



sitecore®  
Own the experience™



# Sitecore Experience Platform 8.1

New Features and Improvements

January 2016

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# Experience Management vs Experience Platform

# Experience Management

Designed to support customers not ready for the entire Experience Platform.

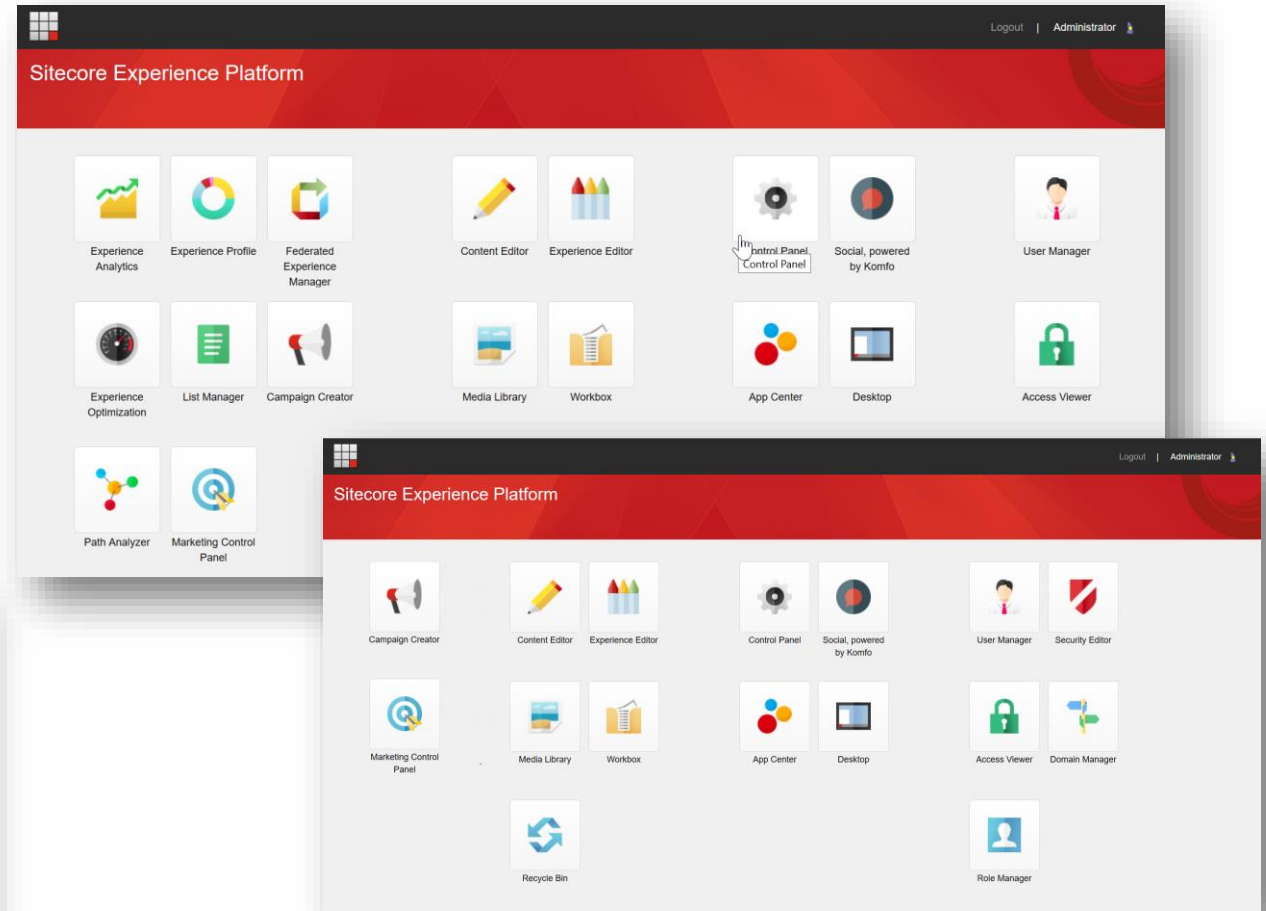
Provides a simple upgrade path for 6 & 7 non-DMS customers.

Enabled in configuration or through license capabilities.

```
<configuration xmlns:patch="http://www.sitecore.net/xmlconfig/">
  <sitecore>
    <settings>
      <!-- XDB ENABLED
      Determines whether xDB is enabled or not.
      Default value: true
      -->
      <setting name="Xdb.Enabled" value="true" />

      <!-- XDB TRACKING ENABLED
      Determines whether tracking is enabled or not.
      Default value: true
      -->
      <setting name="Xdb.Tracking.Enabled" value="true" />

      <!-- XDB TRACKING - KEY BEHAVIOR CACHE - MAXIMUMCACHEENTRYCOUNT
```



