

BROCHURE

Sitecore[®] Experience Platform[™]

The connected platform that integrates native tools, data, and insights to deliver intelligent, personalized experiences across any channel.



JULY 2019

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Engage beyond the cart

Sitecore® Experience Platform™



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 any channel.

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

The Sitecore® Experience Platform™ (XP) delivers four powerful capabilities:

- Scalable content management: From small digital footprints to the largest in the world, Sitecore XP provides expansive frameworks and features to effectively manage all your content with ease.
- 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.
- 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.
- Omnichannel delivery: Sitecore XP delivers personalized experiences across the channels of today 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 yourself in as little as 30 minutes, across 99% of topographies, or you can rely on Sitecore to manage your installation for worry free deployments. Either way, you're free to focus on high-impact work in your solution.



Scalable content management

Built on top of the leading CMS, Sitecore's content management capabilities provide organizations with all they need to quickly manage, control, and deliver content at scale.

- Multilingual, multisite management: Manage content in multiple languages, including translation and workflow, or easily integrate with a translation provider, and have as many sites as you need.
- User rights and workflow: Control all your content with extensive user rights and multi-step workflow management.
- Sitecore JavaScript Services (JSS): Use familiar JavaScript frameworks—React, Angular, and Vue.js—to build complete Sitecore solutions, while retaining editing control.
- Sitecore Experience Accelerator (SxA): Reusable templates with built-in best practices accelerate page builds and empower marketers to not only edit content but also control layout and functionality.

Single sign-on options

Sitecore XP includes built-in single sign-on through Identity Server. Organizations can easily log into their marketing tools without the slowdown of multiple login mechanisms. Sitecore Identity allows teams to login to all their Sitecore applications through one interface and can be extended to integrate with any tools using Identity Server.

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, both 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 xDB is a key component of Sitecore XP and gives marketers fast, easy access to complete customer data, down to the individual.

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:



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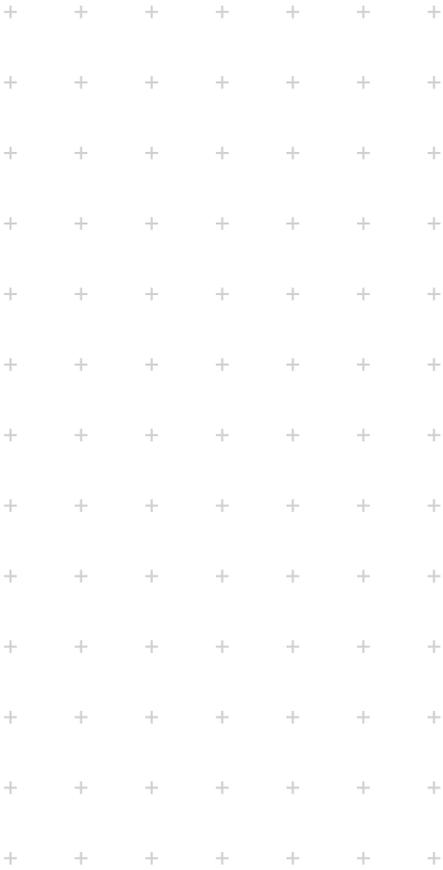
For IT organizations, key features and benefits include:

- **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 xDB supports load balancing to optimize performance.
- **Huge storage capacity:** All customer data is kept in scalable data storage – nothing is deleted – and available to Sitecore reporting applications.

Robust Integrations and control

Sitecore xDB also leverages Sitecore xConnect™, a framework of APIs and services, to support integration and data interchange in and out of xDB. 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.

With xDB's configurable API to control data, organizations can connect and control all their marketing data – complying with new privacy regulations, lowering total cost of ownership, and cleaning data for the next marketing project. With Sitecore's robust set of APIs, organizations can connect, secure, and control all the data flowing in and out of their solution.



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

Increase sales velocity with CRM integration

In addition, Sitecore offers connectors to specific CRM systems to facilitate easy data interchange. Both Sitecore Connect™ for Salesforce CRM and Sitecore Connect™ for Microsoft Dynamics 365 increase the ease of supplementing customer and prospect records bi-directionally between your CRM and the profile and experience data that the Sitecore platform collects.

Sitecore xConnect leverages the OData industry standard, so developers don't 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.

