

Two overlapping geometric shapes, a blue parallelogram and a light green parallelogram, are positioned in the upper left corner of the slide.

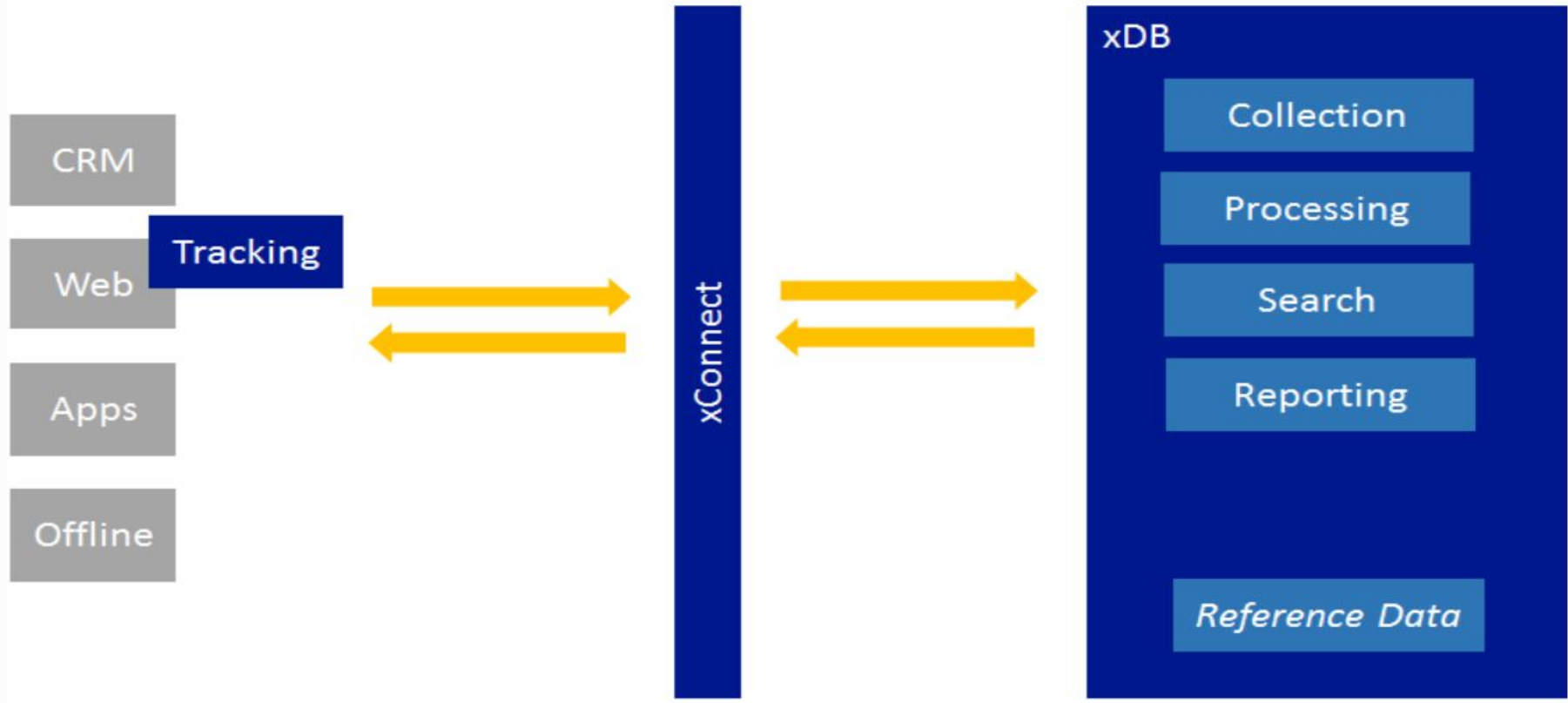
RATI8

xConnect &
Marketing
Automation



What is xConnect?

- Service layer that sits between any trusted application and xDB that wants to read , write, search contact and interactions data).
- All communication to xDB goes to xConnect API and must happen over HTTPS , client need appropriate certificate. thumbprint
- Enable true Omni-channel collection at Scale: In-store visits , IOT , call center data, any 3rd party app



No system has direct access to the collection database or search indexes. Systems that are internal to the xDB, such as Processing, must also use xConnect to access xDB data.



Sitecore xConnect

- Hosted as a stand alone IIS website
- Implements OData protocol Any application that support Odata ca now communicate and interact with xDB. Ex Power BI- Microsoft app that can consume data ,Android , IOS app etc
- You don't need Sitecore client , use .Net libraries
- Manage primarily contacts and interaction : read/write/search them.



xConnect overcome

Sitecore 8 problems :

- Session expiration
- Contact Locks
- Scalability
- Extend model
- Lack of doc



DEMO 1

Launching a new product .



What is marketing automations engine?

- A stand alone service that
 - Enroll contacts into automation campaigns.
 - Evaluate contacts based on defined rules.
 - Perform various marketing actions for individual contacts.
- Remplace the Engagement Plans from older Sitecore versions.
 - Sitecore rebuild them from scratch and are not that buggy anymore.



What is marketing automations engine?

Gives ability to marketers to create workflows themselves for users ! Enter them in this workflows, control how action and decision are made based on user interactions

These workflows can run decision in order to:

- Update contact behavioural profiles
- Add contact to lists
- Send emails
- Trigger a goal

Also are extendable with custom development to perform any action. Tool for marketers.

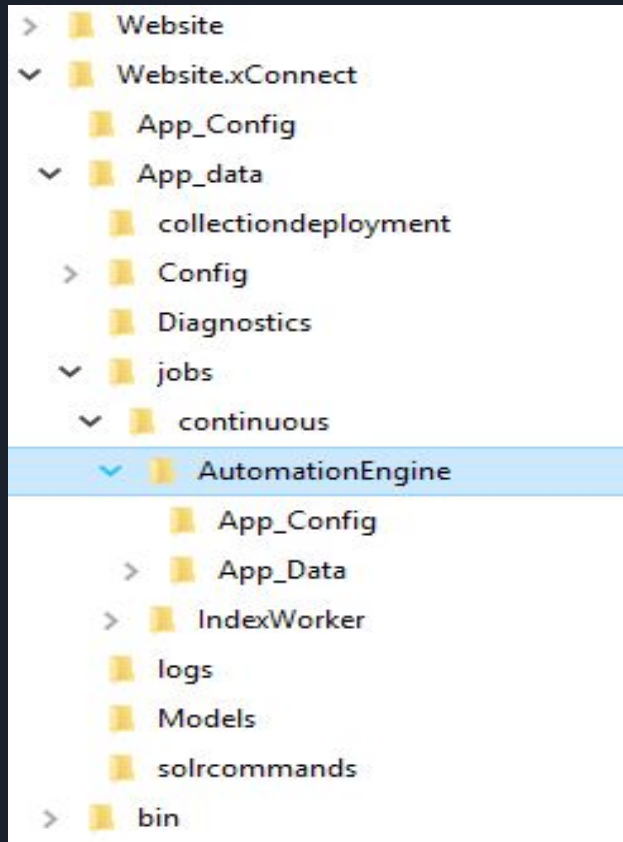
What is marketing automations ?

Hosted as a windows service

Automation supported by 2 Web APIs Operation , Reporting

Found within the xConnect installation location

Can also run as a Console app or Azure web job



Demo 2 - The competition



Thank you



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