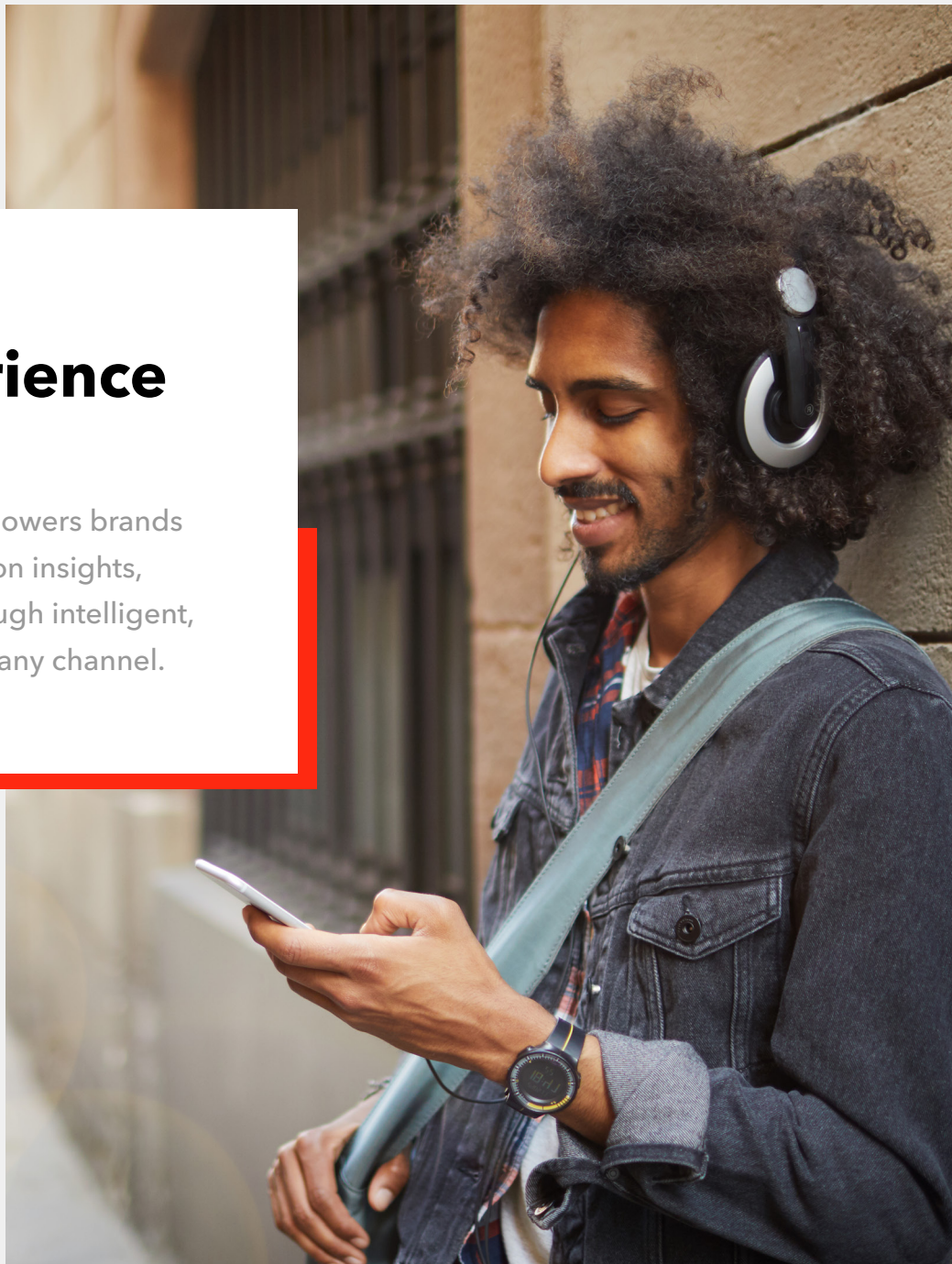




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Sitecore Experience Platform

