

The Architect's Guide to SaaS Migration

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#sugcon



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Hello!



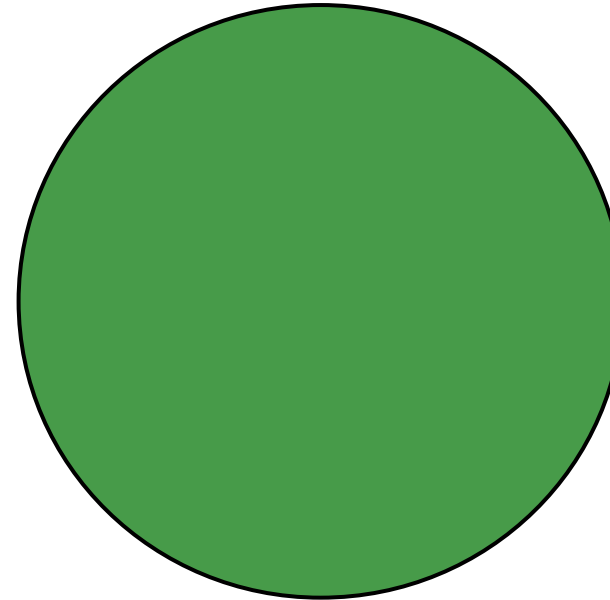
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Senior Director Technical Marketing, Sitecore

@pieterbrink123



Jason St-Cyr

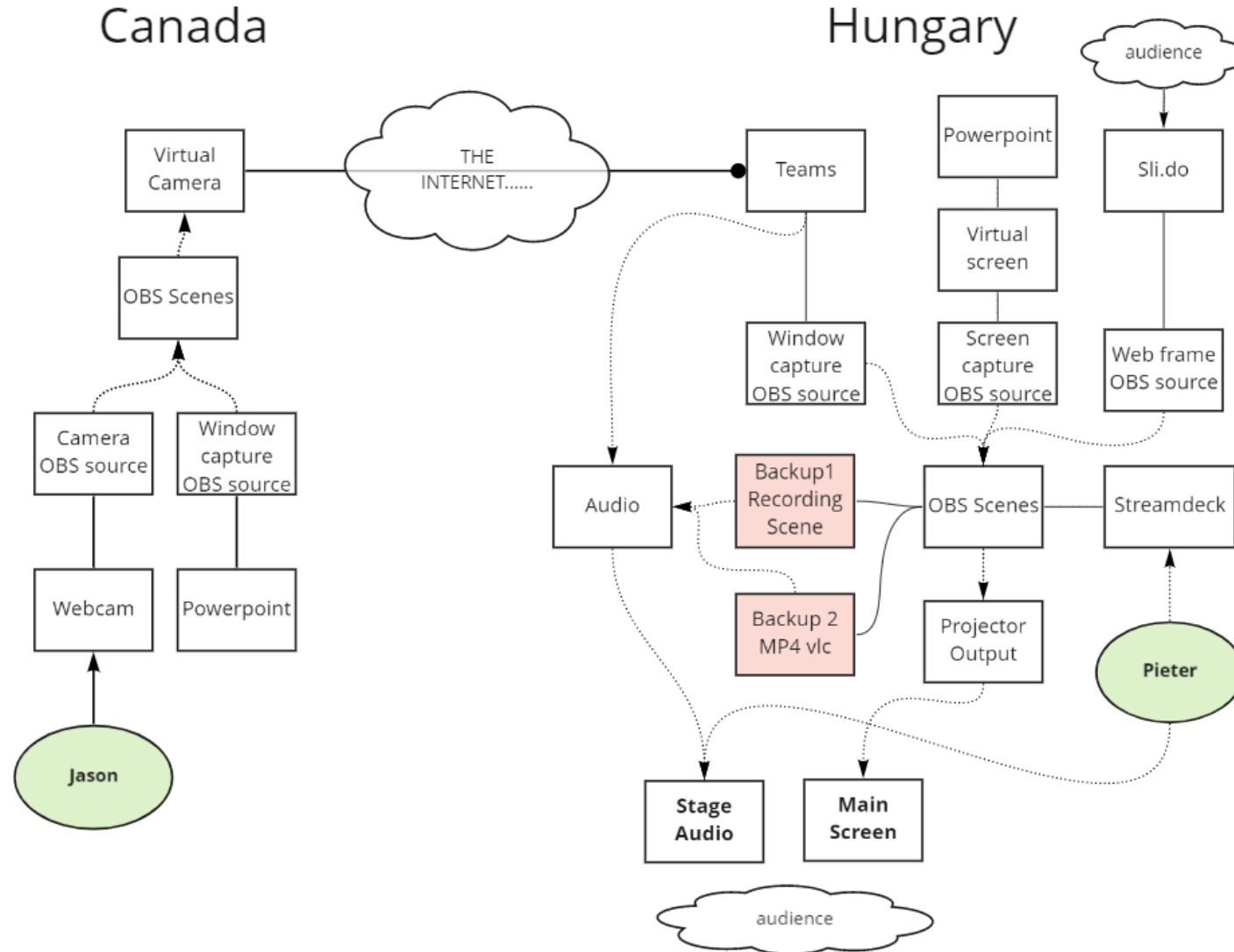
Director Developer Relations, Sitecore

@StCyrThoughts

A lot of tech and opportunity



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Questions?
<https://sli.do>
Code: SUGCON22



A woman with long, dark, curly hair in a braid, wearing a light blue button-down shirt over a dark turtleneck. She has a wide-eyed, surprised expression and her hands are held out palms up. The background is white with a large, dark grey arrow pointing right, which has a pinkish-red outline. The text "Why are we here?" is written in white, sans-serif font across the center of the arrow.

Why are we here?



Companies need focus

The background is a light blue-grey color. On the left side, there are several small, white, spherical objects scattered across the surface. A dark grey arrow points from the left towards the right, with its tip on the right edge. A vertical yellow line runs through the center of the image, passing through the middle of the dark arrow. The text "Remove distraction" is written in white, bold, sans-serif font, centered within the dark arrow.

Remove distraction

A collection of various tools is arranged on a camouflage-patterned fabric background. In the center is a red Swiss Army knife with multiple tools extended, including a saw, a corkscrew, and several blades. To the top left is a flashlight with a textured silver body and a black handle. To the top right is a black compass with a gold-colored bezel and a green arrow pointing to the 12 o'clock position. Below the compass is a small piece of wood. To the right of the Swiss Army knife is a pair of pliers. At the bottom left is a small, coiled spring. The text "Use the right tool for the right job" is overlaid in white on a dark, semi-transparent rectangular background that spans the middle of the image.

Use the right tool for the right job

How does this translate to DXP today



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DXP solution

Content
Management

Email
marketing

Marketing
automation

Digital Asset
management

Analytics

Hosting

Disaster Recovery

Monitoring

Technical Support

Installation

Compliance

Software

Hardware

How does this translate to DXP today



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Marketing Technology Landscape

The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,669

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape
more at martech5000.com

Why Composable DXP?

2019

7,040 solutions

2018

6,829 solutions

2017

5,381 solutions

2016

3,874 solutions

2015

1,876 solutions

2014

947 solutions

Questions?

<http://sli.do> Code: SUGCON22

Sitecore's composable strategy

- Best of Breed
- Better together
- Open API's based on standards

Platform → Composable





... but first...

"What about \$specific_topic\$?"



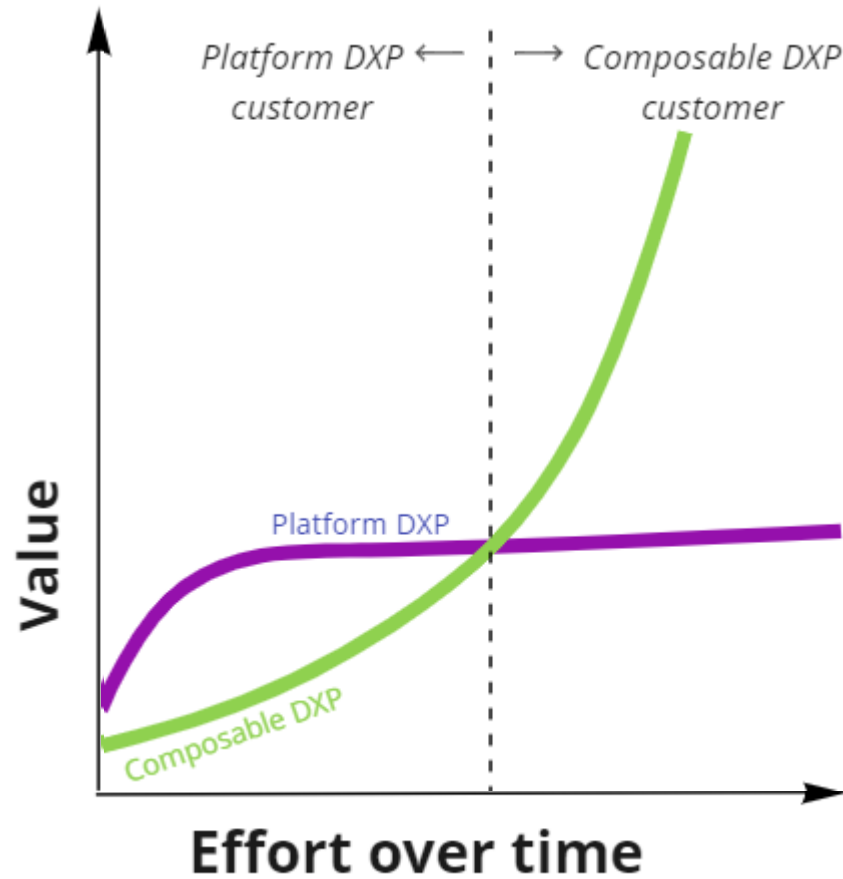
"IT DEPENDS."



Is composable always
the right solution?

The image features a dark, textured background. A horizontal band of dark blue-grey color runs across the middle. On the left side of this band, a dark grey paper airplane is positioned. On the right side, a yellow paper airplane is positioned. Below the band, another dark grey paper airplane is visible. Faint, chalk-drawn loops and lines are scattered across the background, particularly around the central text area.

"IT DEPENDS."



Platform DXP

- Integrated solution full of features
- Overtime efforts will go up to maximize and maintain value

Composable DXP

- Stand alone products that need integration
- There is no limit in value it will only increase overtime when you add more solutions

Every customer is unique



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Example considerations;

Platform

For customers that

- effortless (global) scaling is not a requirement.
- have one team doing everything: content, campaign, email marketing, etc.
- Has limited existing marketing stack that drives value.
- Want one integrated tool that does it all.
- Are willing to fit their business requirements to features of the platform

Composable

For customers that

- need a highly (global) scalable solution.
- want to remove risk and burdens of hosting and product upgrades
- integrate with existing marketing stack
- Want to use different best of breed marketing stack to solve business issues that they have today.
- Need technology and vendor freedom

The background is a dark, almost black, space filled with vibrant, horizontal streaks of light in shades of purple, magenta, blue, and orange. These streaks vary in length and intensity, creating a sense of motion and depth. Scattered throughout the scene are numerous small, glowing spheres or particles in similar colors, some appearing as bright points of light and others as soft, out-of-focus blurs. The overall effect is reminiscent of a cosmic nebula or a high-speed data visualization.

Let's get started!

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.

Questions?

<https://sli.do> Code: SUGCON22



What does the solution look like?



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Composable vendor solutions



CDN



DAM



Static Site Host

What does the solution look like?



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Static Site Host

Headless implementation



Sitecore content delivery

Experience Edge



What does the solution look like?



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Headless implementation



Sitecore content delivery

Experience Edge



Sitecore marketing services



Sitecore infrastructure



Jamstack in XM Cloud



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Composable vendor solutions



CDN



DAM



Static Site Host

Headless implementation



Sitecore content delivery



Experience Edge

Sitecore marketing services

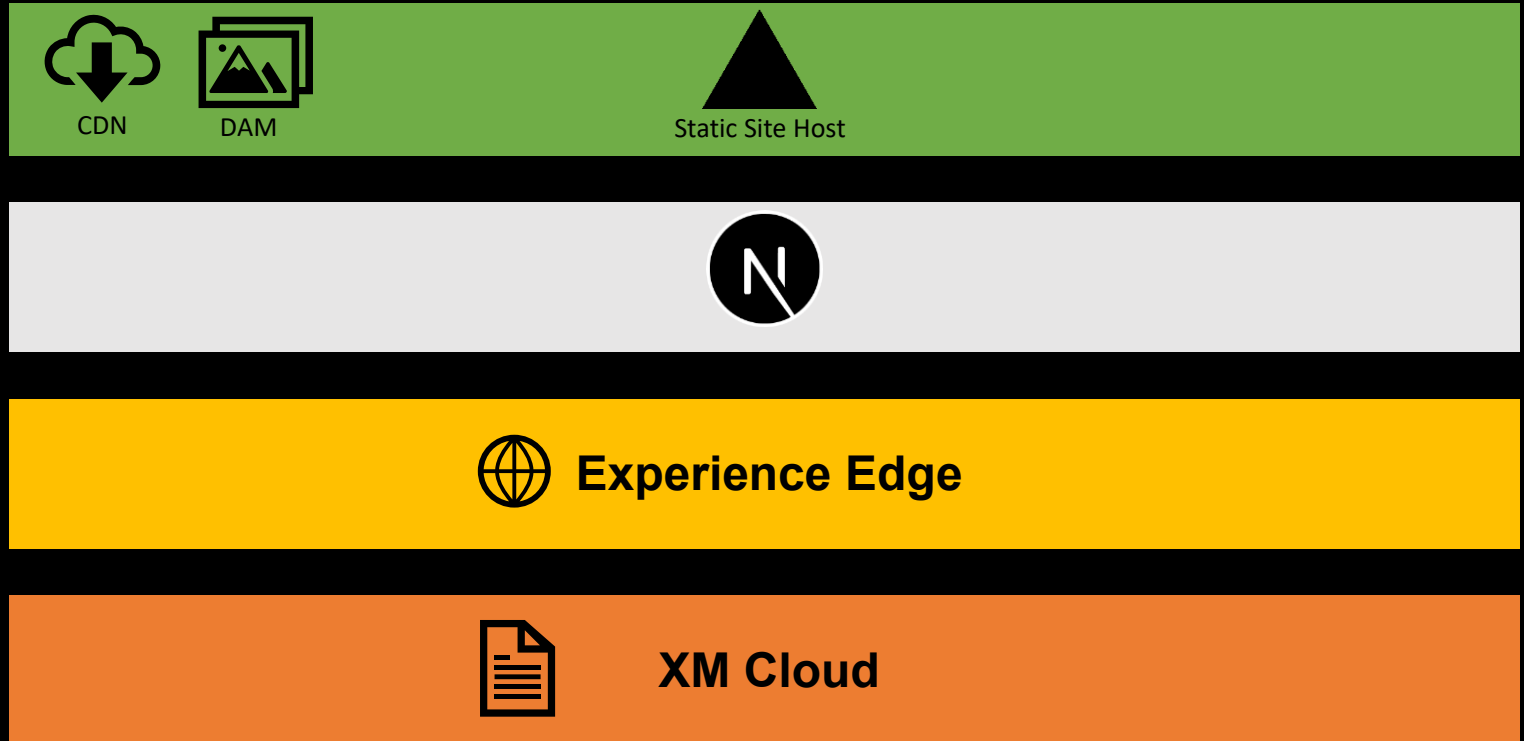


XM Cloud



Why show this?

