

SITECORE®
SYMPOSIUM
ORLANDO 2019

Sitecore Symposium Recap



Most
Valuable
Professional



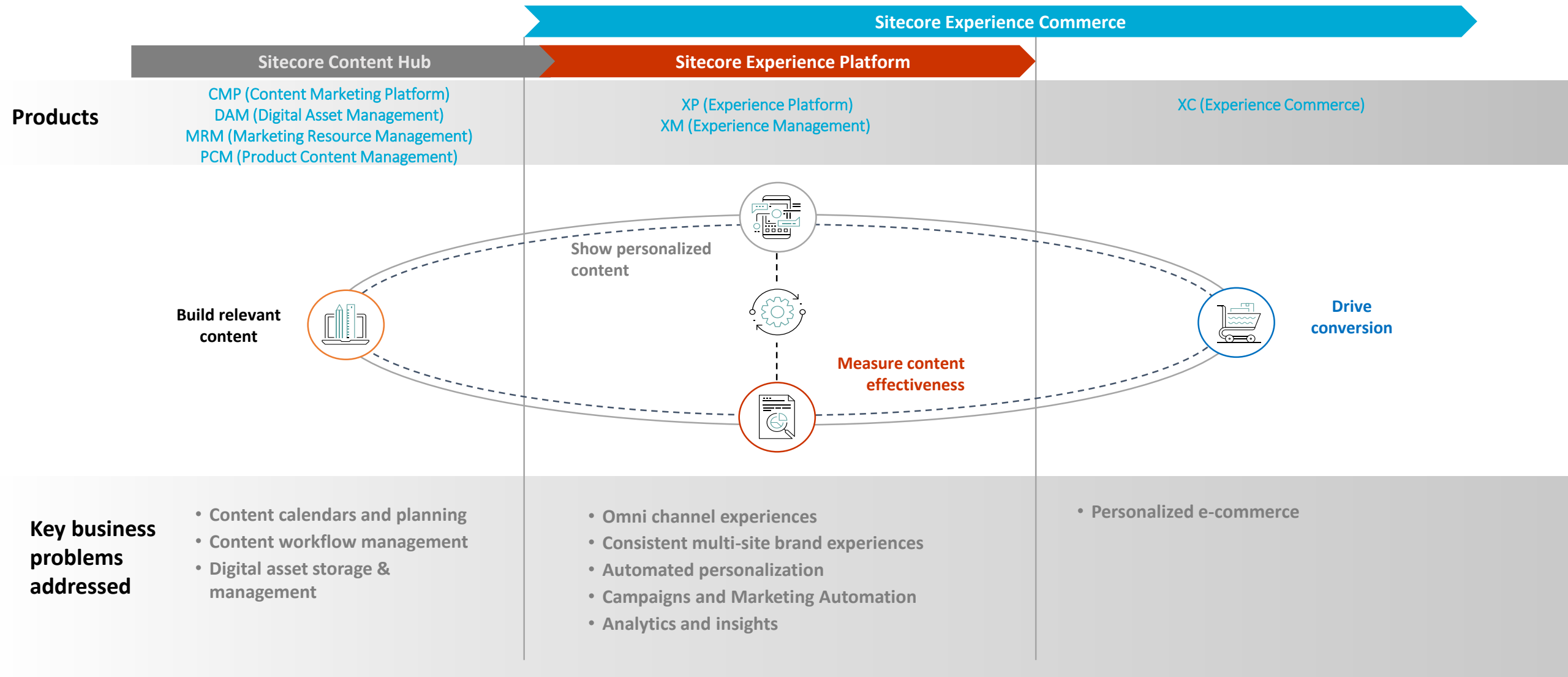
Koen Roos - Sidewalk

The image features the Gartner logo in a bold, blue, sans-serif font on the left side. The background is a dark blue, abstract digital landscape with glowing blue lines, curves, and a grid pattern, suggesting a high-tech or data-driven environment. The text is white and positioned in the lower half of the image.

Gartner®

By 2020, 90% of brands will practice at least one form of marketing personalization. However, content – not data – will be the bottleneck and primary cause of failure.

Solving the content crisis



HOME PRESENTA

Other Component

New

Personalize the presentation of the component

Content Finder Complete

where the **Content Finder Completed** goal was triggered during the current visit

Show Hide

Content: local:/Data/Pr...

Reach 0%

Effect -100%

Fitness

when current interaction's campaign's **Campaign facet 3** field is classified under the **Fitness** custom group

or where the current visit matches the **Fitness** pattern card in the **Topic Interest Category** profile

or where the current contact matches the **Fitness** pattern card in the **Topic Interest Category** profile

Show Hide

Content: local:/Data/Tr...

Reach 0%

Effect -100%

Foodie

where the current visit matches the **Cooking** pattern card in the **Topic Interest Category** profile

Show Hide

Content: .../Promo - Recipe Card

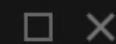
Reach 0%

Effect -100%

Default

Sitecore Personalization

Personalize the component



HOME PRESENTA

Other Component

New

Personalize the presentation of the component



Component	Rule Description	Content	Reach	Effect
Content Finder Complete	where the Content Finder Completed goal was triggered during the current visit	local:/Data/Pr...	0%	-100%
Fitness	where the current interaction's campaign's Campaign facet 3 field is classified under the Fitness facet group or where the current visit matches the Fitness pattern card in the Topic Interest Category profile or where the current contact matches the Fitness pattern card in the Topic Interest Category profile	local:/Data/Tr...	0%	-100%
Foodie	where the current visit matches the Cooking pattern card in the Topic Interest Category profile	.../Promo - Recipe Card	0%	-100%
Default				

Rules are static, people are dynamic

A woman with voluminous curly hair is smiling and looking down at her smartphone. She is wearing a black sleeveless top and has a blue bag strap over her shoulder. The background is a dark blue wall with a brick-like texture. In the upper left corner, there are abstract digital graphics consisting of red and teal lines and dots, some forming loops and others being straight lines. A teal location pin icon is also visible among these graphics.

