



Vibe Media

Sitecore Value Proposition & Go To Market:
Portfolio Overview, Use Cases & Key Messages

Kristoff Copmans
Global Team Lead, Solutions Architecture

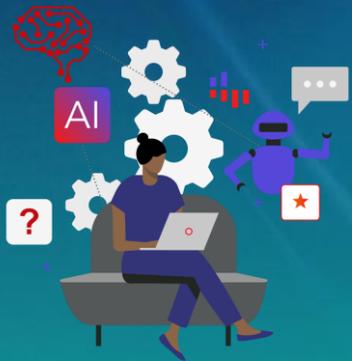
5th August 2024



1. High-level Value Proposition Overview

DEFINITION TIME: DIGITAL EXPERIENCE PLATFORM (DXP)

A Digital Experience Platform (DXP) is a sophisticated software framework designed to **provide, manage, and optimize digital experiences across a broad range of digital touchpoints**. A DXP integrates and coordinates a variety of technologies to ensure seamless, cohesive, and personalized customer experiences. This platform is typically used by organizations looking to undergo digital transformation or enhance their digital presence across multiple channels, such as web, mobile, IoT, social media & emergent ones.



Content Management System (CMS)

B2X Commerce Management

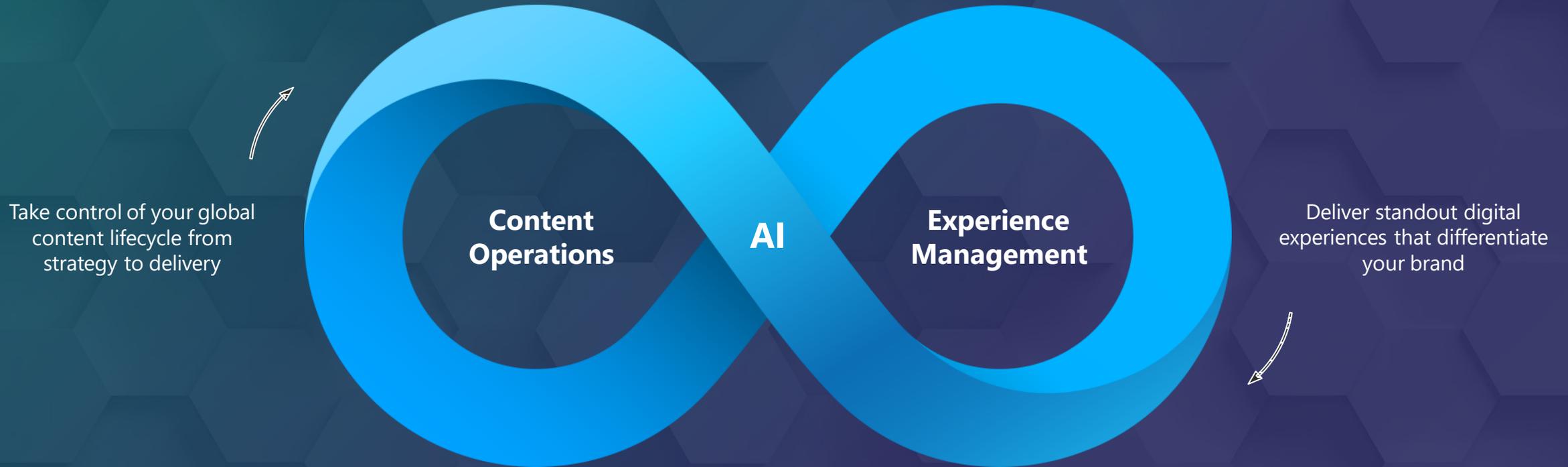
Digital Asset Management (DAM)

Content & Product Search

Personalisation & Testing (P&T)

Profiles & Campaign Management

The experience platform trusted by digital visionaries



**Digital Asset
Management**

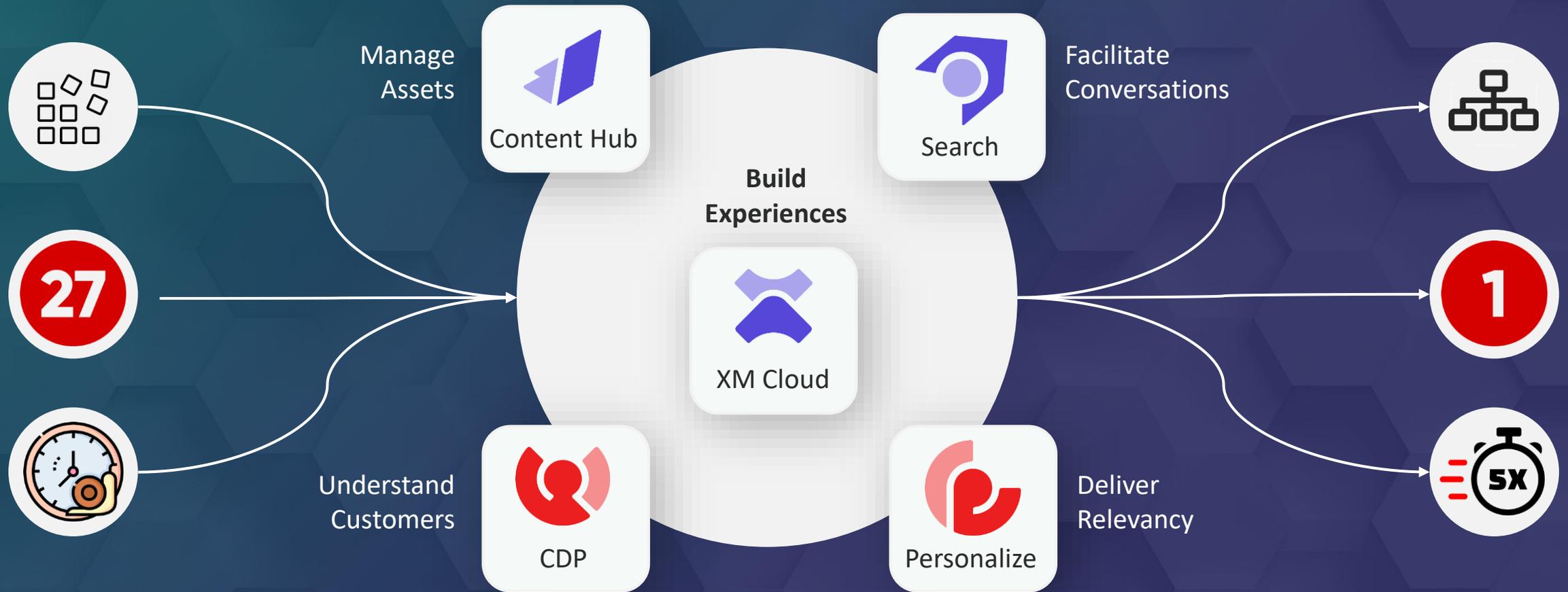
**Content
Orchestration**

**Content
Management**

Intelligent Search

**Personalisation
& Testing**

Illustrative example: Atkore embraces the power of composable.



Sitecore Go To Market & Value Propositions

Summary view

Sitecore Value Proposition Pillars

PaaS
Or SaaS



Platform
DXP

Friendly
Neighbour



Composable
DXP

Better
Together



XM Cloud
Plus



Experience
Management



Content
Operations



Limitless
Commerce



OrderCloud



Go-To-Market Pillar 1: Experience Management

1 Experience Management



- Facilitate pathways to SaaS for customers who are ready
- Support & evolve Platform DXP in case of SaaS constraints

A

Content As The Core



Successfully launched 4 websites and 12 mobile apps within 18 weeks.

B

Enterprise Transformation



Striving for Content Excellence, extending Content Hub with wider broader Composable DXP suite

C

Powerful Personalisation



Underpinning core digital estate, including website and mobile app. Facilitate brand relaunch.

Transformation in Experience Management: Diriyah Gate's record-breaking content excellence.



