

# Defining Sitecore as an Experience Content Management System



# Module Objectives

By the end of this module, you will be able to:

- Define a Experience Content Management System (xManagement).
- Describe the features of a WCMS.
- State the three foundation pillars of a WCMS.
- Describe Sitecore's architecture.
- Use basic Sitecore terminology.
- Identify the Sitecore applications and their users.
- Define roles that interact with Sitecore.





# The Adventure Company Story

Purpose of this Course

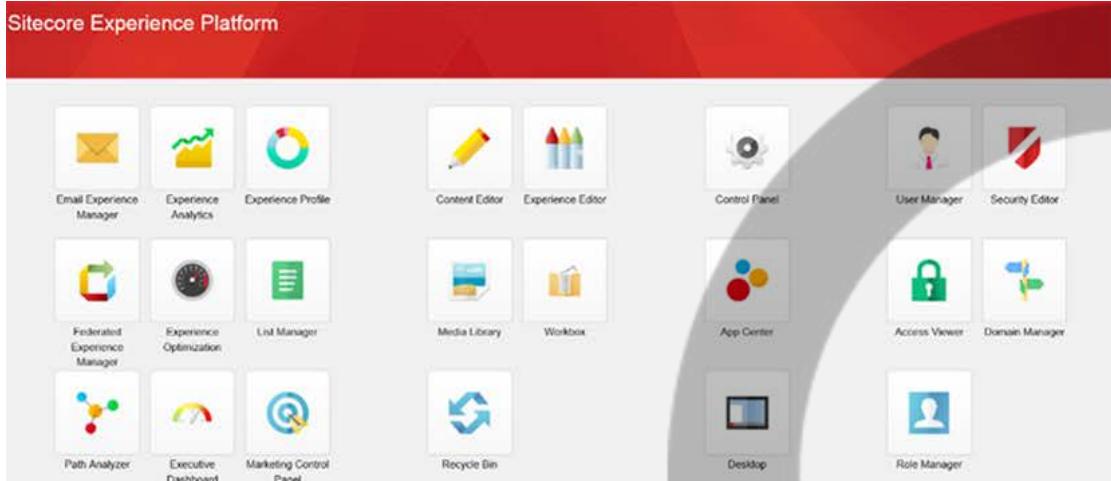
Sitecore Experience Solution Developer Structure

