

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
- 14+ years of Sitecore experience
- 5+ years working at Sitecore

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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

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The Traditional Platform DXP



Traditional Platform DXP

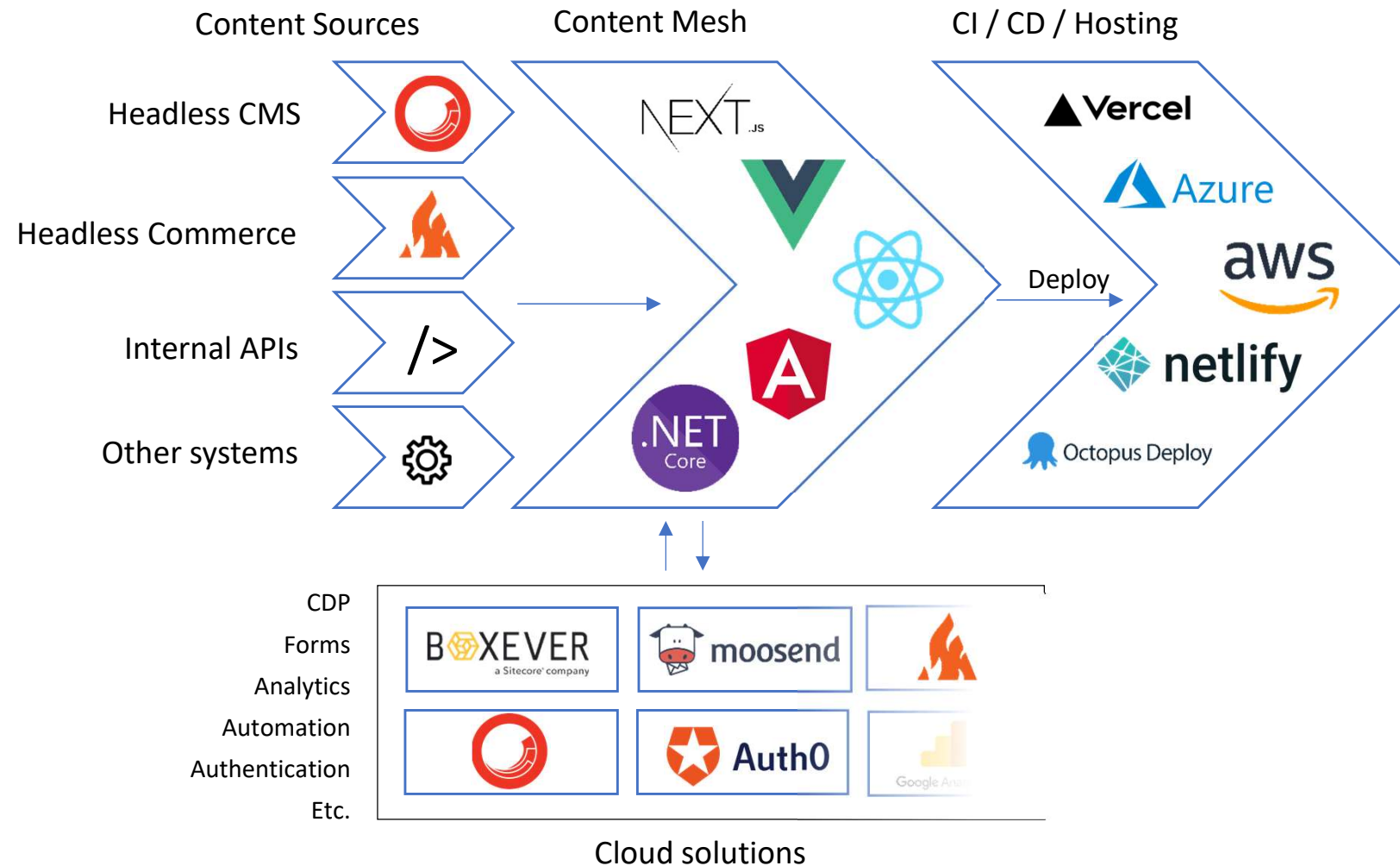
Single Vendor fully integrated unified platform

