Opticon
Unlocking more value from the CMS: Actionable techniques for success
Cindy Gilbertson
Senior Product Manager
Karen McDougall
Trainer

Agenda

Key announcements

What is Optimizely Graph?

SaaS Core

Visual Builder

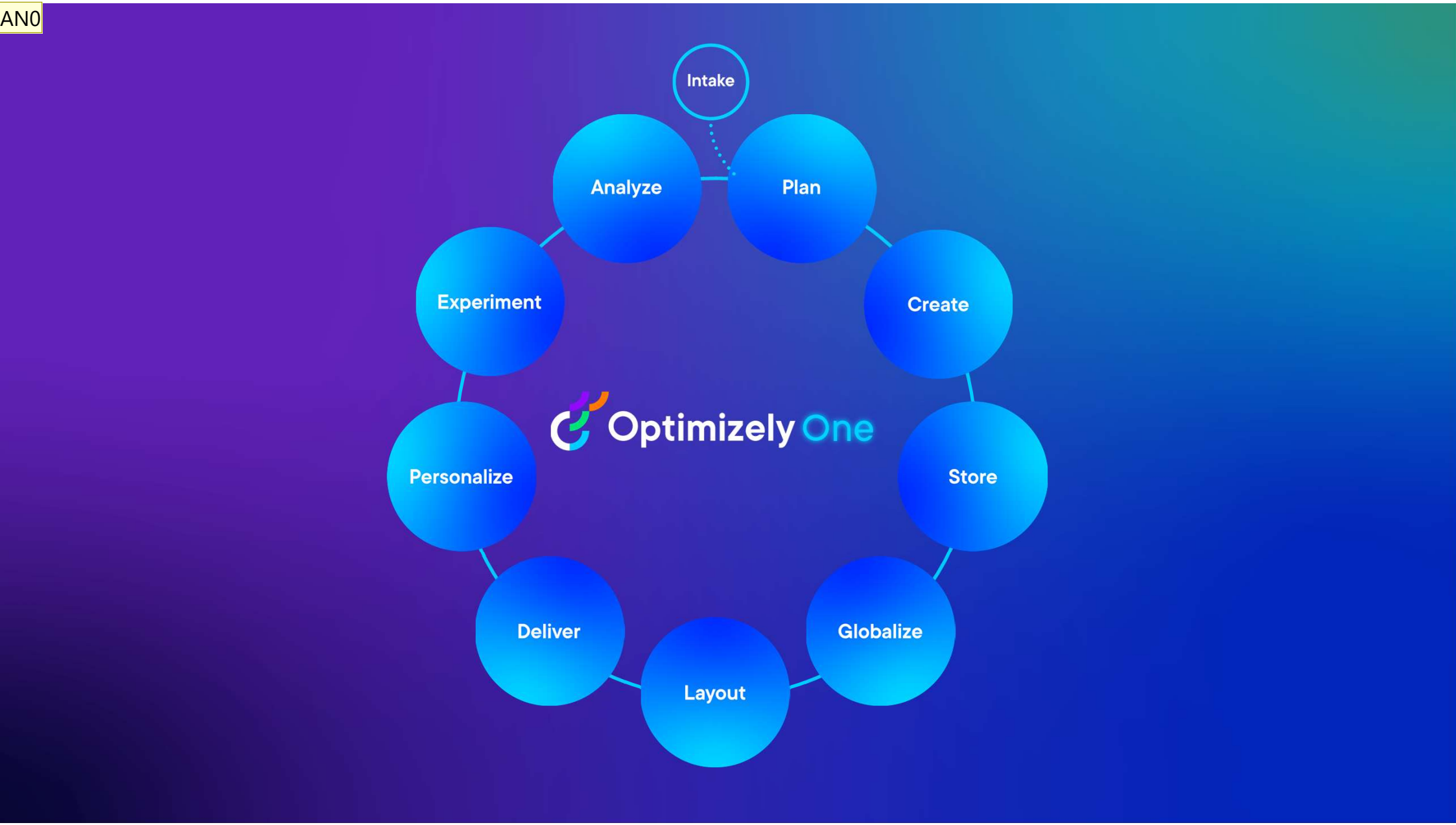
Recent release highlights

Next steps

01 Key announcements

Intake
Experiment
Create
Globalize
Personalize
Intake
Store
Layout
Deliver
Plan
Analyze

AN0


Intake
Plan
Create
Store
Globalize
Layout
Deliver
Personalize
Experiment
Analyze
Optimizely One

Slide 5

AN0 [@Anthony Aiosa] just flagging that the copy around the bubbles most likely won't be legible from the back row. Is it crucial that this info is included?

