

10 Takeaways

@sughungary
14th January 2021
Nick Allen



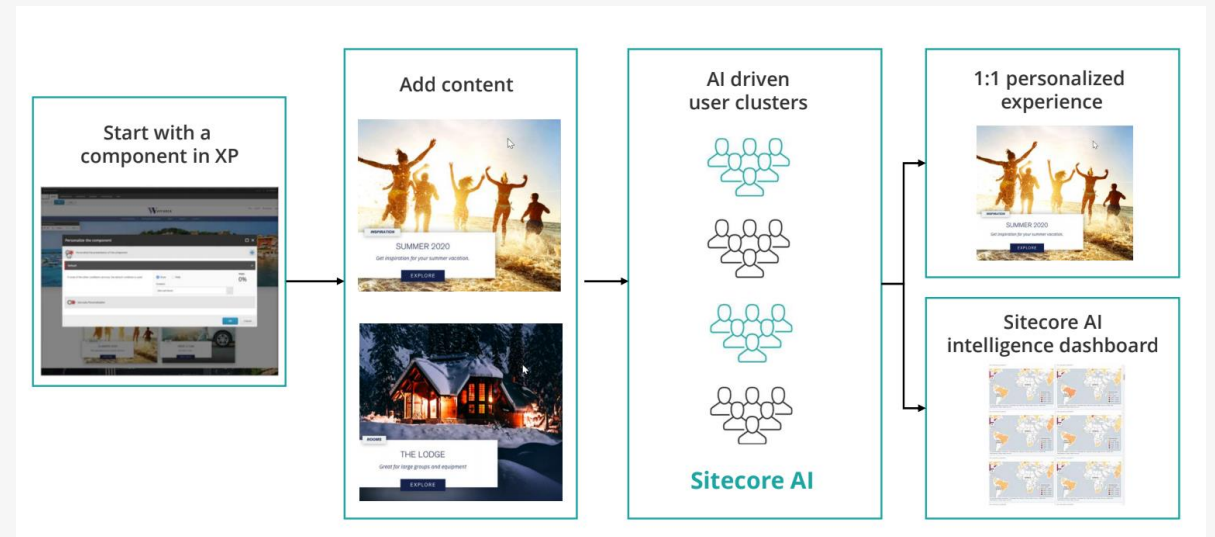
Nick Allen

Independent Sitecore architect / practice lead at Think Fresh
Working with Sitecore since 2007
6 time & current Sitecore MVP



1. Sitecore AI

- Auto personalization will be free to all Sitecore customers on Sitecore 10
- SaaS up to 12 million annual visits and 20 components
- Authors create content variations and check “auto-personalise”
- Machine learning model to auto-cluster users
- Success based on engagement value or bounce rate
- Synchronous variation picks at session start, asynchronous push of session data to train the model
- Growing content AI trend (authors need help)
- Cognitive Services



2. Content Hub

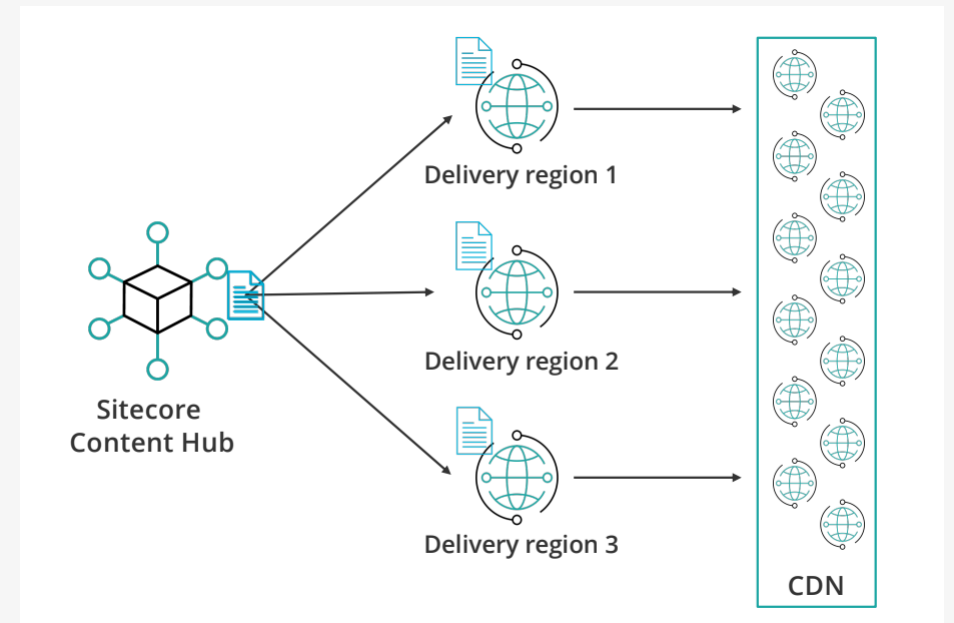
- Know your acronyms! PCM, CMP, MRM, W2P & DAM
- Plan for migration and integration
 - Schema mapping
 - Excel, REST API and WebClient SDK
 - Connector
 - CaaS
 - Sync frequency?
- Use actions and triggers for automation (Azure Service Bus, Functions, Cognitive Services etc.)
- Atomic (or modular) content. Break it down but don't overdo it
- Entity relationships
- Need to consider change management and adoption