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

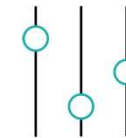


Best of breed approach



Customer-centric

Technology flexibility



Flexibility to integrate with existing marketing stack

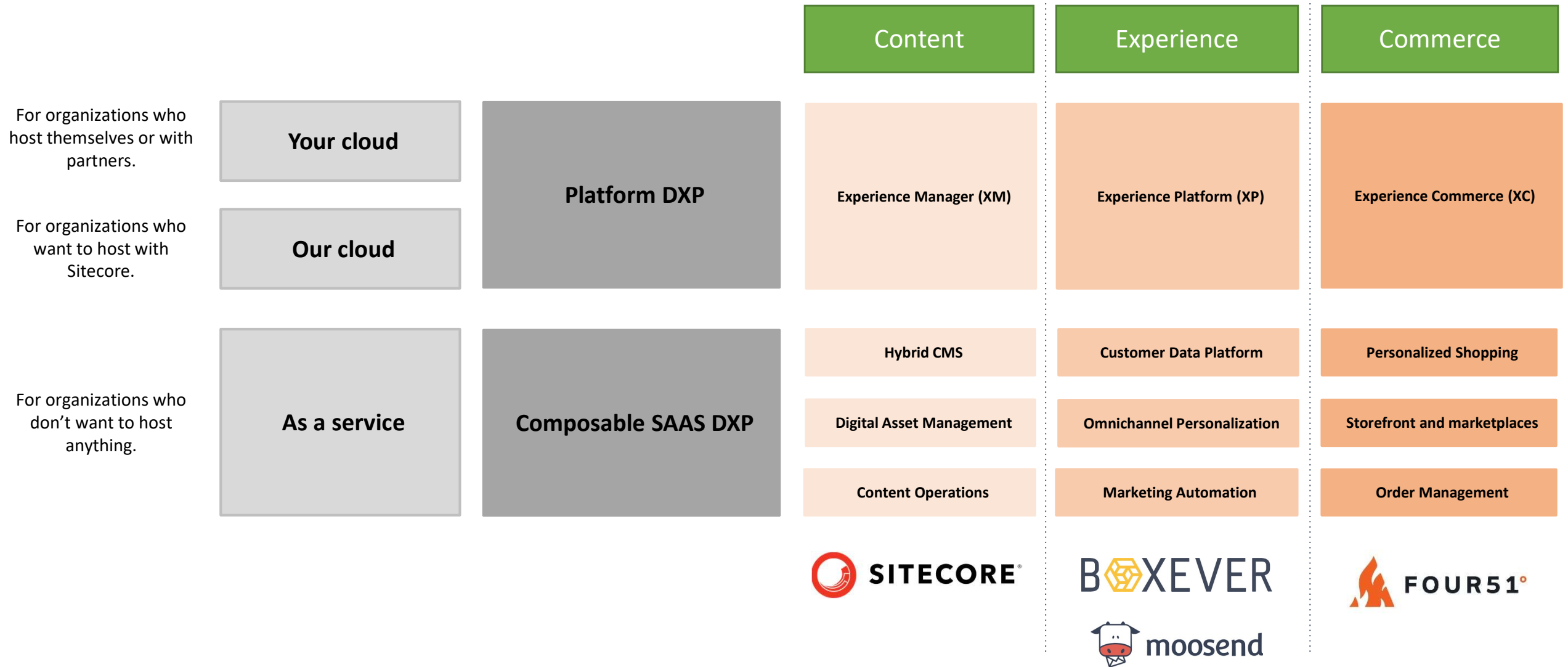


Specifically tailored end solution



Technology freedom

The evolution of DXP



The Composable DXP in the Sitecore landscape



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Product Areas

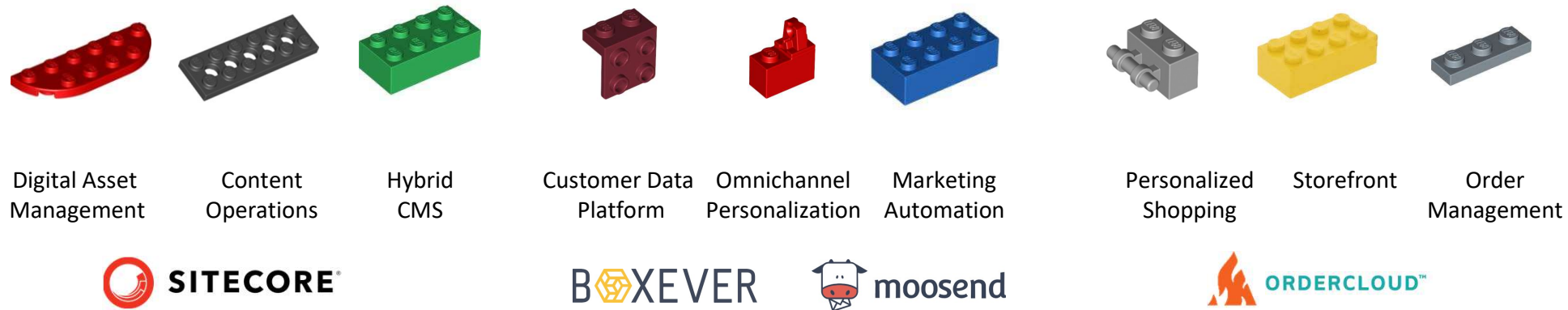
