

JASON ST-CYR Presents

SAAS TO THE FUTURE

A SITECORE USER GROUP Presentation

Where we're going...

We don't need installers.

Jason St-Cyr
Head of Developer Advocacy
Sitecore

 @StCyrThoughts

December 15th



SITECORE®
Virtual
Developer
Day

Call for speakers open now!

Find the link on
developers.sitecore.com



 @StCyrThoughts

A push forward.



Back and forth.



From the past...

Continuing Education Certificates

Humanities

Interdisciplinary

Natural Sciences & Mathematics

School of Education

Social Sciences


Williams School of Business & Economics

Explore this Island

Undergraduate

... to the future.



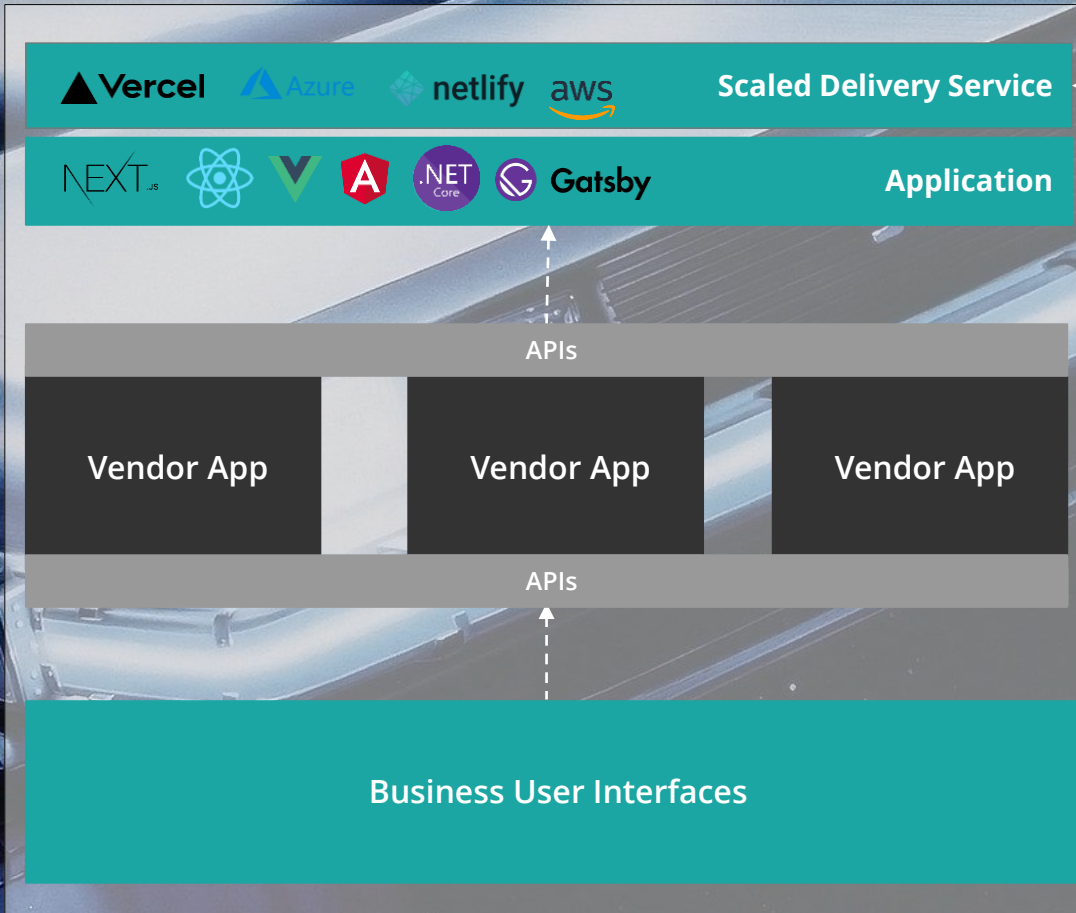
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Art by tmtgraphic

