



# Sitecore Experience Platform 8

SXP 8.1 unboxing #SUGCH

Jens Harder, Solution Architect  
November 16, 2015

▶ “The Customer experience is the totality of a customer's interactions with a company or brand.”

Digital Clarity Group 2014

▶ “The Customer experience is the totality of a customer's interactions with a company or brand.”

Digital Clarity Group 2014



By 2016, nearly 90% of companies believe that customer experience will be their primary basis for competition.

Gartner Research Predicts 2015: Digital Marketers Will Monetize Disruptive Forces  
Published: 3 November 2014



The background is a solid dark blue. Overlaid on this are several concentric, semi-transparent circles of varying shades of blue, creating a sense of depth and movement. On the left side, a white arrow points horizontally towards the right, partially overlapping the circles.

Why aren't they there yet?

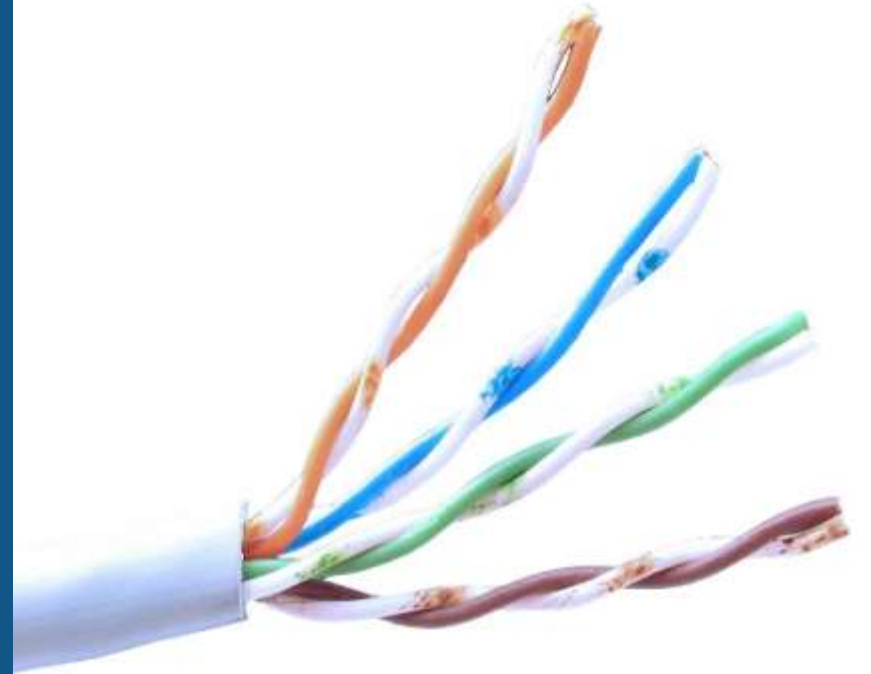
# The Technology Challenge

Digital Marketing Systems Complexity



# The Knowledge Challenge

Contextual information is hidden from use.





# The Content Challenge

Content without Context is meaningless.

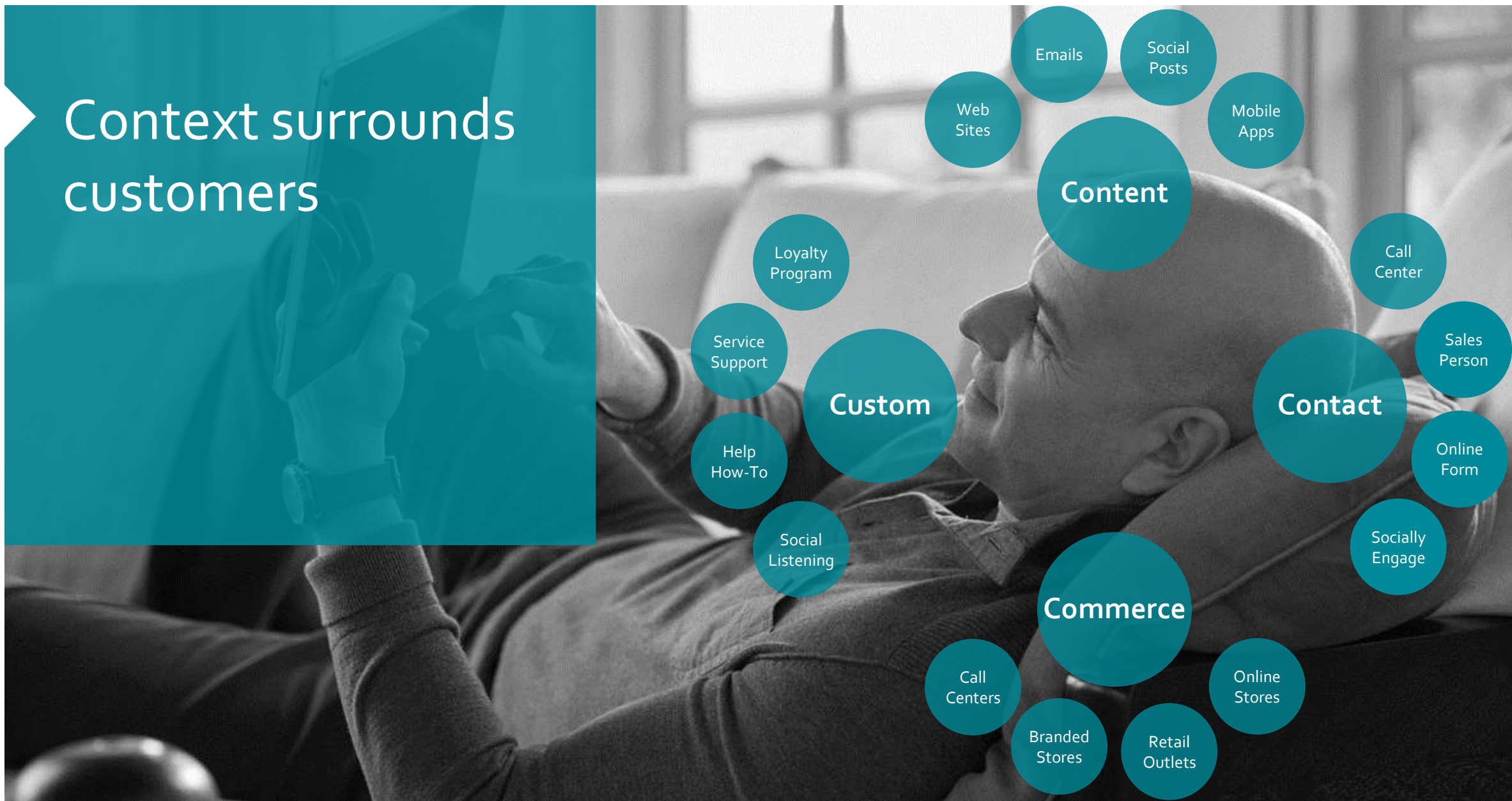


# Context Marketing





# Context surrounds customers



# Content Management



# Contextual Intelligence





# Communication Automation



▶ How can Sitecore help?

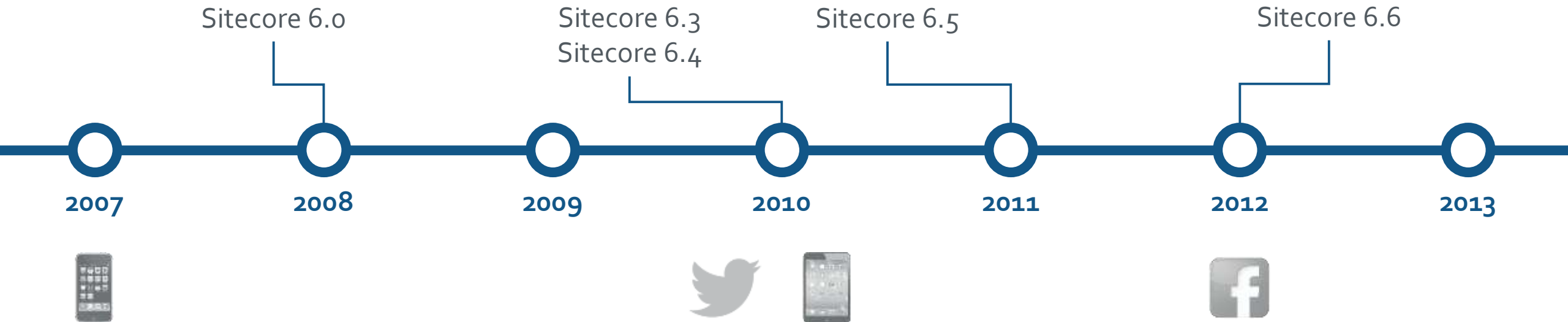
# Sitecore 6: Inventing Web Experience Management



"The most advanced CMS on the market."

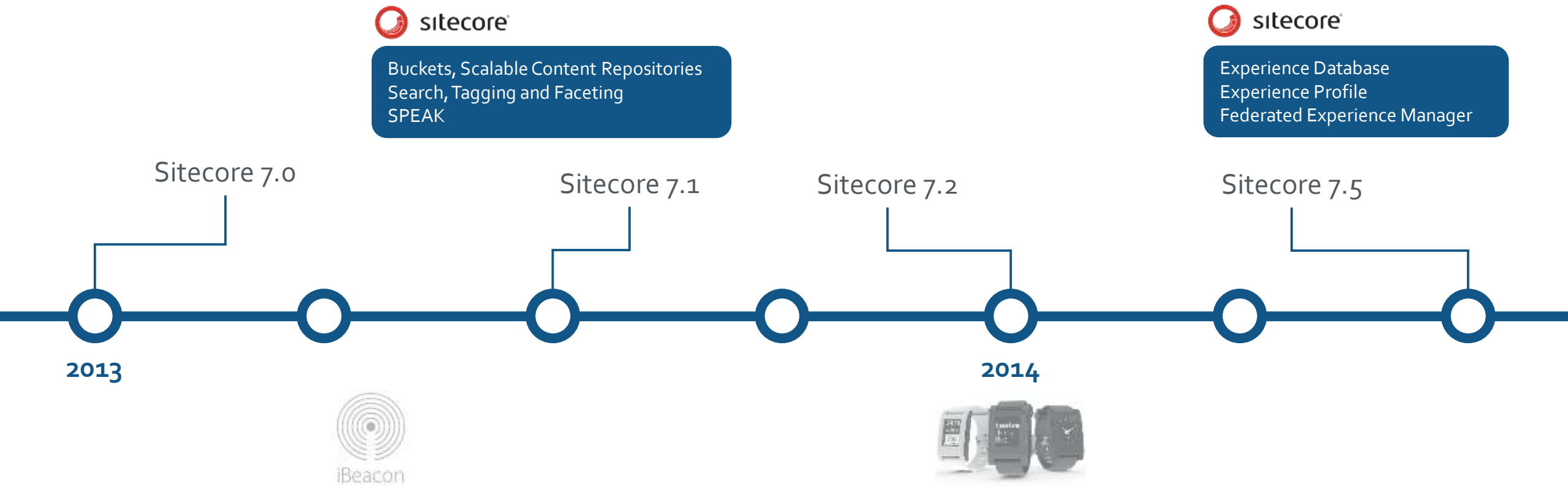


Engagement Automation  
Engagement Analytics  
Targeting and Segmentation  
Personalization