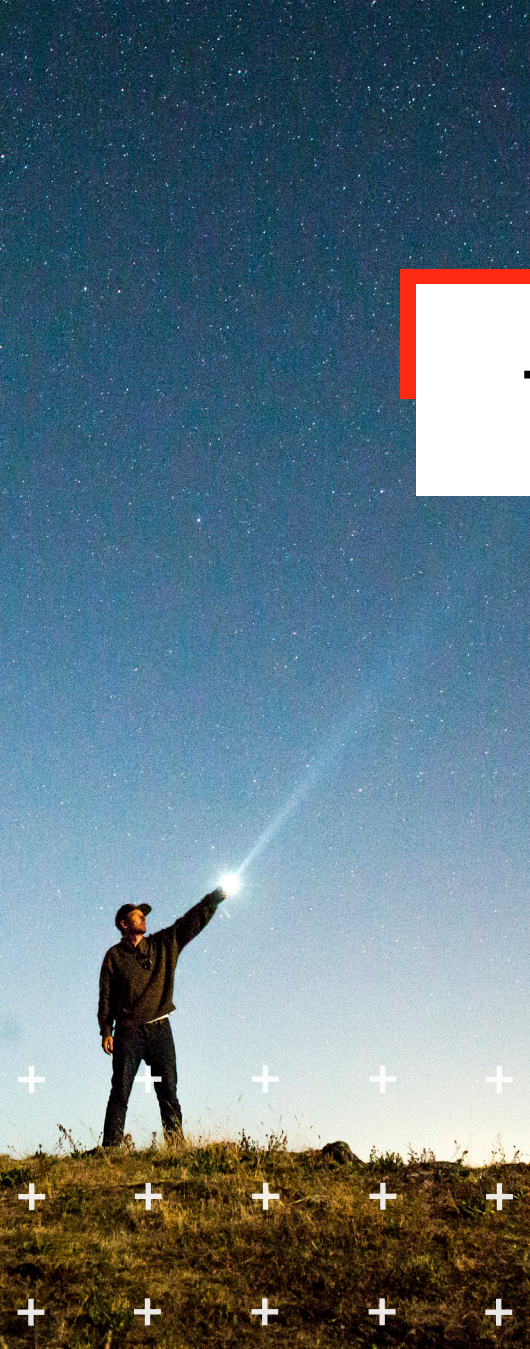
The integrated platform that empowers brands to collect and combine data, act on insights, and connect with customers through intelligent, personalized experiences across any channel.



AUGUST 2020

Table of contents

Introduction	3
Scalable content management	4
Single sign-on options	
Rich data and smart insights	5
See the complete picture of every customer	
Contextual insights and suggestions	
AI-powered personalization	
Increase sales velocity with CRM integration	
Robust integrations and control	
Analyze every path	
Digital marketing power	9
Always-be-testing optimization	
Real-time personalization at scale	
Marketing nerve center	
Automation at scale	
Distribution across any channel	11
No compromise engagement and personalization	
Network of federated sites	
Speed time to market	12
End-to-end control	13
Align teams, streamline processes, centralize control	
Engage beyond the cart	
Help when you need it	14



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 – all of which help power personalized experiences across channels.

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 global, enterprise-scale deployments spanning hundreds of sites, Sitecore XP provides comprehensive frameworks and features to effectively manage all your content with ease.
- **Rich data, smart insights:** Sitecore XP allows you to collect and connect real-time customer data and interactions from omnichannel engagement, campaigns, and third-party systems with Sitecore xConnect™; stores them in the Sitecore® Experience Database™ (xDB); then surfaces real-time insights with Sitecore Experience Analytics, augmented by native machine learning (Sitecore Cortex™) for actionable intelligence. Sitecore AI, an add on service, is a powerful way to automate much of the personalization process.
- **Versatile and personalized 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 customers with personalized experiences.
- **Omnichannel delivery and intelligence:** Sitecore XP delivers personalized experiences across the channels of today and tomorrow, from social, web, and mobile to point-of-sale, kiosks, IoT, AR, VR, and mixed reality. Thanks to Sitecore JSS, a new ASP.NET Core SDK available in Sitecore XP 10 and Universal Tracker, it also facilitates headless development and the tracking of engagements across headless applications.

With the speed and scale of cloud and the ability to use Sitecore Containers, Sitecore XP reduces time to market. You can deploy Sitecore XP yourself in less than half an hour, 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 industry's leading CMS, Sitecore XP's content management capabilities provide organizations with everything they need to quickly manage, control, and deliver content at scale.

- **Multilingual, multisite management:** Create multiple websites for different regions or countries and publish them in the same Sitecore instance, and easily integrate with leading translation providers to easily manage your content in multiple languages.
- **User rights and workflow:** Control all your content with extensive user right and multi-step workflow management to ensure consistency of branding and messaging across multiple teams.
- **Headless development options:** Whether using the ASP.NET Core SDK and headless rendering host architecture or Sitecore JavaScript Services (JSS) with familiar JavaScript frameworks, teams benefit from faster development iterations that retain advanced content creation and marketing features.
- **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.