The Adventure Company



Meet Peter, Emma and Dan

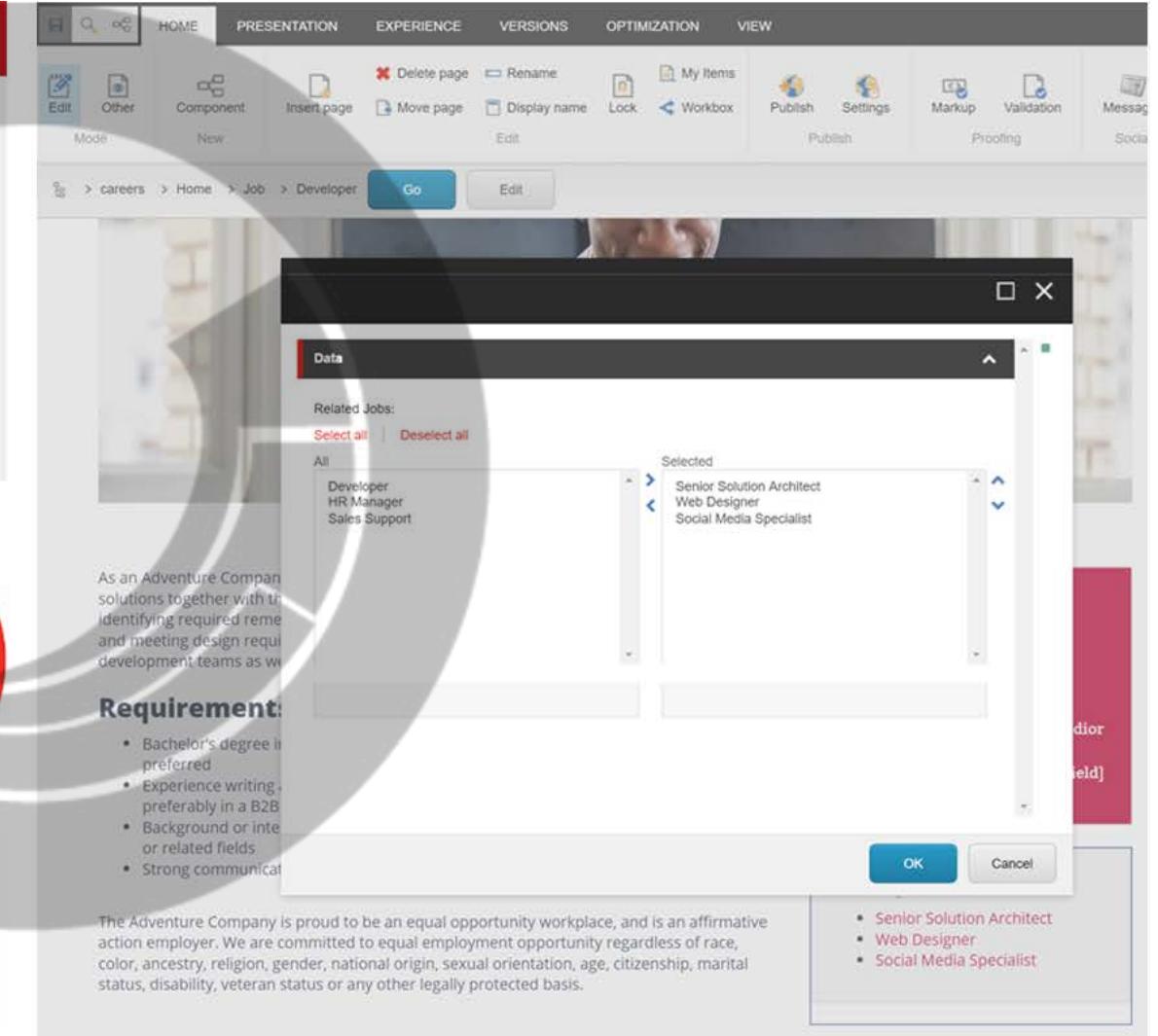
# Purpose of this Course



Sitecore Experience Platform

Email Experience Manager, Experience Analytics, Experience Profile, Content Editor, Experience Editor, Control Panel, User Manager, Security Editor, Federated Experience Manager, Experience Optimization, List Manager, Media Library, Workbox, Path Analyzer, Executive Dashboard, Marketing Control Panel, Recycle Bin.

```
<body class="header-static ">
<div id="main-container">
  <!-- [Page Header] -->
  <header class="header-static">
    <nav class="navbar navbar-default navbar-static" id="mainNavbar">
      <div class="container">
        <div class="navbar-left">
          <button type="button" class="navbar-toggle collapsed" data="button">
            <span class="sr-only">Toggle navigation</span>
            <span class="icon-bar"></span>
            <span class="icon-bar"></span>
            <span class="icon-bar"></span>
          </button>
          <!-- [Company Logo] -->
          <a class="navbar-brand" href="Home.html">
            <span class="logo">
              
            </span>
          </a>
          <!-- [Company Logo] -->
        </div>
        <!-- [Main Navigation] -->
        <div class="navbar-left">
          <div class="collapse navbar-collapse" id="siteNavbar">
            <ul class="nav nav navbar-nav">
              <li class="">
                <a class="text-uppercase" href="Home.html">
                  Home
                </a>
              </li>
            </ul>
          </div>
        </div>
      </div>
    </nav>
  </header>
  <div class="content">
    <!-- Main Content Area -->
    <div class="row">
      <div class="col-md-8">
        <h1>Welcome to The Adventure Company!</h1>
        <p>The Adventure Company is a leading provider of travel solutions, specializing in personalized travel experiences. We offer a wide range of services, from budget-friendly packages to luxury定制旅行. Our team of experts is dedicated to helping you plan your dream vacation, whether it's a romantic getaway or a family adventure. We believe that travel is an essential part of life, and we're here to help you make the most of your journey. Join us today and discover the magic of travel with The Adventure Company!</p>
      </div>
      <div class="col-md-4">
        <h2>Our Services</h2>
        <ul>
          <li>Customized Travel Packages</li>
          <li>Budget-Friendly Options</li>
          <li>Family Vacations</li>
          <li>Romantic Getaways</li>
          <li>Business Travel Solutions</li>
        </ul>
      </div>
    </div>
  </div>
</div>
</body>
```