Content

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

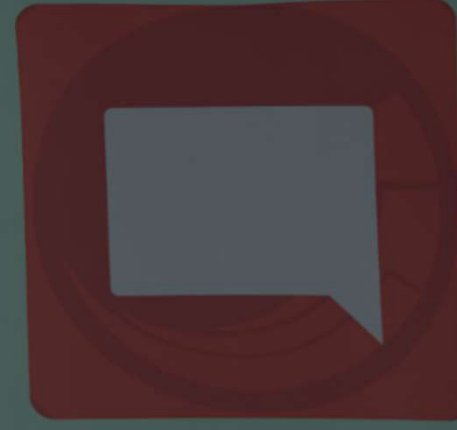
Our Composable DXP forms the backbone to your digital content, experience and commerce. Allowing you deliver headless experiences to any channel combining your best of breed marketing stack.

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

An example Composable DXP Journey



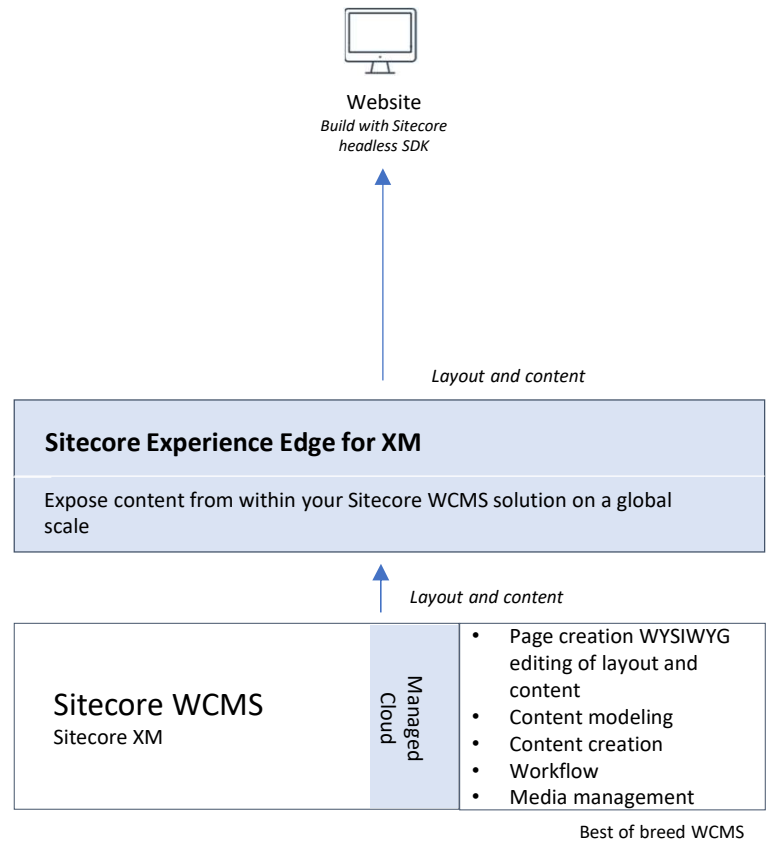
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Our shared journey to SaaS

