SITECORE®

Sitecore XM Content Management Systems Integration

Empowering organizations to unlock engagement with end to end content management solutions.

connected by   Put It Forward®

Introduction

Today's customers expect that businesses can engage with them wherever they are, whether they are shopping with their mobile phone or visiting their favorite store. To meet this expectation, businesses need to deliver a first-class customer experience consistently across all channels directly with the customer. Together, core business systems and Sitecore® XM® enable organizations to deliver the personalized content rich experiences at scale.

Sitecore XM

XM is a scalable, enterprise-grade content management system (CMS) solution that enables you to design your own content experiences across channels and devices. XM powers custom content experiences with state of the art CMS and marketing functionality to give you complete control over the customer journey.

- Content authoring
- Digital marketing
- Analyzing and reporting
- Commerce centric experiences
- Website creation acceleration
- Create and personalize email
- Blend content and commerce
- Cloud native and on premise
- Modern architecture

Sitecore XM® is built on the Sitecore® cloud architecture, providing all the capabilities you need to deliver the content experiences that transform engagement into delightful outcomes. The platform allows you to maintain up-to-date profile and cross-channel content and data for each unique engagement - from stores, direct mail catalog to web, email, mobile, and social media. Providing a superior experience for each unique customer, from awareness to advocacy and from one purchase to the next — that's how you grow revenue and build lifelong relationships.

Sitecore XM helps you pull it all together to manage the full content and engagement lifecycle to increase lifetime customer value.

Connected Business Solutions

CMS solutions form the operational backbone of enterprises with automated operational capabilities for efficient end-to-end content management.

Business Solution Connectors for Sitecore XM enable core business systems like CRM, DAM, CMS, Project Management, ERP, Marketing and more to work in harmony. Including systems as Microsoft, SAP, Oracle, Salesforce, Workfront, Widen and OpenText. Moreover, the connectors support cloud-based systems, such as Google, Amazon, Microsoft, and Oracle.

- Unified content lifecycle management
- Centralized content management
- Global account and customer information
- Ease of deployment and low IT cost
- Supported codeless integration

The Connectors ROI

Business Solution Connectors for Sitecore XM provide pre-built configuration based integration. It means you can focus on creating best possible content and data experiences instead of spending a lot of time and resources in integration. It delivers data and content integration which enables the two solutions to share relevant customer experience and content the way you need it.

Key Benefits

• Cost and Time Savings
Reduce costs and time with codeless integration for the business user that enables rapid changes.

• End to End Omnichannel Integration
Deliver a consistent end to end customer experience by using data that is available across the platform.

• Experience Management
Integrated content and data configuration of the essential experience components including clicks, behaviors and time in content.

• 360 View of the Marketplace
One single source of truth for the customer digital interaction data for complete insights into the customer experience across channels.

• Real-Time Personalization
Use rules and behaviors to deliver the relevant content to the right customer at the right time.

• A/B and Multivariate Testing
Design and conduct A/B and multivariate testing across all digital and physical channels.

• On Demand Deployment
Nothing to develop or install, configure the connections and business rules to match the needed outcome.

• Omnichannel Experiences
Create consistent content strategies across digital storefronts and retail stores for optimal and consistent customer experiences.

• Process Management
Enables both business and technical teams to administer or design their own content and data centric processes.

• Content Utilization Management
Provide your marketing and operations teams with real time views into the content use and consumption.

• Leverage Operations Into Digital
Provide a path for the operational systems and processes to be part of the digital transformation.

• Shared Content and Data
Enable both the digital and operations teams to use common data for customer engagement.

Extensible Connections

The connector is configuration-based that provides flexibility to partners and customers to customize the integration for each deployment scenarios. Since it is configuraton-based, the amount of workload for deployment and maintenance is significantly reduced. Also, partners and customers benefit from using a solution that has been verified and supported by Sitecore.

Key Features:

Sitecore OrderCloud
V10.2 or later

Connected Systems - Current
and two versions back

• Automatic Data and Content Connections
Scalable and flexible data and content connections that can be used across all channels.

• Codeless Configuration Bi-Directional Data Integration
Seamless data sharing between your business systems and XM based on configuration. Examples of bi-directional integration processes include: Review and approve, account and customer information capture, catalog content, content control and centralization, web enagement data plus custom data objects.

