SITECORE

XM Cloud

Sitecore's cloud-native, SaaS Content Management System

Sitecore XM Cloud empowers brands to create, manage and deliver relevant content everywhere, lightning-fast, with the only enterprise-ready CMS that does it all.

Customer experience is everything. A brand can be made or broken based on the experience it provides to their customers.
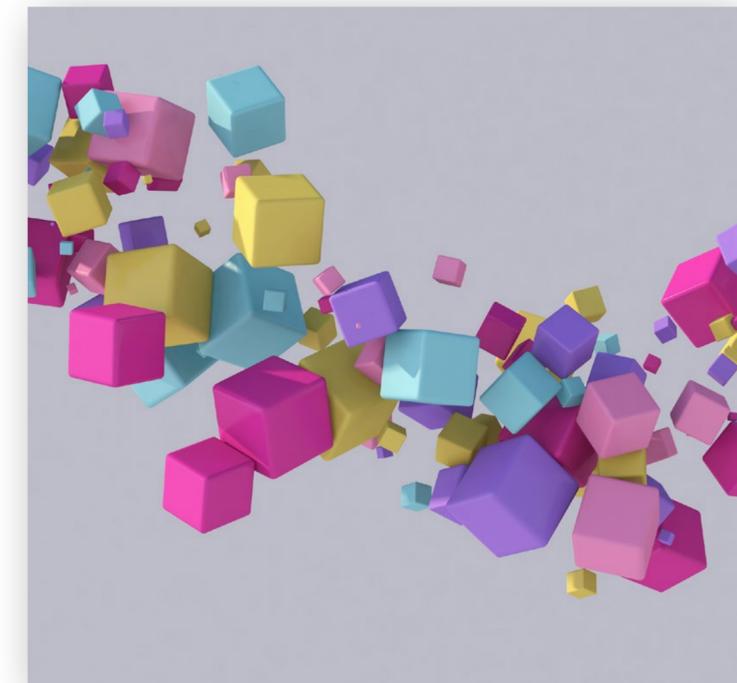
An exceptional customer experience drives higher loyalty and in turn, higher revenue per customer. And content is the foundation of all exceptional experiences.

Overview

Organizations across industries are moving to the cloud for many reasons. Companies of all types can save anywhere from 15-40% in infrastructure costs. While large enterprises can roll out services 30-60% faster and improve IT services by 25-50%.[1] When you factor in increased security, efficiency, collaboration, scalability, reliability, and more, putting off the inevitable makes no sense.[2]

XM Cloud is the cloud-native CMS designed for your entire digital experience (DX) team. With intuitive visual tools, marketers can rapidly create content once and reuse it across any channel and experience. With their favored modern frameworks, developers can build the experiences your customers demand.

The time to innovate is now. Get ahead of the competition and meet your customers' expectations. XM Cloud – empowering brands to move at the pace of digital.