- This is easy mode.
- Experience Edge makes the transition easier.
- Shows an ideal architecture you can strive for.





Things to watch out for

- Content migration
- No Content Delivery customizations
- No XP features, so XP modules will not work.



CDN



DAM



Static Site Host



Experience Edge



XM Cloud

Scenario 2: XP “Global Brand”

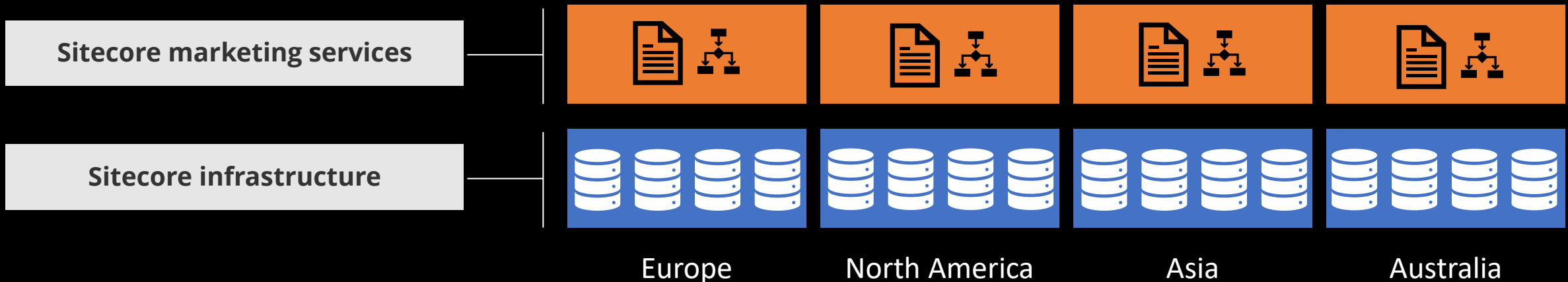
All around the world teams
are working together on
hundreds of sites with
multiple production
solutions and
technologies.



What does the solution look like?



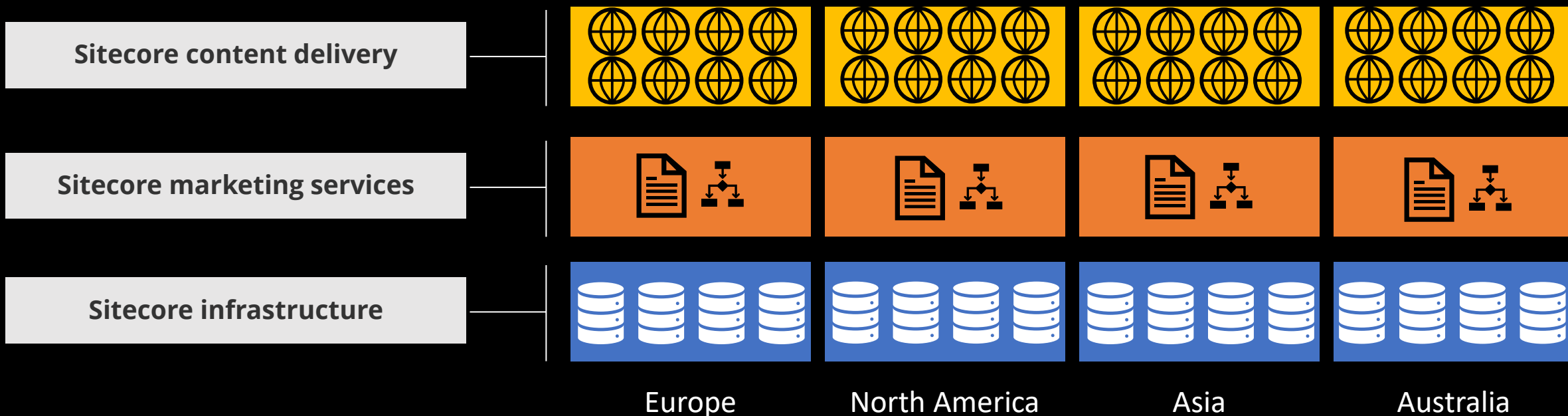
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What does the solution look like?



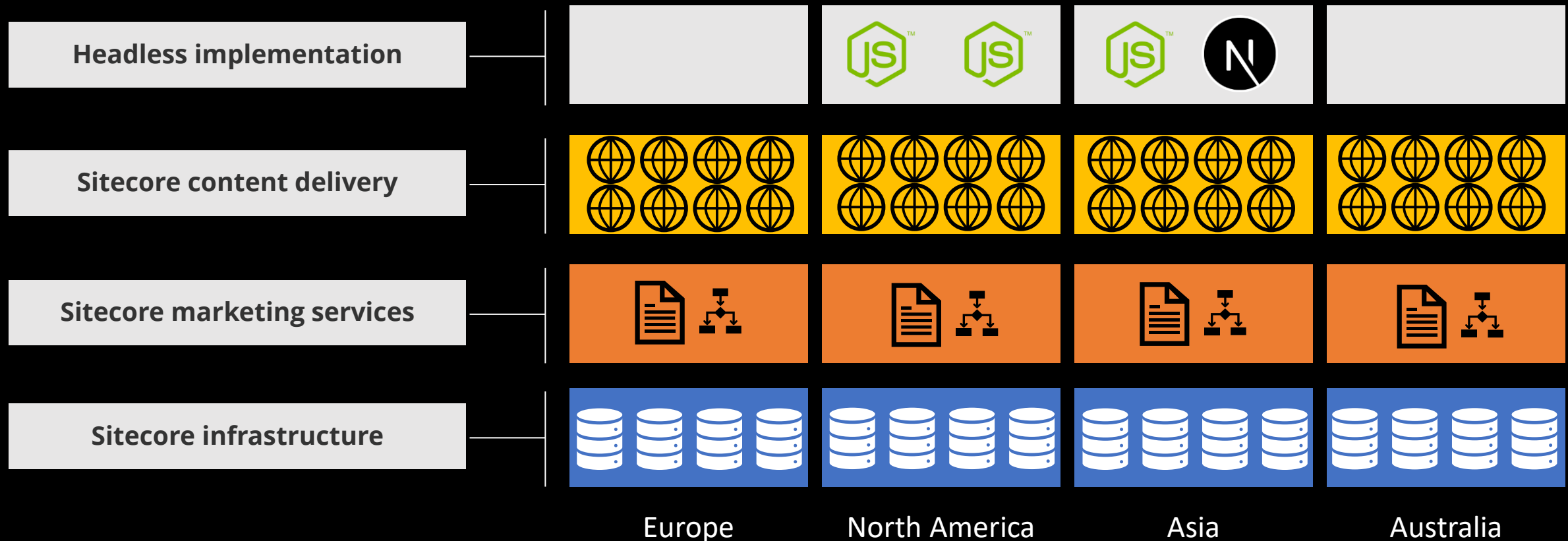
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What does the solution look like?



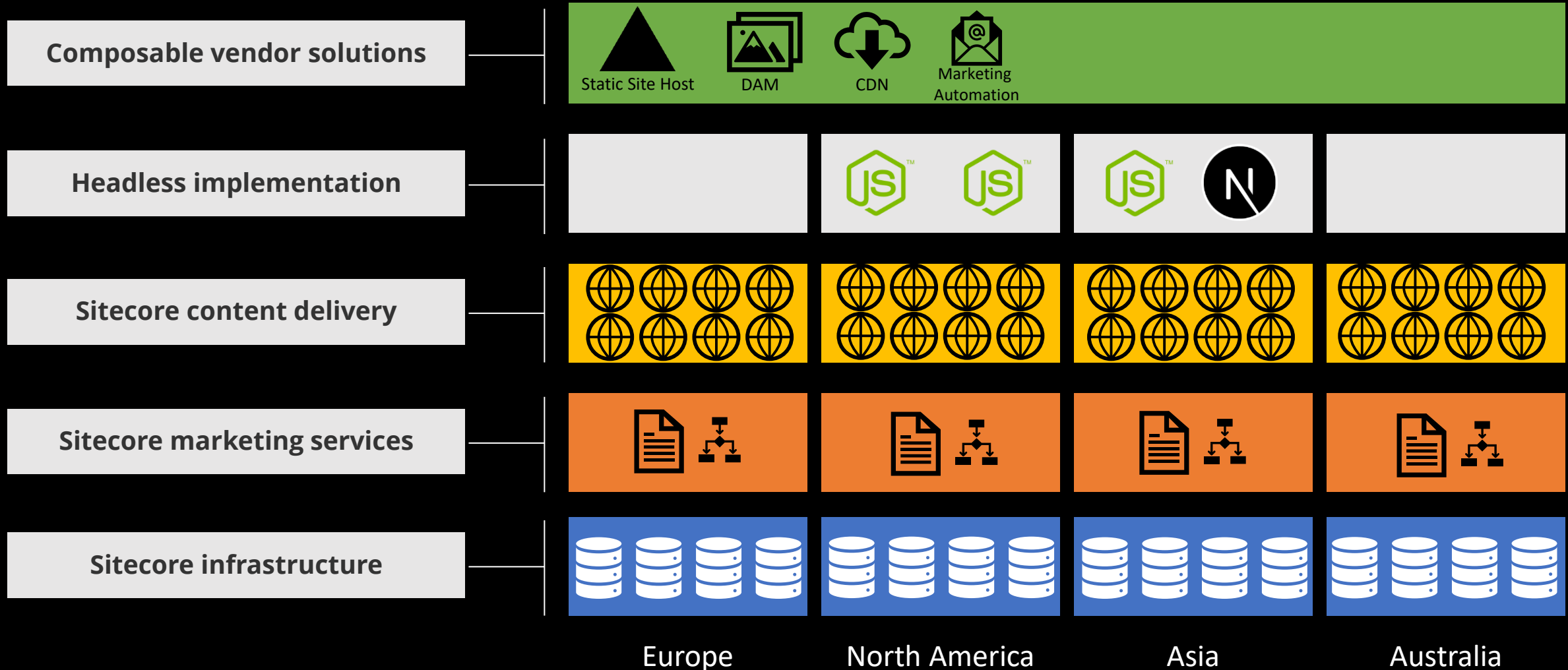
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What does the solution look like?



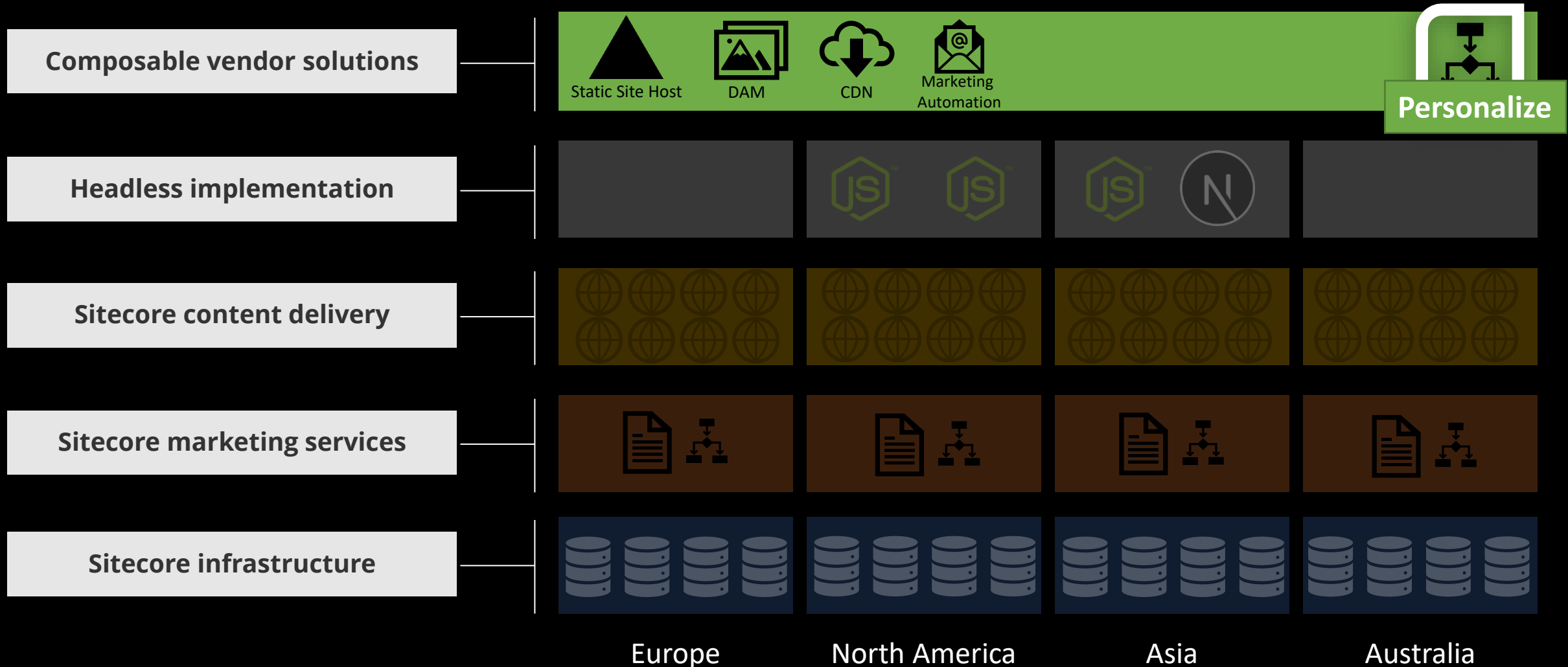
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Step 1: Track with Personalize