**HUMAN
CONNECTIONS
IN A DIGITAL
WORLD**

**Introducing
Sitecore AI**

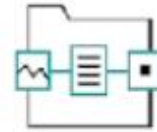
Sitecore AI – Auto Personalization



A service that enables automated personalization on Sitecore Experience Platform (XP)



Select any components on your website to turn on Auto Personalization and let machine learning drive personalization



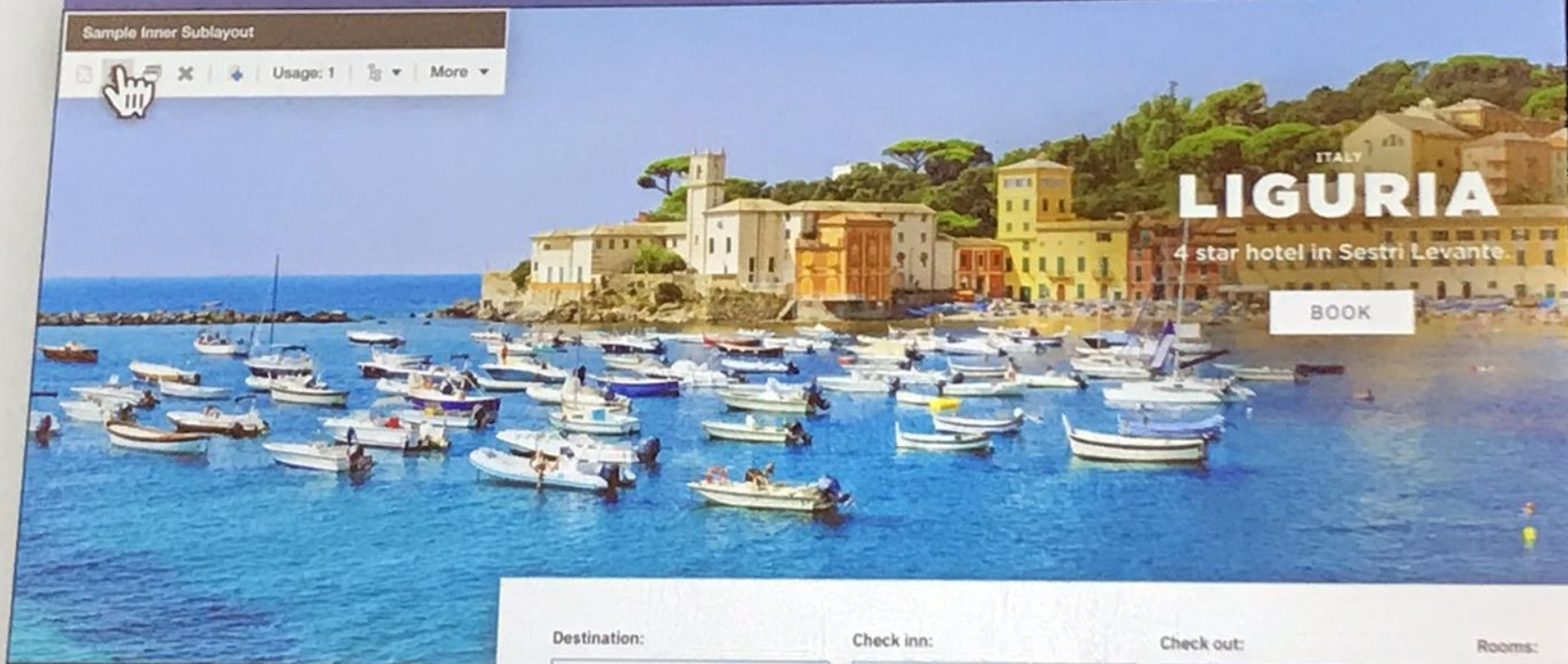
Just add content (variations) to the component



You can use rules with auto personalization, or not

Sample Inner Sublayout

Usage: 1 More



Destination:

Liguria - Italy

Check in:

When are you arriving?

Check out:

When will you be leaving?

Rooms:

1

Personalize the component

Personalize the presentation of the component

Default

If none of the other conditions are true, the default condition is used.

Show Hide

Visits
0%

Presentation:



[Not set] Home

Content:

[Not set] Home

Use Auto-Personalization

OK

Cancel

Select the Associated Content

Select the content that you want to associate with the rendering and use as the data source.

Select an existing content item.

- Sitecore
 - Content
 - Home
 - Home page
 - Events
 - Offers
 - Rates
 - Rates
 - Hero images and CTAs
 - Images
 - Call to actions
 - Room content
 - Images
 - Descriptions
 - Offer content
 - Images
 - Descriptions
 - Sign up text

OK

Cancel

Personalize the component



Personalize the presentation of the component



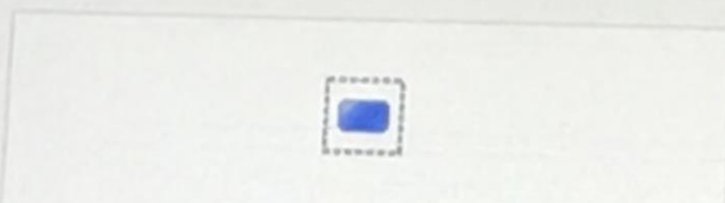
Default



If none of the other conditions are true, the default condition is used.

