

Sitecore® 9.1

Tamas Varga

Senior Technical Evangelist

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sitecore®
Own the experience™

Software Release Strategy & Cadence



Software Release

- + Major or dot release
- + 6 month cadence (Spring, Fall)
- + New features and functionality



Update Release

- + Update or patch release
- + Frequency as needed to support customers
- + Contains only fixes, not major features
- + Will not include breaking changes

XM&XP 9.1

Planned for end of November

Sitecore 9.1 areas of focus



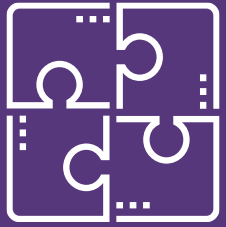
JavaScript Services (Headless)
Sitecore Cortex™ (ML)



Experience Accelerator
Partnership Integrations



Platform
Forms



What is new; Sitecore Experience Management

Headless & JSS

The headless CMS concept is one born of the demands of the digital era and a business's need to focus on engaging customers with personalized content via multiple channels at all stages of the customer journey.

As the content in a headless CMS is considered “pure” (because it has no presentation layer attached) just one instance of it can be used for display on any device; website, mobile, tablet, Internet of Things devices, smart watches, etc.



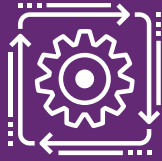
What is headless?

- "API-only" approach to WCM
- Front-end developers to access "pure content"
- Marketers have limited control over the content presentation
- Personalization and Analytics are integrated separately



How does Sitecore support this?

- Support has always been there!
- Content separated from presentation
- Sitecore SSC Web API
- Sitecore Experience Accelerator Data Modelling & JSON Rendering
- NEW - Sitecore JavaScript Services
- Commerce services are supported through an API and accessed through JSS



What is Sitecore JSS?

- Complete toolkit for modern JavaScript developers
- Build full-fledged solutions (SPAs, PWA, websites)
- By being completely unplugged
- Deploy in a physically decoupled manner and run headless
- “Code-first”, beyond APIs



Fully integrated with XP?

- Automated app import
- Same codebase – Sitecore runs JavaScript
- Full Experience Platform capabilities:



+



- Experience Editor
- Personalization and testing
- Tracking & analytics

SXA

Providing reusable, templated UX layouts and components to help you get up and running quickly

Fully integrated into the Sitecore editing function, the Sitecore Experience Accelerator (SXA) reduces your time to market by allowing content teams to design, assemble, and deploy web content across channels with fewer development resources.

IT and implementation partners can be relieved of many page build responsibilities and can focus on the high-impact requirements that usually get relegated to phase two.

- Creation of WCAG 2.0 compatible websites
- Wireframe and grayscale Modes
- Cross-site linking
- Per-site views
- Rendering variant component embedding



Enhancing the existing and building the future

Core platform enhancements based on field feedback – helping to reduce complexity and operational costs by concentrating on XM only customer requirements.

Moving towards a distributed/loosely-coupled architecture based on NET Core capable of running cross platform (Windows/Linux)

Enhancing the existing–Core platform

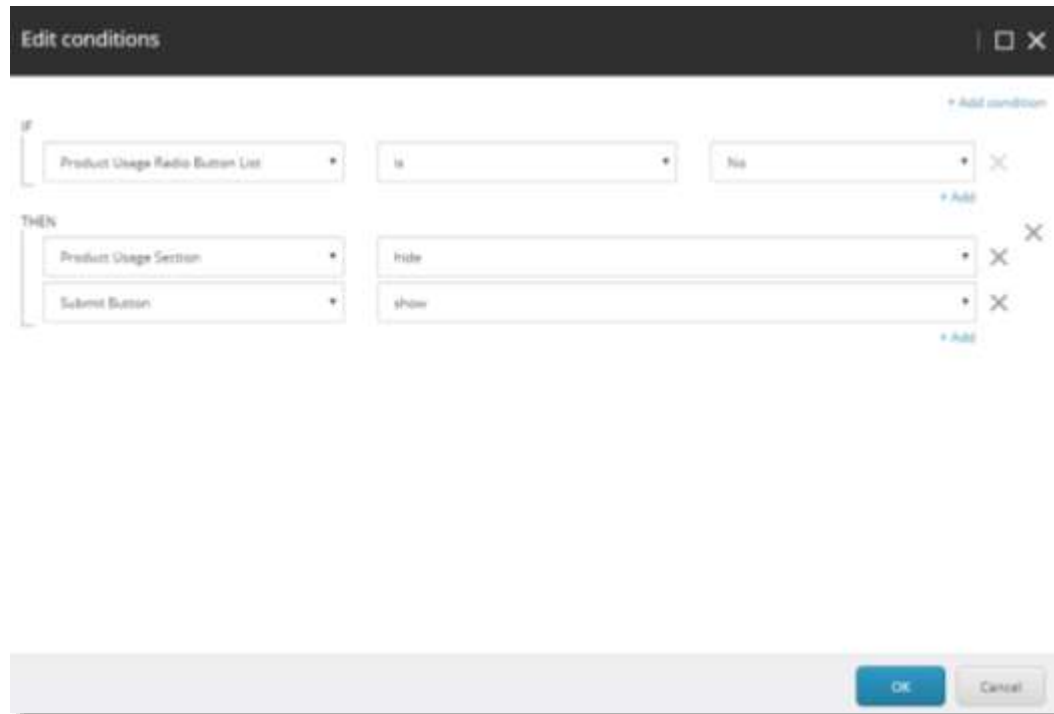
- 3rd party updates
- Content Search improvements
- Core architectural changes
- Scalability & infrastructure improvements

| | 9.0.2 XM | 9.1 XM only |
|-------------------------------------|----------|-------------|
| Cold start of CM to Launch Pad | 31.63 | 16.63 |
| Number of files in bin | 529 | 296 |
| Content Editor opened first time | 24.01 | 4.21 |
| Experience Editor opened first time | 4.82 | 3.01 |

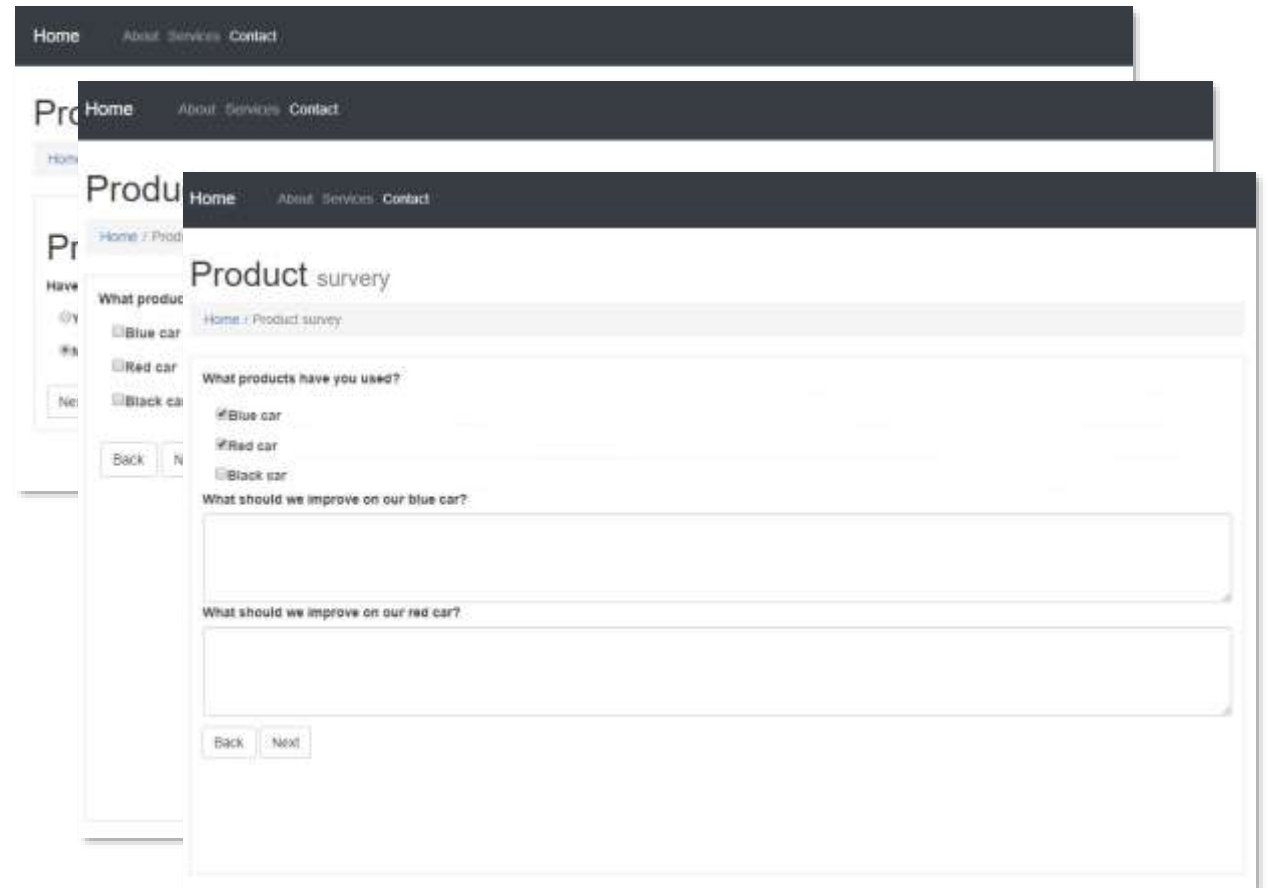


Enhancing the existing–Sitecore Forms

Forms has some exciting new features such as conditions and pre-filling of fields. Pre-filling allows to set a data-provider for a field and pre-fill that field with data. Conditions allows to build forms that respond to user input and only show relevant questions.



The 'Edit conditions' dialog shows a rule configuration interface. It has an 'IF' section with a dropdown menu set to 'Product Usage Radio Button List', a comparison operator 'is', and a value 'No'. There is an '+ Add condition' link. The 'THEN' section has two rows: the first row has a dropdown set to 'Product Usage Section' and a value 'hide'; the second row has a dropdown set to 'Submit Button' and a value 'show'. Each row in the 'THEN' section has an 'X' icon to remove it. There are '+ Add' links for each row. At the bottom right are 'OK' and 'Cancel' buttons.



