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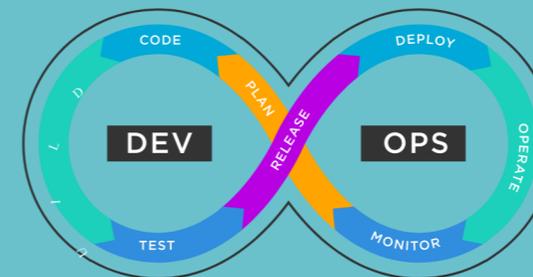
Sitecore como plataforma de experiencias digitales

2022, Quito



Presentación personal

- Graduada en la Escuela Politécnica Nacional 2003.
- Experiencia en desarrollo de sistemas.
- Trabajo en Oshyn Inc. como desarrollador y líder técnico.
- Cursando estudios en DevOps en Unir.



Agenda

1. Introducción de Manejadores de Contenido (CMS)
2. Sitecore 10.2 y su Futuro
3. Caso práctico y preguntas

1. Introducción de Manejadores de Contenido (CMS). Antecedentes y Ventajas

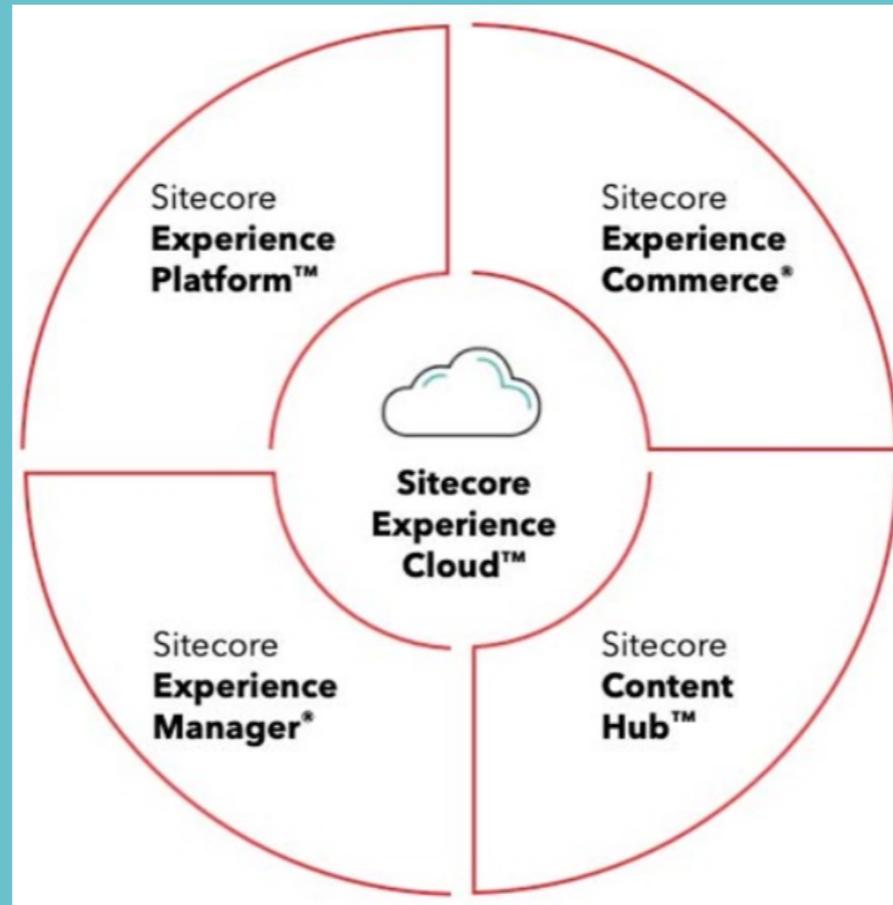
- **Creación de sitios** resultaba una tarea compleja y laboriosa.
- **Actualización de contenido** era una tarea ardua.
- Necesidad de **utilidades** para modificar, buscar y localizar páginas.
- Es un software de **administración** de un sitio web.
- Ayuda en la **administración** del ciclo de vida del **contenido**.
- Existen en el mercado CMS **open source** y **pagados**.
- Ambiente integrado para diferentes **tipos de usuarios**.



2. Sitecore 10.2. Productos

Maneja el contenido, integración, y Analytics.