- Publicis Sapient, Diriyah Gate, and Sitecore collaborated to define a digital vision, launching four websites and 12 apps in 18 weeks.
- The project focused on content excellence, with the fastest-ever Content Hub One implementation, design system production, and documentation launch.
- Agility and trust were crucial, with collaborative workshops facilitating decision-making, leading to over 1 million visits to the Diriyah Gate websites within six months.



Go-To-Market Pillar 2: Content Operations

2

Content Operations



DAM



Content Operations

- Deliver best-in-class DAM & content operations
- Innovate with (Gen)AI & Microsoft partnership

A

Content As The Core



Extend CMS with Content Hub to optimise content processes & ensure asset right-fitting

B

Enterprise Transformation



Embed full omni-channel content platform as part of ambitious, multi-faceted roadmap

C

Powerful Personalisation



Deliver Next Best Content across channels by adding DAM to CDP/P decisioning

Transformation in Content Operations: INEOS Automotive cruises to D2C success.



Launching D2C Business Model

- Site visits up by 925%
- Website conversion up by 455%
- Time spent on site up by 210%
- 12 vehicles reservations per minute
- Two-week target reached in 12 hours

Digital Experience Highway:

30 Markets | 36 Countries | Online & Physical Networks

Go-To-Market Pillar 3: Limitless Commerce

3

Limitless
Commerce



OrderCloud

- Help brands move beyond limitations of traditional commerce
- Expand core DXP with building blocks for “transactability”

A

Content As
The Core

CRODA

Extend CMS with headless commerce to deliver tailored B2B commerce portal experiences across international markets

B

Enterprise
Transformation



End-to-end, big-bang transformation of DXP & Commerce landscape

C

Powerful
Personalisation



Continue expanding use case potential of OrderCloud across channels in pure-play composable manner

Transformation in Limitless Commerce: Arabian Oud's, full-fledged DXP ecosystem.

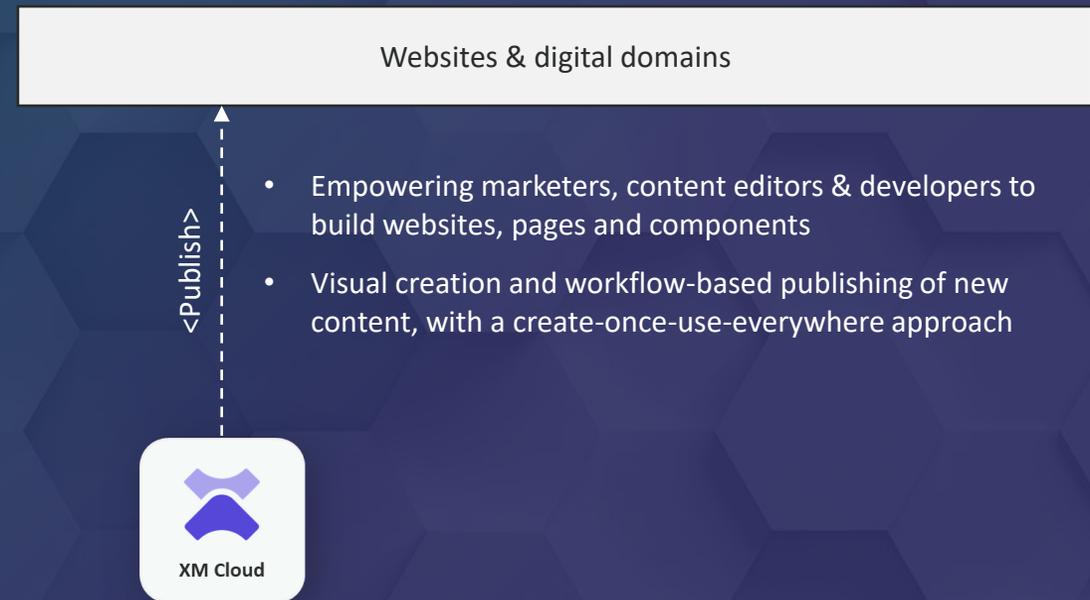


2. Step-by-step Solutioning: Composable DXP

1. Sitecore XM Cloud (CMS)

Cornerstone of the Composable DXP: creating and delivering digital experiences

- **Flexible Content Delivery:** XM Cloud enables streamlined management of digital content, ensuring that customers can quickly update and publish information across all platforms.
- **Personalization:** Provides tools for customers to tailor digital experiences to individual profile preferences.
- **Rapid Digital Evolution:** Supports customer's agile development of new services and enhancements, keeping pace with the fast-evolving digital landscape.

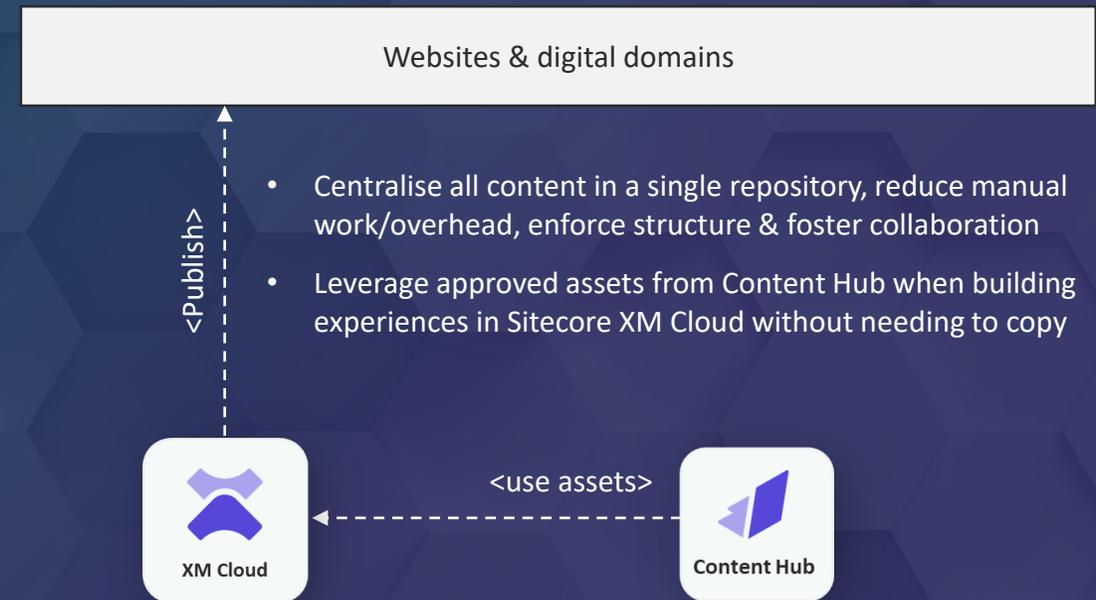


Foundational building block of Sitecore Composable DXP.
At the heart of content creation, editing & publishing across channels.

2. Content Hub (DAM & Content Ops)

The right content, in the right shape, with the right information.

- **Unified Asset Management:** Centralize digital assets for consistent messaging and brand management across all channels.
- **Streamlined Workflows:** Automate and optimize content lifecycle processes to enhance team collaboration and efficiency.
- **Content Insights:** Gain actionable insights into asset performance, helping customers make data-driven decisions for content strategies.