The screenshot shows the Sitecore Experience Platform interface. On the left, there's a circular navigation menu with various icons and labels. In the center, there's a large red circular logo with a white 'S' shape. To the right, there's a modal dialog box titled 'Data' with a 'Related Jobs' section containing 'Developer', 'HR Manager', and 'Sales Support'. Below this, there's a 'Requirement:' section with a bulleted list of requirements. At the bottom, there's a note about being an equal opportunity employer and a list of selected roles: 'Senior Solution Architect', 'Web Designer', and 'Social Media Specialist'. There are 'OK' and 'Cancel' buttons at the bottom right of the modal.

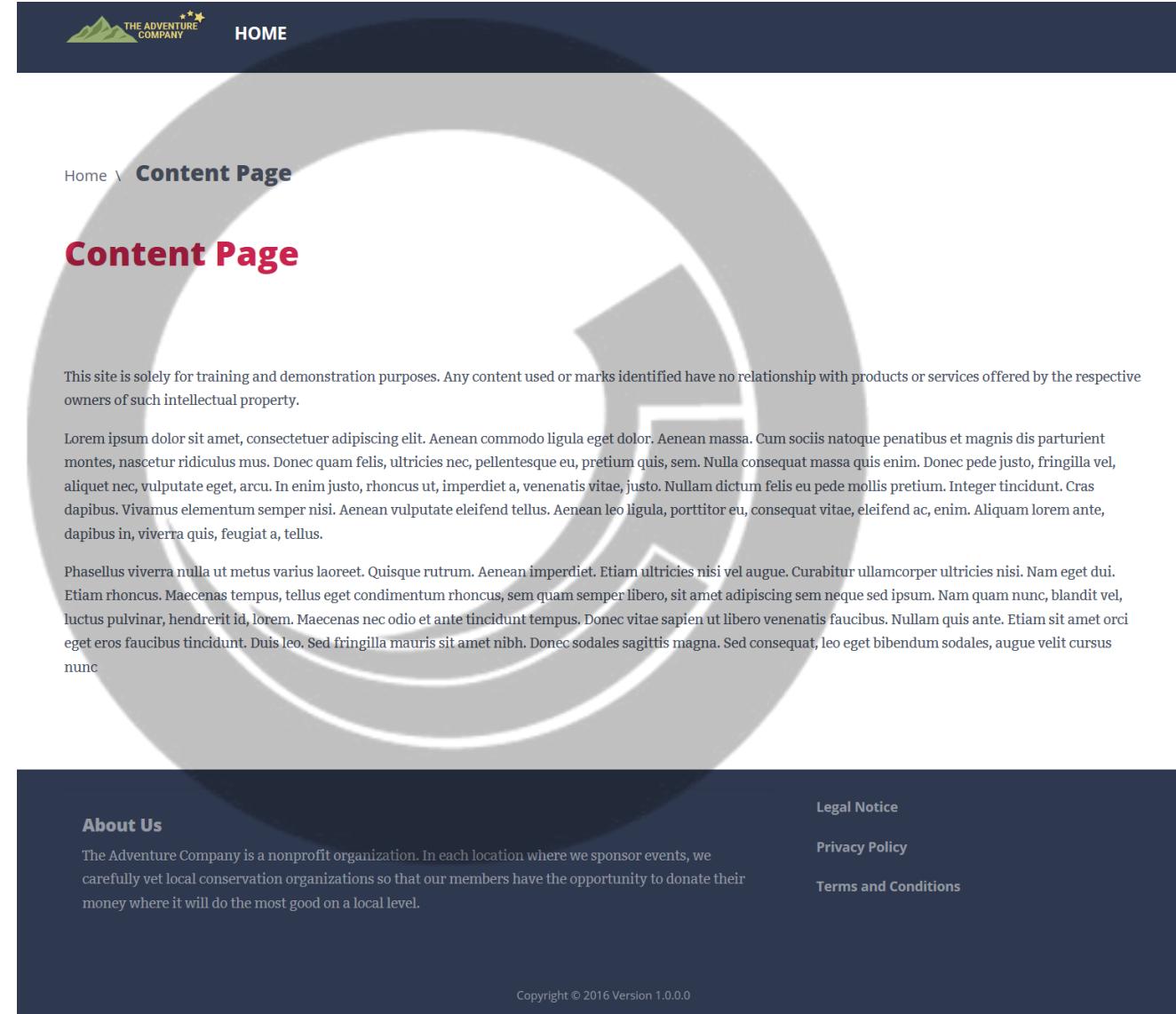
## Sitecore Developer Foundation (SDF)