Save time with single sign-on options

Whether you're up against a deadline or simply need to make a quick edit, logging into multiple marketing tools and platforms slows you down. With built-in single sign-on through Identity Server, Sitecore XP makes it easy for teams to login to their marketing tools. Sitecore Identity allows teams to login to all their Sitecore applications through one interface. And it can be extended to integrate with any tool 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 customer interactions take place 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 the data burden and empower marketers, Sitecore xDB is a key component of Sitecore XP and gives marketers fast, easy access to complete customer data, down to the individual level.

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 teams, 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, Sitecore xDB supports load balancing to optimize performance.
- **Huge storage capacity:** Sitecore xDB scales to terabytes or even petabytes of data, meaning all of your customer data is accessible to Sitecore reporting applications.

For marketing teams, key features and benefits include:

- **From anonymous to known:** Sitecore xDB tracks all user behavior and stores interaction data over the course of a customer's lifetime. Beginning with anonymous visits, it collects customer data over time and connects it to an adaptive profile that stays with your customer as they move from an anonymous visitor to a known contact in the system.
- **Understanding engagement value:** Measure how visitor interactions deliver against specific goals your business cares about most.
- **Deep customer segmentation:** Better understand audiences and use collected customer data to create customer segments, which can be used for personalization and tailored outreach through other functionality native to XP.



See the complete picture of every customer

Sitecore® Experience Profile™ is a 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. By viewing every interaction as customers move from anonymous to known, you'll understand how content elements and channels are impacting their journey. So whenever you look at an individual customer's profile, you're always seeing the whole person in real time.

Contextual insights and suggestions

The Sitecore Cortex data processing engine leverages all the rich data that xDB collects and connects. A native feature of 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 pre-built integration with Microsoft Machine Learning Server (or integrates the machine learning platform of your choice).
- 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.

AI-powered personalization

A next-generation SaaS solution, Sitecore AI empowers brands with predictive insights, automated personalized experiences, and content insights. This Sitecore XP add-on is the industry's first AI solution that automatically identifies visitor trends, creates customer segments, and modifies page elements to deliver personalized experiences.

As personalization continues to be a key element in successful customer experiences, Sitecore AI supercharges it while providing other business benefits, including:

- Increased ROI from content investments by always displaying the most relevant content to customers
- Increased productivity of marketing teams as the AI engine defines personalization rules so you don't have to
- Deeper insights into customer behavior with a segment analytics suite that assists in analyzing visitor interactions



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

Increase sales velocity with CRM integration

To facilitate easy data interchanges, Sitecore offers connectors to specific CRM systems. 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. Plus with updates to XP 10.0, Sitecore Marketing Automation now includes an activity to integrate directly with Salesforce Marketing Cloud (SFMC) in real-time so Marketers can respond to events more quickly and send current visitor xDB data to SFMC without waiting for a nightly sync.

Robust integrations and control

Sitecore xDB also leverages Sitecore xConnect™, an API framework that supports 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 to provide an integrated view of what the customer or prospect has been doing, including their response to each engagement.

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 build complete customer profiles and histories. 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.

Sitecore's robust set of APIs empower you to connect, secure, and control all the data flowing in and out of your organization. Using xDB's configurable APIs, you can comply with new privacy regulations, clean data for the next marketing project, and lower your total cost of ownership.

