XM CLOUD

INTRODUCTION

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ABOUT ME

I am Sorina, a Sitecore enthusiast with 15 years of experience in the field. During this time, I have had the privilege of working on several enterprise-level projects and programs of work.

As part of my responsibilities, I was involved in the development process, leading teams of programmers, overseeing technical aspects of projects, and ensuring the proper design of large websites and programs within various products. Throughout my career, my top priority has been to provide customers with a seamless software experience that exceeds their expectations.

XM CLOUD

Close the gap

Sitecore Experience Manager Cloud, or XM Cloud, is a headless content management system that is a foundation for a composable digital experience platform (DXP) centered around content.

Cost savings

XM Cloud includes the latest versions of Experience Manager, Sitecore Experience Accelerator (SXA), Headless Services, Sitecore Next.js SDK, Experience Edge, and the Pages content editor.

Easy to use

Because XM Cloud is a SaaS(Software-as-a-service) solution, Sitecore takes care of hosting, monitoring, and maintenance so you can focus on creating new functionality and integrating other composable solutions.

WHY SaaS (SOFTWARE-AS-A-SERVICE)

Software Delivery Model

SaaS refers to a software delivery model where software is provided over the internet as a service, rather than as a product that needs to be installed and run locally on a user's computer.

Cloud Based Market

The release of Sitecore XM Cloud in 2022 represented Sitecore's move into the cloud-based software-as-a-service (SaaS) market, offering a more flexible and scalable solution for customers who prefer to operate in the cloud.

TRADITIONAL

Non-Efficient

One was the need for a more efficient and cost-effective way to deliver software to users.

Time consuming

This process was often time-consuming and expensive for both users and software vendors, as it required ongoing software updates, technical support, and maintenance.

All-in-one

Traditionally, software was sold as a product that users would buy, install, and maintain on their own computers

COMPOSABLE

Ease of access

With SaaS, users can access software from anywhere with an internet connection and pay for it on a subscription basis, often with lower upfront costs and no long-term commitment.

Fast Delivery

SaaS was invented as a solution to these challenges, allowing software vendors to deliver their products directly over the internet, and eliminating the need for users to install and maintain the software themselves.

OVERVIEW

TRADITIONAL **Sitecore XP Platform (all-in-one) - IaaS or PaaS, monolith or headless**	COMPOSABLE **Sitecore Composable DXP - SaaS, headless**
Platform provides all features out of the box: • content management • email marketing • marketing automation • digital asset management • analytics	Choose what to use: Use the right tool for the right job (plug-and-play)

Hosting Management ownership to client:
• Operational Hosting Support
Hardware(IaaS), software(IaaS), compliance(IaaS, PaaS), installation(IaaS, PaaS), technical support(IaaS, PaaS), monitoring(IaaS, PaaS), disaster recover(IaaS, PaaS) handled by client
 	
• Scaling Management
• Performance Management
Handled by client, usually via Sitecore partners
	Hosting - outsource ownership to Sitecore, all the below included:
	• Operational Hosting Support
	  • Management of Hardware
	  • Management of Software
	  • Compliance
	  • Installation
	  • Technical support
	  • Monitoring
	  • Disaster recover
	
