



Modern experiences, modern CMS

Sitecore XM Cloud is a cloud-native Content Management System (CMS) designed to empower brands to deliver exceptional digital experiences. It is built for lightning-fast content delivery, enhanced security, scalability, and flexibility.

20% saved annually on infrastructure costs by leveraging cloud headless architecture¹

47% of users will not wait for more than two seconds for a website to load²









43% of marketers say they are less reliant on IT with a headless CMS³

¹ <https://blog.gitnux.com/cloud-cost-savings-statistics/>

² <https://www.forbes.com/advisor/business/software/website-statistics/>

³ <https://www.futuremarketinsights.com/reports/headless-cms-software-market>

Key features

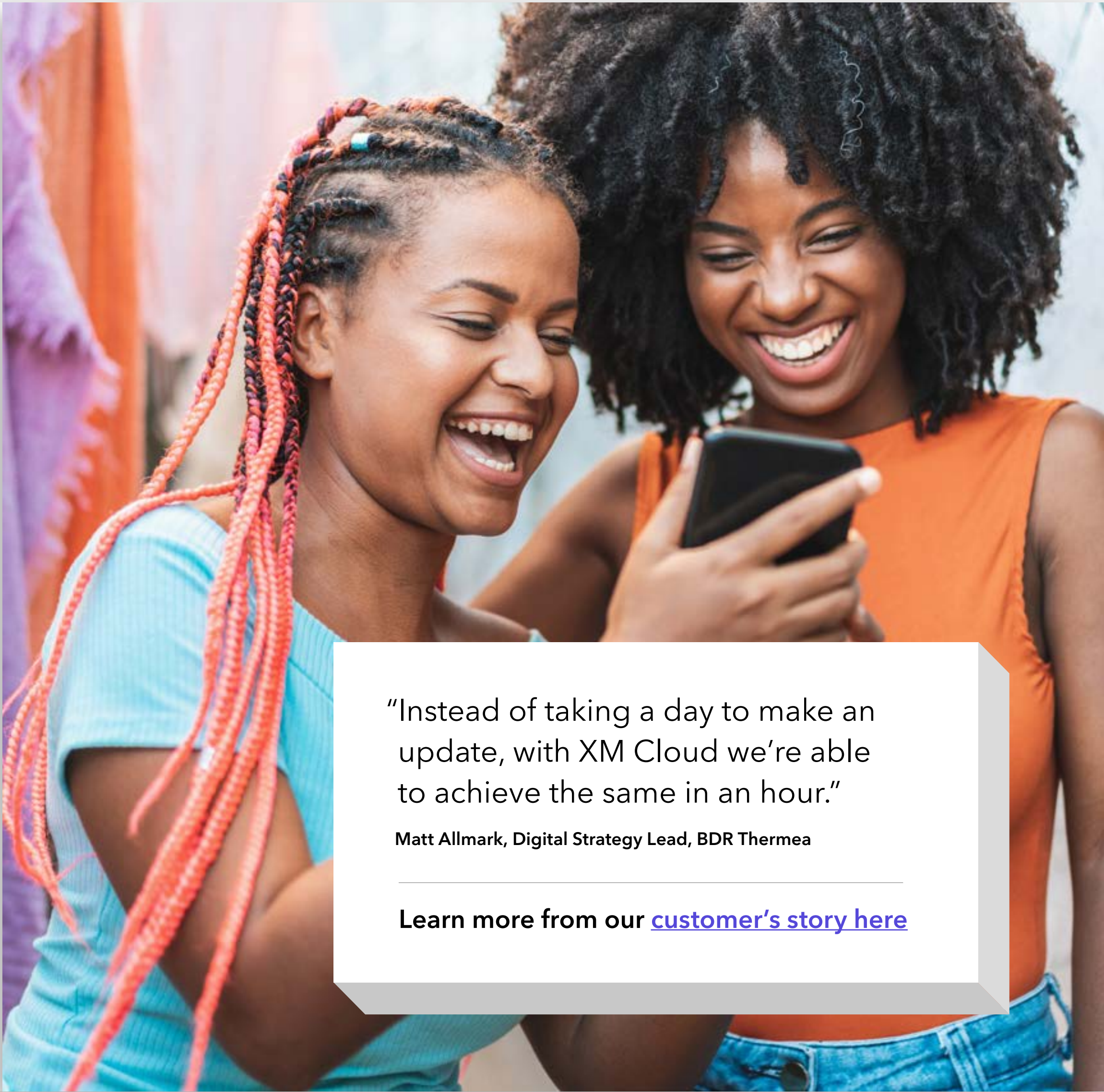
-  Hybrid-headless CMS
-  Cloud native
-  Visual authoring with WYSIWYG editor
-  Jamstack ready/Modern web development architecture
-  Choice of tools and integrations
-  Embedded personalization and analytics
-  Content localization
-  Global scalability

Why choose XM Cloud?

- **Engage your customer:** Rapidly create and launch personalized website experiences, analyze customer and content data, then optimize with A/B testing.
- **Lightning-fast performance:** Increase site speeds for better Google Lighthouse scores and customer experience thanks to headless architecture.
- **Web and beyond:** The web channel continues to be a core element of your digital experience. Craft compelling web journeys and easily extend into alternative channels when required with a solution designed to work seamlessly with your existing martech stack.
- **Agility for developers:** Build your way with modern frameworks, languages, and DevOps that keep your team in the flow.
- **Flexibility for marketers:** Enjoy user-friendly tools, automatic updates, and intuitive workflows to create and manage your pages, layouts, and content with ease.
- **Security assurance:** Constantly updated multilayer security measures, data backups, and compliance with industry standards such as ISO27001/SOC2.
- **Cost effective:** Reduce backend infrastructure, IT management costs and future upgrades are a thing of the past.

About Sitecore

Sitecore is a global leader in end-to-end digital experience software. Unifying data, content, commerce, and experiences, our SaaS-enabled, composable platform empowers brands like L’Oreal, Microsoft, United Airlines, and Michelin to deliver unforgettable interactions across every touchpoint. Our solution provides the cutting-edge tools brands need to build stronger connections with customers, while creating content efficiencies to stand out as transformation and innovation leaders.



“Instead of taking a day to make an update, with XM Cloud we’re able to achieve the same in an hour.”

Matt Allmark, Digital Strategy Lead, BDR Thermea

Learn more from our [customer’s story here](#)