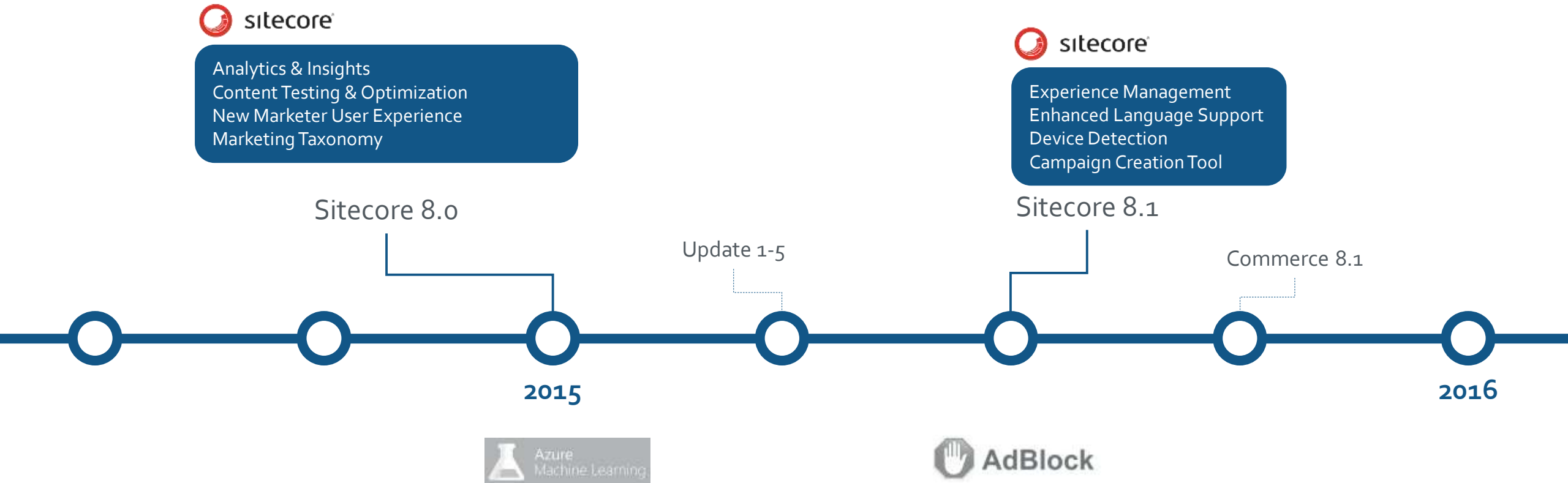




# Sitecore 7: Scaling



# Sitecore 8: Empowerment



# Where Have We Come From?

## Sitecore 6.x

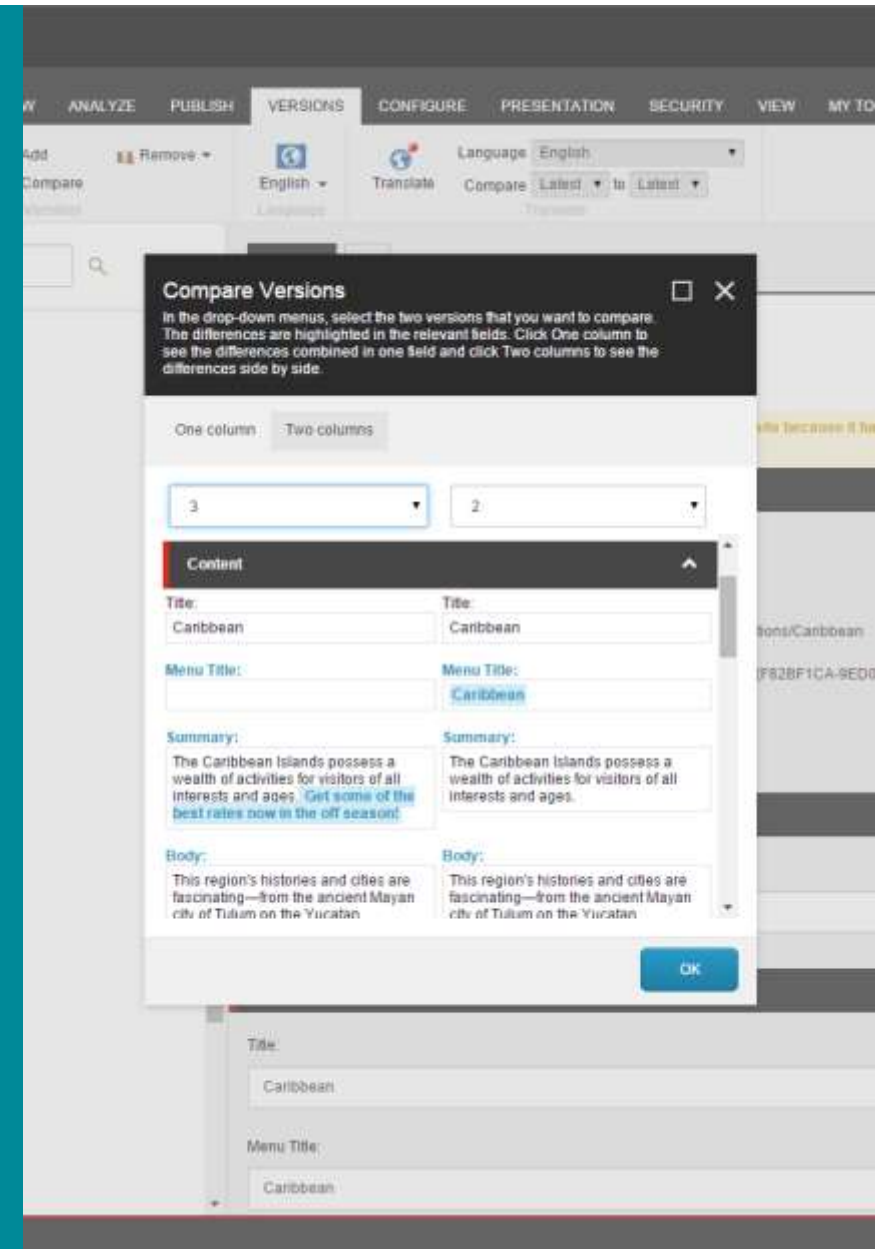
Content Management → Web Experience Management

## Sitecore 7.x

Web XP Management → Omnichannel Management & Analytics

## Sitecore 8.x

Empowerment and execution to the business user



# Word of warning about 6.x

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**Support\* for 6.6 ends  
December 2015**

# What Was 6.x Missing?

- **Content Scalability**
  - Item Buckets and Faceted Search
- **Content Searching**
  - ContentSearch
- **Easy Application Development**
  - SPEAK UI
- **A little something called xDB...**

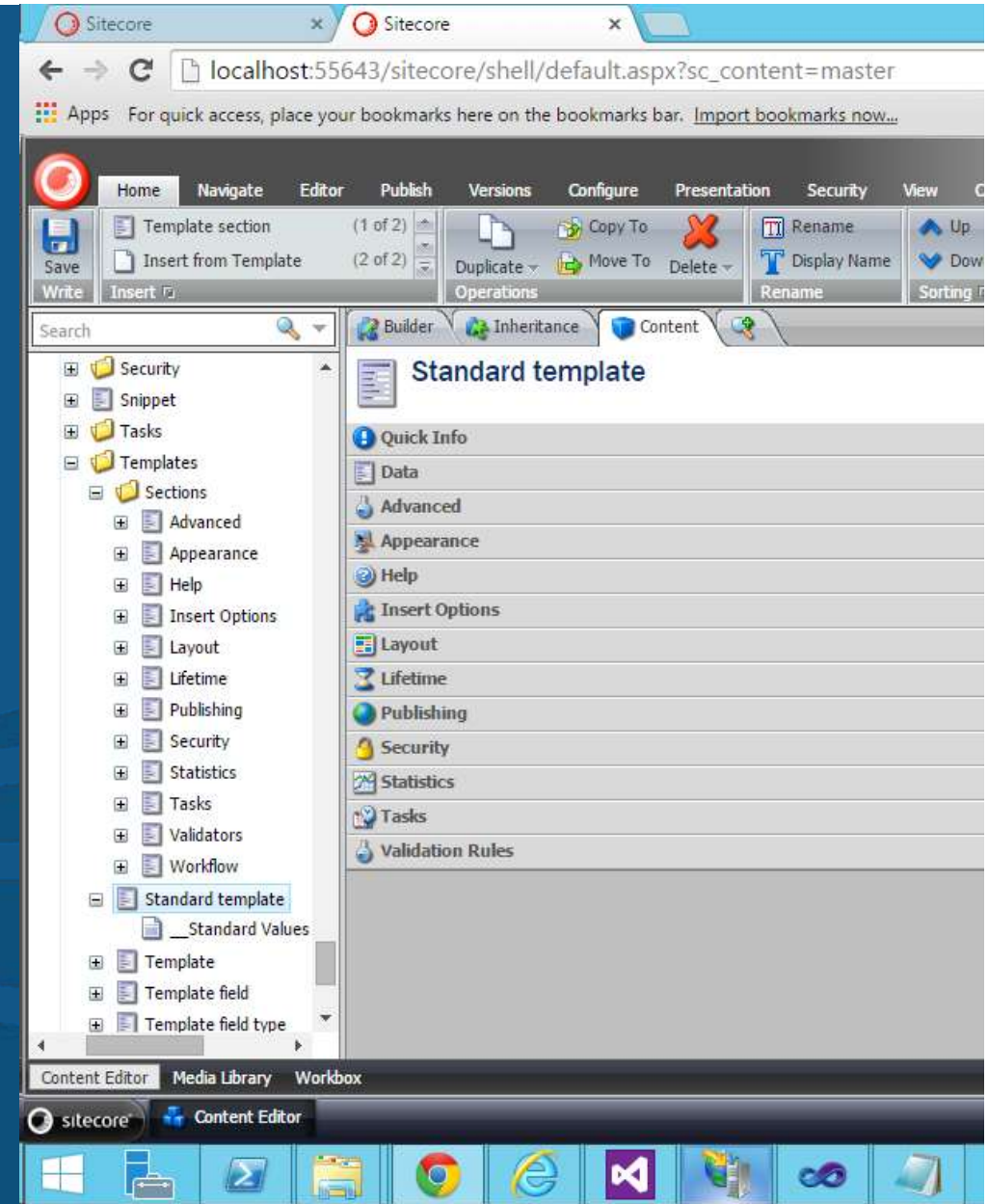


# Summary of 7.x

- Enterprise Scale Content Management and Organization
- (Big) Data Marketing Repository of Customer Information
- Basic Analytics, Insights, Decisions and Automation

## But...

- Dated UI
- Built more for use by IT and Developers
- A lot of introduced capabilities were still growing






# So what does xDB enable you to do?

- Allowed everything to come together in 1 place
- Really get personal with your visitor base
- Share marketing data across channels
- Analytics
- Intelligence
- Decisions
- Automation

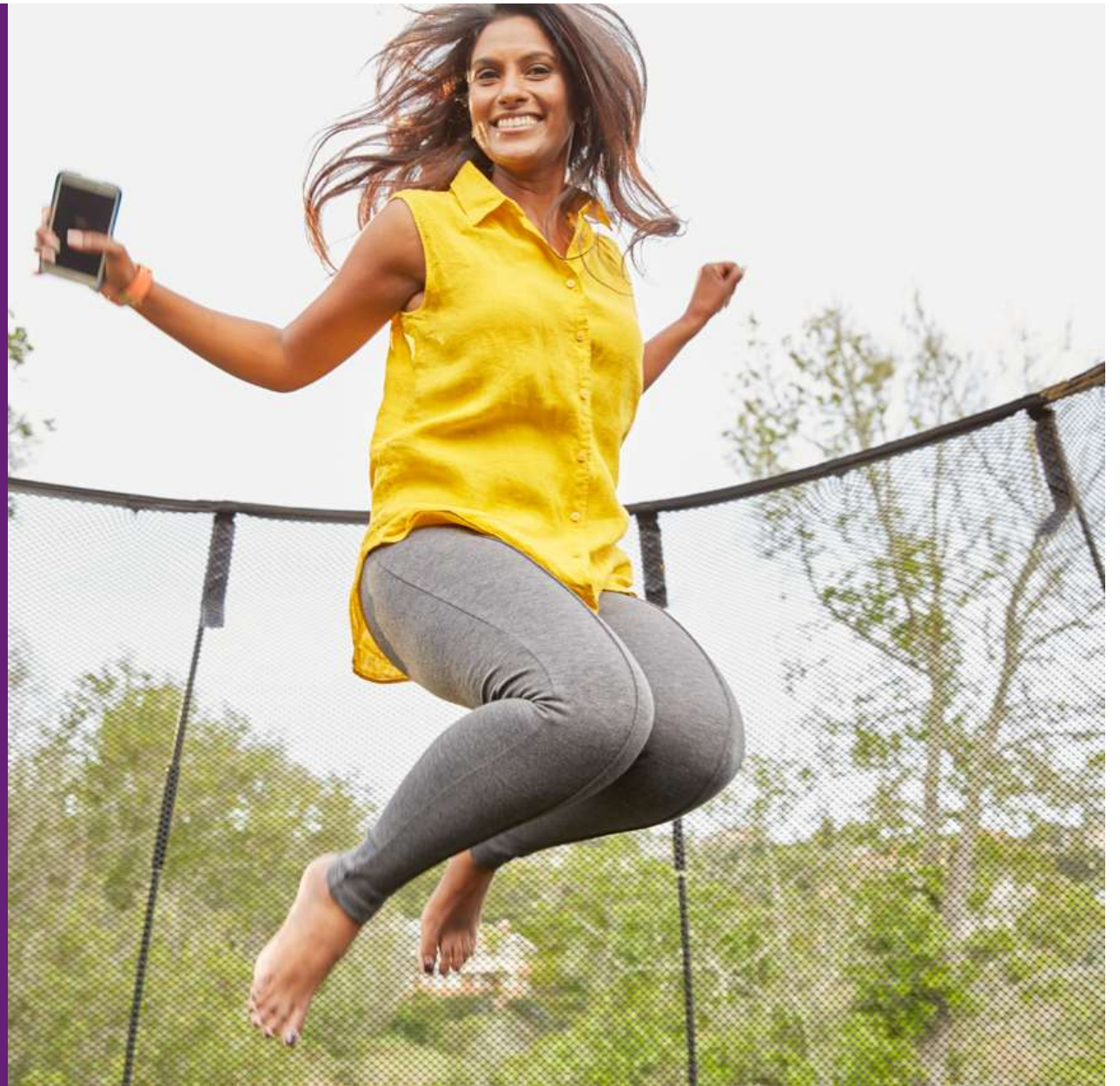


# Sitecore 8.x

- Empower the business user
- Better analytics
- Continuous testing and optimization
- Make  easy
- Take what we started in 7 and RUN!!