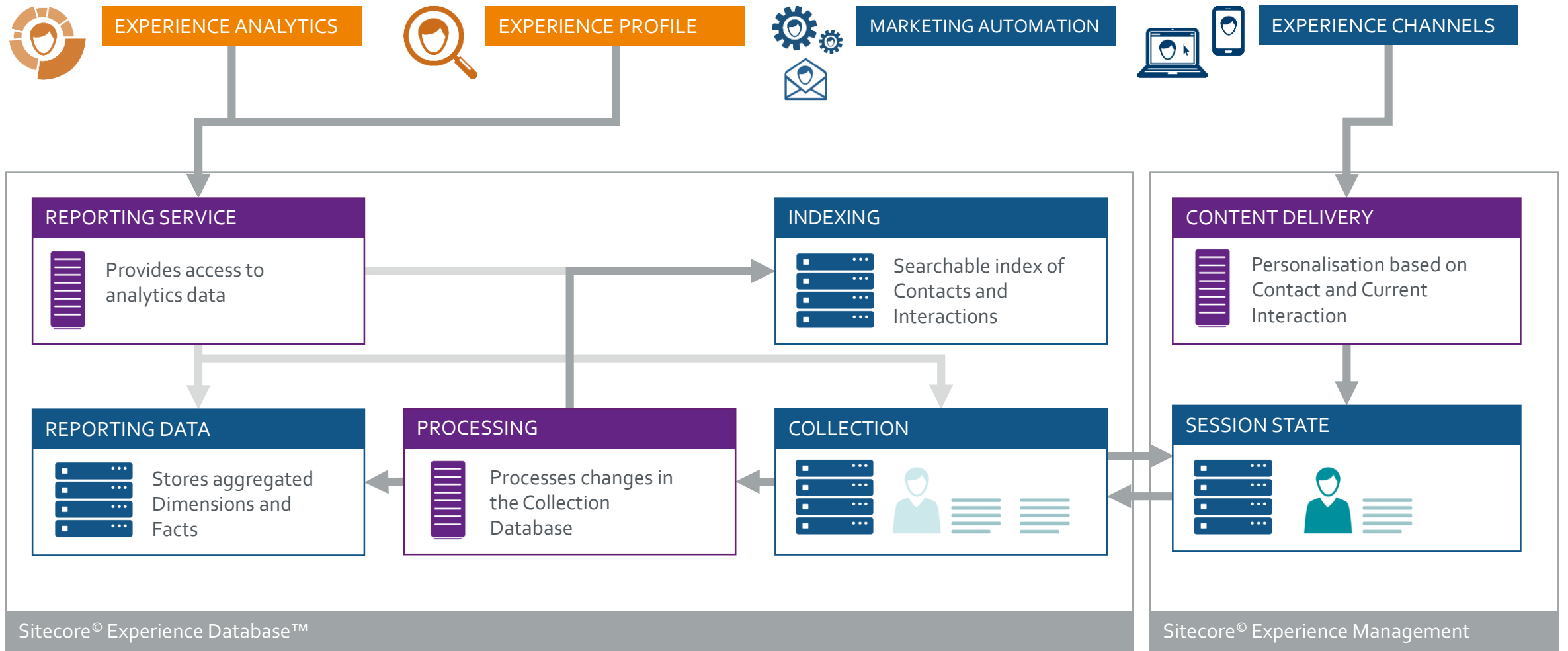
# Experience Platform Features

<input checked="" type="checkbox"/>	Content Editing	<ul style="list-style-type: none"> <li>• xEditor (inline text and design editor)</li> <li>• Content Editor (content-only editing – designed recoupled)</li> </ul>
<input checked="" type="checkbox"/>	Experience Explorer	<ul style="list-style-type: none"> <li>• Design and marketing simulator, see and experience site prior to publishing</li> </ul>
<input checked="" type="checkbox"/>	Detection Services	<ul style="list-style-type: none"> <li>• Detect the visitors device details</li> <li>• Locate the visitor based on their IP address</li> </ul>
<input checked="" type="checkbox"/>	Personalization	<ul style="list-style-type: none"> <li>• Rules engine + author interface with access to in-session and historical visitor data.</li> <li>• Rules development framework for creating custom conditions</li> </ul>
<input checked="" type="checkbox"/>	Campaign Creation Tool	<ul style="list-style-type: none"> <li>• Step-by-step tool for creating + publishing multichannel campaigns</li> <li>• In context reports with drill links to more detailed reports</li> </ul>
<input checked="" type="checkbox"/>	Experience Optimization	<ul style="list-style-type: none"> <li>• Test all content and design changes and produce reports + insights</li> </ul>
<input checked="" type="checkbox"/>	xAnalytics, xProfile & Path Analyzer	<ul style="list-style-type: none"> <li>• All of Sitecore's reports fueled by xDB's data.</li> </ul>
<input checked="" type="checkbox"/>	Federated Experience Manager	<ul style="list-style-type: none"> <li>• Inject content and track experiences on non-Sitecore sites.</li> </ul>
<input checked="" type="checkbox"/>	Web forms for marketers	<ul style="list-style-type: none"> <li>• Create forms in a user friendly environment</li> <li>• Post data to the visitors history, extract lists or integrate with 3<sup>rd</sup> party systems</li> <li>• Marketing automation, track dropout, test and analyze behavior</li> </ul>
<input checked="" type="checkbox"/>	Print Experience Manager	<ul style="list-style-type: none"> <li>• Online Document Generator, Rendition Builder</li> </ul>
<input checked="" type="checkbox"/>	Sitecore Commerce	<ul style="list-style-type: none"> <li>• Merchandiser Manager</li> <li>• Commerce Engagement Automation</li> </ul>
<input checked="" type="checkbox"/>	Sitecore Social (including Komfo & Social Connect)	<ul style="list-style-type: none"> <li>• Publish social content to various social networks from Sitecore management interfaces</li> <li>• Social login integration capabilities</li> <li>• Komfo social monitoring and management</li> </ul>
<input checked="" type="checkbox"/>	Email Experience Manager, List Management, Segmentation & Automation	<ul style="list-style-type: none"> <li>• Create and send mass emails with personalization and advanced tracking tools</li> <li>• Create dynamic segments from xDB's contacts</li> <li>• Import and new contacts from external files</li> <li>• Marketing automation through drag and drop interface, custom rules and actions are supported</li> </ul>

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<input checked="" type="checkbox"/>	Detection Services (in-session only)	<ul style="list-style-type: none"> <li>• Detect the visitors device details</li> <li>• Locate the visitor based on their IP address</li> </ul>
<input checked="" type="checkbox"/>	Personalization – Current Interaction	<ul style="list-style-type: none"> <li>• Rules engine + author interface with access to in-session visitor data ONLY.</li> <li>• Rules development framework for creating custom conditions</li> </ul>
<input checked="" type="checkbox"/>	Personalization – Historical	<ul style="list-style-type: none"> <li>• Rules engine + author interface with access to historical visitor data.</li> <li>• Rules development framework for creating custom conditions</li> </ul>
<input checked="" type="checkbox"/>	Campaign Creation Tool (in-session only)	<ul style="list-style-type: none"> <li>• Step-by-step tool for creating + publishing multichannel campaigns</li> <li>• In context reports with drill links to more detailed reports</li> </ul>
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<input checked="" type="checkbox"/>	Web forms for marketers (store in SQL database)	<ul style="list-style-type: none"> <li>• Create forms in a user friendly environment</li> <li>• Post data to the forms database, extract lists or integrate with 3<sup>rd</sup> party systems</li> <li>• Marketing automation, track dropout, test and analyze behavior</li> </ul>
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# Sitecore Experience Platform



# Sitecore Experience Platform // Technology



EXPERIENCE ANALYTICS



EXPERIENCE PROFILE



MARKETING AUTOMATION



EXPERIENCE CHANNELS

## REPORTING SERVICE



## INDEXING



## CONTENT DELIVERY



## REPORTING DATA



## PROCESSING



## COLLECTION



## SESSION STATE



Sitecore® Experience Database™

Sitecore® Experience Management

# Sitecore Experience Management // Technology



EXPERIENCE ANALYTICS



EXPERIENCE PROFILE



MARKETING AUTOMATION

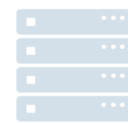


EXPERIENCE CHANNELS

## REPORTING SERVICE



## INDEXING



## CONTENT DELIVERY



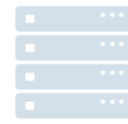
## REPORTING DATA



## PROCESSING



## COLLECTION



## SESSION STATE



Sitecore® Experience Database™

Sitecore® Experience Management



# Sitecore Experience Platform // Cloud



EXPERIENCE ANALYTICS



EXPERIENCE PROFILE



MARKETING AUTOMATION



EXPERIENCE CHANNELS



sitecore®  
xDB Cloud

Sitecore® Experience Database™

CONTENT DELIVERY



sitecore®  
Own the experience™

SESSION STATE



Microsoft  
SQL Server

Sitecore® Experience Management



## 8.1 New Features

# Language Fallback

Simplifies management across multiple languages or regions

Allows content to fall-back to another language version

- Per Site
- Per Language
- Item Level
- Field Level

Keep an eye on the performance cost!

The screenshot displays a user interface for managing language settings. At the top, there is a header for 'en-AU' with a flag icon. Below this is a 'Quick Info' section, followed by a 'Data' section. The 'Data' section contains several fields:

- Charset [shared]:** iso-8859-1
- Code page [shared]:** 65001
- Dictionary [unversioned, shared]:** (empty field)
- Encoding [shared]:** utf-8
- Fallback Language [shared]:** en (highlighted with a red box)
- Iso [shared]:** en

At the top right of the interface, there is a large grid of flags representing various languages and regions, with a mouse cursor hovering over one of the flags.

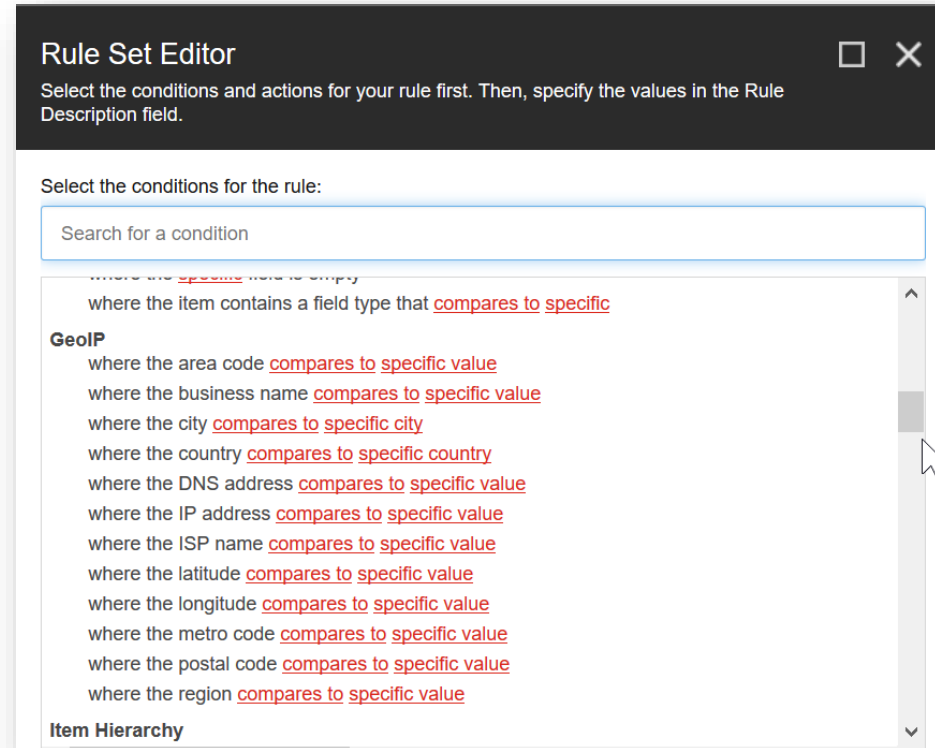
# Detection Services // IP Geo-Location

IP Geolocation integrated into the platform

Cloud-based service, hosted and delivered by Sitecore

Includes individual version support 6.4.1, 6.5, 6.6, 7.0, 7.1, 7.2, 7.5, 8.0, 8.1 and later