	• Scaling Management
	• Performance Management

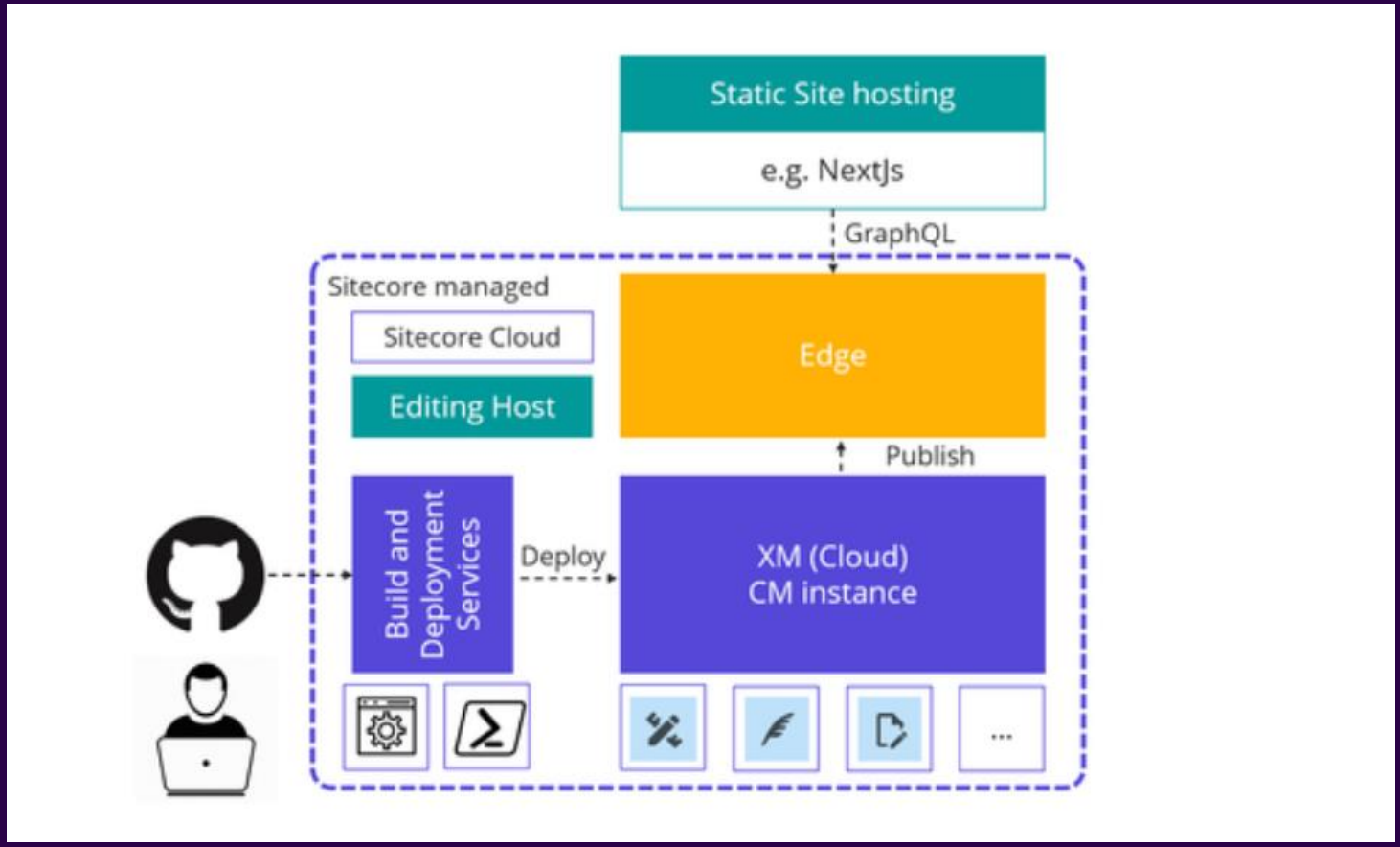
DevOps - CI/CD setup and maintenance by client	**DevOps - built-in Release Management**
Upgrades - costly and supported by client	Upgrades - does not require upgrading
Headless - optional	**Headless - yes**

Experience Platform
Experience Manager
Managed Cloud
PaaS
Connect
Integrate & Automate
CDP
Customer Data Platform
Personalize
Personalization & Testing
Discover
Product Discovery
OrderCloud
B2X Commerce
Content Hub ONE
Omnichannel headless CMS
Search
Intelligent Search
XM Cloud
Next-gen enterprise CMS
Send
Marketing Automation
Content Hub DAM
Digital Asset Management
Content Hub Ops
Content Operations
Identity & SSO
Audiences & Personalisation
Analytics & AI
API & Connectors
Content & Media
SaaS