[1] Suruji Dutta, et al., "For Many Enterprise Applications, the Cloud Is Ready for Prime Time," BCG, January 16, 2019, accessed August 2022 at https://www.bcg.com/publications/2019/enterprise-applications-cloud-ready-prime-time
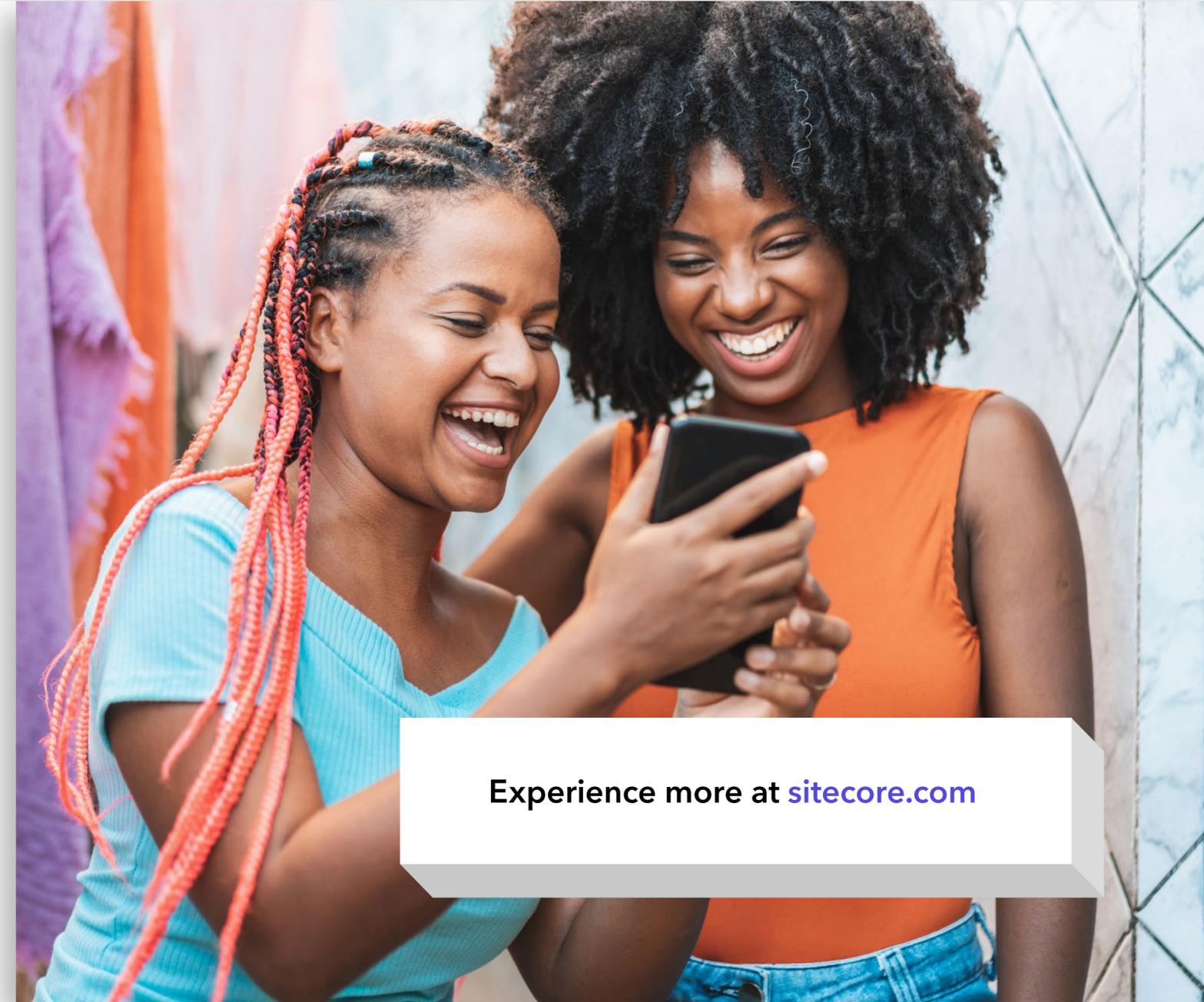
[2] Evgeniy Altynpara, "Why Migrate To The Cloud: The Basics, Benefits And Real-Life Examples," Forbes, May 12, 2021, accesses August 2022 at https://www.forbes.com/sites/forbestechcouncil/2021/03/12/why-migrate-to-the-cloud-the-basics-benefits-and-real-life-examples/?sh=1e1dca1d5e27

SITECORE®

Key features

- **Hybrid CMS**
  CMS architecture is headless in combination with enterprise features, site, layout & page management.

- **Cloud native**
  Architected to the cloud with elastic scale, upgrades and compatibility issues solved.

- **Jamstack ready**
  Works with modern frontend frameworks to support all deployment scenarios.

- **Exceptional freedom**
  Choice of tools, integrations, and Cloud deployment models..

- **Frontend-as-a-Service**
  Build pixel-perfect frontend experiences for any user interface with your data and your components. Build once, use everywhere.

- **Blazing performance**
  Deliver incredible first impressions with fast page loads.

- **Embedded personalization & analytics**
  Powerful capabilities allowing customers to create different pages and attach them to specific audiences and easy to use dashboards to provide a clear snapshot of customer behavior that marketers can use to optimize experiences.

- **Enterprise content**
  Intuitive, simple editing for marketers combining templates, components, static and dynamic content and media in one single place.

- **Resilience**
  Accommodate unexpected demand or malicious attacks effectively

- **Cost effectiveness**
  Reduce backend infrastructure and IT management costs.

- **Global scalability**
  Auto-scale to meet global traffic demands.

About Sitecore

Sitecore is a global leader of end-to-end digital experience software. Unifying data, content, commerce, and experiences, our SaaS-enabled, composable platform empowers brands like L'Oreal, Microsoft, United Airlines, and PUMA to deliver unforgettable interactions across every touchpoint. Our solution provides the cutting-edge tools brands need to build stronger connections with customers, while creating content efficiencies to stand out as transformation and innovation leaders.

Experience more at sitecore.com