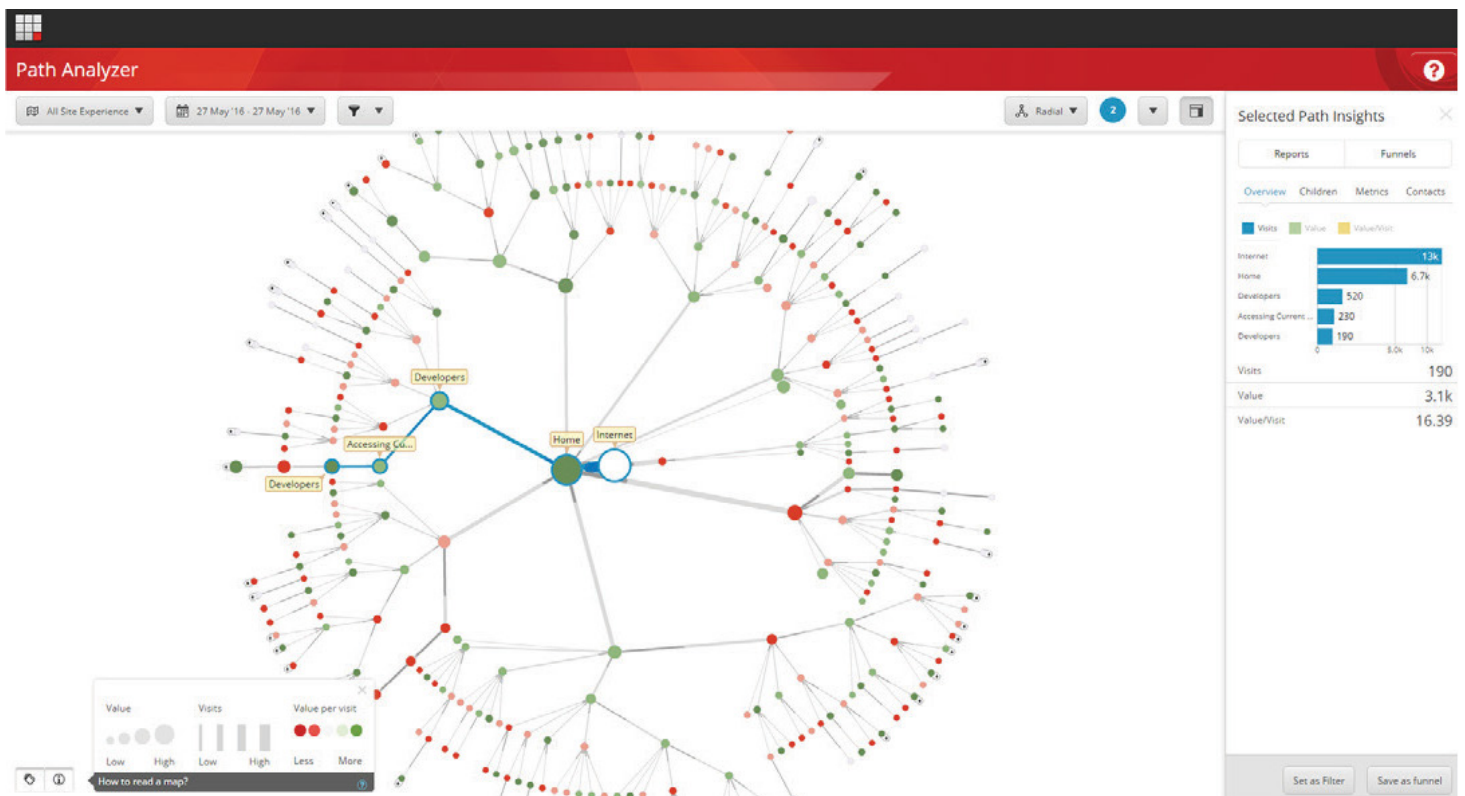


Analyze every path

To increase engagement and conversions, you need to know what pages and content are working and where there's opportunity for optimization. With Sitecore's Path Analyzer, you can review how site visitors are moving through your website and digital ecosystem, what pages are aiding conversions, and where visitors are encountering friction in their journey. 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. Sitecore XP lets you easily manage all your content, experiences, and reporting in one place, so you can focus on delivering one connected customer experience anywhere your customers are.

Always-be-testing optimization

Sitecore supports an "always-be-testing" marketing methodology. Teams can test fields, content, full pages, or total experiences throughout all their users' interactions. With A/B and Multivariate testing, marketers can optimize every piece of marketing content as it's added or updated.

Control, analyze, and correct all your testing from one easy location. With a single-pane view, you can see all ongoing testing and personalization. From there, you can quickly review all tactics. Replicate working ones through your web properties. Correct poorly performing ones before they have an impact.

Always-on personalization

Today's visitors expect to receive an individualized experience that uses the data they've provided to increase value. The combination of Sitecore's flexible xDB and robust personalization engine allows marketing teams to personalize using any data they have – implicit, explicit, and even third-party data.

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 for categorization and reporting purposes 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.