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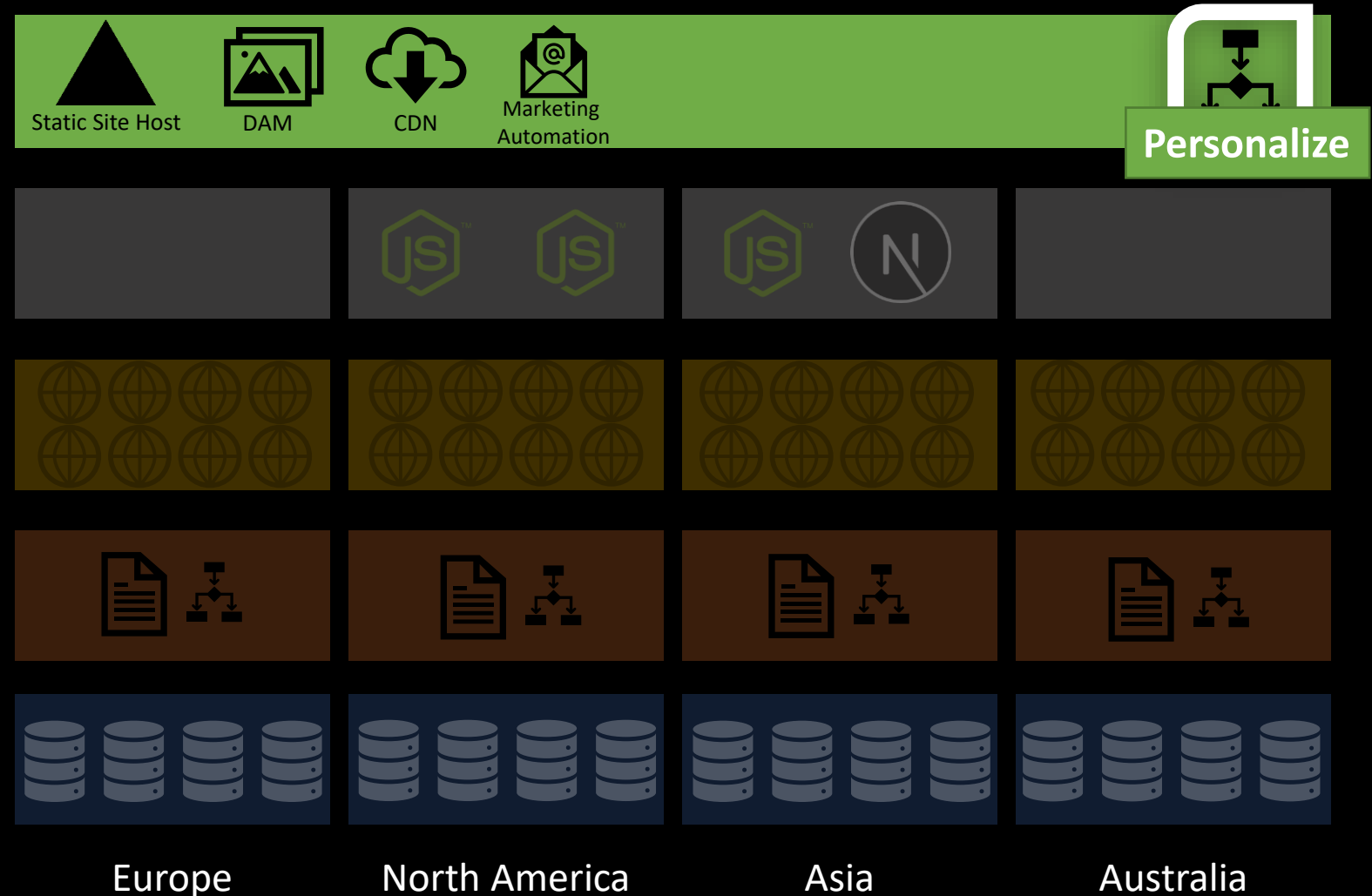
Step 1: Track with Personalize



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Why is this a good idea?

- Low effort
- Gathers session data for later use of Personalize
- Gradual migration of personalization
- Gradual roll-out of training



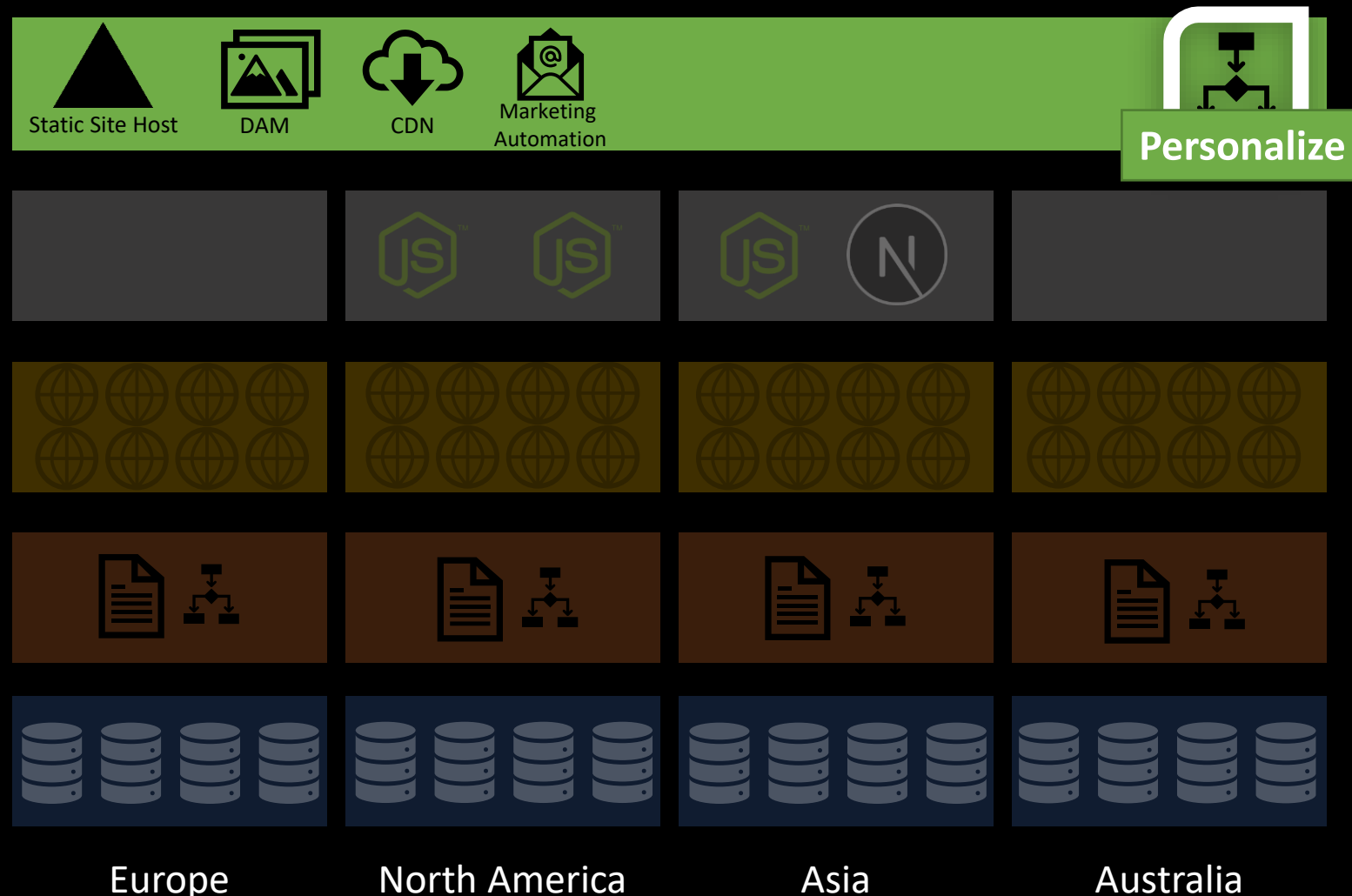
Step 1: Track with Personalize



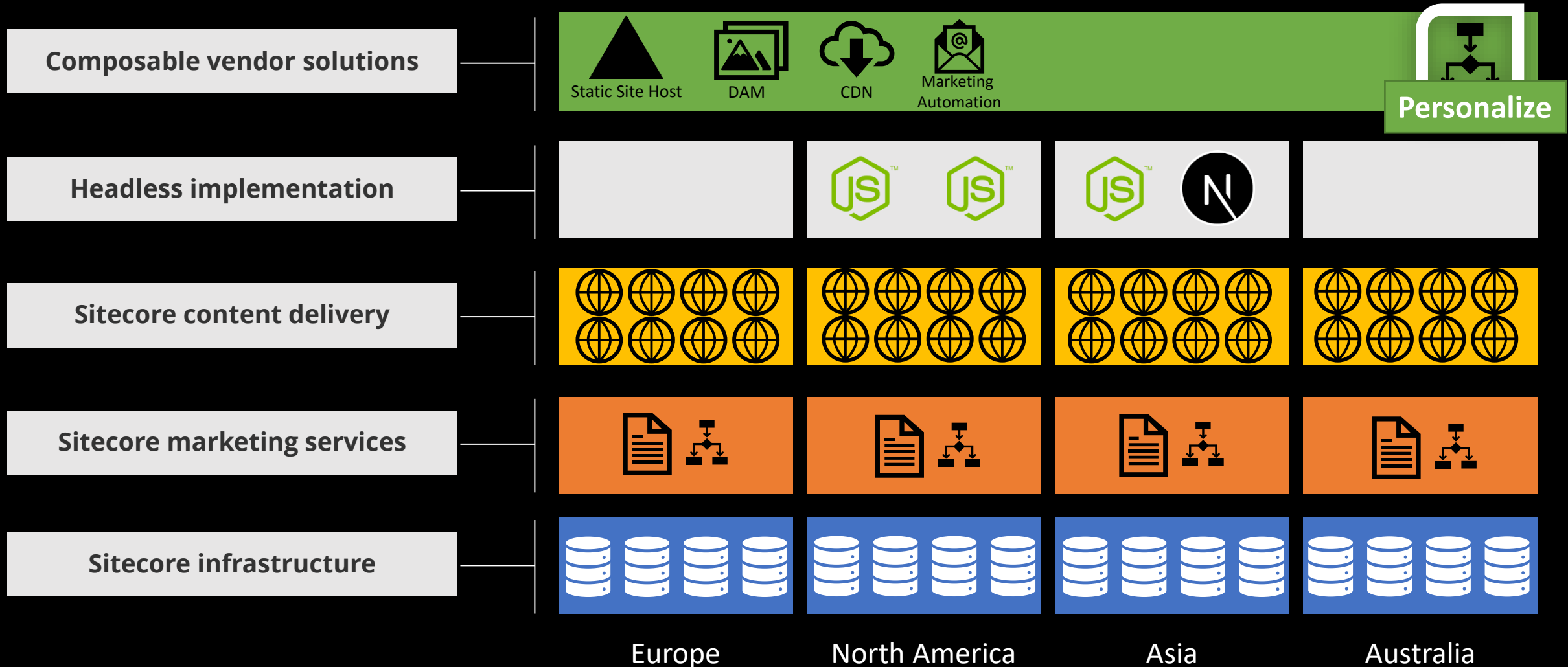
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Things to watch out for

