



SUGCON EU 2025 - Antwerp

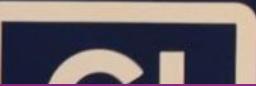
Key topics from
the community
conference

Agenda

- Keynotes
- Sitecore's announcements
- Community content
- Conclusions

oy

Vercel



Opening Keynotes

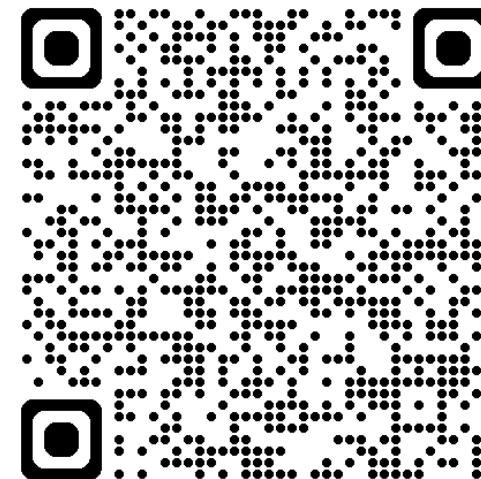
Bringing out the bosses

SITECORE
EUROPE 2025



Opening Keynotes

- Dave: Will AI make 1-2-1 personalisation a reality?
- Roger: “Search is dead” or at least it’s badly wounded
- Danny: Model Context Protocol for integrations





Sitecore's main sessions

The future-looking excitement



Content SDK

- A fork of JSS which is focused on XM Cloud only

Our Solution

1. Split responsibilities
2. Only get what you really need
3. Reduce complexities and sizes

A “new” SDK exclusively for XM Cloud

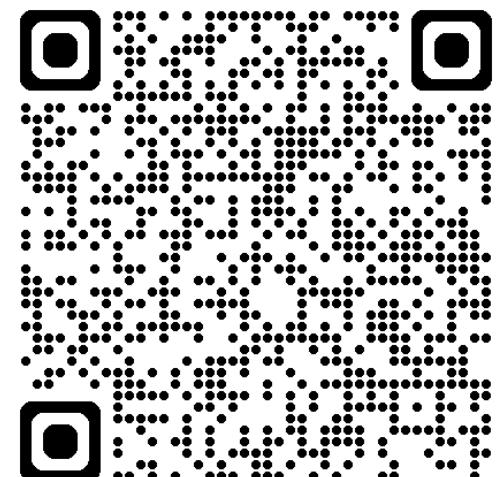


Welcome the new Content SDK



Content SDK

- A fork of JSS which is focused on XM Cloud only
- Stuff removed because it's not needed – like “Chromes mode”
- Config and source rationalised
- Middleware reworked to give control over ordering
- But basics of UI controls largely the same
- Docs (and open source code) for beta available now



Looking forward to...



Maturation of
Content SDK

More Demo
Templates

App Router

Installable
components / templates

Consolidation
of Starter Kits

Middleware
Optimization

And much
more ...

Marketplace

- An SDK and Marketplace UI to let us extend the SaaS Portal
- We build and host an app that gets injected into Sitecore's UI
- SDK gives access to data, events sent from Sitecore and a set of defined places to inject your UI
- These “touch points” allow full page apps, plus custom panels and fields

pages-staging.sitecore-staging.cloud/editor?organization=org_MKWaZwI8EkP5i8&tenantName=marketplace10aa-multisitede7bfd-stagingcms69d2...

Active Fuel Multi-Site Demo Project /... English Shared layout Editor Templates Personalize Analyze Publish

Sitemap + Create a page

Version 1 Default editing host

Product Family Template

Home About FAQs

A NutriLife Brand

Website template for a NutriLife product fami

APPS

- Demo App
- Birds Eye View
- Page Information

more options.

Type here to search

9:46 AM 4/4/2025

Marketplace PortalShell Content Editor Content Editor Edit: Active Fuel - XM Clo Koningin Elisabethzaal -

pages-staging.sitecore-staging.cloud/editor?organization=org_MKWaZwlTR8EkP5i8&tenantName=marketplace10aa-multisitede7bfd-stagingcms69d2...