Channels
Content Delivery
Content Management



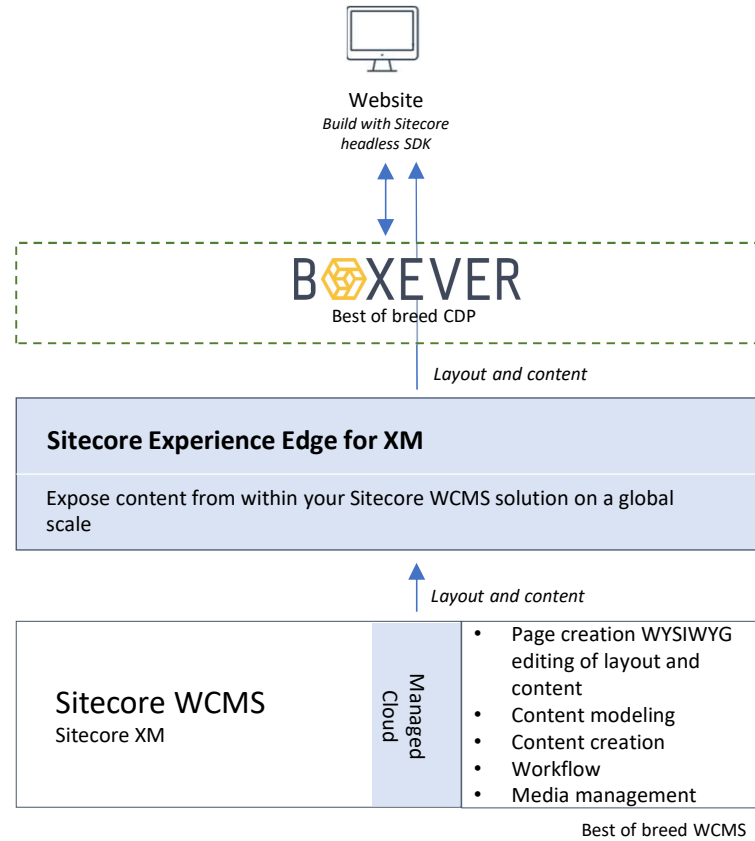
Corporate website

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



Our shared journey to SaaS

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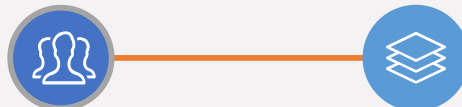


Corporate website

WCMS solution with personalization and analytics, including WYSIWYG features.