 Show HideVisits
0%

Presentation:



[Not set] Home

Content:

Home/Hero-images-and-cta




Use Auto-Personalization

OK

Cancel



Check in: Check out: Rooms: Adults: Children: [BOOK NOW](#)



THE LODGE
Great for large groups and equipment

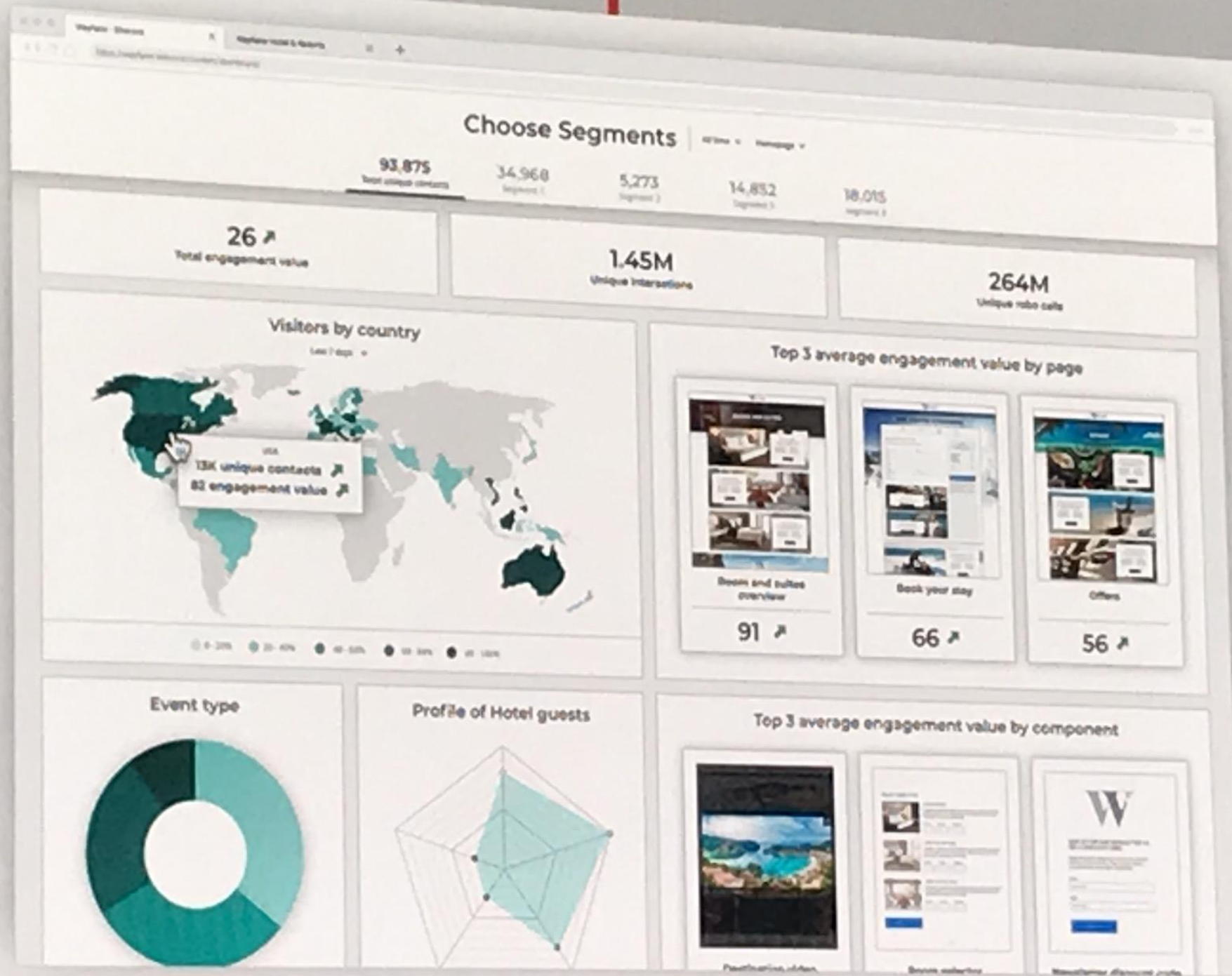
[EXPLORE](#)

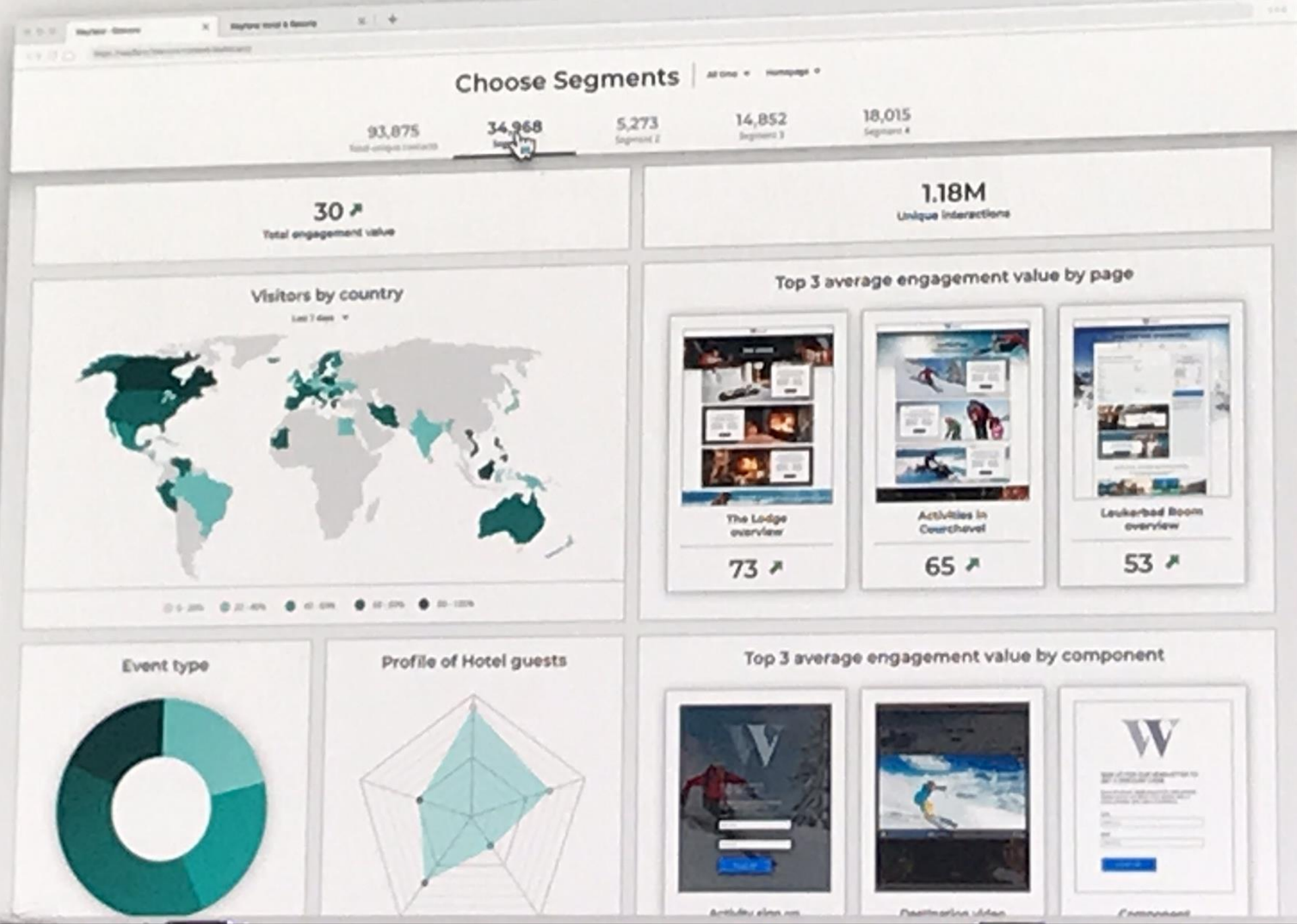
The advertisement features a photograph of a rustic wooden lodge with a snow-covered roof, illuminated from within. The text is positioned at the bottom of the image.