It is time for Sitecore 8!





# Simplify Options and Drive Adoption

Experience Management (CMS)

Experience Platform (xDB)



# Sitecore Experience Platform

## EXPERIENCE PLATFORM

Web Experience	Mobile Experience	Email Experience	ADD-ONS
Experience Content Manager	Experience Optimization	Experience Automation	Print
Marketing Apps	Federated Experience	Experience Profile	Commerce
Segmentation (List Manager)	Experience Analytics		E-mail

## FOUNDATION



## CONNECT



# Sitecore Experience Management

## EXPERIENCE PLATFORM

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Segmentation (List Manager)	Experience Analytics		E-mail

## FOUNDATION



## CONNECT





# Experience Management

Designed to support customers not ready for the entire Experience Platform.

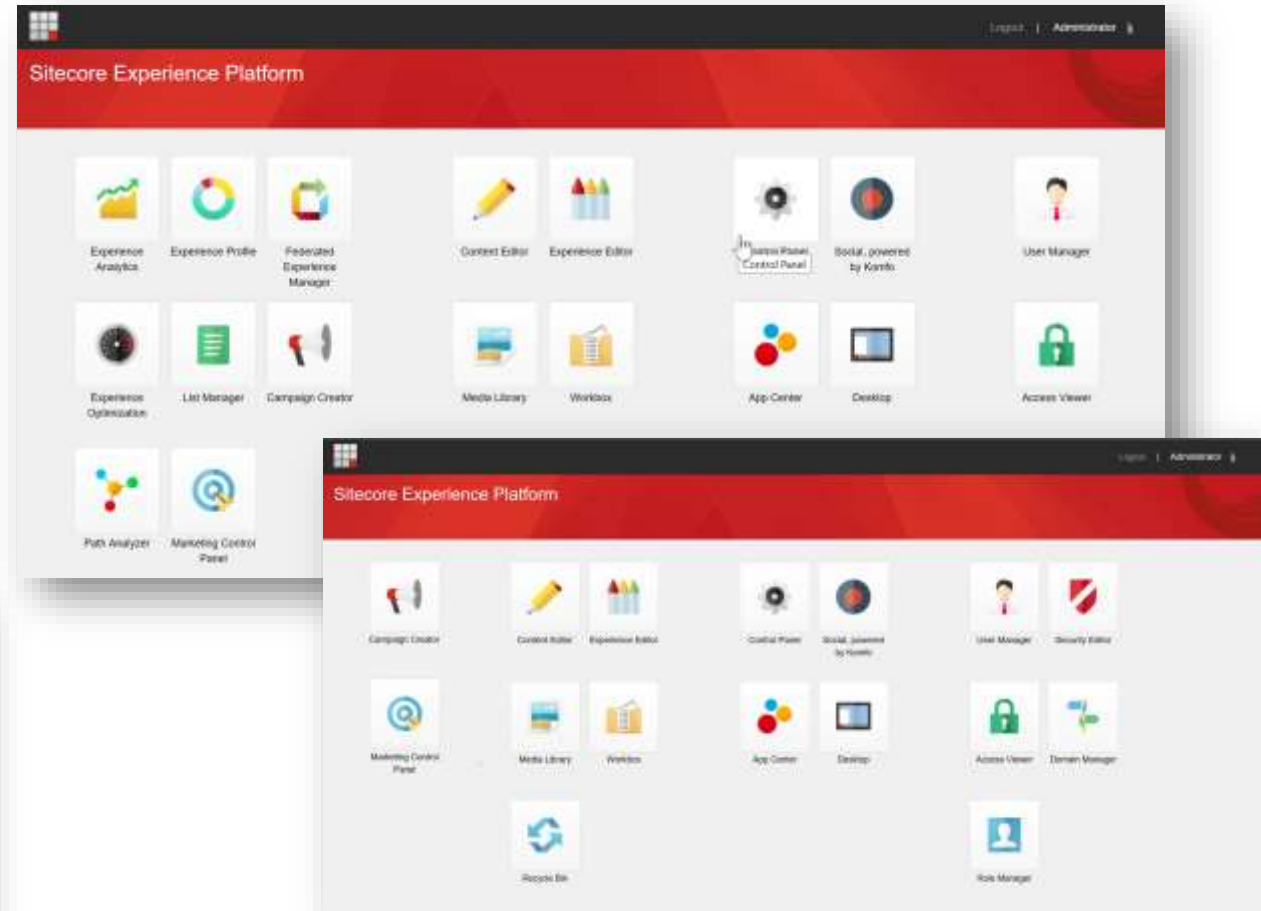
Provides a simple upgrade path for 6 & 7 non-DMS customers.

Enabled in configuration or through license capabilities.

```
<configuration xmlns:patch="http://www.sitecore.net/xmlconfig/">
  <sitecore>
    <settings>
      <!-- XDB ENABLED
           Determines whether xDB is enabled or not.
           Default value: true
      -->
      <setting name="Xdb.Enabled" value="true" />

      <!-- XDB TRACKING ENABLED
           Determines whether tracking is enabled or not.
           Default value: true
      -->
      <setting name="Xdb.Tracking.Enabled" value="true" />

      <!-- XDB TRACKING - KEY BEHAVIOR CACHE - MAXIMUMCACHEENTRYCOUNT
```



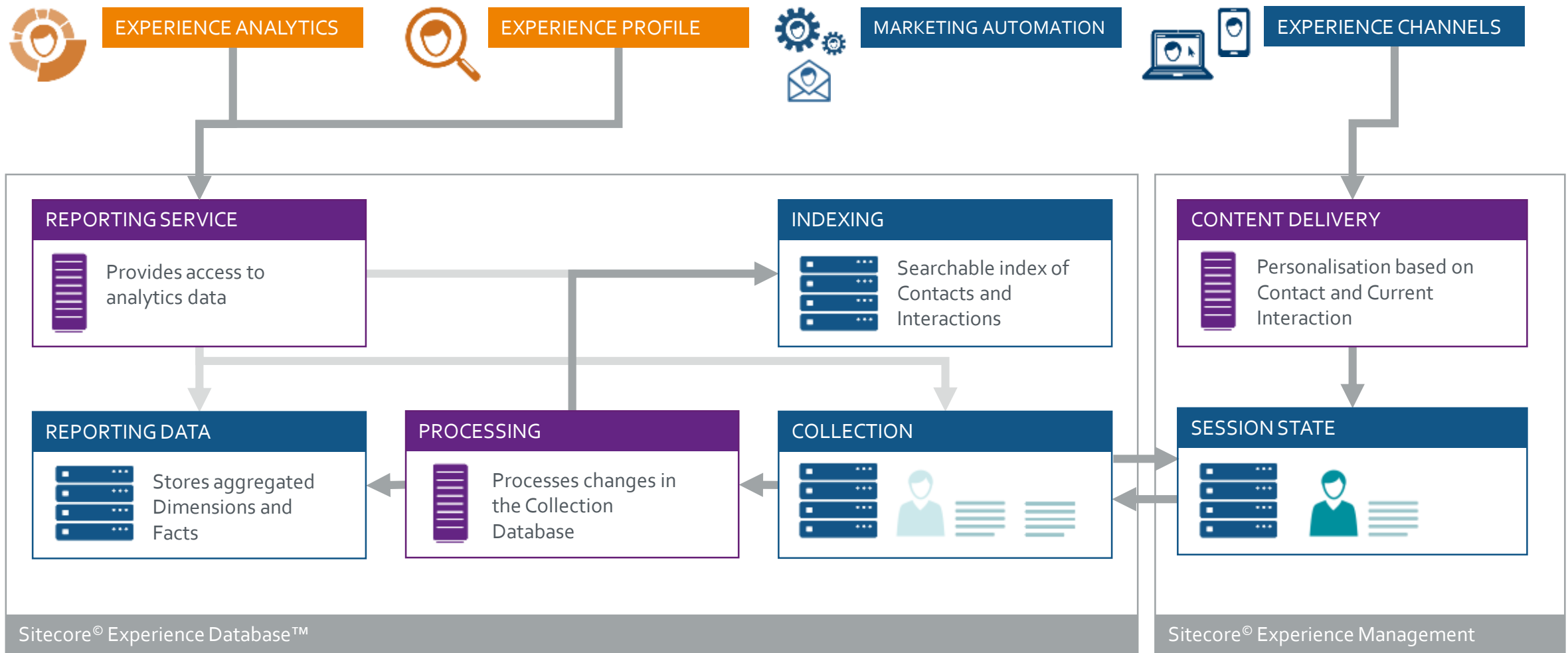
# Experience Platform Features

<input checked="" type="checkbox"/>	Content Editing	<ul style="list-style-type: none"> <li>• xEditor (inline text and design editor)</li> <li>• Content Editor (content-only editing – designed recoupled)</li> </ul>
<input checked="" type="checkbox"/>	Experience Explorer	<ul style="list-style-type: none"> <li>• Design and marketing simulator, see and experience site prior to publishing</li> </ul>
<input checked="" type="checkbox"/>	Detection Services	<ul style="list-style-type: none"> <li>• Detect the visitors device details</li> <li>• Locate the visitor based on their IP address</li> </ul>
<input checked="" type="checkbox"/>	Personalization	<ul style="list-style-type: none"> <li>• Rules engine + author interface with access to in-session and historical visitor data.</li> <li>• Rules development framework for creating custom conditions</li> </ul>
<input checked="" type="checkbox"/>	Campaign Creation Tool	<ul style="list-style-type: none"> <li>• Step-by-step tool for creating + publishing multichannel campaigns</li> <li>• In context reports with drill links to more detailed reports</li> </ul>
<input checked="" type="checkbox"/>	Experience Optimization	<ul style="list-style-type: none"> <li>• Test all content and design changes and produce reports + insights</li> </ul>
<input checked="" type="checkbox"/>	xAnalytics, xProfile & Path Analyzer	<ul style="list-style-type: none"> <li>• All of Sitecore's reports fueled by xDB's data.</li> </ul>
<input checked="" type="checkbox"/>	Federated Experience Manager	<ul style="list-style-type: none"> <li>• Inject content and track experiences on non-Sitecore sites.</li> </ul>
<input checked="" type="checkbox"/>	Web forms for marketers	<ul style="list-style-type: none"> <li>• Create forms in a user friendly environment</li> <li>• Post data to the visitors history, extract lists or integrate with 3<sup>rd</sup> party systems</li> <li>• Marketing automation, track dropout, test and analyze behavior</li> </ul>
<input checked="" type="checkbox"/>	Print Experience Manager	<ul style="list-style-type: none"> <li>• Online Document Generator, Rendition Builder</li> </ul>
<input checked="" type="checkbox"/>	Sitecore Commerce	<ul style="list-style-type: none"> <li>• Merchandiser Manager</li> <li>• Commerce Engagement Automation</li> </ul>
<input checked="" type="checkbox"/>	Sitecore Social (including Komfo & Social Connect)	<ul style="list-style-type: none"> <li>• Publish social content to various social networks from Sitecore management interfaces</li> <li>• Social login integration capabilities</li> <li>• Komfo social monitoring and management</li> </ul>
<input checked="" type="checkbox"/>	Email Experience Manager, List Management, Segmentation & Automation	<ul style="list-style-type: none"> <li>• Create and send mass emails with personalization and advanced tracking tools</li> <li>• Create dynamic segments from xDB's contacts</li> <li>• Import and new contacts from external files</li> <li>• Marketing automation through drag and drop interface, custom rules and actions are supported</li> </ul>