Subscription sign-up through the Sitecore App Center



# Detection Services // Device Detection

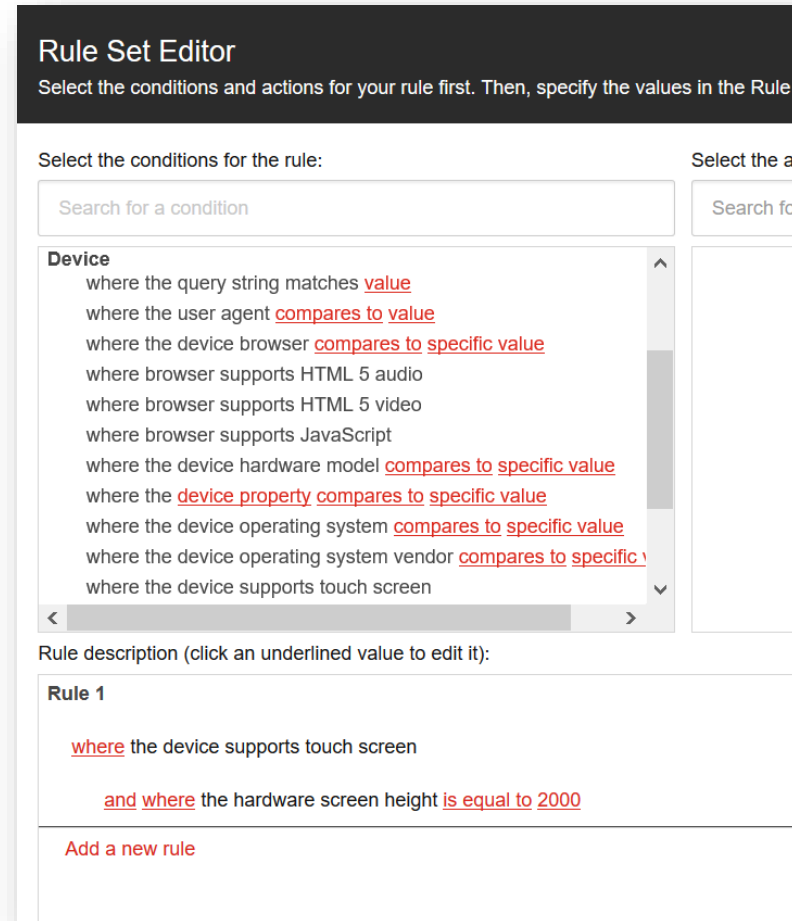
Allows personalisation on over 650 device capabilities.

- Rules for Component Personalisation
- Rules for Devices
- Analytics

Device Detection integrated as a part of the platform in 8.1 and is not backwards compatible.

All detections occur on the Content Delivery server for website performance

Subscription sign up through the Sitecore App Center



**Rule Set Editor**  
Select the conditions and actions for your rule first. Then, specify the values in the Rule Editor.

Select the conditions for the rule: Select the actions for the rule:

Search for a condition Search for an action

**Device**

- where the query string matches [value](#)
- where the user agent [compares to value](#)
- where the device browser [compares to specific value](#)
- where browser supports HTML 5 audio
- where browser supports HTML 5 video
- where browser supports JavaScript
- where the device hardware model [compares to specific value](#)
- where the [device property compares to specific value](#)
- where the device operating system [compares to specific value](#)
- where the device operating system vendor [compares to specific value](#)
- where the device supports touch screen

Rule description (click an underlined value to edit it):

**Rule 1**

[where](#) the device supports touch screen

[and where](#) the hardware screen height [is equal to 2000](#)

[Add a new rule](#)

# Campaign Creation Tool

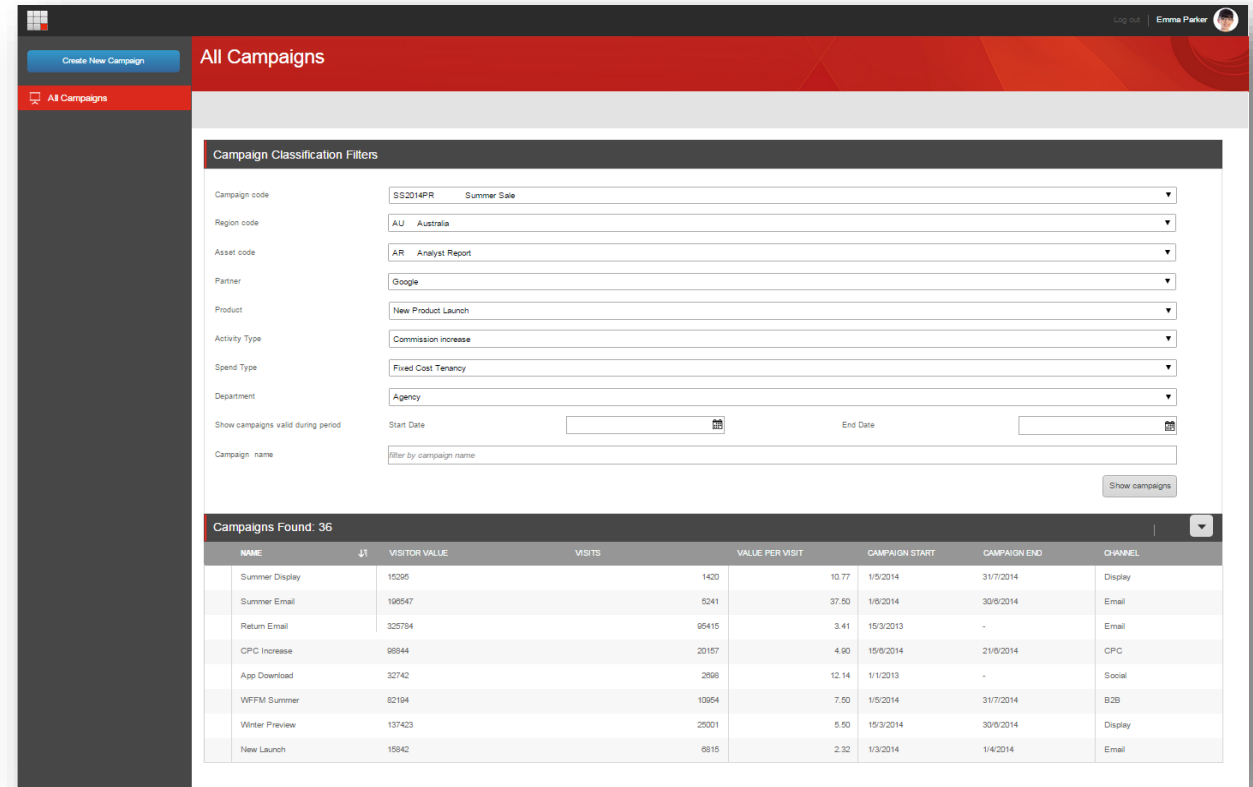
Ease of management through a simple interface

Search and filtering of campaign activities

Integrates with Experience Analytics

Available in the Launchpad

- Released as a separate module for 8.0.



The screenshot displays the 'All Campaigns' interface. It features a sidebar with 'Create New Campaign' and 'All Campaigns' buttons. The main area contains 'Campaign Classification Filters' with dropdown menus for Campaign code (SS2014PR Summer Sale), Region code (AU Australia), Asset code (AR Analyst Report), Partner (Google), Product (New Product Launch), Activity Type (Commission Increase), Spend Type (Fixed Cost Tenancy), and Department (Agency). It also includes date pickers for 'Show campaigns valid during period' and a search box for 'Campaign name'. Below the filters, a table shows 'Campaigns Found: 36' with columns for NAME, VISITOR VALUE, VISITS, VALUE PER VISIT, CAMPAIGN START, CAMPAIGN END, and CHANNEL.

