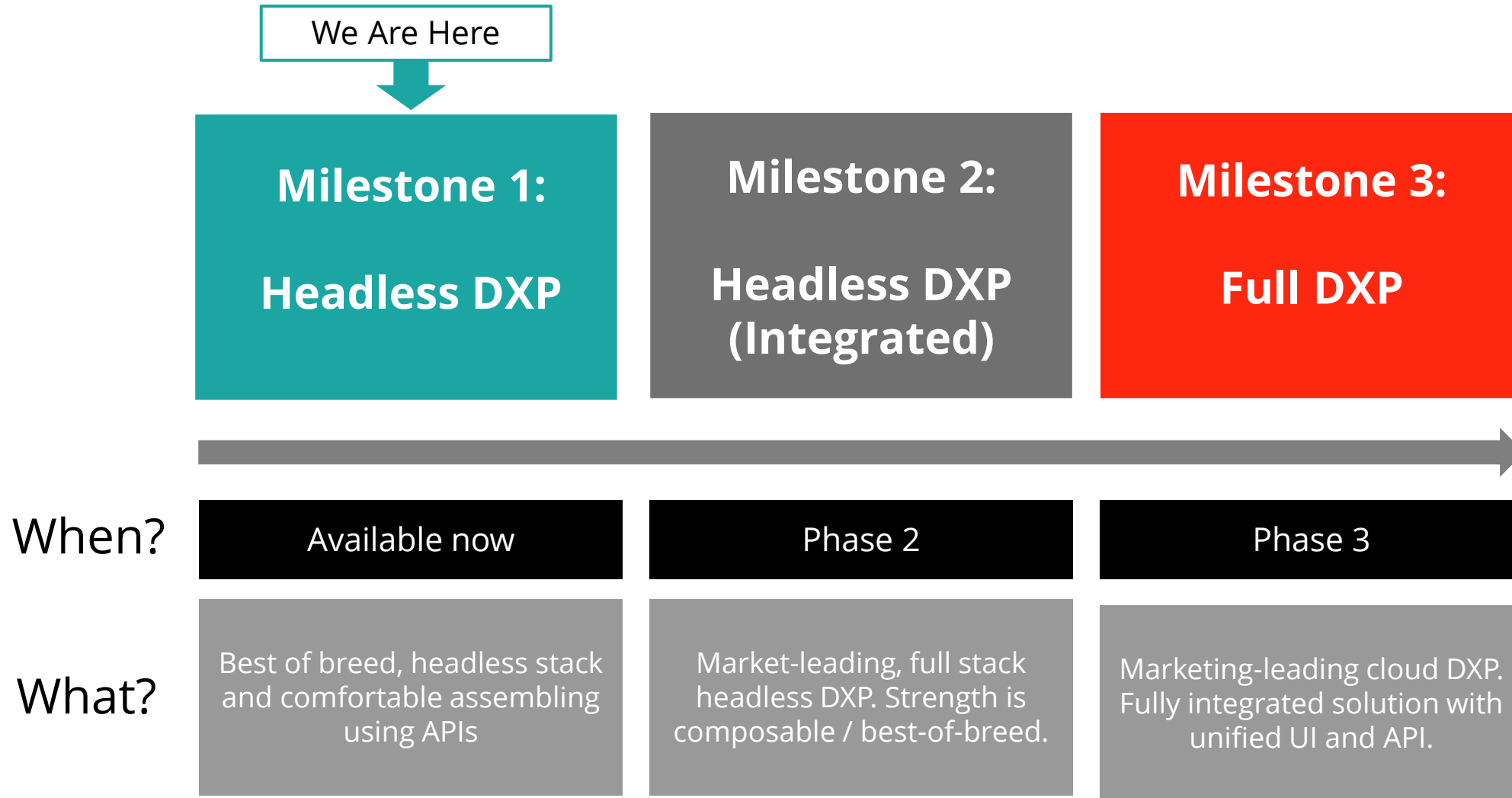
# The evolution of DXP












# Question break!

Any thoughts on what's coming?

You can also reach us at:

 @StCyrThoughts

 @RobEarlam



# Thank you

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