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<input checked="" type="checkbox"/>	Detection Services (in-session only)	<ul style="list-style-type: none"> <li>• Detect the visitors device details</li> <li>• Locate the visitor based on their IP address</li> </ul>
<input checked="" type="checkbox"/>	Personalization – Current Interaction	<ul style="list-style-type: none"> <li>• Rules engine + author interface with access to in-session visitor data ONLY.</li> <li>• Rules development framework for creating custom conditions</li> </ul>
<input type="checkbox"/>	Personalization – Historical	<ul style="list-style-type: none"> <li>• Rules engine + author interface with access to historical visitor data.</li> <li>• Rules development framework for creating custom conditions</li> </ul>
<input checked="" type="checkbox"/>	Campaign Creation Tool (in-session only)	<ul style="list-style-type: none"> <li>• Step-by-step tool for creating + publishing multichannel campaigns</li> <li>• In context reports with drill links to more detailed reports</li> </ul>
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<input type="checkbox"/>	Federated Experience Manager	<ul style="list-style-type: none"> <li>• Inject content and track experiences on non-Sitecore sites.</li> </ul>
<input checked="" type="checkbox"/>	Web forms for marketers (store in SQL database)	<ul style="list-style-type: none"> <li>• Create forms in a user friendly environment</li> <li>• Post data to the forms database, extract lists or integrate with 3<sup>rd</sup> party systems</li> <li>• Marketing automation, track dropout, test and analyze behavior</li> </ul>
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<input checked="" type="checkbox"/>	Sitecore Social (no social content stored in profile)	<ul style="list-style-type: none"> <li>• Publish social content to various social networks from Sitecore management interfaces</li> <li>• Social login integration capabilities</li> <li>• Komfo social monitoring and management</li> </ul>
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# Sitecore Experience Platform



# Sitecore Experience Platform // Technology



EXPERIENCE ANALYTICS



EXPERIENCE PROFILE



MARKETING AUTOMATION



EXPERIENCE CHANNELS

## REPORTING SERVICE



## INDEXING



## CONTENT DELIVERY



## REPORTING DATA



## PROCESSING



## COLLECTION



## SESSION STATE



Sitecore® Experience Database™

Sitecore® Experience Management

# Sitecore Experience Management // Technology



EXPERIENCE ANALYTICS



EXPERIENCE PROFILE



MARKETING AUTOMATION



EXPERIENCE CHANNELS

## REPORTING SERVICE



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## SESSION STATE



Sitecore® Experience Database™

Sitecore® Experience Management



# Sitecore Experience Platform

- A single, connected Context Marketing platform
- Shaping individual customer experiences
- Across every touch point, in real time





## 8.1 New Features

# 8.1 Scope

## Marketing Features

- Campaign Creation Tool
- Experience Profile for Commerce
- Detection services: Location and Device
- FXM and support for Personalization with WFFM
- Experience Analytics reports expanded and improved
- New SPEAK UI components for Developers

## Continuous Improvements

- Experience Analytics
- Content Testing
- Path Analyzer
- Merchandising Manager
- Federated Experience Manager (FXM)
- Experience Profile
- Experience Editor
- List Manager
- Personalization

## Foundation

- Marketing Foundation
  - New Personalization features
  - CMS-only mode (run without xDB)
- Content Foundation (Platform)
  - Roll-in of all 8.0 Update (1 to 5)
  - SPEAK 2.0 and Business Component Library
  - Language Fallback
  - ASP.NET MVC update

# Enhanced Language & Localization Support

Language Fallback



# Language Fallback

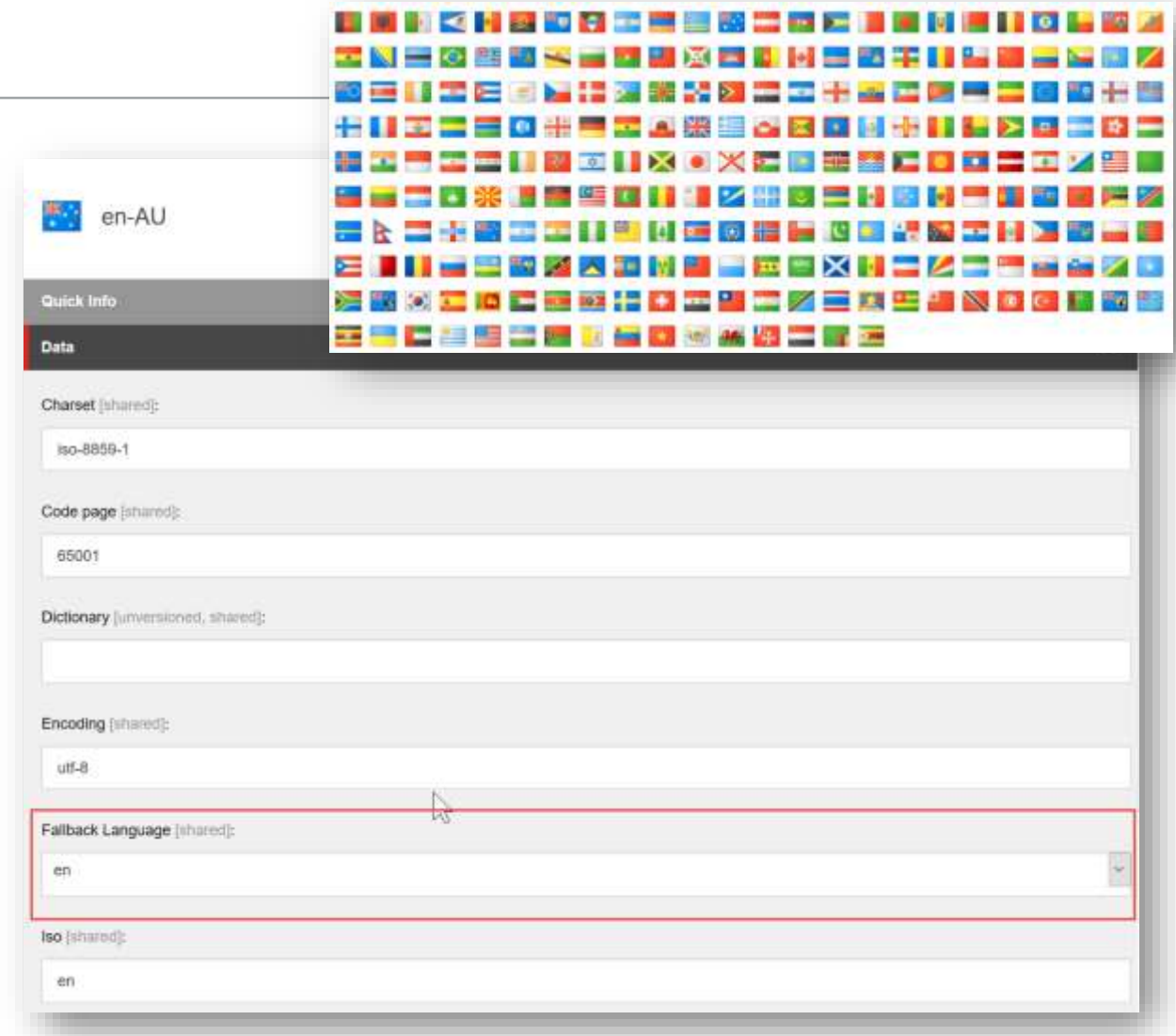
Simplifies management across multiple languages or regions

Allows content to fall-back to another language version

- Per Site
- Per Language
- Item Level
- Field Level

Off by default.

Keep an eye on the performance cost!



The screenshot displays the Sitecore configuration interface for language fallback. At the top, there is a grid of various national flags. Below this, the 'en-AU' language is selected. The 'Quick Info' section shows the current language and region. The 'Data' section contains several configuration fields: 'Charset [shared]:' set to 'iso-8859-1', 'Code page [shared]:' set to '65001', 'Dictionary [unversioned, shared]:' (empty), 'Encoding [shared]:' set to 'utf-8', 'Fallback Language [shared]:' set to 'en' (highlighted with a red box), and 'Iso [shared]:' set to 'en'.



# Sitecore Integrated Services

IP Geo-location

Device Detection



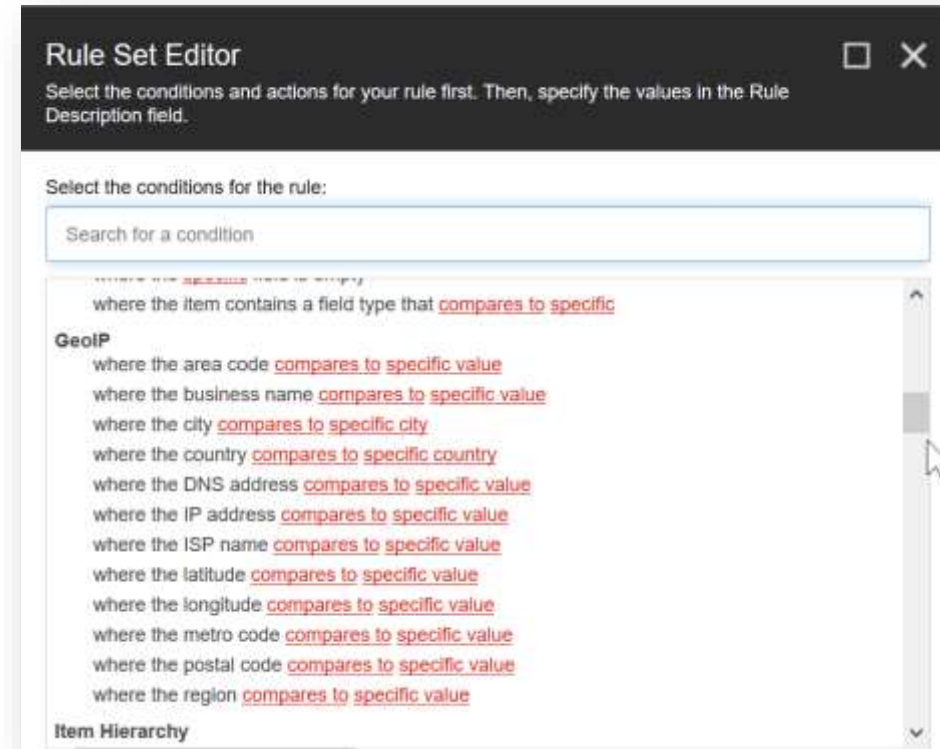
# Detection Services // IP Geo-Location

IP Geolocation integrated into the platform

Cloud-based service, hosted and delivered by Sitecore

Includes individual version support 6.4.1, 6.5, 6.6, 7.0, 7.1, 7.2, 7.5, 8.0, 8.1 and later

Subscription sign-up through the Sitecore App Center





# Detection Services // Device Detection

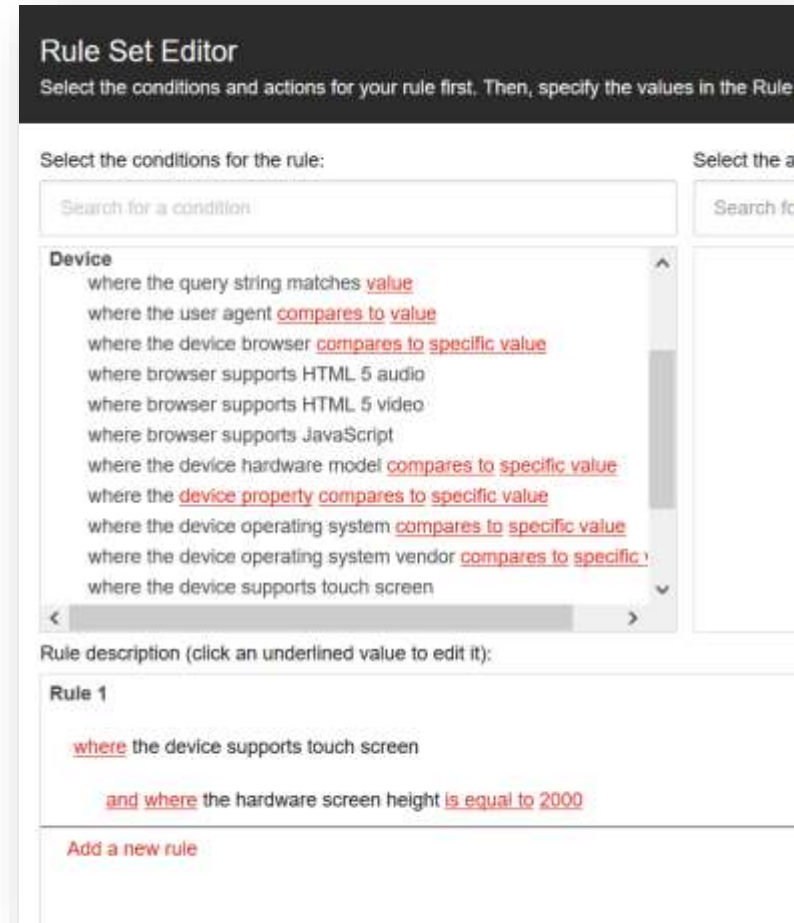
Allows personalisation on over 650 device capabilities.

- Rules for Component Personalisation
- Rules for Devices
- Analytics

Device Detection integrated as a part of the platform in 8.1 and is not backwards compatible.

