



XM Cloud

A STARTER'S ROADMAP TO NAVIGATING XM CLOUD



ABOUT SPEAKER



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AGENDA

- **Introduction to Sitecore XM Cloud**
- **Understanding Sitecore XM Cloud**
- **Key Features**
- **Architecture**
- **Terminology**
- **Why to use XM Cloud**
- **Demo**

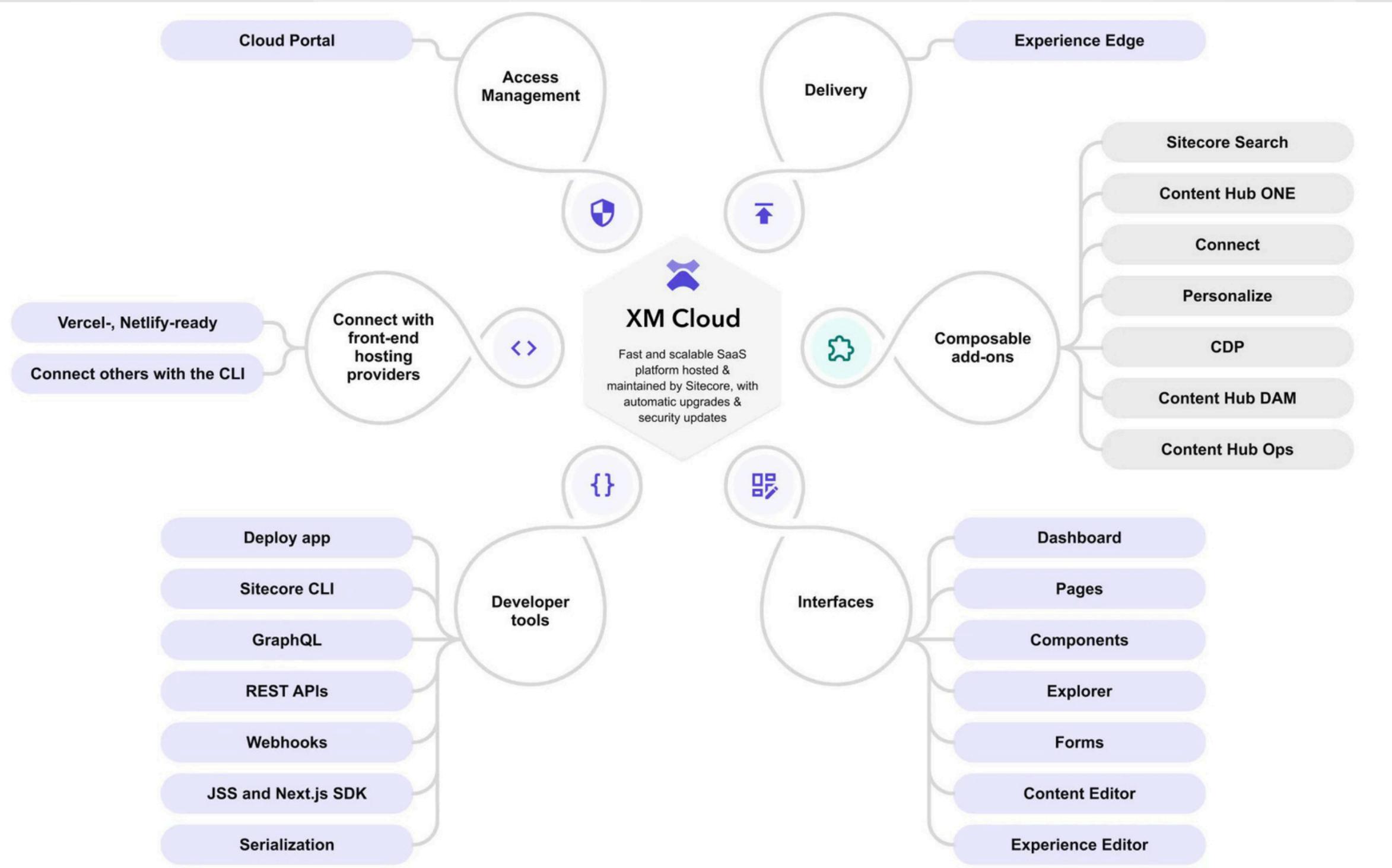
INTRODUCTION TO XM CLOUD

XM Cloud is a fully managed self-service deployment platform for developers and marketers to efficiently launch engaging omnichannel experiences in the Cloud using Sitecore's headless CMS. It includes advanced tools like Sitecore Experience Accelerator (SXA), the Next.js SDK, Experience Edge, and the Pages content editor. As a SaaS solution, Sitecore handles all hosting, monitoring, and maintenance, allowing you to concentrate on creating and integrating new functionalities.

XM Cloud consists of:

- **Drag and Drop functionality:** Enjoy user-friendly tools and intuitive workflows to create and manage your pages, layouts, and content with ease.
- **Built-in personalization:** Easily implement data-driven personalization, optimization, and A/B testing on any web page, campaign, or experience.
- **Real-time insights:** Analyze customer and content data in real-time to understand and optimize performance.
- **Lightening fast performance:** Deliver rapid site speeds to improve Google rankings and user experiences with modern SaaS performance