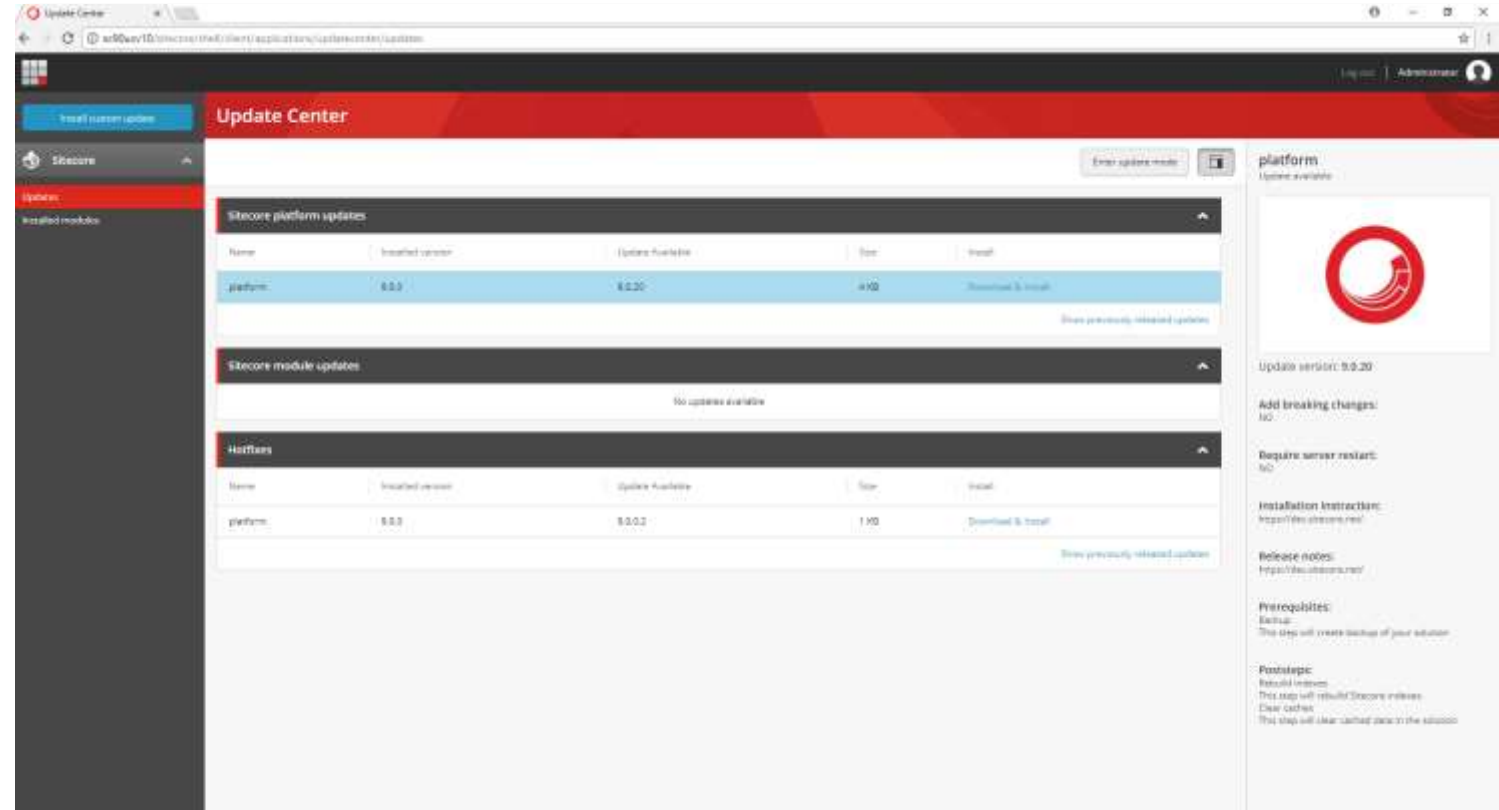
The 'Product survey' form is shown with a navigation bar at the top containing 'Home', 'About', 'Services', and 'Contact'. The form title is 'Product survey'. Below the title is a breadcrumb 'Home / Product survey'. The form content includes a section 'What product' with radio buttons for 'Blue car', 'Red car', and 'Black car'. Below this is a section 'What products have you used?' with checkboxes for 'Blue car', 'Red car', and 'Black car'. There are 'Back' and 'Next' buttons. The form also includes two text input fields with labels 'What should we improve on our blue car?' and 'What should we improve on our red car?'. At the bottom are 'Back' and 'Next' buttons.

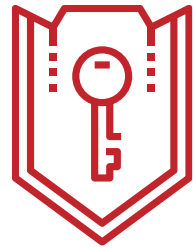
Enhancing the existing—Update Center

Evolution of the Installation Wizard

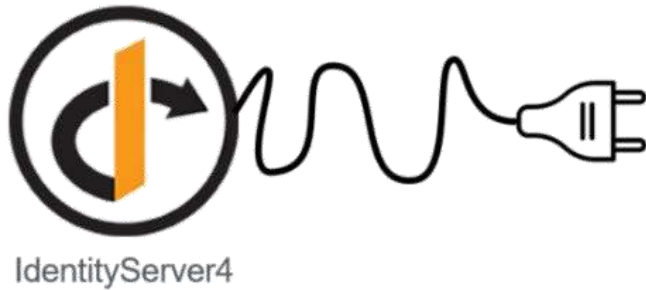
Now refactored to be a Speak 3 application with the ability to download and install update packages. Connects to an external service to retrieve available packages for the Sitecore Platform version and is able to download the exact chosen update or the latest available.

During the Update Package installation, the Update Center can switch Sitecore instance to Update mode which will disable Modules, Customer and Environment configuration layers.

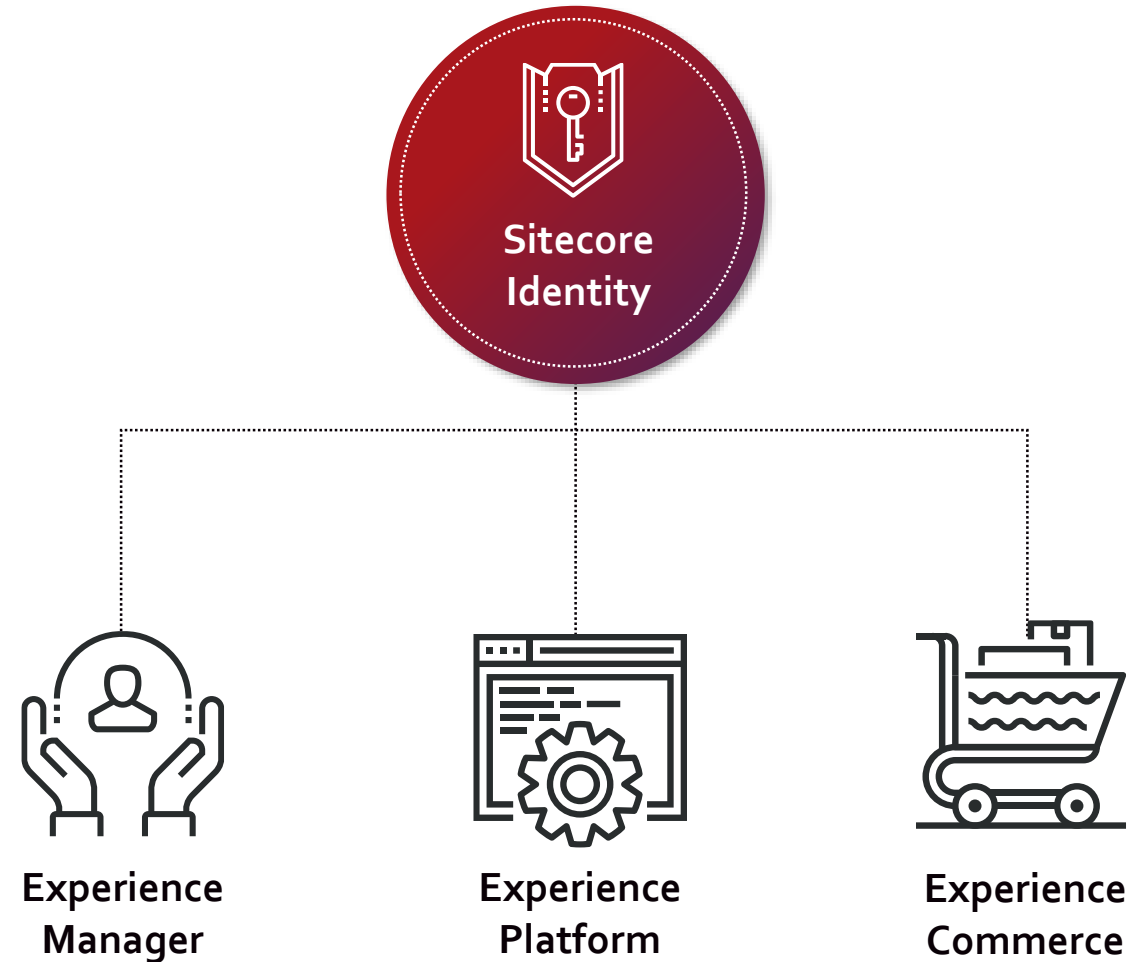




Sitecore Identity

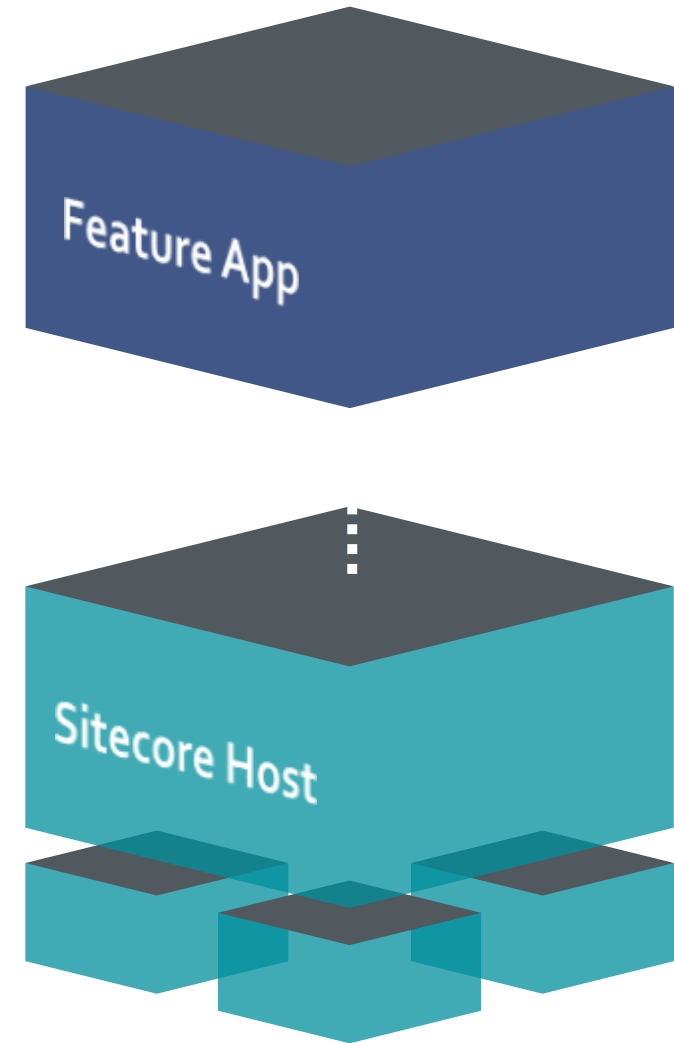


- Responsible for handling the authentication of users
- Provides Single Sign On using standard federated authentication protocols
- Based on Identity Server4
- Compatible with old Membership
- Already used as the authentication mechanism for Commerce
- From 9.1 it is the default login mechanism across the platform





- Lean common runtime for Sitecore NET Core instances
- Can host web/console apps and windows services
- Facilitates crosscutting concerns (e.g. logging configuration)
- Functionality added via plugin mechanism (built-in or dynamically using Nuget)
- Powering Apps and Services in 9.1—Horizon, Universal Trracker and Sitecore Identity