Contextual insights and suggestions

Sitecore Cortex machine learning leverages all the rich data that xDB collects and connects. Integrated throughout Sitecore XP, Cortex provides marketers with greater insights, efficiency, and faster time to market. On top of algorithms built into the system for pattern and profile matching, Sitecore Cortex provides:

- Flexible data processing pipelines for maximum control over all your data.
- A replaceable ML server built on Azure: Use our built-in ML or replace it with a best-of-breed product.
- Out-of-the-box personalization suggestions built naturally into the content testing process: Sitecore's personalization suggestions consistently narrow your content to a one-to-one framework based on real-time data.
- Content tagging: Automatically tag all your content with semantic tags to improve search visibility and content placement speed.

See the complete picture of every customer

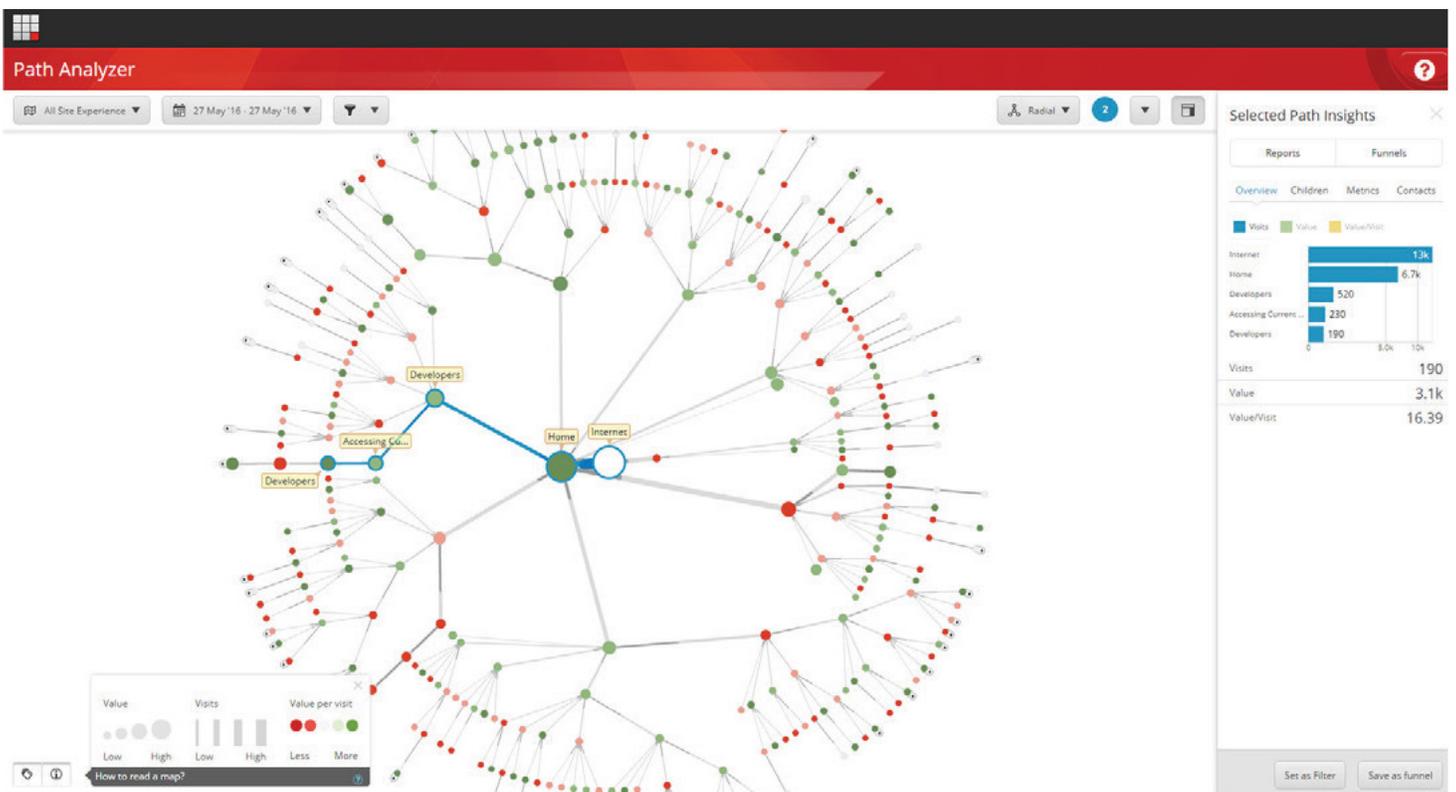
The Sitecore® Experience Profile™ is another key feature of xDB. Offering a clear, organized view into each individual's interaction history, it helps you better understand your customers and your relationships with them. See every interaction that each anonymous and known visitor has had with every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