NAME	VISITOR VALUE	VISITS	VALUE PER VISIT	CAMPAIGN START	CAMPAIGN END	CHANNEL
Summer Display	15295	1420	10.77	1/5/2014	31/7/2014	Display
Summer Email	199547	5241	37.50	1/6/2014	30/9/2014	Email
Return Email	325784	95415	3.41	15/3/2013	-	Email
CPC Increase	98844	20157	4.90	15/9/2014	21/9/2014	CPC
App Download	32742	2998	12.14	1/1/2013	-	Social
WFFM Summer	82194	10954	7.50	1/5/2014	31/7/2014	B2B
Winter Preview	137423	25001	5.50	15/3/2014	30/9/2014	Display
New Launch	15942	6915	2.32	1/3/2014	1/4/2014	Email

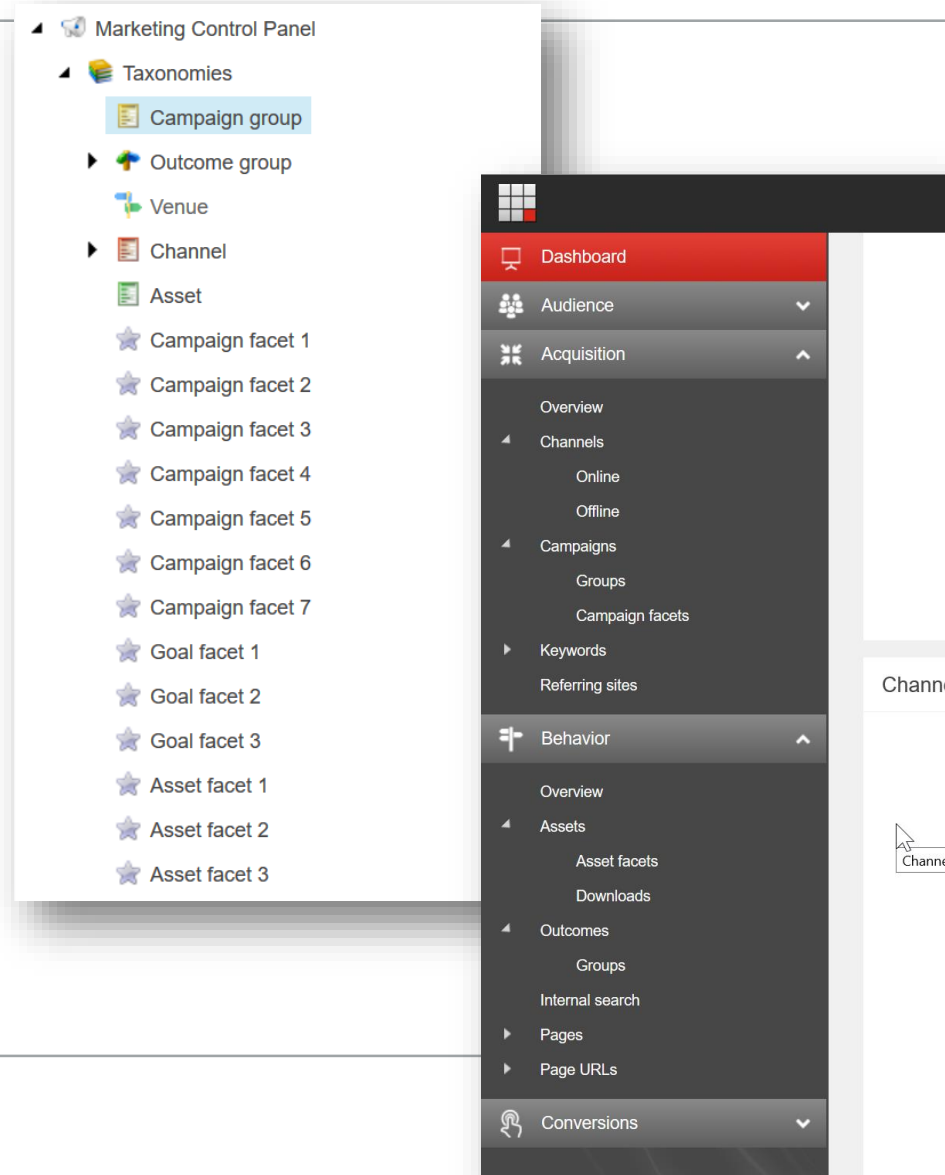
# Marketing Taxonomy

Introduced in 8.0

Additional support in 8.1 throughout the platform

## Taxonomies

- Campaign Group
  - Group campaign activities for cross personalization and tracking
- Venue
  - Location based tracking and personalization
- Channel
  - Tracking and personalization on campaign or interaction channels
- Asset
  - Classification and tracking of media assets
- Outcome groups
  - Groups outcomes and allows analytics across.
- Also supports custom facets



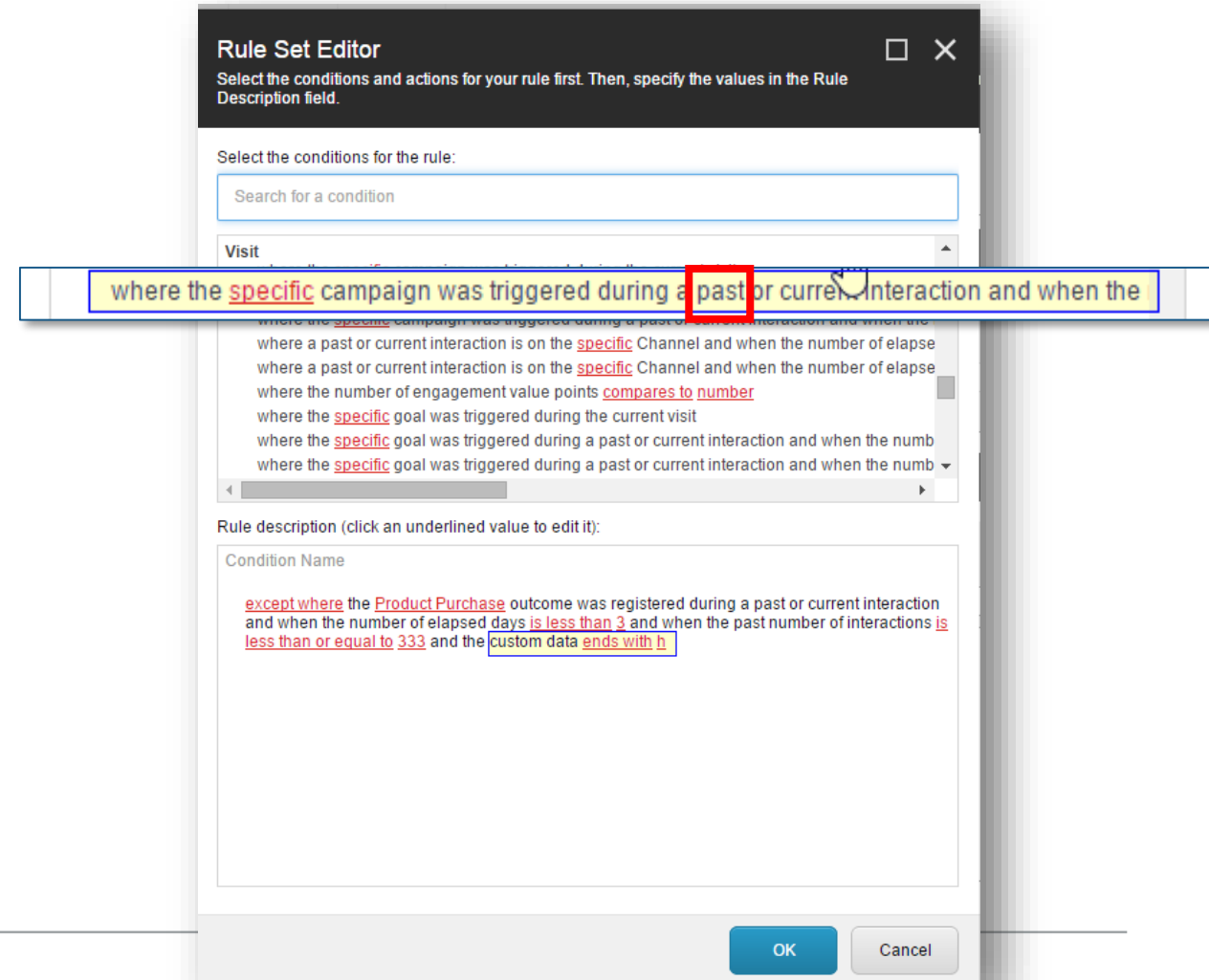
# React on Historic Data: Key Behavior Cache

Rules and conditions can specify if a marketing activity such as campaign or goal was triggered, not just the current session but previous visits as well.