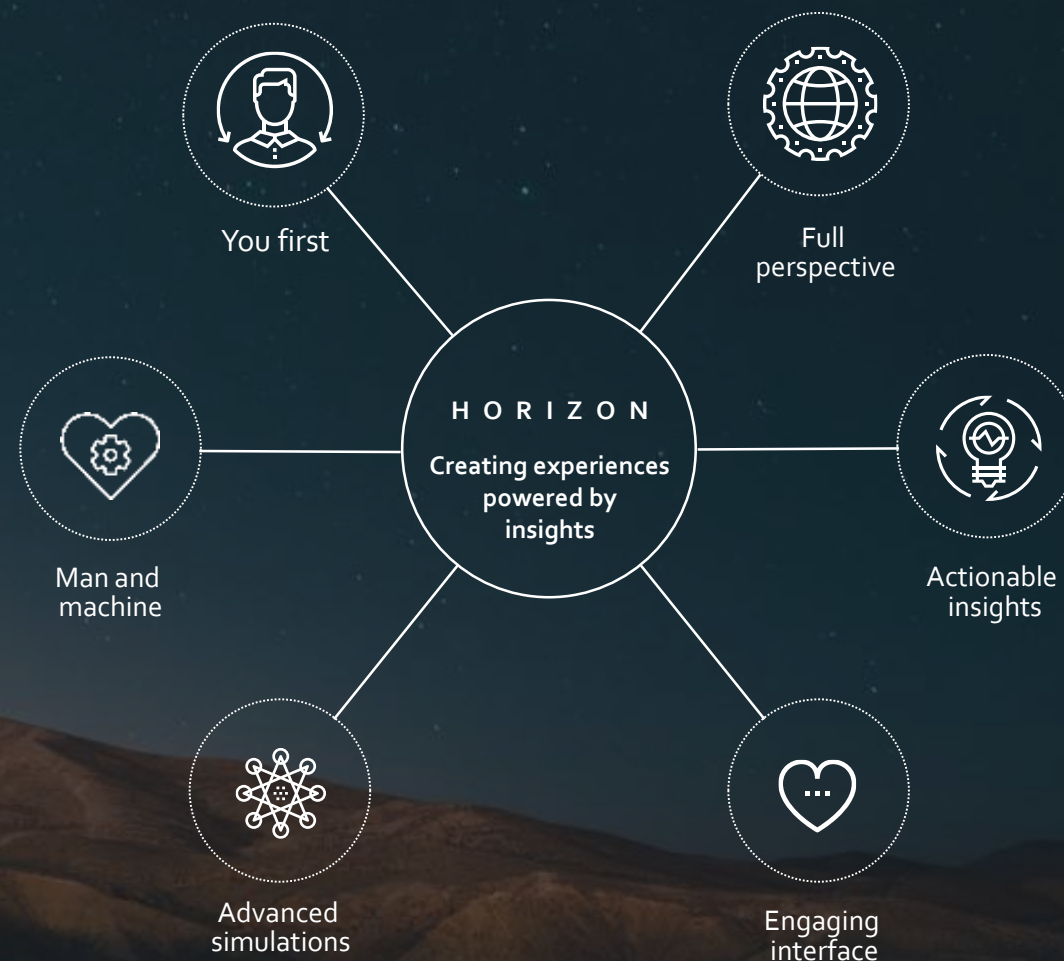


Introducing our new UI

Targeting the individual with a personalized and contextual experience.
Facilitating easy adoption and utilizing the full potential of our services.
A user interface as powerful and innovative as the engine behind it.

Horizon

- Horizon is the *next generation experience* for content management
- *Reduces time to value significantly* with focus on the need of tomorrows user profiles
- *Out of the box features* for easy adoption and utilization of the full Sitecore potential
- Providing a user interface that is just as *powerful and innovative* as the engine behind

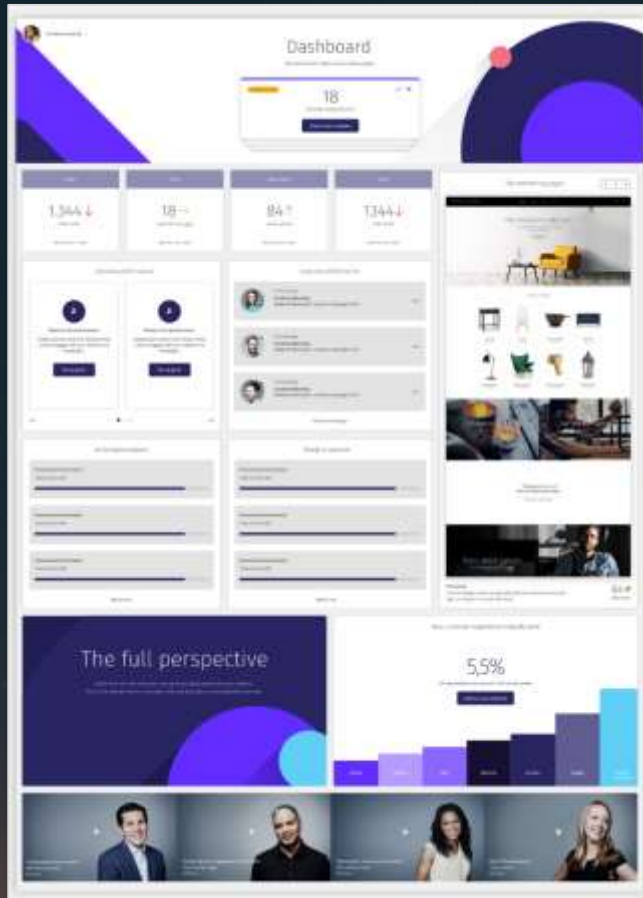


Making ease of use a Competitive Differentiator

- **Working with content**
an effective and intuitive interface showing exactly how it will appear in the hands of the audience.
- **Improving performance**
getting the insights you need to create better experiences no matter what you are working on.
- **The full perspective**
get an overview of the site and quickly go to the page that needs my attention based on insights.



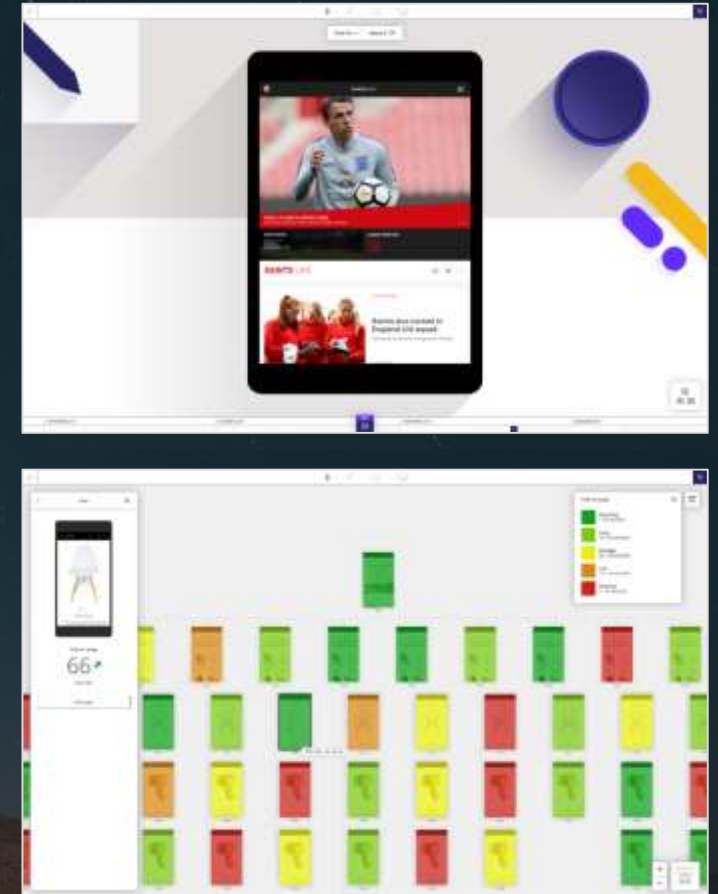
Giving you actionable insights on all levels



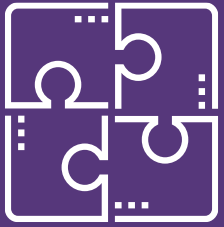
Site dashboard



Page insights & improvements



Site perspective with insights

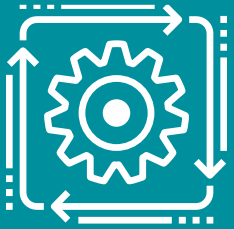


What is new; Sitecore Experience Platform

Sitecore Cortex

Harness your Experience Data with the power of Machine Learning

Scalable Data-Processing platform designed to integrate
with the xDB and Machine Learning workers



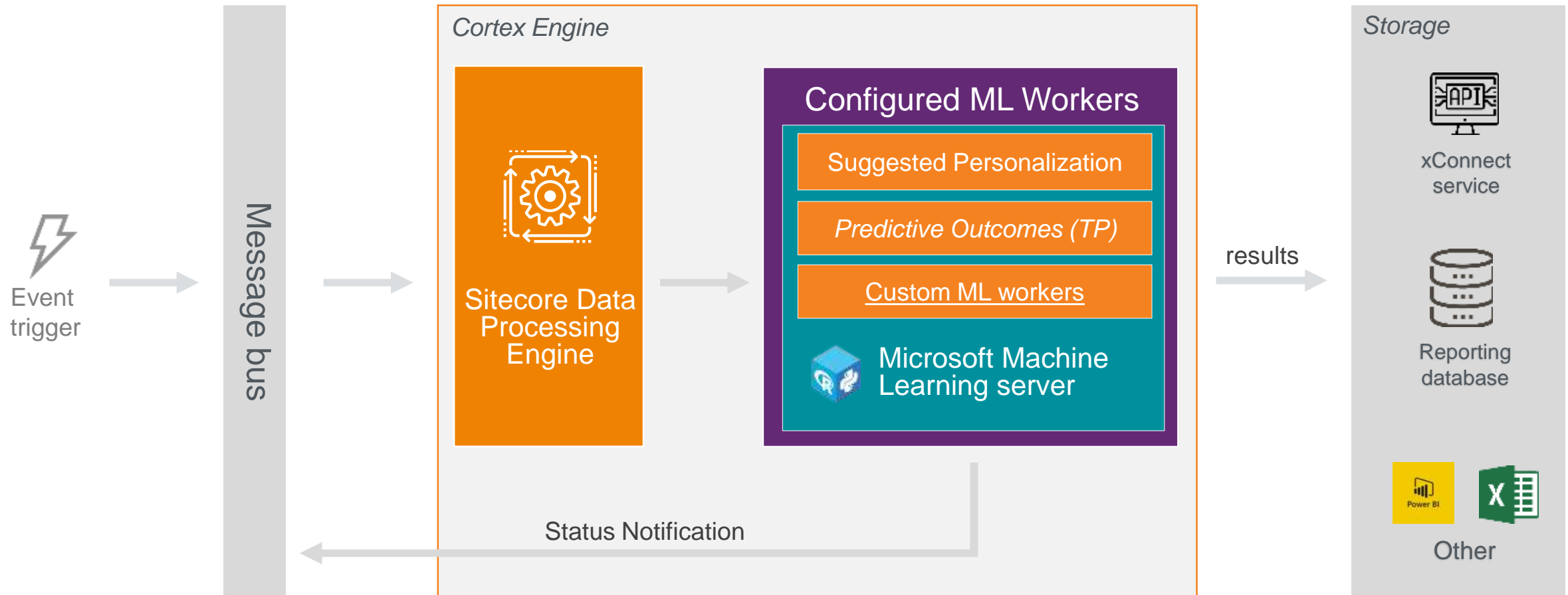
→ Use existing experience data in the xDB