Analyze every path

Review and analyze all the traffic to quickly identify your exit pages for immediate action. With Sitecore's Path Analyzer, teams can review all traffic throughout their website and align it with engagement. It's the most insightful and robust path analysis tool available. Discover the issues with your customer journey and fix them fast.

Additionally, teams can use the built-in flexibility to analyze traffic to any goal or campaign, and understand the interactions of every profile. Go beyond surface-level visit reporting and find out the best paths to your goals, the different visit paths between your campaigns, or where your persona segments frequent and convert. There's no need to fly blind. Use your visit and traffic data to set up timely and engaging personalization and drive the most impact with your marketing efforts.

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



Digital marketing power

Your customers expect accuracy and consistency each time and every way they interact with your brand. That's how you build brand equity and customer confidence. And to do that you also need confidence that your marketing always reinforces your brand – no matter how automated or distributed across channels. 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.

Always-be-testing optimization

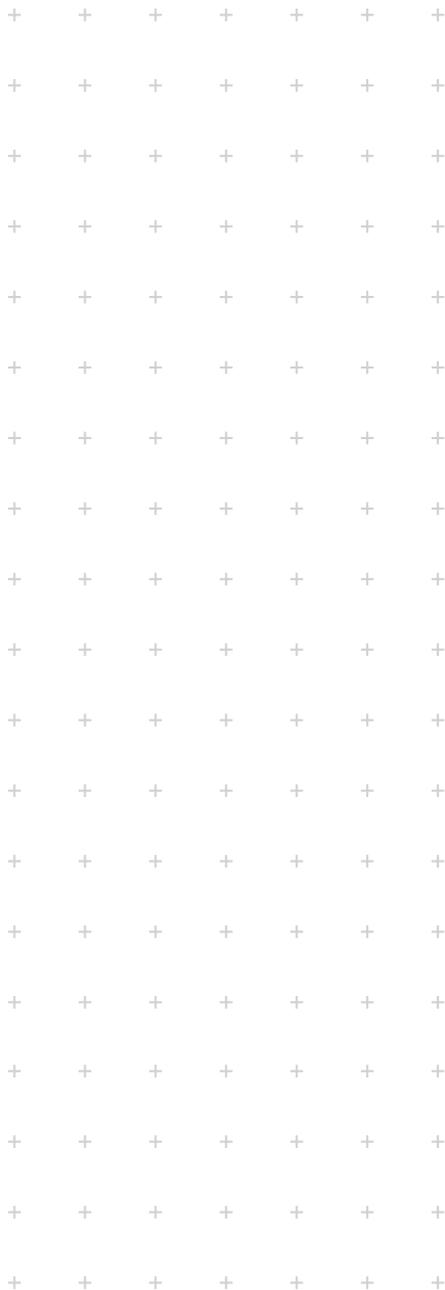
With built-in optimization capabilities, Sitecore supports an "always-be-testing" marketing methodology. Teams can test fields, modular content, full pages, or total experiences throughout all their users' interactions. With A/B to Multivariate testing capabilities, marketers can ensure every piece of marketing content added or updated is better than what was there previously.

Control, analyze, and correct all your testing from one easy location. With a scaled-testing approach, marketers also see all on-going testing and personalization from a single pane. From there, they can quickly review working tactics to replicate them throughout the web properties or correct poorly performing aspects before they have an impact.

Real-time personalization at scale

Today's visitors expect personalization at all times. They expect to receive an individualized experience that uses the data they've provided to increase value. Sitecore's flexible xDB allows marketing teams to personalize using any data they have – first, third, or even zero-party data. Combine every data point to create an engaging user experience – that's constantly improving.

And marketers can personalize without switching tools or context. With personalization built into the editing experience, marketers can easily and efficiently implement personalization while creating their digital experiences. Our connected and integrated platform makes personalization the default state of the marketing and authoring process.