Experiencias personalizadas para usuarios



Diferentes modelos y marketplaces B2X
Se administra catálogos de productos, precios, inventarios y clientes

Un único lugar para los assets digitales (fotos, gráficos, layouts, videos)
Se puede categorizarlos y buscarlos con varios atributos para encontrar el correcto

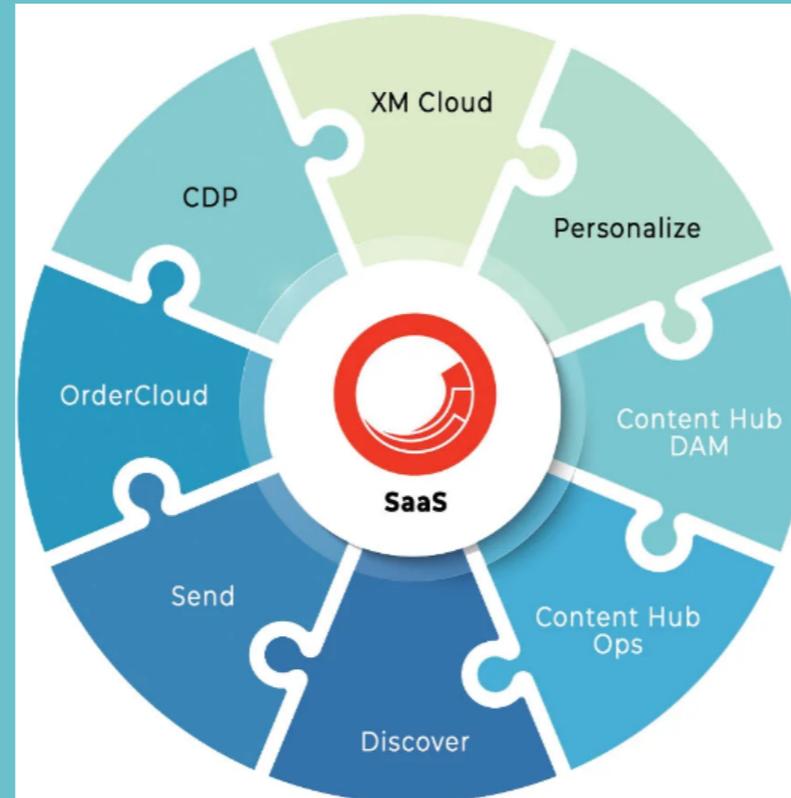
3. El Futuro de Sitecore

XM Cloud crear contenido para configurar el sitio web.

CDP para unificación de datos del cliente

Order Cloud para ecommerce

Send para envío de campañas de marketing



Personalize va un paso mas allá que personalización en el CMS con inteligencia artificial

Almacenar, administrar y centralizar los assets.

Colaborar en la estrategia de contenido

Aumentar las ventas mediante herramientas para búsqueda comercial y recomendaciones de IA

2. El Futuro de Sitecore. XM Cloud

This screenshot shows the Sitecore XM Cloud editor interface for the 'Fishtank' website. The top navigation bar includes the site name 'Fishtank', a language selector set to 'English', and search and help icons. The left sidebar contains a 'Pages' menu with a 'Home' page selected, and a 'Components' menu. The main editor area displays a 'Hero Banner' for the 'Home' page, Version 1. The banner features the Sitecore logo and the text 'Building Sustainable Sitecore Experiences' with a 'GET STARTED' link. Below the banner, there is a section titled 'Hi, we're Fishtank.' and another titled 'Most Valuable Professional' with the Sitecore logo. The right sidebar shows the 'Content' path as '/sitecore/content/home/sitecore', a 'Tags' section with an 'Add tags' button, and a 'Workflow Approved' status with a 'Publish Item' button.

This screenshot shows the Sitecore XM Cloud editor interface for the 'CPH Bicycles' website. The top navigation bar includes the site name 'CPH Bikes', a language selector set to 'English', and search and help icons. The left sidebar contains a 'Pages' menu with a 'Home' page selected, and a 'Components' menu. The main editor area displays a 'Hero banner' for the 'Home' page, Version 1. The banner features a large image of a cyclist and the text 'CPH BICYCLES' and 'CERTIFIED QUALITY BIKES'. Below the banner, there are two smaller images: one titled 'Essentials for riding in the woods' with a 'PLAY VIDEO' button, and another titled 'A closer look at the machine'. The right sidebar shows the 'Content' path as '/sitecore/content/home/bikes', a 'Tags' section with an 'Add tags' button, and a 'Workflow Approved' status with a 'Publish Item' button.