- Analytics data sprawl
- Two sources of personalization



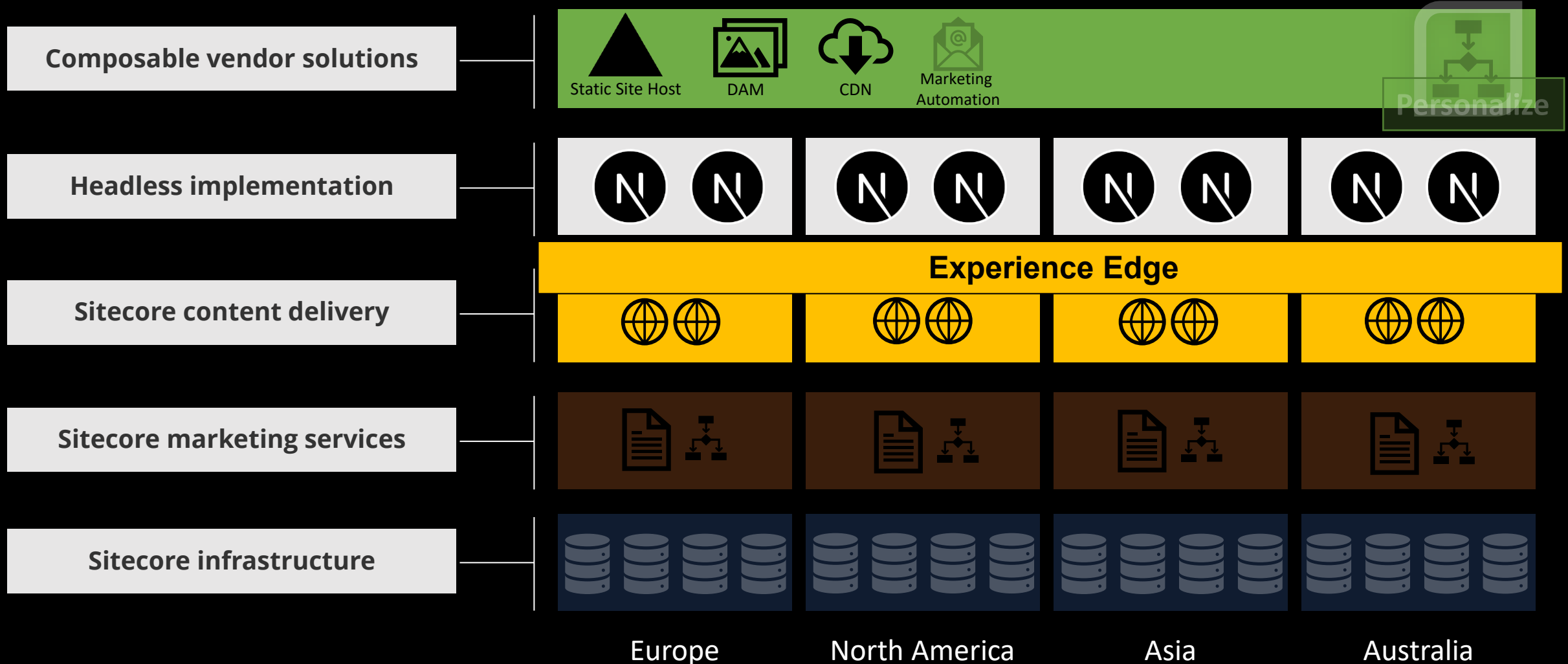
Step 1: Track with Personalize



Step 2: Go to the Edge



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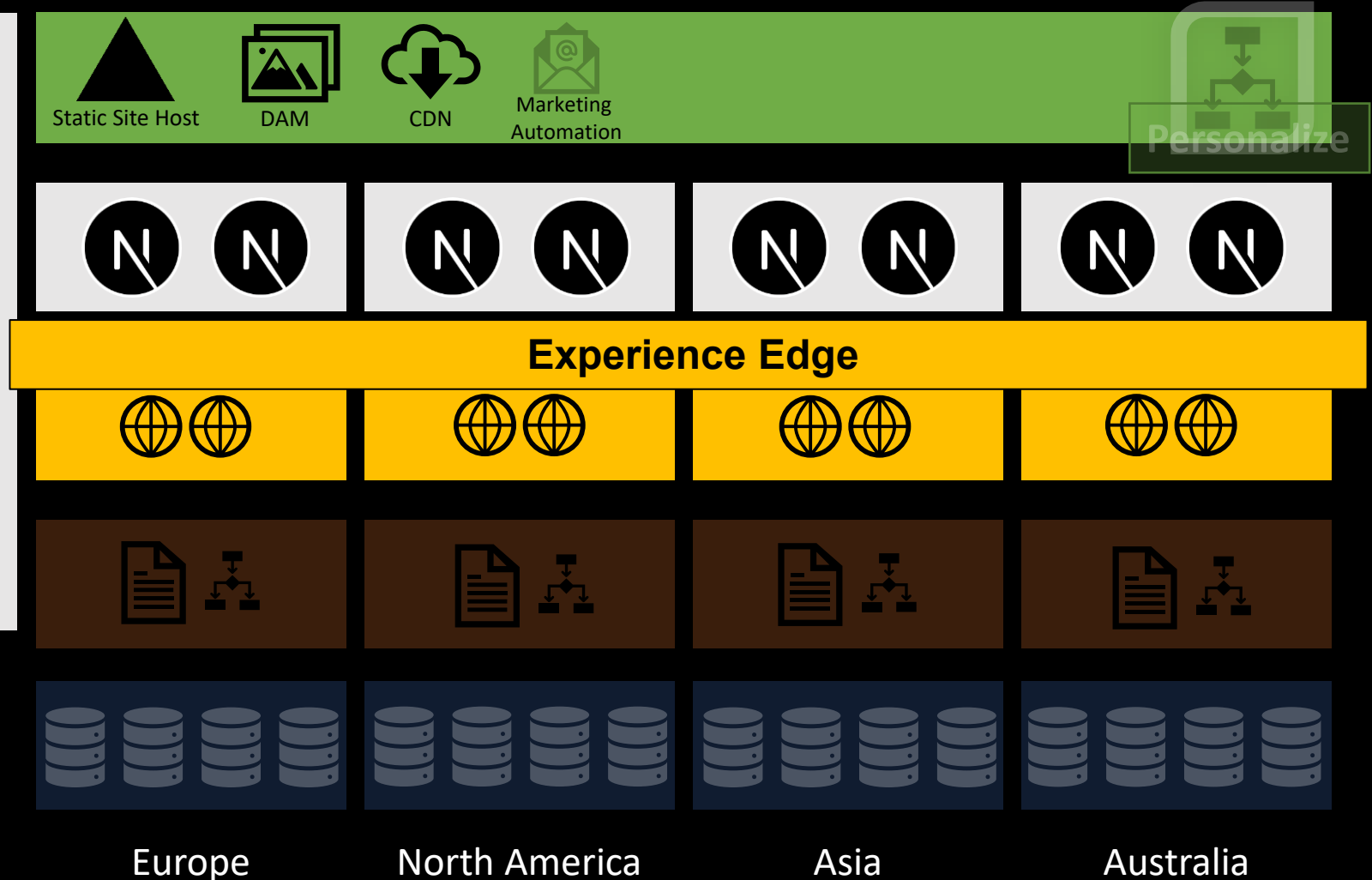
Step 2: Go to the Edge



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Why is this a good idea?

- Core web vitals
- Global delivery
- Gradual application transition, no need to rebuild all at once.



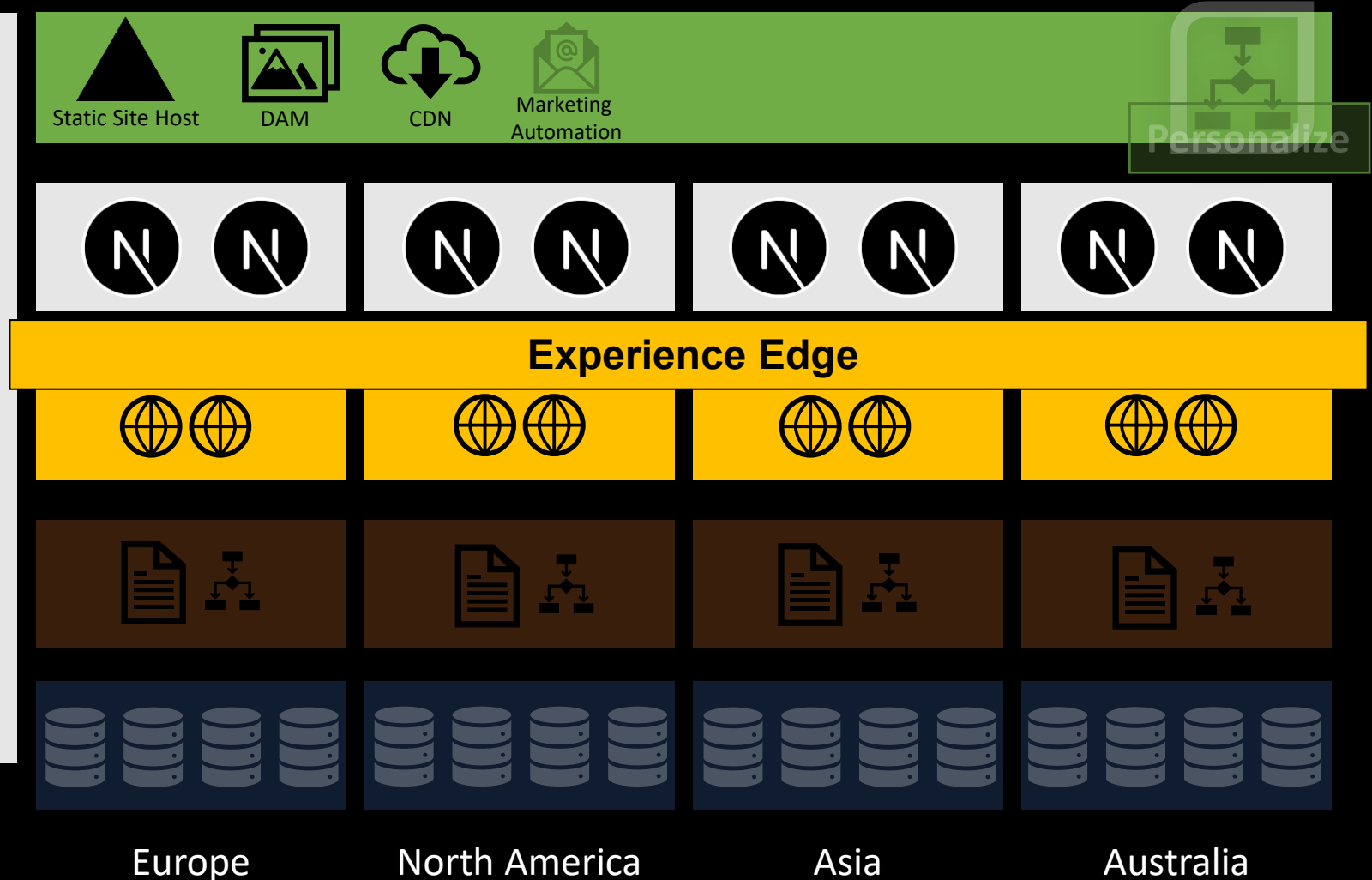
Step 2: Go to the Edge



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Things to watch out for

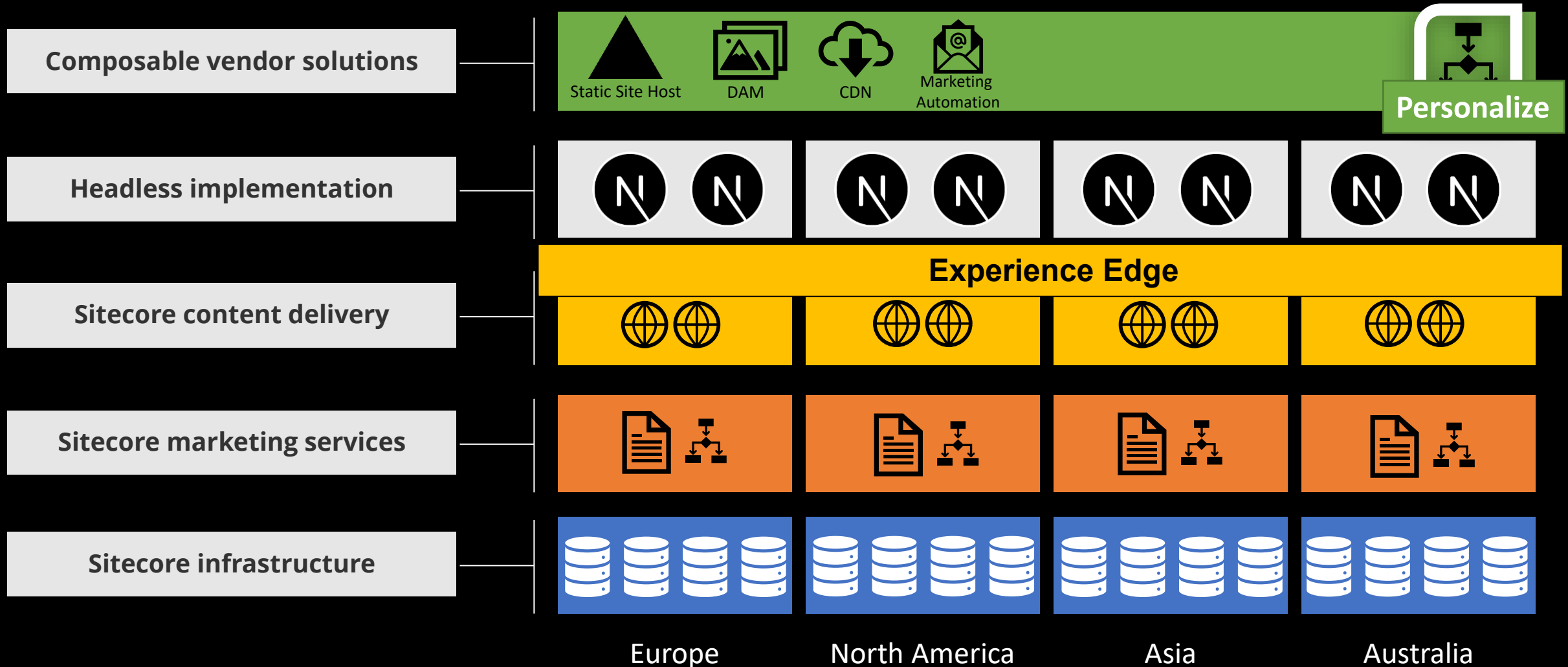
- Upgrades are not trivial for older versions.
- XP Personalization still running a lot for some sites
- Static publish is not magic!