Marketing nerve center

Using Sitecore's Marketing Control Panel, marketing teams have one location where they can create and deploy their goals, profiles and personas, campaigns, and taxonomy.

Create and deploy thousands of campaigns with crystal-clear taxonomy through the Campaign Creator. Sync these campaigns into your content marketing strategy to ensure that no matter what campaign a user comes in from, they'll have a personalized experience. React and adapt to each campaign, not just the first one.

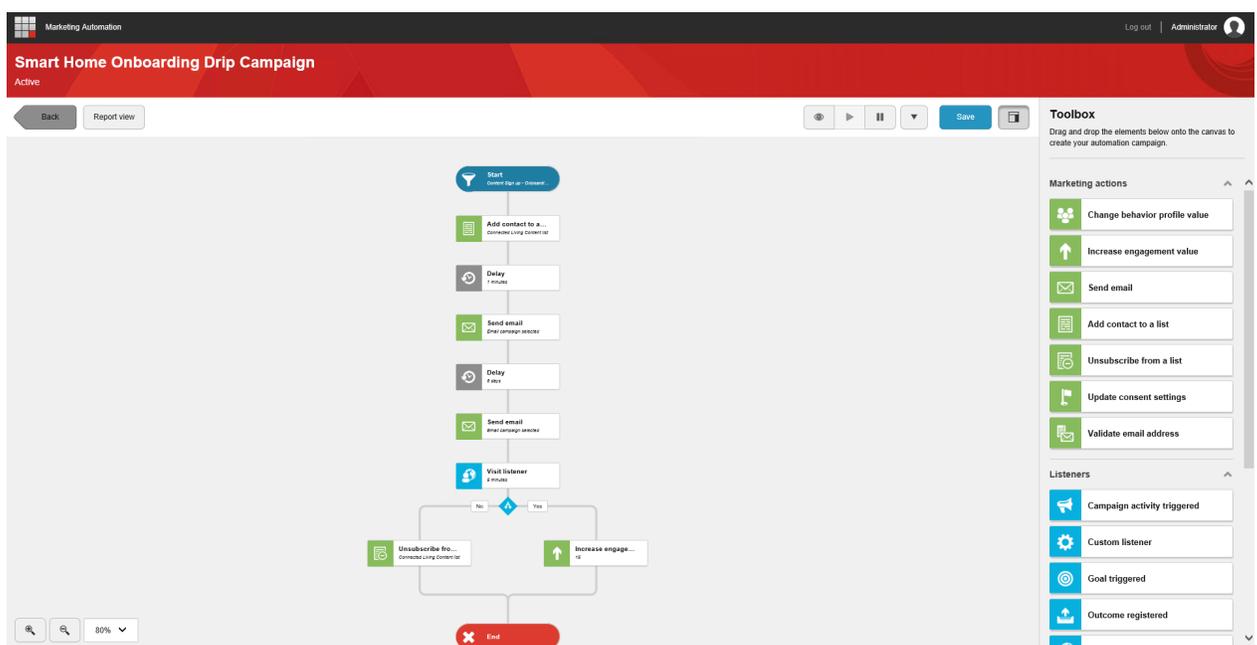
And track every goal, not just the final conversion, with transparent Engagement Value. Engagement Value reveals the lifetime value of your customers instead of just the value of the last transaction. With robust engagement analytics, brands can understand and meet their customer's needs.

Create adaptive profiling models that truly know your customer and change as they change. Profiles and personas enable organizations to create composites of their known customer types and personalize based on anyone that matches the pattern. With adaptive profile models, these composites change along with your customers' behavior and preferences.

Automation at scale

With integrated marketing automation throughout, the platform makes it simple for marketing teams to scale their response to each and every customer touchpoint with ease. Respond to your customer's needs at the exact right moment with a perfectly timed email, push notification, or SMS message. Connected with xDB, marketing automation listens for the key triggers throughout your customer's journey and sends the right message at the right time.

Figure 2: Make sure you can respond to every interaction with perfect timing.



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, regardless of channel or device. 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, personalized 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 the 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.

No compromise engagement and personalization

With Sitecore Forms, marketers can use an intuitive drag-and-drop interface to ensure that when a user is ready to communicate with them, they're ready. With Sitecore's data-capture and personalization capabilities, marketers have the insight to power a robust conversation.

