

# Sitecore XDB



## Platform Advantage



Marketing Analytics



Scalability



Speed to Market



High Performance



Multiple Session Re-targeting



Data Integration

## Experience Database (xDB)

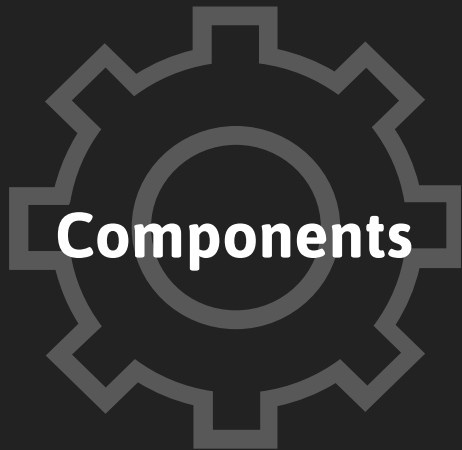
xDB, Sitecore's most recent marketing database, provides quick access to data and information about customers in a most specific way.

## Contact Us



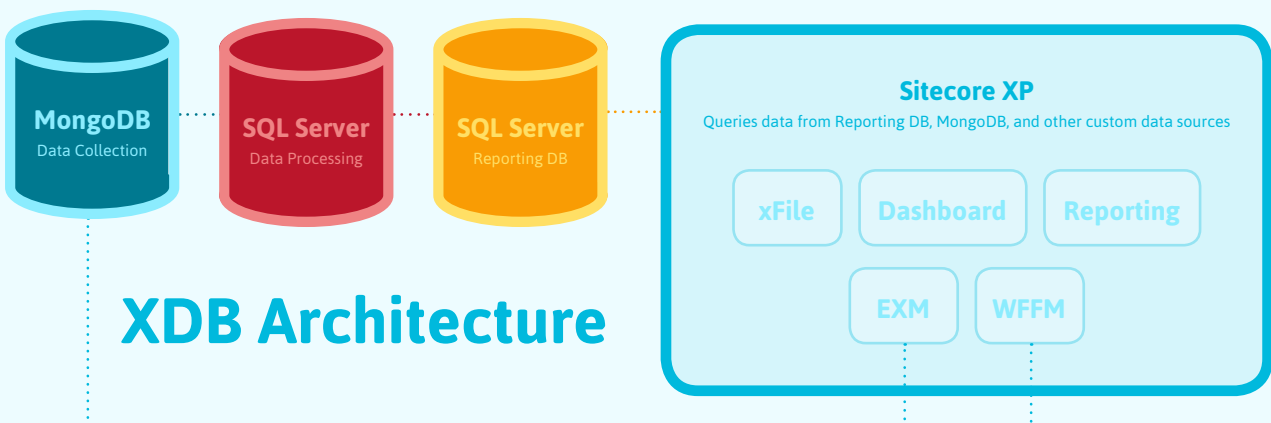
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# XDB Components & Consideration



- 1 MongoDB Databases
- 2 MongoDB Index (Solr)
- 3 Reporting Database
- 4 Data Aggregation Servers

- 1 Traffic
- 2 CRM contacts
- 3 Hosting/infrastructure
- 4 Frequency of Reports



## Installation Options

# Hybrid

Cloud and On-Prem model of both on premise installation of SC & analytics.

# On-Prem

Hosted database on internal infrastructure with control over management & maintenance of MongoDB installation.

# Cloud

Cloud Edition run entirely in the cloud as a Sitecore managed solution.

# A La Carte

Architecturally the same as the on-premise model with limitations and different pricing for processing services.

## Planning for XDB



Infrastructure Requirements



Reports & Analytics



Internal Capabilities



Budget & Time

## Features that use XDB



Engagement Analytic



Experience Profile



Executive Dashboard



Personalisation & MV Testing



Path Analyser



Building a digital future with Switch I.T.



Every Sitecore site Switch has implemented has won a Sitecore award