→ Fully pluggable architecture

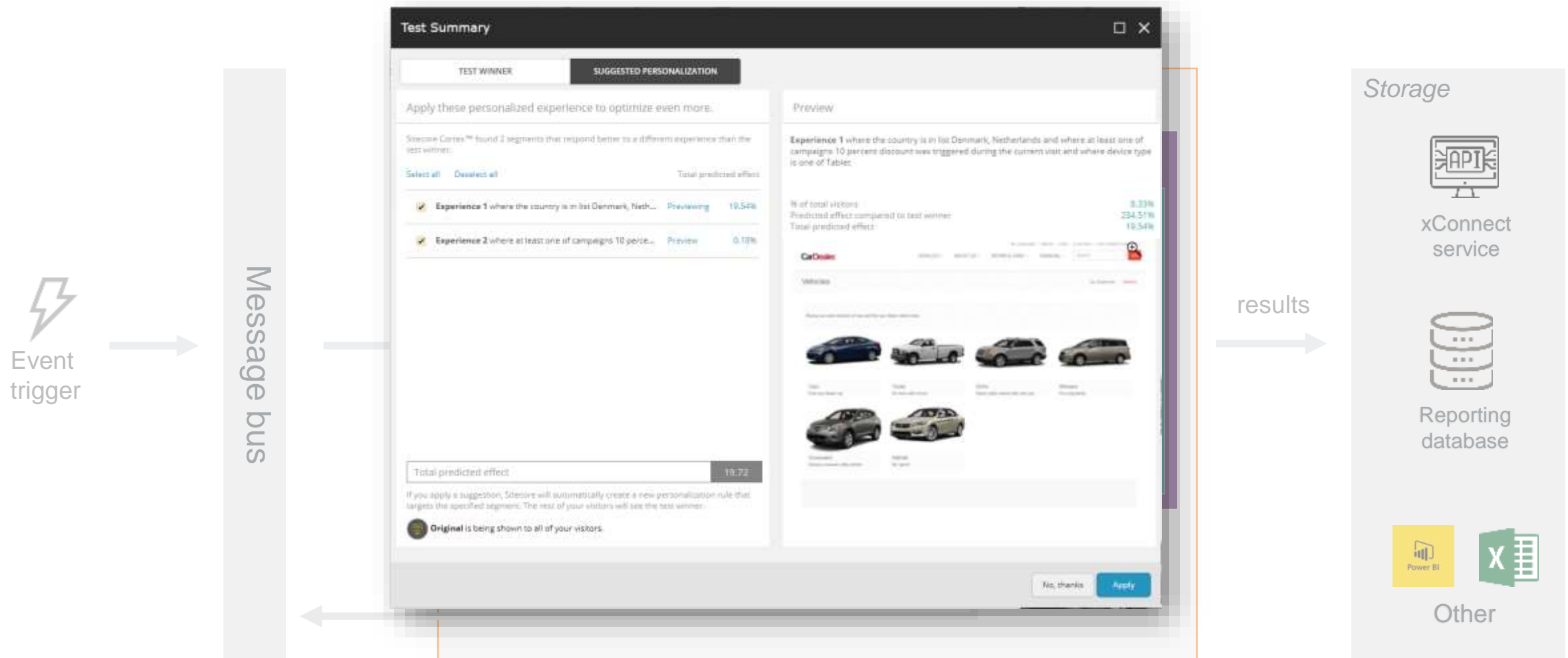
→ Process and train models of data at scale with the Sitecore Cortex Data Processing Engine

→ Extend the Data Processing Engine to process existing XDB customers data with specific ML processors

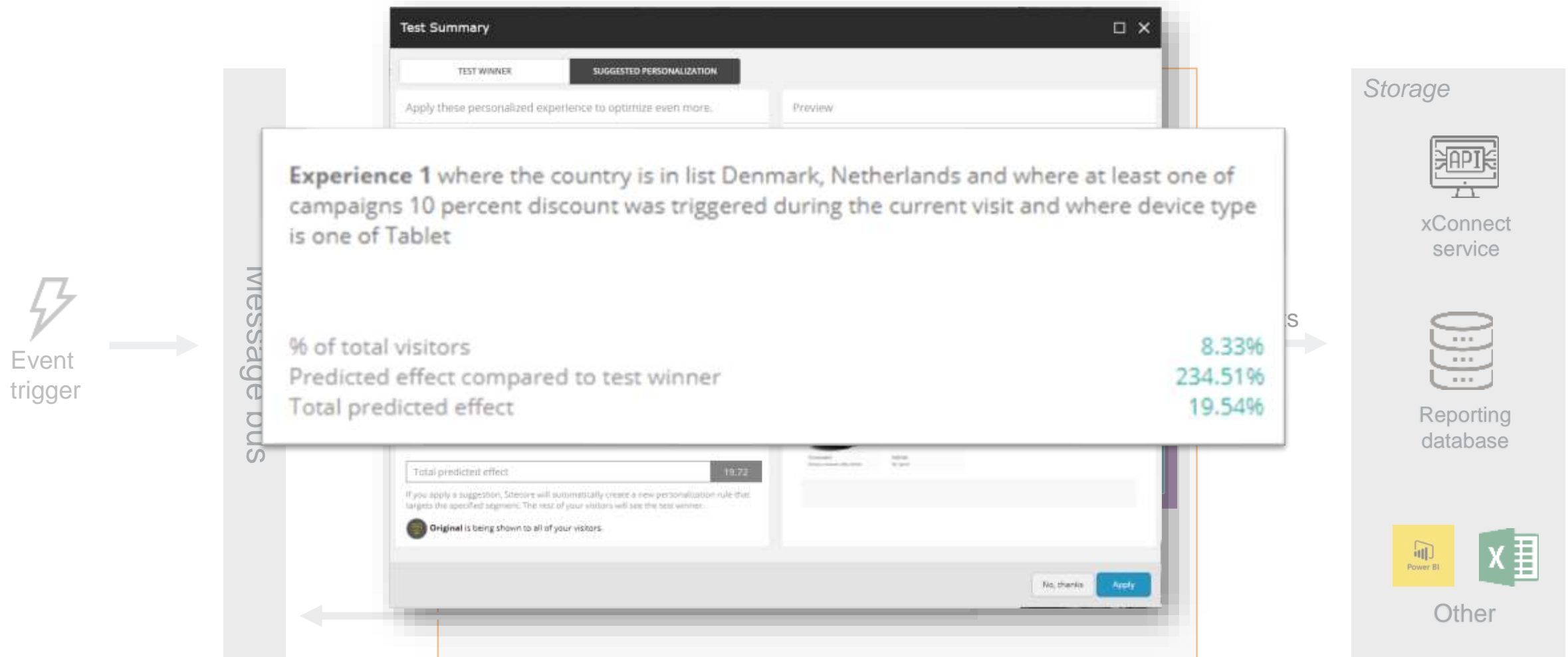
Sitecore Cortex an Example



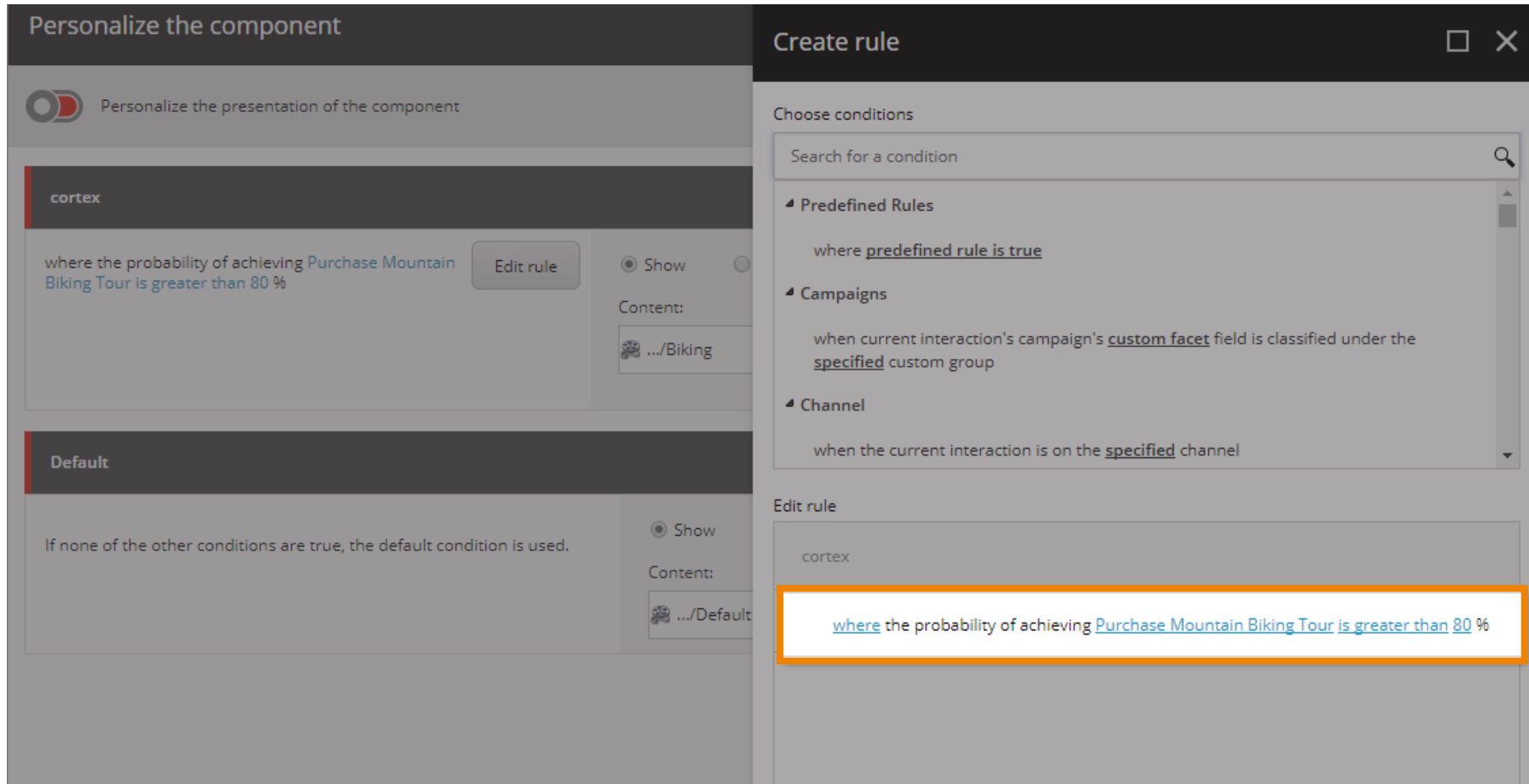
Sitecore Cortex an Example



Sitecore Cortex an Example



Predictive outcomes



The screenshot displays the 'Personalize the component' interface. On the left, the 'cortex' component is selected, showing a rule: 'where the probability of achieving Purchase Mountain Biking Tour is greater than 80 %'. Below it, the 'Default' component is shown with a note: 'If none of the other conditions are true, the default condition is used.' On the right, the 'Create rule' dialog is open, showing a list of conditions under 'Choose conditions'. The 'Edit rule' section at the bottom shows the selected condition: 'where the probability of achieving Purchase Mountain Biking Tour is greater than 80 %'.

Personalize the component

Personalize the presentation of the component

cortex

where the probability of achieving Purchase Mountain Biking Tour is greater than 80 %

Edit rule

Show

Content: .../Biking

Default

If none of the other conditions are true, the default condition is used.