Active Fuel Multi-Site Demo Project /... English Shared layout Editor Templates Personalize Analyze Publish

Sitemap + Create a page Home About Contact Us FAQs News and Information Products Testimonials Where To Buy Error

Version 1 Default editing host Home Product Fail Select an element in the canvas to view more options.

Page Information Selected Page Information Display Name Home Page Item Name home-page Item Path /sitecore/content/home

Edit Information

Type here to search 9:46 AM 4/4/2025

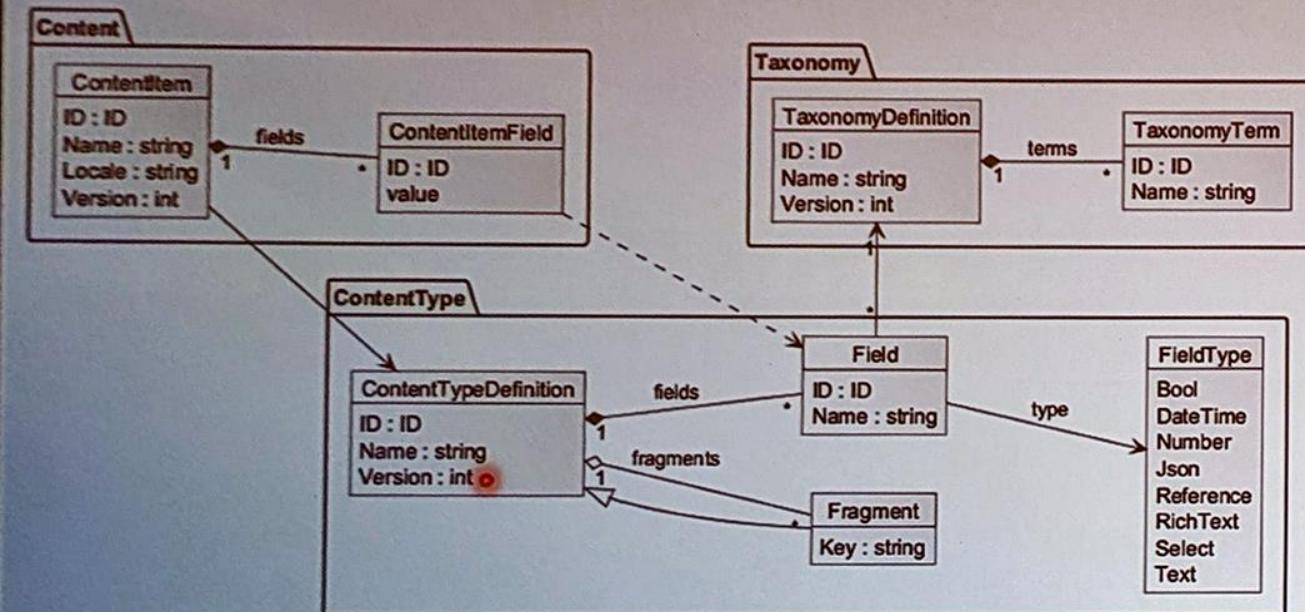
A screenshot of the Sitecore Content Editor interface. A red box highlights the 'Page Information' modal window. The window title is 'Page Information' and it displays 'Selected Page Information'. Inside, the 'Display Name' is listed as 'Home Page', 'Item Name' as 'home-page', and 'Item Path' as '/sitecore/content/home'. At the bottom of the window is a button labeled 'Edit Information'. The background shows a blurred product catalog page with a green leaf and blueberries.

Marketplace

- An SDK and Marketplace UI to let us extend the SaaS Portal
- We build and host an app that gets injected into Sitecore's UI
- SDK gives access to data, events sent from Sitecore and a set of defined places to inject your UI
- These “touch points” allow full page apps, plus custom panels and fields
- Apps can be private (single & multi-tenant) or publicly accessible
- Early access program running now – so won't be too long until we see this

XM Cloud Content

- The beginnings of “What replaces the XM in XM Cloud to be more SaaS”
- An API surface for modelling, publishing and delivering content exists now



- Content Types define structure
- Taxonomies define classification
- Content is stored in Content Items
- Fragments allow composition

XM Cloud Content

- The beginnings of “What replaces the XM in XM Cloud to be more SaaS”
- An API surface for modelling, publishing and delivering content exists now
- Modernised approach to schema
- Publishing doesn’t copy items any more – it’s a flag for speed
- Granular security model for API tokens – lock down access
- Lots more work to do here – this was an early preview

