

WHAT COMES NEXT: CX

# DESIGNING THE COMPOSABLE FUTURE WITH SITECORE

Platinum  
Partner





## ENGINEERING GROWTH FOR WHAT'S NEXT

What comes Next? That's a question that drives our business each and every day. But, within the question is a powerful assumption – change. It's hard to come to the realization that our job day-in-day-out is dealing with change. It's managing things in our control and navigating things that aren't. It can become a big undertaking just to get by and keep status quo.

And, if there is anything we've come to realize over the last two years, change can be predictable, but often times, it's not.

There is hope on the horizon. We've seen those organizations that succeed and prosper are the ones who answer that one simple question, day in and day out – What Comes Next? They bring the right processes, mindset, feedback loops, aspiration and fervor for learning to their company's vision and daily operations to get better each day – writing the future with each action. But most of all, they are consistently finding and creating new value for each of their customers through new experiences, business models, and messaging.

While the world around us looks differently, the basics of growth remain the same – create and keep customers. These basics applied to trends, technologies, and value propositions is where things get interesting – and answers for 'What Come Next' start showing themselves.

We appreciate your time and welcome your thoughts, questions or comments. Please, don't hesitate reach out.

Onward to What Comes Next.

## P R E F A C E

CUSTOMER EXPERIENCES ARE  
BECOMING THE DRIVER FOR  
BRAND GROWTH AND THE  
CATALYST FOR LOYALTY.  
SCALING CUSTOMER EXPERIENCES  
REQUIRES COMPOSABILITY AS A  
STRATEGY.

Technology has quickly become a competitive differentiator for many organizations in almost all industries. But it's not technology alone that is creating the advantage or driving growth. It's the integration of technology into the core business and brand strategies. Recently, we've seen the ability for organizations that can pivot, scale, or capitalize on behaviors or market factors quickly create growth for their organizations. This organizational capability is the strategic combination of business strategy and technology implementation.

The future of business growth is the ability to envelop customers into a holistic and ongoing experience based on their individual context, intent, and relationship with a brand. This

gives brands the ability to not only create a deep, emotional connection with their customers and prospects through storytelling and narration, but also the ability to transact in the right moment based on real-time context. This dynamic, yet simplistic idea is powered by the macro trend of Composability - where headless architectures, along with microservices, APIs and the cloud team up to "compose" the right experience in the right context to the right person in a specific mindset - all enabling the business strategies needed in a dynamic marketplace.

The outcome of implementing a composable strategy for an organization has massive growth implications.



## P R E F A C E

# W H Y   C O M P O S A B I L I T Y   A S   A S T R A T E G Y   F O R   C U S T O M E R E X P E R I E N C E :

- Customer expectations continue to rise: 89% of senior executives believe customers are constantly resetting their expectations to match their best omnichannel experiences. (Adobe)
- Experience is the king: 88% of customers say that the experience a company provides is as important as its product or services. (Salesforce)
- Increased revenue for increased value: 70% of customers would pay more if they knew they would have a convenient experience. (Forbes)
- Experience keeps the customer: 94% of consumers are more likely to make another purchase after a positive customer service experience. (Salesforce)



## P R E F A C E

COMPOSABILITY HAS BECOME A MASSIVE TREND IN SOFTWARE DEVELOPMENT AND TECHNOLOGY ARCHITECTURE. BUT IT IS QUICKLY BECOMING A BUSINESS STRATEGY AND A DRIVER FOR GROWTH FOR MANY ORGANIZATIONS. IN THIS EBOOK, WE'LL:

- Illustrate the trends and outcomes of Composability as a business strategy
- Showcase how Composability is enabling Customer Experiences
- Get into the details of how Composability is being executed at the functional levels across an organization
- Introduce Sitecore as a turnkey Composable Digital Experience Platform
- Illustrate how Sitecore's roadmap enables innovation across Experience, Commerce and Content
- Discuss how companies are creating composable Best Practices using the Sitecore platform
- Uncover What Comes Next for Sitecore



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CHAPTER 1

# THE EVOLUTION OF COMPOSABILITY



The world is changing, and with it so are our expectations for brand experiences.

Nowadays, it's not enough that a company just provides good products or services; they also need to provide excellent customer experiences online as well as offline.

Companies that don't adapt their strategies will be left behind by those who recognize this shift and act on it.

As customer behaviors continue to evolve as culture and technology evolves around them, their expectations for what a good experience and what is needed to make a consumer decision evolves as well. This continuously increasing fact is one that has caught many organizations off guard. Traditionally, businesses would build once then deliver. In today's marketplace, businesses are forced to continuously deliver new products, services, or experiences to keep up with customer preferences and behaviors. This new normal has not only transformed our business strategies but has shifted technology architectures and processes from monolithic stacks and organizations, to a composable, agile infrastructure and operations to keep up with the changing consumer and the changing organizational demands.

As businesses look for ways to modernize their strategies, they are turning to new technologies that can help them stay relevant in this constantly changing business

landscape. New technologies like the cloud, IoT, robotics, blockchain and artificial intelligence are just some of the trending options available for companies looking for new ways to improve and enable their business strategy. Even more traditional technologies like CRM (Customer Relationship Management), ERP (Enterprise Resource Planning) and MRM (Marketing Resource Management) are being updated to keep up with this new generation of consumer and the next generation of business.

### **THE ROLE OF NEW TECHNOLOGIES IN BUSINESS STRATEGY**

The speed at which business strategies are changing is exponentially increasing, thanks to the rapidly growing scale and adoption of new technologies. Companies that don't embrace these technological advances in their strategies will be left behind, while those who do are charting a new course in the marketplace.

Each new technology that reaches critical mass, usually has its merit in the marketplace – whether IoT to connect devices in a process loop, AI to help make decisions, or AR / VR to deliver a new level of immersion. The role of business strategy is to create a vision for the brand, then continue to find the best solutions to deliver that vision to each customer. This strategy will put a role to the technology and a purpose behind each customer engagement.





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**As technology continues to advance, businesses will need to evolve with it or risk becoming irrelevant. Digital transformation is necessary for any organization that wants to survive and thrive in this rapidly-changing landscape.**

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### **OMNICHANNEL PERSONALIZATION FOR CUSTOMER EXPERIENCE**

When it comes to customer experience, businesses have long been searching for the holy grail of perfect personalization. In the past, this has been a difficult task because businesses lacked the necessary technology to gather and track customer data in a way that would allow for individualized treatment. However, with the advent of new technologies like DXPs, IoT and AI, this is no longer the case.

Many businesses are now attempting to achieve omnichannel personalization in their customer experience strategies by using real-time data gathered from customers' digital footprints combined with predictive analytics to predict specific customer needs and actions. For example, businesses can use IoT technologies like location services and mobile devices to gather information on when and where a customer frequents specific locations. They can then use this data to send personalized messages or advertisements, as well as personalize the messages from employees who interact with customers at their location.





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These technology trend examples are just a small sampling of what is available for businesses to create experiences and value for their customers, while engineering new value for their organization. Together, these strategies and technologies become a conduit for growth. However, as companies adopt these strategies and technologies, they must ensure they can deliver the operational efficiency and agility that only a composable approach can deliver.

## COMPOSABILITY IN SOFTWARE DEVELOPMENT

In the past, software development was a very monolithic process. Once a business decided it needed a new piece of software, feature or function, a team of developers would be brought in to design, build, test and deploy the software in its entirety. This process often resulted in high costs and long development cycles.

More recently, a new software development methodology known as composability has emerged. Composability is the ability of individual components to work together to create a larger system. This approach to software development allows businesses to develop software in a modular fashion, where adding or changing functionality or creating new products is as easy as combining modules into a larger system.

This method has several advantages over its traditional monolithic counterpart. First, it allows businesses to develop software more quickly and at a lower cost. Second, it makes it easier to adapt and update software as needs change. Third, it encourages reusable code, which can help to speed up future development efforts.

Composability is created through the evolution of MACH – Microservices, API-first, Cloud Native, Headless. This architecture has changed the way businesses develop software, and it is likely that this trend will only continue and advance in the future. As technologies like IoT and AI become more prevalent, businesses will need to be able to quickly adapt their software in order to take advantage of these new technologies. Composability is one approach that can help businesses achieve this level of flexibility.

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## UNDERSTANDING THE MACH FRAMEWORK

In the last few years, a revised approach to application architecture has emerged to support composability. It is called MACH and it was designed to address some of the shortcomings of traditional architectures.



## THE EVOLUTION OF MACH

Over time, the core design principles of the MACH (Microservices, API-first, Cloud Native and Headless) framework have remained the same although the implementation has evolved to take advantage of new technology.

The latest evolution of the MACH architecture is referred to as Headless design because it introduces the concept of a JSON based interface between components and also removes the view layer. This approach has several advantages such as scalability and resiliency due to the use of Cloud technology and Microservices. It also supports web standards such as JSON, RESTful APIs, and WebSockets.

MACH is all about creating an architecture that provides flexibility and scalability to businesses and IT teams around the world. It has also driven massive transformation in the Product as a Service or Software as a Service space where traditional platforms like CRMs, ERPs, and CMSs are being transitioned to support Headless and composability.

### **MACH architecture can benefit business in several ways:**

**First**, it is a distributed system that runs on Cloud-based software and Microservices. This means that it is highly available and scalable

which will help a business avoid downtime.

**Second**, the MACH architecture supports JSON and RESTful APIs so it can scale easily to support modern web applications. For example, Microservices communicate with each other using these technologies, so companies eliminate the need to update its architecture as the business grows.

**Third**, the MACH architecture is designed for resilience and can handle failures gracefully. This means that a business will be able to handle unexpected situations and continue running smoothly.

**Finally**, the MACH architecture is open source so it can be customized to fit the specific needs of the organization.

The MACH architecture is quickly becoming the go-to approach for modern web applications and provides a number of advantages over traditional architectures. If a company is looking for a scalable, highly available, and resilient solution, then the MACH architecture is an ideal choice for any growth-oriented business.



# COMPOSABILITY AS A BUSINESS STRATEGY

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Composability is a solution to develop a more agile organization. Historically, innovation, software development, and technology operations have been siloed away from the rest of the organization and business strategy – creating a disconnected relationship internally and with customers. Composability provides organizations the technological and process components to truly deliver agility across an organization – integrated from business strategy to implementation.

In general, businesses have been using composability as a way to build innovative products and services for their customers. This is especially true in the software development industry, where composability has emerged as a preferred methodology.

However, composability can be used for more than just product development. It can also be used as a business strategy to help a company become more agile and adaptable in the marketplace. For example, a business could break down its operations into small

composable components and then use a cloud-based platform to orchestrate or automate them. This would give the business the ability to quickly adapt its operations in response to changes in the market or customer demand.

Similarly, a business could use composability to create a more modular IT infrastructure. By using pre-built components and services, businesses can create an IT infrastructure that is less complex and easier to maintain. This will allow businesses to more easily adapt their systems in response to new technologies or changing business needs.

Businesses that are looking for a way to become more flexible and responsive should consider whether composability is the right approach for them. The current pace of technological change means that it is becoming harder and harder for businesses to keep up. Breaking down large, monolithic systems into small composable components can be an effective way for businesses to become more agile in the future.



CHAPTER 2

# SITECORE: COMPOSABLE DXP





# SITECORE AS YOUR COMPOSABLE DXP

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As we'll uncover in the following pages, Sitecore offers a complete, composable Digital Experience Platform (DXP). The product of their innovative approach to digital experience management, Sitecore seamlessly combines everything from content management and customer engagement solutions to ecommerce and marketing automation.

Sitecore's mission is to empower organizations with the technology they need for all aspects of digital transformation—from strategy through design, engineering and deployment. It does this by providing an open platform as well as expert services that help clients deliver world-class digital experiences across every device at every point in their journey with a brand. Sitecore delivers peace of mind by making it easy to collect data on how people interact with a website or mobile app so a company can make informed decisions about what needs fixing and what should be celebrated before someone else does.

Their solutions empower marketers and editors to create content-rich, personalized digital experiences at scale; providing analytics and insights on those customer interactions for brand awareness and decision making. While also delivering the ability to track marketing campaign ROI, conversion rates and revenue in real time. With these tools a company can deliver a fully integrated marketing and sales platform that helps drive leads and sales, engage customers, respond to them in context (on their preferred channel), manage the customer journey end-to-end, and track all performance metrics.

The Sitecore Digital Experience Platform is a complete digital experience management platform that enables marketers to create personalized experiences that delight audiences across every interaction point. The platform enables marketers to engage audiences, manage campaigns, discover insights and optimize experiences.