## Rules Supports:

- Campaigns
- Channels
- Goals
- Outcomes
- PageEvents
- Venues

Supports custom values through API





# Contact Behavior Profile

A visitor's behavior profile from their previous visit can now influence personalization rules in their current and future visit.

Behavior Profiling are now stored both on the Interaction and Contact.

Behavior Profile on the Contact can decay at a given rate per interaction.

**Rule Set Editor**  
Select the conditions and actions for your rule first. Then, specify the values in the Rule Description field.

Select the conditions for the rule:

profile

**Visit**  
where the current visit matches the specific pattern card in the specific profile  
where the value of the specific profile key in the interaction profile compares to specific value

**Visitor**  
where the current contact matches the specific pattern card in the specific profile  
where the value of the specific profile key in the contact behavior profile compares to specific value  
where the value in the specific numeric field in the user profile compares to number

Rule description (click an underlined value to edit it):

Condition Name: This rule has no conditions

- Marketing Control Panel
  - Taxonomies
  - Goals
  - Campaigns
  - Engagement Plans
  - Experience Analytics
  - Federated Experience Manager
  - Outcomes
  - Path Analyzer
  - Personalization
  - Profiles
    - Car Type**
    - Family
    - Two Seats
    - Urban
    - Profile Cards
    - Pattern Cards
  - Focus
  - Function
  - Persona
  - Score
  - Test Lab
- Experience Explorer
- Analytics Filters

**Car Type**

**Quick Info**

Item ID:	{8250EFD6-9292-43C6-A22F-4172A6716112}
Item name:	Car Type
Item path:	/sitecore/system/Marketing Control Panel/Profiles/Car Type
Template:	/sitecore/templates/System/Analytics/Profile - {8E0C1738-33...
Created from:	Profile, en, 1 - {07624A03-BB2F-45D8-ABE1-15E2B1705FF...
Item owner:	sitecore\admin

**Data**

Name [shared]:  
Car Type

Type [shared, standard value]:  
Percentage

Decay rate (%):  
33

# Experience Analytics

Supports new features in the Marketing Foundation

## New Dimensions

- 100% aligned to the Marketing taxonomy
- Assets, Outcomes, Goals, Campaigns

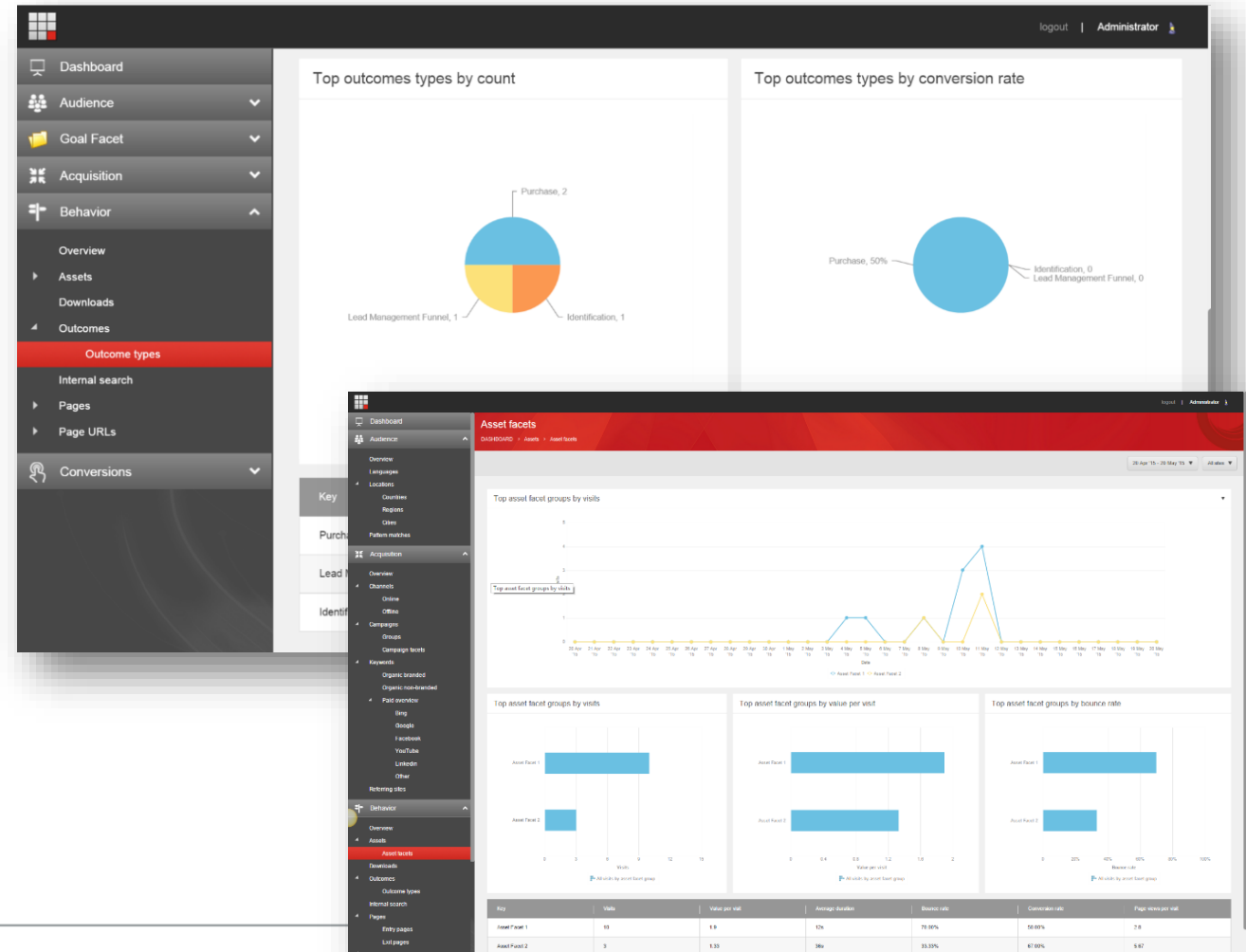
## New and updated graphs

- Pie Charts
- “Drill-down” functionality

## Updated Reports

- Device detection (by Type and Model)