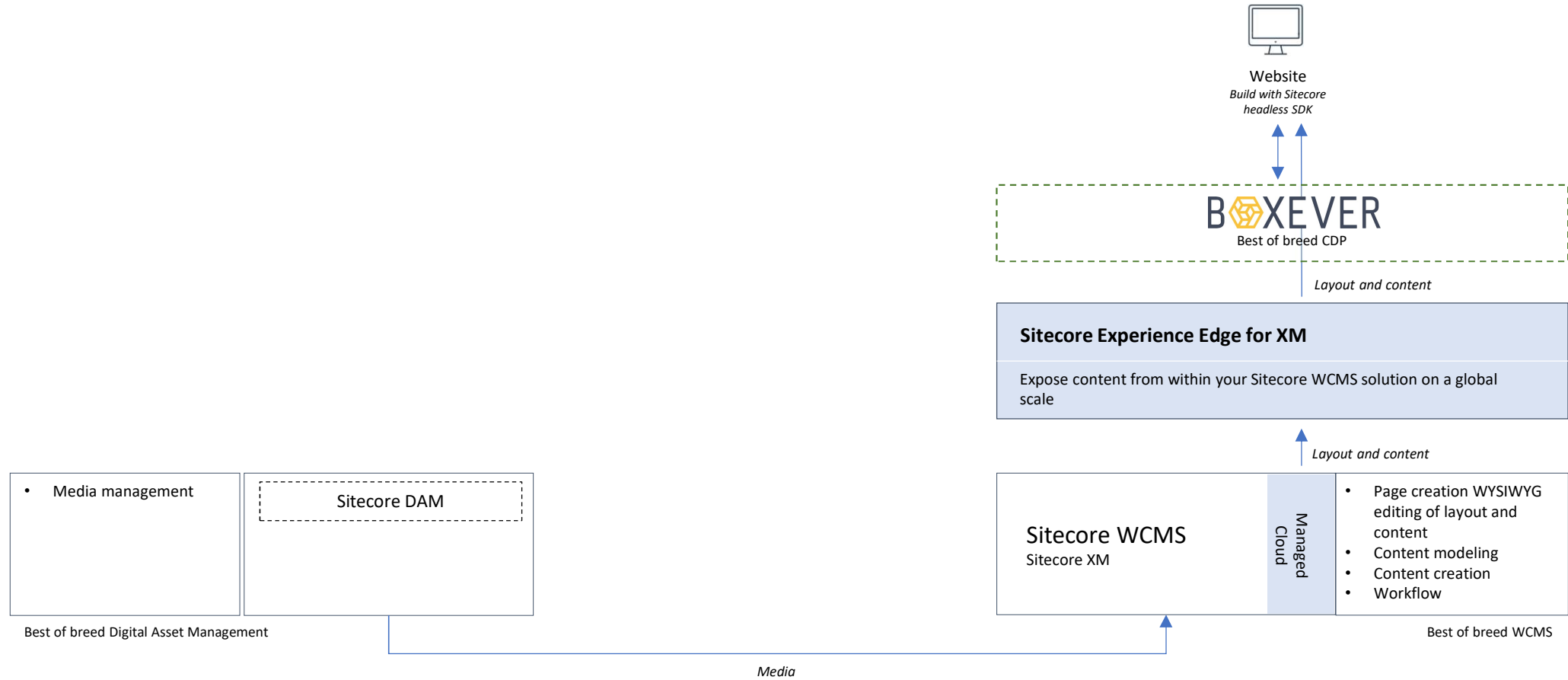
Improved media management

Purchase Sitecore DAM and uses assets in on website



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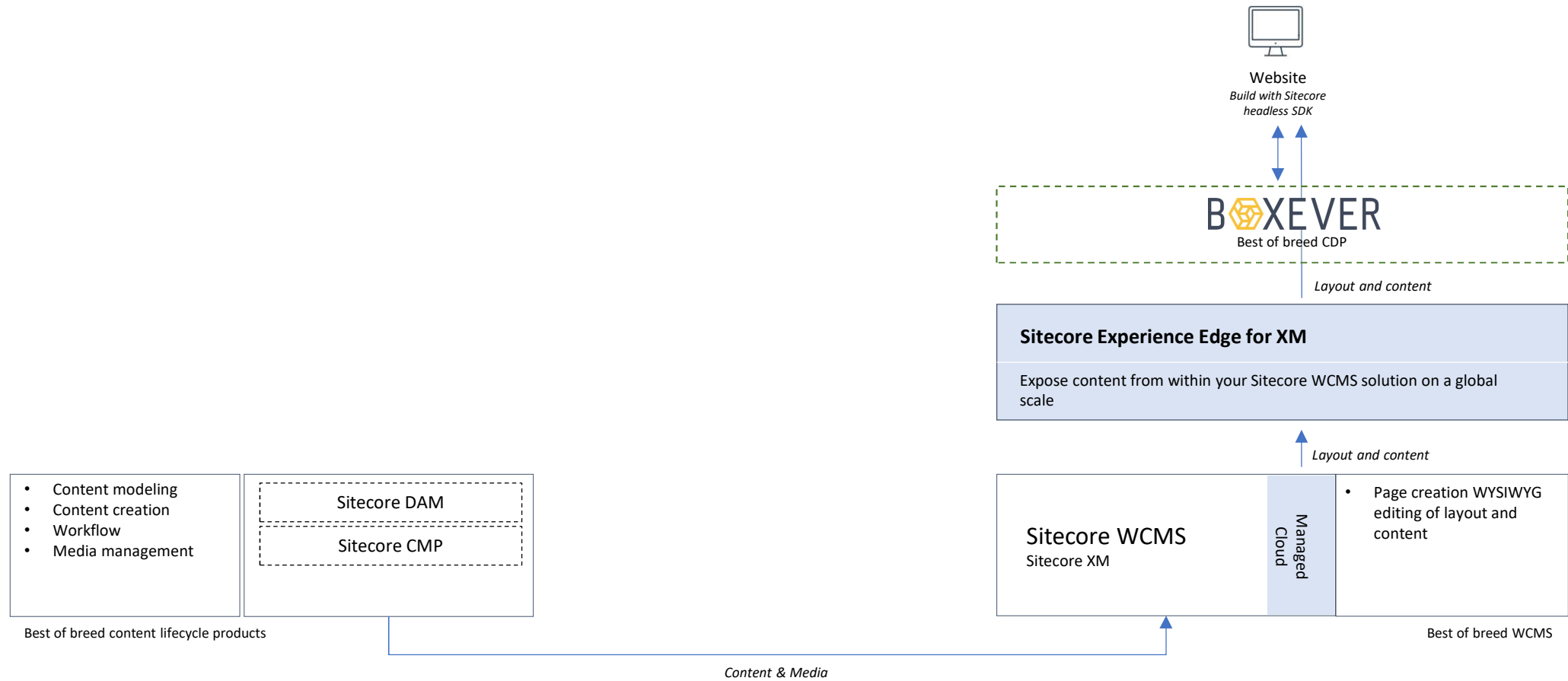
Content-Strategy