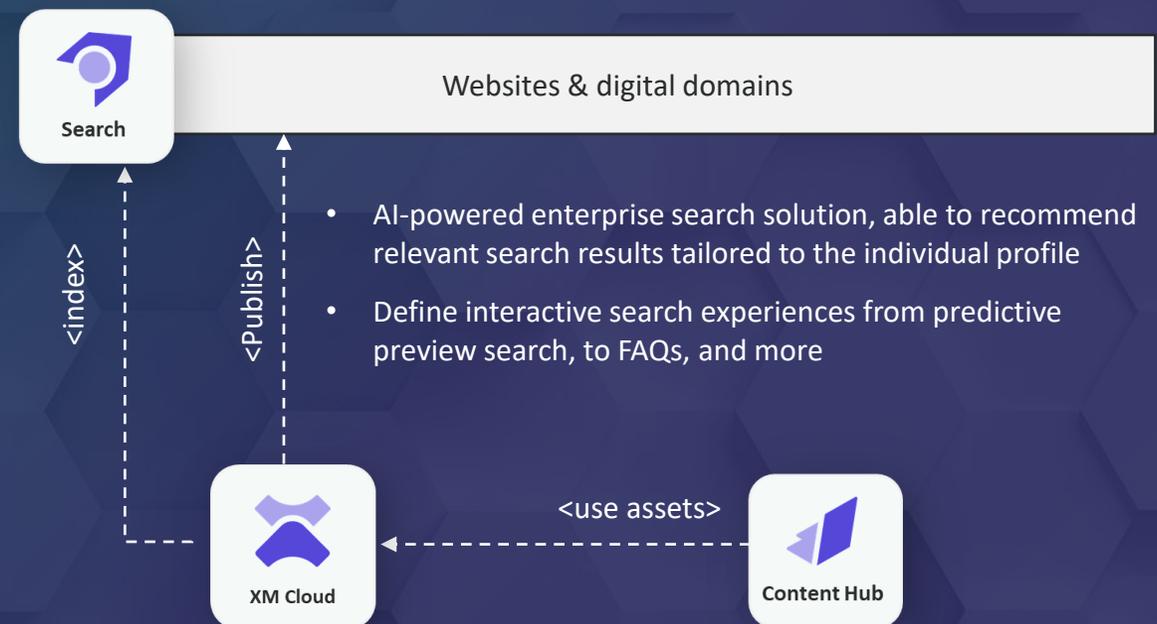


Promote reutilization of digital assets (images, videos, etc.).
Connect different stakeholders in joined-up processes/workflows.

3. Sitecore Search (Content Search)

Matching visitors with relevant search results and smart conversational experiences

- **Intuitive Search Experiences:** Enables customers to offer powerful, user-friendly search capabilities, helping their customers find information quickly and efficiently.
- **Relevant Results:** Tailors search results to queries, improving access to information, resources, and services.
- **Insightful Analytics:** Provides customers with detailed search analytics to continuously refine and improve the end-customer's search experience.



Understand digital behaviour and content interests of each profile to individualise search results.
Automatically promote content into Search from XM Cloud.



4. Sitecore CDP/Personalize (Smart Hub)

Building an actionable customer profile for personalisation, testing & activation

- **Deep Customer Insights:** Harness profile data to build comprehensive profiles for targeted interactions and service offerings.
- **Dynamic Personalization:** Deploy real-time content personalization that resonates with individual profile needs and preferences.
- **Enhanced Engagement:** Utilize behavioral data to craft experiences that elevate customer satisfaction and drive digital engagement.

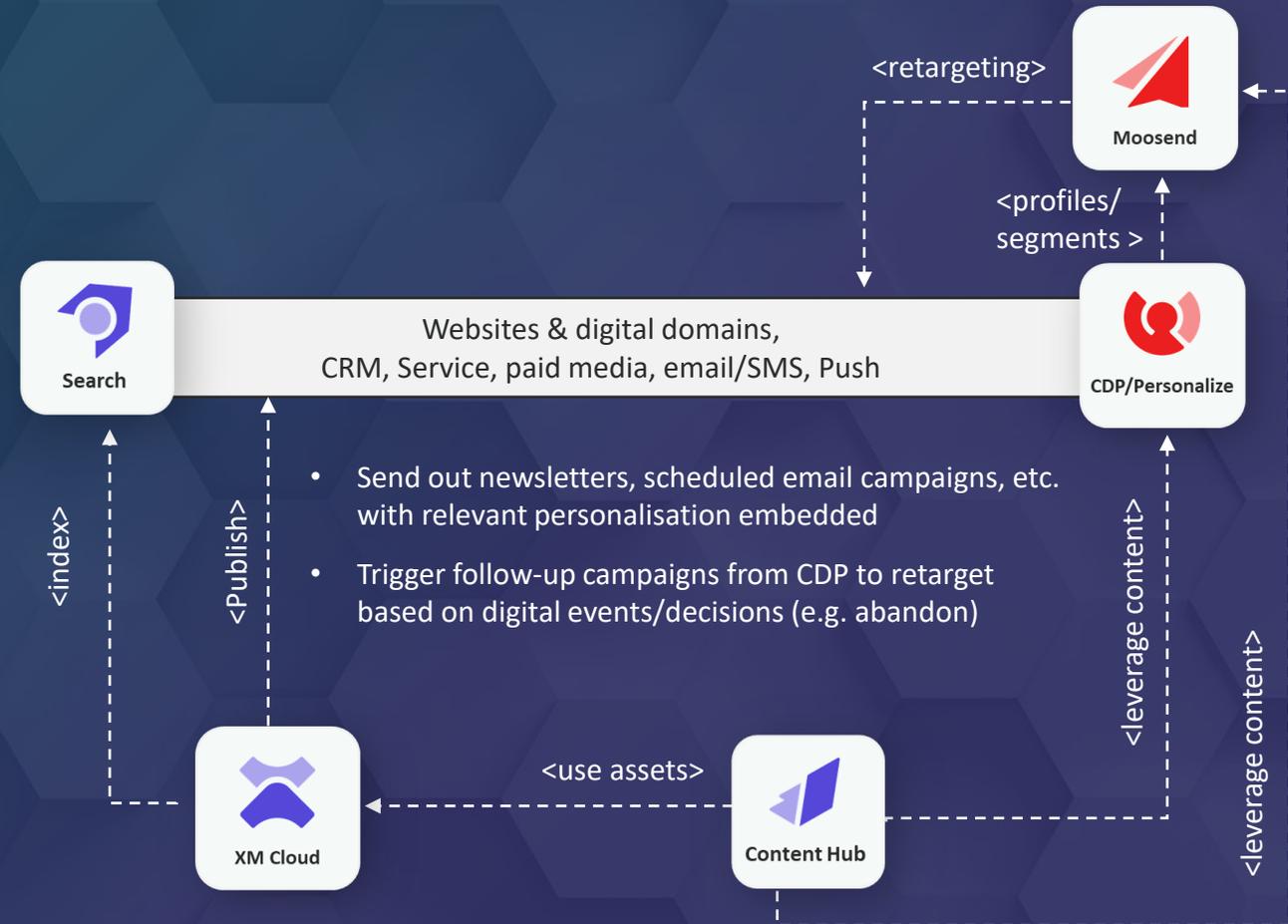


Harmonise data from across CRM, campaigns, digital behaviour and more to build a consolidated profile. Make decisions about how best to engage the profile across channels.

5. Moosend (Marketing Automation)

Nurturing contacts/leads and letting them grow

- **Targeted Communication Campaigns:** Empower Marketing teams to design and execute email marketing campaigns that reach tenants with relevant messaging at the right time.
- **Automation and Segmentation:** Streamline communications with automated workflows and segment contacts for more personalized interactions.
- **Performance Tracking:** advanced reporting tools to analyze the effectiveness of their email campaigns, optimizing future communications.