## UX and UI Improvements

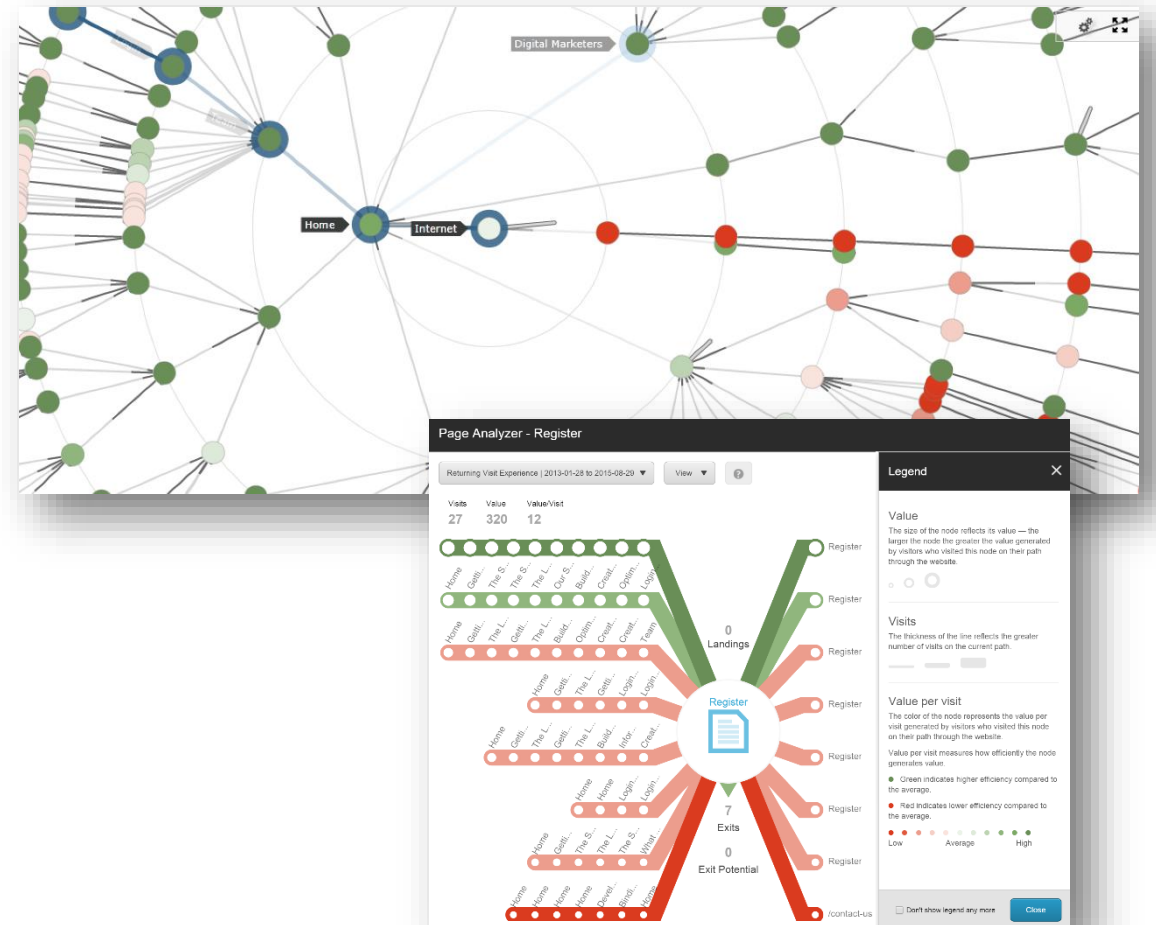


# Path Analyzer

Support for new marketing taxonomy

## New Map types

- Outcome maps
- Channel maps
- Reverse goal and asset maps
- Experience maps – custom maps built from the sequences of your choice.



# Federated Experience Manager

Place Web Forms for Marketers forms on non-Sitecore websites

MVC forms support

Support for capturing custom data values in external websites;

- Form data
- URL parameters
- Page Element values (such as monetary values)

Outcomes support

Tag Manager Support

- Support for Google Tag Manager

**Capture Click Action**

Capture click action assigns a click action to the selected component. This allows you to assign Sitecore functionality, such as marketing attributes, to the component. A click action can be associated with the website or with specific Page Filters. Only Page Filters that are assigned to this page can be selected.

**You must provide a name and select a parent item to continue.**

DETAILS | CAMPAIGNS | GOALS | EVENTS | **OUTCOMES**

**Assign outcomes**

Available outcomes: Contact Acquisition [Add]

Current outcomes: Contact Acquisition [Remove]

OK Cancel

# Content Testing

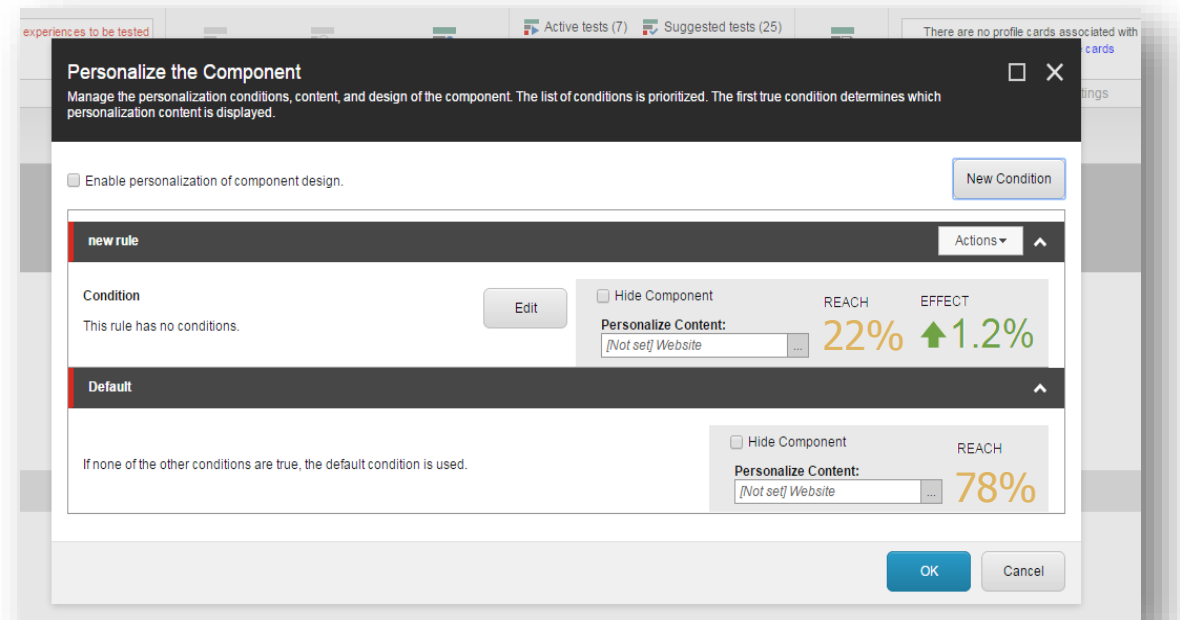
## Two KPIs added to each rule in the dialog

- Effect measures how the rule improves Engagement Value based on past tests
- Reach measures the percentage of site visitors that have seen the rule

## Ability to Cancel Tests

## Better logic for tests on multiple languages and devices

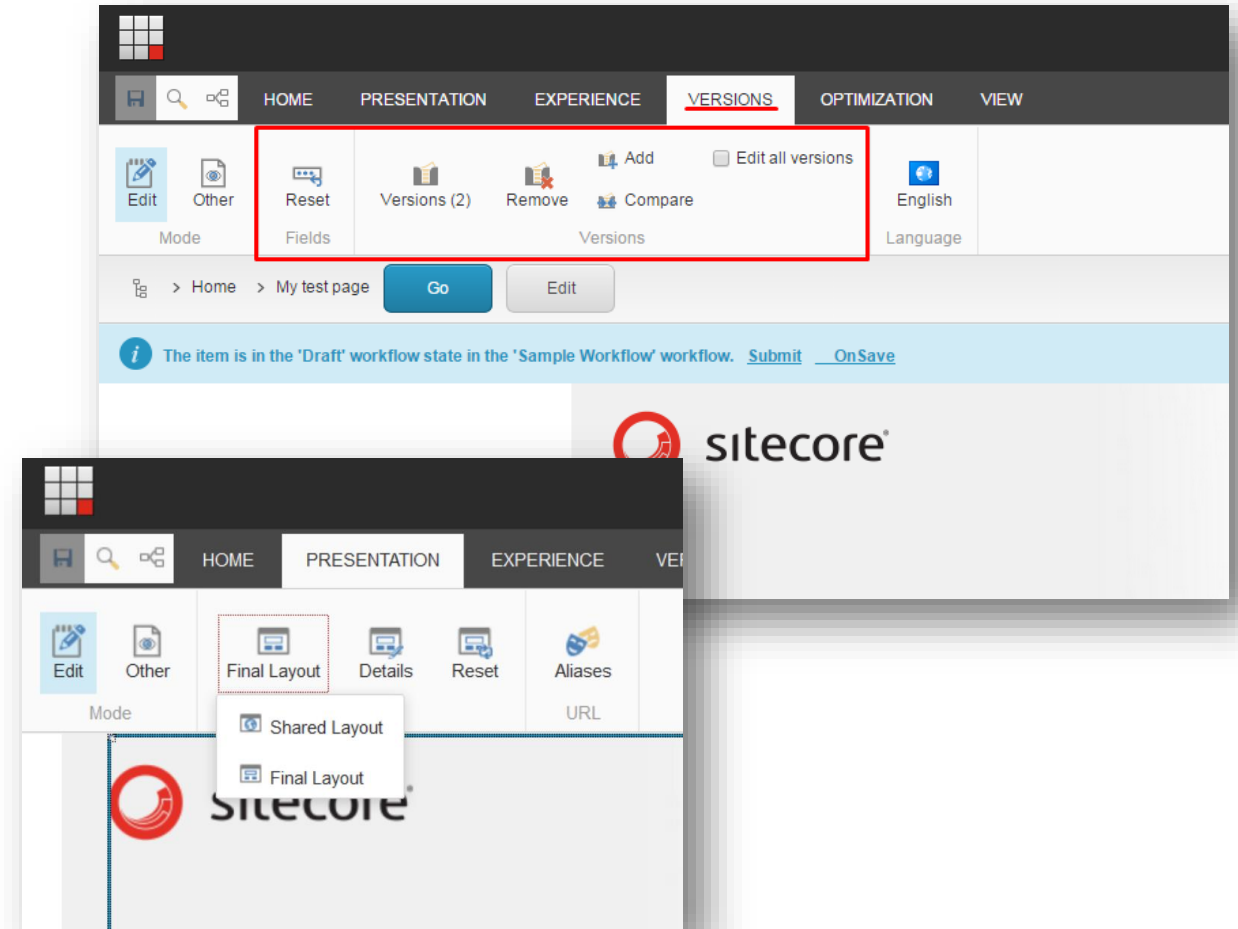
- Allow users to run individual tests on the same page in different languages
- Test of content changes are now across devices, as the page items content is shared between devices
- Better help and information to the users over these features



# Experience Editor // Versions and Layouts

'Versions' tab was added to the ribbon.