Alyssa Newman, 2023-09-21T20:59:25.175

AA0 0 Not crucial - especially this early on. If anything we could use the descriptions later on when we come back to the circle. But can delete here for sure.

Anthony Aiosa, 2023-09-22T01:43:34.139

Orchestrate
Content Marketing Platform
AND/OR
Content Management System
AND
Digital Asset Management
Content Recommendations

g

AND/OR

Content Management System

SaaS Core

gital Asset anagement

Content Recommendations

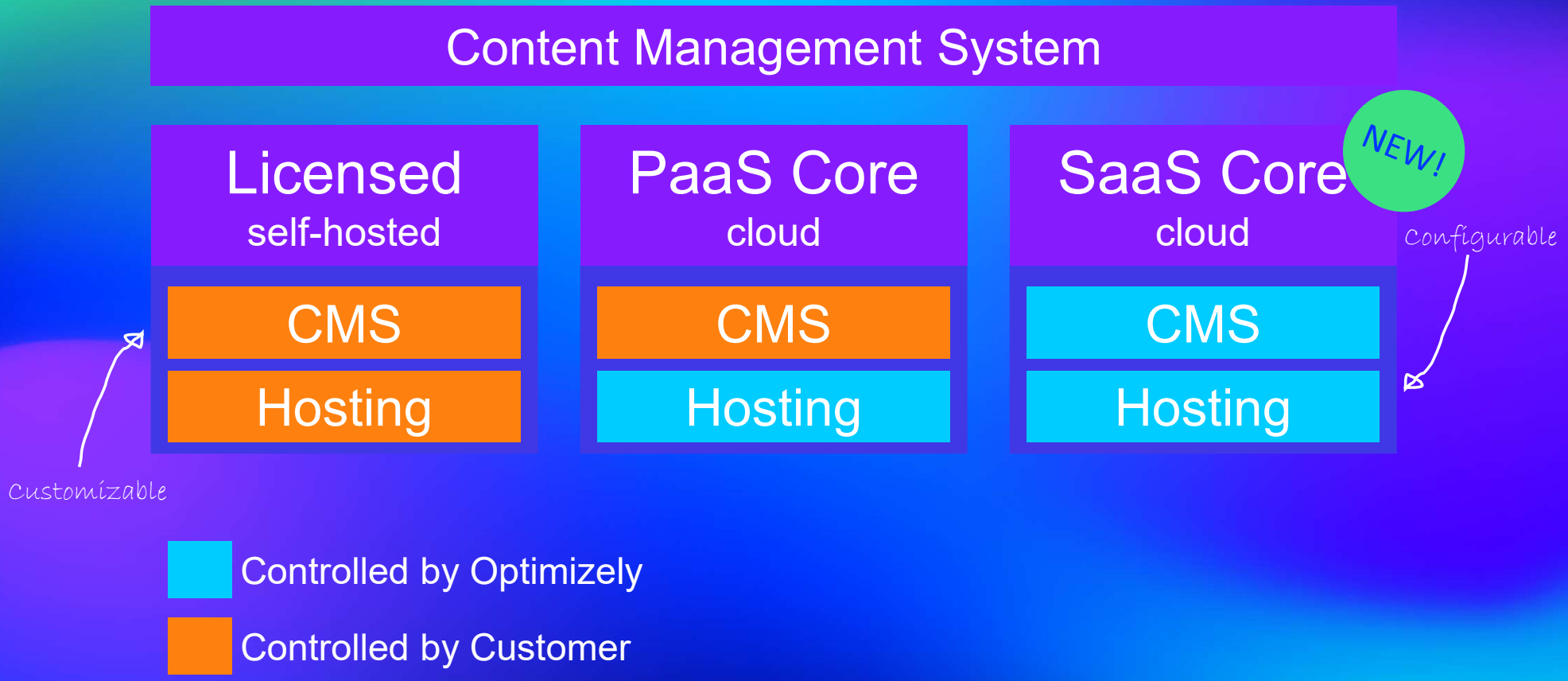
Content Management System
PaaS Core
SaaS Core
NEW!
Visual Builder
NEW!
Graph
NEW!

02

What does SaaS mean for me?