<https://docs.stylelabs.com/content/3.4.x/integrations/architecture/index.html>

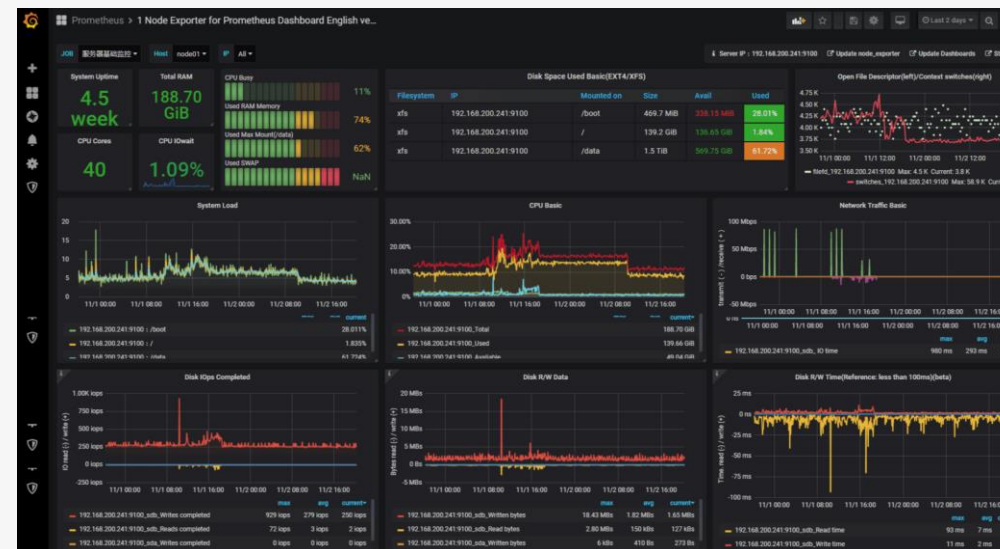
3. CaaS (Caz)

- Officially branded as Sitecore Experience Edge
- Deliver content globally via GraphQL APIs (CDN)
- Decoupling of content delivery from content management
- Truly Omni-channel
- Not a replacement for Content Hub or XP
- Free Modelling vs. Enterprise
- Atomic content (Entity Model)
- Personalization at the application level until XaaS (Zaz)



4. Containers

- The future is containers, support for App Services is going away
 - All 9.3 projects should really start in containers
 - 9.x images are managed by the community
 - 10.x images are managed by Sitecore (documentation is scarce on how these images are being built)
- No more local installs, dependency management or environment inconsistency
- Application containers fully supported
 - Data storage containers need to be in a separate node pool
- Azure SQL
- Kubernetes for cloud agnostic orchestration and management
 - AKS, EKS, GKE
- Prometheus for monitoring and Grafana for visualization in absence of services such as Application Insights
 - Prometheus-net to instrument Sitecore, exporters for Solr and SQL
- Automate builds for base image updates (images updated monthly)