2. El Futuro de Sitecore. Content Hub

The screenshot displays the Sitecore Content Hub interface. At the top, a navigation bar includes 'Products', 'Content', 'Assets', 'Collections', 'Project', 'Print', 'Create', 'Review', 'DRM', and 'Reporting'. The main header shows 'Assets' and a 'Select all' checkbox. A search bar is present with a search icon and the text 'Search'. Below the search bar, there are controls for 'Restricted' (with a refresh icon), '24 items', and 'Relevance' (with a grid icon). On the left, a 'FILTERS' panel shows 'Filename' with a filter 'contains golf' and a 'Clear filters' button. Below this is a 'Save search' button and three filter icons: 'Filters', 'Advanced' (which is selected), and 'Saved'. A dropdown menu for 'Filename' is open, showing 'contains' and an 'Enter value' field with an 'Add filter' button. The main content area is a grid of 14 asset cards. Each card features a thumbnail image, a filename, and a set of icons for viewing, downloading, favoriting, and deleting. The assets include: 'golf-original01.jpg', 'golf-original02.jpg', 'golf-original06.jpg', 'Golf distance finder', 'Golf app', '6042777_01.jpg', 'Golf distance finder', 'iStock-614981436.jpg', 'Cycling shoe', 'Golf glove', 'Bicycle helmet', 'Golf app', 'iStock-907007298.jpg', and 'Cycling clothing - pink'.

2. El Futuro de Sitecore. Send

The screenshot displays the Sitecore Send interface, which is used for creating and managing email campaigns. The interface is divided into several sections:

- Navigation Bar:** Located at the top, it includes buttons for "BACK TO PREVIOUS DESIGN", "Template Library", "Preview", "Send Test", "Code Options", "Clear", and "Cancel & Exit".
- Search and Filter Panel:** On the left side, there is a search bar labeled "Search for a Template". Below it, there are filter options: "All Templates", "My Favourite Templates", "My Saved Templates", and "Only Public Templates". A vertical list of categories is also present, including "Black Friday", "Blog", "Blogging", "Booking", "Boy", "Card", "Cart Abandonment", "Christening", "Christmas", "Clothing", "Company", "Corporate", "Custom", "Delivery", "Dynamic", "E-Commerce", "E-commerce", "E-shop", "Ebook", "Feature", "Features", and "Features, Corporate".
- Template Grid:** The main area shows a grid of email templates. Each template card includes a preview image, a title, a category, and two buttons: "Preview Template" and "Use Template".
 - Cart Abandonment Sunny:** Features a yellow header and the text "We saved your items for you".
 - Cart Abandonment Indigo:** Features a blue header and the text "You know you want it".
 - Heyy You!** Features a black header and the text "Heyy You! You Forgot Something!".
 - Cart Abandonment Pop:** Features a white background with a shopping cart icon and the text "Still interested? Go back to your cart!".
 - Cart Abandonment Minimal:** Features a white background with the text "Your shopping cart still has something inside!".
 - Cart Abandonment Block Template:** Features a blue header and the text "THERE'S SOMETHING IN YOUR CART".
 - Single Product Promotion:** Features a white background with the text "WE CREATE GOODS".

2. El Futuro de Sitecore. CDP

The screenshot displays the Sitecore CDP interface for a customer named Jane Ledger. The interface is divided into several sections:

- Customer Profile:** Located at the top, it shows the customer's name "Jane Ledger" with a "customer" tag, and her email address "janeledger2020@gmail.com".
- Navigation Menu:** On the left, there is a vertical menu with options: Customer Data, Guests, Segments, Subscription Lists, Experiences, Experiments, Decisioning, Library, Dashboards, and Connections.
- Interaction Timeline:** The central part of the interface shows a timeline of interactions. It is currently filtered to show "Interactions Timeline". Two interactions are visible:
 - Email Session:** Occurred on 23 Nov 2021 at 13:33. It was an "EMAIL" interaction. The experience was "Order Confirmation Email" and the execution status was "Success". A link "View Experience Execution" is provided.
 - Converted Session:** Also occurred on 23 Nov 2021 at 13:32. It was a "WEB" interaction. The details are as follows:

Channel:	Web
Device:	Desktop
Browser:	Chrome 9
Operating System:	Windows 10
Website:	spinshop.com
Page Views:	2 views
Flows/Experiences ran:	5
Session duration:	1m
Session Value:	\$190.00

A link "View Session Details" is provided at the bottom.
- Filters:** On the right side, there is a "Filters" panel. It includes:
 - Interactions Type:** A dropdown menu currently set to "All".
 - Date Range:** A list of pre-defined date ranges: Last Day, Last 7 Days, Last 30 Days, This Month, Previous Month, Last 12 Months, and Last 2 Years. Below this is a date range input field with the format "DD/MM/YYYY - DD/MM/YYYY".