XM Cloud Live Innovation Dashboard

Sites Design Library Content Media Projects Settings Page builder

CONTENT

Blog post Draft

Product X

Blog post Content type X

Blog post X

Fields

+ Add field

Post title posttitle Text

Post tagline posttagline Text

Hero image image Image

Body body Rich text

Author author Reference

+ Add field

Fragments

+ Add fragment

XM Cloud Page xmcloud-page21

+ Add fragment

Publish 1 4 + 3

Fields Fragments

Drag fragments into your model

Search

XM Cloud Page

Title Long text

Image Rich text

URL Rich text

Stream Project

Media item

Campaign

Bynder media item

Extend your content types with fragments

Explore the marketplace

Stream for Platform DXP

- You can use Stream for text generation / modification in DXP now

Available for
On-prem and
PaaS

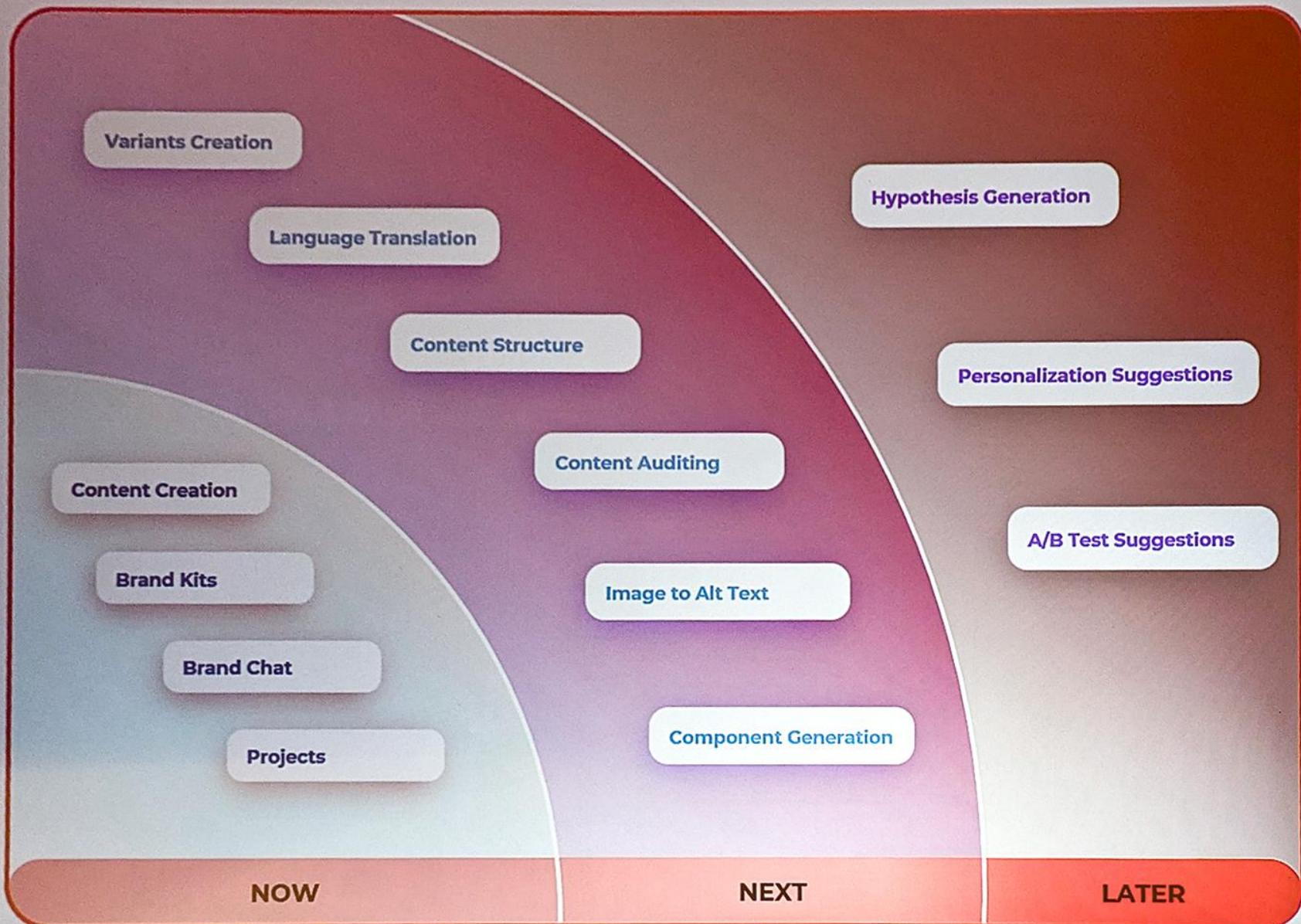
Sitecore 10.2
and above

Pre-requisites

XM/XP license

Access to cloud
portal

Stream
subscription





Community Content

The real-world story



Content Hub CLI

- Downloadable CLI tooling exists for this product
- Serialisation plug-in: Push, pull and validate data between environments
- Not version locked – unlike packages from the UI
- But doesn't use module files – slightly different to SCS

SUGCONLive

File Edit Selection View Go Run ... 🔍 SUGCONLive

EXPLORER