Ability to toggle between and edit different versions in the Experience Editor.

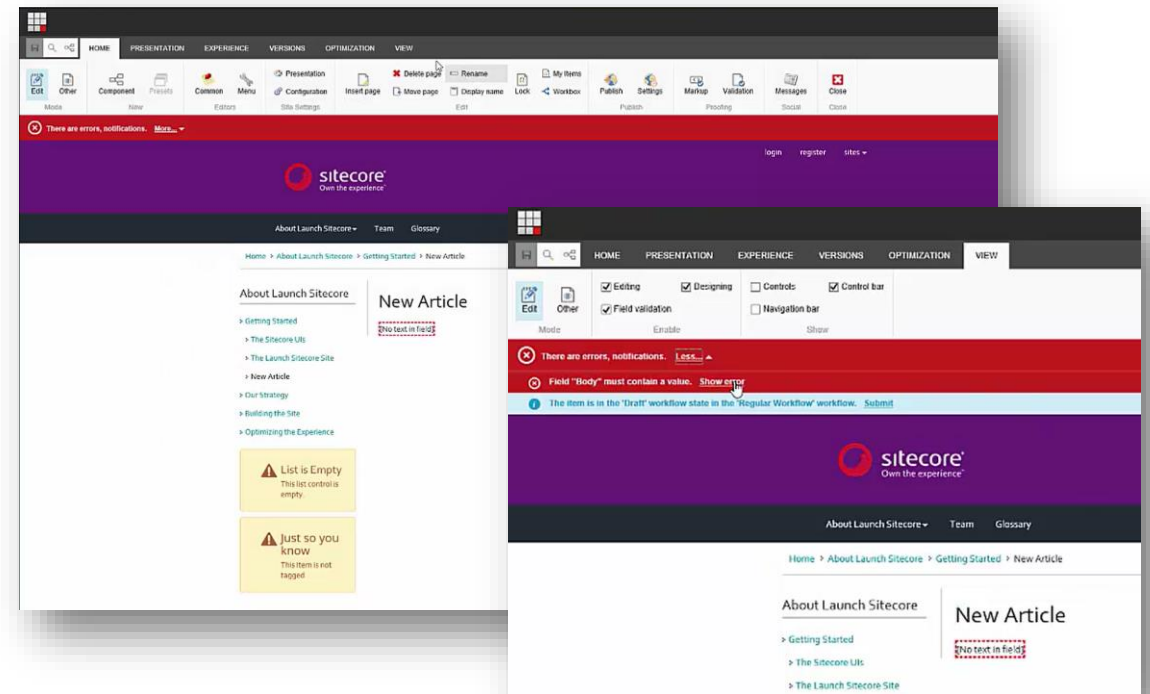


# Experience Editor // Validation

Validations and proofing is now available for the editors in the Experience Editor.

Page validation is highlighted below the ribbon.

Field validations are highlighted in place on the page.



# ASP.NET MVC

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## MVC support update

- Sitecore will ship with ASP.Net MVC 5.2.3.
- MVC Layouts, Controller Renderings and View Renderings support MVC Areas.
- Improved support for IDependencyResolver in SitecoreControllerFactory
- Improved support for HTML data attributes in field renderings
- Option to insert MVC Layout in Layouts folder.



# SPEAK V2

## SPEAK Core framework

- Release of a new Core v2.0
  - Binding
  - Composite Components

## Component Library

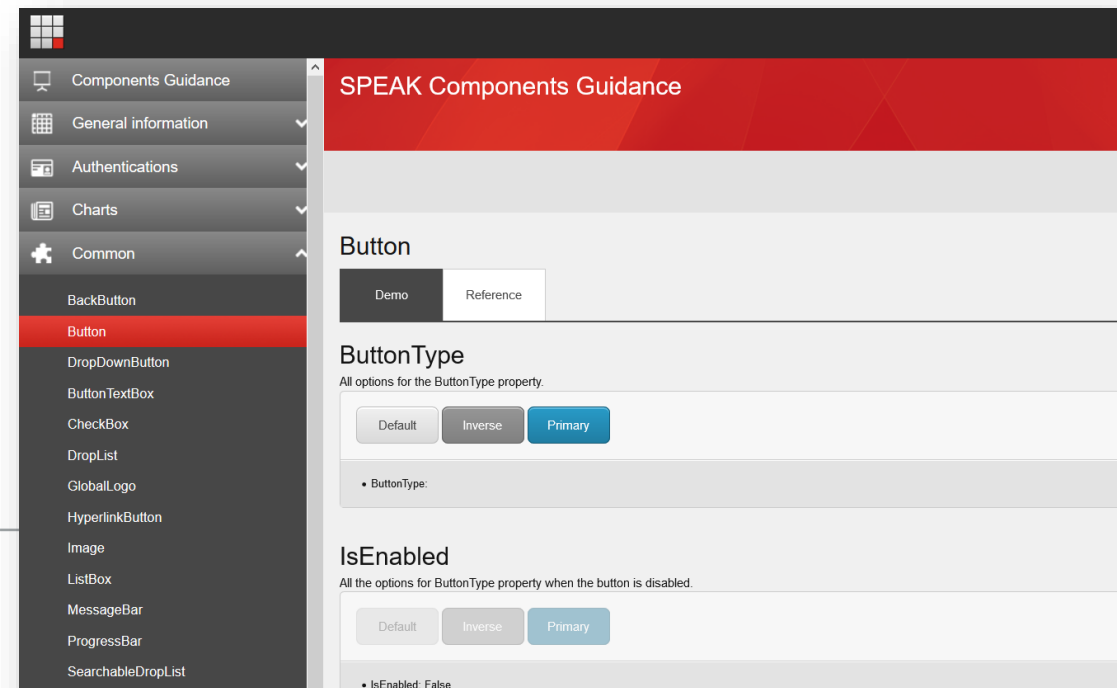
- Release of Component Library v2.0

## Maintenance

- 7.5 Updates
- 8.0 Updates
- Bugfixes in the v1.1 Core and Library for 8.1

## Platform Education And Knowledge Transfer

- Guidance Repository 1.0
  - Code Guidelines and styles
  - For internal and external users



# MongoDB

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The current version of MongoDB is now supported which contains many new features as well as performance enhancements.

Utilises the Mongo 1.10 driver only

Mongo 2.0 driver is not supported

Support for the following MongoDB Database Versions:

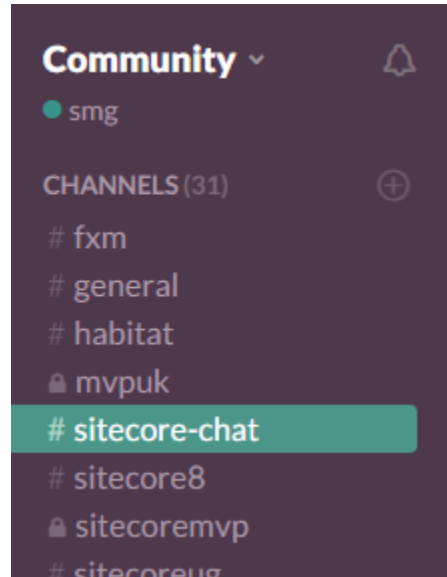
- MongoDB 2.6 mmapv1
- MongoDB 3.0.4 mmapv1
- MongoDB 3.0.4 WiredTiger

The background is a solid orange color with several large, overlapping, curved shapes in a lighter shade of orange. A white arrow points from the left edge towards the text.

Other snippets

# Slack – Community chat

Email me at [smg@sitecore.net](mailto:smg@sitecore.net) or tweet me @steviemcgill to ask for an invite



## #sitecore-chat



**jammykam** 15:13

Anyone know how to programmatically add multiple values to multi-list/treelist? I know the values are pipe separated, is there a he munge them together?



