uxbee

# whitepaper

## Migrating with ease:
## Sitecore XM/XP to XM Cloud

bee informed and
bee inspired by this
uxbee deepdive.
Discover everything
you need to know
about moving to
Sitecore XM Cloud

by uxbee

# In this whitepaper

# Introduction

In the digital era where consumers are bombarded with an abundance of content every second, it's not just about being seen - but about being remembered. Engaging digital experiences have transcended being mere 'nice-to-haves' to becoming pivotal in capturing and retaining consumer attention. When content truly resonates with your target audience, it fosters loyalty, drives conversions, and amplifies brand recall.

But how can businesses curate such experiences? The answer lies in leveraging powerful tools and platforms designed specifically to create dynamic, personalized, and compelling digital experiences. To meet this challenge, Sitecore has completely revamped its product portfolio and named it 'Sitecore Composable DXP'. This new suite of products is cloud native and built to fit modern organization's needs.

An important part of Sitecore's new strategy is the introduction of Sitecore XM Cloud. Sitecore XM Cloud is a fully managed, cloud-based content management system (CMS) - which means that Sitecore takes care of all the underlying infrastructure and maintenance. Not only does it empower businesses to craft engaging digital experiences, but it also positions their marketing department for the future and trims long-term overhead costs. This allows you to focus on what truly matters: creating great content!

In this whitepaper, we will take a closer look at XM Cloud and explore its key features and benefits like:

- How moving to XM Cloud can save you money by increasing productivity and lowering operational costs and hosting fees.
- How a composable SaaS based CMS can propel your organization into the future.
- How we can assist you in your migration, making sure this process is as smooth and stress free as possible

Finally, we will also discuss how XM Cloud can help you create and deliver engaging digital experiences that will help you reach your business goals.

# Sitecore Composable DXP

Sitecore Composable DXP is a next-generation SaaS suite of products that helps businesses create and deliver engaging digital experiences. It is built on the latest technologies and is designed to help businesses meet the challenges of the digital age.

So, what makes Sitecore Composable DXP stand out? It's all in the name: it's composable. Picture it as a set of building blocks, each with its own purpose. They can be combined in different ways to fit the unique needs of every business. This means it's super adaptable and can grow with a company, making it a key tool in any digital toolkit.

With all this in mind, it's clear that Sitecore Composable DXP is a top choice for businesses, big or small, looking for a strong CMS to create and share their digital stories.

Now that we've got a grip on what Sitecore Composable DXP is all about, let's dive into a related topic: How does SaaS, the heart of Sitecore Composable DXP, compare to PaaS? Let's find out.

**2**

## SaaS and PaaS, what's that story about?

As we delve deeper into Sitecore Composable DXP, let's unpack some jargon. We've been chatting about the new SaaS solution, but how does it stand against the PaaS solution you might know?

### Platform-as-a-service (PaaS)

PaaS is primarily useful for developers and programmers. PaaS allows the user to develop, run, and manage their own apps without having to build and maintain the infrastructure or platform usually associated with the process.

### Software-as-a-service (SaaS)

This is like your ready-to-use software that you can access straight from your web browser. The provider handles all the nitty-gritty like updates, fixes, and regular maintenance. All users need to do is connect, either through a simple dashboard or API, and there's no tricky installations. And when you need to get your team on board? It's smooth sailing.

# 2

## What's the difference between Experience Manager, Experience Platform, and XM Cloud?

Building on that foundation, how do these broad categories of SaaS and PaaS translate into the specifics of Sitecore products? Let's break down the distinctions between the well-known Experience Manager and Experience Platform, and the new XM Cloud.

**Experience Manager (XM)**

Focus: A CMS-centric tool.

Capabilities: Manages multiple websites, multilingual content, and smoothly integrates third-party apps. Experience Editor and Horizon further enhance content visibility and editability.

Infrastructure: Nestled within Sitecore's PaaS portfolio, it offers flexibility with cloud or on-premises setups.

**Experience Platform (XP)**

Focus: A holistic content and marketing automation solution.

Capabilities: Beyond XM's CMS capabilities, XP introduces dynamic personalization and a 360-degree view of the customer journey. It integrates marketing automation, streamlining marketing processes.