Centered around Sitecore basic principles

## Sitecore Solution Developer (SSD)

Centered around recommended practices and advanced functionality and tooling

## Generic Page



The screenshot shows a generic page template. At the top left is the "THE ADVENTURE COMPANY" logo with two stars above it. To its right is a "HOME" button. Below the header is a breadcrumb navigation bar with "Home \ Content Page". The main title "Content Page" is centered in a large red font. A large circular graphic element is positioned behind the content area, featuring a stylized arrow pointing upwards and to the right.

This site is solely for training and demonstration purposes. Any content used or marks identified have no relationship with products or services offered by the respective owners of such intellectual property.

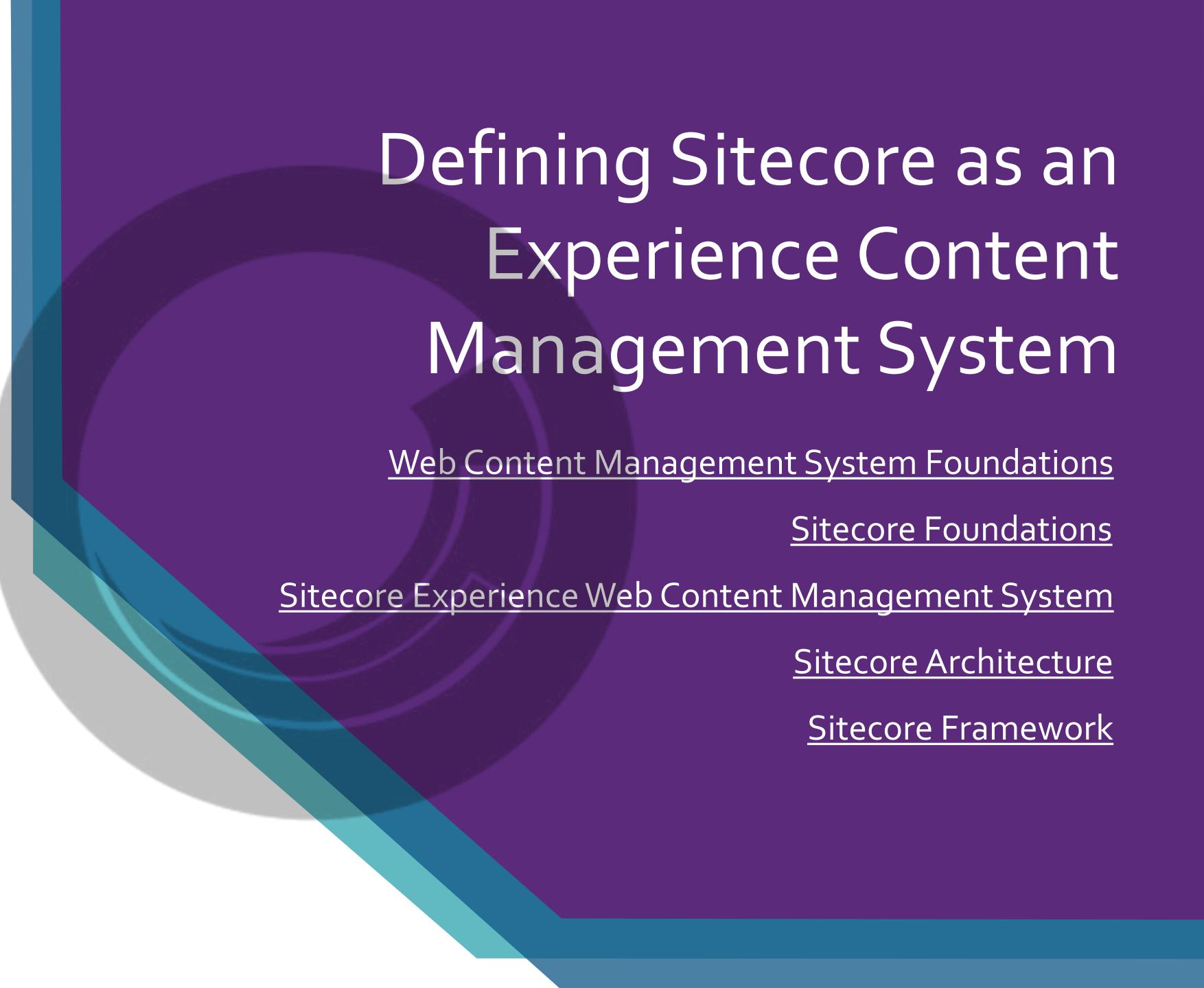
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.

Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc.

**About Us**  
The Adventure Company is a nonprofit organization. In each location where we sponsor events, we carefully vet local conservation organizations so that our members have the opportunity to donate their money where it will do the most good on a local level.

**Legal Notice**  
**Privacy Policy**  
**Terms and Conditions**

Copyright © 2016 Version 1.0.0.0



# Defining Sitecore as an Experience Content Management System

[Web Content Management System Foundations](#)

[Sitecore Foundations](#)

[Sitecore Experience Web Content Management System](#)

[Sitecore Architecture](#)

[Sitecore Framework](#)



Defining Sitecore as an Experience Content Management System

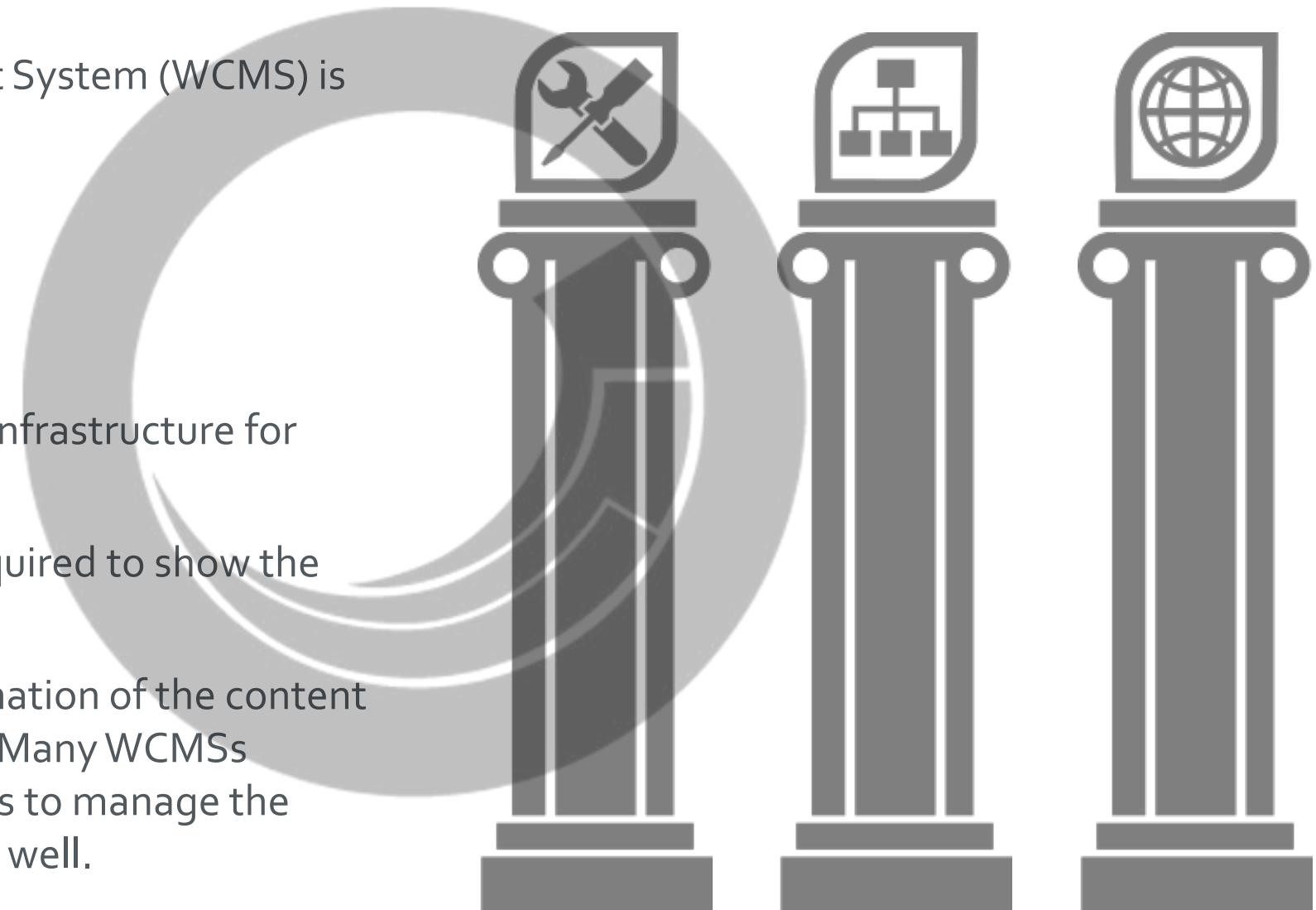
A Web Content Management System (WCMS) is a platform that provides:

- Website authoring
- Collaboration
- Administration tools

**Data Definition:** Basic data infrastructure for website content.

**Content:** The actual data required to show the website.

**Presentation:** The transformation of the content in a format to be consumed. Many WCMSs provide the ability for authors to manage the *look and feel* of web pages as well.

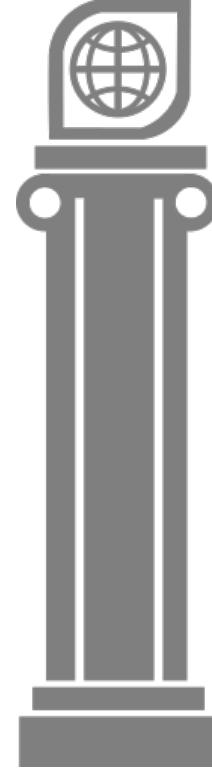




**Data Definition =**  
*templates*



**Content =**  
*items*



**Presentation =**  
*layouts and components*

**Automate:** Create automatic communication flows that are relevant for each customer.

## Take the tedium out of marketing

Build an intimate relationship with each customer and replicate this success across thousands of customer profiles with lead nurturing content and triggered campaigns on any channel.



Sitecore is an ASP.net application



Using the main ASP.net tools and resources (Visual Studio, MSbuild)