# SITECORE AS YOUR COMPOSABLE DXP

Sitecore's marketing automation solutions are specifically designed for top brands who want to build brand awareness by creating personalized customer journeys across every channel & campaign. Sitecore Marketing Automation helps businesses adapt their communication strategies in order target specific customers with relevant content at the right time and location. With its omni-channel personalization capabilities, Sitecore Marketing Automation is the ultimate solution for managing online advertising, email marketing, direct mail and social media efforts across a growing number of customer touchpoints.

Sitecore's Composable DXP Provides:

- A holistic ecosystem for end-to-end management of digital experiences
- Omnichannel content delivery for consistent user experiences at all touchpoints
- Best-in-class content personalization for seamless customer experiences
- AI-powered marketing automation for quick and flexible adjustment to customer specifics
- Unparalleled content management to make the best use of corporate data within the entire ecosystem



The Sitecore Composable DXP is a powerful tool that enables a company to integrate with any system.. The composable DXP does this by providing a customizable framework for all of Sitecore's solutions and making it possible to use them in conjunction with other systems.

This leads to more flexibility for businesses as they are able to choose from different options based on their present requirements at a given time without having a negative impact on their future plans. Additionally, it helps to ensure that Sitecore can be used in any industry, regardless of the other technologies that are being used.

This unique platform has already allowed Sitecore to expand its reach into new industries and continue to grow as a company. With the Composable DXP, businesses can now take advantage of everything that Sitecore has to offer as their business and customer experience requires.

### **WHAT ARE SOME OF SITECORE DXP INTEGRATIONS?**

Sitecore DXP integrates with a variety of systems, including Salesforce, Marketo, and Azure. Additionally, it can be used in conjunction with other Sitecore products, such as Experience Manager and xDB.

Sitecore's Composable DXP has the ability to

integrate with various CRMs. This allows users to more effectively manage leads, connect with existing customers, and create personalized campaigns that are more likely to lead to conversions – without migrating to a new system and process.

At its core, Sitecore's DXP is truly composable. This not only makes it easier for businesses to integrate Sitecore into their solutions but also adds the flexibility needed for future growth. For example, if a business decides to add an eCommerce system to their website, Sitecore DXP can be easily integrated into that system without having to make any major changes.

The Composable DXP is just one of the many reasons why Sitecore is a leading provider of digital experience management solutions. With its ability to work with any system, it has the potential to take a business's marketing to the next level.

### **HOW DO MARKETERS USE SITECORE'S COMPOSABLE DXP?**

Marketers use Sitecore's Composable DXP by working with a variety of tools through the platform. This allows them to stay up-to-date on what is happening throughout their marketing efforts and react accordingly.



For example, if an eCommerce website has been launched using Sitecore's Composable DXP, then marketers can work with Sitecore's Experience Cloud to monitor the impact that the site is having on brand awareness and conversions. By monitoring this data, they can use it to determine how best to move forward and increase their return on investment (ROI).

They also use tools within the Sitecore Platform (Profiles & Data Management, AI and Analytics, etc.) and Sitecore Experience (Sitecore CDP, Sitecore Personalize, etc.) to deliver a fully customizable Composable DXP. This allows them to work with customer data in ways that are more profitable and give them a better idea of how people are using their site and interacting with their content. Such information is critical for marketers who want to find out what areas need improvement so they can maximize their ROI on future projects.

## WHY SHOULD IT PROFESSIONALS CHOOSE SITECORE DXP?

IT professionals should choose Sitecore DXP because it is a reliable platform that can be easily integrated into existing systems. Additionally, it is backed by a team of experts who are always available to help with any issues that may arise.

Sitecore has a long history of providing quality digital experience management

solutions. With the release of Sitecore Composable DXP, they have furthered their commitment to providing enterprise-class solutions that help businesses succeed. By choosing this platform, IT professionals can be sure that they are getting a reliable tool that is backed by a team of experts who are always available to help.

There are many benefits of using Sitecore DXP, including:

- The ability to work with any system
- The ability to be easily adapted to meet the specific needs of a business
- The ability to operate in a headless environment
- The ability to monitor marketing efforts across Sitecore Platform, Sitecore Commerce, Sitecore Content and Sitecore Experience
- Expert support available at any time



# SITECORE ROADMAP HIGHLIGHTS

- **Introducing XM Cloud Plus**
  - **Sitecore Accelerate: Helping Brands Move to the Cloud**
  - **Generative AI comes to Composable DXP**
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One of the biggest things on the horizon for Sitecore is highlighting all the opportunities to realize a composable future at its DX Series events. The focus is on making move towards SaaS-powered composable tech stack that provides a flexible yet future-proof ecosystem for brands to scale, personalize and accelerate their unique journeys.

With the latest updates revealed including XM Cloud Plus, adding new component capabilities within their Cloud -native CMS, to helping brands move to the Cloud with Sitecore Accelerate, to introducing deep integrations with Chat GPT across various Sitecore products.

Sitecore introduces two groundbreaking solutions: XM Cloud Plus and Sitecore Accelerate. These innovations are strategically crafted to simplify and accelerate the transition to cloud-based

solutions, empowering brands to harness the potential of robust enterprise capabilities while embarking on their journey to SaaS.

While the benefits of cloud-based solutions are undeniable, including faster integrations, seamless technology updates, and enhanced customer experiences, there lingers a perception that migration is encumbered with complexity and challenges. XM Cloud Plus and Sitecore Accelerate have been purposefully developed to dispel these misconceptions. These solutions provide

businesses with the knowledge, tools, and unwavering support required to facilitate a smooth transition to Sitecore's leading cloud-based, composable offerings, ultimately making the journey hassle-free.



Sitecore has a lot in store for the future, and businesses that choose to use their platform can be sure that they will be able to stay ahead of the curve by taking advantage of all the new features and capabilities that are being announced. In addition, new Generative AI features were announced at one of DX events that focuses on elevating content creation, management, and delivery of digital experiences.

## SITECORE UNVEILS XM CLOUD PLUS TO UNLOCK YOUR CLOUD TRANSITION

In 2022, Sitecore unveiled XM Cloud, a groundbreaking fully native cloud CMS solution. It rapidly gained traction in the market, becoming Sitecore's fastest-selling SaaS product, with over 100 major brands embracing it. Building upon this success, Sitecore now introduces XM Cloud Plus, an expanded digital-experience solution that seamlessly integrates content management, AI-driven search capabilities, personalized experiences, customer data management, and robust analytics.

XM Cloud Plus is strategically designed to cater to Sitecore XP customers who have harnessed the power of an all-in-one solution

and are now prepared to transition to the cloud. It also serves the needs of brands seeking to leverage a composable

technology stack while benefiting from a proven product combination that simplifies deployment and accelerates time-to-value.

## Key Features

### Effortless Content Creation and

**Management:** Intuitive tools empower teams to efficiently create, optimize, and deliver compelling content to their target audience at precisely the right moment.

### AI-Enhanced Search and Personalization:

This feature incorporates dynamic personalization and advanced targeting strategies, offering omnichannel personalization, intelligent search recommendations, and access to a wide array of personalization development tools.

### Unified Omnichannel Content Management:

Teams can now seamlessly oversee all digital customer touchpoints through a unified content repository, ensuring brand consistency and streamlining workflows.

### Seamless Integrations and Connectivity:

XM Cloud Plus seamlessly integrates with existing tech stacks, enabling the creation of connected, immersive customer experiences across all channels.





**Intuitive Form Builder:** The drag-and-drop form builder, available for both XM Cloud and XM Cloud Plus, provides users with a straightforward way to add data capture forms to their pages and components.

## SITECORE ACCELERATE: FACILITATING CLOUD MIGRATION FOR BRANDS

Sitecore Accelerate is a dedicated program designed to support Sitecore customers in migrating from their existing PaaS CMS or commerce solutions to our cutting-edge SaaS products. This transition involves moving from Experience Manager (XM), Experience Platform (XP), or Experience Commerce (XC) – our core PaaS products – to either XM Cloud, XM Cloud Plus, or OrderCloud – our leading SaaS solutions. SaaS offers a plethora of benefits, including increased speed, agility, automatic updates, scalability, and real-time analytics. However, this transition can be complex, involving considerations like TCO, ROI, feature comparisons, data migration, and integrations, impacting your teams and organization. Sitecore Accelerate aims to simplify this process and facilitate a seamless transition.

## BRINGING GENERATIVE AI TO THE COMPOSABLE DXP

Sitecore, having previously introduced native machine learning elements across its platform and composable DXP in 2019, continues to advance its AI capabilities. With revolutionary Gen AI being added to their SaaS DXP, brand marketers can now capitalize on these features to:

- Generate text and images within Content Hub One, ensuring consistent brand alignment and reaching new heights of hyper-personalization for customer-facing content.
- Author and edit brand content in Content Hub DAM (Digital Asset Management) with a focus on content models and brand coherence.
- Implement advanced Search capabilities that comprehend user intent, leading to quicker query responses.
- Harness Visual Search via Content Hub to effortlessly discover and integrate images into brand assets, aided by similar image suggestions.



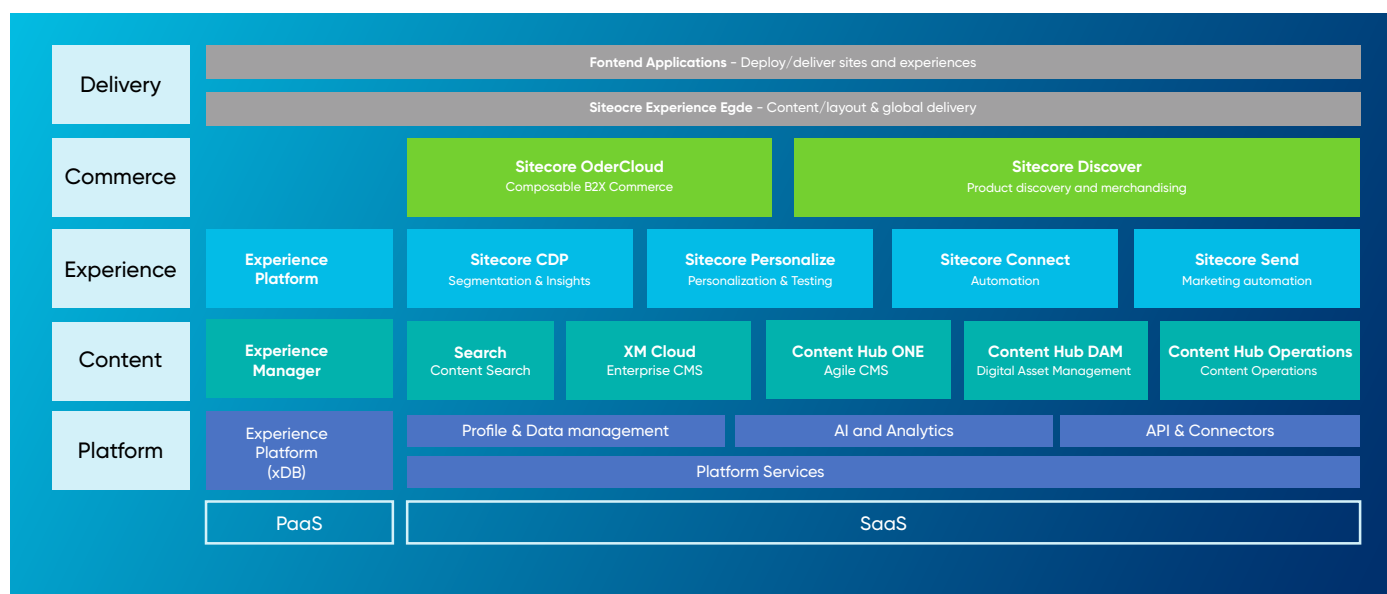
CHAPTER 3

# SITECORE PRODUCT & FEATURE ROADMAP



## S I T E C O R E   R O A D M A P

THE SITECORE ROADMAP IS  
BUILT TO BE COMPOSABLE -  
PROVIDING FLEXIBILITY &  
AGILITY TO CREATE DYNAMIC  
CUSTOMER EXPERIENCES.



As per the latest update as on Oct 2023, the Sitecore roadmap and product evolution can be broken down into its 5 core pillars managed between their licensing structures of Platform as a Service (PaaS) and Software as a Service (SaaS). These core pillars are:

- **Delivery**
- **Commerce**
- **Experience**
- **Content**
- **Platform**



## SITECORE ROADMAP (DELIVERY)

One of the major evolutions for the Sitecore platform is the way that Sitecore can be delivered and deployed for organizations. As the trends of composability and agility continue to change the way marketers and organizations go to market, Sitecore has developed two specific technologies and approaches to accelerate deployment through device specific experiences, content development and publishing and platform maintenance.