Show

Content: .../Default

Create rule

Choose conditions

Search for a condition

Predefined Rules

where predefined rule is true

Campaigns

when current interaction's campaign's custom facet field is classified under the specified custom group

Channel

when the current interaction is on the specified channel

Edit rule

cortex

where the probability of achieving Purchase Mountain Biking Tour is greater than 80 %

Personalize based on likelihood of user taking action

Where the contact is likely to go mountain biking



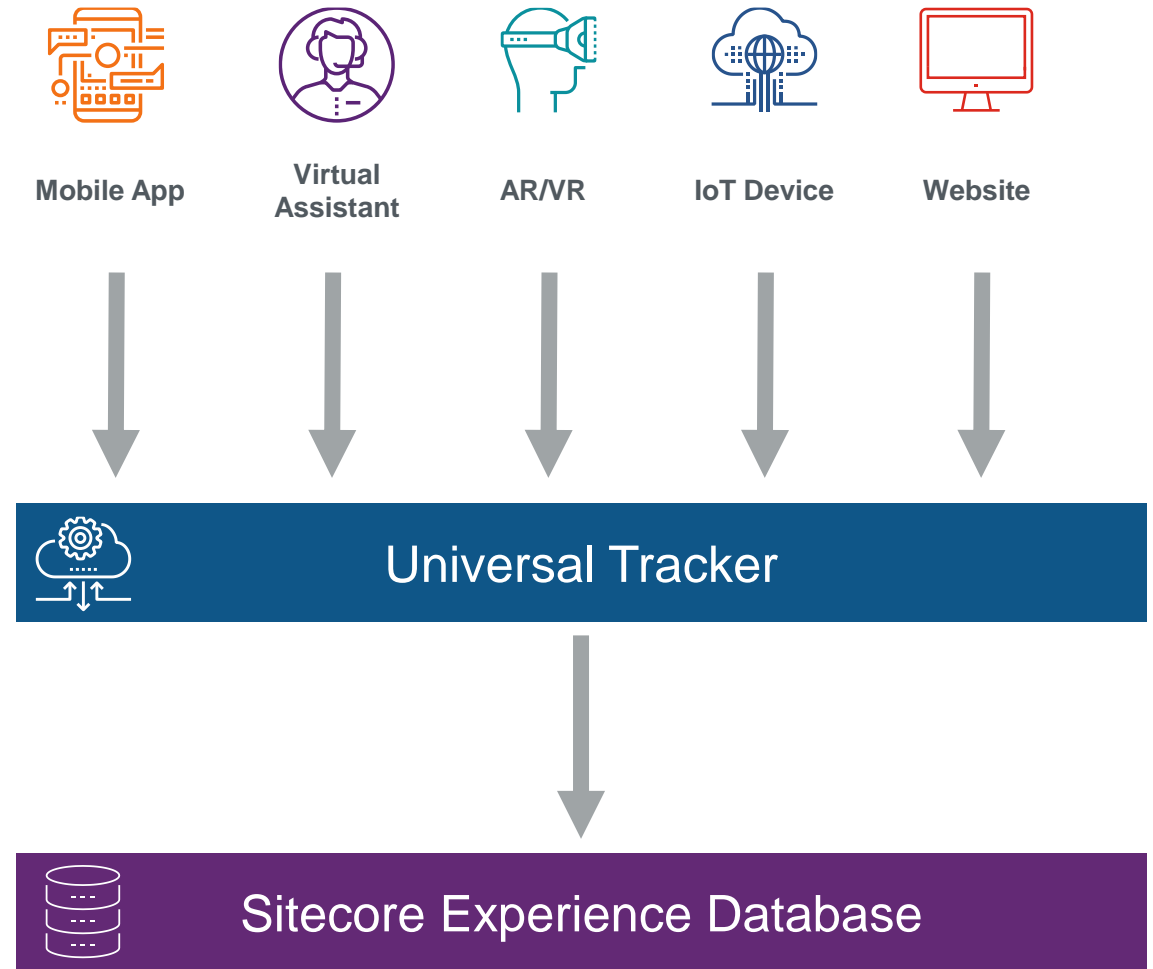
- Sitecore Cortex automates the task of content tagging for both internal and external search.
- Content tagging creates information taxonomies used to provide better SEO rankings, content experiences and search results on your website.
- Integration with Open Calais comes with an out-of-the-box taxonomy. You do not need to train your own model!
- Sitecore Cortex uses a configurable provider framework for content tagging which allows you to bring your own Natural Language Provider.

Universal Tracker

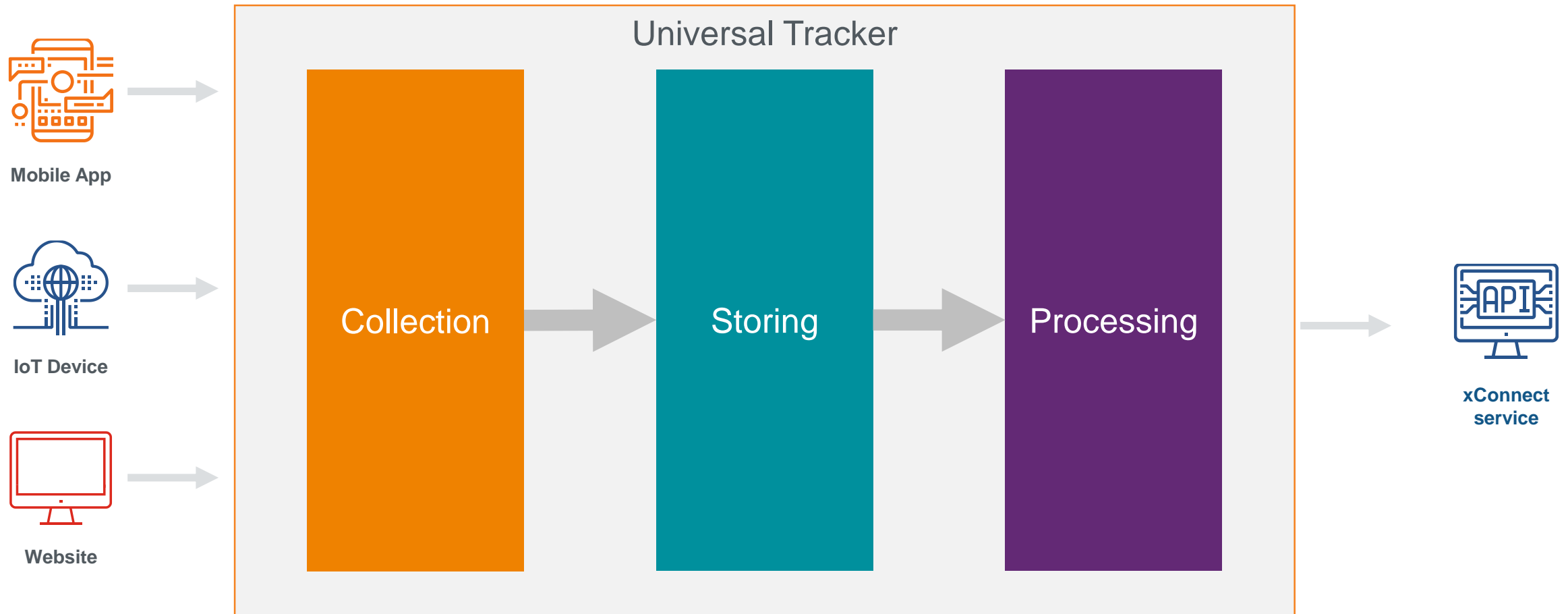
Collect all events during interactions on all devices

Scalable tracking service based on web API technology designed for full freedom of collecting events as they occur real-time on any device

- Tracking service based on Web/REST API technology
- Track interactions as they're occurring
- Process interactions before they go into the Experience Database
- Plugin architecture
- .NET Core



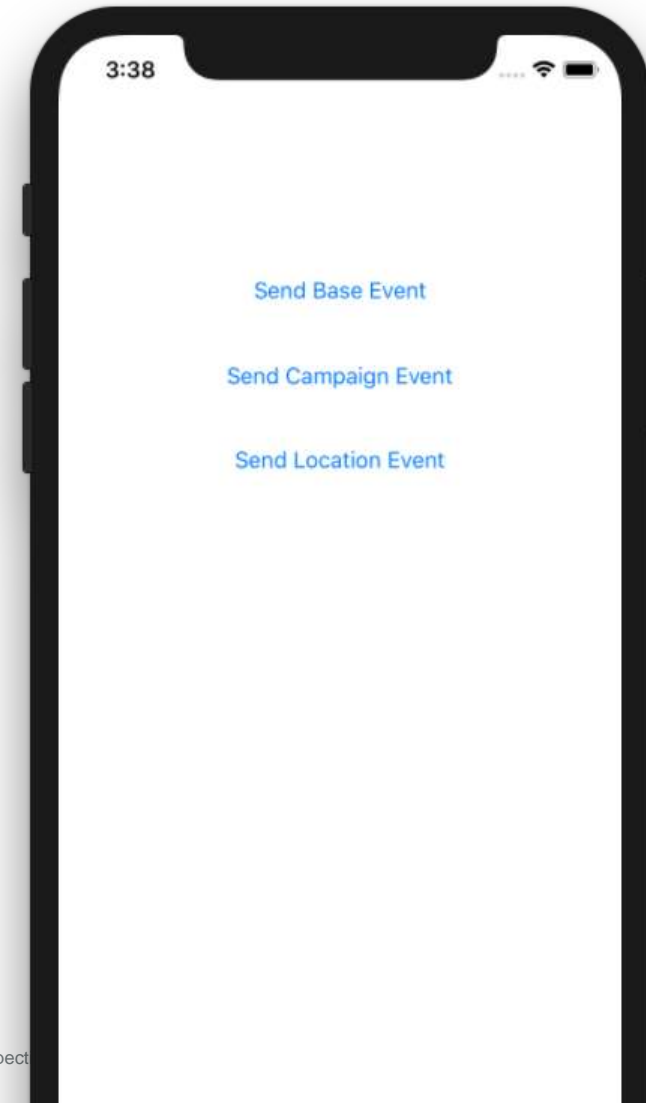
The Universal Tracker uses different stages in the whole process



- Register events
 - Interaction
 - Event types from xConnect
 - Additional events
- Portable Class Library
- Built into the Xamarin Mobile SDK

```
var locationEventRequest = UTRestBuilder.LocationEvent(lat, lon)
    .Build();

var locationEventResponse = await session.TrackLocationEventAsync(locationEventRequest);
```