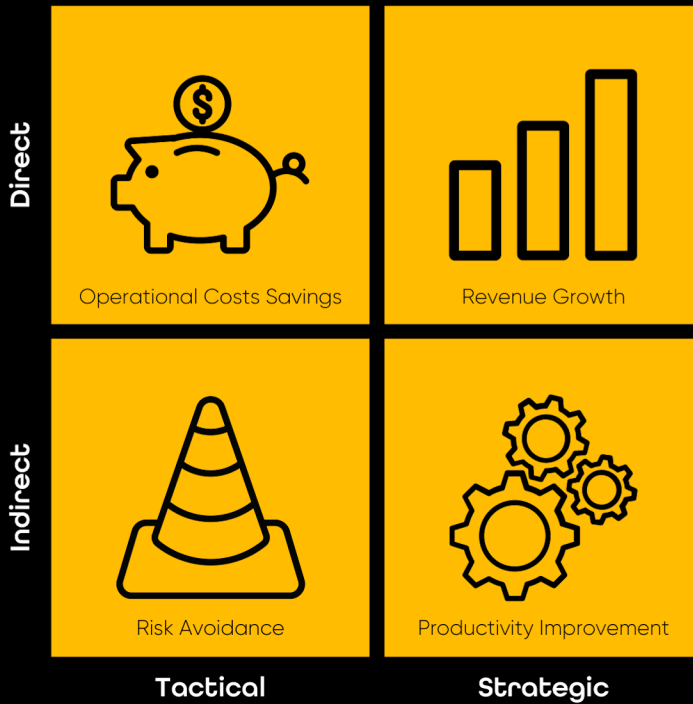Infrastructure: Firmly anchored in Sitecore's ecosystem, fusing content management with actionable insights.

**XM Cloud**

Focus: A pioneering cloud-native SaaS product.

Capabilities: A headless, Jamstack-ready CMS that heralds next-gen visual authoring via Pages and Components. Embedded personalization and analytics are at its core.

Infrastructure: Sculpted with a composable architecture, ensuring centralized and consistent hosting.

**3**

# Customer Value when using Sitecore XM Cloud

| | Tactical | Strategic |
|---|---|---|
| **Direct** | Operational Costs Savings | Revenue Growth |
| **Indirect** | Risk Avoidance | Productivity Improvement |

Now that we've talked about the distinctions between Experience Manager, Experience Platform, and XM Cloud, it's time to focus on the heart of the matter: What value does making the shift to XM Cloud bring to your business? To fully appreciate the advantages of this leap, we will examine its impact across four crucial dimensions: operational cost savings, spurring revenue growth, proficient risk avoidance, and amplified productivity gains.

## Operational Cost Savings

Every business is on the lookout to maximize value and minimize expenses. While migrating to XM Cloud introduces innovative technology, it's more than just a technical advancement. It's about smartly aligning your investments. Transitioning isn't just about embracing the new; it's a strategic move designed to put money back in your pocket. Let's dissect the various avenues through which XM Cloud empowers businesses to significantly reduce operational costs.

### Increased Flexibility with API-first CMS

An API-first approach not only allows businesses to be more flexible in how they build and deliver their content but also reduces the need for bespoke integrations. By seamlessly connecting with third-party tools, such as marketing automation platforms or ecommerce platforms, businesses can create more engaging and personalized experiences for their users without heavy investments in custom developments.

## 3

### Reduced development costs

Utilizing APIs offers the advantage of tapping into pre-built functionality. Instead of developing from scratch, businesses can save precious development hours and associated labor costs. This ensures they benefit from tried-and-tested functionalities that speeds up their time to market, enabling more secure and reliable applications.

### Improved Scalability with API Decoupling

This advantage allows businesses to scale resources without impacting the underlying content. Because APIs are separate from the presentation layer, businesses can add or remove resources as traffic demands, ensuring optimal performance without overspending on redundant resources.

### SaaS-based CMS Scalability

With dynamic scalability inherent to SaaS platforms, businesses can adjust their usage based on real-time needs. During high-traffic periods they can ramp up, while during downtimes, there's no excess cost from unused resources.

### Reduced Infrastructure Costs with Cloud Hosting

Hosting with XM Cloud eliminates significant expenses. As businesses no longer need to invest in on-premises infrastructure, they save considerably on hardware, software, and IT staff costs. This shift ensures operations are leaner and more cost-efficient.

### Reduced Maintenance Costs

The responsibility of maintaining XM Cloud lies with Sitecore. This means businesses are freed from the continuous cycle of software updates or security patches, translating to significant savings on IT support and avoiding potential licensing or software expenses.