These approaches include:

- **SXA (Sitecore Experience Accelerator)**
- **Sitecore Experience Edge**

### (SXA)

Sitecore Experience Accelerator is an application delivery platform that provides both front-end optimization and a means for delivering applications through a single codebase, regardless of device or network conditions. With SXA, the latest front-end capabilities from Sitecore are now available to any organization that uses Sitecore Experience Manager without having to recreate these capabilities from scratch

## HOW TO DELIVER DXP THROUGH SXA

The SXA framework offers two options for delivering its DXP through Sitecore Experience Accelerator:

- HTML5 application deployment through a single codebase

- Optimized content delivery and minimal markup

Sitecore SXA focuses on providing tools and services within three main areas:

- Sitecore tools that enable engineers to research, design, build and deploy
- Middleware for content delivery
- DXP services through a single codebase

Deciding which option is best for an organization will depend on timing constraints, technical expertise of the implementation team or available resources.

An organization with a strong engineering team can deliver DXP through Sitecore Experience Accelerator by leveraging the HTML5 application deployment option. This platform will allow it to build out applications with responsive design and minimal markup.

Additionally, if a team is stretched thin or time is of the essence, it can use Sitecore's SXA frameworks to delivery DXP through a single codebase for fast and easy UI development.



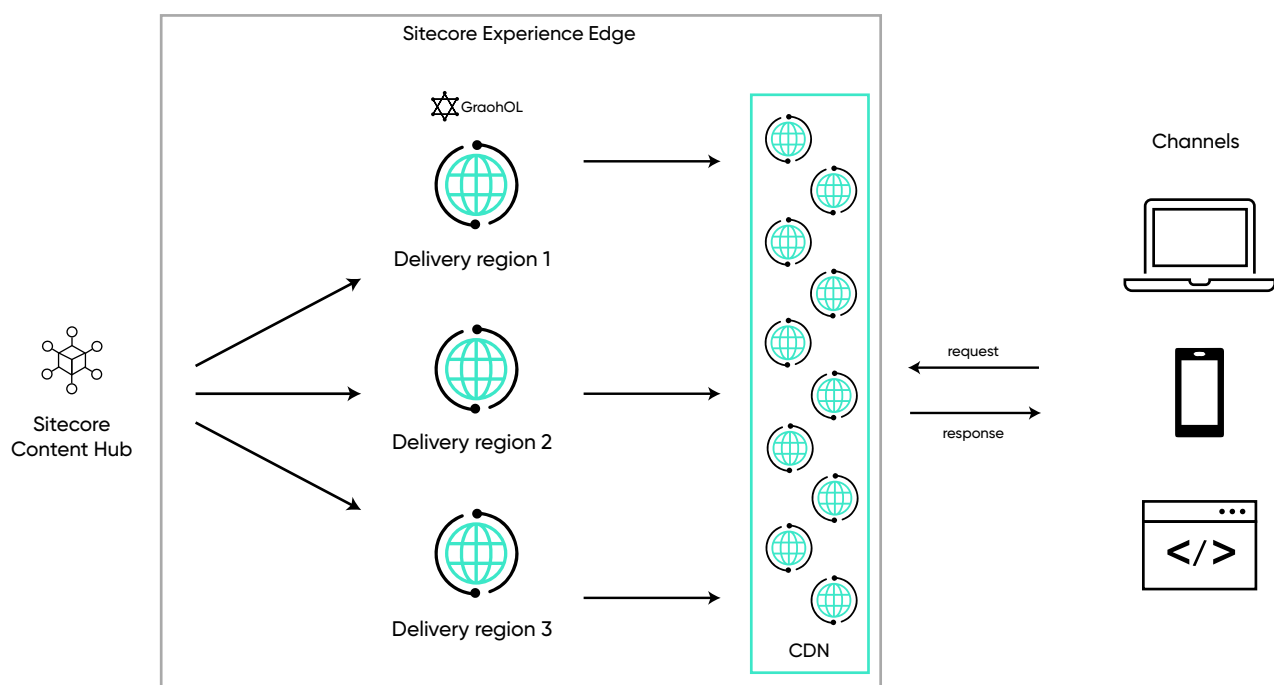
## SITECORE EXPERIENCE EDGE

Released in early 2021, Sitecore Experience Edge is all about headless content delivery. The Sitecore Experience Edge is the first step toward providing a single codebase for all devices. It's an application platform that allows an organization to build new applications quickly, with limited resources. The Sitecore team developed it as part of their focus on providing customers the most flexible and powerful platform for building digital experiences.

rendering mechanisms for HTML and CSS, including dynamic payloads and JavaScript hot swaps to enable a flexible user experience.

With Sitecore Experience Edge anything within the Sitecore Platform is publishable, from Content Hub to Experience Manager. Sitecore's Global GraphQL API allows content to sync automatically allowing all items to be viewed or actioned in real-time on any channel.

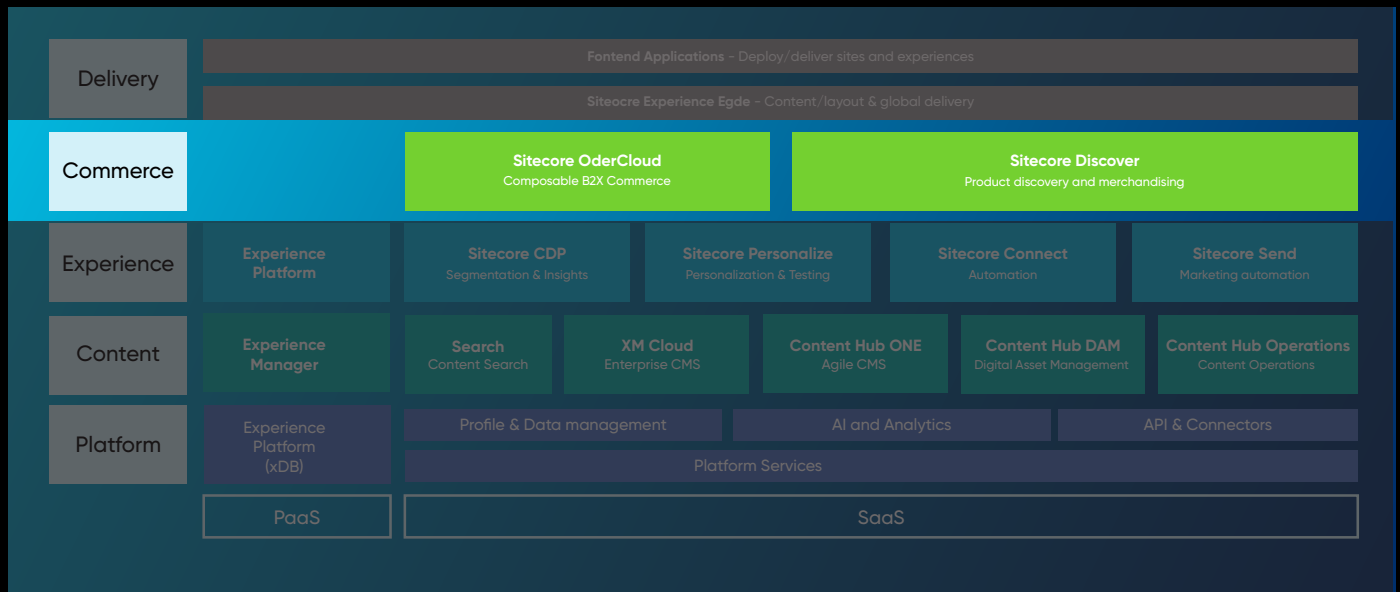
Sitecore Experience Edge is a framework that provides content delivery and custom rendering while also enabling integration with any non-Sitecore system, such as ecommerce or web analytics platforms. The framework supports both server and client-side





WHAT'S NEXT

# SITECORE COMMERCE



- **Sitecore OrderCloud**
- **Sitecore Discover**





AT A GLANCE

# SITECORE COMMERCE

## MOVING TO **ORDERCLOUD** USING HEADLESS & COMPOSABILITY AS A STRATEGY

Sitecore Commerce is a suite of tools that give businesses a turn-key solution for many commerce business models – marketplace, direct to consumer, ecommerce, or retail. With features such as personalization, dynamic segmentation, A/B Testing and automated marketing campaigns, Sitecore's DXP gives marketers the tools needed to build powerful experiences for their customers.

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### PRODUCT DETAILS

- ✎ **Future Proof:** With headless capabilities, Sitecore creates future-proof commerce experiences
- ✎ **Omnichannel:** Composability provides the right commerce experience across all channels
- ✎ **Integration:** Interoperability provides seamless integration with all systems, refining back-office tasks
- ✎ **Deliver:** Agility in the marketplace is built on composability and development processes



The commerce transaction is a customer's most important interaction with any company. That means that the more seamless and frictionless the experience, the better. It also means that the more relevant and personalized the commerce experience is to the customer context the better the transaction rate. This is where Sitecore OrderCloud has become one of the best Commerce solutions on the market.

Sitecore Commerce is made up of two key products:

- **OrderCloud**
- **Discover**

### **SITECORE ORDERCLOUD**

#### **What is Sitecore OrderCloud?**

Sitecore OrderCloud provides an open and extensible platform for headless commerce across ecommerce, mobile commerce, and brick-and-mortar integration. Sitecore OrderCloud delivers this omnichannel commerce experiences as a part of the holistic customer experience by providing out of the box integrations with leading shopping carts like Magento or Shopify as well as native integrations for iOS and Android devices.

#### **What does OrderCloud Do?**

The Sitecore OrderCloud headless commerce platform lets businesses create amazing customer experiences by empowering their teams with rich site and catalog content,

allowing them to rapidly build new experiences or extend existing ones. It enables developers who are familiar with Sitecore development best practices to reuse the same skills for building a commerce experience.

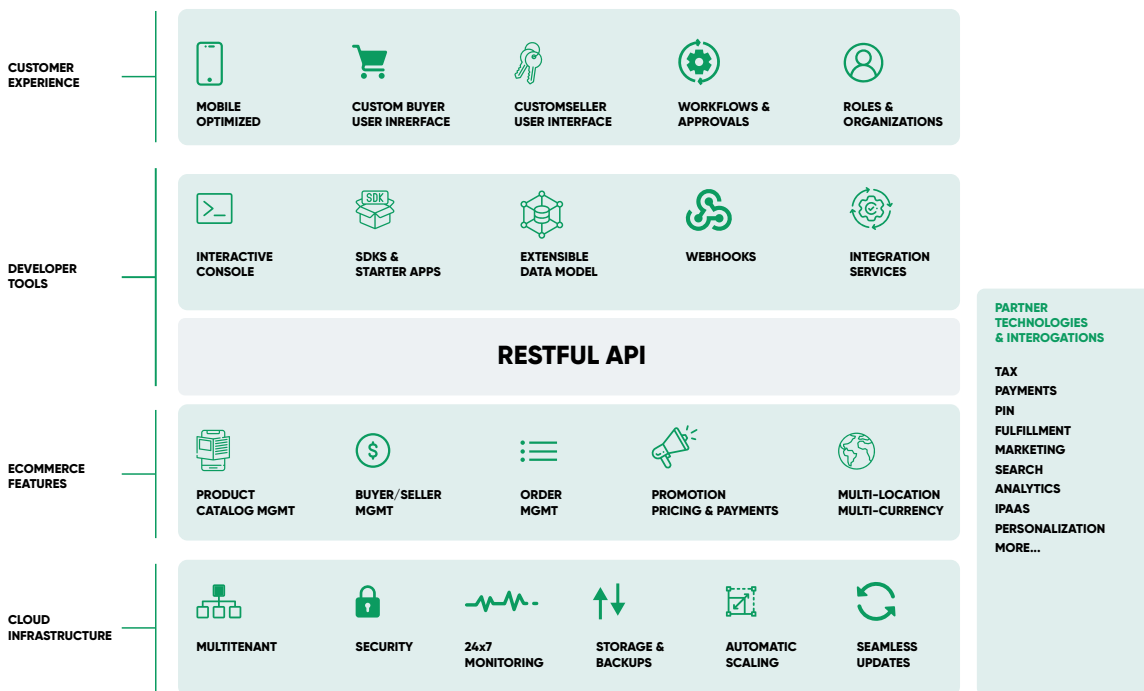
OrderCloud also offers the ability to manage product catalogs, orders, and customer data in a single place. A company can use OrderCloud's built-in reporting and analytics to get insights into how its customers are shopping across channels and make better decisions about where to focus its marketing efforts.

Sitecore OrderCloud is continuing to redefine the customer experience - helping brands create site-to-store, store-to-site and site integration by leveraging Sitecore's new Commerce Connector Framework (CCF). The CCF allows for applications or sites built on other ecommerce platforms to communicate directly with Sitecore. This is a big win for brands that want to use Sitecore as their headless commerce platform but have investments in other ecommerce platforms.