CHAMPAGNE WITH A VIEW
Enjoy a free bottle of champagne on arrival

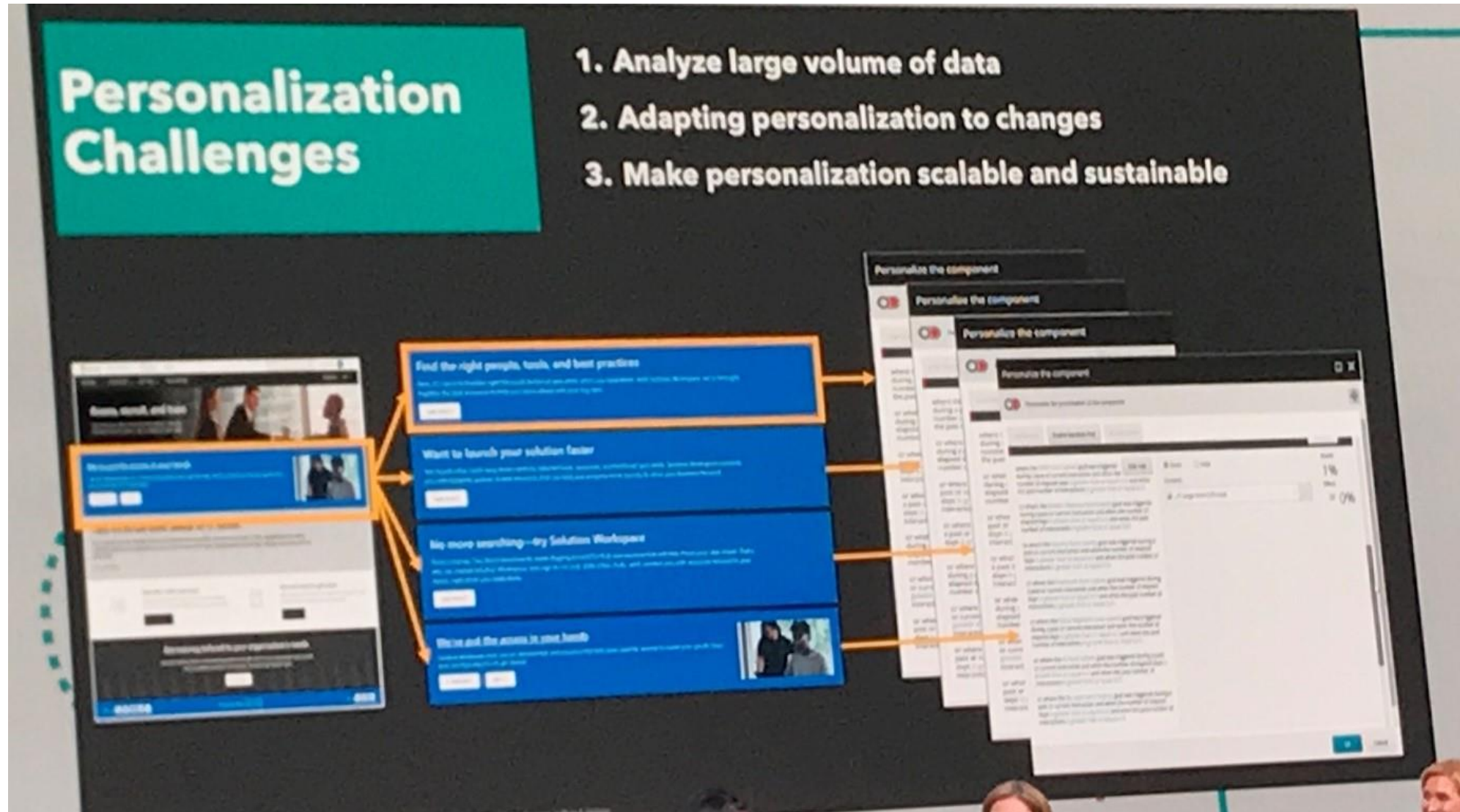
[BOOK NOW](#)

The advertisement shows a close-up of champagne bottles chilling in a bucket of ice on a wooden balcony with a view of a snowy mountain landscape.