<https://containers.doc.sitecore.com/docs/intro>

<http://bit.ly/marvai-aks>

5. NET Core Rendering Host

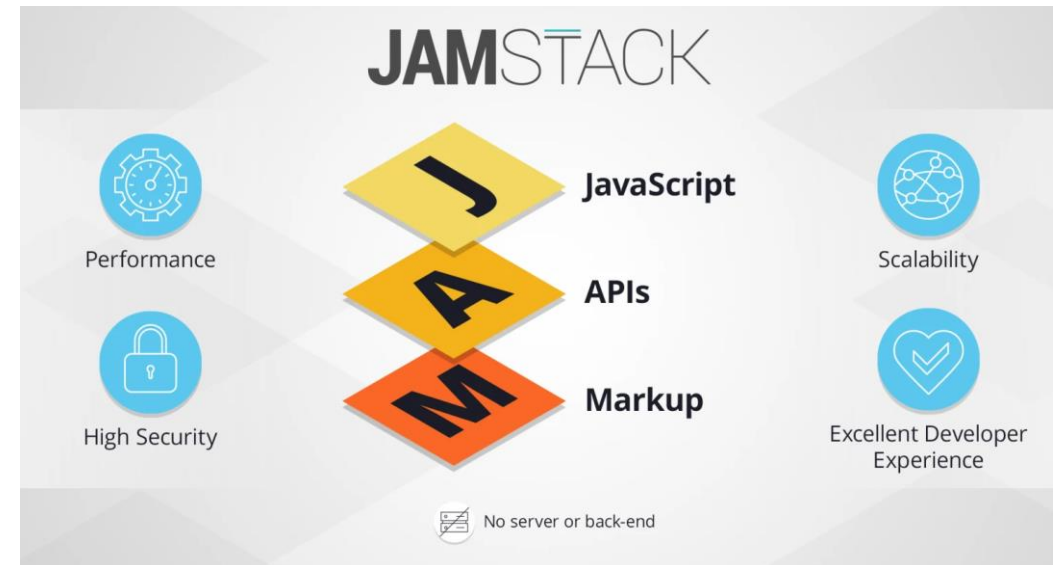
- Available starting from Sitecore 10
- Headless development for .NET Core
- Integrates with the same layout service as JSS
- Option for headless if you don't have the skills (or desire) to use JavaScript or don't need the richness of a SPA



6. Jamstack

- JavaScript, APIs & Pre-Rendered Markup (SSG)
- Build your DXP with “micro-services”
- Independently scalable services
- Strong preference for SaaS
- Sitecore responding to delivery model with CaaS
- Sitecore + Jamstack as opposed to Sitecore or Jamstack
- Uniform
- Monolith vs. micro-services. Just a cyclical trend?

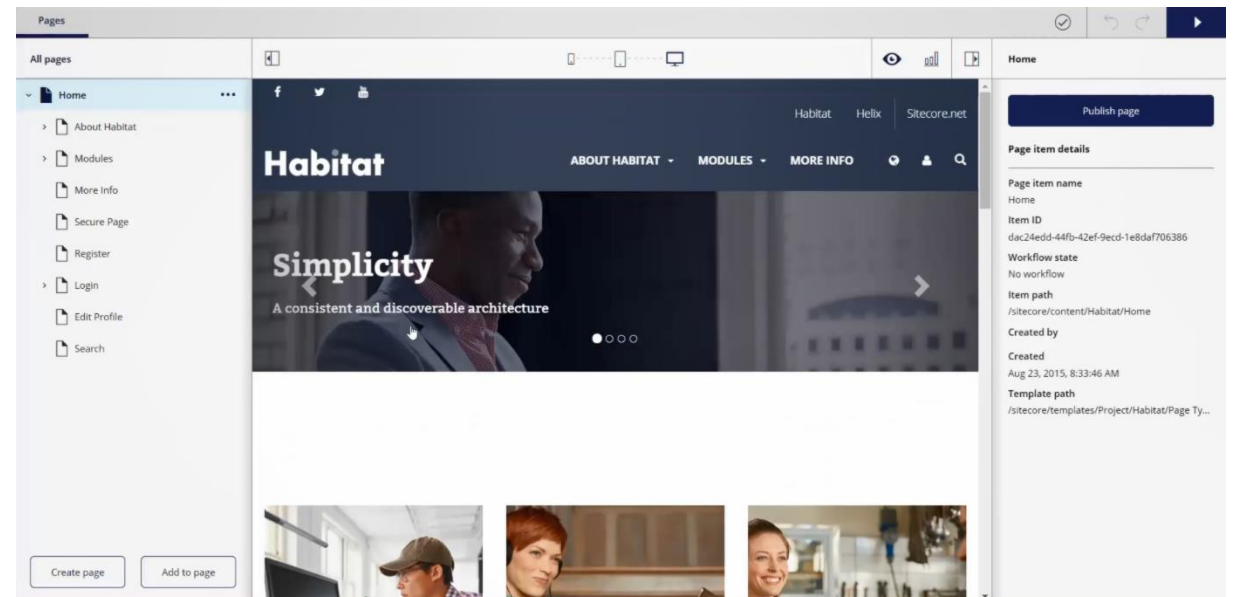
Image by Prosper Otemuyiwa on Cloudinary