### Reduced Risk with SaaS-based CMS

Hosting in secure data centers provided by SaaS platforms ensures heightened security. With reduced chances of breaches or downtime, businesses not only maintain their brand reputation but also steer clear of potential lawsuit costs, lost sales, and expensive damage control.
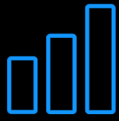
# Revenue Growth

As businesses evolve in the digital landscape, driving consistent revenue growth remains paramount. Investing in technology is not merely about being up to date; it's about leveraging tools to fuel financial growth. With XM Cloud, businesses aren't just migrating to another platform; they are making a calculated move to turbocharge their revenue streams. Let's delve into how this transformation acts as a catalyst for boosting profits.

**Increased speed to market**

With the quick setup capabilities of XM Cloud, businesses can roll out new websites in a flash. The introduction of Pages provides an intuitive interface for marketers, eliminating dependence on developers. The faster your site goes live, the quicker the ROI clock starts ticking.

**Increased web conversions/leads**

XM Cloud is more than just a CMS; it's a lead generation powerhouse. By harnessing personalization and analytical tools, businesses can craft content tailored to niche audiences, fostering higher conversions. This precision marketing not only increases potential customers but directly boosts the bottom line.

**Improved SEO rankings**

In addition to the benefits listed above, XM Cloud can also help businesses to improve their SEO rankings and generate more leads. This is because XM Cloud is designed to be search engine friendly and offers a variety of features that can be used to optimize your website for search engines. With improved SEO rankings, businesses witness higher organic traffic, leading to more leads and subsequently, heightened revenues.

# 3

## Risk Avoidance

In a business environment fraught with uncertainties, risk management and mitigation play a pivotal role. While digital solutions offer numerous benefits, they can also introduce vulnerabilities if not chosen wisely. Switching to XM Cloud is not just an IT decision; it's a strategic step towards fortifying a business against unforeseen challenges. Let's explore how XM Cloud acts as a shield, safeguarding both brand reputation and bottom line.

**Improve agility to respond to competitive developments**
The business world is ever evolving. With XM Cloud's agility, you can adapt to market shifts at a moment's notice, ensuring that competitors don't outpace you. A timely launch of new features or products can solidify your market stance.

**Uninterrupted Business Operations**
Downtime can be the arch-nemesis of revenue. With XM Cloud's superior resilience compared to Sitecore XP, outages become a rarity. This constant uptime guarantees a seamless customer experience, preventing revenue dips during critical outages.

**A Trusted Shield against Market Volatility**
XM Cloud isn't just a platform; it's a protective armor. With its agility, scalability, and resilience, it safeguards businesses against market unpredictability, ensuring a consistent brand presence and avoiding potential revenue losses.

# 3

## Productivity Improvement

Time is money, and in the business world, optimized productivity can be the bridge between mediocrity and excellence. While adopting XM Cloud brings with it a suite of features, it's also about streamlining operations and eliminating inefficiencies. Transitioning to XM Cloud is more than just adopting a new tool; it's about creating a robust foundation for consistent and enhanced productivity. Let's navigate through the myriad ways XM Cloud enhances operational efficiency and spurs growth.

### Evade Hefty Upgrade Expenses

XM Cloud's subscription model is a game-changer. Traditional upgrades can be financially draining, with costs spanning software procurement, migration, and even downtime. XM Cloud's automated updates nullify these costs, making budgeting more predictable and cost-effective.

### Empower the Marketers

A tool is only as good as its ease of use. XM Cloud stands out with its marketer-friendly interface. Without requiring deep technical knowledge, marketers can rapidly roll out compelling content, directly contributing to revenue growth.

### Slash Maintenance and Development Overheads

Handing over the reins to Sitecore for platform management means significant operational savings. An in-house team managing Sitecore XP can erode IT budgets, but with XM Cloud, businesses can allocate funds to more strategic endeavors.

### Innovation as the Key Driver

With the technical nitty-gritty handled by Sitecore, businesses can channel their energy towards innovation. XM Cloud ensures that resources aren't spent on maintenance but on ground-breaking ideas, giving companies a competitive edge.

To sum it up, XM Cloud isn't just another tech platform; it's a strategic ally. With its cost-saving, revenue-boosting, and productivity-enhancing features, it redefines the digital landscape for businesses, making them future-ready and financially sound.