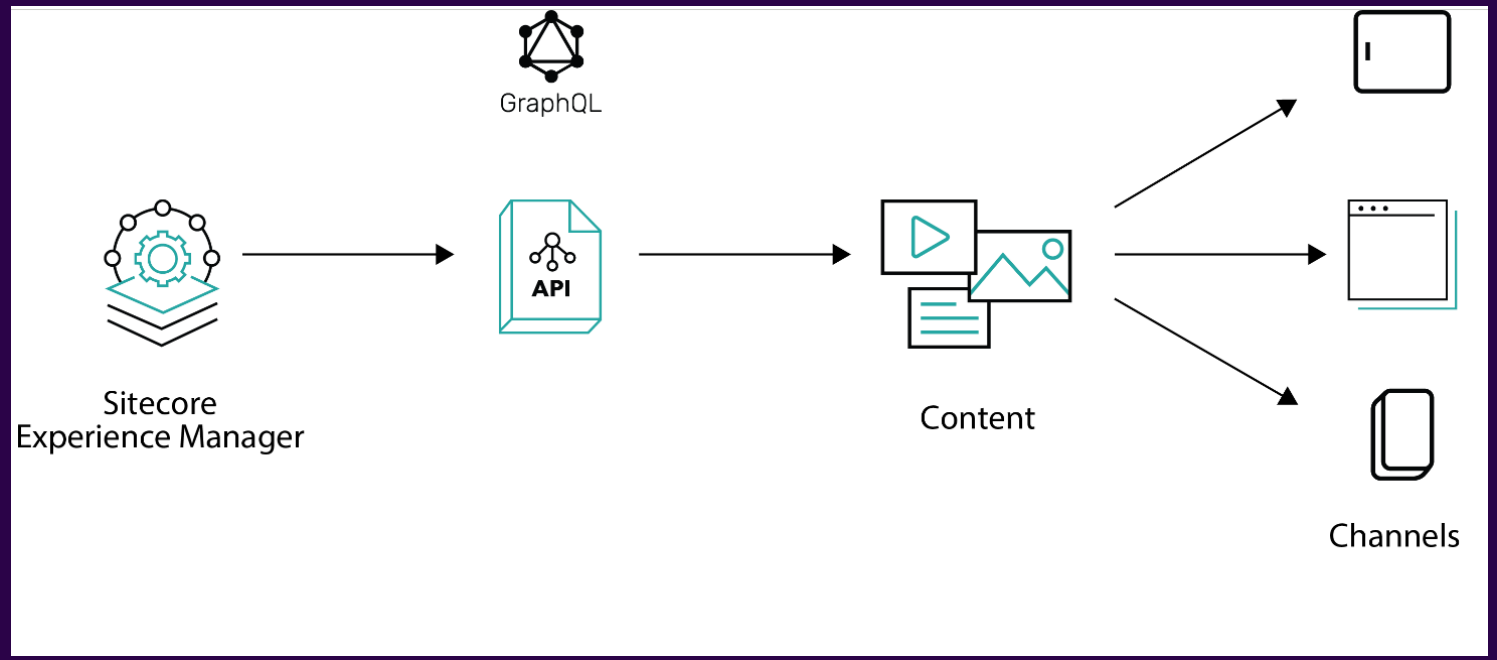
XM CLOUD ARCHITECTURE

- Separation of concern
- Shift in ownership
- Move integrations & functionality to the head