All detections occur on the Content Delivery server for website performance

Subscription sign up through the Sitecore App Center



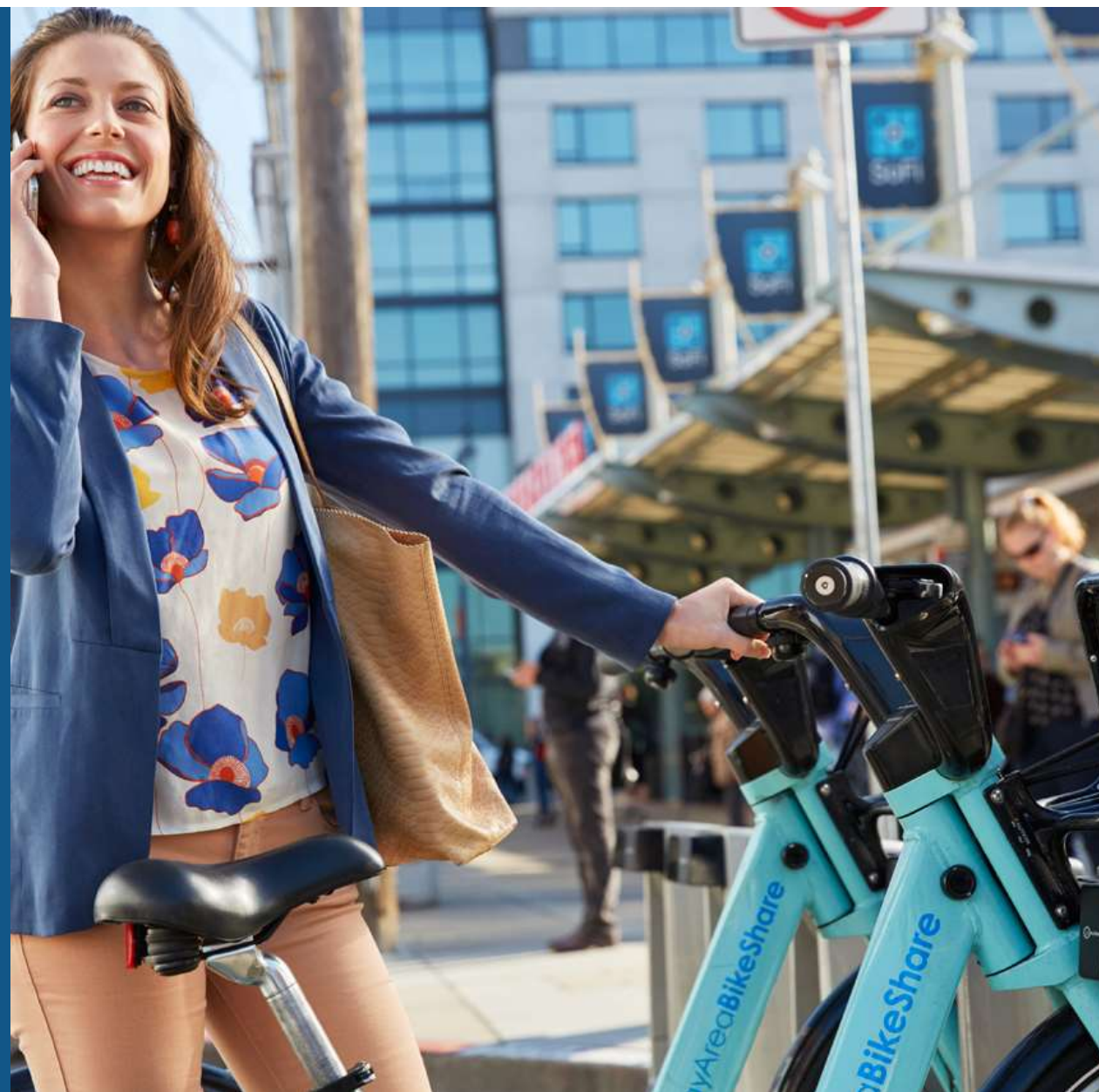
# Enhanced Campaigns in Sitecore

Campaign Creation Tool

Marketing Taxonomy

Key Behaviour Cache

Contact Behavior Profile



# Campaign Creation Tool

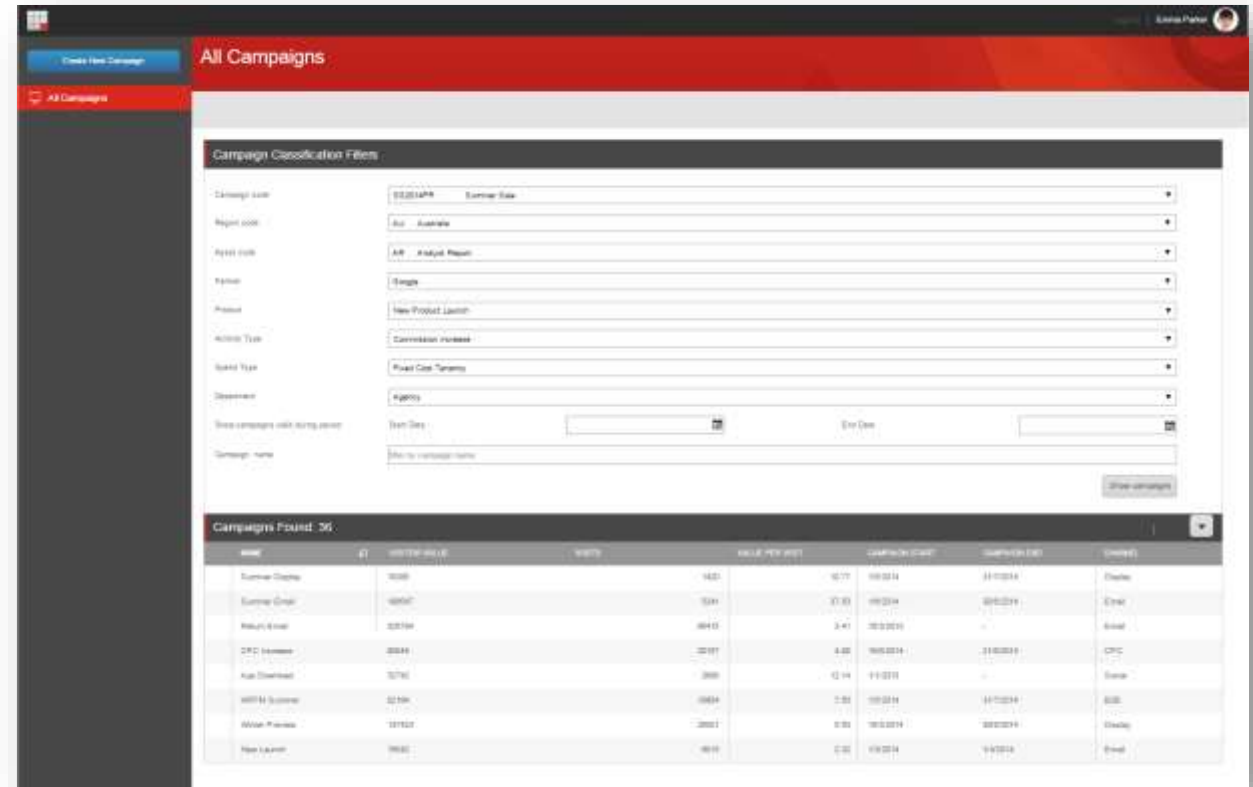
Ease of management through a simple interface

Search and filtering of campaign activities

Integrates with Experience Analytics

Available in the Launchpad

- Released as a separate module for 8.0.



# Campaign Creation Tool // Details

## Ease of campaign activity creation

- Name & Description
- Optional dates
- Classification by marketing taxonomy, channel,

## Extends to other features in the platform

- Enroll in Engagement plan
- Direct link to Experience Analytics

The screenshot displays the 'New Campaign' form in Sitecore. The form is organized into three main sections: 'General Campaign Info', 'Campaign Classification', and 'Campaign Execution'. The 'General Campaign Info' section includes fields for Name, Description, Start Date, and End Date. The 'Campaign Classification' section features a list of dropdown menus for selecting various campaign attributes. The 'Campaign Execution' section includes fields for Campaign Code, Brand or Engagement Plan, and Campaign Name. A 'CAMPAIGN INFO' sidebar on the right provides additional details like Status, Start Date, End Date, Owner, Production, and a link to 'View per view'. The form is set against a red header and a light gray background.

# Marketing Taxonomy

Introduced in 8.0

Additional support in 8.1 throughout the platform

## Taxonomies

- Campaign Group
  - Group campaign activities for cross personalization and tracking
- Venue
  - Location based tracking and personalization
- Channel
  - Tracking and personalization on campaign or interaction channels
- Asset
  - Classification and tracking of media assets
- Outcome groups
  - Groups outcomes and allows analytics across.
- Also supports custom facets

### Marketing Control Panel

#### Taxonomies

##### Campaign group

##### Outcome group

##### Venue

##### Channel

##### Asset

##### Campaign facet 1

##### Campaign facet 2

##### Campaign facet 3

##### Campaign facet 4

##### Campaign facet 5

##### Campaign facet 6

##### Campaign facet 7

##### Goal facet 1

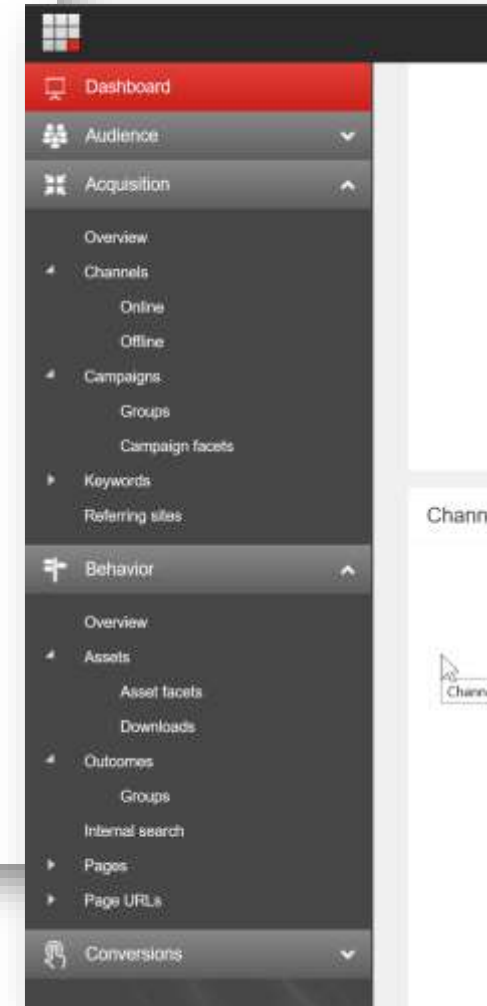
##### Goal facet 2

##### Goal facet 3

##### Asset facet 1

##### Asset facet 2

##### Asset facet 3



# React on Historic Data: Key Behavior Cache

Rules and conditions can specify if a marketing activity such as campaign or goal was triggered, not just the current session but previous visits as well.

## Rules Supports:

- Campaigns
- Channels
- Goals
- Outcomes
- PageEvents
- Venues

Supports custom values through API

The screenshot shows the 'Rule Set Editor' window. At the top, it says 'Select the conditions and actions for your rule first. Then, specify the values in the Rule Description field.' Below this, there's a section 'Select the conditions for the rule:' with a search bar. A dropdown menu is open, showing a list of conditions. One condition is highlighted: 'where the specific campaign was triggered during a past or current interaction and when the'. Below this, there's a 'Rule description (click an underlined value to edit it):' section. It contains a text area with the following text: 'except where the ProductPurchase outcome was registered during a past or current interaction and when the number of elapsed days is less than 3 and when the past number of interactions is less than or equal to 333 and the custom data ends with h'. At the bottom right, there are 'OK' and 'Cancel' buttons.