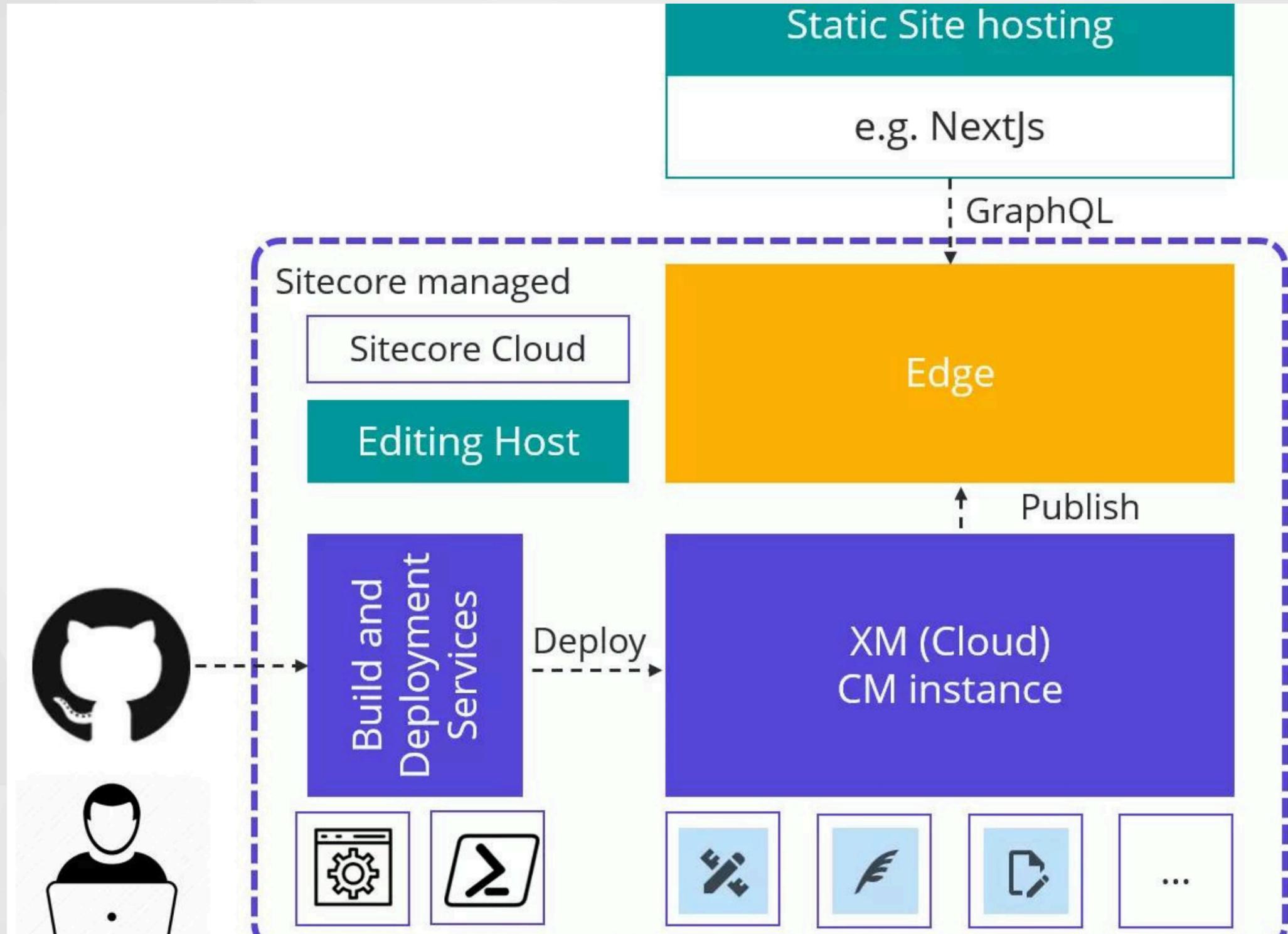
UNDERSTANDING XM CLOUD



KEY FEATURES

- **Headless:**
 - Back-end system is separate from what users see, giving you more freedom to design and implement the front-end.
- **Experience Edge Included:**
 - All content is delivered quickly and reliably through a global network using Sitecore's service.
- **Front-End-as-a-Service:**
 - Flexible content management system that makes it easy to design pages with a visual, drag-and-drop interface.
- **Personalization Ready:**
 - Easily implement data-driven personalization, optimization on any web page, campaign, or experience.
- **Site and Page Insights:**
 - It allow you to preview and optimize content across devices to ensure the best user experience.
- **Service Based:**
 - Subscription based pricing and usage with no software to install or manage.
- **Built in Devops:**
 - XM Cloud integrates DevOps capabilities, streamlining deployment, monitoring, and management of Sitecore applications.

ARCHITECTURE



TERMINOLOGY

- **Organization:**

- An organization in Sitecore is a business unit that includes your team and the Sitecore products you subscribe to. Larger companies or partners might manage multiple organizations, while smaller ones usually have just one, all managed through the Cloud Portal.

- **Project:**

- A project groups different environments like development, testing, and production. You can create a project through the Deploy app, CLI, or APIs, and the number of projects you can create depends on your subscription.

- **Environment:**

- An environment is an entity that holds a set of configurations, code, and implementations.

- **Site:**

- A site is a headless collection of pages with various components, where the front-end is separate from the content management and business logic.

- **Site collection:**

- A site collection is a parent item that groups related sites to organize them according to business unit, brand, or similar, and to share content between the sites, for example: data templates and digital assets.

- **Experience Edge:**

- It serves as the XM Cloud publishing target where all the content is being published.

WHY USE XM CLOUD?

Infinite scalability

Easily scales up and down as demand changes.*



Always on

Never miss a beat; always be there for your customers.



Flexible Pricing

Only pay per use



Interoperability

Integrates seamlessly with your existing back-end systems and marketing investments.



Speed to market

Rapidly deploy Sitecore on Azure without worrying IT.



Enterprise-grade cloud

Microsoft Azure ensures that Sitecore® Experience Platform™ is secure.



DEMO

Questions?

THANK YOU

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