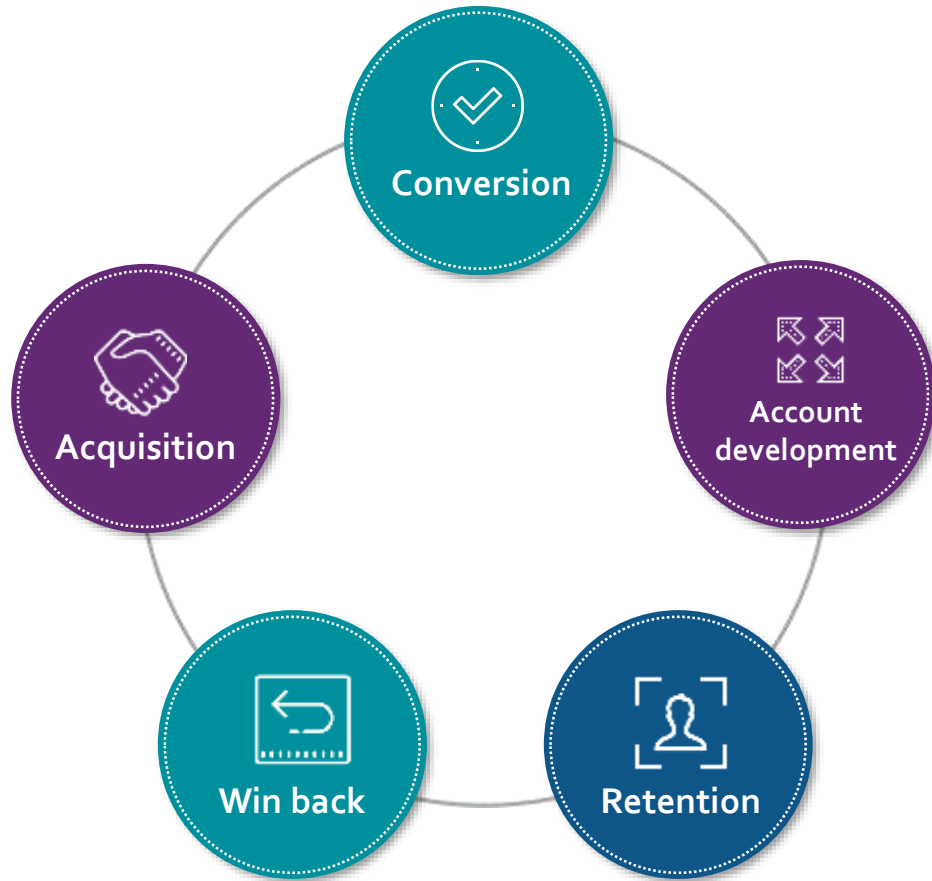




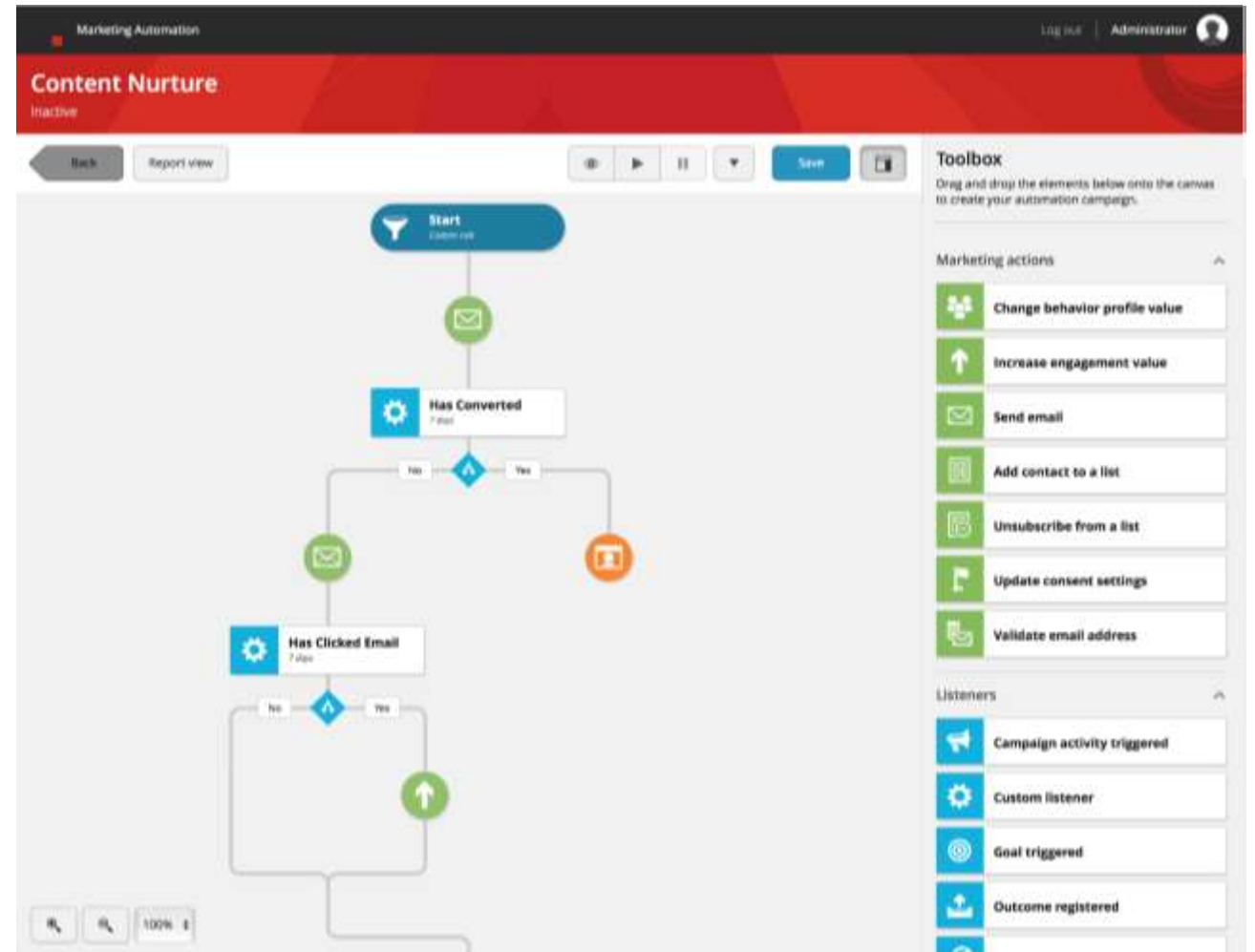
Marketing automation enhancements

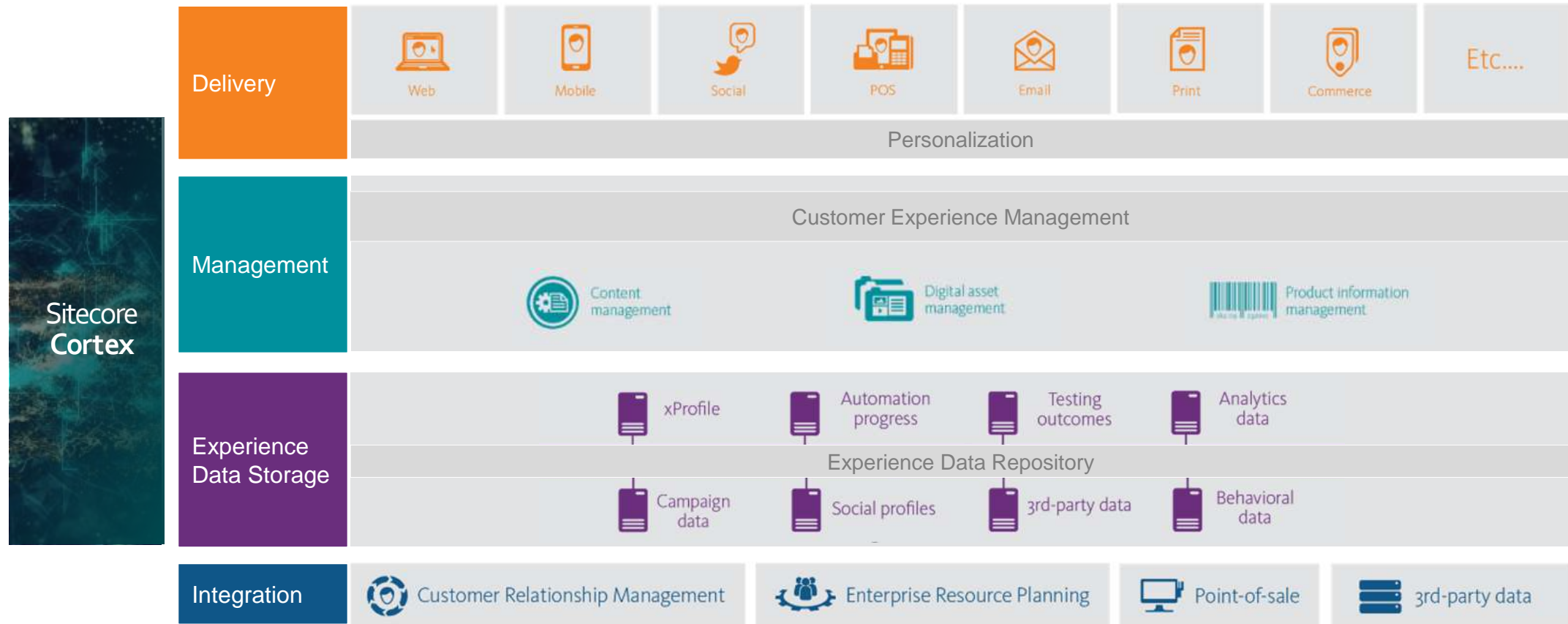
Marketing automation

Key business themes



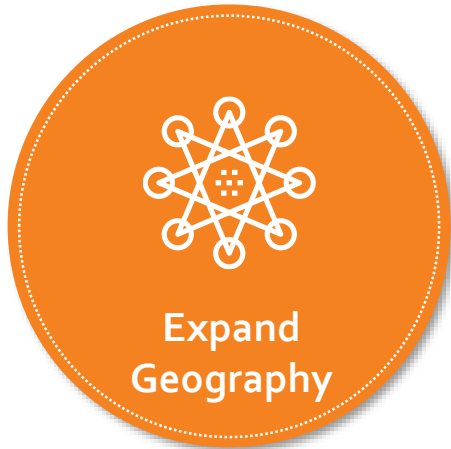
+ Commerce





What's new in Cloud?

Sitecore 9.1 - Cloud areas of focus



Azure Search and Solr
Application Insights and Log Analytics



Azure CDN Support
XM only packages
Revised Azure Resource Sizings



App Service Environments (ASEv2)
Azure Application Gateway WAF
Azure Security Center



Expand Geography

Data Center support before 9.1



- Azure Search is optional in ARM & WDPs as of 9.0.2
- ARM Templates will not create Azure Search resource if Solr connection string passed in
- WDPs accept a “Search Provider” flag (Azure or Solr)
- Setup a Solr instance ahead of time and pass connection string to setup
- You still need to setup Solr cores manually

- Application Insights currently available in 6 DCs with 6 planned
- There are only 4 geographies that do not have App Insights
- With 9.1 you can disable App Insights during setup and use Diagnostic Logs and/or Log Analytics instead

- Application Insights only gives you visibility into Sitecore
- Log Analytics gives you the ability to monitor Sitecore + Infrastructure in once place
- With Log Analytics + Alerts you can create complicated Alerts such as:
 - Page response time > 10 sec + Web DB DTU @ 100% = Do Something
- For 9.1 SAT will generate Log Analytics ARM Templates with Dashboards & Alerts

Data Center support before 9.1



Data Center support after 9.1





Improve Performance

- CDNs reduce load on the Content Delivery server (~40% of requests)
- Help to deliver content to customers quicker
- For 9.1 Sitecore Media Library updated to better handle CDN integration
- For 9.1 ARM Templates updated to optionally setup Azure CDN instance

Experience Management (XM) only packages



- XM packages still bring XP resources along for the ride
- These extra resources add unnecessary performance tax
- The XM packages in 9.1 do not contain any XP resources
- Significantly faster cold start and delivery times
- Much smaller packages

- Habitat Home is an example of how we would like to see Sitecore sites built
- Follows Helix patterns, uses SXA, lots of content, personalization, commerce, etc.
- Internal performance testing will be updated to use Habitat home
- For PaaS we expect all sizes to be increased to Pv2



Increase Security

- Fully isolated and dedicated environment for securely running App Service apps
- Runs inside a VNet completely isolated from the internet
- Control over inbound and outbound application network traffic
- Create high-speed secure connections over VPNs to on-premises corporate resources.
- Recommended for highly regulated industries

- A layer 7 load balancer enabling URL routing, SSL termination, session affinity, and more
- Web Application Firewall (WAF) feature provides centralized protection of web applications
- OWASP core rule sets 3.0 or 2.2.9 (includes SQL injection attacks, cross site scripting)
- Detection and Prevention mode for WAF
- Requires ASE to work with App Services