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



Our shared journey to SaaS

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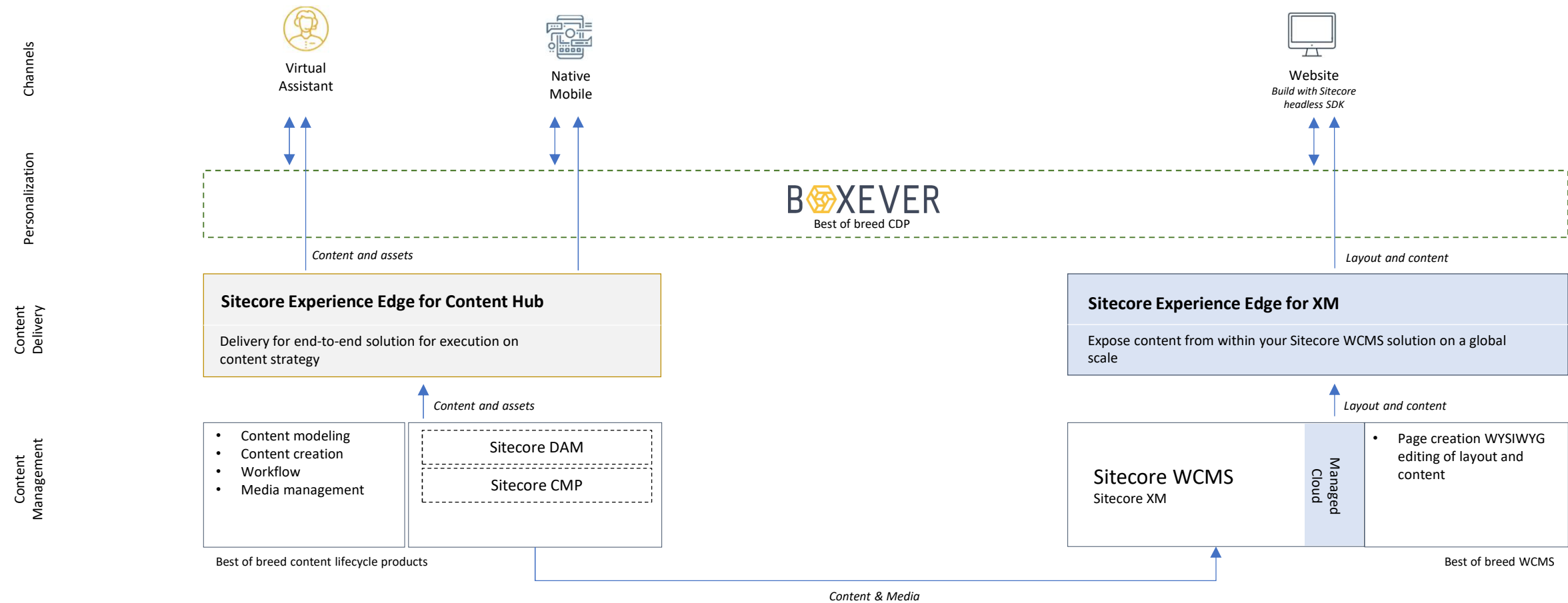


Additional Channels

End-to-end omni channel DXP delivery



Our shared journey to SaaS



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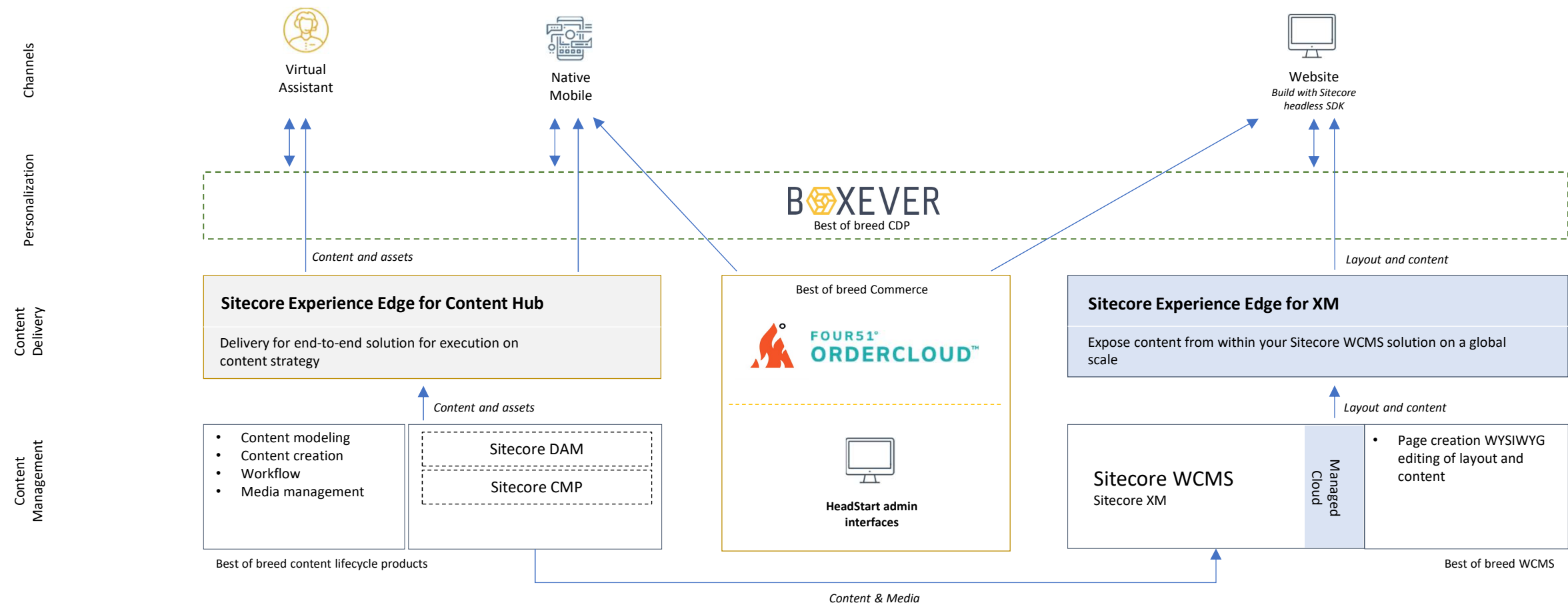