Sitecore OrderCloud is the future of headless commerce and it's just getting started.



## OrderCloud Platform Architecture



### Why is Sitecore OrderCloud Important?

Sitecore OrderCloud is important because it allows businesses to focus on the customer experience first and foremost. The platform provides an open foundation that can be extended to meet the unique needs of any business. Sitecore OrderCloud also offers a rich set of out-of-the-box integrations, which makes it easy for brands to get started with headless commerce quickly. Headless Commerce is the future of customer engagement and Sitecore OrderCloud is leading that charge.

The headless commerce experience begins with Sitecore OrderCloud. Sitecore OrderCloud is a new way to deliver ecommerce, mobile commerce and brick and

mortar integrations in the customer journey. Sitecore OrderCloud provides support for various devices across industry verticals. Headless Commerce will soon be the new standard for online retail, healthcare, education and automotive brands.

### What are the Key Differentiators for Sitecore OrderCloud?

With Sitecore OrderCloud, sophisticated and multi-faceted businesses, who are striving to extend their online selling capabilities can develop custom online commerce solutions. The headless platform seamlessly integrates with a brand's existing technology stack to drive highly targeted customer engagements and digital experiences across multiple touchpoints.




**Here are some important features of the OrderCloud:**

**Omnichannel Integration:** OrderCloud acts like a scaffold to commerce operations as an API-first, headless platform. With its omnichannel integration capabilities, brands can streamline commerce operations by connecting with multiple applications. They can also build limitless application experiences such as buyer shopping experience, order management from 3rd party tool, or setting up a separate application for suppliers or franchises to handle orders.

**Enterprise Readiness with Cloud:** As software development and delivery are cloud native in OrderCloud, the platform has the strength to handle high-performance by scaling automatically to keep the up time to maximum. The platform is deployed on Microsoft Azure – one of the most advanced and secure data centers- to ensure all the data and processes remain in a safe and secure environment.

**Platform Extensibility:** No matter how complex use case businesses are having, Sitecore OrderCloud is a one-stop solution that can be easily integrated with third-party microservices. For example, if a business

needs actions like publishing information to search engines for indexing, shipping estimation, tax calculation services etc., OrderCloud integration through webhooks and integration events allows them to quickly build all these best-in-class functionalities.



## Sitecore OrderCloud provides an open and extensible platform for headless commerce across ecommerce, mobile commerce, and brick-and-mortar integration.

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## **Personalized Shopping Experience:**

OrderCloud is built to support diverse marketplaces as it offers a slew of features for managing products, catalog taxonomy, and pricing. Put simply, brands can manage one superset of products, and then further create segments to deliver unique catalog and pricing details depending on different suppliers and buyers' groups. Or brands can offer one catalog of products with one base price to all the buyers.

Personalized shopping comes with custom catalogs designing, searching catalogs along with faceted navigation, filtering & sorting, targeted promotions, pricing and product configurations. The platform enables frictionless purchases across every customer touchpoint by navigating users as per their selected choices and preferences. This personalized shopping experience will encourage buyers to shop more and build trust in the brand.

**Marketplace:** OrderCloud has the ability to support the development and launch of two-sided marketplaces like ebay, Amazon, Airbnb, etc. This capability is quickly becoming a competitive advantage as business models and customer experiences continue to evolve. OrderCloud has the flexibility to manage multiple types of commerce strategies like traditional retail,

franchise, and direct to consumer giving businesses the flexibility to scale as needed.

## **LATEST ENHANCEMENTS IN SITECORE ORDERCLOUD**

**Inventory Record Assignments:** Users can now assign inventory to specific groups, customer types, roles, departments, or geographic regions for precise inventory access control.

**Subscription Services:** Sitecore OrderCloud supports recurring orders, offering flexibility in setting special pricing and subscription frequencies similar to services like Amazon's Subscribe & Save. The platform allows integration of ad-hoc products into subscription packages, streamlining external product information management.

**Enhanced Rules Engine:** The rules engine offers more comprehensive and flexible functions for creating promotions based on various criteria.

**Product Collection Enhancements:** Buyers can now create and share lists of products, controlling privacy and sharing settings for improved collaboration and administration.



## SITECORE DISCOVER

Another acquisition under Sitecore Commerce belt is Sitecore Discover powered by Reflektion. Sitecore Discover is a powerful commerce solution that provides product catalog management and visual merchandising features along with AI intelligence.

The Sitecore Discover platform is not just a website content management system, but also a powerful merchandising tool that allows retailers to publish rich media on merchandise websites. This way, they can sell more products while providing customers with a better experience and generating more site traffic.

Sitecore's newest release of the Discover platform offers retailers an opportunity to create engaging customer experiences by delivering personalized information in real-time based on data analytics. It's the best time yet to leverage Sitecore for outstanding customer service. Let's take a look at some of the benefits to merchandising with Sitecore Discover.

1. Sitecore's digital experience platform provides full "omnichannel merchandising capabilities" that retailers can implement in-store, online, on mobile devices and through social media. Any device can provide personalized information to customers, which increases engagement.

2. Merchandise items from any point of sale or website through the Sitecore commerce module, which lets retailers track interactions with products across all channels to improve merchandising abilities.

3. The Sitecore Experience Platform is capable of managing dynamic content for merchandise websites and creating shopping experiences. Retailers can manage content from a centralized location regardless of where it originates for increased site speed and consistency.

4. With Sitecore's merchandising solution, retailers have the ability to personalize promotion strategies across all channels for maximum conversion rates, while minimizing customer churn. As an added benefit, promotions are more effective because of the increased customer engagement.

5. Sitecore Experience Platform's merchandising solution allows management of product promotions on any device with various payment structures to optimize revenue while arming retailers with more insight into traffic and buying behavior than ever before.





# Discover offers retailers an opportunity to create engaging customer experiences by delivering personalized information in real-time based on data.

## LATEST ENHANCEMENTS IN SITECORE DISCOVER

**Developer Tooling:** Sitecore introduces developer tooling for seamless Discover integration with your ecommerce platform. This includes an Open-Source starter kit, an SDK, and a user-friendly Getting Started package, simplifying the process of incorporating Discover into your ecommerce experience.

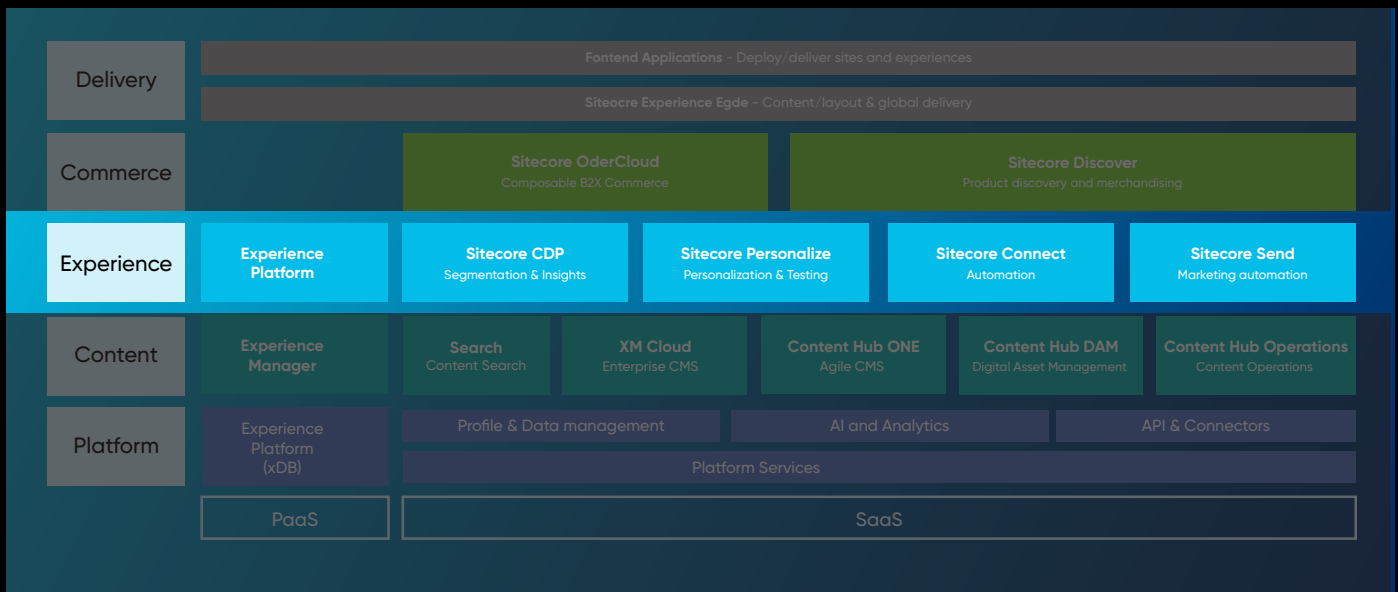
**Frequently Bought Together Automation:** Discover now supports automating the "Frequently Bought Together" shopping experience. It uses insights from individual buyer behavior to deliver personalized product recommendations, enhancing the shopping journey.

**Navigational Enhancements:** New out-of-the-box support for hierarchical category facets improves navigation. It displays direct subcategories on category pages, making it easier for customers to find products quickly.



WHAT'S NEXT

# SITECORE ENGAGEMENT



- Experience Platform
- Sitecore CDP
- Sitecore Personalize
- Sitecore Send
- Sitecore Connect



WHAT COMES NEXT

AT A GLANCE

# SITECORE EXPERIENCE

A SINGULAR PLATFORM TO DELIVER  
OMNICHANNEL CUSTOMER  
EXPERIENCES **AT SCALE & FOR  
EACH INDIVIDUAL**

Sitecore Experience provides a unified platform that combines customer data, analytics, AI, and marketing automation capabilities to nurture customers throughout their journey with personalized content in real time across any channel.

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## PRODUCT DETAILS

- ✎ **Customer Centricity:** Make decisions based on the customer data, not rules alone
- ✎ **Experience First:** Composable Experiences created across marketing, merchandising, search, personalization and email
- ✎ **Marketing Tools:** Plan and deploy omnichannel marketing activities that are progressively personalized
- ✎ **Integration:** Composable modules provide seamless integration within MarTech stacks and other systems



Sitecore's new customer experience platform is changing the way industries are doing business. The Sitecore Experience Platform (XP) is the world's first platform that uses customer data to power innovation in marketing, merchandising, site search, personalization and email. It delivers unique experiences for customers who are eager to do business with companies that prove they know them.

### **What is the Sitecore Experience Platform?**

The Sitecore Experience Platform uses customer data along with other datasets such as search, marketing and product information to power innovation in marketing, merchandising, site search, personalization and email.

Unlike other customer experience platforms on the market, Sitecore XP doesn't rely on rules-based decisioning or predetermined workflows. Instead, XP uses unique, customer-driven data to deliver unique experiences that are timely and relevant.

The Sitecore Experience Platform provides companies with a new way of doing business by delivering unique experiences for today's connected customer, who is eager to do business with companies that prove they know them.

The Sitecore Experience Platform is quickly gaining a reputation for being the most

customer-centric platform on the market.

Sitecore has been recognized as a Leader in the Gartner Magic Quadrant for Web Content Management, and Visionary in the Forrester Wave for Marketing Automation.



**It opens a world  
of possibilities for  
businesses to  
create unique  
customer  
experiences that  
are tailored to  
their needs.**



## What are some of the features of the Sitecore Experience Platform?

- Delivers the most relevant experience at every step of the customer journey
- Personalizes content in real-time to deliver a unique, consistent and synchronized brand experience across all devices
- Simplifies complex customer data management with APIs that allow companies to manage information easily in one place.
- Helps businesses to operate more efficiently and effectively by automating marketing processes

"The Sitecore Experience Platform is a game changer for the customer experience industry," says Steve Lamensdorf, SVP, Head of Customer Experience at Icreon. "It gives businesses the ability to create unique, relevant experiences for their customers that reflect who they are and what they care about."

## How does it work?

The Sitecore Experience Platform works by taking customer data – such as demographics, interests and purchase history – and combining it with other datasets such as search, marketing and product information. This unique combination of data is used to power innovation in marketing, merchandising, site search, personalization and email.

XP uses unique customer-driven data to deliver unique experiences that are timely and relevant.

Marketing, merchandising and email can be combined to create more effective messaging based on real-time consumer behavior. This allows businesses to build better relationships with its audience, while at the same time, increasing sales and ROI.

Sitecore's XP is the first platform of its kind that can provide this level of personalization. It opens a world of possibilities for businesses to create unique customer experiences that are tailored to their needs.