2. Sitecore 10.2. Funcionalidades CMS

Marketing Applications

 Experience Analytics	 Experience Profile	 Federated Experience Manager	 Forms
 Experience Optimization	 List Manager	 Campaign Creator	 Path Analyzer
 Marketing Automation	 Marketing Control Panel		

Content Editing

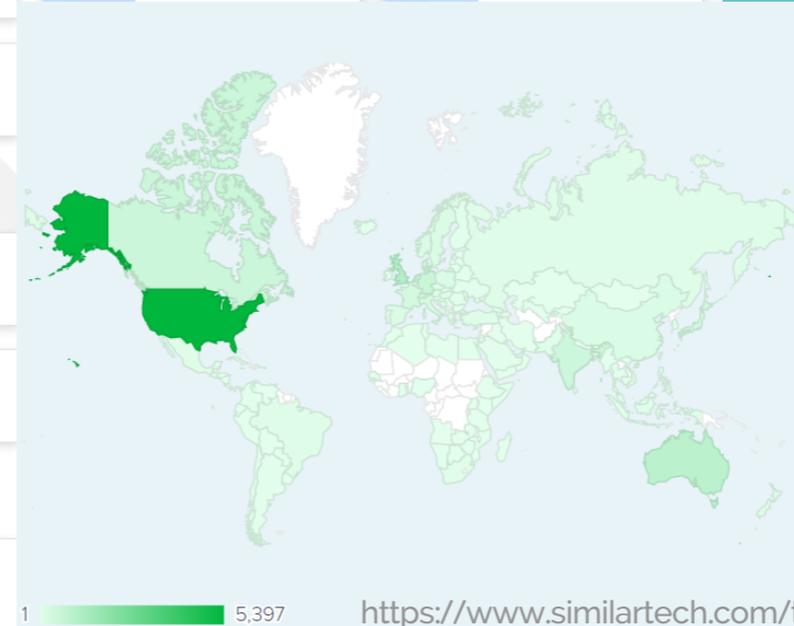
 Content Editor	 Experience Editor
 Workbox	 Recycle Bin

Control Panel

 Control Panel	 Update Center
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Access Management

 User Manager	 Security Editor	 Access Viewer	 Domain Manager
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Leading Countries

Country	Websites
 United States	5,397
 United Kingdom	1,130
 Australia	977
 Germany	634
 Canada	603
 Netherlands	602
 India	534
 Denmark	479
 Japan	424
 France	383
Rest of the World	5,465

<https://www.similartech.com/technologies/sitecore-cms>

Herramientas para Marketing

Manejo de Contenido

Configuraciones

Manejo de Usuarios

2. Sitecore 10.2. MVC

- Configurar y crear un proyecto en Visual Studio
- Crear un layout en el CMS que referencia a un cshtml
- Crear view renderings o controller renderings en el CMS
- Crear templates en Sitecore
- Configurar templates en su presentación para referenciar los renderings.



2. Sitecore 10.2. Contenedores

Se puede desarrollar ejecutándolo a través de contenedores

No se necesita instalar Sitecore localmente en el ambiente de desarrollo. Facilita el trabajo de nuevos desarrolladores

Contenedores son inmutables, se resetea y se vuelve a una versión estable



Sitecore provee las especificaciones y soporte para ejecutar la aplicación con Kubernetes.

Se puede separar en diferentes contenedores las instancias de los clientes.

Se incrementa la productividad del desarrollador de Sitecore que trabaja con varios clientes, sitios y proyectos.

2. Sitecore 10.2. Content serialization

Util para etapa de desarrollo. Se serializa en archivos de texto

Mover contenido entre diferentes ambientes.

Existen otras herramientas en el mercado como son Unicorn, TDS (Team development for Sitecore)



Se puede usar como herramienta en línea de comandos así como plugin integrado en Visual studio.