Step 2: Go to the Edge



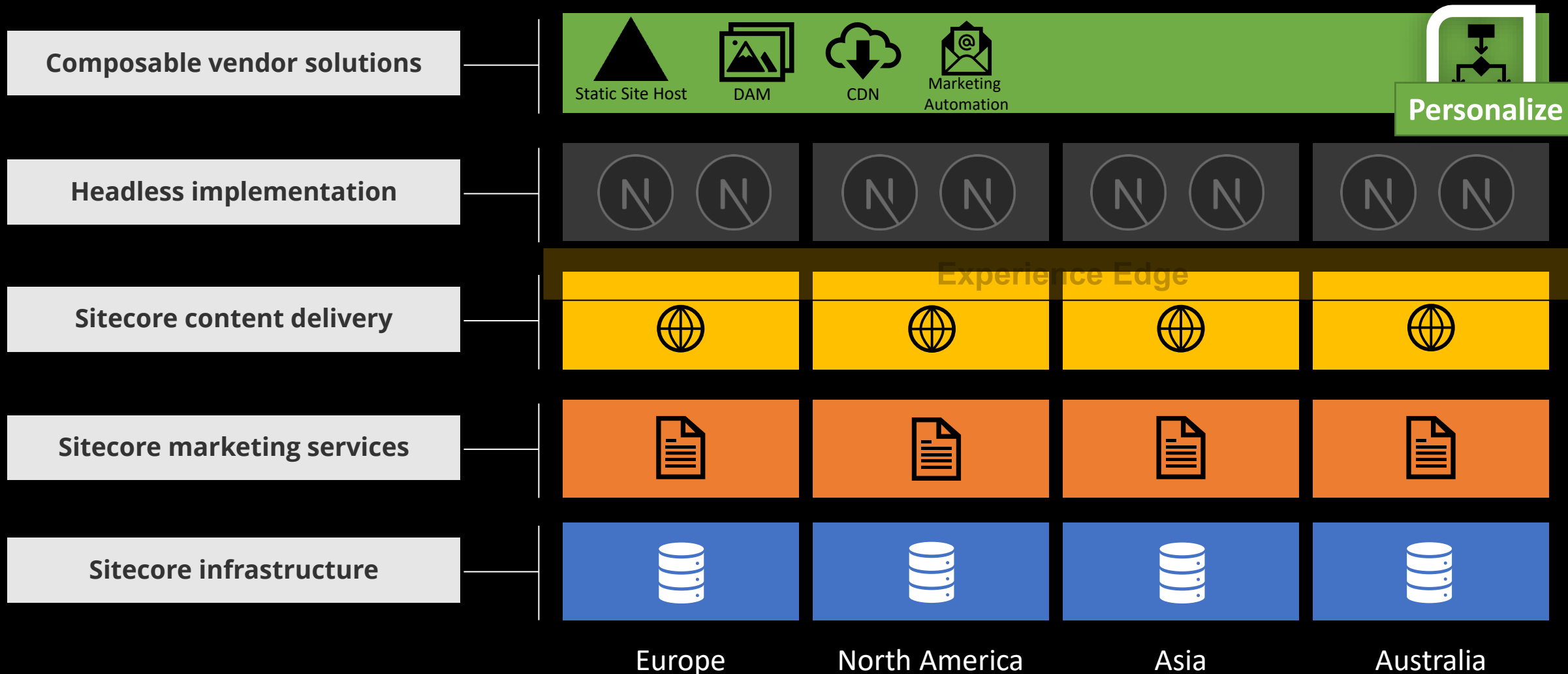
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Step 3: Transition to XM



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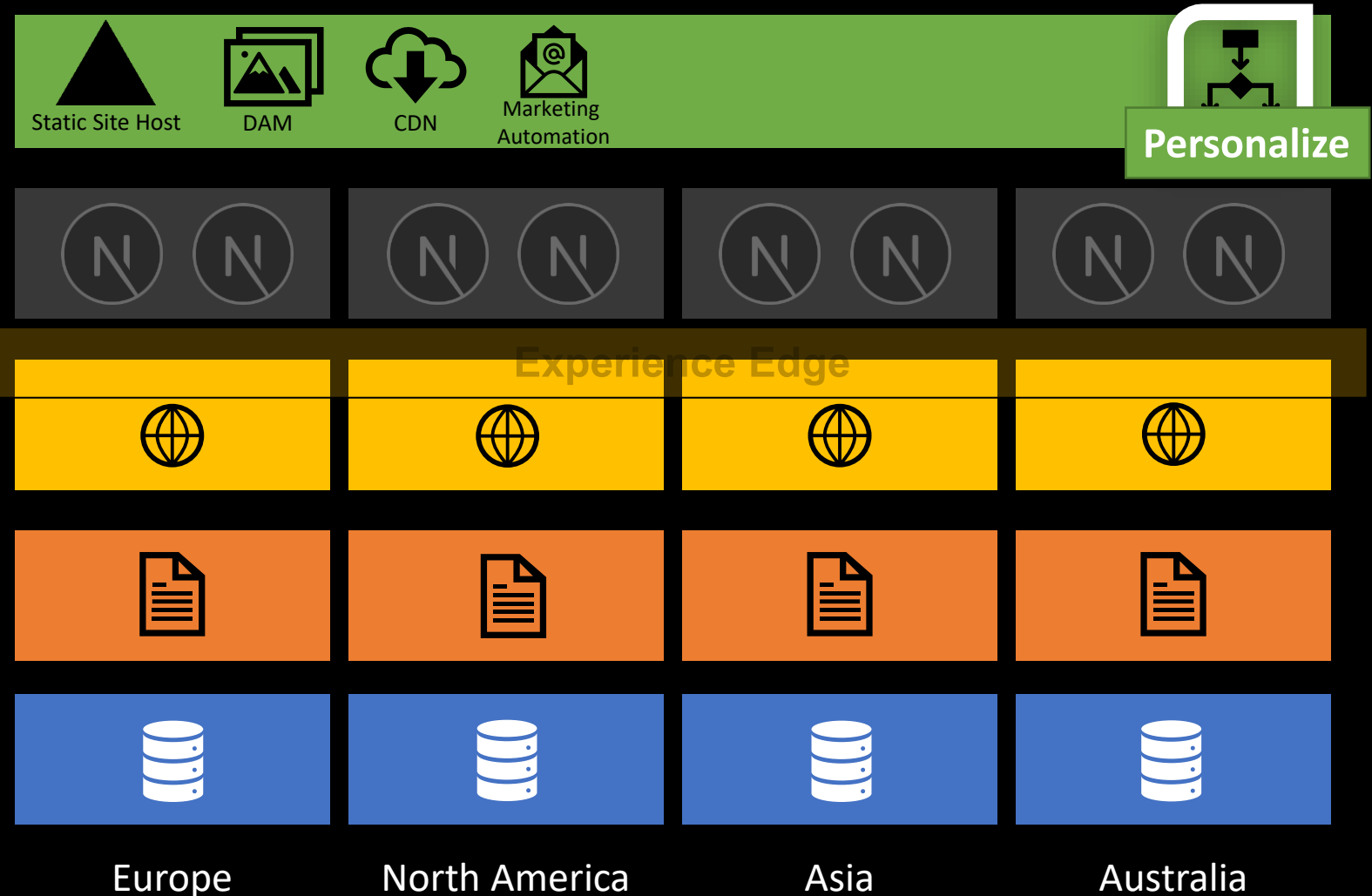
Step 3: Transition to XM



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Why is this a good idea?

- No more XP infrastructure!
- Much closer to XM Cloud
- Transitioned to Personalize



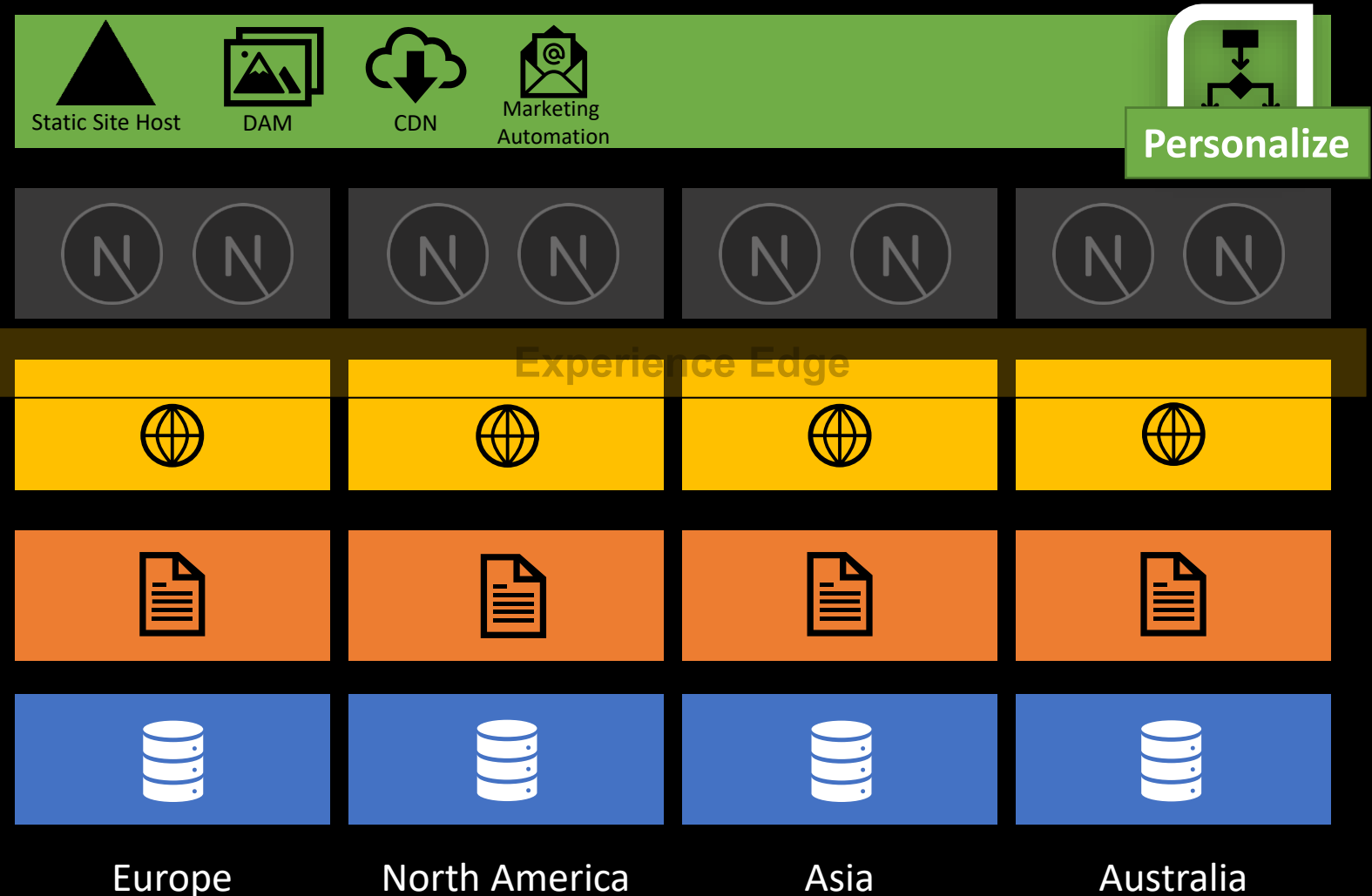
Step 3: Transition to XM



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Things to watch out for

- CD customizations
- XP personalization != Personalize
- xDB data migration not always a great ROI
- Lift-and-shift vs. In-place transition