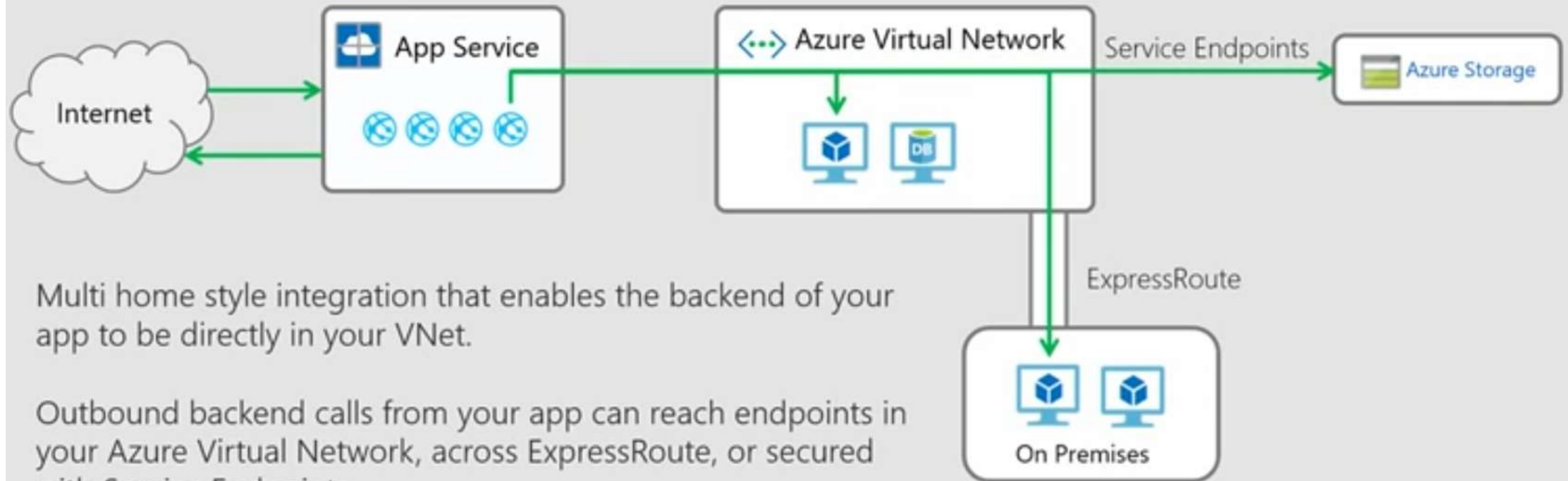
- Unified view of security across all of your Azure Resources
- Apply security policies to ensure compliance with security standards
- Continuously monitor the security of your machines, networks, and Azure services using built-in security assessments or create your own.
- Very limited Preview functionality with Shared App Services
- Greater support with App Service Environments (ASE)

Other things...

- Sitecore JavaScript Services (JSS)
 - node.js is the only additional role
- Sitecore Publishing Service
 - Dedicated publishing role
- Experience Management (XM)
 - Identity Service
 - New Sitecore role working in combination with the CM
- Experience Platform (XP)
 - Cortex (Machine Learning)
 - Two new Sitecore roles working with Microsoft Machine Learning Server

New VNet Integration

Scenario: App access to resources in your VNet, across Service Endpoints and across ExpressRoute

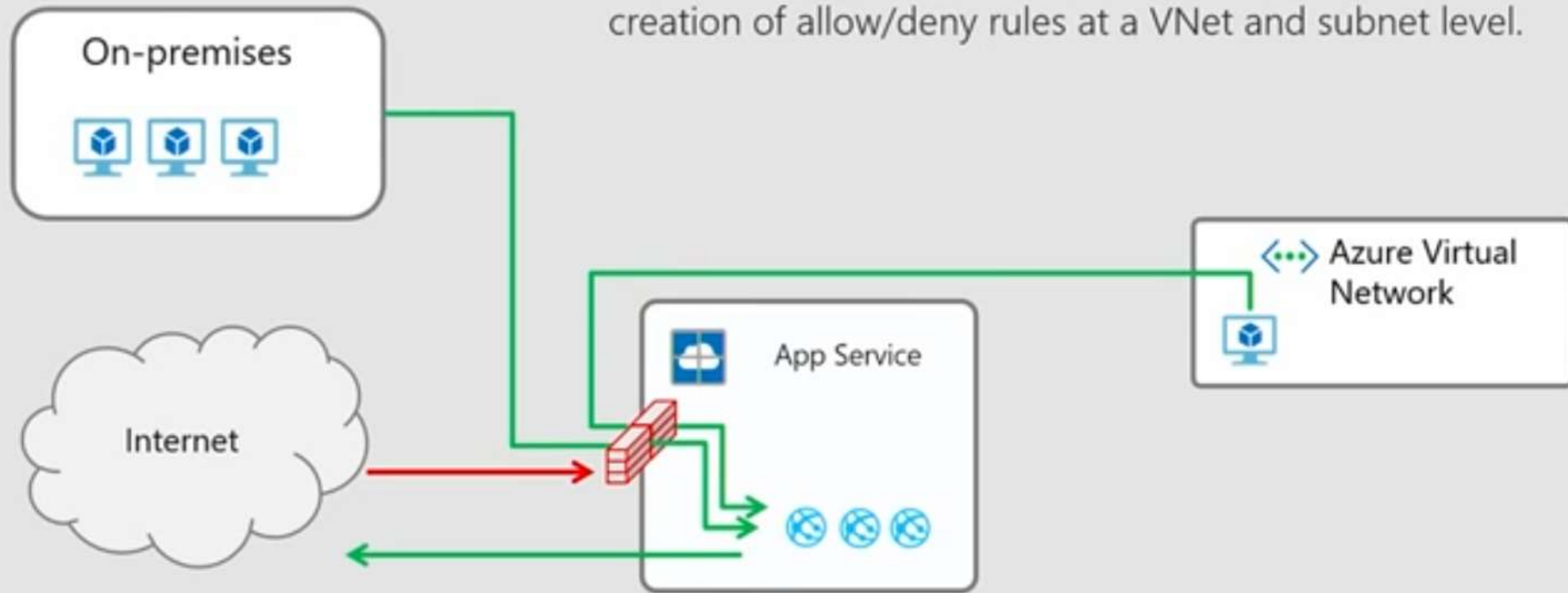


Multi home style integration that enables the backend of your app to be directly in your VNet.

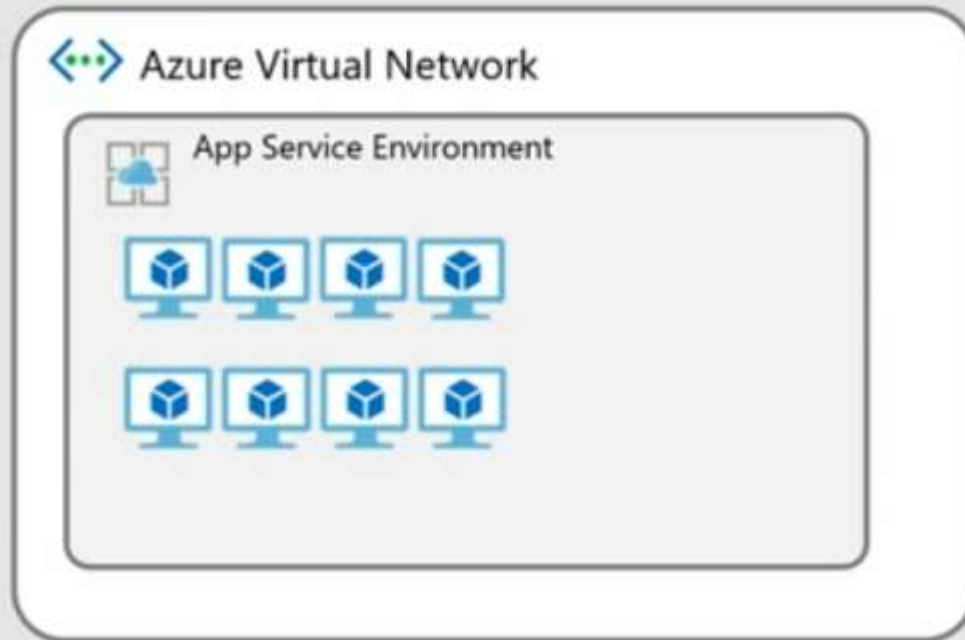
Outbound backend calls from your app can reach endpoints in your Azure Virtual Network, across ExpressRoute, or secured with Service Endpoints.

Service Endpoints

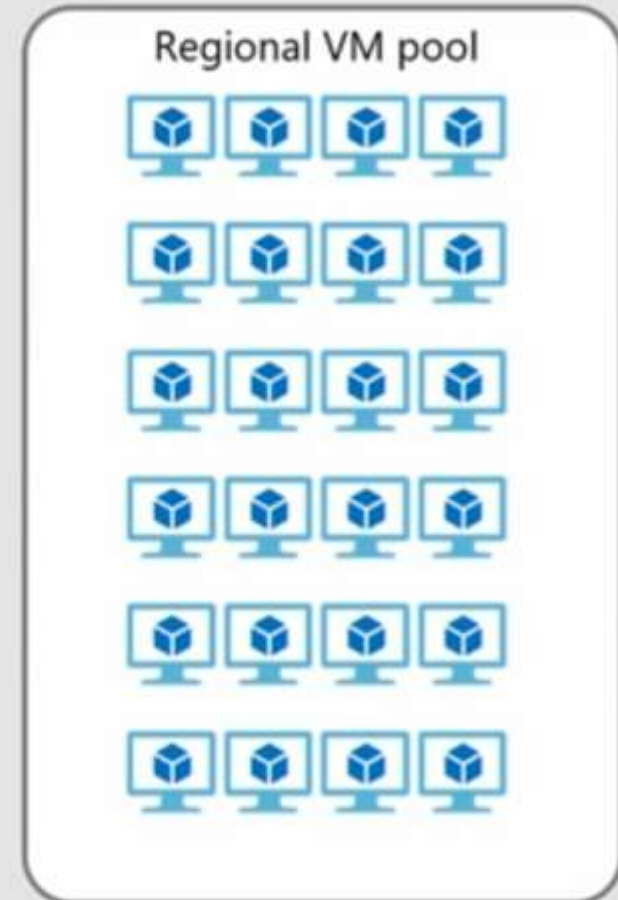
Service Endpoints work with IP Restrictions to enable the creation of allow/deny rules at a VNet and subnet level.