There are many advantages to using XP, such as:

- Increased sales and ROI
- Better customer relationships
- Increased efficiency and productivity
- Faster time to market

Sitecore Experience is made up of four key products:

- **Sitecore CDP**
- **Personalize**
- **Send**
- **Connect**



## **What is Sitecore Customer Data Platform (CDP)?**

Sitecore CDP is a real-time customer data platform that provides an enterprise marketing suite with out-of-the box capabilities for marketers to leverage the power of data in their everyday work.

The solution's core features include global profiles across all channels, campaign automation, digital experience management, audience targeting and real time analytics. CDP helps companies to collect, clean and unify customer data from all sources in real time. Marketers can then use this data to build better relationships with their customers through more relevant marketing and experiences.

Sitecore's CDP is fully integrated with the Sitecore Experience Platform, which provides a unique combination of capabilities for customer engagement.

## **What's more exciting- Sitecore and Boxever Unification**

As a leading digital experience platform (DXP), Sitecore has acquired Boxever in 2021 to empower brands with technologies & tools to deliver unprecedented personalization at scale. Including all the capabilities of a CDP, the Boxever CDP offers advanced customer segmentation with a comprehensive view of the entire customer journey to enable real-time decisioning. The advanced CDP ingests and activates behavioral data from front-end

channels like web, mobile, email, app, & contact center.

This behavioral data when combined with enterprise customer data unlocks intelligence and drives targeting, segmentation and tailored message selection & management to marketing, commerce, and customer experience tech stack. The Sitecore CDP is a cloud-based data solution. It can be integrated with a website and any other channel through a simple JavaScript tag or combined with data sources via APIs.

## **Key Features of the Sitecore CDP**

Today, brands are leveraging the power of CDP to capture, aggregate, and activate data. Right from marketing to sales and eCommerce divisions, organizations across different departments are using CDP - powered analytics and reporting tools to capture insights on the outcomes of the activities.

CDP helps companies to collect, clean and unify customer data from all sources in real time. Marketers can then use this data to build better relationships with their customers through more relevant marketing and experiences.

Sitecore's CDP is fully integrated with the Sitecore Experience Platform, which provides a unique combination of capabilities for customer engagement.



Along with core data management capabilities, let's explore what other advanced features Sitecore CDP entails to enrich digital experiences.

## CDP Data Management: Data Collection, Profile Unification, Segmentation

One of the core features of a CDP is to collect data from a variety of sources, online and offline, in real-time in limitless volume. Data collected by a CDP includes topline information about a customer like preferred channel, days most active, personal contact, and spend details. Besides, the data includes types of sessions across digital mediums, loyalty data, past service data, etc.

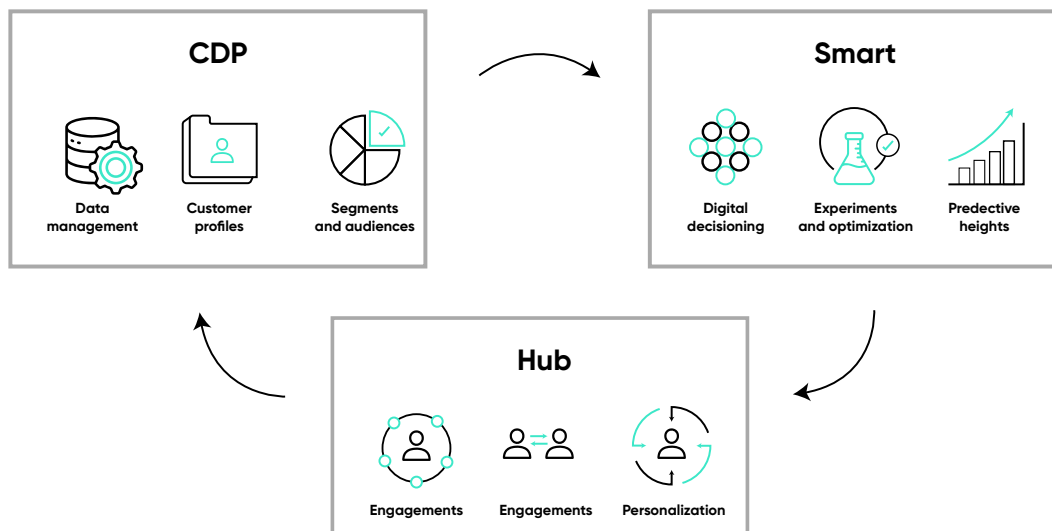
Sitecore CDP breaks down the data silos and organizes the data in terms of profile unification and segmentation. The profile

unification feature holds the ability to consolidate profiles for every customer on the basis of previous purchases, browsing history and transactional data. Using Personal Identifiable Information (PII), CDP connects specific attributes to specific identities to bring visibility around the channels. This means recognizing every customer in every moment- cleaning data and connecting devices to that single individual.

Segmentation lets marketers explore audiences across the captured customer data. Within the CDP, each segment contains a group of customers that share similar attributes & behaviors. They can be used for real-time targeting on various digital platforms and power up marketing campaigns.

## Smart Hub CDP

### Key Capabilities



## Hub: Activation or Orchestration of Data

The Smart Hub CDP then orchestrates these customer interactions across every digital medium, allowing the right message to reach the right audience at the right time. The main purpose of the Hub feature is to decide how to use the data and intelligence ingested by the various platforms to delight customers with meaningful interactions, no matter what device, platform, and channel they are using.

## LATEST ENHANCEMENTS IN CDP

**New analytics homepage:** The revamped analytics section on the CDP homepage displays real-time website metrics, offering interactive visitor and view overviews.

**Enhanced insights:** CDP reports provide powerful insights for optimizing websites, understanding customer behavior, and data-driven decision-making in digital marketing.

**Audience Sync improvements:** Marketers can now quickly target customers, filter custom segments, and export in real-time with enhanced Audience Sync.

**Unified data view:** The newly introduced Data Browser module helps understand data quality and quantity for upcoming campaigns.

**Batch segmentation upgrades:** Sitecore CDP batch segmentation allows business users to create segments easily using various fields and attributes.

**Cloud Portal access:** Sitecore CDP is accessible on the Sitecore Cloud Portal, streamlining navigation between Sitecore solutions.

**Simplified integration:** Integration with Sitecore CDP is made easier via Sitecore Connect, facilitating seamless data interchange with other applications.

## WHAT IS SITECORE PERSONALIZE?

Sitecore Personalize is a fully integrated solution that takes customer data such as purchase history and demographics and uses it to make the right content appear at the right time.

By applying this data, Sitecore can deliver relevant and timely messages based on how consumers behave online. This helps businesses build better relationships with their audiences while increasing sales and ROI.

Sitecore Personalize is fully integrated with the Sitecore Experience Platform, which provides a unique combination of capabilities for customer engagement.



## LATEST ENHANCEMENTS IN PERSONALIZE

### **Personalize and XM Cloud integration:**

Combining Sitecore Personalize and XM Cloud delivers flexible content and full-stack personalization, enabling scalable digital experiences.

**Unified access and roles:** Sitecore CDP and Personalize offer unified access through Sitecore Cloud Portal, enhancing user experience with standardized role management and secure multi-factor authentication.

**Real-time targeting conditions:** Marketers can now target visitors based on real-time parameters like location and device using Conditions, available for XM Cloud + Personalize license users, ensuring seamless personalization across platforms.

### **Enhancements and developer experience**

**updates:** The updates include a new navigation menu, streamlined Experiences and Experiments, a Site Analytics homepage for real-time metrics, and a Developer Center with JS Modules and User Generated Tokens (UGTs) for centralized developer access to tools and resources.

## WHAT IS SITECORE MARKETING AUTOMATION?

Sitecore Marketing Automation is an integrated solution that automates marketing processes and helps companies to orchestrate multi-channel campaigns.

The solution includes features such as lead management, marketing resource management, email marketing, social media marketing and campaign analytics.

Marketing Automation helps companies to improve their marketing efficiency and effectiveness by automating common tasks and providing a single view of the customer across all channels.

Sitecore Marketing Automation is fully integrated with the Sitecore Experience Platform, which provides a unique combination of capabilities for customer engagement.

By leveraging Sitecore's XP, marketers can create personalized content that resonates with customers, leading to increased sales and ROI. Additionally, XP's tight integration with the Sitecore Marketing Automation and Personalization solutions allows for a streamlined workflow that improves marketing efficiency and effectiveness.



## WHAT IS SITECORE SEND?

Sitecore Send is a cloud-based email marketing solution that helps businesses to create, send and track email campaigns. Sitecore Send is built on the acquisition of Moosend – which created a simple UI for marketers to deliver powerful email solutions.

The solution includes features such as dynamic content, personalization, A/B testing and campaign analytics. Marketers can set up automated email workflows, including welcome sequences, abandoned cart reminders, and personalized recommendations, thereby saving time and delivering timely and contextually relevant messages. Additionally, the platform offers in-depth analytics and reporting, enabling marketers to track the performance of their email campaigns and make data-driven decisions to refine their strategies continuously.

Sitecore Send is fully integrated with the Sitecore Experience Platform, which provides a unique combination of capabilities for customer engagement.

## LATEST ENHANCEMENTS IN SITECORE SEND

**Sitecore Send and Content Hub DAM:** The integration of Sitecore Send with Sitecore Digital Asset Management (DAM) empowers Send users to utilize DAM images in their campaigns.

**Sitecore Send and Sitecore Connect:** Sitecore Send now seamlessly integrates with Sitecore Connect, enabling easy subscriber management based on external application triggers.

**CSA Certified:** We've achieved certification from the Certified Senders Alliance (CSA), enhancing the credibility and deliverability of our emails to your audience.

**Mobile-friendly design:** Sitecore Send's mobile-friendly design enables you to manage email marketing from your mobile devices, offering customization of campaign settings, landing pages, and subscription forms.

**Audience discovery automation:** Leverage automatically discovered segments and auto-created campaigns through audience discovery, allowing for more personalized content delivery to highly engaged customers.

## WHAT IS SITECORE CONNECT?

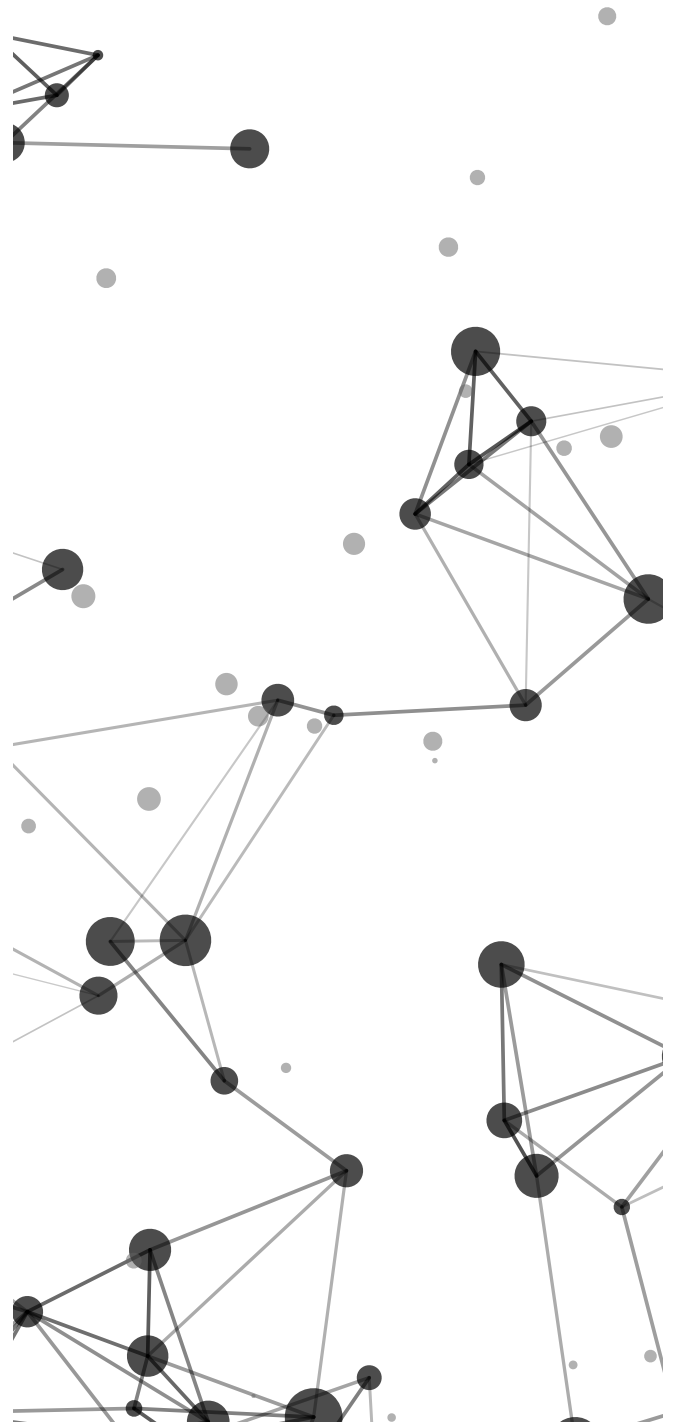
Sitecore Connect is a pivotal component focused on creating seamless integrations with various third-party systems and applications. This product acts as a bridge that connects Sitecore's powerful digital experience platform with other critical tools, enabling organizations to create a holistic and integrated digital ecosystem.