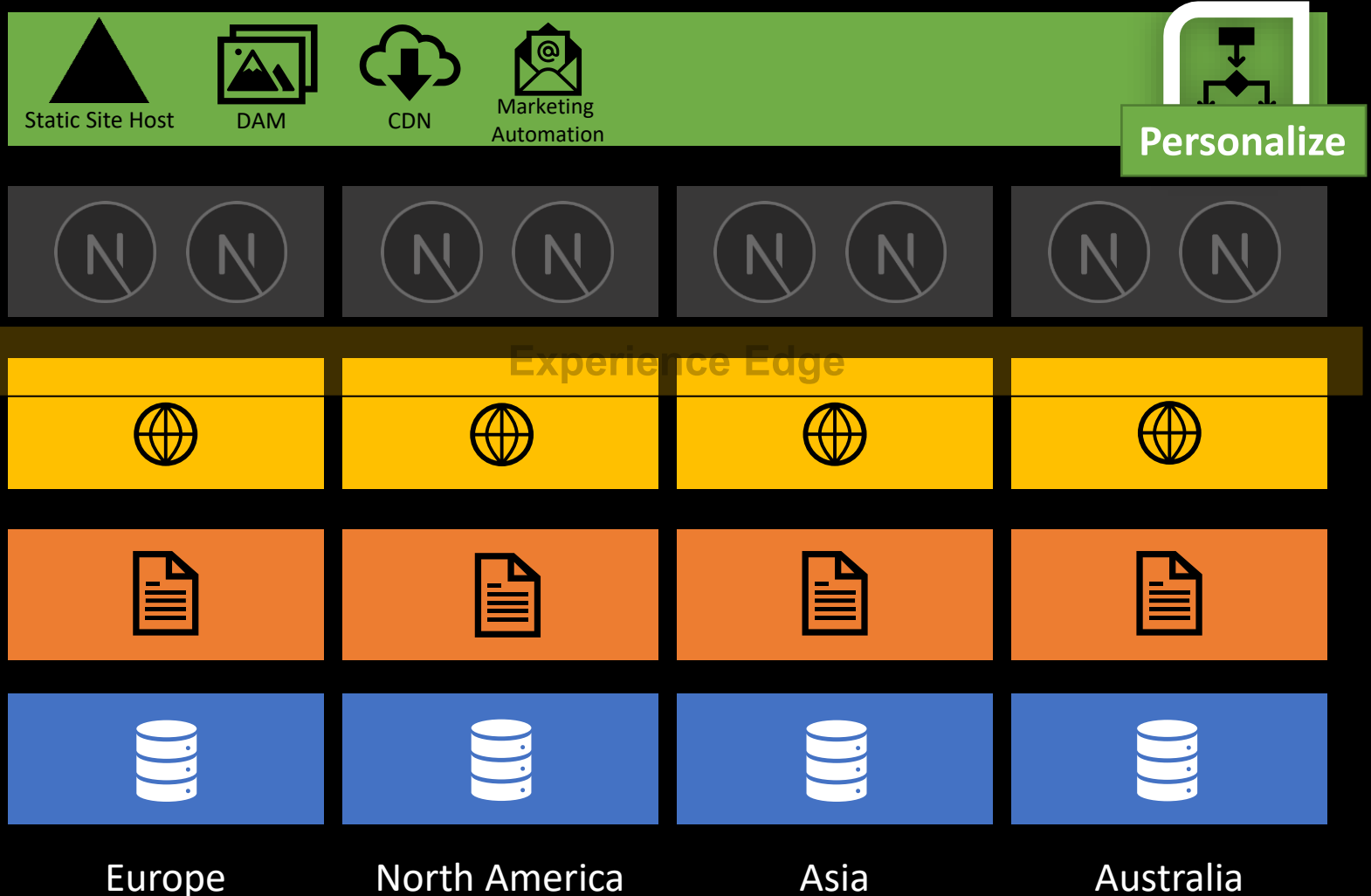
Step 3: Transition to XM



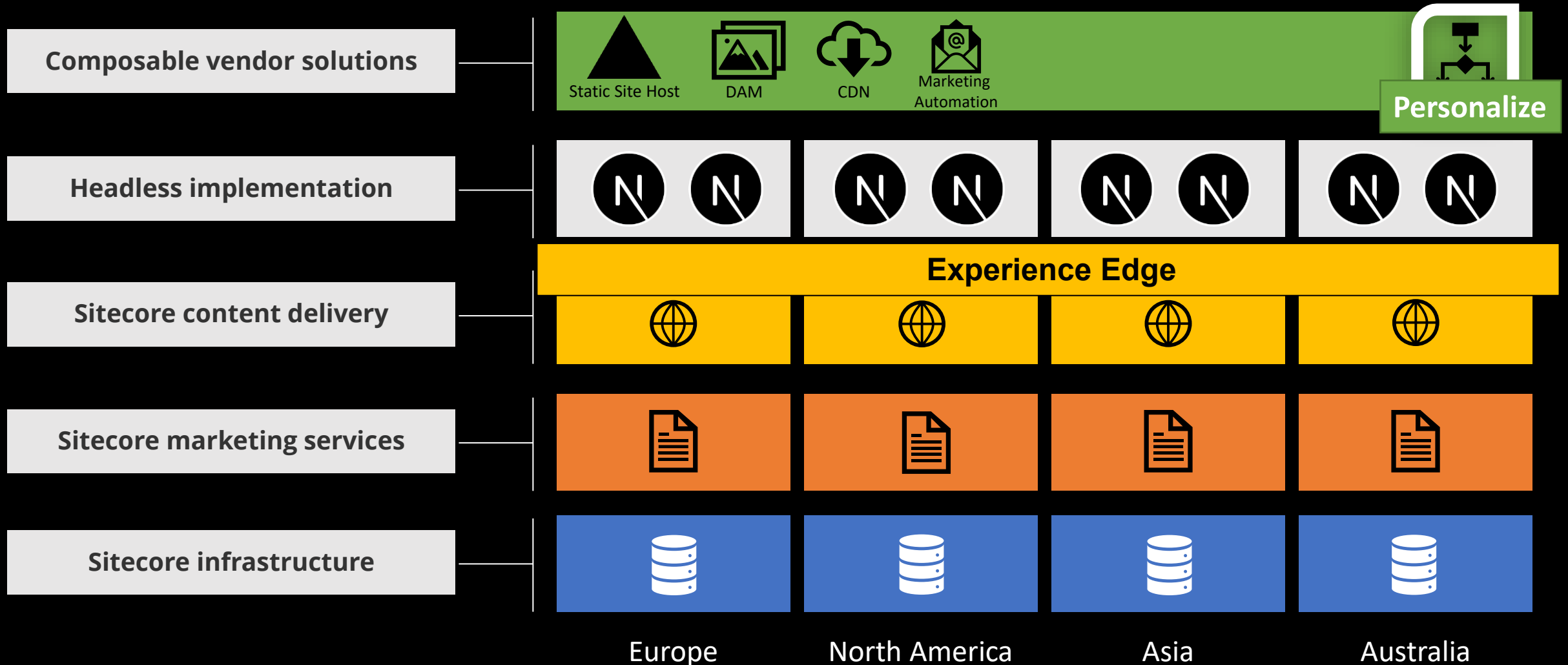
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What if?

- Skip xDB migration?
- Need regional personalize isolation?
- Need a CDP instead?



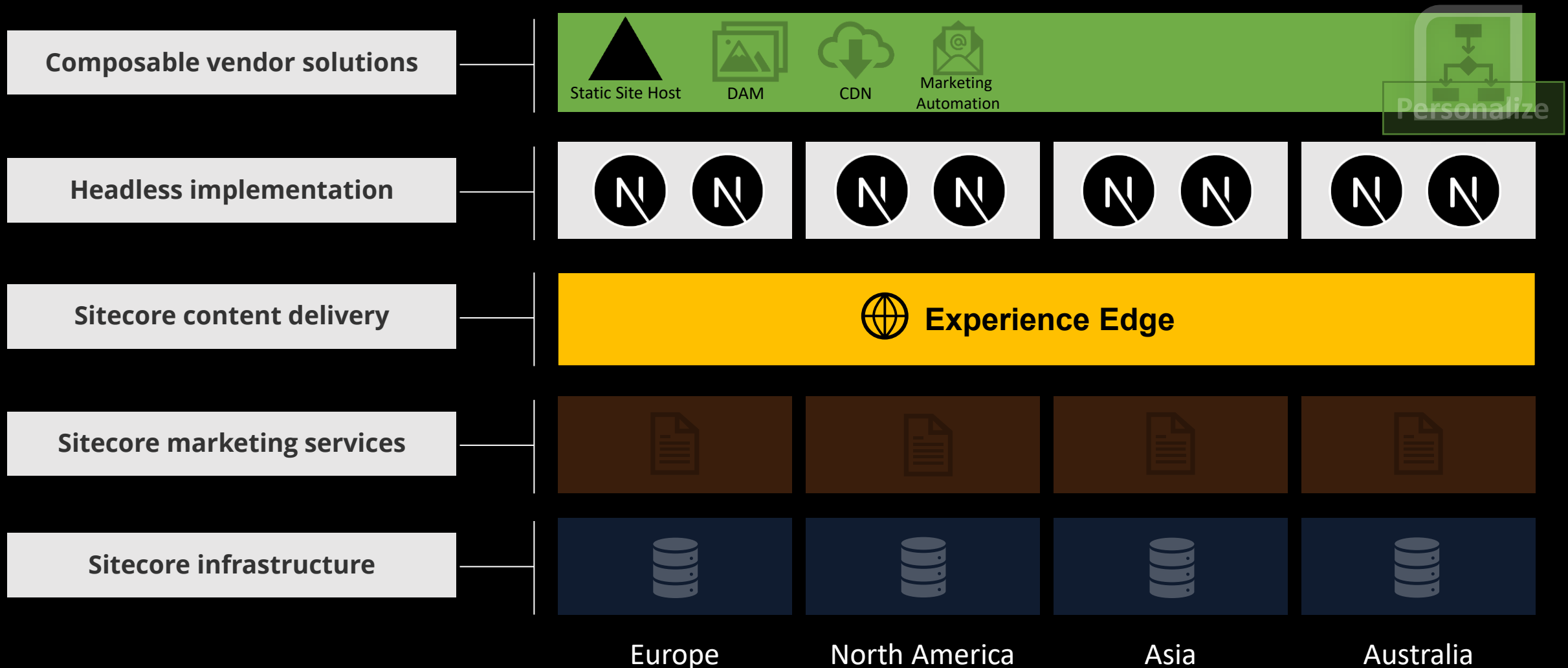
Step 3: Transition to XM



Step 4: Migrate to Next.js JSS



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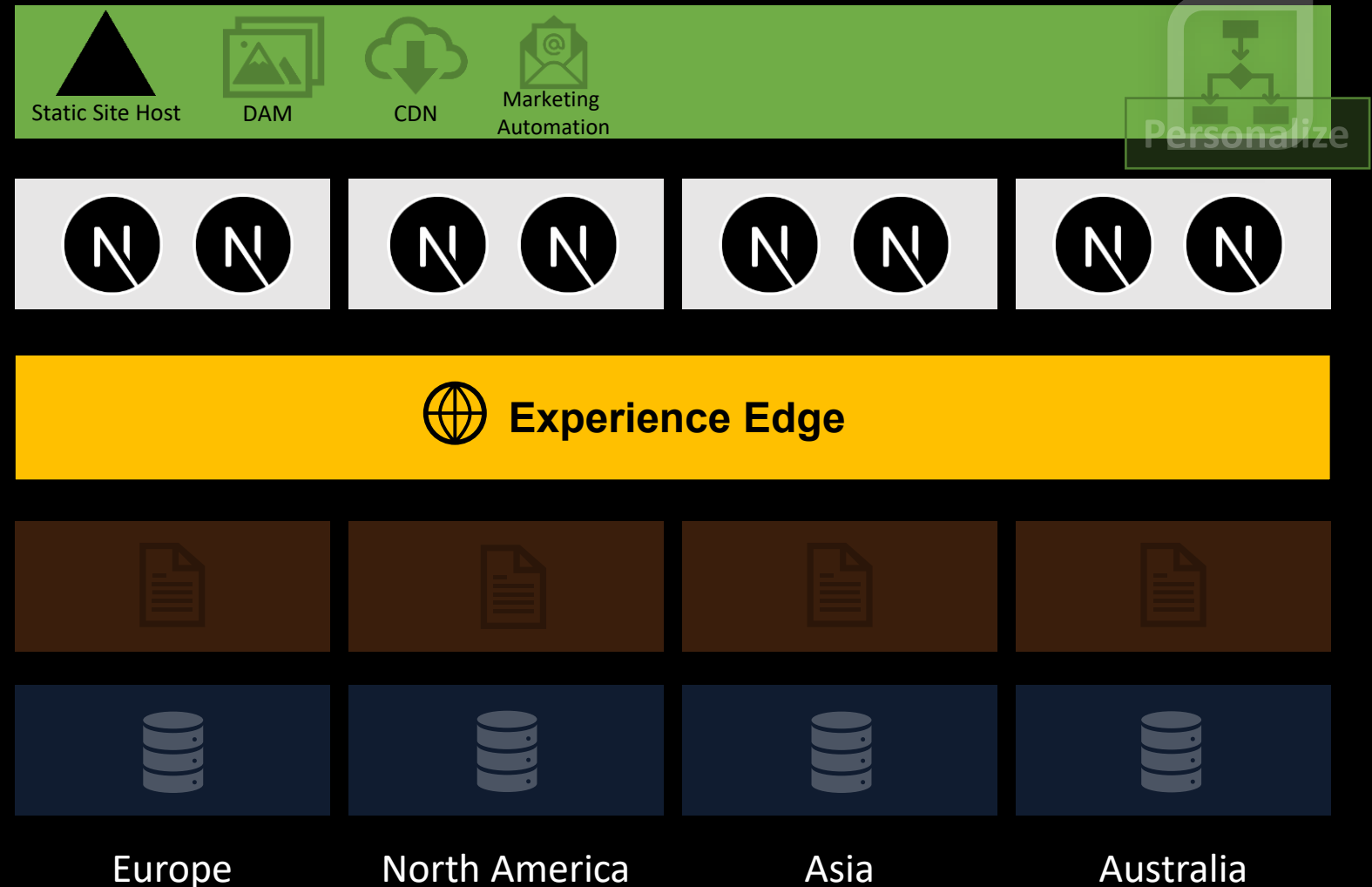
Step 4: Migrate to Next.js JSS



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Why is this a good idea?

- Removes any dependencies on content delivery servers
- Ready for XM Cloud!



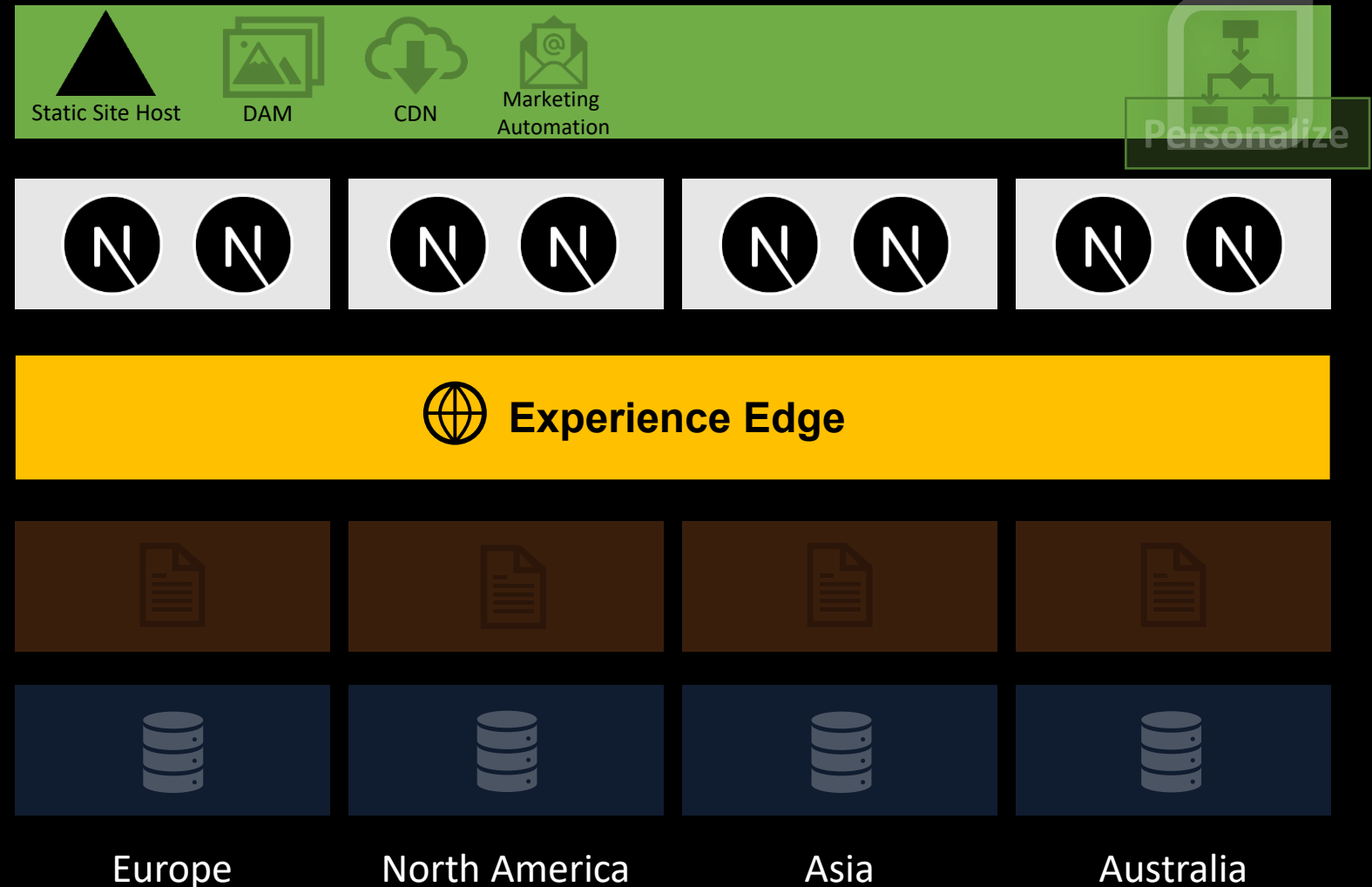
Step 4: Migrate to Next.js JSS



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Things to watch out for

- Content delivery customizations
- Server-side session reliance



A person's legs in blue jeans and black sneakers are walking on a sidewalk. The sidewalk has several red arrows pointing downwards. The background is a brick wall. A dark grey semi-transparent banner is overlaid across the middle of the image.