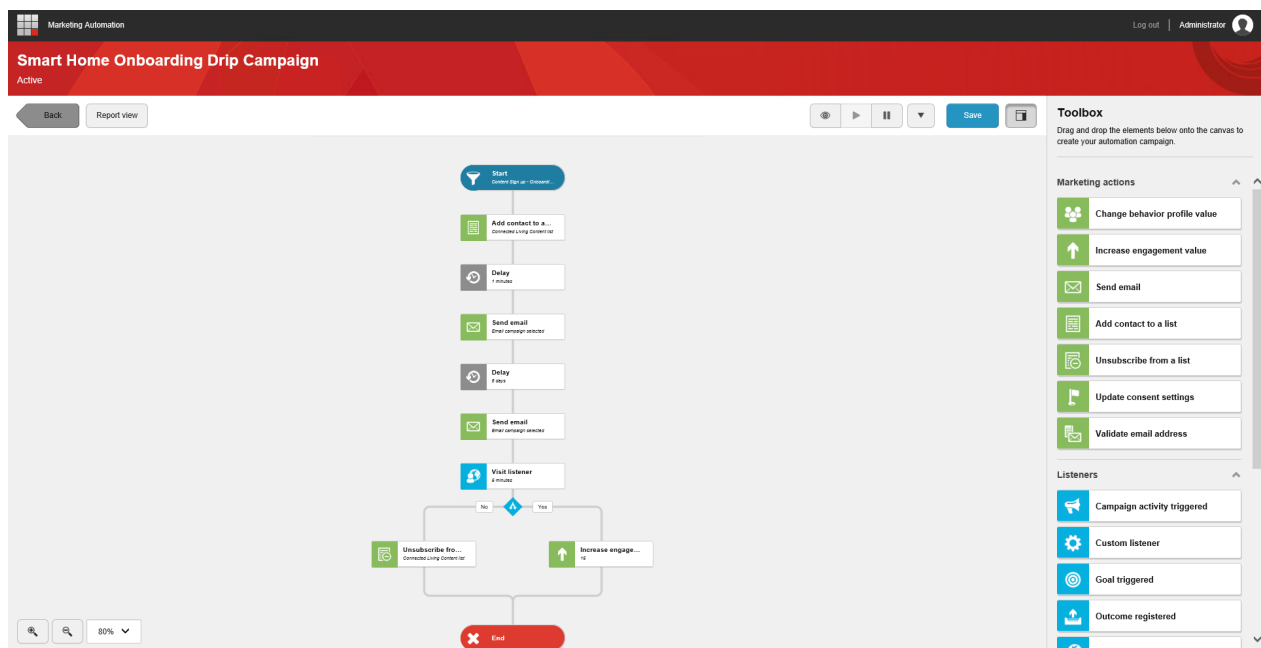
And track every goal, not just the final conversion, with transparent Engagement Value. Engagement Value reveals the lifetime value of your customers instead of just the value of the last transaction. With the insight provided by Engagement Value and robust analytics, brands can understand and meet their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

Create adaptive profiling models that know your customer and change as they do. Composites of customer types, profiles enable you to track visitor content preferences and personalize experiences based on the behavior patterns they match. 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. Respond to your customer's needs at the exact right moment with a perfectly timed email or message regardless of device. Connected to 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 the Sitecore CMS separates content from presentation and allows for headless implementations in both Sitecore XM and XP, 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, Sitecore.Services.Client (SSC), JSS, and an ASP.NET Core SDK.

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 too. With Sitecore's data-capture and personalization capabilities, marketers have the insight to power a robust conversation at every touchpoint.

Because you can't improve what you don't measure, brands need to track every interaction with their customers 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.

Development Flexibility

With Sitecore MVC, SXA, Sitecore JSS and a new ASP.NET Core headless development option introduced in Sitecore 10.0, you can choose the development model that works best for you and your team.



Speed time to market

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 Managed Cloud Services is an alternative to running the Sitecore solution on-prem, allowing organizations to offload the work and concern around installation and infrastructure so they can 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 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, IT-proven cloud stack, deploying Sitecore XP using ARM templates ensures consistency, alleviates issues between application development and production environments, and delivers digital experiences using preset 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 content lifecycle from one consolidated location. This is where the rest of the Sitecore Experience Cloud™ comes in. With seamless integrations with Sitecore Content Hub™ and Sitecore Experience Commerce™, brands have control over the entire marketing lifecycle and can easily align it with the entire customer lifecycle.

Align teams, streamline processes, centralize control

Sitecore 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 by continually offering value to your customers to generate lifetime loyalty.

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, 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 – improving the ROI on your existing technology investments.



Help when you need it

Including hundreds of partners and thousands of qualified developers, Sitecore's ecosystem enables you to navigate to success even through the toughest circumstances. With a Sitecore certified partner, you can be confident that whatever business challenges come your way, you can overcome them.

Sitecore's team of service professionals adds an additional level of confidence. Business strategists from the Sitecore Business Optimization Strategies (SBOS) team 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

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