

A professional man in a dark suit, white shirt, and patterned tie is looking down at his smartphone. He is standing in front of a large window with a view of a city skyline. The background features a graphic design with overlapping purple and teal triangles.

Sitecore® Experience Platform™

The connected platform that integrates native tools, data, and insights to generate highly optimized, personalized experiences



A black and white photograph of two young women looking down at a tablet device. The woman on the left has long dark hair and is wearing a dark jacket with a fringe collar. The woman on the right has long blonde hair and is wearing a light-colored top. They are both smiling and appear to be engaged with the content on the screen.

The Sitecore® Experience Platform™ (XP) provides marketers with everything they need: comprehensive digital marketing tools, a holistic view of customer data, and machine learning-generated insights that deliver highly effective personalized experiences across multiple channels.

Digital marketing tools that connect all your data to create, tailor, and personalize each customer experience.

The Sitecore Experience Platform delivers three powerful capabilities:

- **Versatile digital marketing:** Whether used as a full digital marketing platform or integrated with other complementary best-of-breed solutions, Sitecore XP offers marketers and developers the freedom, flexibility, and speed to simply and effectively engage with customers.
- **Rich data, smart insights:** Sitecore XP uniquely collects and connects real-time customer data and interactions from all campaigns, sources, and third-party systems over time; stores them in the Sitecore® Experience Database™ (xDB); then generates real-time actionable insights with Sitecore Cortex™ machine learning for high-impact results.
- **Ready for any channel:** Sitecore XP delivers personalized experiences across the channels of today—including headless—and scales to support the channels of tomorrow, from social, web, and mobile to point-of-sale, kiosks, IoT, AR, VR, and mixed reality.

Sitecore XP also allows you to reduce time to market by leveraging the speed and scale of cloud. You can deploy Sitecore XP in as little as 30 minutes, and scale campaigns up and out with confidence by using guided, best-practice templates that deliver proven, high-yield results.

Digital marketing power

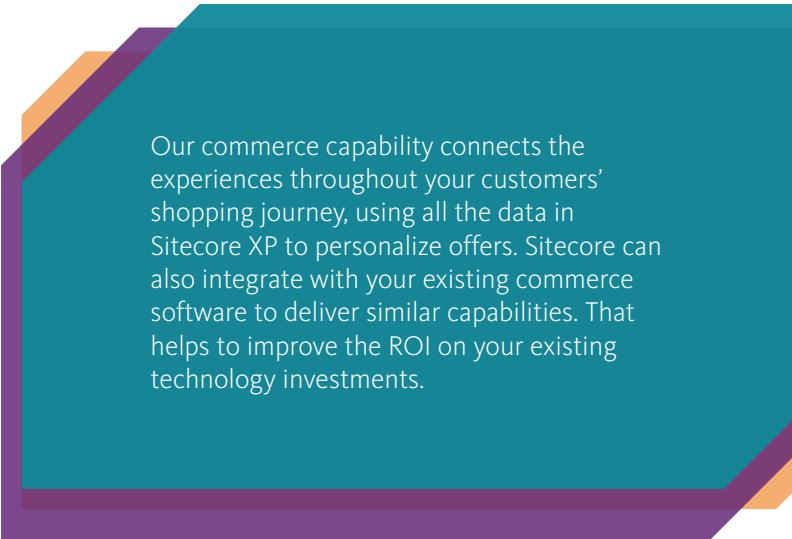
Your customers expect accuracy and consistency any time and any way they interact with your brand. That's how you build brand equity and customer confidence. You need to be confident, too, that your marketing—no matter how automated or distributed across channels—always reinforces your brand. Sitecore XP lets you easily manage all your content, products, and assets in one place, so you can focus on delivering one connected customer experience anywhere your customers are.

Present content consistently across channels

Sitecore XP includes the leading CMS Sitecore® Experience Manager (XM). Key to Sitecore's award-winning CMS user interface is the decoupling of presentation from content. You customize your content, while we take care of displaying it correctly for the channel or device the customer is using. From mobile devices to the largest desktop displays, you can rest assured that your visual assets are optimized for every experience. If front-end developers want less Sitecore in the mix, there are multiple ways to help them while still keeping the marketers' control over personalization and ability to capture analytics. You can also author and edit content in your native language and easily integrate with language translation services to ensure a consistent global message.

Ensure every asset tells the right story

Sitecore makes it easy to manage and secure thousands of digital assets, so you know you're always using the latest approved versions. Use the drag-and-drop media library to handle text, movies, images, PDF files, documents, or integrate with your own in-house DAM solution.