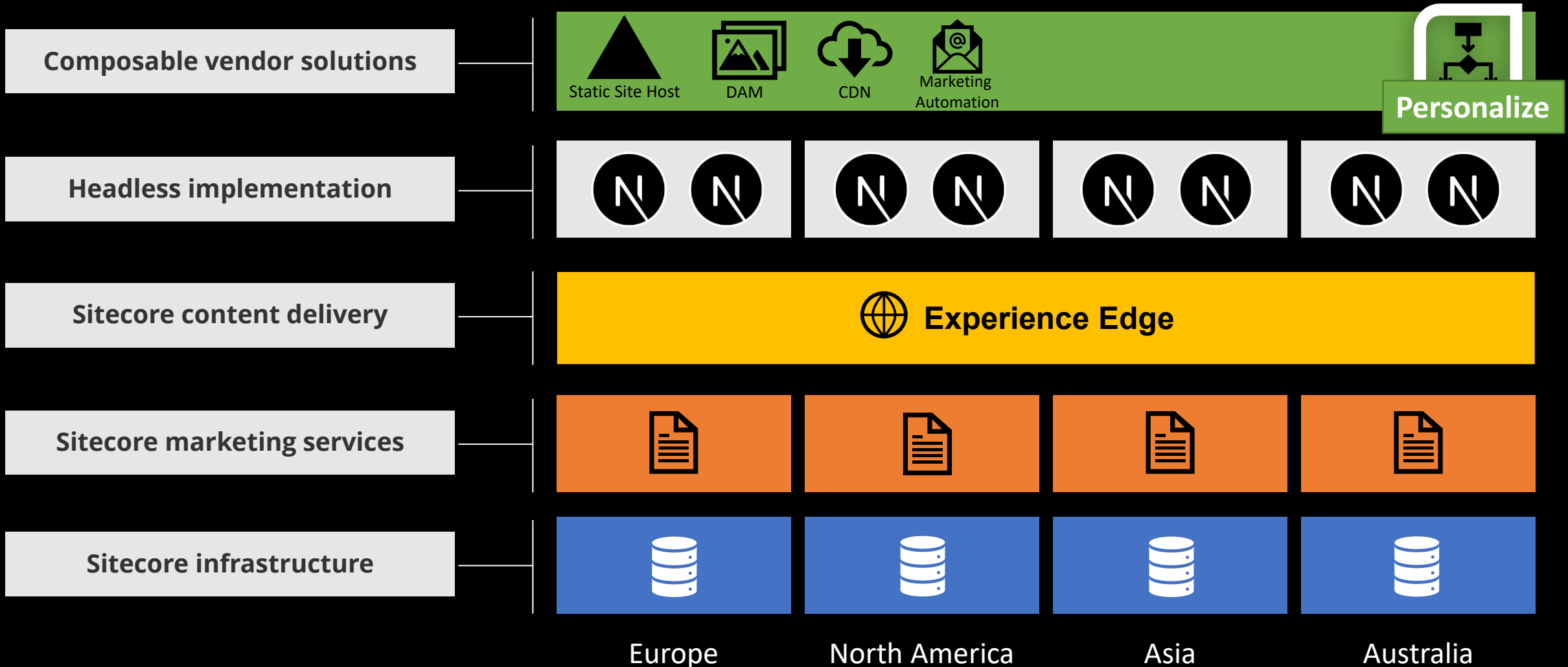
Let's do a status check...

Questions?
<https://sli.do> Code: SUGCON22

Where are we now?



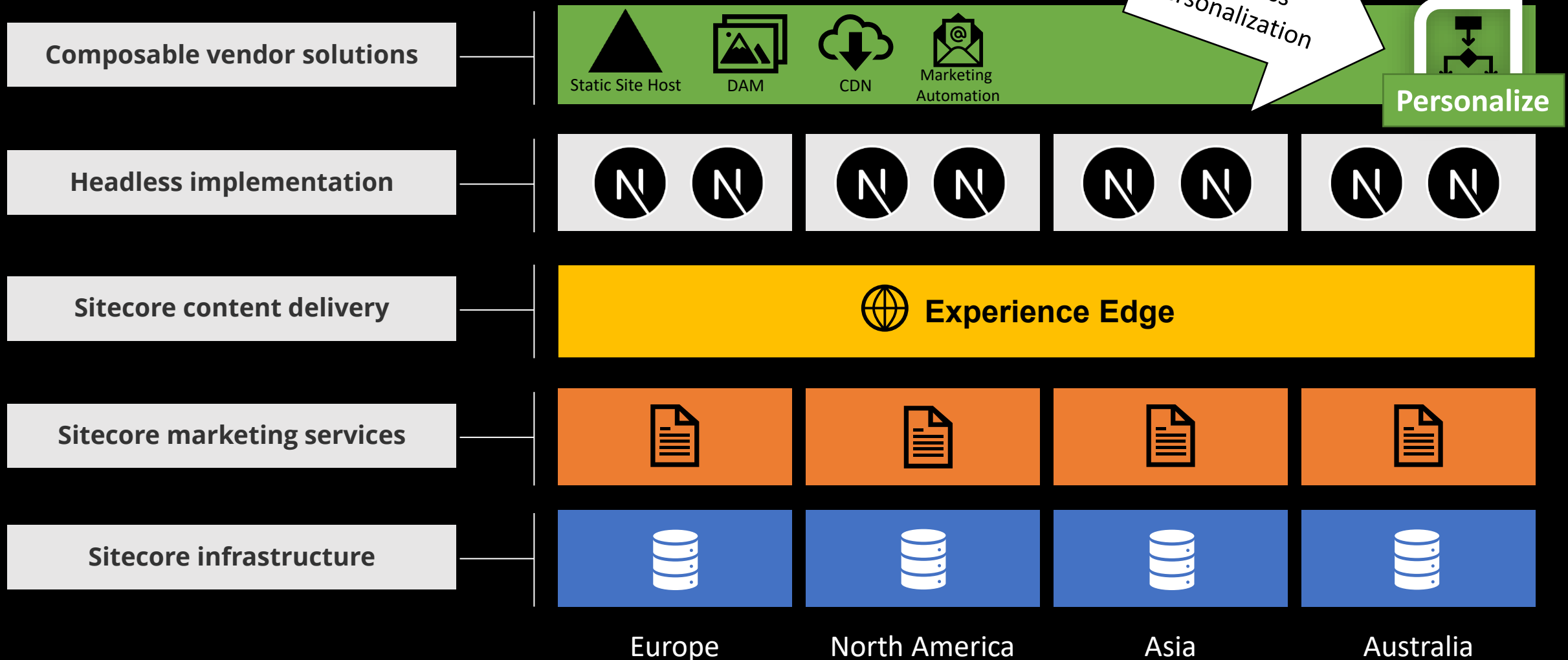
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Where are we now?



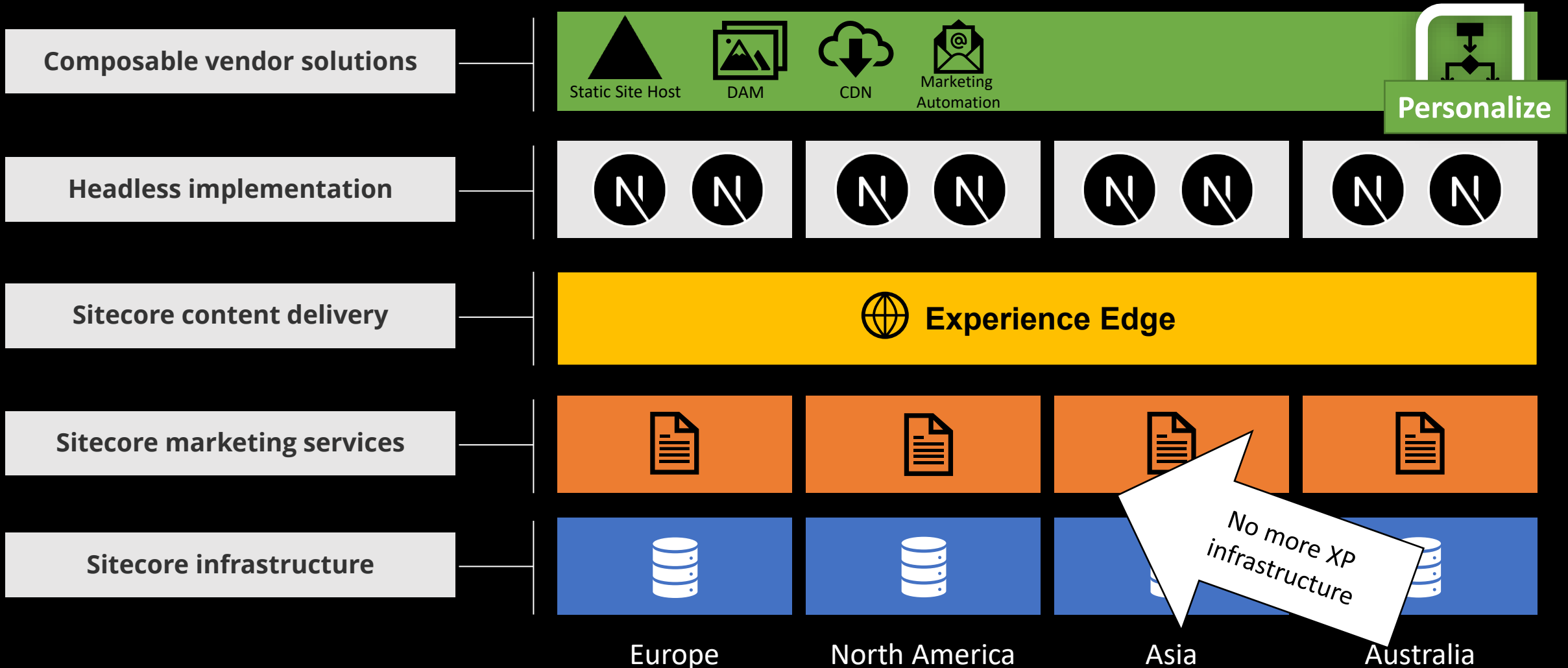
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Where are we now?