Sitecore Connect ensures that data flows effortlessly between different systems, such as CRM, e-commerce, marketing automation, and analytics platforms. This interoperability streamlines data management and enhances the ability to provide personalized and consistent experiences across all customer touchpoints.

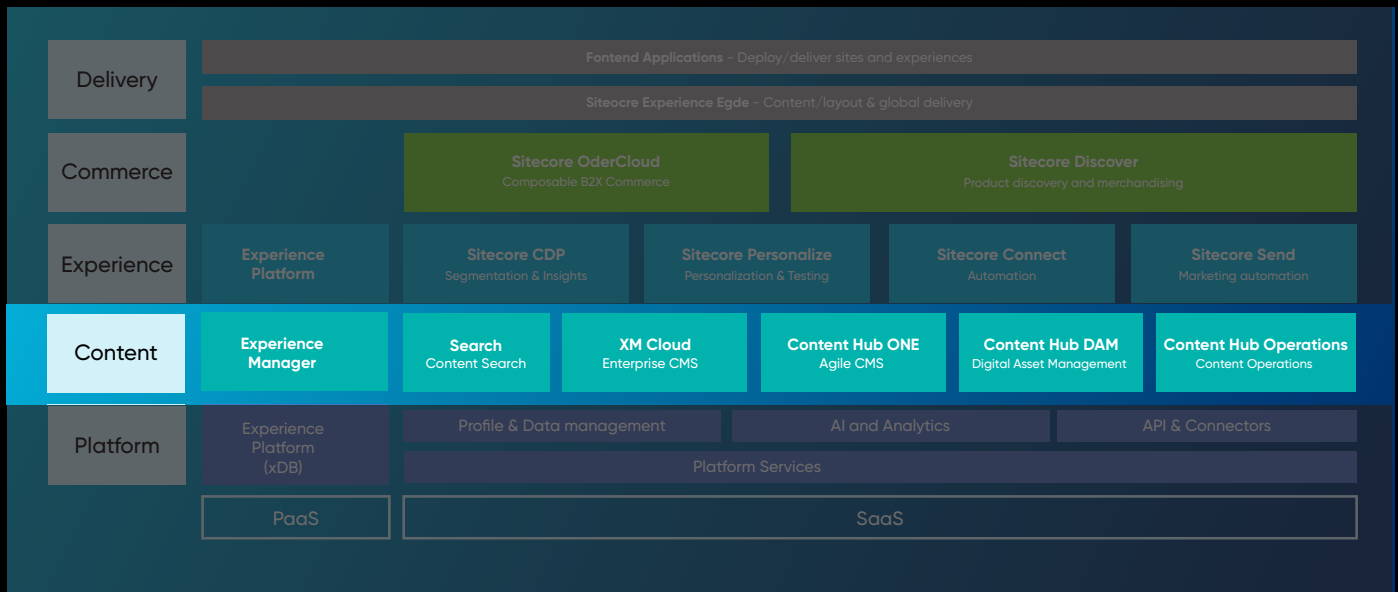
Sitecore Connect's versatility and adaptability allow organizations to choose and configure integrations that align with their unique business needs. Whether it's integrating with a popular CRM system to enhance lead nurturing or connecting with an e-commerce platform to optimize the online shopping experience, Sitecore Connect empowers businesses to tailor their digital strategy by selecting the right integrations.

By simplifying data exchange and automating processes, Sitecore Connect empowers businesses to deliver more relevant and impactful digital experiences to their customers, fostering stronger engagement and loyalty.



WHAT'S NEXT

# SITECORE CONTENT



- Experience Manager
- Search
- XM Cloud
- XM Cloud plus
- Content Hub One
- Content Hub DAM
- Content Hub Operations



AT A GLANCE




# SITECORE CONTENT

## TRUE **END-TO-END CONTENT MANAGEMENT** – CREATION TO PUBLISHING TO PERSONALIZATION

Sitecore Content solution combines the following powerful tools - Experience Manager (XM), Search, XM Cloud, Content Hub ONE, Content Hub DAM, Content Hub Operations- into one integrated platform that provides modern marketers with end-to-end content management experience. It gives them the power they need to build amazing websites while freeing their team up to focus on delivering great customer experiences through other channels in real-time.

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### PRODUCT DETAILS

-  **Planning & Creation:** Single location to plan, design, personalize and publish content across channel
-  **Personalization:** Omnichannel content design and publishing and customization based on analytics & customer rules
-  **Workflows:** Provide an end-to-end management workflow with a single source of truth





### **The Power of Sitecore Content: Delivering an end-to-end content management solution**

Imagine this scenario: your newsroom is overwhelmed by the hundreds of digital assets that need to be posted across social, search engine marketing, display advertising, email marketing and more. You have three days to prepare for an IPO – which means you are up against a major deadline with no room for error.

Now imagine being able to create twice as many assets, in half the time. That's exactly what happened for a major media company who used Sitecore Content.

By creating twice as many assets in half the time, this media company was able to better serve their customers across all channels. This is just one example of how marketers are using Sitecore Content to get more done faster with improved quality and visibility.

Sitecore Content is made up of five products:

- **XM Cloud**
- **Search**
- **Content Hub One**
- **Content Hub DAM**
- **Content Hub Operations**

Sitecore Content is delivering an end-to-end content management solution designed to simplify the lives of marketers. With Sitecore Content, marketers can create content faster

and more efficiently as well as experience better visibility into content performance. From ideation to creation to publishing, Sitecore Content is a single source for all things content – made up of three distinct components: Sitecore Experience Manager (XM), XM Cloud, Search, Sitecore Content Hub ONE, Sitecore Content Hub Digital Asset Management (DAM) and Content Hub Operations.

Sitecore Experience Manager has everything needed for managing digital marketing campaigns with integrated tools like web forms, surveys, contact databases, lead scoring, and more. It's not just for marketing campaigns though; Sitecore Experience Manager is evolving into an Enterprise Marketing Management solution to help streamline all customer-related tasks across the board. With its intelligent design capabilities, a company can create personalized experiences for each visitor based on their behavior, location, or any other criteria it wants to track.

Sitecore Experience Manager Cloud (XM Cloud) is a comprehensive, self-service deployment platform designed for developers and marketers, offering a seamless way to launch compelling omnichannel experiences in the Cloud by leveraging Sitecore's headless CMS.



Finally, we have Sitecore Content Hub – Content Hub ONE, Digital Asset Management (DAM) and Content Hub Operations. Content Hub is a centralized repository for all digital assets, making it easy to find and use the files needed when creating web pages, emails, or other marketing collateral. It also includes powerful tools for managing and publishing content, so it can get content online quickly and easily.

With Sitecore Content, a company has everything needed for content management from start to finish:

- Content creation and ideation tools
- Web forms, surveys, lead scoring, and more
- Real-time insights on web site visitor behavior and engagement
- Integrated marketing automation capabilities

### **WHAT IS SITECORE EXPERIENCE MANAGER (SXM)?**

Sitecore Experience Manager is the central component of the Sitecore Content offering, providing everything needed for managing digital marketing campaigns as well as other customer-related tasks across the board. It includes integrated tools for web forms, surveys, contact databases, lead scoring, and more, making it an ideal solution for managing all marketing needs in one place.

Sitecore Experience Manager is intuitive, easy to use, and delivers powerful campaign insights in real-time. A brand can create personalized experiences for each visitor based on their behavior, location, or any other criteria a company will want to track. And the SMTP integration lets a company trigger automated marketing campaigns using its email tool of choice.

There are many benefits to using Sitecore Experience Manager, including:

- Multisite and multilingual content management
- Streamlined digital marketing campaigns
- Form builder with drag-and-drop interface
- Easily manage all customer-related tasks across the board
- Quick and easy deployment of web content
- Real-time insights on web site visitor behavior and engagement
- Seamless integration with email platforms
- Personalized experiences for each visitor



## WHAT IS SITECORE XM CLOUD?

Sitecore XM Cloud is a pivotal offering within the Sitecore Content product suite, designed to provide organizations with a scalable and cloud-based content management solution. This platform empowers businesses to create, manage, and deliver digital content across various channels, ensuring consistent and engaging customer experiences.

Sitecore XM Cloud simplifies the content management process, offering a user-friendly interface for content creation and editing, making it accessible to both technical and non-technical users.

One of the standout features of Sitecore XM Cloud is its focus on personalization. It enables organizations to deliver highly tailored content to individual visitors based on their behavior, preferences, and demographics. This not only enhances user engagement but also increases conversion rates.

Additionally, the cloud-based architecture ensures high availability, scalability, and automatic updates, allowing organizations to focus on content strategy rather than infrastructure management. Sitecore XM Cloud is a valuable asset for businesses seeking to create, manage, and optimize their digital content effectively while delivering personalized and consistent customer experiences.

## LATEST ENHANCEMENTS IN XM CLOUD

**XM Cloud Components:** Create stunning digital experiences with Sitecore's XM Cloud Components, a front-end-as-a-service application. Build and customize visual components for your website while adhering to your brand's style using an intuitive WYSIWYG editor.

**Styles Library:** Achieve visual consistency effortlessly with the Styles library for on-brand style rules.

**Components Builder:** Craft website components from scratch or import a React component and customize it with ease.

### Flexible Device Layouts in the Pages

**Application:** Ensure a seamless user experience on any device with Sitecore's expanded device layout options. Visualize your pages on diverse devices and screens accurately.

**Custom Language Support:** Expand your global reach by overcoming language barriers. Easily add custom languages by combining an ISO language code with a country/region code to target specific audiences.



### WHAT'S NEW? SITECORE XM CLOUD PLUS

Sitecore XM Cloud Plus is a game-changing solution that defines the future of content management. This comprehensive and future-ready bundle seamlessly incorporates the cutting-edge Sitecore XM Cloud, an intuitive SaaS CMS, with AI-powered personalization and search capabilities, omnichannel reach, advanced analytics, and an impressive library of over 1000 prebuilt connectors.

It's a one-stop solution for businesses looking to supercharge their content management strategy. With its intuitive content creation and management tools, Sitecore XM Cloud Plus empowers businesses to craft engaging, personalized content with ease, optimizing every aspect of their digital presence.

For enterprise brands, XM Cloud Plus is a revelation. It skillfully combines the proven capabilities of Sitecore's composable DXP, enabling companies to swiftly transition to a composable strategy that keeps them at the forefront of the ever-evolving digital landscape.

This solution caters to the pressing needs of enterprises looking to drive tangible value rapidly, delivering AI-powered personalization, advanced search optimization, and a robust omnichannel content center.

With comprehensive analytics and insights, businesses can make data-driven decisions that lead to greater success. The seamless integrations and connectivity options offered by XM Cloud Plus make it the ultimate choice for forward-thinking companies seeking a competitive edge.

### WHAT IS SITECORE SEARCH?

Sitecore Search is a fundamental component of the Sitecore Experience Platform, a versatile content management system and digital experience platform used by businesses and organizations to create, manage, and optimize their websites and digital content.

At its core, Sitecore Search provides a robust mechanism for users to search, retrieve, and display content efficiently. It does this by indexing vast volumes of content, such as web pages, documents, and multimedia files, and enabling users to query this indexed data with precision.

Whether it's a website visitor searching for specific information or a marketer looking to deliver personalized content to a user, Sitecore Search plays a pivotal role in ensuring that the right content is delivered at the right time.

One of the key strengths of Sitecore Search is its ability to empower organizations to



enhance the user experience. It offers features like faceted search, which allows users to filter search results by various criteria, making it easier for them to find what they're looking for.

Additionally, Sitecore Search can leverage machine learning and artificial intelligence to provide personalized search results, recommendations, and content suggestions based on user behavior and preferences. This not only drives higher user engagement but also helps businesses improve their digital marketing efforts, ultimately contributing to the success of their online initiatives.

### LATEST ENHANCEMENTS IN SITECORE SEARCH

**Cloud Portal Integration:** Simplify platform management by consolidating Sitecore Search into the Sitecore Cloud Portal. Manage all your Sitecore products within a single workbench for streamlined administration.