Our CMS is all about giving you options, so you can compose the best CMS to your unique business needs

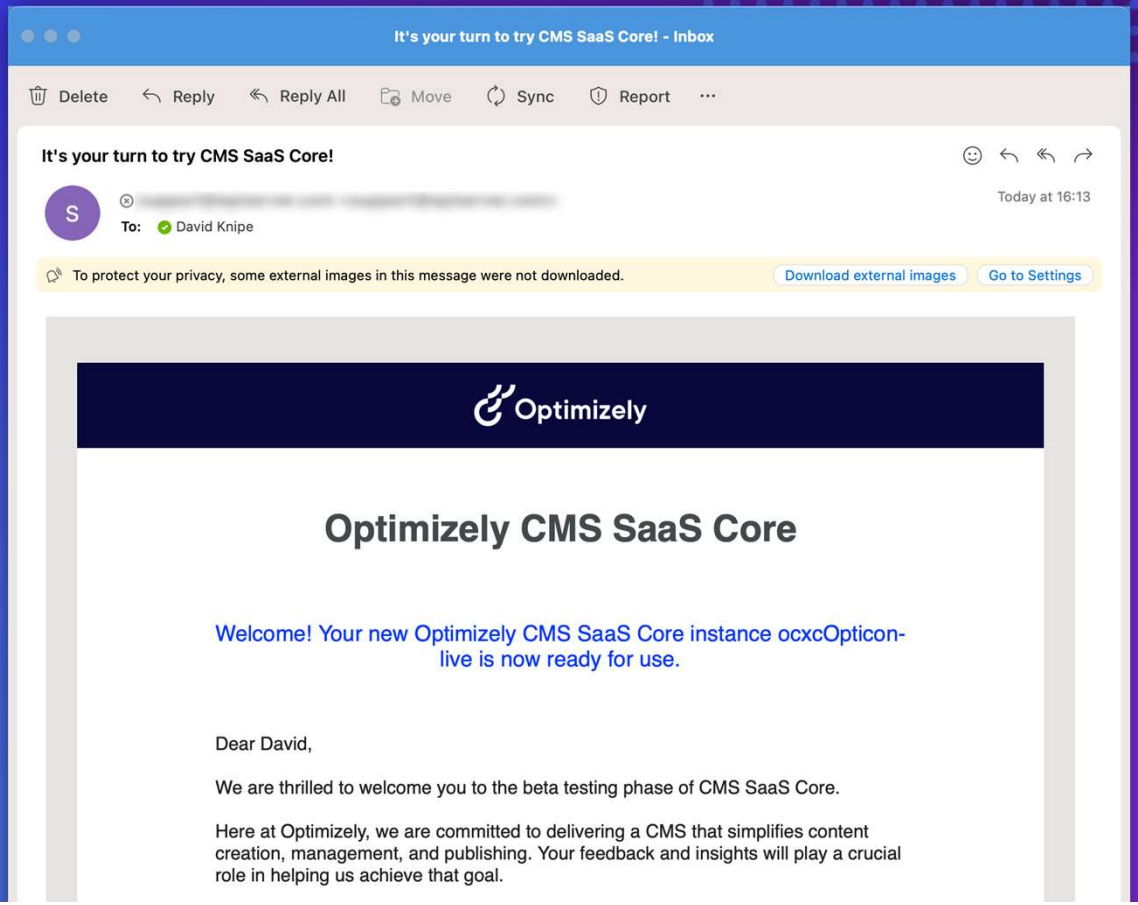
One product, three options



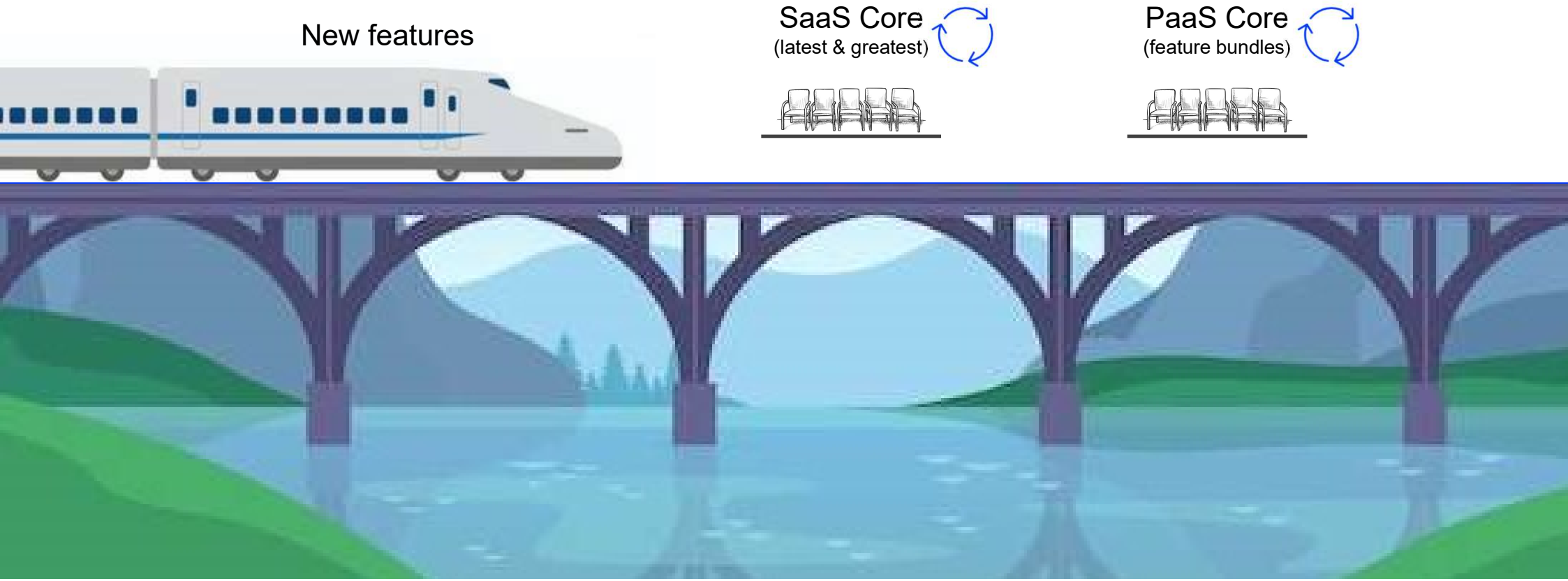
	Self-hosted	PaaS core	SaaS core
Award winning CMS	■	■	■
Infrastructure-as-a-Service	□	■	■
Automatic upgrades	□	□	■
Time to value	Good	Better	Best
OTB integrations	□	□	■
Addons	300+	300+	Eventually
Requires .NET	■	■	□
Headless-first	□	□	■
Developer learning curve	High	High	Low
Highly customizable	■	■	□