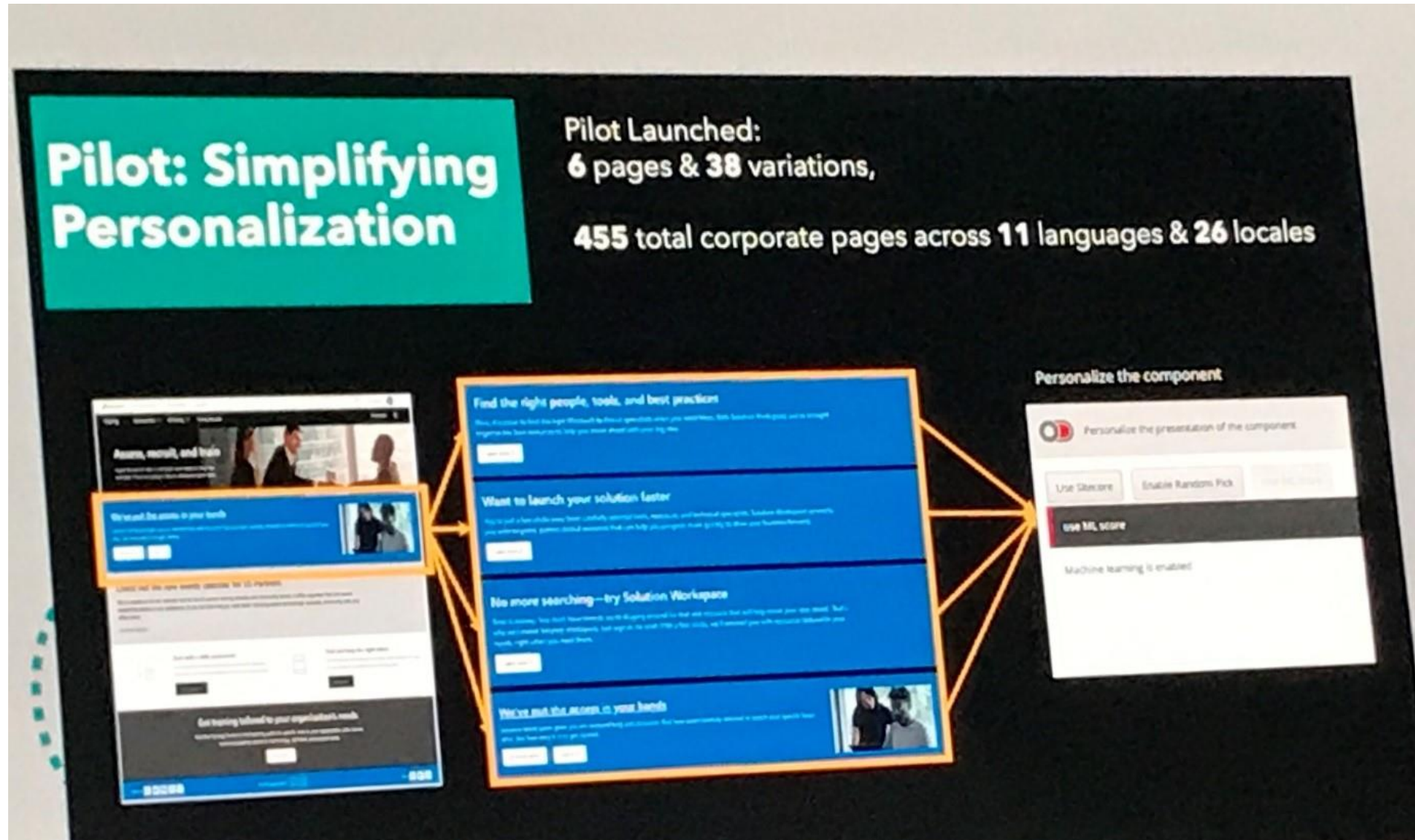




Pilot: Microsoft Partner Network



Pilot: Microsoft Partner Network



Sitecore AI: Auto Personalization

Auto Personalization will be launched by end of 2019

Module can be installed on XP 9.0 and above

AI Dashboard: Personalization metrics & Segmentation

New license is required, this is a SaaS product

Min. 12 million visits / year to train the model

Import existing XDB data to learn from historic interactions

Auto personalization is just the starting point

1

Auto-
Personalization



Segmentation
Analysis



2

Content AI



3

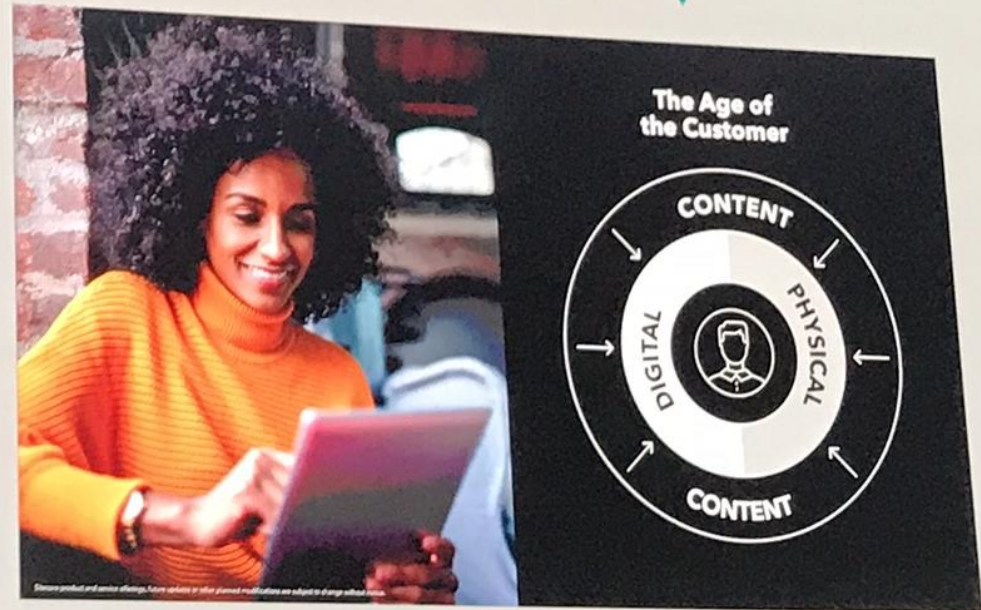
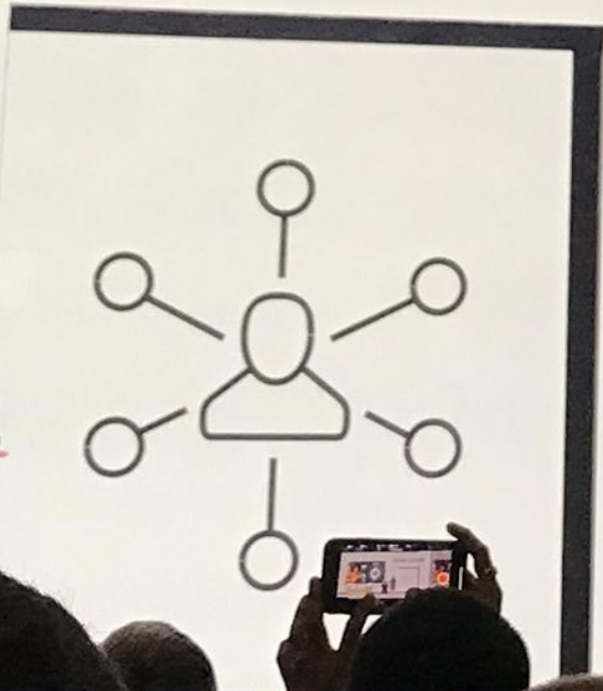
Journey AI