**Faster Onboarding:** The revamped onboarding experience ensures easy web crawler setup. Smart defaults and step-by-step guidance expedite your initial data source configuration.

**Enhanced Personalization with Segment Support:** Robust segment support enables precise content rule targeting by creating

segments from your Customer Data Platform (CDP).

#### **Expanded Data Ingestion Options:**

Introducing powerful source connectors like the Push API and API Crawler. Enjoy faster indexing, valuable analytics, and seamless troubleshooting with data ingestion options in JSON format or REST API endpoints.

**Geo-location Filtering:** Unlock location-based experiences with Sitecore Search. Recommend content, sort results, and create targeted promotions based on location, popularity, and recency.

### WHAT IS CONTENT HUB ONE?

Content Hub ONE is a comprehensive and dynamic digital asset management (DAM) solution that empowers organizations to efficiently create, manage, and distribute their digital content. It serves as a central hub for all content-related tasks, streamlining workflows and ensuring that teams can collaborate seamlessly.

With Content Hub ONE, users can organize their digital assets, such as images, videos, documents, and creative files, in a centralized repository, making it easy to access and share content across departments and channels.



One of the key features of Content Hub ONE is its ability to enhance content creation and collaboration. It offers collaborative tools for teams to work together on content projects, with version control, approval workflows, and integrations with creative software. This not only improves the content creation process but also ensures consistency in branding and messaging.

Moreover, Content Hub ONE supports multi-channel distribution, enabling organizations to deliver content to various platforms, including websites, social media, e-commerce sites, and print media. Overall, Content Hub ONE is a powerful tool for businesses looking to optimize their content management and distribution efforts in today's digital landscape.

### **WHAT IS CONTENT HUB DAM?**

Content Hub DAM, or Digital Asset Management, is a specialized software solution designed to help organizations efficiently store, organize, and manage their digital assets, such as images, videos, documents, and creative files. It acts as a central repository for all digital content, allowing businesses to easily search for, access, and distribute their assets.

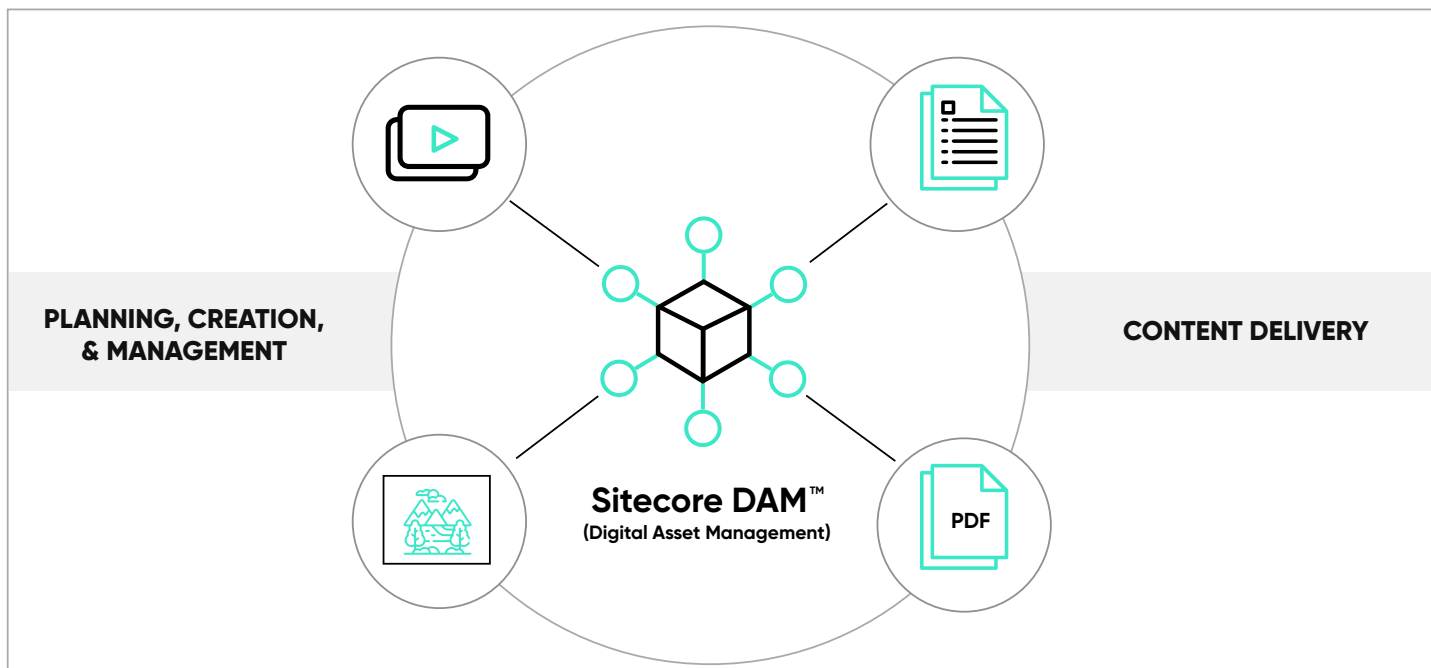
Content Hub DAM provides a structured and intuitive interface that not only simplifies

content storage but also streamlines collaboration and content delivery processes across various departments and channels.

One of the key advantages of Content Hub DAM is its role in improving content workflows and productivity. It offers features like metadata tagging, version control, and approval workflows, ensuring that teams can work together on content creation and maintain consistency in branding and messaging.

This centralization of digital assets eliminates the risk of file duplication and enables users to easily locate and reuse assets, saving time and resources. Furthermore, Content Hub DAM often integrates with other software tools and platforms, making it an asset for businesses looking to enhance content management and distribution strategies while maintaining control over their digital resources in today's fast-paced digital landscape.





## HOW DOES SITECORE DAM HELP MARKETERS?

Sitecore DAM helps marketers by:

- Making it easy to find and use the right files, quickly and efficiently
- Allowing users to preview files in their entirety on any device, ensuring that they always have the best possible overview of what they are working on
- Offering a fast and efficient user experience that is mobile-optimized for seamless browsing on any device

A digital marketing campaign can be a daunting task requiring assets such as images, videos, scripts, text copy, social messages and more. When these assets are scattered across different software platforms, it can lead to a frustrating and

time-consuming workflow. With Sitecore DAM as part of the Sitecore content management solution, marketers have all the tools they need in one place. This not only saves time but also provides for better visibility into the entire content creation and deployment process.

When campaigns are created with Sitecore DAM, marketers will have a single source of truth throughout the process. This ensures that all team members are working from the same complete picture at each stage, no matter what device they're using. And with Sitecore Digital Marketing Analytics, teams will know exactly how effective campaigns are in getting results – including which assets are most effective and who is engaging with them.





# When campaigns are created with Sitecore DAM, marketers will have a single source of truth throughout the process.

## WHAT IS CONTENT HUB OPERATIONS?

Content Hub Operations is an integral component of the Sitecore Content Hub, a robust content management and marketing platform. It plays a vital role in helping organizations streamline and optimize their marketing operations by providing a unified and collaborative workspace.

Content Hub Operations enables teams to plan, manage, and execute their marketing campaigns with greater efficiency and

effectiveness. It offers features such as project management, workflow automation, and collaboration tools, all within a centralized platform, making it a valuable resource for marketing professionals.

One of the key benefits of Content Hub Operations is its ability to improve marketing project management. It allows users to plan and track campaigns, allocate resources, set milestones, and create automated workflows that streamline the content creation and approval process.

This not only reduces the chances of bottlenecks but also ensures that marketing projects are executed in a timely and organized manner. Additionally, Content Hub Operations provides a collaborative environment where team members can work together, share assets, and communicate, fostering better coordination and productivity among marketing teams.

Overall, Content Hub Operations is a powerful tool for businesses aiming to enhance the efficiency and effectiveness of their marketing operations while maintaining control over their marketing campaigns.



# SITECORE PLATFORM



- Experience Platform (xDB)
- Profiles & Data Management
- AI & Analytics
- API & Connectors
- Platform Services



AT A GLANCE




# SITECORE PLATFORM

DECISIONS AT THE SPEED OF  
BUSINESS; EXPERIENCES AT THE  
**SPEED OF THE CUSTOMER**

Sitecore Platform delivers analytics, insight and decisioning based on a single view of a customer across all channels - including web analytics, marketing automation, CRM & even customer service interactions. It also includes AI powered by Machine Learning which enables a company make better decisions with confidence using one simple interface. This means it can spend less time crunching numbers and more time growing.

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## PRODUCT DETAILS

-  **Single View of Customer:** Data capture across channel with security and privacy
-  **Decisioning:** AI and ML tools to deliver real-time insights for rapid and strategic decision-making
-  **Implementation:** Expand and extend customer insight and activation across tools with interoperability and seamless integration



It's a common misconception that the only way to analyze data is with complex statistical models. In fact, there are many other methods of analyzing data which can be just as effective and sometimes even better than statistics. One such method is machine learning. With this approach, computers learn from past experience in order to make predictions about the future based on patterns they have found in large datasets. This type of analysis can be applied to any type of dataset and has been used for everything from predicting crime rates to determining optimal marketing strategies for companies like Nike or Netflix. But how does it work?

In short, there are two steps: training and prediction. First, a computer is trained by feeding it examples of what a company wants it to learn about (e.g. images of cats and dogs). The computer will then look for patterns in these examples which it can use to make predictions about new data (e.g. pictures of other animals). The more data an organization gives it, the better it becomes at making predictions.

This is where big data comes in. With so much data available to us from a multitude of sources, companies are using it to improve their businesses in ways not possible before. In addition, machine learning can be used to make massive data sets readable and

understandable for humans.

First popularized by Big Data pioneer Doug Laney, the 3Vs of big data refer to volume, variety, and velocity: there's so much data, and it's coming in from lots of different sources with varying formats. For example: Sitecore customers collect an average of 25 terabytes of unstructured customer data every day. This is too much for most companies to handle using traditional computing systems or software tools. However, when such large amounts of information are stored in a single platform, the possibilities for analytics are endless. The data can be analyzed to find patterns and trends in customer behavior, design optimizations, targeting improvements, and more - which is why Sitecore built its Experience Database (xDB) on a NoSQL database.

As its name suggests, NoSQL isn't focused on using SQL queries to analyze data. Rather, it's designed for handling big data sets which can be difficult (if not impossible) to work with using traditional database management systems. NoSQL databases are also more scalable than traditional ones, meaning they can handle increasing amounts of data without becoming overloaded.



Adding machine learning to the mix can take big data analysis to a whole new level. By using computers to learn from data, we can uncover trends and patterns that would be difficult or impossible for humans to find on their own. This is where Sitecore's xDB comes into play.

xDB collects all the customer data generated by Sitecore tools and services - including web analytics, marketing automation, and even customer service interactions - and then applies Sitecore AI and machine learning algorithms to that data. This results in a single, unified view of the customer which is accessible from any channel.

Some companies find that xDB can automatically predict whether or not someone will purchase an item without requiring them to fill out complicated forms or provide detailed information about themselves. This is because the xDB's machine learning algorithms analyze patterns in how a customer interacts with a site and then identifies when someone might be interested in making a purchase. Based on these predictions, Sitecore can tailor different messages and calls-to-action to such customers without requiring them to take any additional steps.

Brandwatch, an online social media monitoring company, is one such business

that has seen success using Sitecore's xDB. The company collects data from more than 80 million social media sources in more than 190 languages, and then uses machine learning algorithms to analyze that data in order to provide insights to its customers.

Sitecore's xDB is perfect for businesses that want to take advantage of big data and AI/ML, but don't have the resources or expertise to do so themselves. It provides a single platform where all customer data can be easily accessed and analyzed, making it easy for marketers and analytics professionals to conduct their own experiments and discover new ways to boost sales, improve user experience, and better understand customers. By using xDB, businesses can gain insights into how their brands are being talked about on social media, in near real time. Additionally, xDB makes it easy for marketers and analytics professionals to conduct their own experiments and discover new ways to boost sales, improve user experience, and better understand customers.

Sitecore Platform leverages four core products:

- **Profiles & Data Management**
- **AI & Analytics**
- **API & Connectors**
- **Platform Services**



## PROFILES & DATA MANAGEMENT

Sitecore's xDB is a flexible and scalable platform enabling marketers to manage large volumes of digital data.

Users can easily manage profiles with the Profiles and Data Management features of xDB. The Profiles component lets a company create its own custom fields that have significance for its organization, then use these fields to target audiences more precisely. By using targeted audiences, organizations can take advantage of better engagement by showing personalized content that resonates with their users.

The Data Management functionality in xDB lets a company store huge amounts of data in a single place without adding a lot of complexity to a website. This makes it easy to keep all data in one place to access it whenever needed.