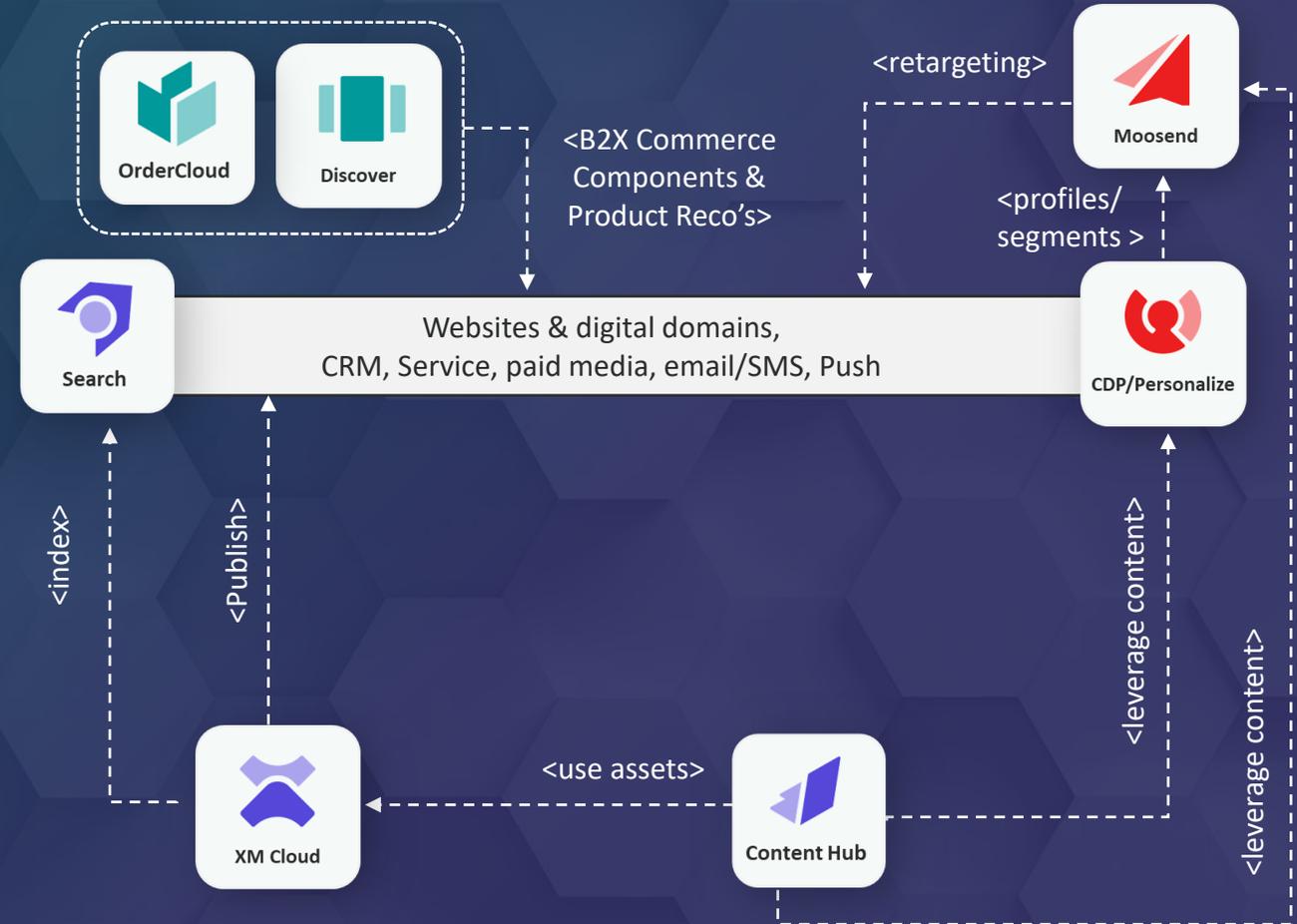


Marketing automation for multi-step campaign management, supporting scheduled and trigger-based campaigns. Reacts to CDP/Personalize (central brain), for individual profiles or segments.

6. OrderCloud + Discover (Headless Commerce)

Facilitating smart B2X & marketplace transactions

- **Versatile E-Commerce Integration:** Sitecore OrderCloud allows customers to incorporate flexible e-commerce functionalities, enabling efficient online transactions for services or payments.
- **Tailored Discovery Paths:** Combine OrderCloud with Discover to offer end-customers personalized pathways to services and products, enhancing the online experience.
- **Actionable Insights:** Utilize Discover's analytics to understand behaviors and preferences, refining offerings and digital touchpoints.

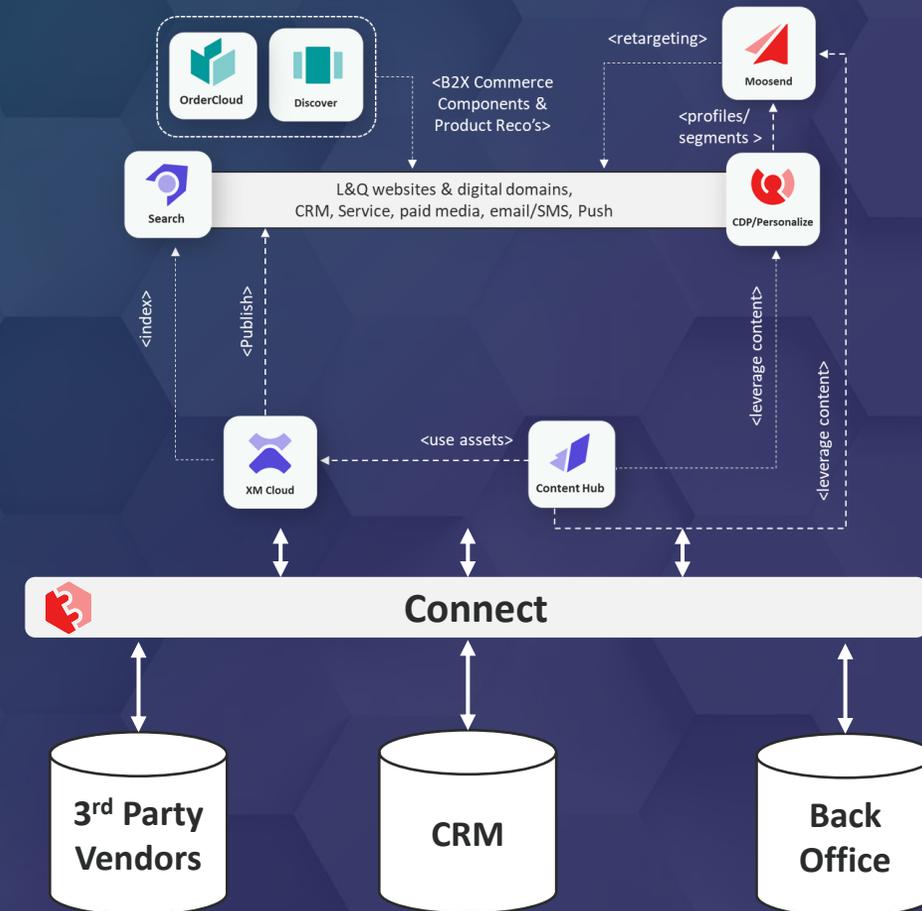


Deliver combined B2X & marketplaces with a headless commerce platform facilitating personalised buyer experiences. Accelerate business results with intelligent AI-powered product recommender.

7. Connect (Integration Service)

Connecting Sitecore Composable DXP to your platforms

- **Seamless System Integration:** Sitecore Connect, powered by Workato, facilitates the integration of disparate systems, allowing customers to connect applications and data for a unified IT ecosystem.
- **Automated Workflows:** Automate cross-application workflows to streamline processes like onboarding, lifecycle requests, and service delivery.
- **Data Synchronization:** Ensure consistent and up-to-date information across platforms, enhancing accuracy and reliability of services and internal operations.



Connect Sitecore's Composable DXP solution with other reference applications using 5k+ prebuilt connectors. Facilitating future vendor flexibility and ability to deliver connected use cases.