Commerce

Adding commerce features in site and app



Our shared journey to SaaS



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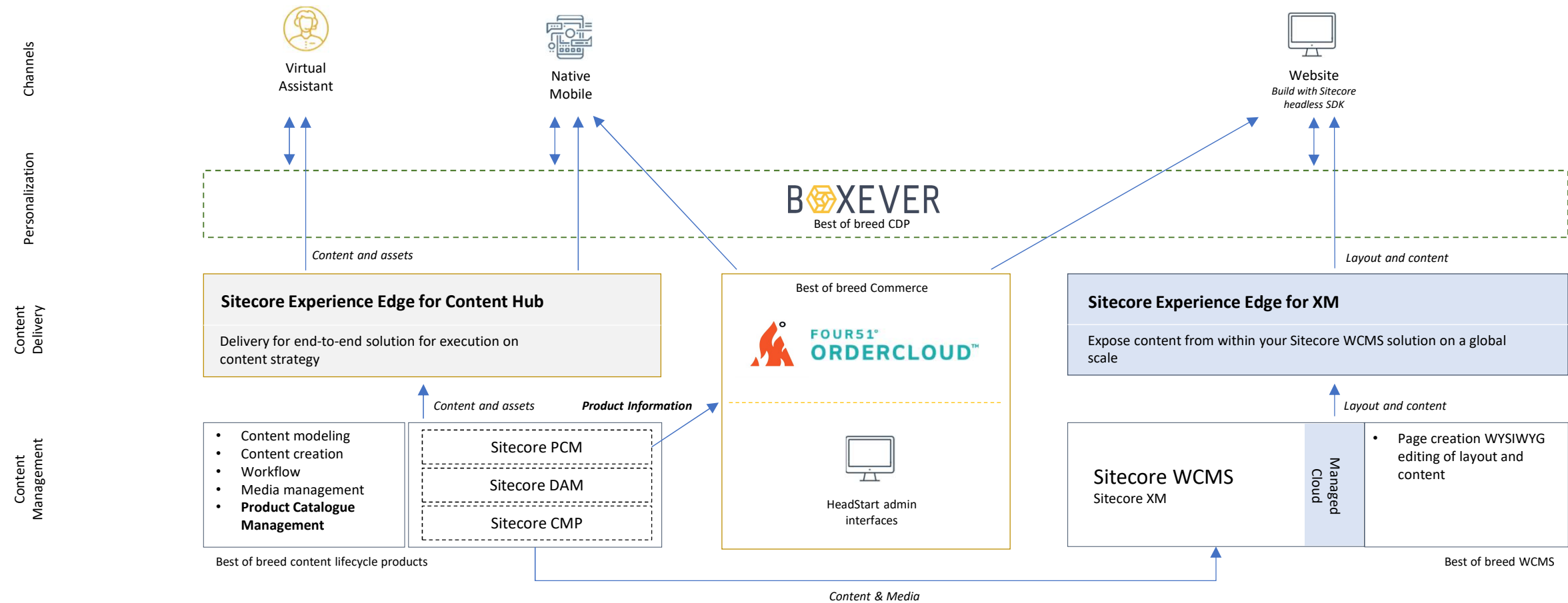


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Commerce

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Lets see this in
action!