Omni channel delivery

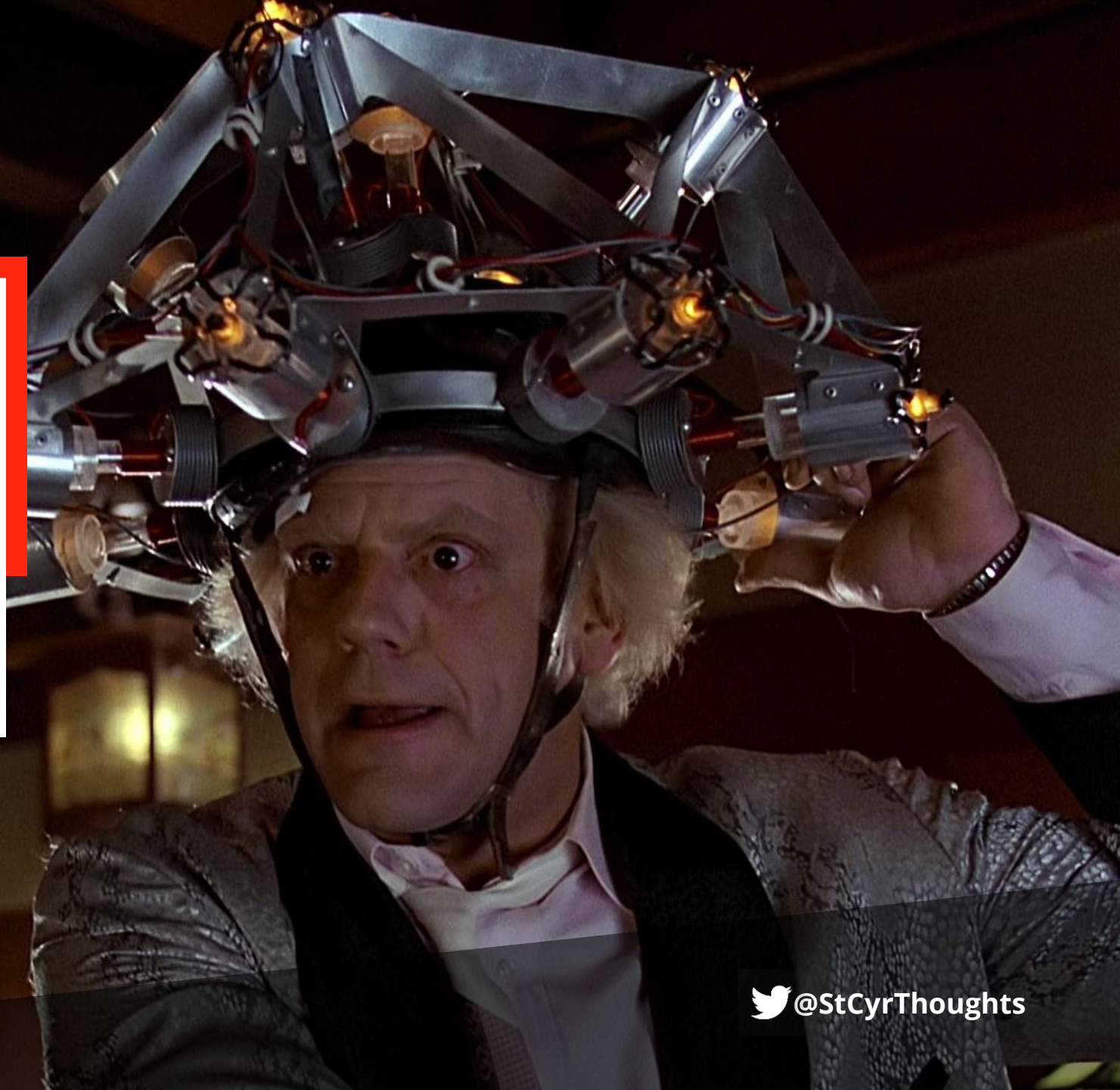
API-First best-of-breed products

Unified orchestration

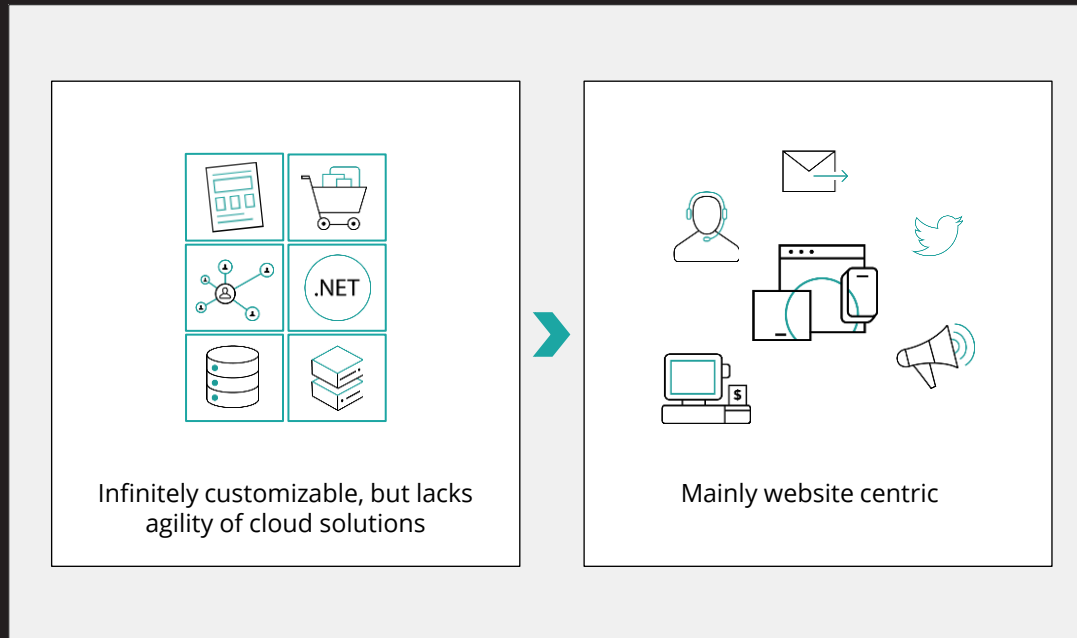


Build/
Deploy/
Preview

Re-imagining the DXP



Platform DXP



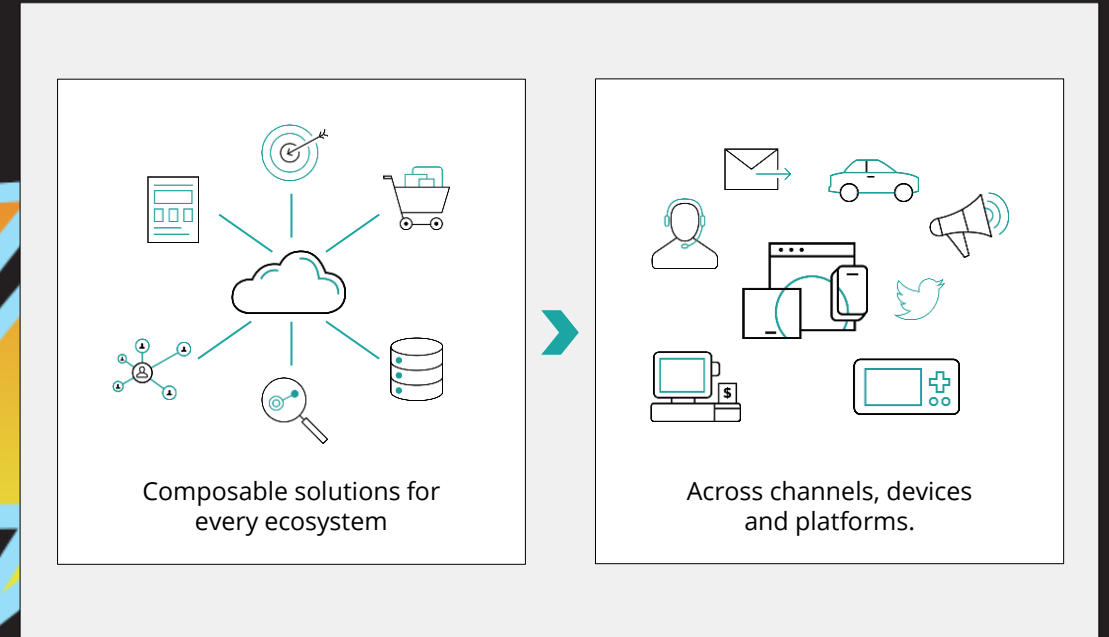
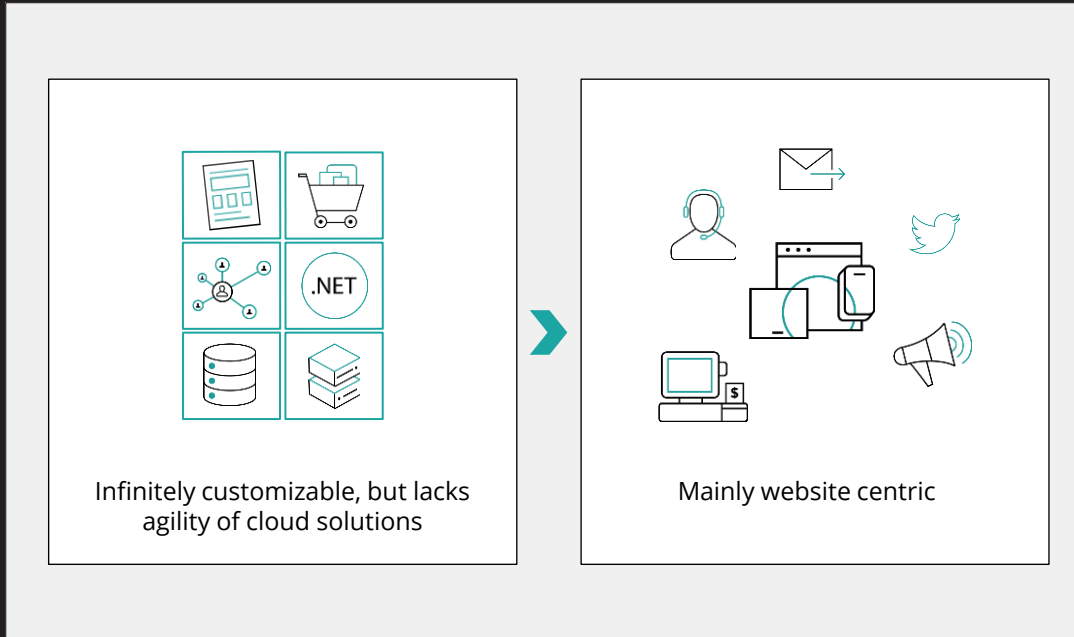
All-in-one solutions

Experience Manager, Platform, Commerce

...and the Composable DXP

Platform DXP

Composable DXP



All-in-one solutions

Experience Manager, Platform, Commerce

Composable solutions

Content Hub, Boxever, Four51, Moosend, Reflektion, future roadmap and existing marketing stack

Platform DXP

Composable DXP



All-in-one solutions

Experience Manager, Platform, Commerce

Composable solutions

Content Hub, Boxever, Four51, Moosend, Reflektion, future roadmap and existing marketing stack

Both solutions will coexist in the market. Provides choice for customers.

Best for business

Faster time to value

Customers consistently struggle to implement beyond content management with our Platform DXP.

Best of breed approach

Allow our customers and partners to assemble Sitecore solutions that work with a best of breed martech stack.

Lower TCO

Customers struggle with high cost of hosting and annual upgrades. Composable DXP will address both.

Higher ROI

With a composable solution customers will get to ROI faster and unlock further opportunities to accelerate growth.



Best for builders

Flexible development

Build solutions with modern frameworks - Headless, Jamstack, MACH, etc.

Differentiated solutions

Partners can build value add and differentiated solutions and go after a wider total addressable market.

Technical talent pool

Partners and customers can access a wider pool of talent across both .Net and Javascript communities.

Faster development cycles

Modern CI/CD pipelines and Devops reduce innovation cycles leading to far greater agility.

Partner, analyst, customer & prospect feedback signals demand for Composable DXP

Digital asset management

Centralize all your digital assets and deliver them to any customer touchpoint.

Content management

Create, manage and deliver content across unlimited channels and markets.

Content operations

Collaborate effortlessly on content marketing strategy, creation & analytics.

Intelligent content search

Surface content wherever it lives on your site with AI powered content search.

Marketing automation

Engage your audiences with automated email and messaging campaigns.

B2X commerce

Deliver B2B / B2C / Storefronts via a headless and omnichannel platform.

Personalization & testing

Optimize every customer interaction with A/B testing and personalization.

Customer data management

Understand every user and uncover trends with real-time customer and journey insights.

Product discovery

Captivate buyers with search and merchandizing experiences that drive conversion and loyalty.

