SXA: Transforming the way you work

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Every large organisation depends on digital. However, so many find it hard to manage their existing digital touch points, across multiple brands, markets and territories. Planning, designing and creating new sites, campaigns or content quickly on a global scale becomes almost impossible.

Enterprises with a legacy of custom-built websites find that updating and adding regular content is often dependent on relatively expensive platform developer resources. Quick fixes, content updates and major additions can all get stuck in development or release bottlenecks. Even simple content changes can frequently take weeks to publish. In today's fast moving digital environment, these barriers to publishing are not acceptable; speed is of the essence and consumer expectations mean that real time responsiveness needs to be a reality.
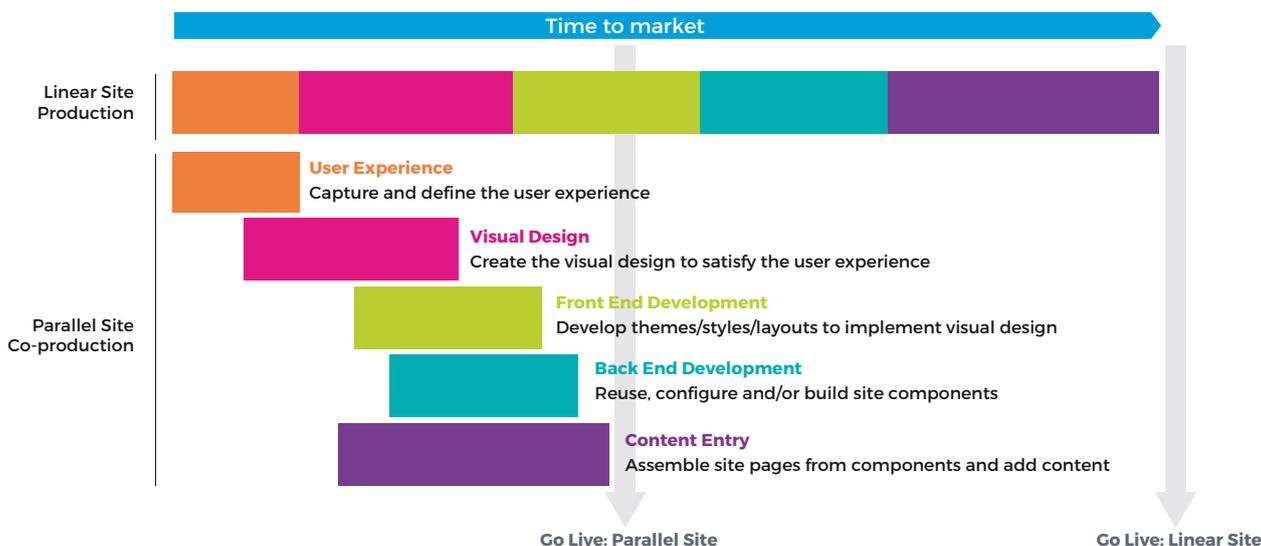
Turn the publishing process on its head

The launch of Sitecore 8.2, featuring the Sitecore Experience Accelerator (SXA) sets out to tackle these issues head on. It greatly simplifies the publishing process, meaning that non-technical content creators, such as in-house teams and creative agencies, are able to design and publish their own content directly. In doing so, it enables a second major benefit by allowing enterprises to completely redesign the publishing process. By engaging the content creators in publishing, it removes the technical bottlenecks of creating digital experiences and transforms the traditional linear publishing process. But don't think of SXA as simply a tool for making publishing a little quicker and easier. It can be a real game changer in your organisation.

Accelerate digital marketing

Technologies, devices and services are getting smarter. And so are your customers. They want to buy a product or make use of a service when, where and how they want. If you fail to provide them with the experience they're looking for – essentially making it difficult for them to do business with you – they'll simply go elsewhere.

Being first to market is critical for success. Normally digital execution depends on the design of a user experience, which is then handed over to visual design, then to back end and front end development. However, using the SXA, each of these stages can be run independently, meaning they can be done in parallel.

Time to market

Linear Site Production

Parallel Site Co-production

User Experience
Capture and define the user experience

Visual Design
Create the visual design to satisfy the user experience

Front End Development
Develop themes/styles/layouts to implement visual design

Back End Development
Reuse, configure and/or build site components

Content Entry
Assemble site pages from components and add content

Go Live: Parallel Site   **Go Live: Linear Site**

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The benefits of acceleration don't stop there. By transforming the author experience the SXA provides the catalyst for a genuine transformation in the entire digital marketing process. Now brand owners can become genuinely agile and are free to continually rethink, refine and improve their digital experiences. The build is no longer the endgame - it's the beginning of the story.

Improve Marketing Execution

Your marketing teams and creative agencies work hard to come up with creative ideas that will stand out. But turning brilliant creative concepts into reality can be a challenge. How do you make sure that great brand and campaign concepts can be consistently brought to life? And how do you make sure that your creative teams are fully exploiting all of the capabilities of your digital platform? If the SXA is your secret weapon, you must make sure that all the other elements in your ecosystem are also aligned.

Great customer experiences are not built with technology alone. At Cognifide, we've identified seven elements of the digital ecosystem that must all be aligned if you are really going to make the most of an accelerated approach.

With these seven elements working together, you and your agencies will be free to create the customer journeys that your consumers are demanding.
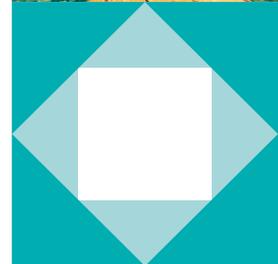
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Reduce Operating Costs

Historically, the bulk of your digital investment will probably have been stacked heavily into the build phase, possibly leaving little or nothing for improvement and evolution. The accelerated approach turns this imbalance on its head, meaning you can greatly speed up the return on investment. SXA effectively takes the tech out of publishing, putting the power into the hands of the content creators. New sites can be delivered in a matter of hours or days using out-of-the-box components, and the armies of developers traditionally associated with this work are no longer required.

Not only will you see your time to value significantly reduced but your in-life operating costs will drop dramatically too.

Free yourself to innovate

So often it's the day to day challenges that block innovation. Great ideas are often shelved because of the technical challenges of delivering them. Making the most of the SXA will free your creative teams to innovate. By effectively standardising the building blocks, an accelerator unleashes creativity, helping turn your ideas into reality and leaving you to focus on the art of the possible.

Are you ready to take advantage of the SXA?

If you're excited about what you've heard about SXA and want to ready your business to make the most of it, talk to us. Nobody has more experience of the accelerated approach. We know it's about far more than just the technology. We'll get you ready to take advantage of this completely new way of working. Whether you are a Sitecore customer or partner, we can show you how SXA can help you get the most out of your Sitecore platform.

Your first step with us is a free, half day eye-opener session with one of our Sitecore experts. To find out more and book yourself in, contact me at **amar.patel@cognifide.com**

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