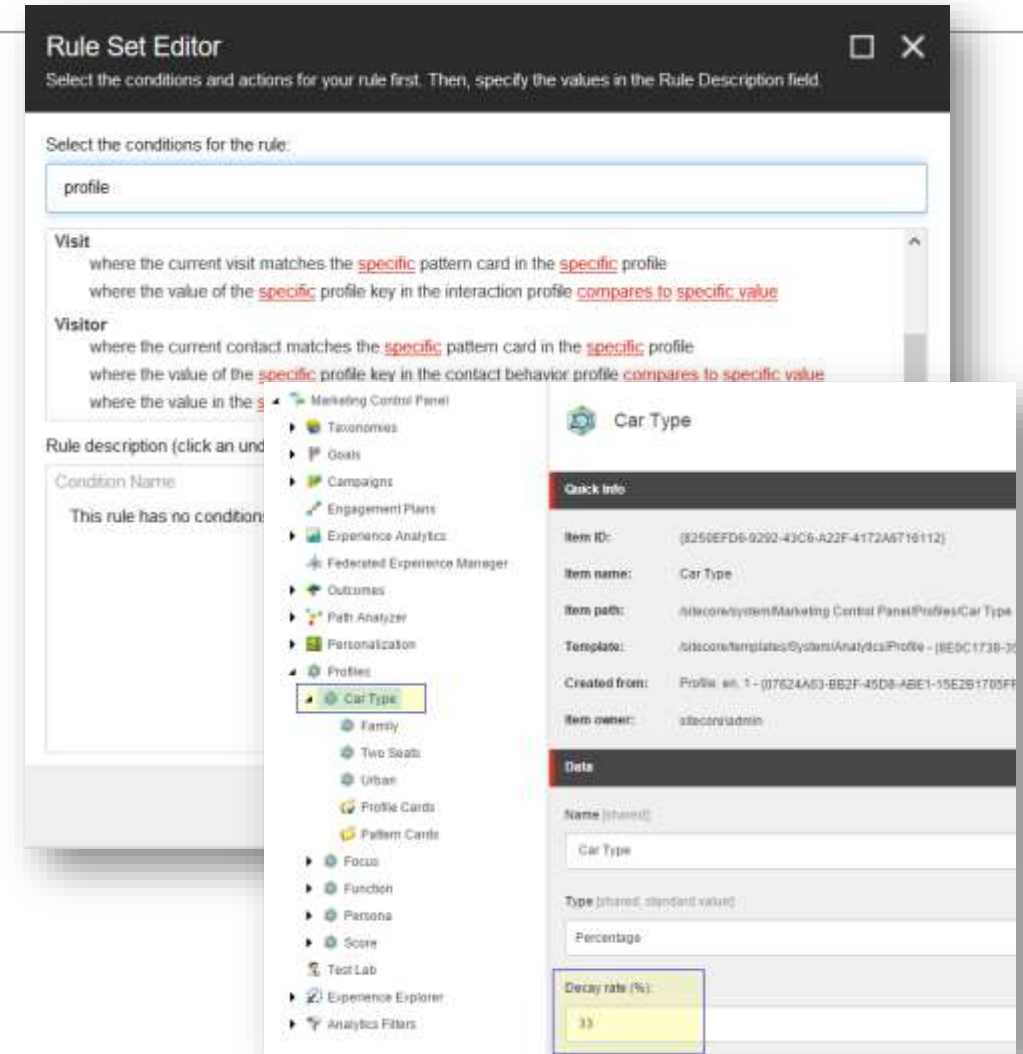


# React on Historic Data: Contact Behavior Profile

A visitor's behavior profile from their previous visit can now influence personalization rules in their current and future visit.

Behavior Profiling are now stored both on the Interaction and Contact.

Behavior Profile on the Contact can decay at a given rate per interaction.



# Better Analytics and Optimization

Experience Analytics

Path Analyzer



# Experience Analytics

Supports new features in the Marketing Foundation

## New Dimensions

- 100% aligned to the Marketing taxonomy
- Assets, Outcomes, Goals, Campaigns

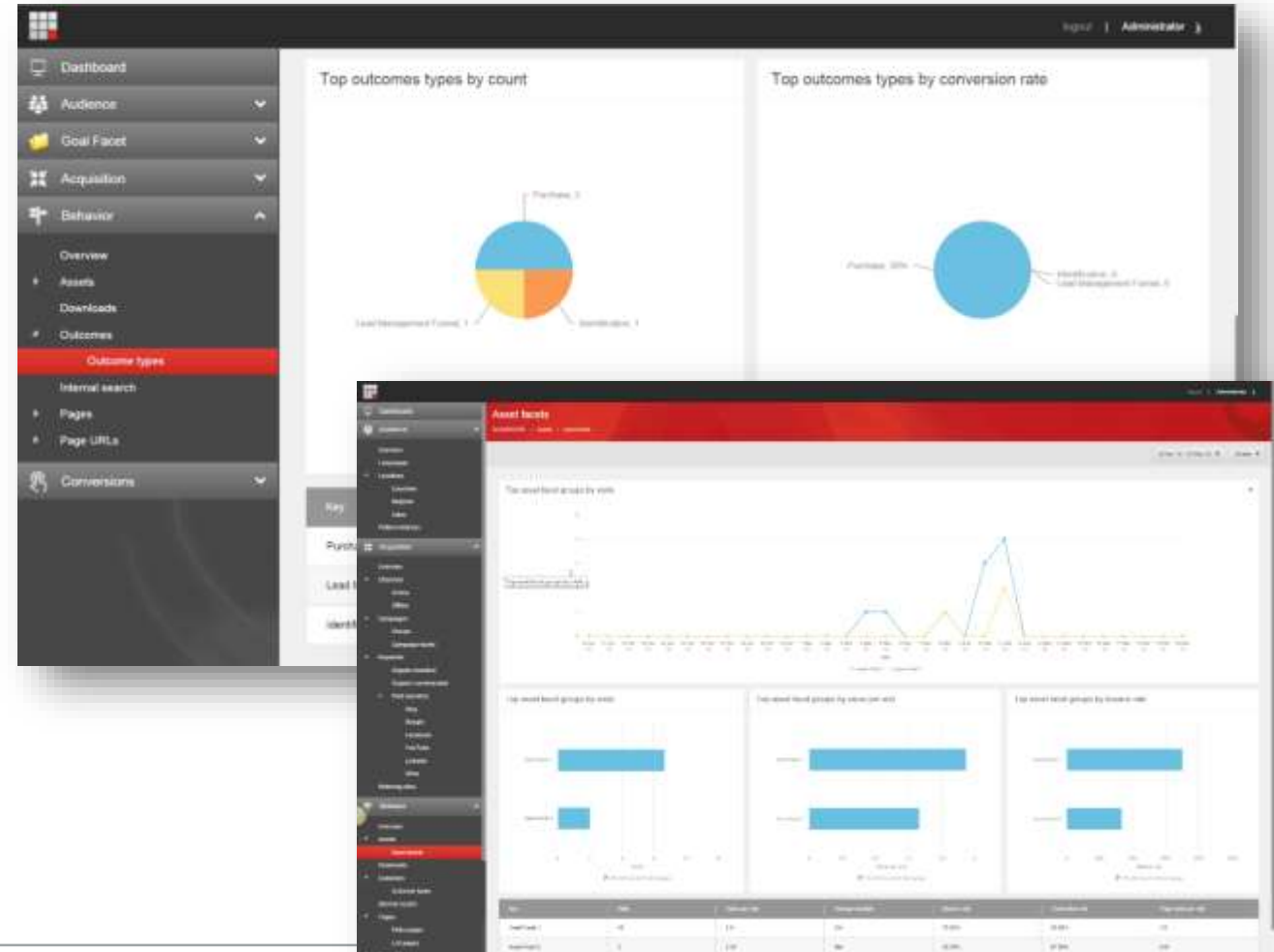
## New and updated graphs

- Pie Charts
- “Drill-down” functionality

## Updated Reports

- Device detection (by Type and Model)

## UX and UI Improvements



# The analytics get strong in 8.x...

80+  
Reports  
out of  
the box



**Dashboard:** *overview of key analytics by a selection of charts and performance indicators*



**Audience:** *gain an understanding of who your visitors are*



**Acquisition:** *what drives traffic to your website? Campaigns? Other channels?*



**Behavior:** *analyze the behavior of visitors such as profiling and personalization effectiveness*

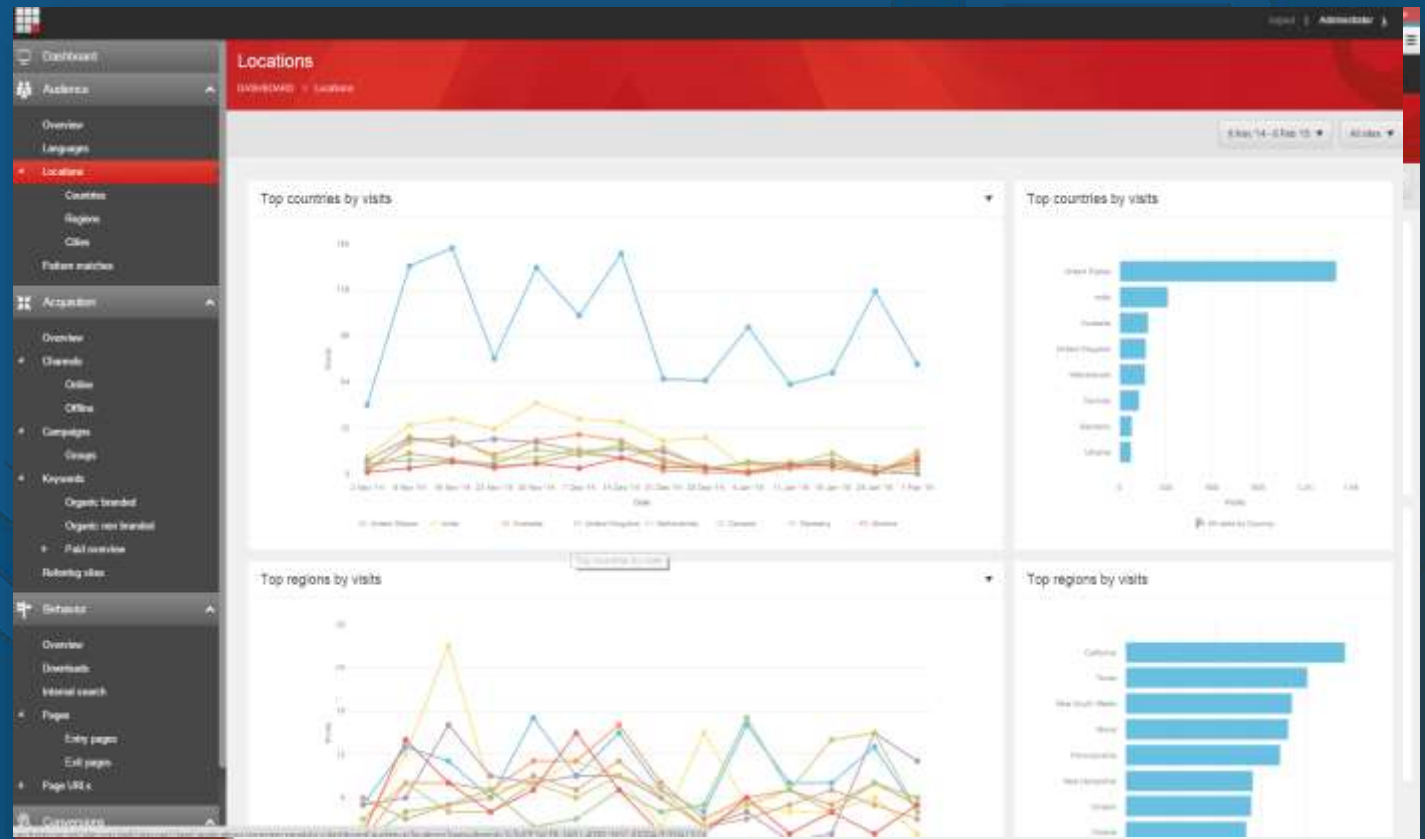


**Conversions:** *what is driving value for your business*

# 8.1 Experience Analytics: New reports

## New dimensions and reports:

- Outcomes
- Assets
- Asset facets
- Goals facets
- Campaign facets
- Device type and/or model



# But Unlike Google, Sitecore Goes Beyond...

- Conversion Quality and Value
- Persona Categories
- Value of visitor behavior
- Test results
- Profiles based pages visited