Getting to 88mph

Content



Commerce

Experience



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

Content



Commerce

Experience



 @StCyrThoughts

Digital Asset Management

Sitecore Content Hub DAM
Easy to use email marketing, landing
pages and AI recommendations

powered by



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Content Operations

Sitecore Content Hub CMP
Content marketing strategy, collaboration, and workflow

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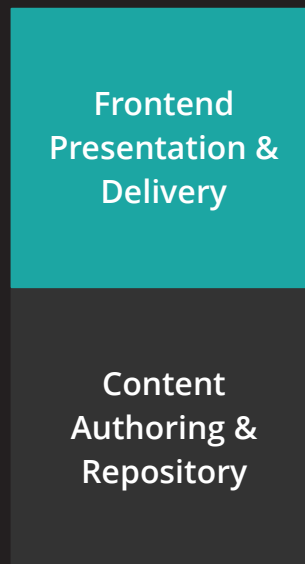
Headless CMS

Sitecore ???
Content authoring, visual builder, and content repository

powered by

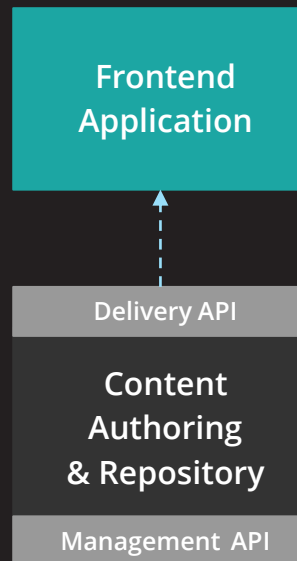
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Traditional CMS



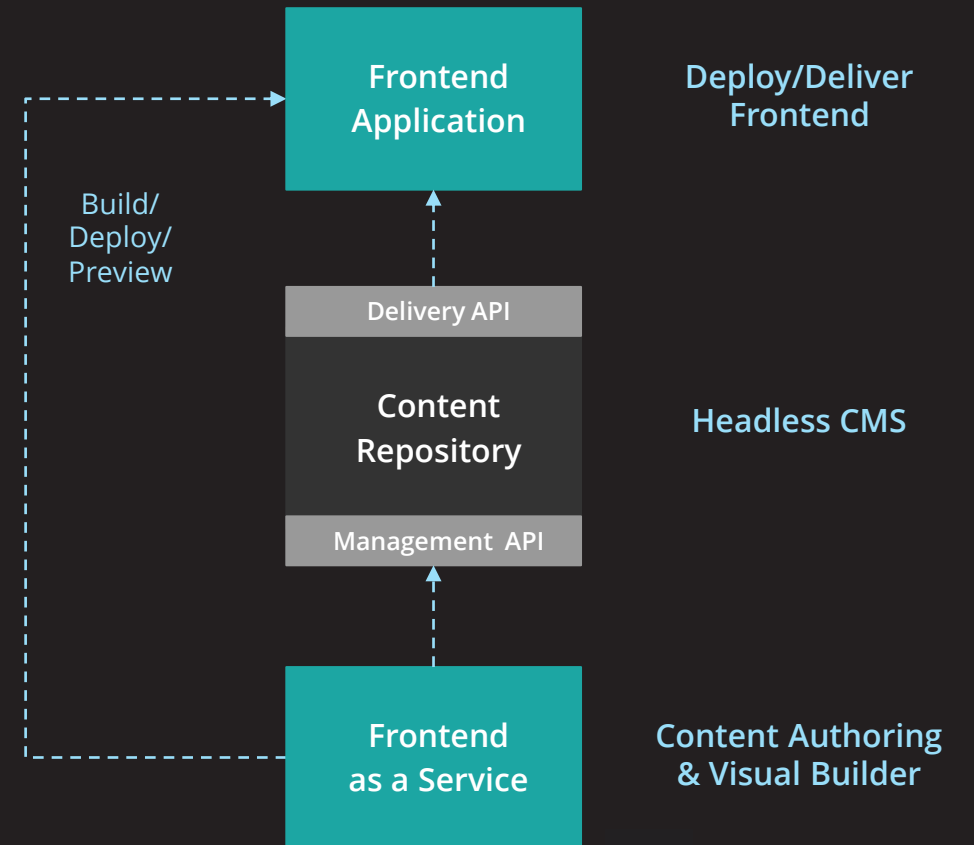
+

Headless CMS



=

No Compromise CMS





Frontend-as-a-Service

Includes Sitecore Symphony - a game changing visual editor that composes experiences from multiple content sources.

A dark blue car with its trunk open, revealing a robotic arm and various equipment inside. The car is parked on a dark surface. The text "Experience Manager Cloud" and "The no compromise CMS" is overlaid in white on the image.

Experience Manager Cloud

The no compromise CMS

Experience Manager Cloud

Headless

Our de-facto CMS architecture will be headless. Includes site, layout and page management.

Experience Manager Cloud

Headless

Our de-facto CMS architecture will be headless. Includes site, layout and page management.

Cloud native

Re-architected XM for the cloud. Elastic scale, upgrades and compatibility issues become a thing of the past.