<https://buildyourdxp.com/>

7. Horizon

- Next gen editor in Sitecore Experience Platform
- Multisite support
- Multilingual support
- Field editor support
- Content Hub support
- Edit SXA content
- Simulation and insights will drive business users to Horizon
- Separate headless .NET Core application
- Sitecore Hosts architecture and GraphQL
- Extend with client or server side plugins (soon)
- No JSS support (yet)



8. JSS / Next.js

- Next.js support is coming in JSS
- “If React is the engine, Next is the car”
- Addresses some of the Jamstack drawbacks learned from enterprises using React, Angular, Vue etc.
- Super framework to make Jamstack easier to adopt
- Production scalability for React
- Flexible delivery model (SSR, SSG & Incremental SSG)
- Simplified implementation
- Vercel for hosting

NEXT.JS

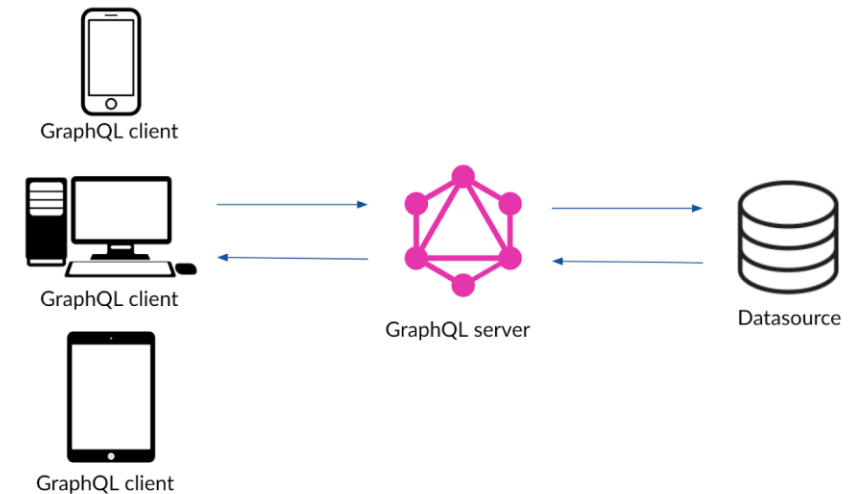
<https://react2025.com/>

<https://nextjs.org/2020/conf>

<https://github.com/uniformdev/sitecore-jss-nextjs-starterkit>

9. GraphQL

- Alternative to REST
- Schema models your domain
- Think in graphs. Information relevancy and relationships
- Shape of query determines shape of response (no over and under fetching problems)
- Self-documenting and explorable schema
- JSS, CaaS, Content Hub, Horizon...
- > dotnet add package GraphQL
- > dotnet add package GraphQL.Server.Ui.GraphiQL



GraphQL for BE devs | @engfragui

<https://github.com/graphql-dotnet/graphql-dotnet>

10. Sitecore CLI

- Replacement (sort of) for third party serialization tools
- Best of the Unicorn and TDS worlds
- Feature parity between CLI and GUI (Sitecore for Visual Studio)
- Sitecore for Visual Studio licensed
- No support (yet) for user and/or role serialization
 - Can use in conjunction with Unicorn or TDS for this
- **sitecore.json** determines the globs used to discover module configurations
 - “src/**/*.module.json”
- **module.json** determines which items will be serialized and how with support for full intellisense and granular control

```
> cd <project folder>
> dotnet new tool-manifest
> dotnet tool install Sitecore.CLI --add-source
https://sitecore.myget.org/F/sc-
packages/api/v3/index.json
```

```
> sitecore login
> sitecore publish
> sitecore ser push
> sitecore ser pull
> sitecore ser validate
> sitecore ser watch
> sitecore ser package create
```

Thank You! Questions?

@thinkfreshnick (twitter)

nick.allen (slack)

sitecorecreative.wordpress.com (blog)

www.thinkfreshfreelance.co.uk (coming soon)

Summary

1. Sitecore AI
2. Content Hub
3. CaaS
4. Containers
5. NET Core Rendering Host
6. Jamstack
7. Horizon
8. JSS / Next.js
9. GraphQL
10. Sitecore CLI