**NOTE: XM Cloud publishes to Edge, not to Web database* blueprints



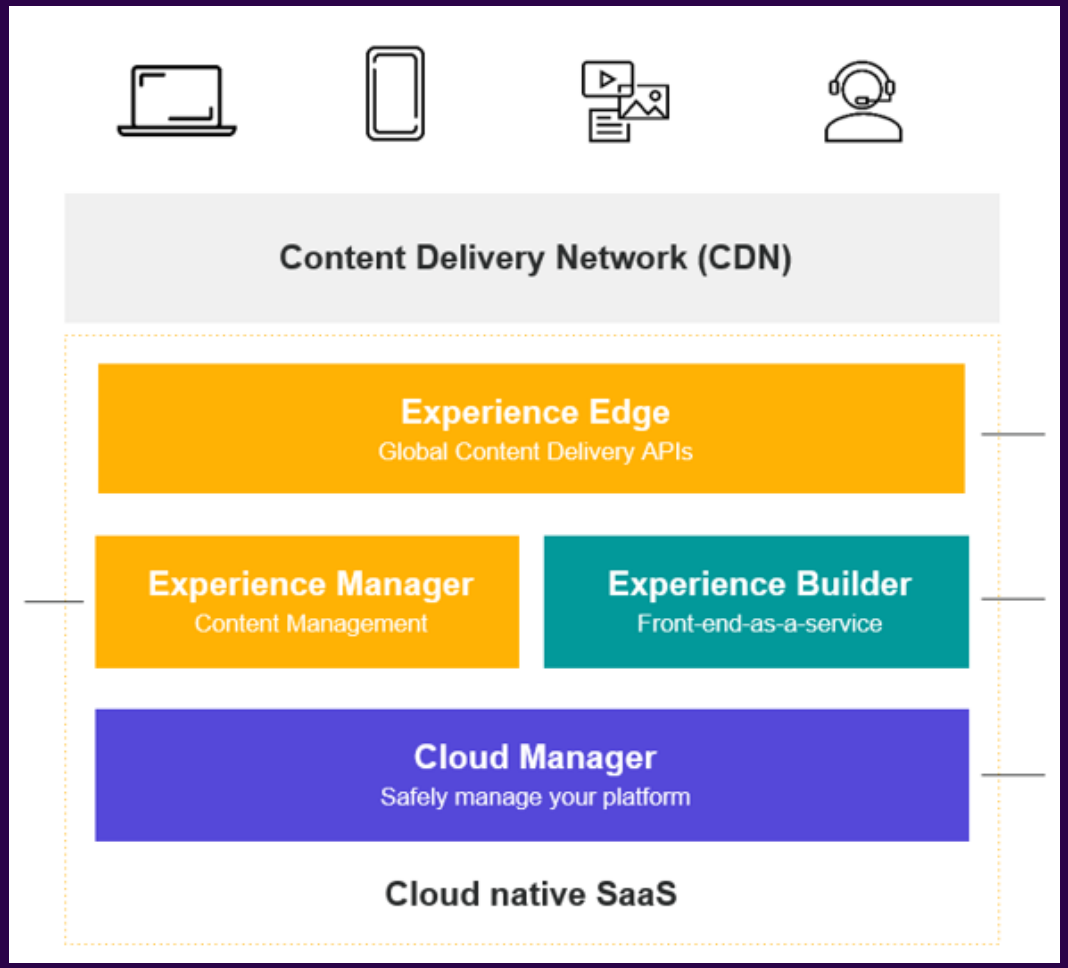
SITECORE EXPERIENCE EDGE FOR XM



Acts as a publishing target for your Sitecore content and media, and provides a GraphQL API

Provides a scalable, managed delivery option for headless Sitecore architectures

ARCHITECTURE



The same powerful and intuitive multisite CMS for simplified management of experiences across channels and devices.

Globally scale content delivery with lightning-fast GraphQL APIs and content caching

Next generation visual page building.

Modern engineering and ops' practices to painlessly manage your platform at scale.

HOW FUNCTIONALITY SHIFTED

XP FUNCTIONALITY	LOOK INTO
xConnect / xDB	Sitecore Personalize & Sitecore CDP
Marketing applications *Experience Analytics, Experience Profile, FXM, Experience Optimization, List Manager, Campaign Creator, Path Analyzer, Marketing Automation and the Marketing Control Panel*	Sitecore Personalize & Sitecore CDP
Existing personalization rules	Sitecore Personalize
EXM	Sitecore Send
Sitecore Forms	3rd party product or Sitecore SaaS Forms Component (July 2023)
Sitecore Identity	Sitecore Unified Identity(OAuth)

HOW FUNCTIONALITY SHIFTED

XP FUNCTIONALITY	LOOK INTO
SXA with MVC	SXA with JSS
SXA search components	Sitecore Search or similar
Custom search indexes	Sitecore Search or GraphQL search query
MVC renderings	JSS renderings
Universal Tracker	Sitecore CDP
Device detection	Sitecore CDP
IP Geolocation	Sitecore CDP
Sitecore Publishing Service	Built-in publishing
The Update Center	Sitecore will keep your instance up-to-date

HOW TO GET ON XM CLOUD

MIGRATE

If customers are on Sitecore XM/XP 10.2 today, using our headless services technology, building a modern frontend, and possibly even using Experience Edge, they will be in a good spot to take that solution and move it to XM *Cloud*

OR

REBUILD

For many of our customers the rebuild is likely the best path. This option leaves no technical debt, and no long painful steps to port things over from a previous implementation.

https://developers.sitecore.com/learn/faq/xm-cloud/migration

ASSESSMENT OF CURRENT SOLUTION

COMPREHENSIVE ASSESSMENT OF VARIOUS ASPECTS OF YOUR SITECORE EXPERIENCE PLATFORM

- license costs (new licence required as Sitecore XM Cloud is a new product)
- determining the current Sitecore version and assess upgrade roadmap(if needed)
- digital marketing strategy audit for identifying personalization rules used and document how rules should be implemented using Personalise
- asset audit to determine if something needs to be extracted from the solution(e.g. Media Library -> DAM)
- UX: Identify the work needed: if the site is not yet headless, a full rebuild of the UX is required
- Search
- workflows compatibility
- and authorizations compatibility

Additionally, XM Cloud limitations and restrictions(https://doc.sitecore.com/xmc/en/developers/xm-cloud/limitations-and-restrictions.html) need to be examined, and alternative solutions sought if any limitations impact business needs (e.g. Alternative for Sitecore Forms)

ROADMAP

Assesment

Analysis, identify customization, plan

Preparation

Adjust/transform architecture

Rework frontend

Adapt to new content distribution

Migration

Setup new implementation and do the actual migration

WHAT DOES IT LOOK LIKE?

SHORT DEMO

THANK YOU

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