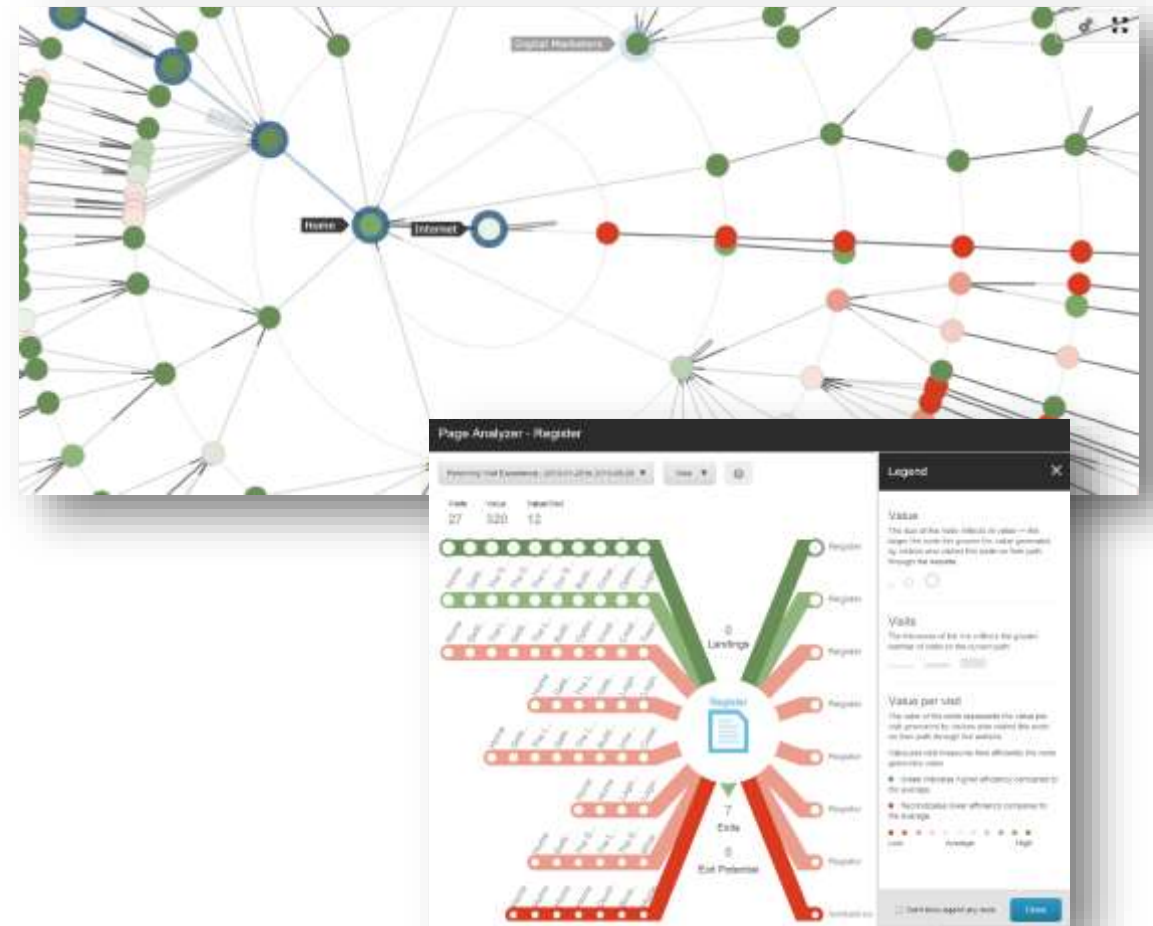


# Path Analyzer

Support for new marketing taxonomy

## New Map types

- Outcome maps
- Channel maps
- Reverse goal and asset maps
- Experience maps – custom maps built from the sequences of your choice.



# Additional Power on External Sites (FXM)

Webforms for Marketers Support

Capture External Data

Outcomes

Tag Managers



# Federated Experience Manager // More

## Web Forms for Marketers support

- Place forms on non-Sitecore websites
- MVC forms support only

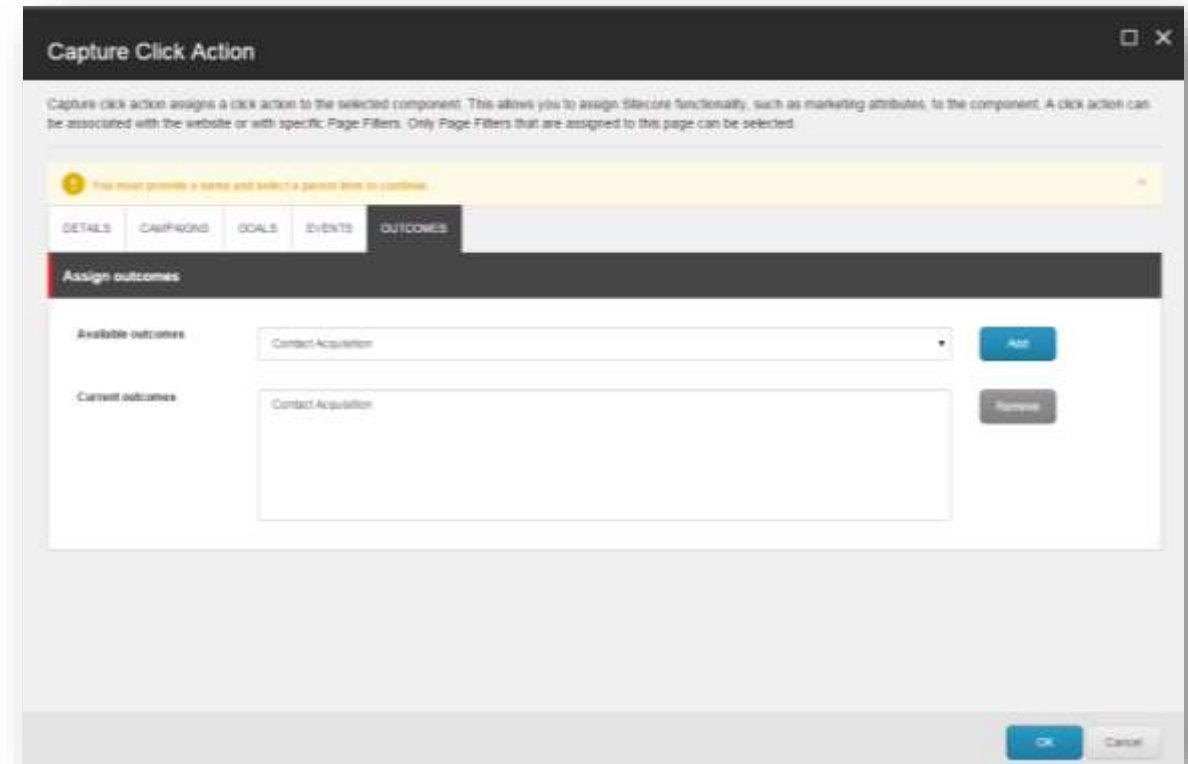
## Support for capturing custom data values in external websites;

- Form data
- URL parameters
- Page Element values (such as monetary values)

## Outcomes support

## Tag Manager Support

- Support for Google Tag Manager



# Other Improvements

Content Testing

Experience Editor







Make Testing Easy

# Improvements // Content Testing

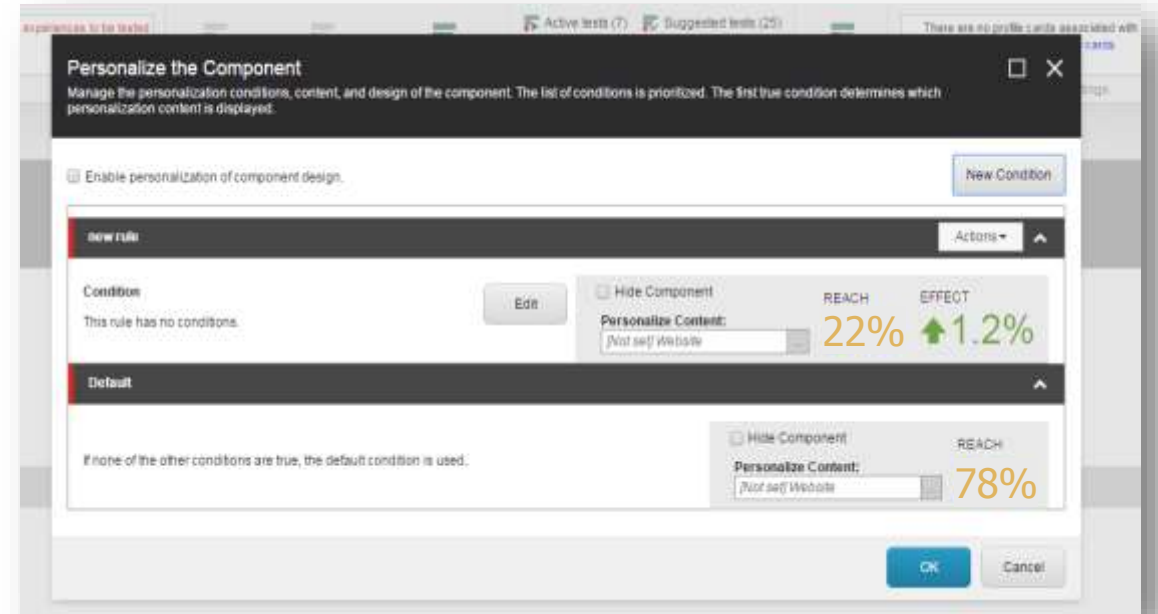
## Two KPIs added to each rule in the dialog

- Effect measures how the rule improves Engagement Value based on past tests
- Reach measures the percentage of site visitors that have seen the rule

## Ability to Cancel Tests

## Better logic for tests on multiple languages and devices

- Allow users to run individual tests on the same page in different languages
- Test of content changes are now across devices, as the page items content is shared between devices
- Better help and information to the users over these features

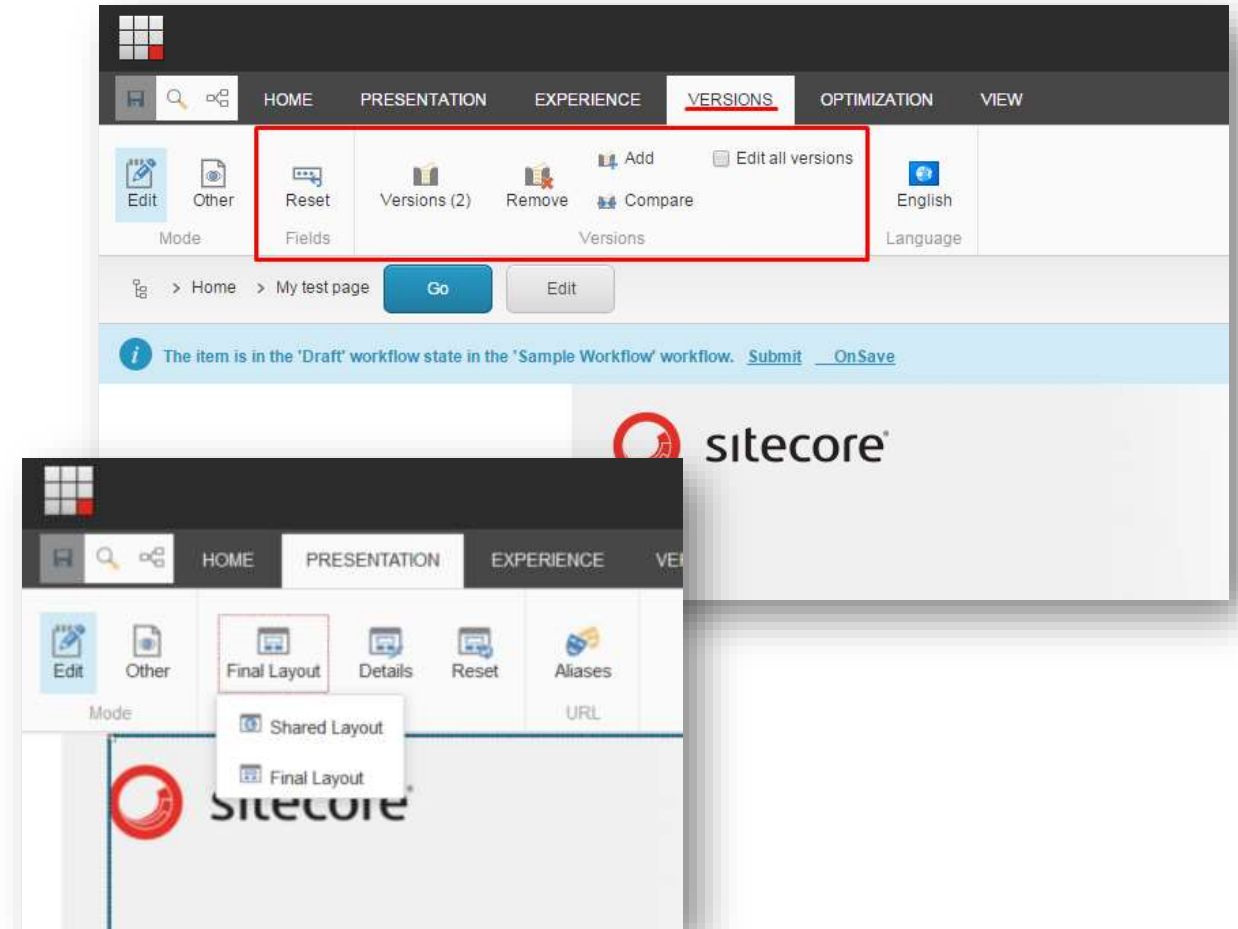




# Improvements // Experience Editor

'Versions' tab was added to the ribbon.

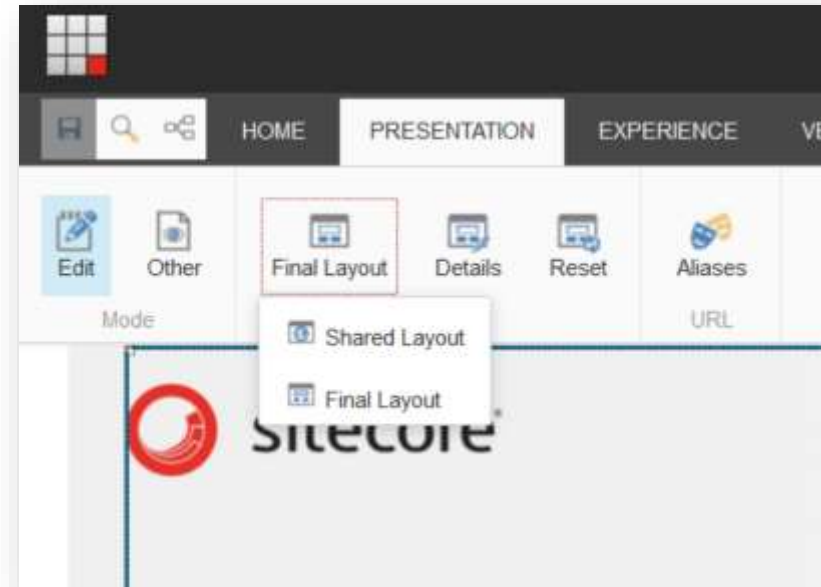
Ability to toggle between and edit different versions in the Experience Editor.