Sitecore Solution In A Nutshell

Illustrative target landscape

Sitecore Composable DXP

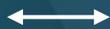
Enterprise Systems



APIs



Connectors



Micro-Services



Webhooks



Files



Other



Integration Layer Capability & Connectors

Content

Customer Data

Products & Finance Data



Sitecore Partnerships & Extensions

+

Experience Delivery



Customer Insight



X-Channel Management



Relevant Journeys



Connected Customer Journeys

Mapped Composable DXP Components

Illustrative target landscape

Sitecore Composable DXP

Enterprise Systems



APIs



Connectors



Micro-Services



Webhooks



Files



Other

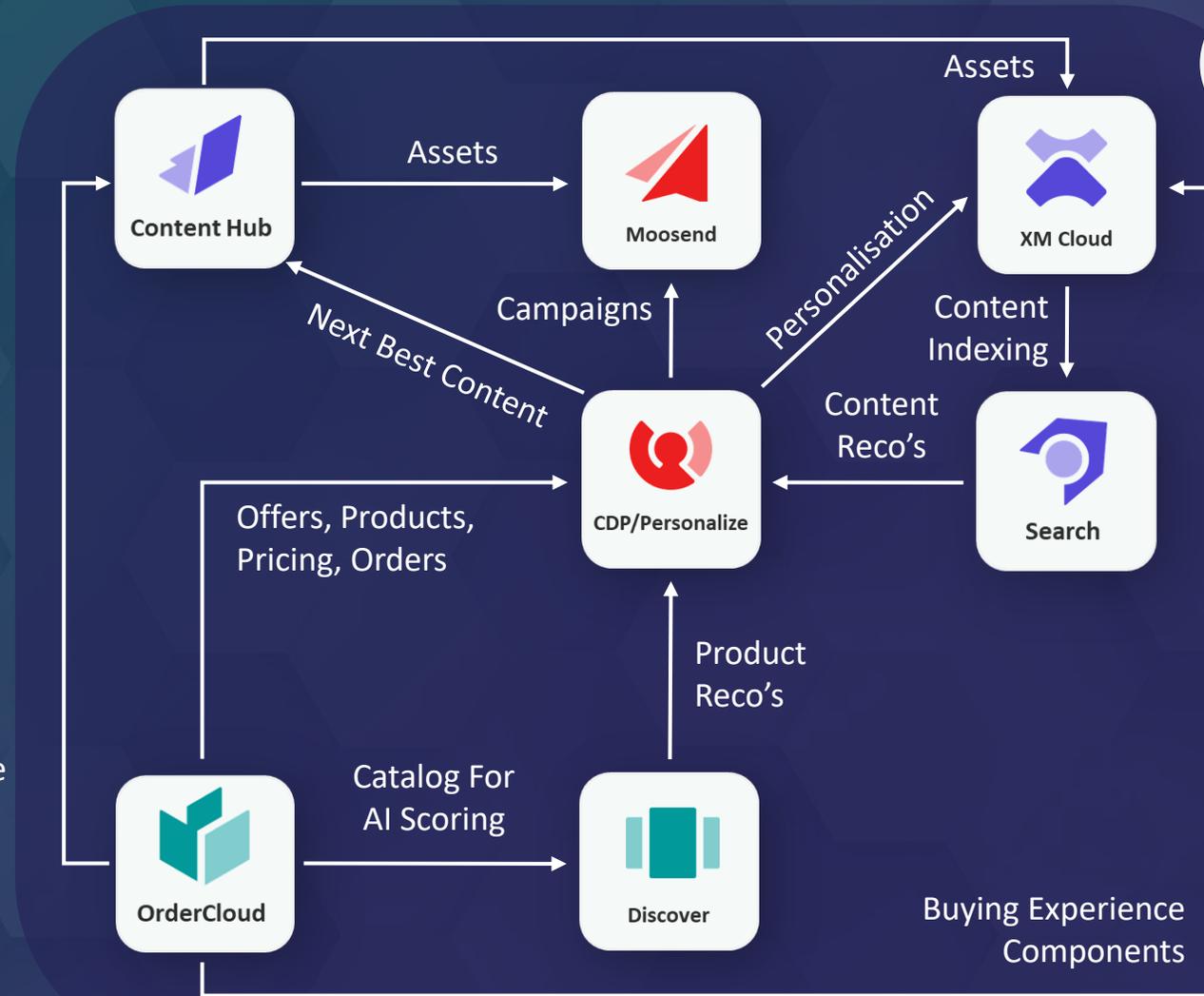


Sitecore Connect / Middleware

Content

Customer Data

Products & Finance Data



Sitecore Partnerships & Extensions

Experience Delivery

Customer Insight

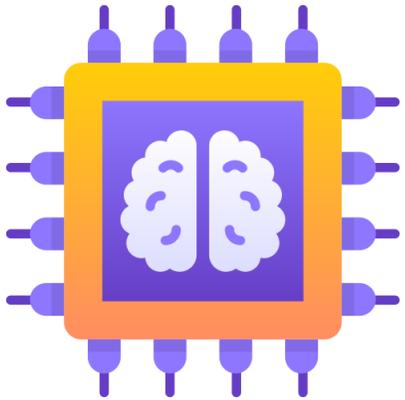
X-Channel Management

Relevant Journeys

Connected Customer Journeys

3. Innovation With A Multi-layered AI Approach

Layering the approach & strategy for GenAI



Embedded

- Natively embedded as part of the functionality of the DXP, is however not configurable by user.



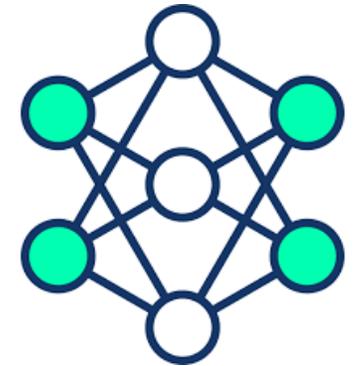
Connected

- Connect own AI/ML models with DXP in order to influence selection of Next Best Action & other decisions.