By combining these two components, marketers can store their customer data in a central repository and use it to power audience targeting. By using targeted audiences, organizations can take advantage of better engagement by showing personalized content that resonates with their users.

xDB is unique from other profile management

systems because a company only has to put information in one place. It doesn't have to do anything special with a website, just configure it once in xDB and it's ready to go.

Now, a company can programmatically create and manage these fields in xDB. It can add new fields to the system at any time and use them in segmentation for personalization or marketing automation systems that rely on Sitecore Experience Database (xDB). xDB also uses Sitecore's layouts and renderings to ensure personalization looks great on any device.

## WHAT IS SITECORE AI?

Sitecore AI is a tool that helps marketers and analysts create personal experiences for their customers. Sitecore claims to be the "first enterprise-grade experience management platform designed from the ground up using artificial intelligence." Through this technology, a company can automatically design personalized content that's optimized for every individual, produce more relevant communications with its audience, and get insights from every interaction.



Sitecore AI uses machine learning algorithms to analyze and interpret customer data and then predicts what they might want and need based on that information. This allows a company to provide better experiences for them, which should lead to increased engagement and higher conversions. Sitecore AI works by providing a single view of each customer – including social media interactions, product preferences, and more – which marketers can use to create more personalized experiences.

### **WHAT IS SITECORE ANALYTICS?**

Sitecore Analytics helps marketers and analysts take advantage of data collected through Sitecore Experience Database to make business decisions. Through this platform, users can conduct real-time analysis on all customer interactions – including web behavior, social media posts, and more – to inform optimized marketing campaigns.

There are two platforms offered by Sitecore Analytics: Sitecore BI and Sitecore Experience Analyzer. Sitecore BI is a self-service data visualization tool that allows users to easily create reports and dashboards from the data collected through xDB. This platform also offers advanced features, such as predictive analytics, which can be used to forecast future customer behavior.

Sitecore Experience Analyzer is a more comprehensive platform that offers a wider range of analysis features, such as customer journey mapping and segmentation. This platform is designed for analysts and marketing managers who need to understand customer behavior in more detail.


### **SITECORE API CONNECTORS AND PLATFORM SERVICES**

In addition to xDB and AI, Sitecore also offers a range of APIs that can be used to connect with other business tools, such as Salesforce and Marketo, or make use of the Sitecore Experience Marketing Cloud (xMC). The Sitecore APIs provide a secure way for businesses to access every aspect of their customer interactions, including message content, engagement metrics, and social media data.

These features can be further enhanced through integration with Sitecore's Platform Services. These services allow businesses to quickly and easily connect Sites and Marketing Clouds to their other tools and systems, such as CRM and ERP platforms.





An aerial photograph of a dense urban grid, likely in a European city, showing a series of interconnected blocks. The buildings are multi-story with varied roof colors, and the streets are narrow. The overall tone is muted, with a focus on the geometric patterns of the city layout.

CHAPTER 4

# GETTING THE MOST OUT OF SITECORE

A small, light-colored circular arrow icon, indicating a cycle or a next step.

WHAT COMES NEXT

Sitecore is not just for marketing – this DXP is a one-stop shop.

Sitecore offers the power of a true enterprise-class digital experience platform, but it can also be successfully implemented in various business settings. This section will cover all the relevant tools, features, and modules that are essential for success. It will help an organization overcome the hurdles of implementation day in and day out by providing capacity for one-off workflows to be created, shortening the time spent on items, and managing assets through to completion.

Getting started with Sitecore is easy. What's not to like about a self-contained install, an easy-to-understand user interface (UI), and lots of well written documentation? This is where the beauty lies; Sitecore is not just for marketing. Although great in marketing departments, this technology can be applied across other functions in a company.

### **SO, WHAT DO I NEED TO KNOW BEFORE I START WITH SITECORE?**

For a DXP implementation of Sitecore to be successful, an organization must consider the following prior to installation:

- Depending on where an organization is in the project, configuration and data migration will vary from simple to complex. If a company has existing data in its enterprise data warehouse (EDW), then the

process of bringing that data into Sitecore can be greatly simplified. However, if an organization doesn't have an EDW or if its data is not currently in a usable format for Sitecore, then data migration will be more complex.

- In addition to data migration needs, an organization must also consider its organization's governance model and technical architecture. A successful Sitecore implementation requires a clear understanding of how a company will use the platform, who will be responsible for managing it, and what processes and technologies will be used to support it.
- Once there is a good understanding of business requirements, an organization can begin to configure Sitecore for its specific needs. Sitecore provides a wealth of options for configuring the platform, so it's important to take the time to plan and configure it correctly from the start.
- Sitecore modules are another key factor in a successful implementation. The platform includes a number of essential modules that cover key areas such as content management, marketing, e-commerce, analytics, publishing, and personalization. The availability of these powerful modules makes it possible to implement Sitecore in almost any function within an organization.



One of the best ways to prepare an organization for Sitecore Installation and Enablement success is to find a valuable partner who has completed implementations in the past. Finding the best partner should include knowledge of the Sitecore platform, the evolution of their roadmap, while understanding specific business needs and requirements. The evolution to DXP success is rooted in planning, operations, collaboration, then the technology. Sitecore has an established tiered Partner network that can support an organization's individual needs.

Helpful Links:

[Sitecore Partner Finder](#)

[lcreon as a Sitecore Platinum Partner](#)

**Whether it's the use of modules that help manage content, drive e-commerce revenue, streamline marketing efforts, or provide the ability to personalize experiences for users—Sitecore is a one stop shop.**



Some examples of Sitecore's enterprise-level features to remember are:

- The ability for any user to create content quickly and easily with minimal IT support
- A self-contained development environment that provides one-click debugging, making it easy to create and test content
- The ability for Sitecore to track all the actions a user has taken on a website, so a company will know precisely who viewed which page, clicked which button, or downloaded any type of file
- The ability to create a personal web experience for each user based on their past activities and interests
- Cross-channel marketing automation that enables marketers to create a unique customer experience across a

variety of channels such as email, mobile, social media, and cross-channel campaigns using drag-and-drop tools rather than code

- Real time analytics that give marketers the insights they need to improve customer engagement and conversion rates

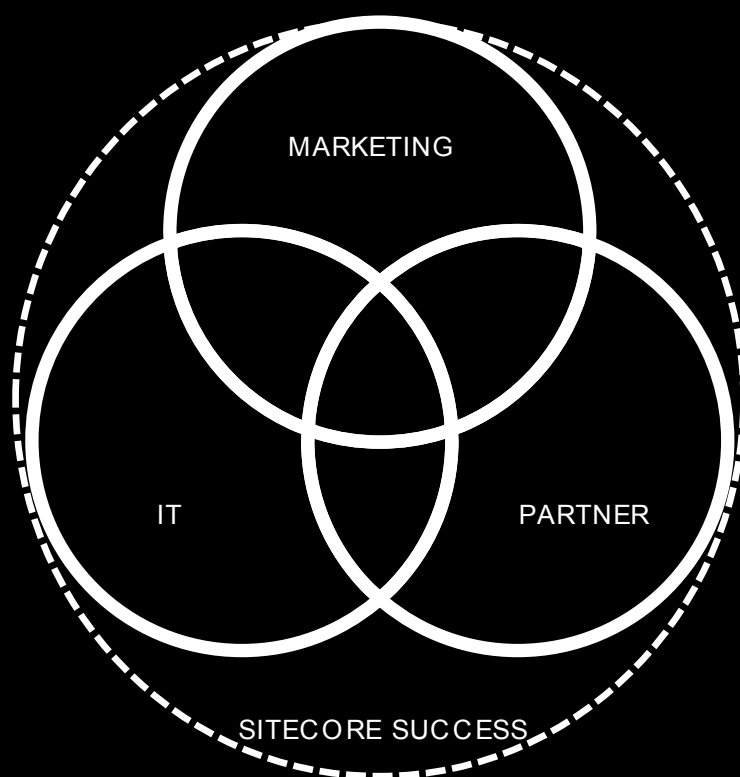
Sitecore is not just for marketing departments. Sitecore can be implemented successfully in many different business areas including manufacturing, financial services, insurance, utilities, retail, wholesale, nonprofit agencies, healthcare providers and professional services.



# ENGINEERING GROWTH FOR WHAT COMES NEXT

SITECORE IS ONLY AS SUCCESSFUL AS THE STRATEGY, IMPLEMENTATION, & ACTIVATION OF THE PLATFORM.

**GETTING THOSE RIGHT IS CRUCIAL.**



## MARKETING & IT COLLABORATION

Enabling any digital experience platform like Sitecore requires a strategic vision surrounding the customer experience. That customer experience creates interaction models that will be enabled by the technology. Collaborating on the vision, the strategy and the roadmap with Marketing and IT creates a singular view of success.

## STRATEGIC PARTNERSHIPS

Many times, engaging the right partner to facilitate strategic planning and Sitecore implementation can create economies of scale. Finding a partner with the right experience and the right culture can go a long way towards success.

## MARDEVOPS

Implementing and activating Sitecore is an ongoing process where functionality and feature come to life in marketing activities and content creation. Enabling content, personalization rules, omnichannel activation and AI creates a systematic process for Marketing Development Operations (MarDevOps).

## BUSINESS OPERATIONS & PROCESSES

Sitecore provides a wealth of opportunity from a business strategy and tactical perspective. Streamlined marketing, personalization and customer insight can deliver massive business results. Having the right operations and business processes is key to bringing about these results.

**Finding the best partner should include knowledge of the Sitecore platform and the evolution of their roadmap, while understanding business needs and requirements. The evolution to DXP success is rooted in planning, operations, collaboration, then the technology.**







CHAPTER 5

# TAKE ACTION



## C O N C L U S I O N

T H E R E   I S   N O   D E N Y I N G   T H A T  
C O M P O S A B I L I T Y   A N D   A G I L I T Y  
A R E   N O W   B U S I N E S S  
S U P E R P O W E R S .   A N D   P L A T F O R M S  
L I K E   S I T E C O R E   E N A B L E   T H E S E  
C A P A B I L I T I E S   T H R O U G H  
E F F E C T I V E   D I G I T A L   E X P E R I E N C E  
M A N A G E M E N T .

B U T   W H E R E   S H O U L D   Y O U   S T A R T ?

- Perform a Customer Experience Audit
- Perform a Technology Stack Audit
- Consult with a Sitecore Platinum Partner about your business needs
- Plan your implementation with Sitecore and a certified Partner



ABOUT US

# ICREON IS YOUR SITECORE PLATINUM PARTNER

Brand Experiences need to flex to the context, intent and the pace of the customer. Icreon's Sitecore Platinum Practice delivers composability and growth.

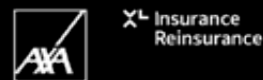
Platinum  
Partner



SITECORE



WHAT COMES NEXT



BY THE NUMBERS

**400+**

Successful Sitecore Releases

**30+**

Sitecore Certified Subject Matter Experts

**265,000**

Development Hours in the Sitecore Platform

RESULTS

**\$15M**

Dollars processed in 5 minutes

**\$100M**

Revenue generated in 3 months

**268%**

Increase in Conversion Rates

## SITECORE SERVICE OFFERINGS

Content Search Setup

Content Management

Content Operations

Customer Data Management

Marketing Automation

Content Cloud Management

Order Management

Search & Merchandizing

Storefronts & Marketplaces

Personalization & Testing



## INDUSTRY EXPERTISE

Associations

Manufacturing

Professional Services

Luxury

Non-Profit

Entertainment

Automotive

Retail

Travel and Hospitality

Logistics

SaaS

Healthcare

Life Sciences

Real Estate

Casino

Education



Icreon is an award-winning customer experience transformation agency that helps challenger brands get to What Comes Next. They work with their clients to identify new value in the marketplace, and to concept, develop, and launch innovative solutions that accelerate growth. Their 350+ experts do this through a powerful combination of Experience Strategy, UX / UI Design, and world class Engineering Capabilities that leverage the power of technology to solve the most important challenges their clients and their customers face.

Since 2000, Icreon has worked with a range of clients from Fortune 500s and mid-markets to associations and nonprofits, all with one thing in common – their obsessive mindset for growth; and knowing that technology will deliver the transformation needed to create competitive advantages. Icreon's customer experience transformation model is built on action and results – delivering both short-term and sustainable growth.

Headquartered in New York City, Icreon's global capabilities span offices in Washington D.C., Philadelphia, Boulder, Los Angeles, London, New Delhi, and Pune. Companies like New York Road Runners, Diligent Corporation, Mille Lacs Corporate Ventures, Johnson Controls, ASTM International, National Geographic Channel, partner with Icreon to fulfill their customer experience transformation needs.

[www.lcreon.com](http://www.lcreon.com)