SUGCONLIVE

- exports
- print
- scripts
 - .vscode
 - lib
 - references
 - Action.csx
 - Base.csx
 - IntegrationTest.csx
 - MediaProcessing.csx
 - Shared.csx
 - UnitTest.csx
 - UserPostRegistration.csx
 - UserPreRegistration.csx
 - UserSignIn.csx
 - unit-tests
- liveexample.csx
- { omnisharp.json
- = references.rsp
- > serialization

scripts > liveexample.csx

```
1 #load "./references/Action.csx"
2 /*----- Include above to support intellisense on Content Hub types in editor -----*/
3
4 // Script Start
5
6 MC
    MClient
        MatchCasing
        MemberCrefSyntax Microsoft.CodeAnalysis.CSharp.Syntax
        MethodCodeType System.Runtime.CompilerServices
    {} Microsoft
        MatchType
        Match<> Microsoft.CodeAnalysis.Differencing
        MatchPriority Microsoft.CodeAnalysis.Completion
        MulticastDelegate
        MulticastNotSupportedException
        NameMemberCrefSyntax Microsoft.CodeAnalysis.CSharp.Sy...
        MetadataShadowCopy Microsoft.CodeAnalysis.Scripting.Ho...
```

PROBLEMS 6 OUTPUT DEBUG CONSOLE TERMINAL PORTS

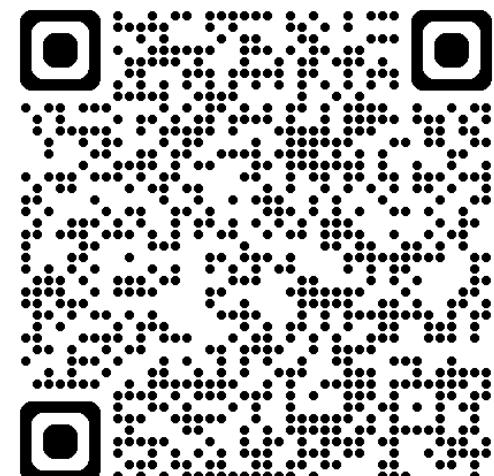
powershell - scripts

```
PS C:\Demos\SUGCONLive\serialization> cd ..\scripts\
PS C:\Demos\SUGCONLive\scripts> ch-cli scripting initialize
Successfully initialized the directory.
PS C:\Demos\SUGCONLive\scripts>
```