# Improvements // Experience Editor

Ability to toggle between the shared or final layout of a page.

Edit the layout shared between version or the specifically versioned layout.

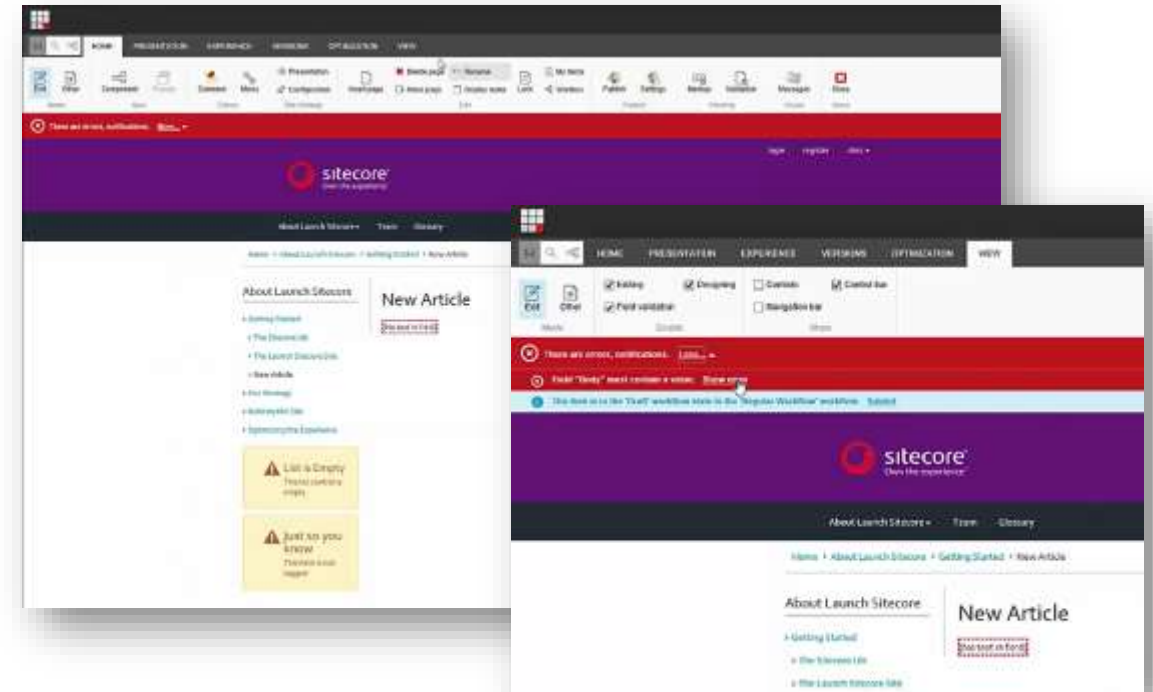


# Improvements // Experience Editor

Validations and proofing is now available for the editors in the Experience Editor.

Page validation is highlighted below the ribbon.

Field validations are highlighted in place on the page.



# Technical Updates

ASP.NET MVC

SPEAK

MongoDB



# Improvements // ASP.NET MVC

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## MVC support update

- Sitecore will ship with ASP.Net MVC 5.2.3.
- MVC Layouts, Controller Renderings and View Renderings support MVC Areas.
- Improved support for IDependencyResolver in SitecoreControllerFactory
- Improved support for HTML data attributes in field renderings
- Option to insert MVC Layout in Layouts folder.



# Improvements // SPEAK

## SPEAK Core framework

- Release of a new Core v2.0
  - Binding
  - Composite Components

## Component Library

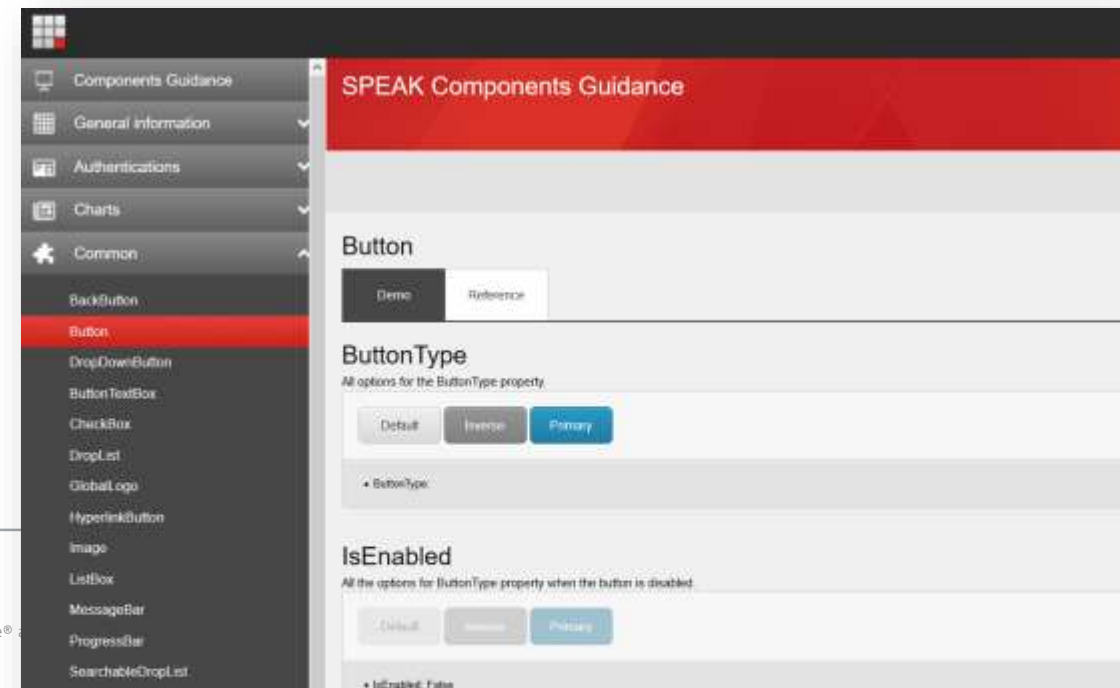
- Release of Component Library v2.0

## Maintenance

- 7.5 Updates
- 8.0 Updates
- Bugfixes in the v1.1 Core and Library for 8.1

## Platform Education And Knowledge Transfer

- Guidance Repository 1.0
  - Code Guidelines and styles
  - For internal and external users



# Improvements // MongoDB

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The current version of MongoDB is now supported which contains many new features as well as performance enhancements.

Utilises the Mongo 1.10 driver only

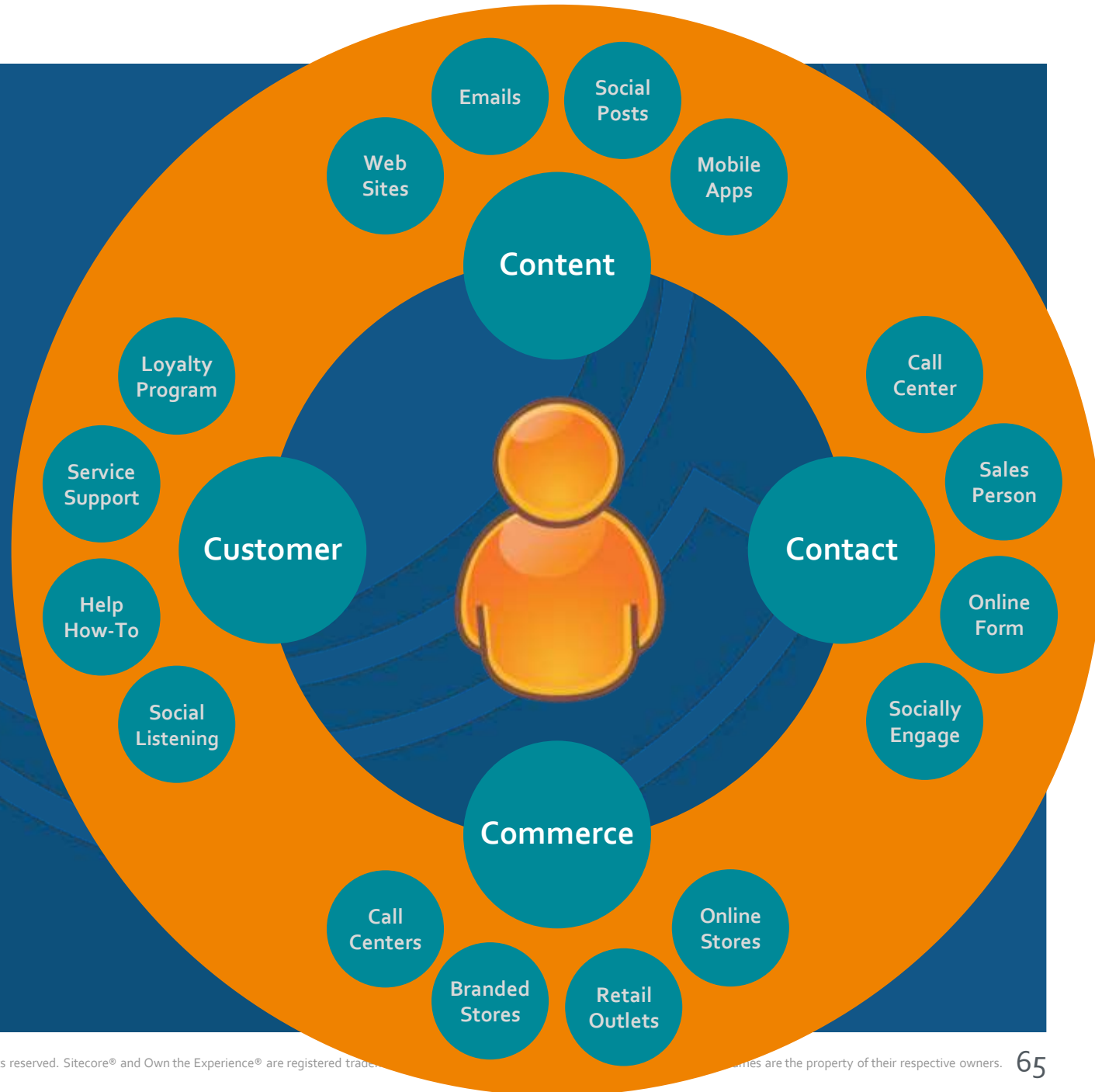
Mongo 2.0 driver is not supported

Support for the following MongoDB Database Versions:

- MongoDB 2.6 mmapv1
- MongoDB 3.0.4 mmapv1
- MongoDB 3.0.4 WiredTiger

# Sitecore Experience Platform

- A single, connected Context Marketing platform
- Shaping individual customer experiences
- Across every touch point, in real time



# Next Steps



# Instructions for Installing Sitecore XP 8.1

- You need to get access to the Sitecore Partner Network (SPN)
- Check the “How to download and install Sitecore XP 8.1 guide”
  - [https://spn.sitecore.net/Products/NEW Sitecore XP 8\\_1.aspx](https://spn.sitecore.net/Products/NEW Sitecore XP 8_1.aspx)
- Request your Partner License (SPN)
  - Sitecore XP 8.1 requires a new type of License
  - <https://spn.sitecore.net/en/Partner-Resources/Partner-License.aspx>
- Install Sitecore Experience Platform 8.1 Initial Release



Note: Partner will need to be compliant in the Sitecore Partner Program to access SPN and request the Sitecore license key



# Where Can I Find Out More?

## More information

Stay tuned for more enablement initiatives

- <http://community.sitecore.net>
- Partner Newsletter and Sitecore Partner Network
- Developer Hangouts on Sitecore 8
  - <https://www.youtube.com/watch?v=WMFTmAOfrK8&feature=youtu.be>
  - <http://plus.google.com/+sitecore>

Contact your local Sitecore Tech Presales and Services

## 8.1 Assets

<http://doc.sitecore.net>

<http://dev.sitecore.net>

<http://spn.sitecore.net> – JetStream 8.1

<http://launchsitecore.net>

## Request a new 8.1 license file!

- <https://spn.sitecore.net/en/Partner-Resources/Partner-License.aspx>



# It is time for Sitecore 8!