# 4

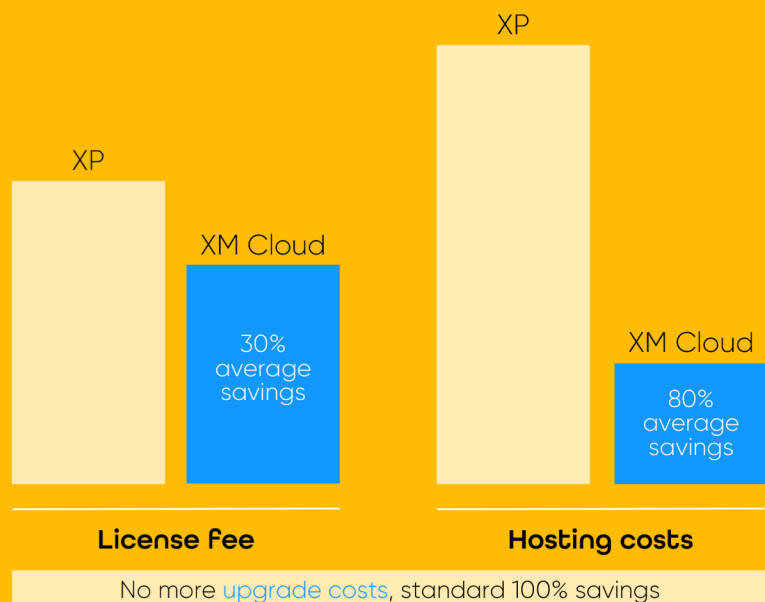# Cost Implications & Value Maximization - our strategy

The shift from Sitecore XP to XM Cloud doesn't only bring with it financial appeal (with savings up to 100K annually), but it also arms your marketing team with Sitecore's latest innovations. However, the preliminary migration expenses might seem daunting. This is where uxbee steps in with strategies not just to mitigate these initial costs but also to distribute them. Our aim? To ensure you don't overshoot your budget in year one, allowing you to allocate resources effectively towards lead generation and customer experience enhancement.

## What does our strategy encompass

Being a Sitecore Gold focus partner, uxbee stands amongst the few in the Netherlands with multiple successful migrations to Sitecore XM Cloud. We understand the process well, are ready for any challenges, and have solutions to make things easier. Our preparedness translates to quick, efficient migrations, ensuring marketers can harness the full potential of the new Sitecore XM Cloud platform. So, why uxbee?

- Easy design kickstarter
- Effortless content migration
- Staggered payment structure
- Temporary licensing

## Average annual cost savings

XP

XP

XM Cloud

30% average savings

XM Cloud

80% average savings

**License fee**                **Hosting costs**

No more upgrade costs, standard 100% savings

# 4

## Easy Design Kickstarter

To keep the time-to-market for the XM Cloud implementation as short as possible, we've developed a design system based on our experience: our XM Cloud Design Kickstarter. This design system covers the most common components used on websites. We'll integrate your brand style guide, allowing us to quickly establish a basal website. Meanwhile, we'll also assess which other non-standard website elements are necessary to meet your goals. This way, you'll be up and running in no time.

## Effortless Content Migration

Content migration can be both invasive and time-consuming. Uxbee's solution ensures up to 80% is migrated automatically. For the remaining content, we can handle the transfer. The benefits? A minimized content stoppage duration and a near-zero error risk.

## Staggered Payment Structure

Traditional migration incurs a lump-sum cost that companies need to cover at once. For instance, if a project costs 200K, that's a hefty sum to outlay in the migration year. With this foresight, we offer the flexibility to spread migration costs (Capex) into monthly operational costs (Opex) over an extended duration. This approach seeks to minimize the first-year expenditure. It ensures the first year doesn't become overwhelmingly expensive, allowing businesses to distribute expenses over multiple years. We typically integrate this through an addendum in the management contract.

## Temporary Licensing Solutions

During migration, additional licensing costs might emerge. Being one of the seven Sitecore focus partners in the Benelux, we provide a solution in the form of a temporary license. While its duration might vary, it always ensures adequate time for meticulous migration. And the best part? This temporary license is typically free of charge.

# 5

# Discover the Possibilities with uxbee

With the capabilities of Sitecore XM Cloud within grasp, there's an opportunity to utilize this power without putting undue strain on your budget.

Every organization's migration journey is unique, with its own set of challenges and potential rewards. At uxbee, our extensive experience with Sitecore migrations ensures that we can guide you through this process, maximizing benefits while minimizing disruptions.

If you're considering the shift to Sitecore XM Cloud or just want to understand more about the migration landscape, don't embark on this journey alone. Let us be your partner in navigating these waters, ensuring a smooth transition and a successful outcome.

# Want to know more?
## Let's meet for coffee,
## and we'll tell you everything!

### See you soon?

Elektronicaweg 37, 2628 XG Delft
ww.uxbee.nl | hello@uxbee.nl | 015 79 00 100

**uxbee**