Our commerce capability connects the experiences throughout your customers' shopping journey, using all the data in Sitecore XP to personalize offers. Sitecore can also integrate with your existing commerce software to deliver similar capabilities. That helps to improve the ROI on your existing technology investments.

Single sign-on options

Sitecore XP supports federated authentication, allowing users to log in via Active Directory Federation Services (ADFS), Azure Active Directory (AD), or any other OpenID Connect/SAML single sign-on authentication provider. Visitors can log in with their social credentials.

Many more features

Other features of the Sitecore XM web CMS include:

- **In-session personalization:** Take what you know about the current visit—the channel they arrived from, the device they are using, the time of day, what they searched for, etc.—and serve up the most relevant content to enhance their experience.
- **Multilingual, multisite management:** Manage content in multiple languages along with the translation and workflow (or easily integrate with a translation provider) and have as many sites as you need.
- **Sitecore Experience Accelerator (SxA):** Re-use templates for accelerated page builds with best practices built in, empowering the marketer to make more than just content changes but control layout and functionality as well.

Rich data and smart insights

Today, IT and marketing organizations are joining forces to better handle the avalanche of customer data generated by digital interactions. But because customers are driving conversations across many channels, online and offline, the data from all these interactions is often disconnected. Marketers simply can't keep up.

Until now. Designed to alleviate IT organizations' data burden and empower marketers, the Sitecore Experience Database is a key component of Sitecore XP and gives marketers fast, easy access to complete customer data, down to the individual.



Figure 1: Identify under-performing or high-value customer journeys with Path Analyzer.

A big marketing data repository that collects all customer interactions, xDB connects them to create a comprehensive, unified view of the individual customer. It also leverages Sitecore xConnect™, a framework of APIs and services, to support integration and data interchange in and out of the Sitecore Experience Database. For example, customer data from a CRM can be brought into xDB via Sitecore xConnect to perform deeper personalization. Sitecore data from campaigns and actions can also be added back into the CRM so that both channels know exactly what the customer or prospect has been doing, what they responded to, what worked, and what didn't.

Increase sales velocity with CRM integration

As well, Sitecore offers connectors to specific CRM systems to facilitate easy data interchange. Sitecore Connect™ for Salesforce CRM and Sitecore Connect™ for Microsoft Dynamics 365 both let you more easily supplement customer and prospect records bi-directionally between your CRM and the profile and experience data that Sitecore collects.

Sitecore xConnect leverages the OData industry standard, so developers do not need to learn specific Sitecore code. It can also bring in data from external customer service, commerce, and other enterprise systems to form complete customer profiles and histories. And, with all your customer data in one place, you can identify new groupings of customers based on common attributes or interests for highly targeted, segmentation-based programs.

See the complete picture of every customer

The Sitecore® Experience Profile™ is another key feature of xDB and offers you a clear, organized view into each individual's interaction history to help you better understand your customers and your relationships with them. You can see every interaction that each anonymous and known visitor has had with every content element across any channel, from their first anonymous visits to the current moment. So whenever you look at an individual customer's profile, you're always seeing the whole person in real time.

Contextual insights

Leveraging all the rich data that xDB collects and connects is Sitecore Cortex machine learning, integrated throughout XP to provide marketers with greater insights, efficiency, and faster time to market. Advanced algorithms optimize and pattern-search with the Sitecore Cortex processing engine which computationally generates intelligent insights and revenue opportunity recommendations that previously would require scores of data scientists' work over days, weeks, or months.

Sitecore xDB captures and manages forms data in real time, providing marketers with richer data that enables greater personalization and in-context marketing.

Rather than spend time in spreadsheet analysis paralysis, marketers can now turn to Sitecore Cortex to gain the insights they need to immediately impact campaigns and reach customers in milliseconds. Sitecore Cortex not only tags content, but automatically identifies new audience segments. Continuous optimization assures marketers always deliver a perfectly personalized customer experience.

Available in on-premises and cloud options and on Microsoft SQL Server, SQL Azure, or MongoDB databases, Sitecore xDB can handle hundreds of billions of visits or interactions per year. For IT organizations, key features and benefits include:

- **High flexibility:** Allows you to move from a single server to highly scalable solutions as demand on your website increases.
- **High performance:** Like all Sitecore products, the Sitecore Experience Database supports load balancing to optimize performance.
- **Huge storage capacity:** All customer data is kept in scalable data storage—nothing is deleted—and is made available to Sitecore reporting applications.