Composed

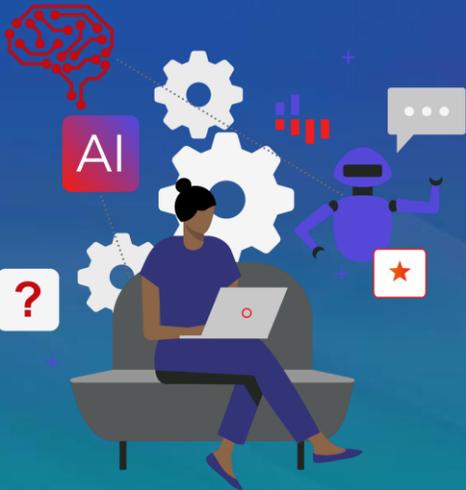
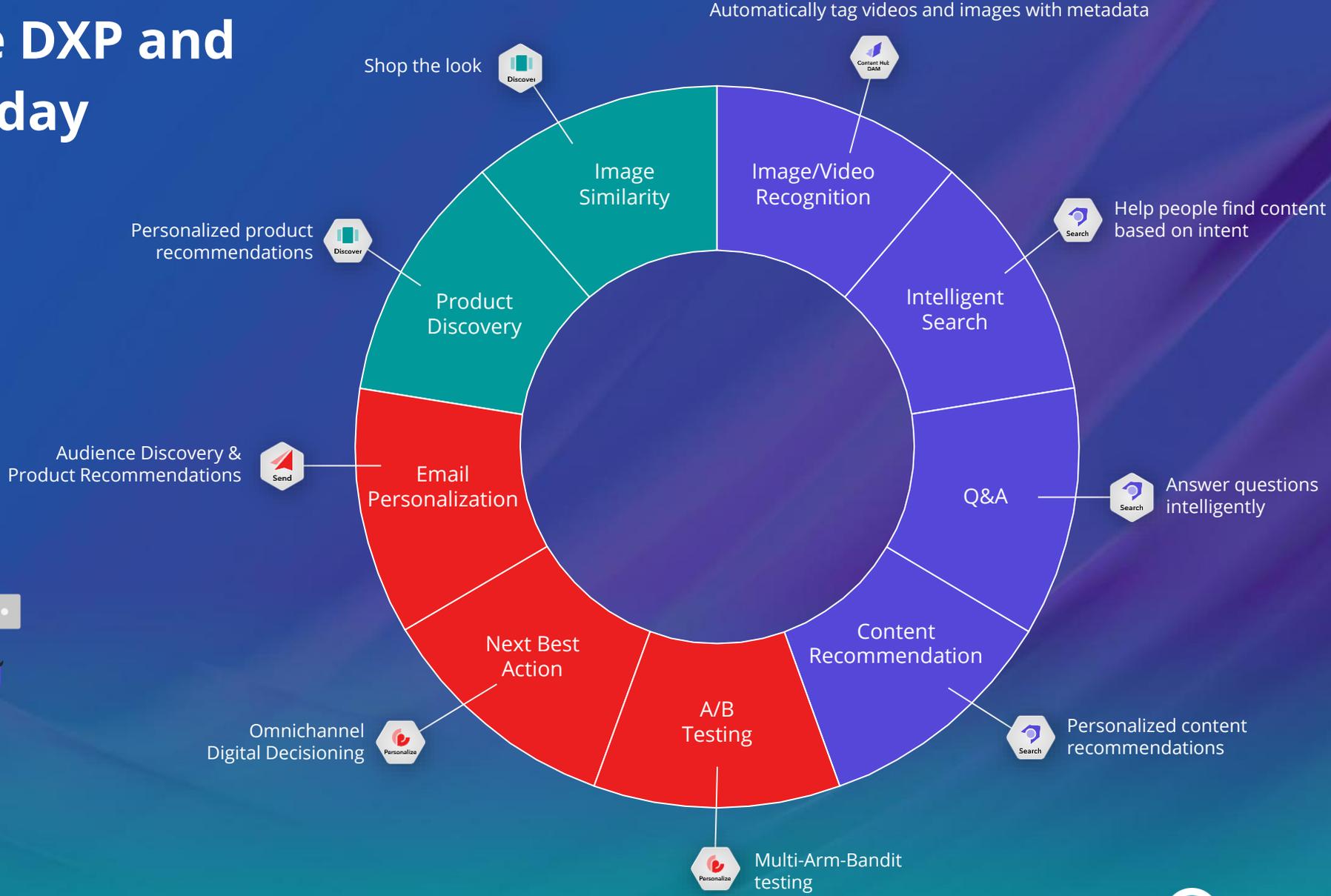
- Extend investment in DXP module through additional modules that carry specific AI capabilities.



Generative

- Tap into the transformative potential of Generative AI to deliver conversational experiences and more.

Composable DXP and Native AI today



On-going transformation with Sitecore: accelerating journeys with GenAI.



SEO needs improvement to boost brand awareness.