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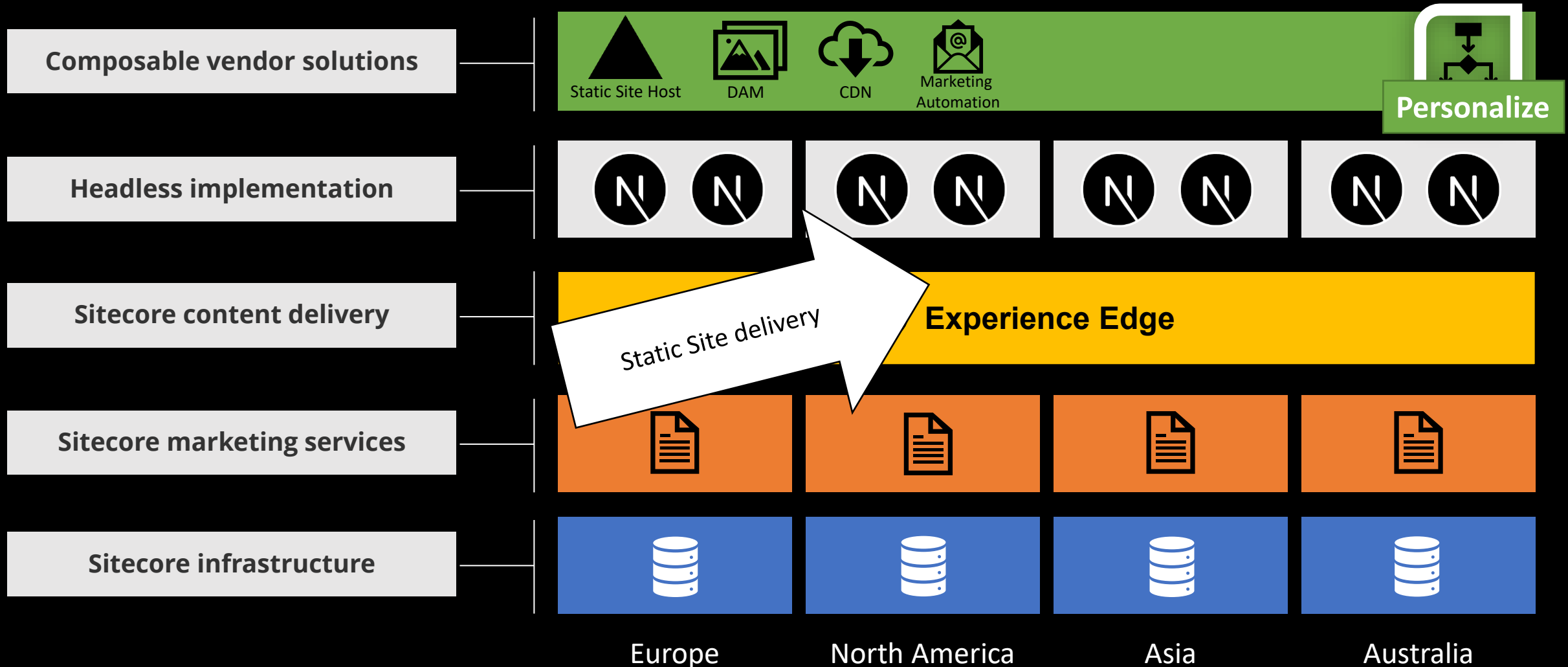


No more XP infrastructure

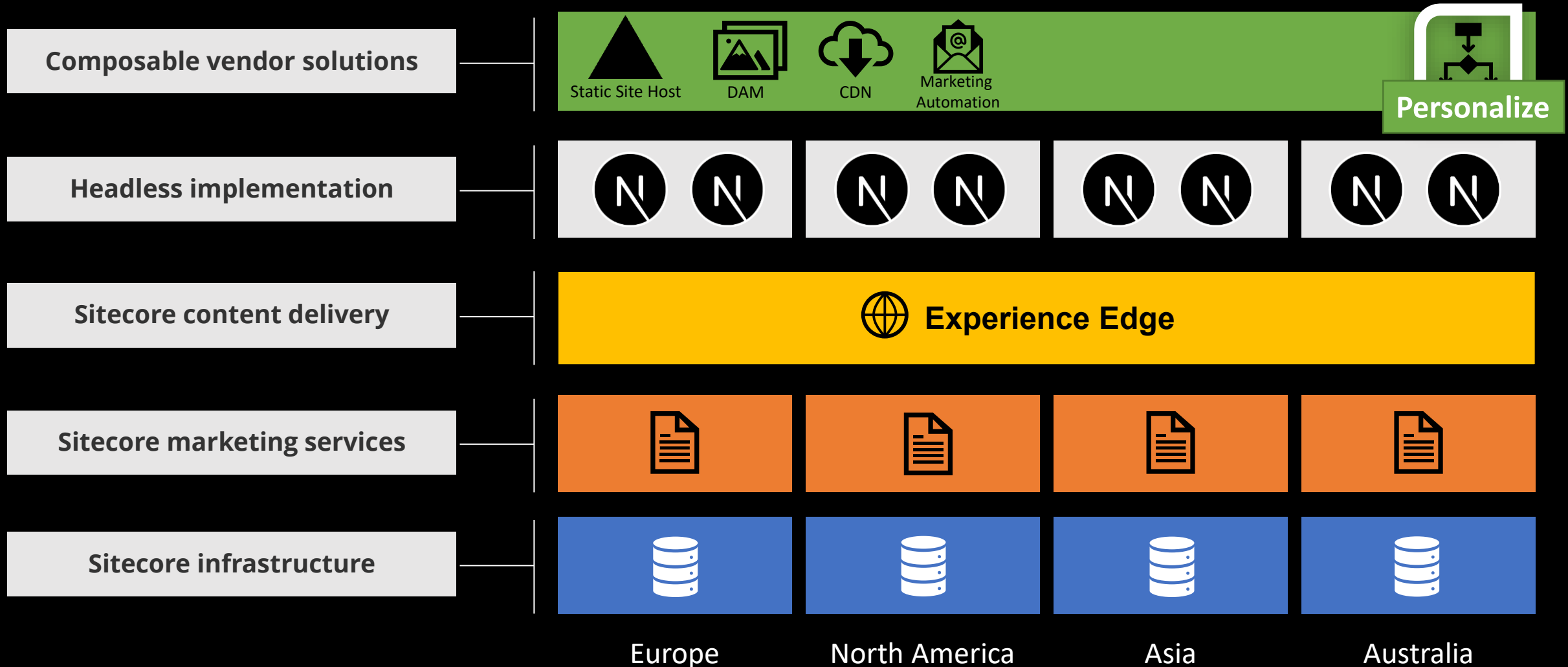
Where are we now?



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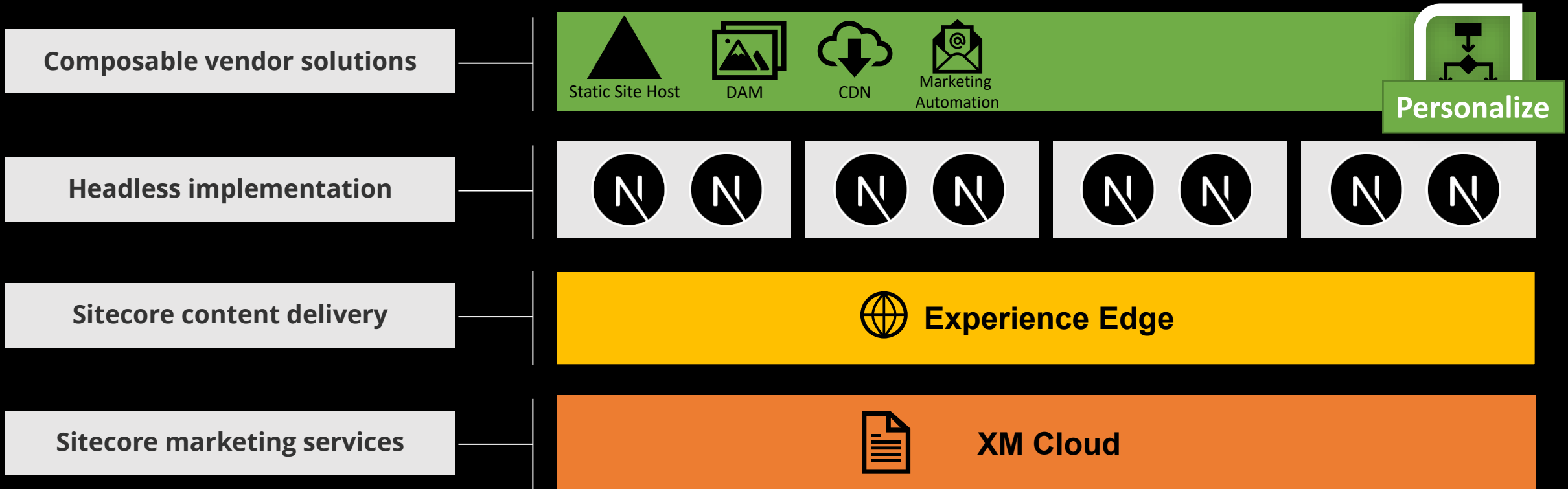
Where are we now?



Step 5: Migrate to XM Cloud



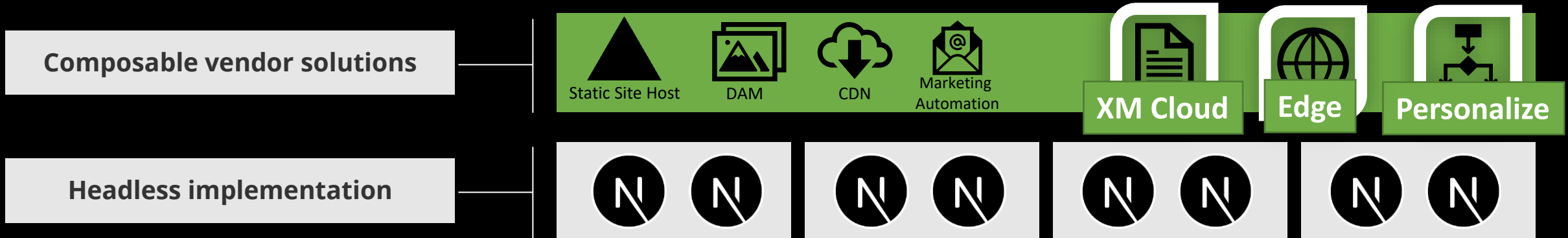
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Step 5: Migrate to XM Cloud



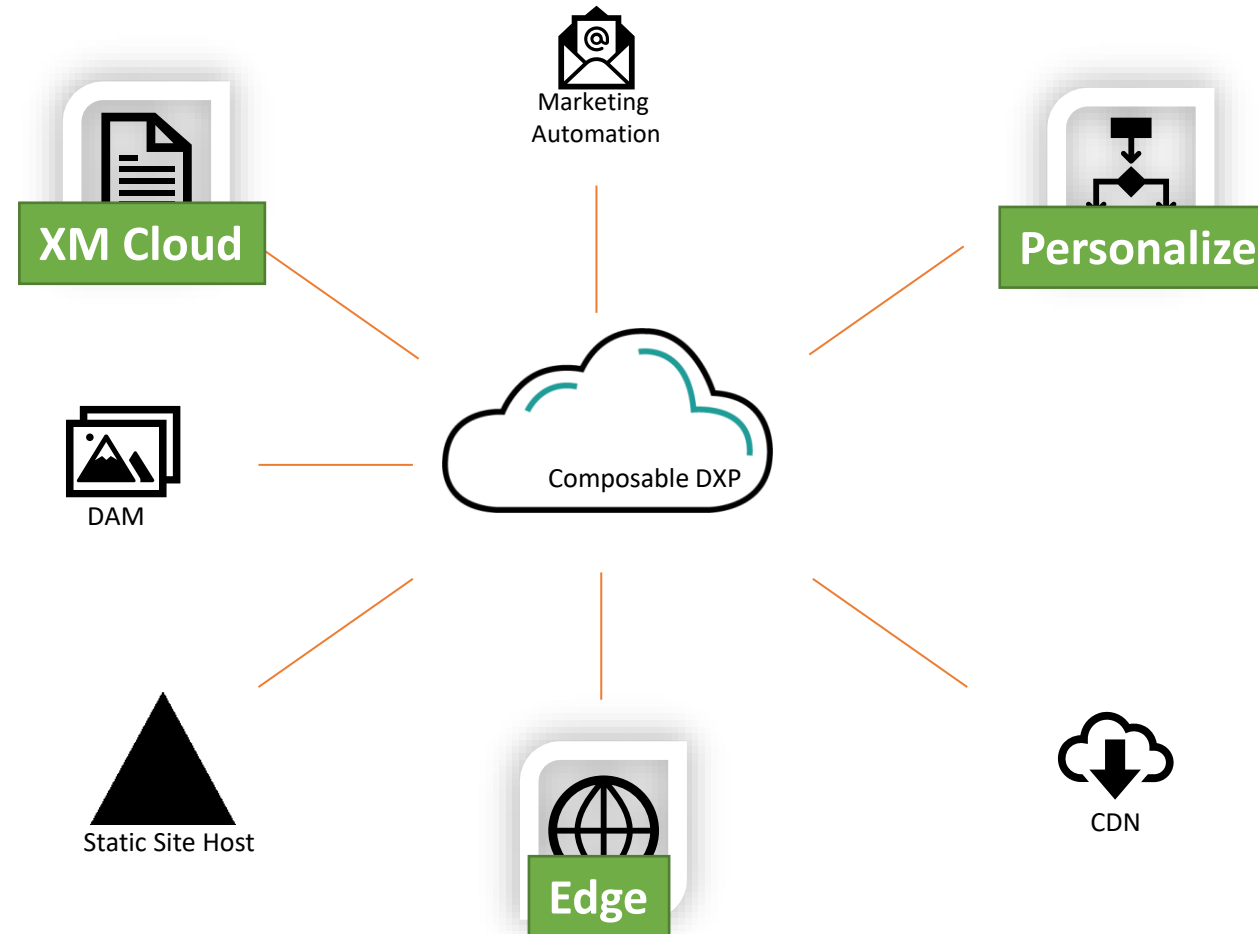
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The Composable DXP



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The big ideas

- Right tool for the job
- Go to the Edge
- Take steps
- **IMPORTANT: IT DEPENDS!**

Audience webcam

Questions? <https://sli.do/> code:
SUGCON22

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



@pieterbrink123

@jason-st-cyr

sitecorechat.slack.com



@pieterbrink123

@StCyrThoughts

twitter



Thank you!

Pieter Brinkman

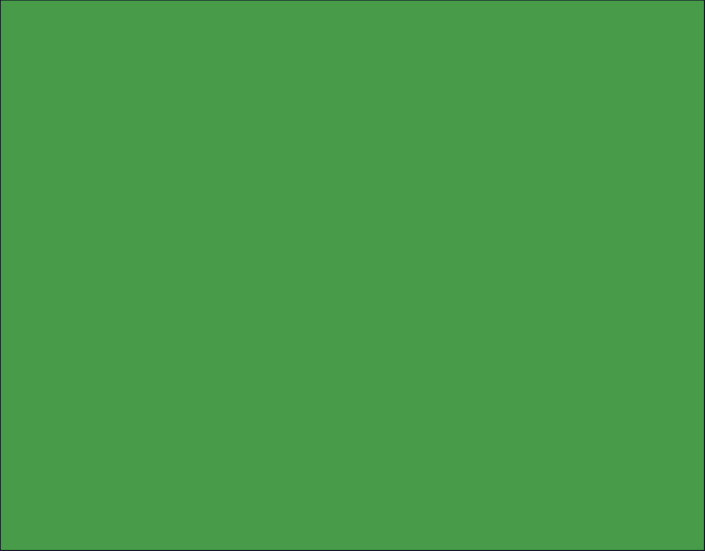
 [@pieterbrink123](https://twitter.com/pieterbrink123)

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