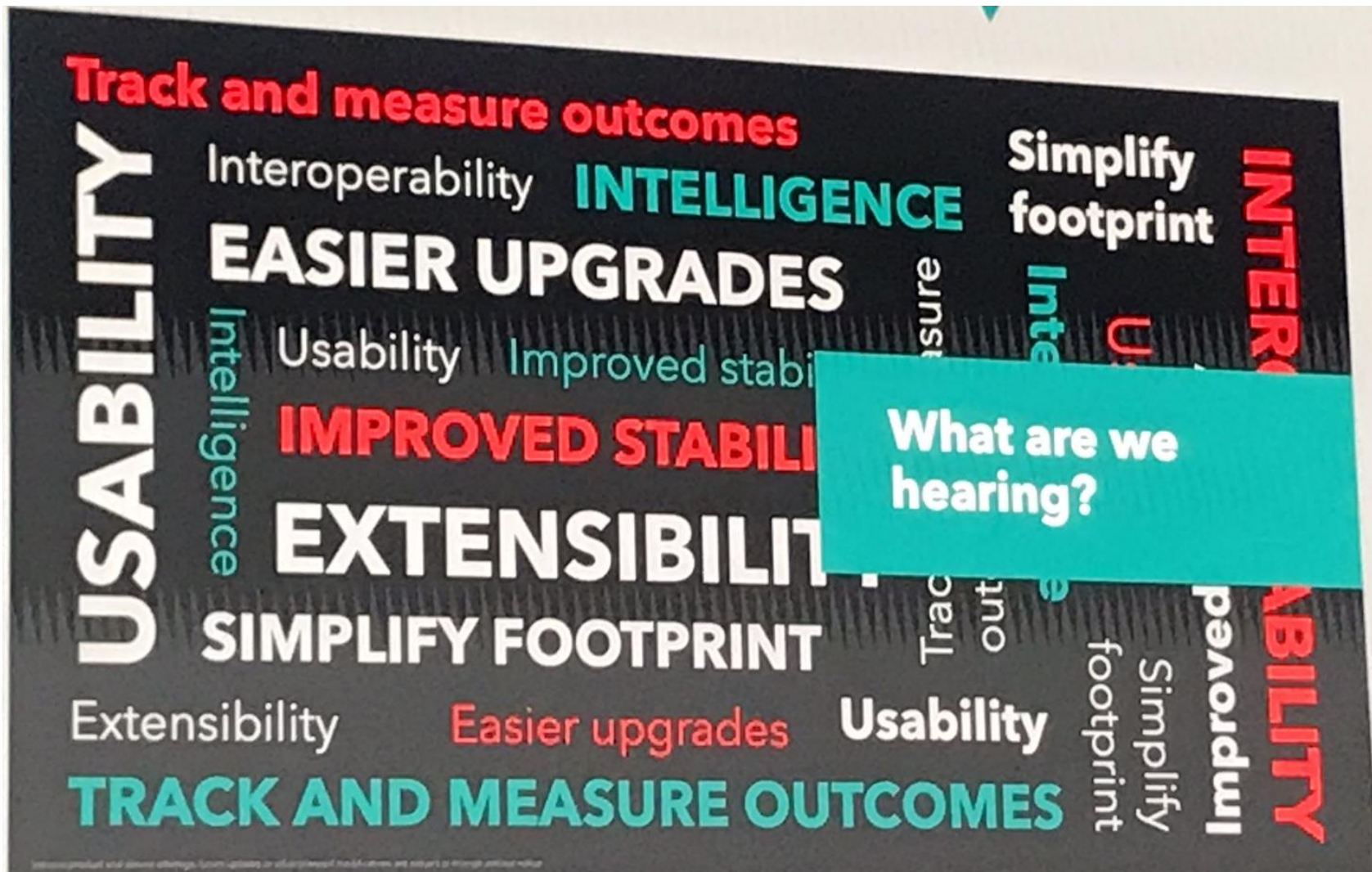


Our vision for SaaS



SITECORE® SYMPOSIUM 2019





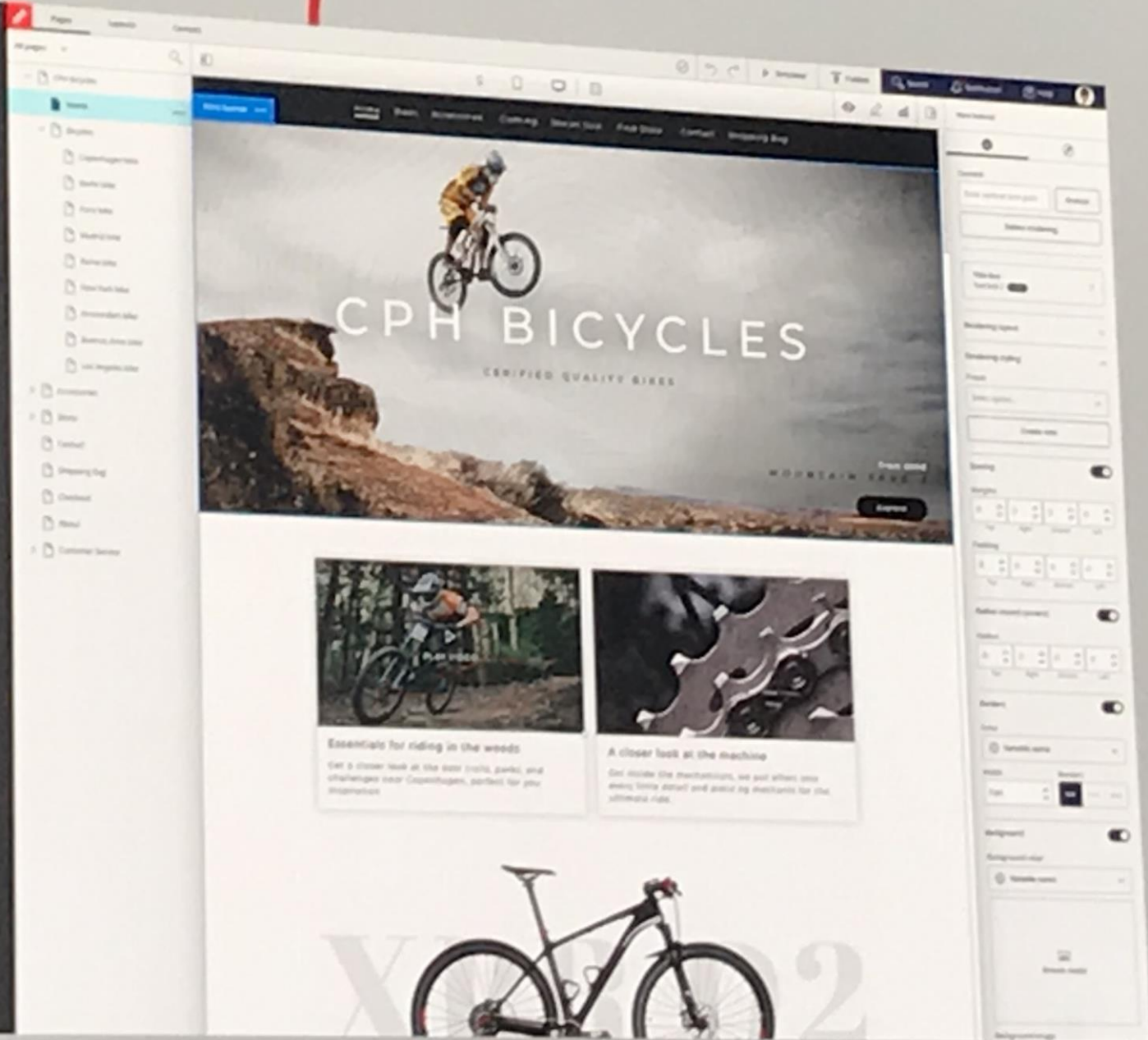
“Updates are painful”

– Desta Price, Sitecore EVP Product Management

Sitecore SaaS Planned Summer 2020

Join the Design Partner Program!

Sitecore product and service offerings, from updates to other planned modifications are subject to change without notice.



The screenshot displays the Sitecore SaaS interface for the CPH Bicycles website. The main content area features a large hero image of a cyclist on a mountain trail with the text "CPH BICYCLES" and "CERTIFIED QUALITY BIKES". Below the hero are two featured articles: "Essentials for riding in the woods" and "A closer look at the machine". At the bottom, a full bicycle is shown. The interface includes a left-hand navigation menu with categories like "Home", "About", "Products", and "Contact". A right-hand sidebar contains various settings and controls, such as "Content", "Design", and "Performance". The browser's address bar shows the URL "https://www.cphbicycles.com".