Experience Manager Cloud

Headless

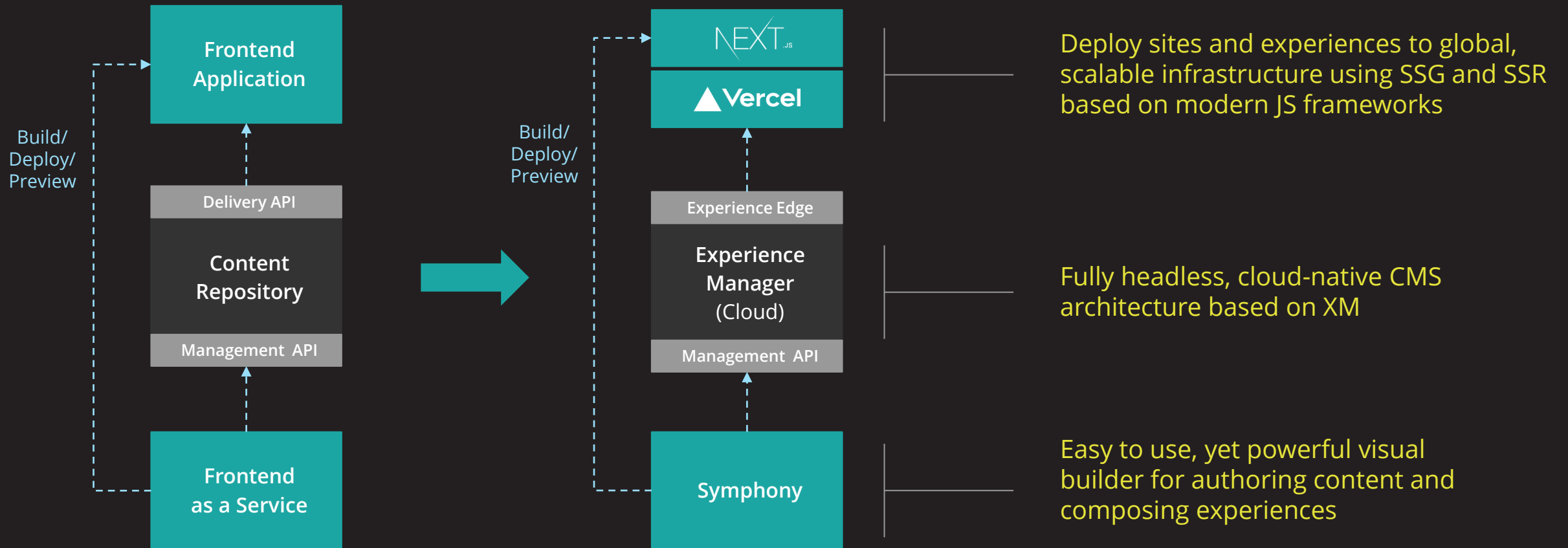
Our de-facto CMS architecture will be headless. Includes site, layout and page management.

Cloud native

Re-architected XM for the cloud. Elastic scale, upgrades and compatibility issues become a thing of the past.

Jamstack ready

Works with modern frontend frameworks and CDNs. Supports all deployment scenarios.



Content

Commerce

Experience



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Marketing Automation

Sitecore Send
Easy to use email marketing, landing
pages and AI recommendations

powered by



moosend

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Customer Data Management

Sitecore CDP
Track, identify, segment
with privacy by design

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Personalization

Sitecore Personalize
Real-time personalization, experimentation, and Decisioning

powered by



Content



Commerce

Experience



 @StCyrThoughts

B2X Commerce

Sitecore OrderCloud
Future-proof headless commerce,
integrate end-to-end

powered by



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Product Discovery

Sitecore Discover
Product and content discovery, automated
site experiences, data-driven results

powered by



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Intelligent Content Search

Sitecore Search
Preview searches, AI-assisted results,
indexed across XM/Content Hub.

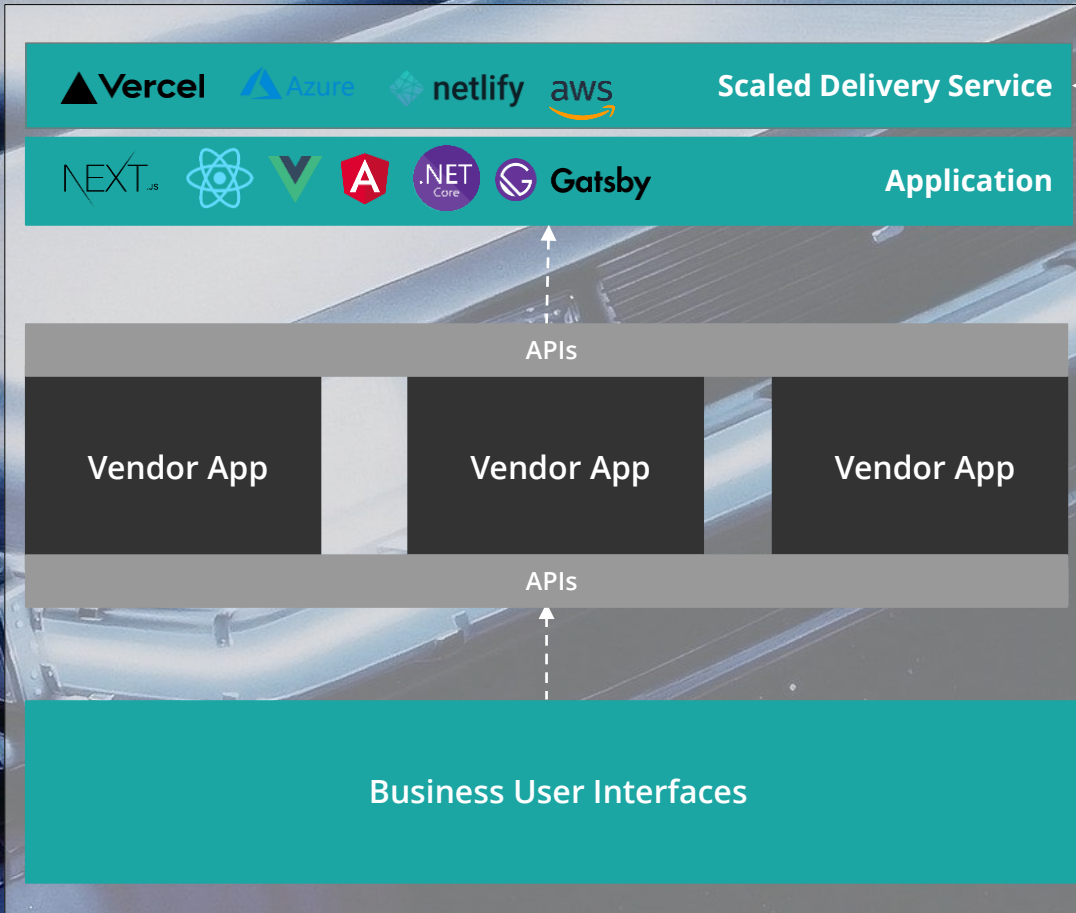
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Omni channel delivery