- **High availability:** All application components can be deployed as multiple instances, and database components support high availability and data persistence.
- **Cloud-friendly:** Application components can be deployed as preconfigured server instances allowing for quick scaling out on demand.

Distribution across any channel

With Sitecore, your website is already at the center of a completely connected customer experience. But customers today expect you to recognize them whenever they engage with your brand, no matter what channel or device they use. They also expect you to remember previous interactions and continue the conversation from one channel to the next. More than ever, you need one connected platform to deliver a consistent experience across channels. That demands more relevant, contextual marketing with every touch. That's Sitecore.

Because Sitecore XP separates content from its presentation and allows for headless implementations for both Sitecore XM content management or the full digital marketing platform, it delivers personalized experiences across channels of today and tomorrow—from social, mobile, email, and web, to point-of-sale, kiosks, IoT devices, AR/VR and mixed reality. It provides native device support, with headless options via SxA, SSC, and JSS.

Scalable email marketing and rich automation

When your email marketing works in tune with other marketing channels and can leverage customer intelligence directly in real time, it's easy to deliver the right email offers exactly when your most qualified leads want them. Sitecore XP's marketing automation tools include sample plans to get you up and running quickly. Intuitive Sitecore® Forms with their drag-and-drop interface empower marketers to capture the data to power an email campaign plan to nurture prospects.

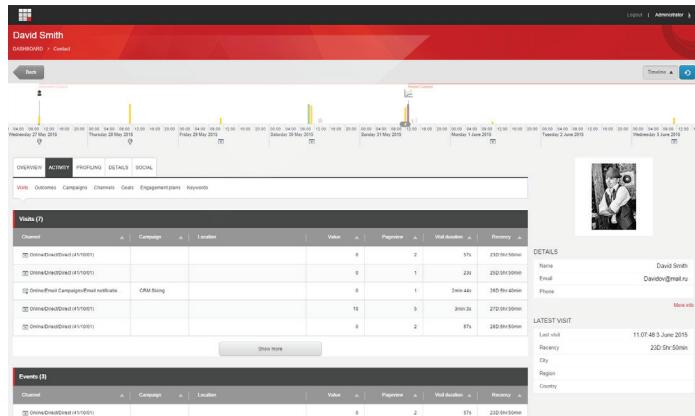


Figure 2: Sitecore® Experience Profile™ shows each customer's interactions with your brand over any channel in real time and historically over time.

Network of federated sites

Have websites that are not powered by Sitecore? No problem. With Sitecore® Federated Experience Manager, you can still serve up tailored, relevant experiences on your non-Sitecore websites and track customer interactions to deliver one, seamless, connected customer experience across channels.

Dynamic PDF and print

Print can be a powerful offline marketing channel that's just as relevant and dynamic as online channels. With Sitecore® Print Experience Manager, you can use all your customer experience data to create, publish, target, and deliver personalized print content—in context.

Mobile web

Engage customers wherever they are. Offer a mobile experience that's optimized to their devices—without tying up your IT staff. Build mobile apps for Android, iOS, and Windows devices using the Sitecore® Mobile SDK for Microsoft Xamarin.

Manage content in the familiar Sitecore environment and deploy compiled native apps to mobile platforms in a streamlined way. With Sitecore, you can manage your brand and serve up a consistent experience on virtually any device.

Speed time to market

The Sitecore Experience Platform provides customers with the widest array of deployment options including on-premises, hybrid cloud, and cloud. Fully re-architected and optimized for **Microsoft Azure platform-as-a-service (PaaS)** environment, there is seamless integration with native Azure resources to allow the deployment of a Sitecore topology in as little as 30 minutes through Azure Resource Manager (ARM) templates or Azure Marketplace. Digital marketers can deliver websites, marketing campaigns, landing pages, and other fast-turn projects in minutes. And IT teams enjoy the reliability, speed, and scale of deploying Sitecore XP in Azure's PaaS environment.

With a familiar, proven-to-IT cloud stack, Sitecore XP deployed using ARM templates ensures consistency, alleviates issues between application development and production environments, and delivers digital experiences using pre-set architectures. For the ultimate in speed and simplicity, customers can use WYSIWYG-like templates in the Azure Marketplace to deploy Sitecore with just a few clicks. Scale campaigns up and out with cloud rules to adapt CPU, capacity, or RAM automatically.

Learn more about how
Sitecore Experience Platform
 delivers value in innovation,
 enhancements, and time-to-market capabilities at:

sitecore.net/products/sitecore-experience-platform