• Rules Based Integration Framework and Data Governance
Use business rules to control when and where business events are triggered across the systems. Trace data as it moves through the integration for quality and compliance based needs.

• Platform Management
Built in platform management capabilities including performance monitoring, exception management, alerting and analytics. Version management for connectors - current and two versions back are supported.

• Multi-mode Deployment Options
Deploy in the cloud, hosted, on-premise or hybrid to different address architecture needs.

Figure 1: Bi-directional process and data flow between Sitecore XM and a business operations system.

Marketers and users work with content and data natively.

Content, data and engagement information is transferred via the connector.

SITECORE XM

Put It Forward

Business rules update the corresponding content, assets and data via connector.

Administrator updates experience and process flows.

Customer and account processes are executed in the connected system.

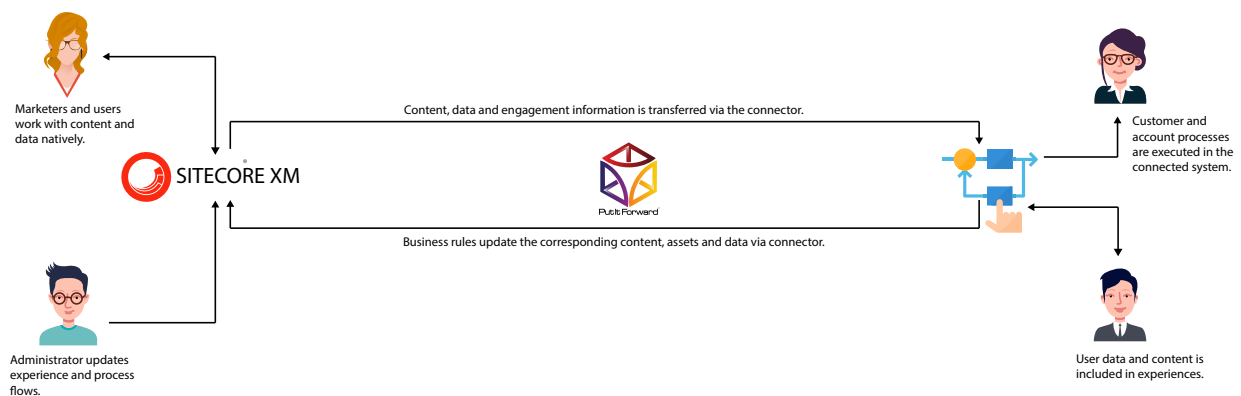User data and content is included in experiences.