Ln 6, Col 3 Spaces: 4 UTF-8 CRLF (1) C# 🔍 9:28 AM 4/3/2025

Content Hub CLI

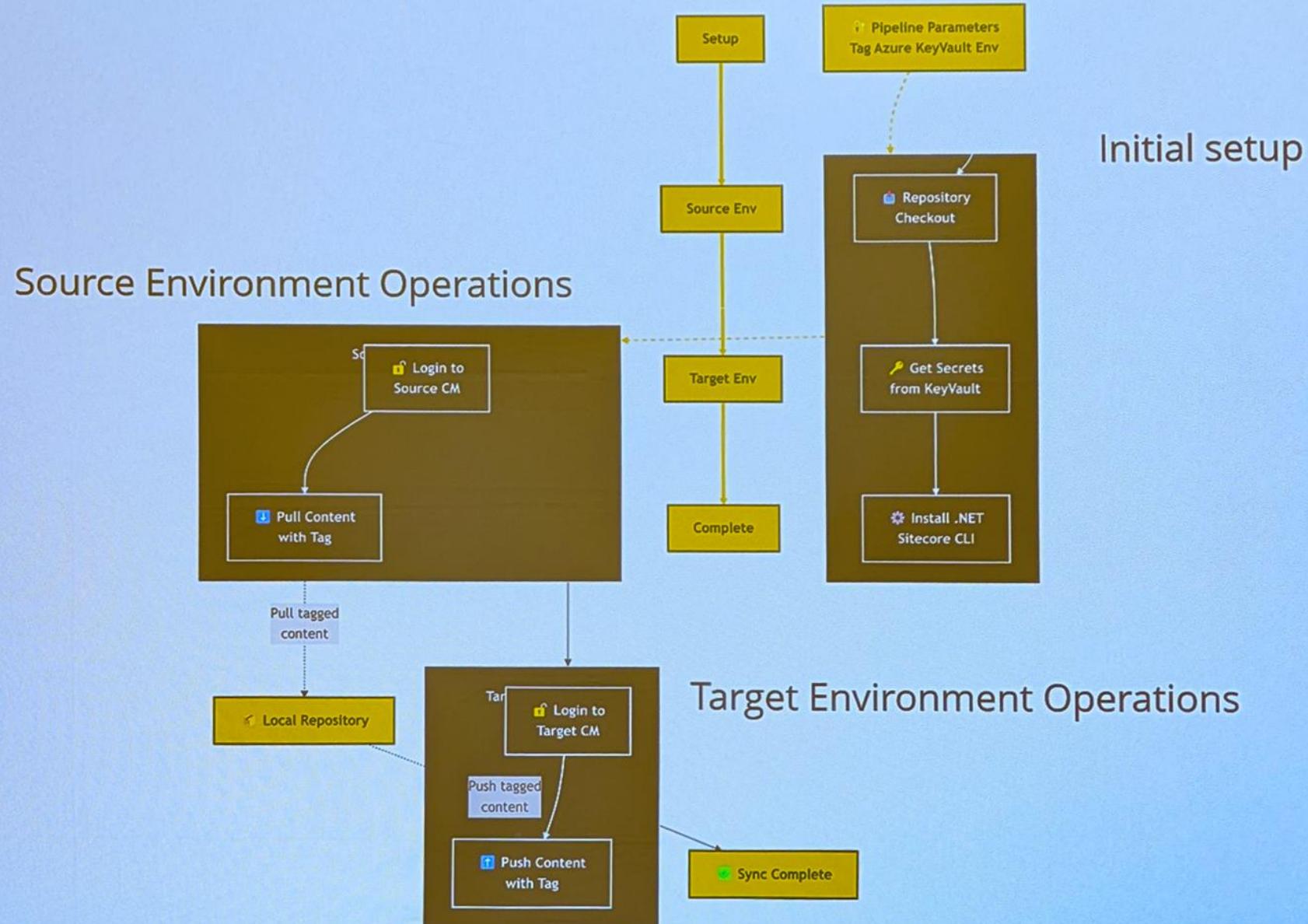
- Downloadable CLI tooling exists for this product
- Serialisation plug-in: Push, pull and validate data between environments
- Not version locked – unlike packages from the UI
- But doesn't use module files – slightly different approach
- Debugging tools for scripts very useful!
- Write your own plugins?



Content Synchronisation

- It's less clear how to move content these days
- So maybe DevOps could be a useful automation for this?
- Basically:
 - Install SCS
 - Get module config from Source Control
 - Pull relevant modules to Agent
 - Push relevant modules to target server

Pipeline Steps & Flow



Living with XM Cloud: API limits & costs

- Costs and limits can be significant challenges
- Short default ISR cache time can lead to larger bills?
- Cache for much longer – even if you do need to manually invalidate old content
- Edge API limits can cause problems
- Monitor 429 responses – adjust your code to reduce them

Living with XM Cloud: Other bits

- Remove middleware you don't need?
- Watch out for Next's link component

Brief conclusions





Any Questions?

@jermdavis (Bluesky / Slack)

<https://blog.jermdavis.dev>