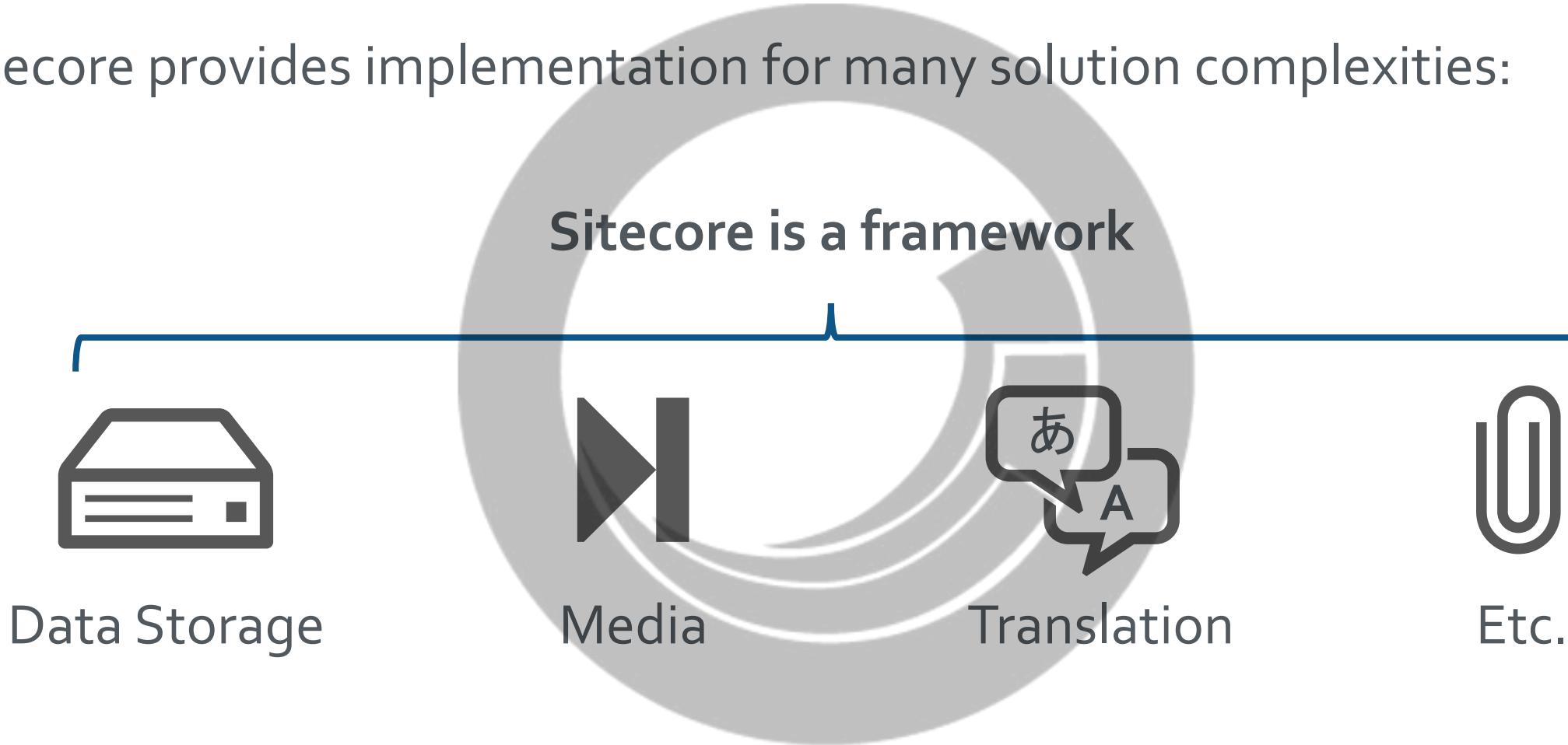


Microsoft  
IIS

Deployed on Microsoft IIS

Supports WebForms and MVC paradigms

Sitecore provides implementation for many solution complexities:





# Exploring Sitecore Applications

[Sitecore Applications](#)