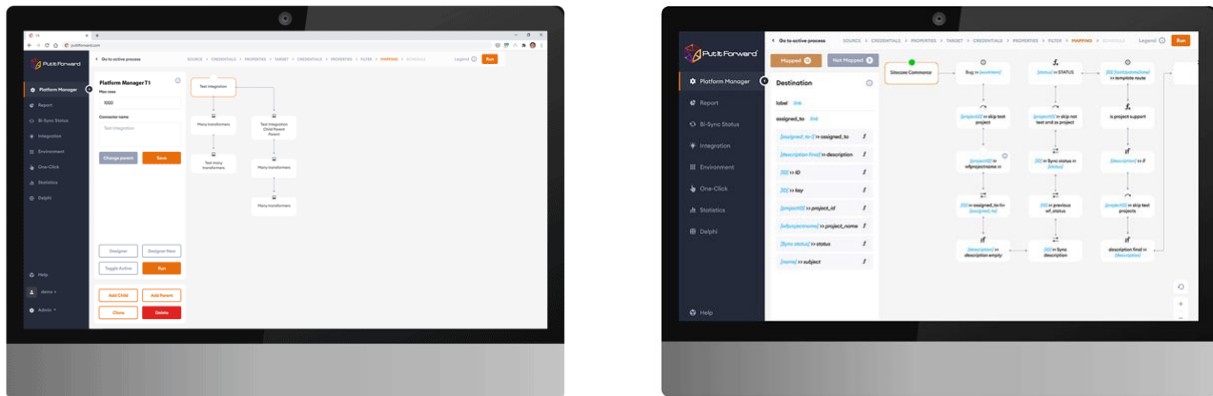Figure 2: Following is an example of the Platform Builder orchestration tool and Integration Designer
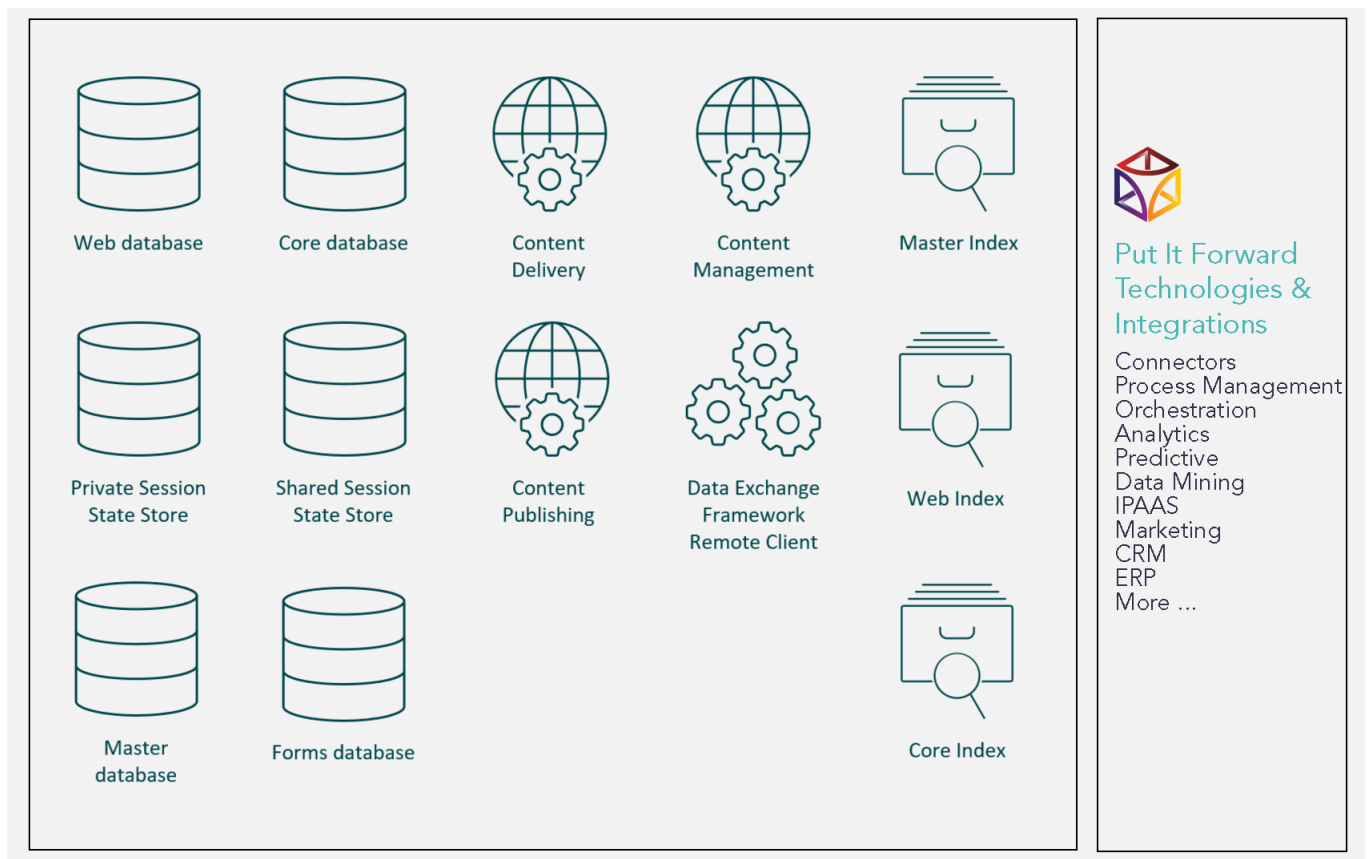

Figure 3: Below is an example of a deployment architecture of Sitecore XM and a business system using the integration connector.

Sitecore XM Architecture

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Technologies &
Integrations

Connectors
Process Management
Orchestration
Analytics
Predictive
Data Mining
IPAAS
Marketing
CRM
ERP
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