Sitecore Content Hub

360° marketing content management

Collections



Lighthouse Fitness Products



Product Appliances



Brand Assets



Lighthouse Fitness

My searches

My selections

← Serenity Stationary Bike with Touch Screen

📄 Archive product

📦 Publish to Order Cloud

📄 Generate PDF

⋮



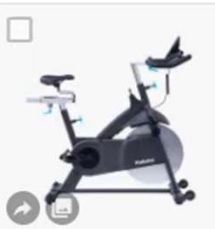
Details **Assets** Content Comments

Select all

+ Add

🔍 Search

🔄 Asset media ▾ Restricted ▾ 1 items



Stationary Bike

👁️ ⬇️

1 items

×

Commercial

Completeness (%)
100

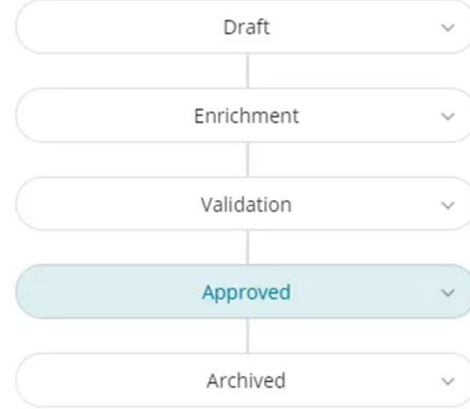
Product status
Approved

Product Price
1500

Assignment

Assigned user groups
M.BuiltIn.Readers

Product Workflow



SUGCON-2021 GET A LIST OF PRODUCTS

Sandbox SUGCON-2021

GET /products?catalogID=OGifSGHohU6K7CzHXZnINQ&categoryID=Cycling

SEND

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

200 99+

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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  "Label": null,
  "Type": null
},
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    "Name": "Cycling"
  }
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      }
    ]
  }
]
}

```



Serenity Bike GPS tracking and accelerator



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

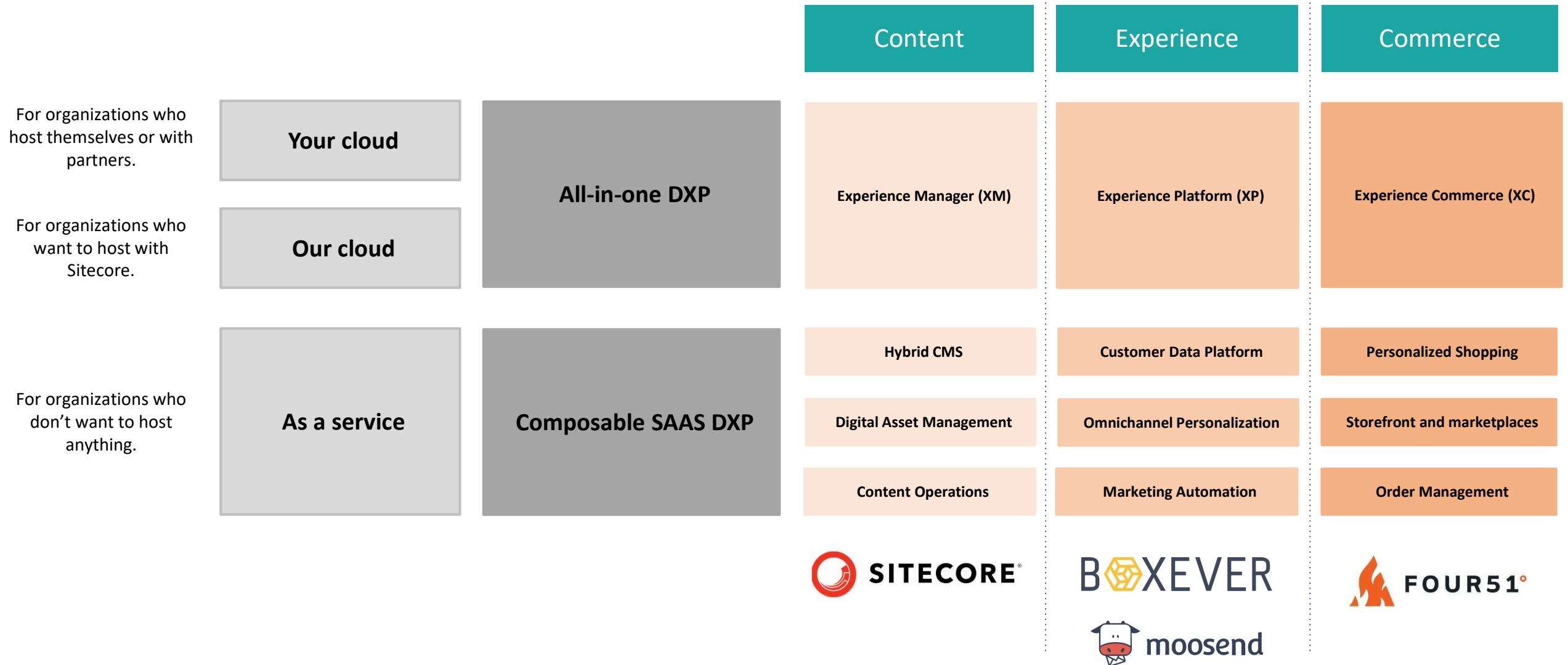
This sleek and stylized bicycle helmet will keep you safe, reduce drag, and keep you looking good at the same time. Win, win, win!

Quantity

\$79.49 Add to Cart



The evolution of DXP



Looking ahead for the composable DXP...



We Are Here



When?

Available now

Phase 2

Phase 3

What?

Best of breed, headless stack and comfortable assembling using APIs

Market-leading, full stack headless DXP. Strength is composable / best-of-breed.

Marketing-leading cloud DXP. Fully integrated solution with unified UI and API.

Questions?

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



@pieterbrink123



@RobEarlam