XP2020



Designer



New Developer Experience

Content

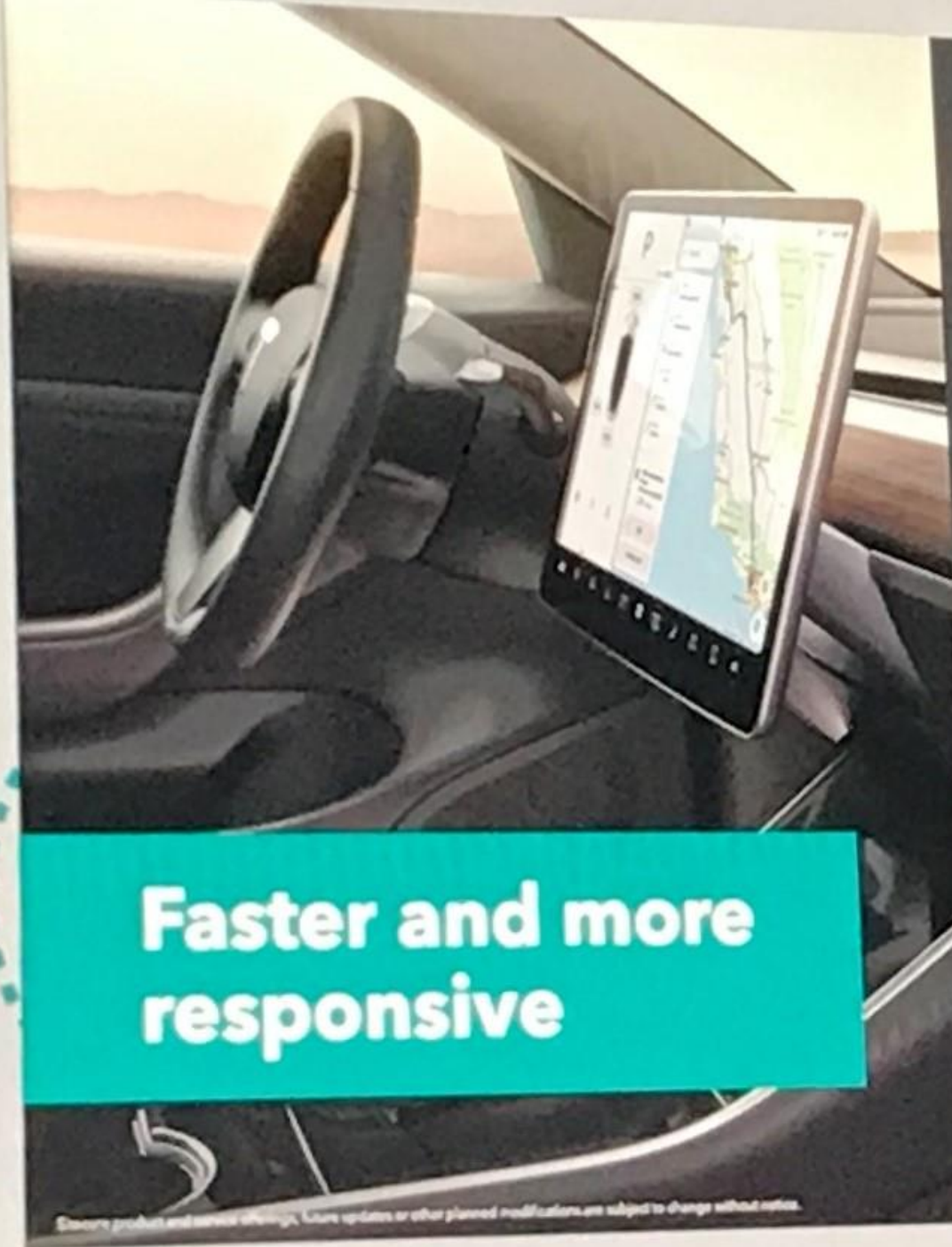
Modern Platform

Faster Time to Value

Usability

Extensibility

Seamless Upgrades



New Developer Experience

Faster Development Cycles

Use ASP.NET Core or JavaScript

Standardized Tooling and DevOps

Work from VSCode and CLI
or Visual Studio

Output content to multiple channels

Easier, more frequent website updates

Get to market faster

**Faster and more
responsive**

Sitecore SaaS

First version: Summer 2020

Focus on providing core content management features

Foundation for building websites and getting them up and running quickly

“it will **not be a replacement** for customers who require **advanced omnichannel content delivery, customer data analytics, marketing automation features**, and so on”

“As such, it will be best suited to the needs of lower mid-market customers with more **limited digital experience requirements**, as well as mid-sized or enterprise organizations building **micro-sites** or who are interested **in testing the platform for future production purposes.**”

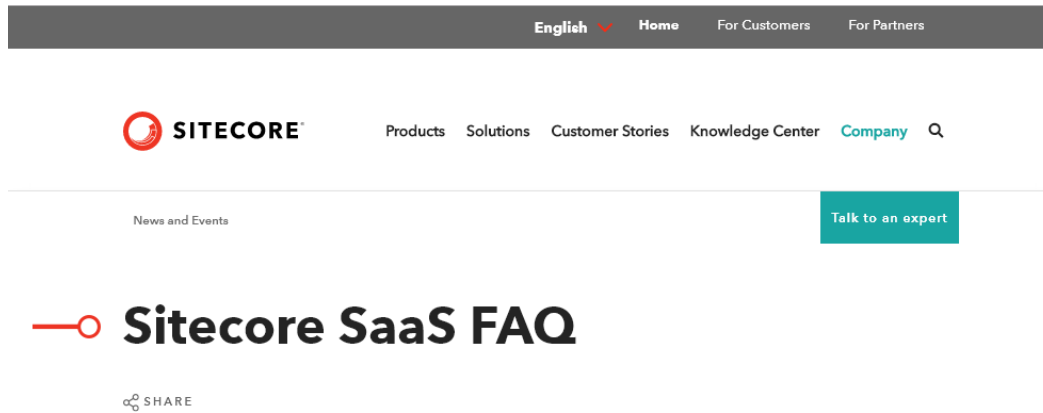
Sitecore SaaS

“the initial release of Sitecore’s SaaS platform will address limited use cases, and it will evolve over time”

“As such, we will **continue to invest in and support our existing on-premise platform for the next 3-5 years** in addition to our support policy. Beyond that timeframe, we’ll make decisions determined by customer demand and market practicality.”

“But when SaaS is the right choice for our customers – based on their needs, not our timetable – **we will make the transition as easy as possible.**”

Sitecore SaaS FAQ

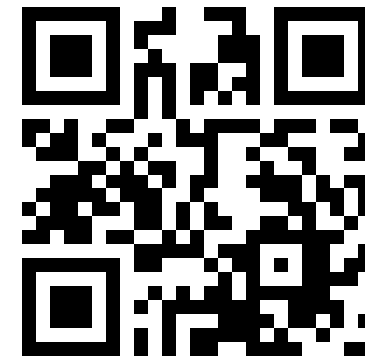


This FAQ is provided for informational purposes only to address common questions our customers and partners may have regarding Sitecore's vision as it relates to SaaS. The information provided herein is general in nature and is not intended to provide either an exhaustive explanation of Sitecore's development plans or address any one specific SaaS solution from Sitecore, except where noted.

This FAQ contains forward looking statements about products and services not yet released by Sitecore. Our product and service offerings, future updates or other planned modifications are subject to ongoing evaluation by Sitecore and subject to change.

<https://www.sitecore.com/company/news-events/press-releases/2019/11/sitecore-saas-strategy/saas-faq>

<http://tiny.cc/SitecoreSaaS>



THANK YOU

Q&A



SIDEWALK