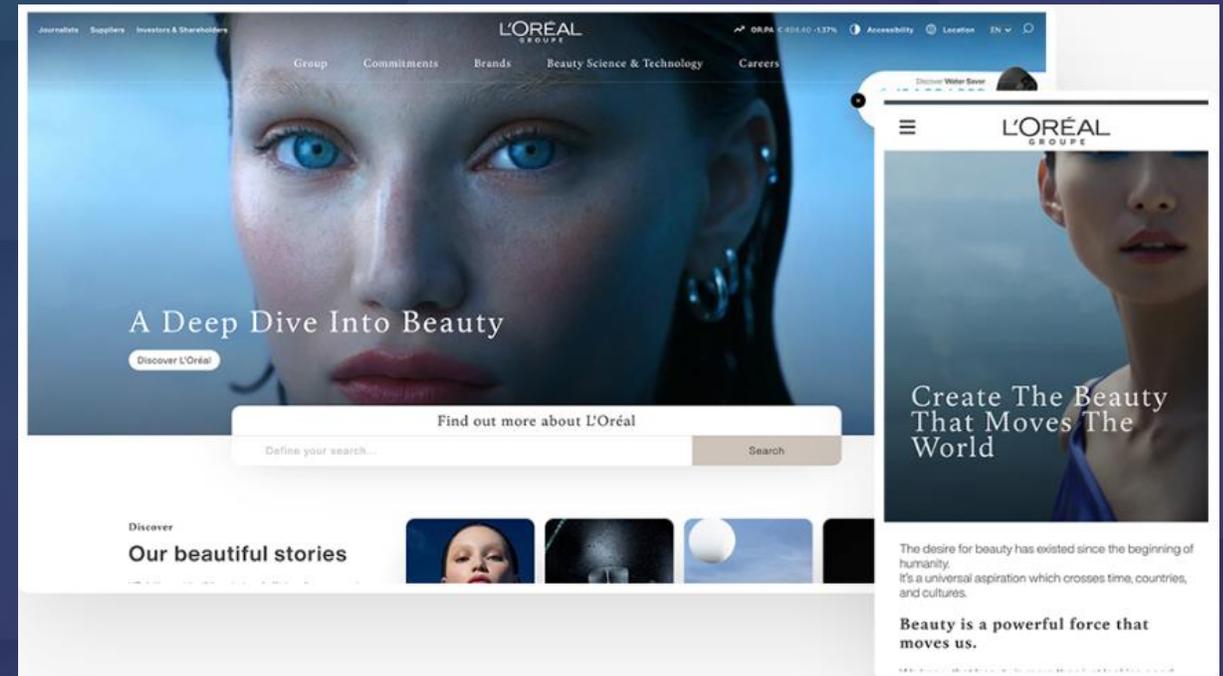


Accelerating & automating meta-tagging using OpenAI + XP



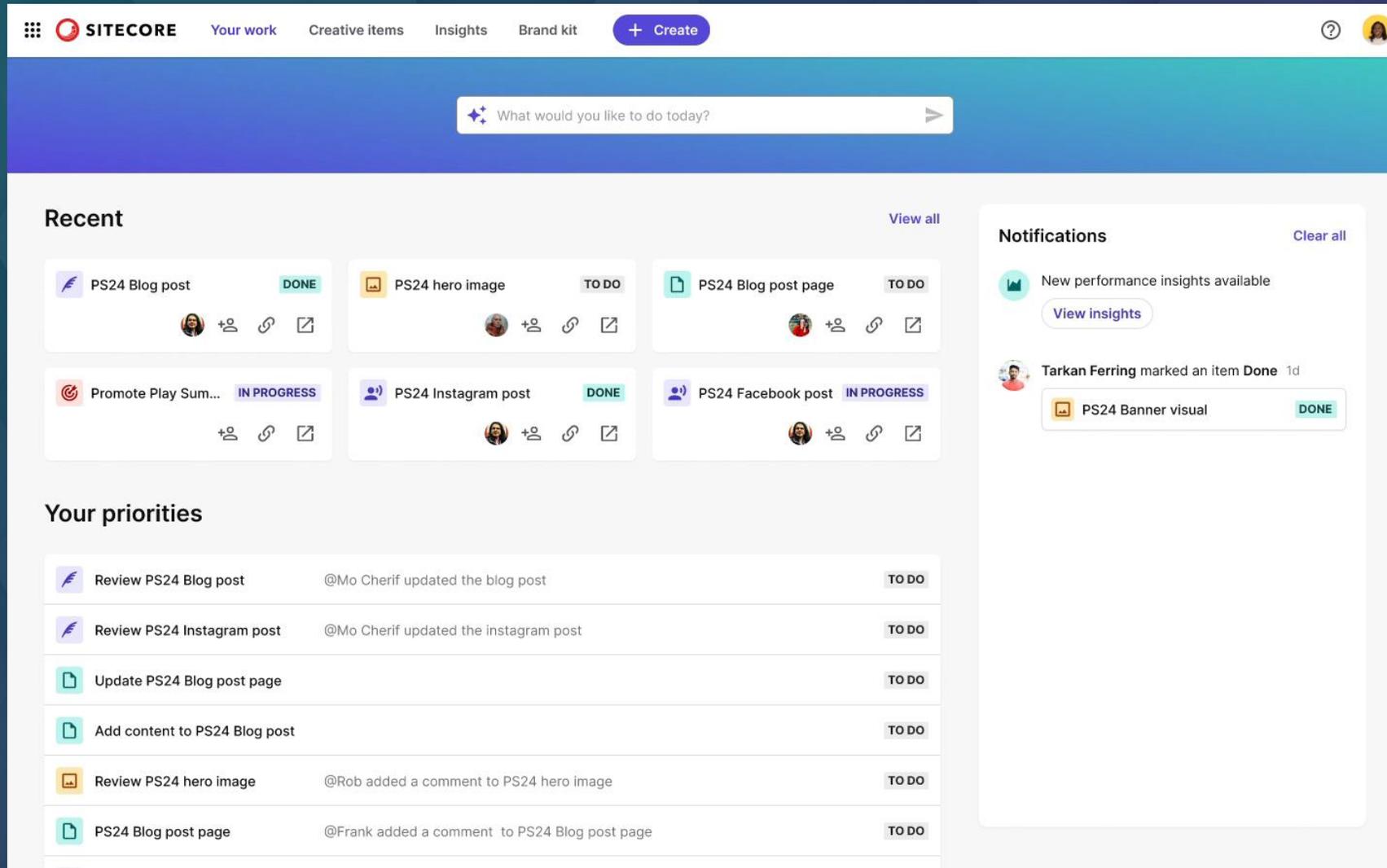
120k webmastering hours saved

- Across 500+ websites
- 36 brands
- 200k metatags optimised



"Sitecore's technology allowed us to move our brands forward by making it possible to implement disruptive solutions at scale." C. Dessailly, Website Factory Director @ L'Oréal

Building towards 'the new normal' of marketing



The screenshot displays the Sitecore marketing dashboard. At the top, the navigation bar includes the Sitecore logo, 'Your work', 'Creative items', 'Insights', 'Brand kit', and a '+ Create' button. A search bar below the navigation asks 'What would you like to do today?'. The main content area is divided into three sections: 'Recent', 'Your priorities', and 'Notifications'. The 'Recent' section shows a grid of task cards with status indicators like 'DONE', 'IN PROGRESS', and 'TO DO'. The 'Your priorities' section lists tasks with associated user notifications. The 'Notifications' panel on the right provides alerts such as 'New performance insights available' and 'Tarkan Ferring marked an item Done'.

Recent [View all](#)

- PS24 Blog post **DONE**
- PS24 hero image **TO DO**
- PS24 Blog post page **TO DO**
- Promote Play Sum... **IN PROGRESS**
- PS24 Instagram post **DONE**
- PS24 Facebook post **IN PROGRESS**

Your priorities

- Review PS24 Blog post @Mo Cherif updated the blog post **TO DO**
- Review PS24 Instagram post @Mo Cherif updated the instagram post **TO DO**
- Update PS24 Blog post page **TO DO**
- Add content to PS24 Blog post **TO DO**
- Review PS24 hero image @Rob added a comment to PS24 hero image **TO DO**
- PS24 Blog post page @Frank added a comment to PS24 Blog post page **TO DO**

Notifications [Clear all](#)

- New performance insights available [View insights](#)
- Tarkan Ferring marked an item Done 1d
 - PS24 Banner visual **DONE**

4. Applied Examples: Crafting Sitecore Value Messaging

The background image shows a man in a dark suit and blue tie standing in the rain. He is holding a large black umbrella over his head and a bright yellow folder under his arm. He is looking directly at the camera. In the background, there are other blurred figures of people in suits, also holding umbrellas and folders, suggesting a busy outdoor setting like a trade show or a public event.

4.1 Illustrative Example I: Insurance Use Case Selling

1. Insurance - Efficient Policy Onboarding

Illustrative use cases for Insurance



Customers encounter time-consuming onboarding processes, often duplicating effort across multiple forms and channels.



Level 1 Solution



Implement Sitecore's DXP to create a streamlined onboarding system that consolidates forms and automates data entry across channels.



Incremental Roadmap Opportunities

Seamless Policy Lifecycle Management

- **Challenge:** Customers face fragmented interactions throughout the policy lifecycle, from onboarding to renewals.
- **Sitecore Solution:** Integrate Sitecore's XM Cloud for content delivery, Content Hub for asset management, and CDP/Personalize for continuous customer data analysis, creating a seamless policy management system.
- **Outcome:** Policyholders experience a cohesive journey, increasing satisfaction and loyalty, while the insurer sees uplift in renewals and operational cost savings.



Reduced onboarding time enhances customer satisfaction, while the insurer benefits from improved operational efficiency.

2. Insurance - Interactive Policy Education

Illustrative use cases for Insurance



Potential policyholders lack a deep understanding of policy nuances, leading to underinsured decisions.



Level 1 Solution



Leverage Sitecore's Content Hub to develop interactive, educational content that simplifies complex insurance policies.



Incremental Roadmap Opportunities

Gamified Insurance Education Platform

- **Challenge:** Customers often do not engage with educational resources due to a lack of interactivity and personal relevance.
- **Sitecore Solution:** Combine Sitecore's Content Hub with interactive elements from Discover to create a gamified learning experience that adapts to each user's actions and history.
- **Outcome:** Enhanced engagement with educational content leads to better-informed customers and more appropriate coverage choices.

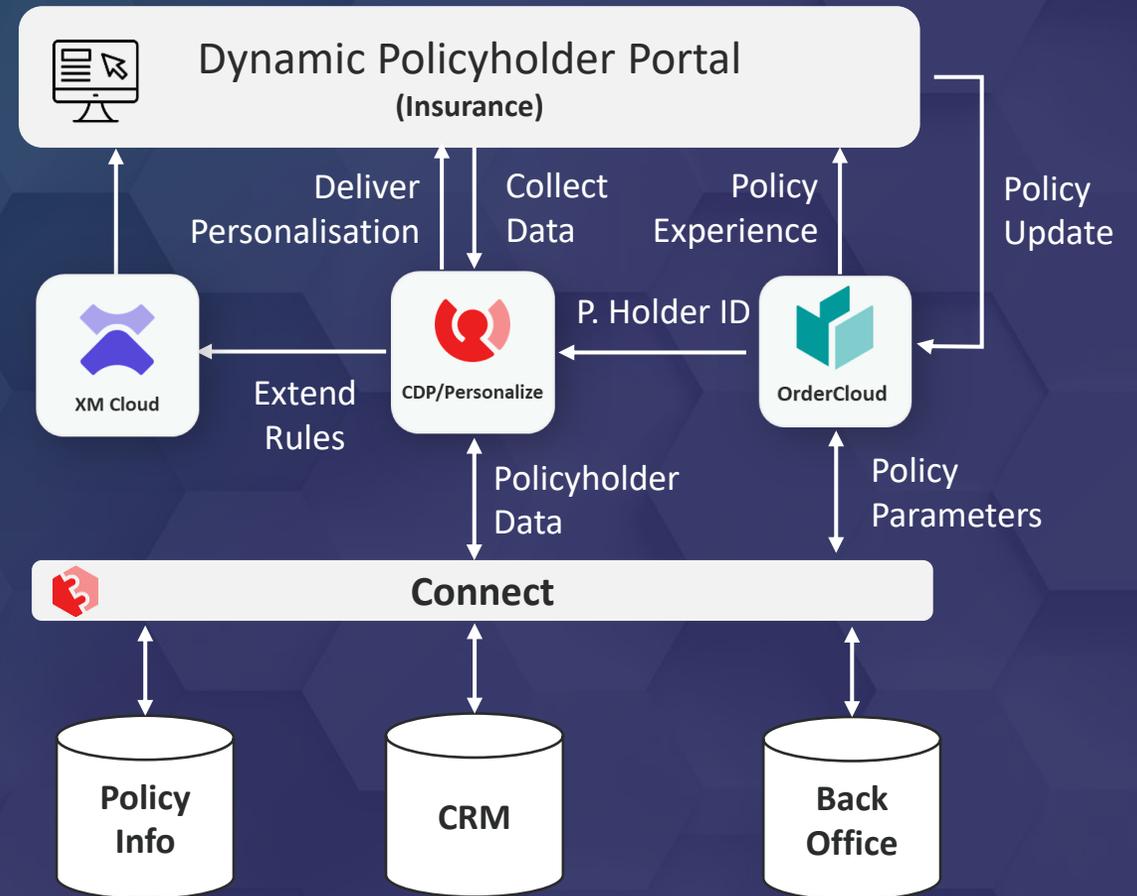


Better-informed customers make more suitable coverage choices, increasing trust and policyholder retention.