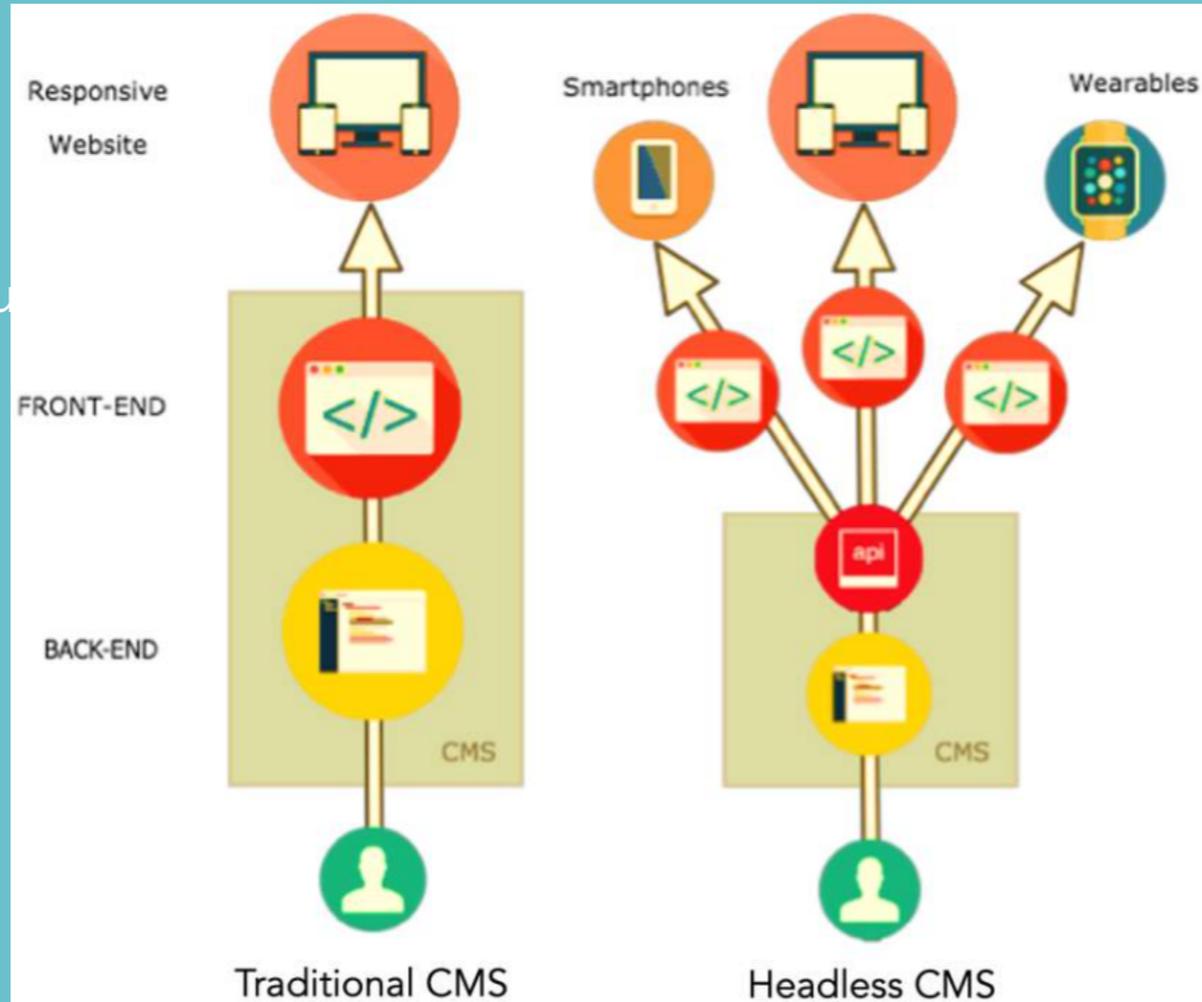
Mantener items de Sitecore en un sistema de control de versiones

Se necesita autenticarse en la instancia de Sitecore para publicar items y serializar items

2. Sitecore 10.2. ASP.NET Core Rendering SDK

La carga de trabajo en un solo lugar

Los componentes altamente acoplados



Desarrollo en Headless separa los datos de la presentación

Front end se encarga de la presentación

Backend end maneja la lógica relacionada con datos

Gracias

Preguntas