API-First best-of-breed products

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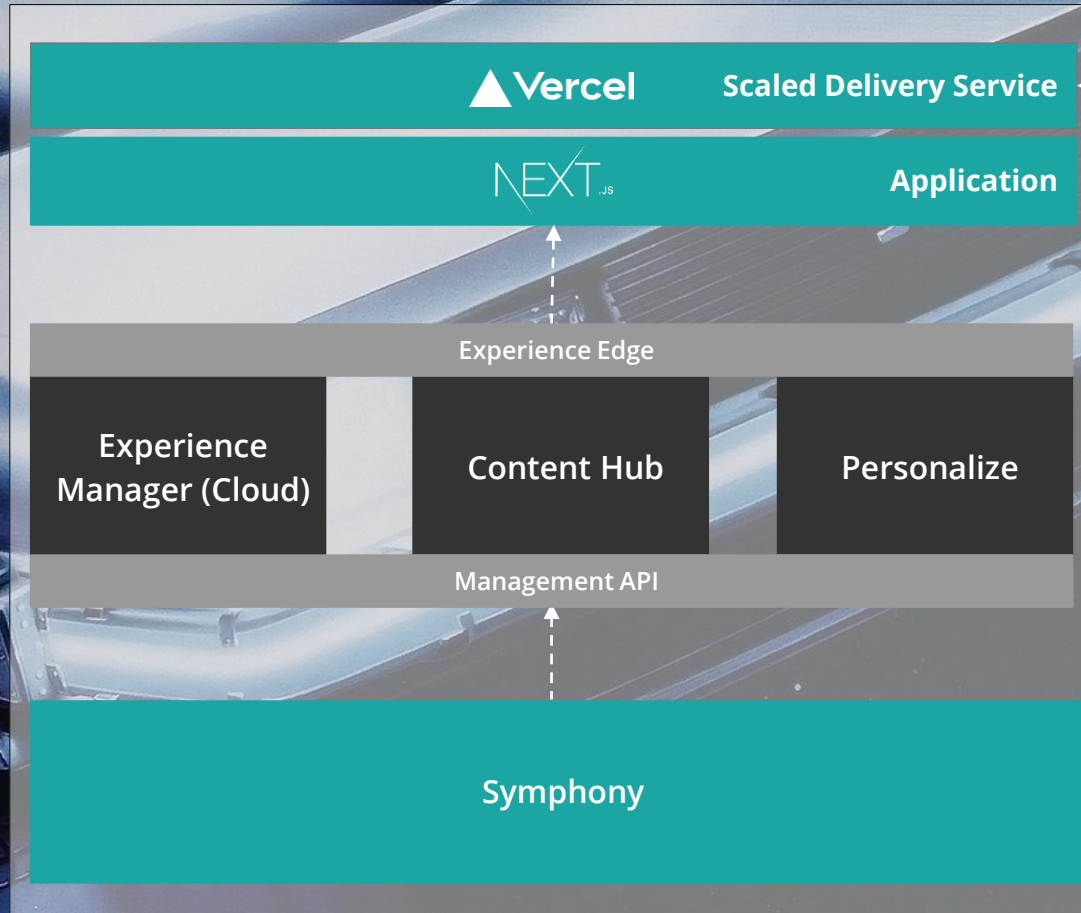


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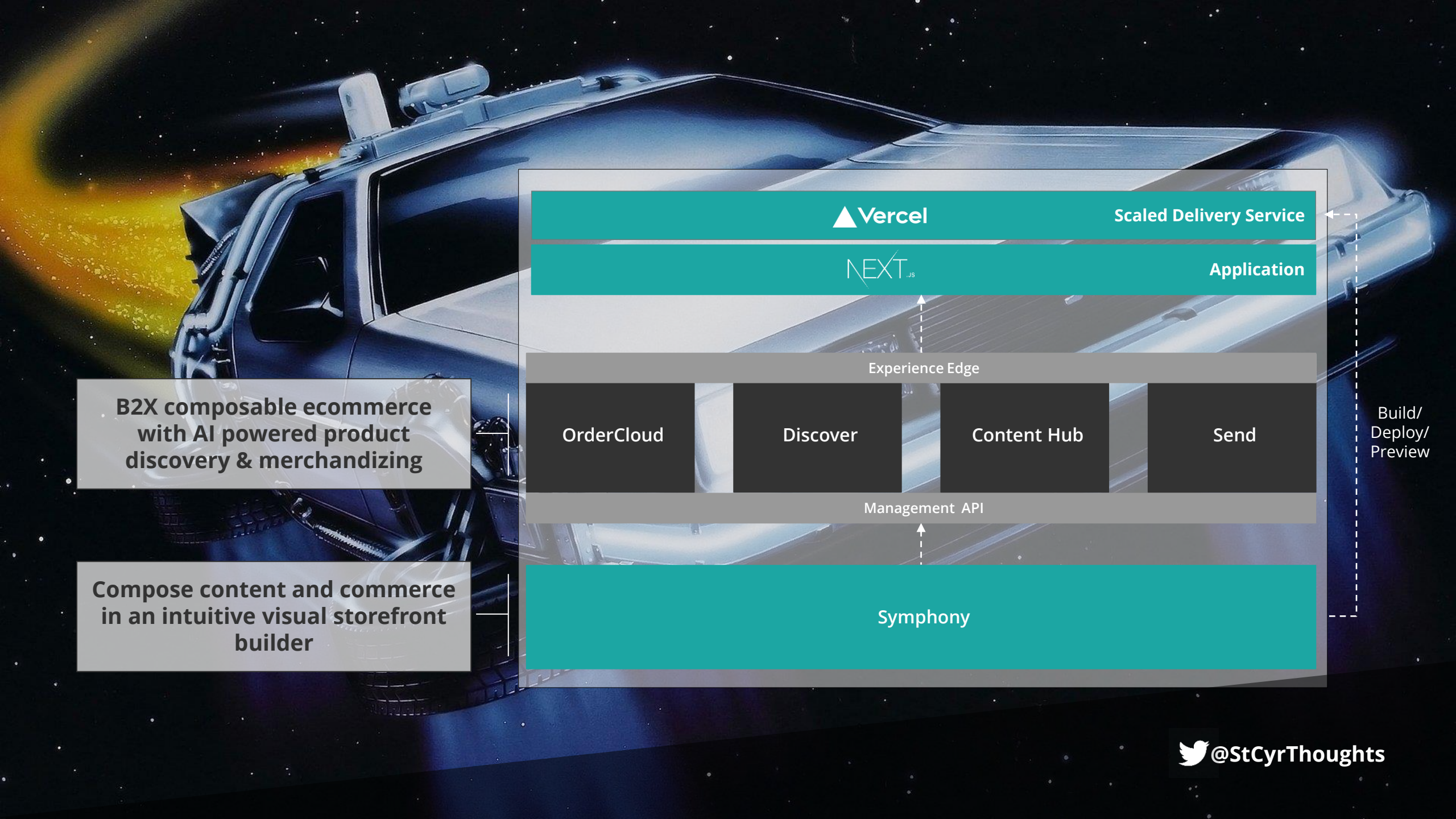
'Last mile' of content delivery with our Vercel partnership