**guitarrich** 15:15

@jammykam: try this: <http://stackoverflow.com/questions/26551900/sitecore-set-multi-reference-field-value-programatically>

### Sitecore set multi reference field value programatically

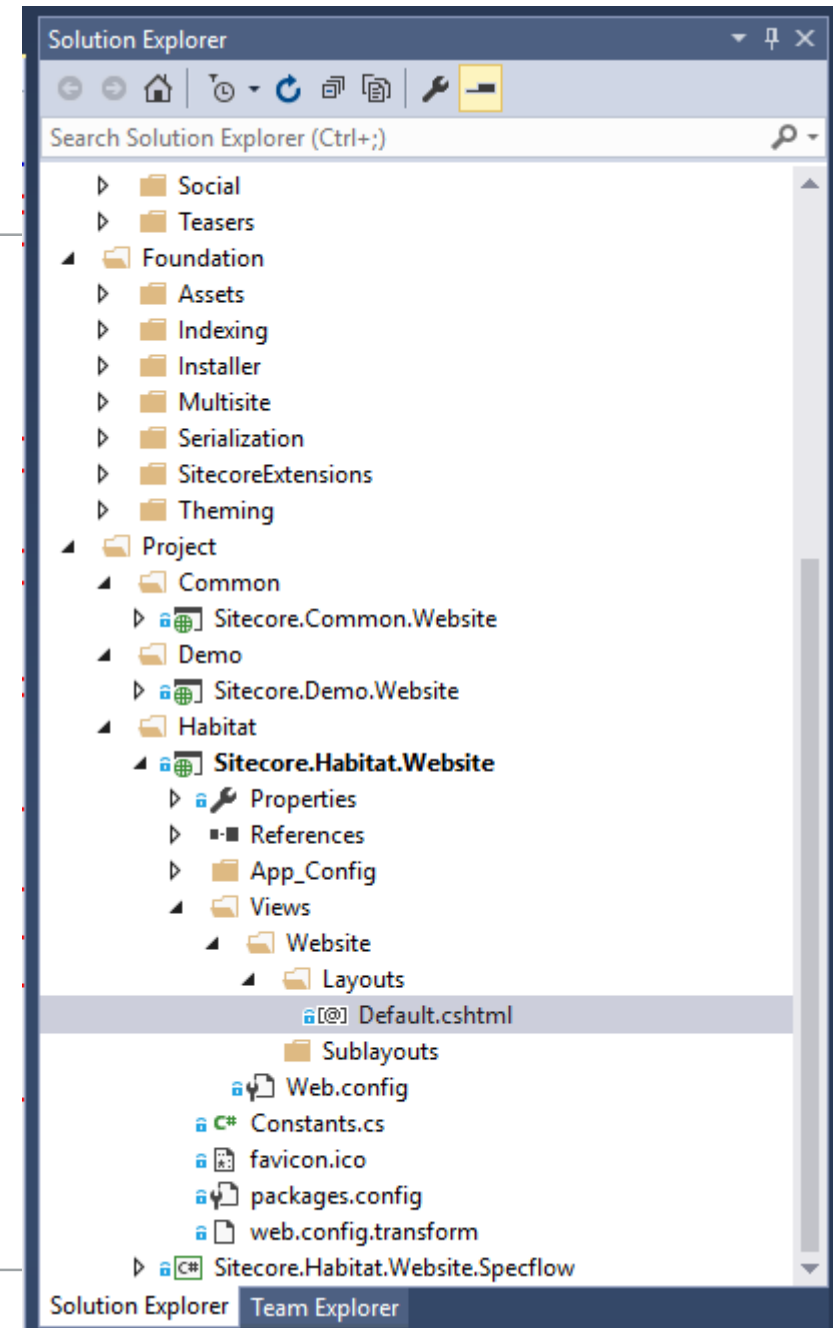
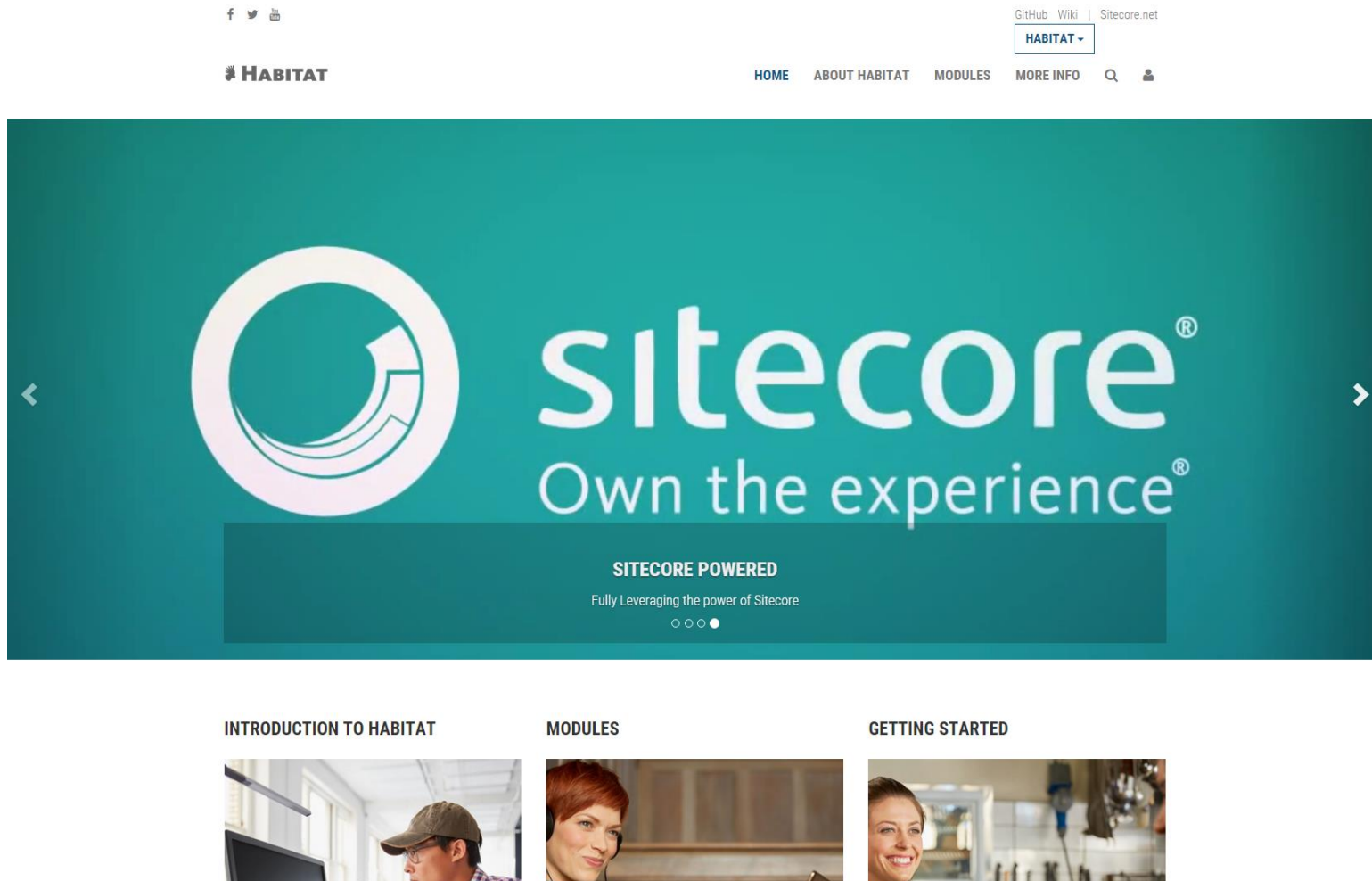
How to set a multi-reference field value programmatically if I have collection of items/ids? E.g. Build following raw value "{guid1}|{guid2}|{guid3}..." In my specific case I need to import a t...



Or there is a field type for those control, can you use that? `Sitecore.Data.Fields.MultilistField`

# Sitecore Habitat – Architecture example

Open-sourced at <http://github.com/sitecore/habitat>  
Available to see at <http://habitat.sitecore.net/>



# Questions?

Experience Management

XP Cloud

Language Fallback

Geo IP & Device Detection

Campaign Creation

Personalisation on Historic Data

Marketing Taxonomy

Experience Analytics & Path Analyzer

FXM Enhancements

Content Testing & Experience Editor

SPEAK 2.0

MVC 5.2.3