Because you can't improve what you don't measure, brands need to track every interaction with their customer to ensure the next interaction is better than the last. The Universal Tracker, Sitecore's behavioral tracking API, enables organizations to watch every interaction no matter the device. Whether engagements happen online or offline, with the Universal Tracker, brands can easily respond to any interaction and ensure a smooth experience regardless of the channel.

Network of federated sites

Have websites that aren't 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.

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.

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.

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.

Speed time to market

The Sitecore Experience Platform provides customers with the widest array of deployment options from fully managed by Sitecore to on-premises, hybrid cloud, or cloud.

Sitecore’s Managed Cloud allows organizations to offload the work and concern around installation and infrastructure and focus on the high-impact operations:

- Easily scale up or down as demand changes.
- Always on so your digital presence is always there for your customers.
- Flexible pricing: Only pay per use.
- Interoperability with your existing systems and marketing investments.
- Rapidly deploy Sitecore on Azure without worrying IT.
- Enterprise-grade security: With Microsoft Azure, your web data always remains secure.

Sitecore also supports do-it-yourself deployment methods. Our fully re-architected platform-as-a-service (PaaS) environment is optimized for Microsoft Azure to provide seamless integration with native Azure resources. Using either Azure Resource Manager (ARM) templates or Azure Marketplace, you can deploy Sitecore topology in as little as 30 minutes.

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.

In short, digital marketers can deliver websites, marketing campaigns, landing pages, and other fast-turn projects in minutes. While IT teams enjoy the reliability, speed, and scale of deploying Sitecore XP in Azure’s PaaS environment.



End-to-end control

Marketers need control of the end-to-end lifecycle from one consolidated location. This is where the rest of the Sitecore® Experience Cloud™ comes in. With seamless integrations with Sitecore® Experience Commerce™ and Sitecore Content Hub™, brands have control over the entire marketing lifecycle to align with the entire customer lifecycle.

Ensure every asset tells the right story

Sitecore’s Content Hub enables brands to plan, manage resources, collaborate, and distribute content to all their marketing systems.

With just one system, marketing teams have:

- **Digital Asset Management (DAM):** Manage, store, and search for almost any digital asset, with built-in digital rights management capabilities
- **Product Content Management (PCM):** Centralize and automate the management and maintenance of product data that feeds e-commerce websites, print catalogs, ERP systems, and more
- **Content Marketing Platform (CMP):** Eliminate silos in the content production process by merging editorial planning, content creation, and analysis into one unified, collaborative platform.
- **Marketing Resource Management (MRM):** Plan, schedule, and organize content production within a structured, streamlined process

Engage beyond the cart

Sitecore Experience Commerce provides marketers, merchandisers, and authors with all the capabilities they need to maximize the lifetime value of their customers. Go beyond the initial transaction to engage with their customers to generate lifetime value.

Using just one platform, teams can manage product information, create discounts and offers, control inventory, and respond to customers and manage their orders. With all these abilities in the Sitecore Experience Platform, your content and commerce process is as seamless as the content placement process.

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.

Help when you need it

Sitecore's ecosystem – including hundreds of partners and thousands of qualified developers – empowers you to navigate to success through even the toughest circumstances. With a Sitecore certified partner, you can have the confidence that whatever business challenges come your way, you'll be able to manage them.

Sitecore's team of service professionals adds an additional level of confidence. Business strategists from the Sitecore Business Optimization team (SBOS) are able to help marketers and their teams navigate the ever-changing world of digital marketing. Our SBOS consultants team up with your partner to ensure your solution is executing against your objectives and roadmaps.

Learn more about how the Sitecore Experience Platform delivers value in innovation, enhancements, and time-to-market capabilities at sitecore.com/products/sitecore-experience-platform

Sitecore is the global leader in experience management software that combines content management, commerce, and customer insights. The Sitecore Experience Cloud™ empowers marketers to deliver personalized content in real time and at scale across every channel—before, during, and after a sale. More than 5,200 brands—including American Express, Carnival Cruise Lines, Kimberly-Clark, and L'Oréal—have trusted Sitecore to deliver the personalized interactions that delight audiences, build loyalty, and drive revenue.

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