DAM and improved content workflows together with A/B Testing and Personalization

DAM Assets, content and personalization all unified in visual editor

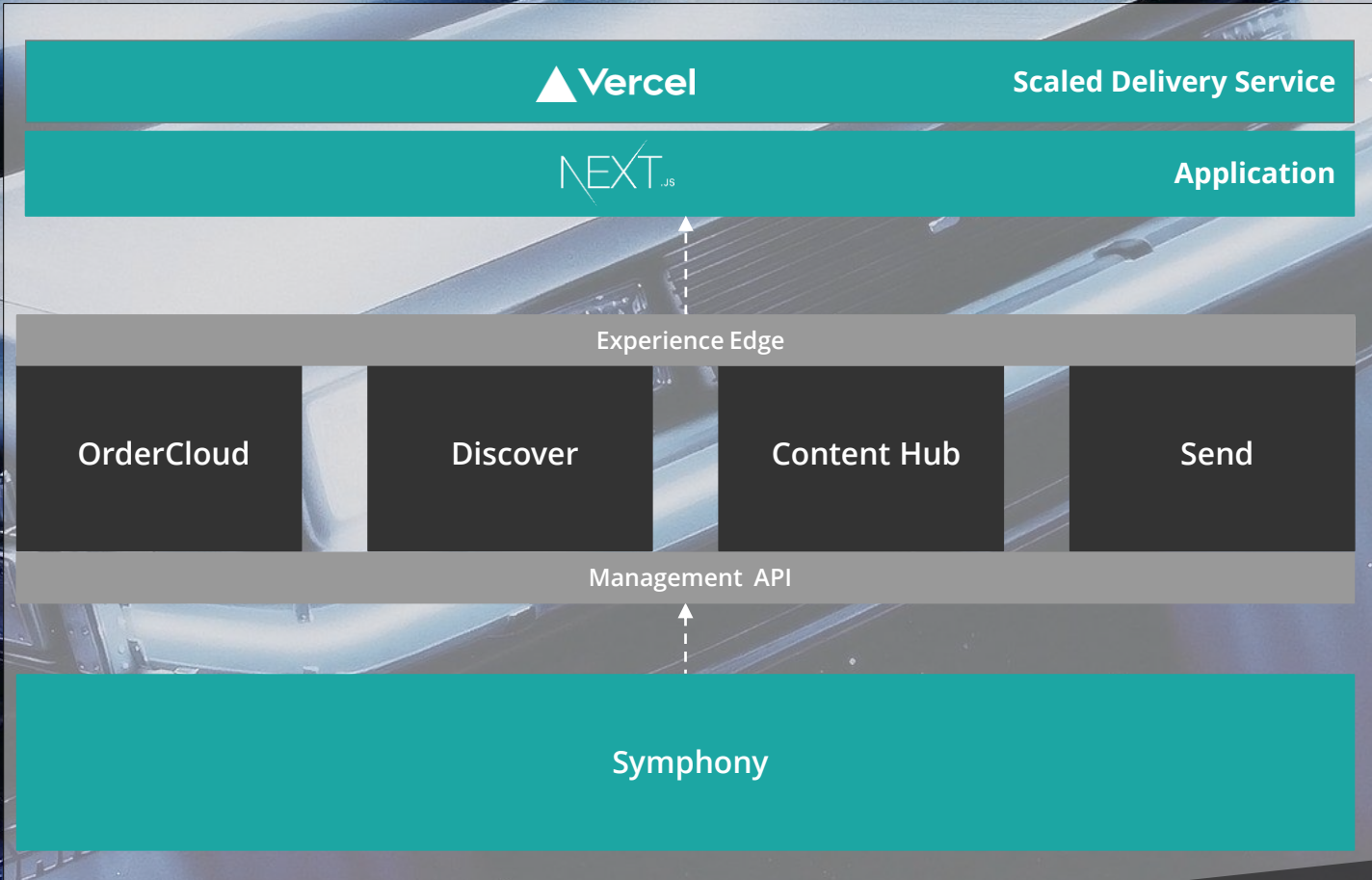


Build/
Deploy/
Preview



**B2X composable ecommerce
with AI powered product
discovery & merchandizing**

**Compose content and commerce
in an intuitive visual storefront
builder**



Build/
Deploy/
Preview

Composable DXP

Best of Breed. Better Together.