App Service Environment – fast scaling



Customer scales their App Service plan:

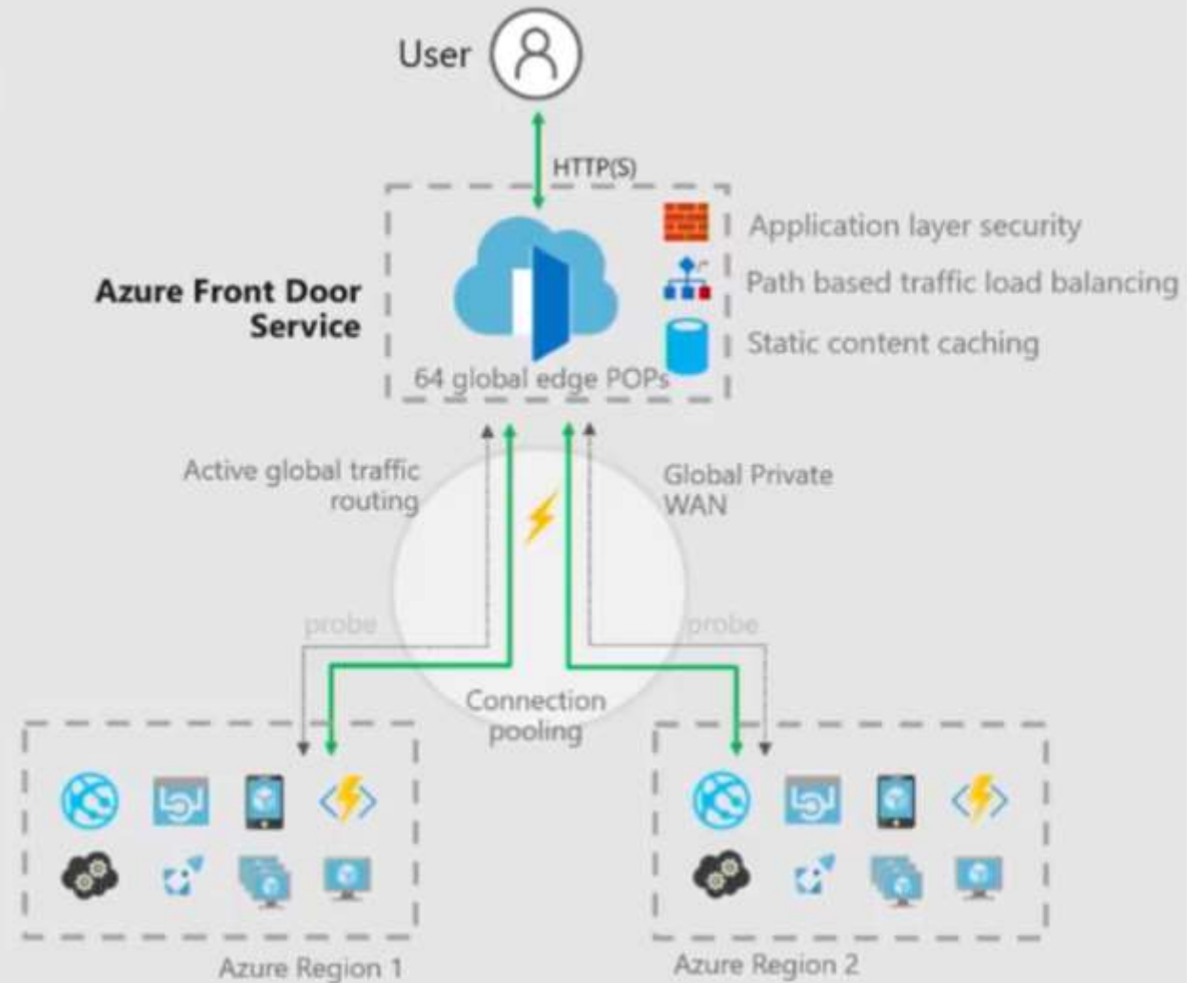




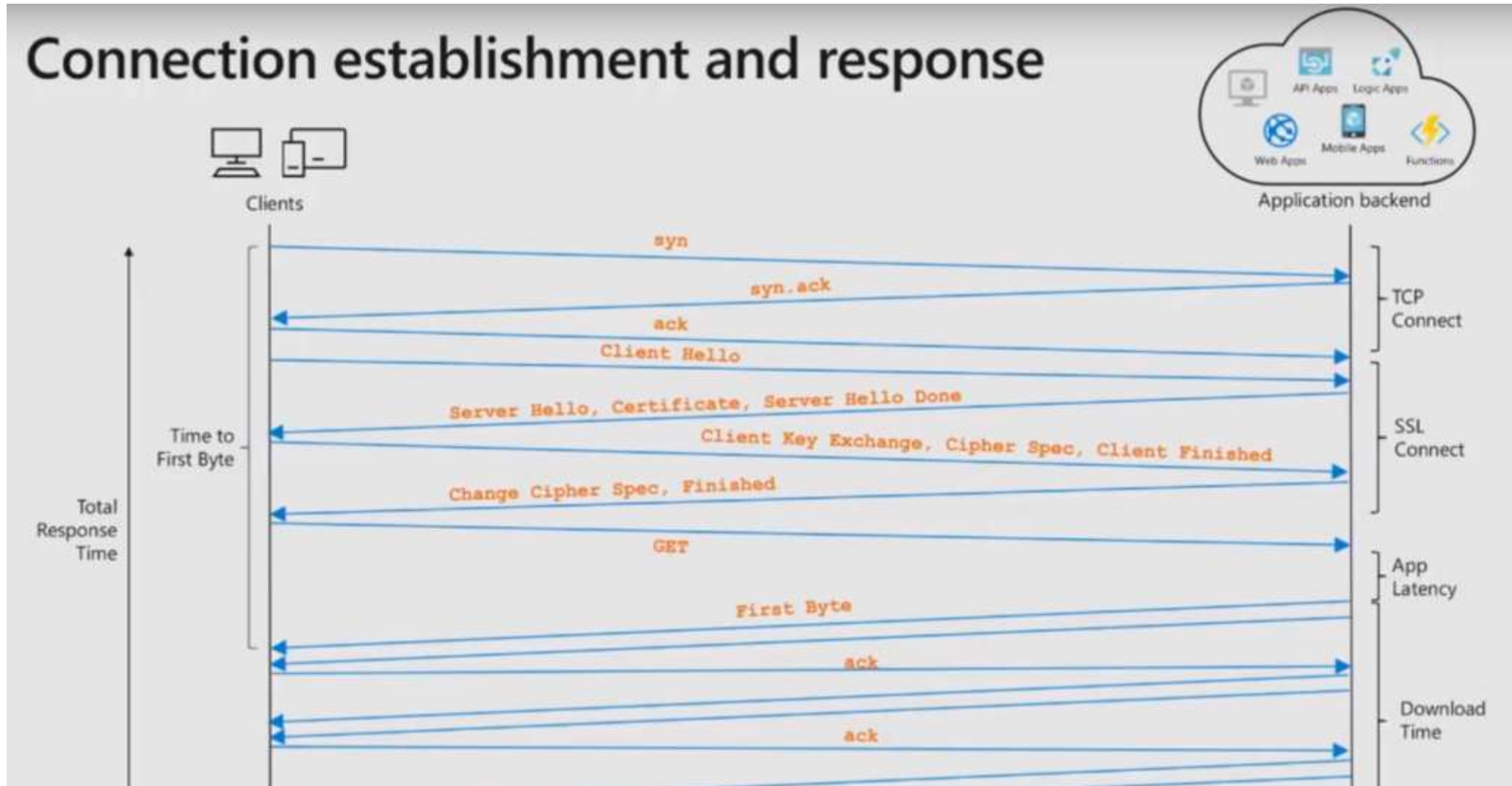
Azure Front Door Service

Your secure entry point for delivering globally performant hyperscale apps.

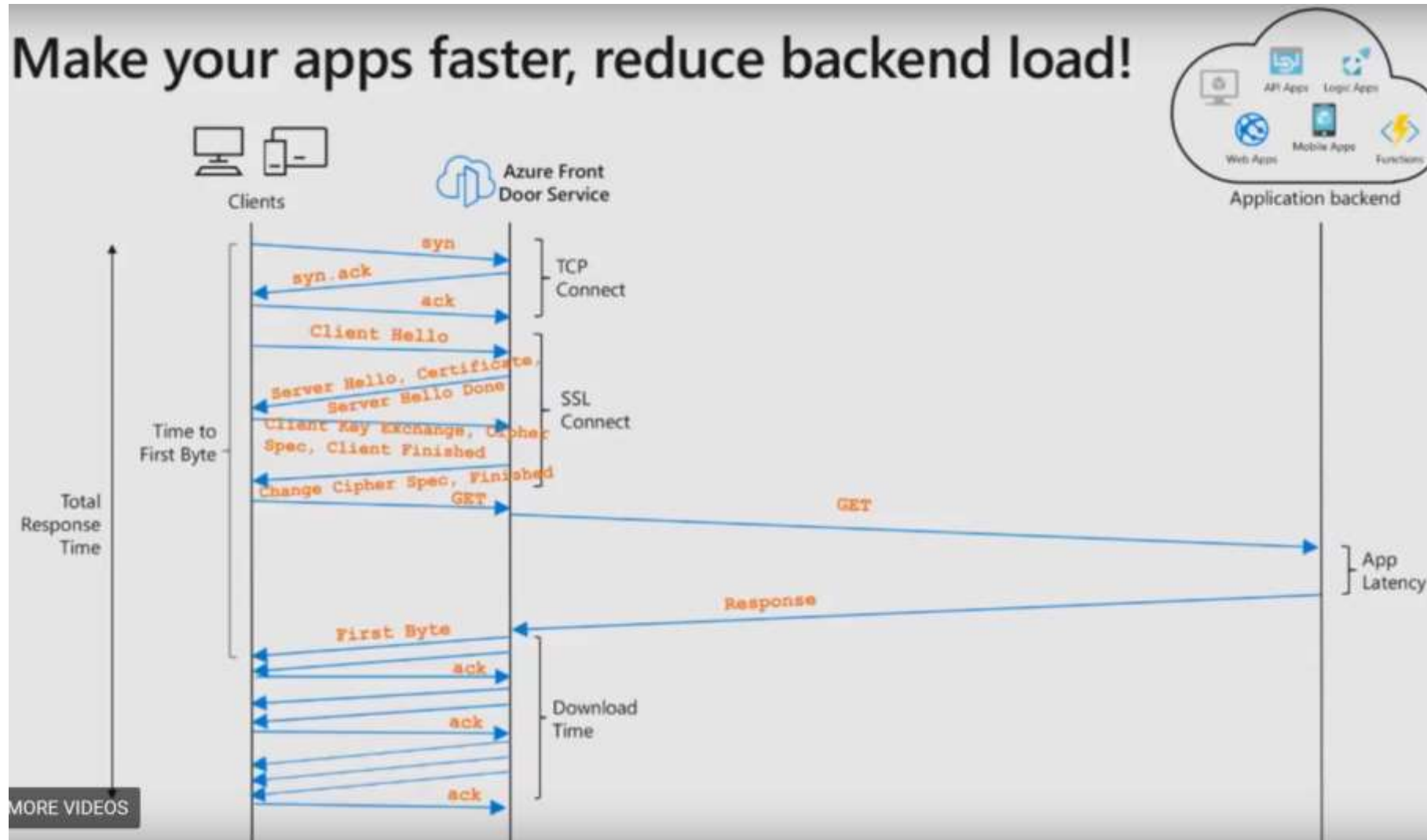
- ✓ Application acceleration at Microsoft's edge
- ✓ Integration with App Services
- ✓ Global HTTP load balancing with instant failover
- ✓ Application layer security (WAF rules @ Edge)
- ✓ Massive SSL offload
- ✓ Integrated static content caching
- ✓ Central application traffic dashboard



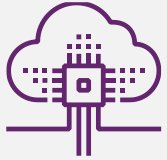
Without Azure Frontdoor



With Azure Frontdoor



What's new for Cloud in 9.1?



New Data Centers and Services

Nearly all Azure data centers are supported

Azure CDN support

ARM templates to support new Microsoft pricing plans and App Server Environment (ASE)



Monitoring

Customers can disable Application Insights

Introducing Azure Log Analytics



Security

Web Application Firewall (WAF) support for CD

Azure Security Center support



Search

Out-of-the-box Solr support

Azure Search support index time boosting and improved search with special symbols

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