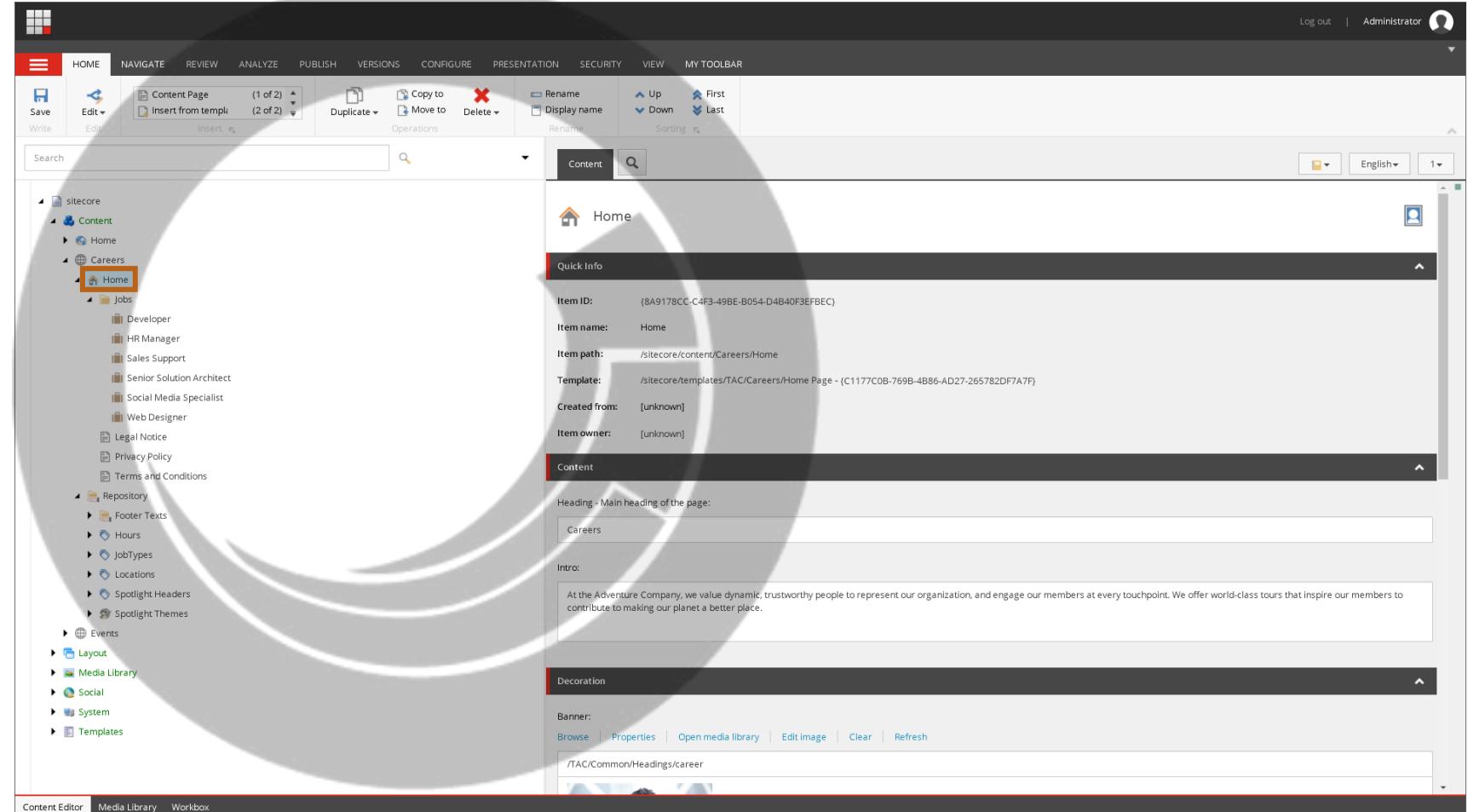


Exploring Sitecore Applications

## Launchpad: main entry point

### Editing tools:

- Experience Editor
- Content Editor
- Other: Media Library,  
Workbox



# Demo: Introducing Applications and Editing

In this demo, you will learn about the applications used to create and edit website content. You will see the Media Library where images other media are stored.

# Lab: Exploring the Bootstrap-based HTML templates

In this lab, you will learn how to create the templates by using the Twitter bootstrap templates.

# Review Questions

Q How does Sitecore support each of the CMS pillars: Data definition, Content, and Presentation?

Q Describe some xWeb Content Management System features that separate Sitecore from other systems.

Q Which interface would an author use to see and edit items in a tree structure.

Q What is Sitecore's easy-to-use authoring tool and what functionality does it provide?

We have just learned WCMS basics and how Sitecore implements those WCMS pillars. We've also seen that:

- Sitecore adds xWCMS functionality (AIDA).
- Sitecore is a database-driven application and a framework.
- Authors have access to easy to use and advanced editing tools.