3. Insurance - Real-time Policy Customization Engine

Leveraging the combined flexibility of headless content and commerce experiences

- **Challenge:** In the insurance sector, providers struggle to offer real-time, flexible policy adjustments that match the immediate needs and lifestyle changes of customers.
- **Sitecore Solution:** Facilitate the creation of insurance policies that adjust in real-time to life events, customer behavior, and preferences, all managed through a central dashboard.
- **Outcome:** Policyholders can adjust coverage and terms instantaneously through an intuitive interface, reflecting real-time life changes such as purchasing a new car or home.



The background of the slide is a photograph of several businessmen in dark suits and blue ties standing in the rain. They are holding black umbrellas and bright yellow folders. The rain is depicted as white streaks falling diagonally across the frame. A semi-transparent white horizontal band is overlaid across the middle of the image, containing the section header text.

4.2 Illustrative Example II: Business Transformation At Saga

1. Improve TCO, Drive Cost Simplification & Consolidation Across Saga Business Units

1. Consolidate Digital Properties

- Streamline operations by consolidating all digital properties onto a unified versionless Sitecore platform.
- Reduce complexity and management overhead.
- Achieve economies of scale in development and support.

2. Optimize Cloud Migration

- Leverage native SaaS Cloud for enhanced scalability and flexibility.
- Reduce infrastructure costs and increase agility.
- Optimize architecture for improved performance & reliability.

3. Overall Operational Cost & TCO Optimization

- Ensure consistency in vendor management by consolidating onto a single platform.
- Enhance cost & SLA predictability with a subscription-based model
- Shift responsibilities to Sitecore for streamlined management and efficient resource allocation, driving further cost efficiencies.



1. Improve TCO, Drive Cost Simplification & Consolidation

KPIs and results observed in the field (Sitecore customers moving from XP to XM Cloud)

95% of customers who
have moved to Sitecore
SaaS saw TCO improve



95%

Future Upgrades
Cost Avoidance



100%

Reduce operational
infrastructure costs



±90%

2. Unlock New Cross-sell Value

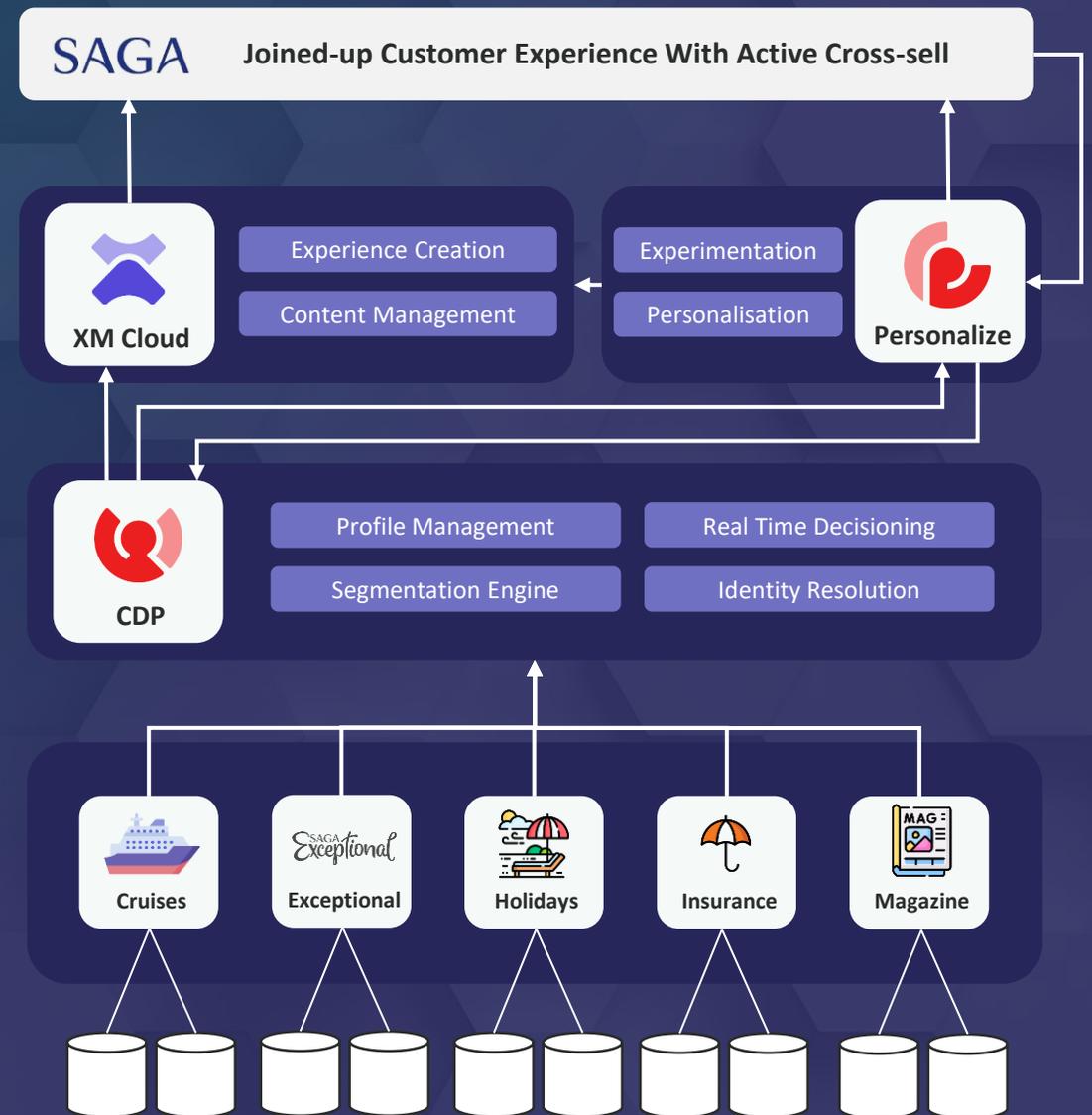
With Unified Data Strategy & Decisioning

1. Integrated Service Offerings

- Integrate various service offerings seamlessly within the cross-Saga customer journey, leveraging insights to tailor experiences.
- Offer targeted packages during crucial touchpoints, enhancing customer satisfaction and expanding revenue streams.
- Drive additional Cruises revenue by e.g. strategically promoting onboard services like entertainment, excursions, specialty dining.

2. Onboard / Holiday Experience Optimization

- Capitalize on the travel experience to promote complementary services such as insurance coverage or magazine subscriptions.
- Utilize data-driven insights to customize onboard/travel offerings based on passenger preferences and behaviours.
- Maximize revenue opportunities through strategic cross-selling initiatives, enhancing the overall Saga experience.



2. Unlock New Cross-sell Value

KPIs and results observed in the field

Time to deliver
personalisation at
scale cut by



80%

Increase web
conversions & leads



20%

Increase customer
self-service



20%



Thank you.

Do reach out in case of any questions.

Kristoff Copmans

Global Team Lead, Solutions Architecture

kristoff.copmans@sitecore.com