Introducing Sitecore XP 10.2

Supercharging your
journey to the future!

Focus on Headless

- Improved authoring user experience for headless sites
- Headless rendering hosts can now utilize the Horizon editor

Delivery with Experience Edge for XM

- Publish XM content to a globally distributed delivery platform to power a highly scalable headless solution.

Focus on Solr

- Azure Search is now deprecated, can now focus on Solr-specific features.

Performance and stability

- EXM DDS containers, xConnect performance
- Data purge for interactions



Art by Corbyn Bern

 @StCyrThoughts

GREAT SCOTT

Ready for the future

- Right-sized 10.2 and modernized to prepare for Cloud journey

Lightning-fast performance

- Bundled with Edge, now benefit from increased site and page performance vs. traditionally CD delivered experiences

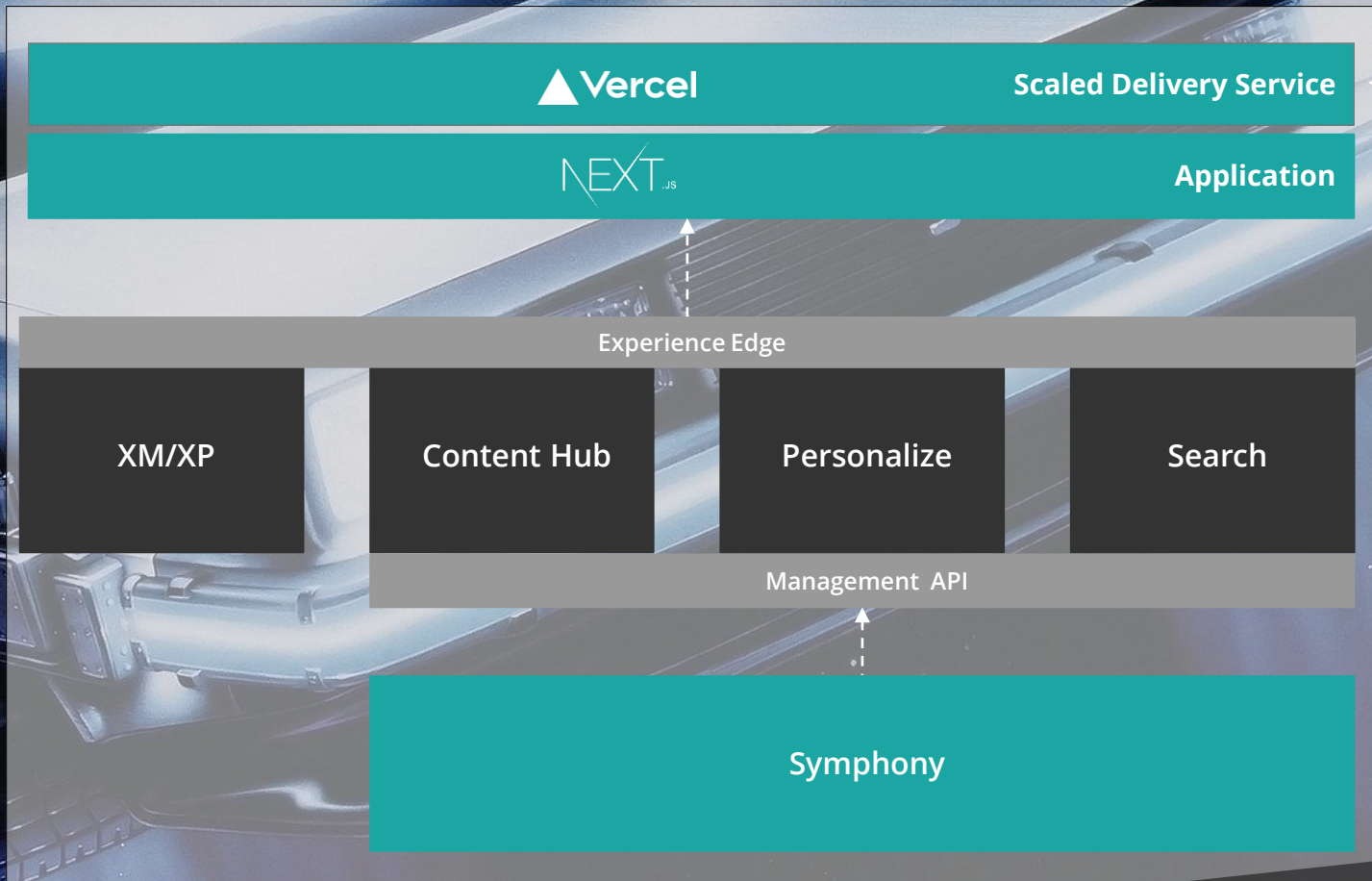
Smaller Investment

- Reduced TCO with elimination of Content Delivery nodes for headless

Bring your MVC Solution to Jamstack

With 10.2 release and Headless Rendering 19.0

Pair PaaS and SaaS to unlock new possibilities...



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Providing choice for customers

Platform DXP

Composable DXP



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Questions?

Any thoughts on what's coming?
Do you see this working for your
teams?

You can also reach me at:

 @StCyrThoughts



THANK YOU!

SAAS TO THE FUTURE

BE EXCELLENT TO EACH OTHER!



Jason St-Cyr
Head of Developer Advocacy
Sitecore

 @StCyrThoughts