How do I get started?

- SaaS Core Beta signups are live!
- Waitlist, but anyone can signup – you don’t even need to be a CMS user!
- Continuously upgraded – Visual Builder beta will arrive early next year.
- Looking for potential Early Adopters – talk to us afterwards!



One CMS, two release cycles



KM0

03 Recent release highlights

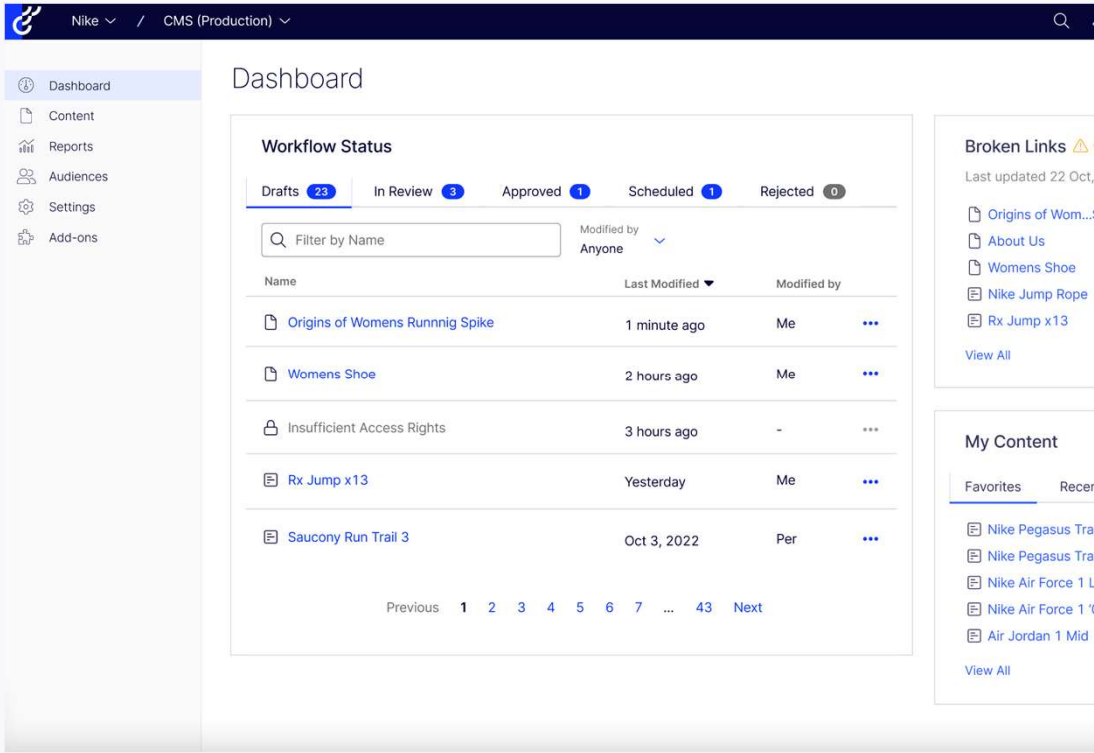
Slide 15

KM0 I love these new features and would love to present them. Question is if we have time. People love hearing the latest and stuff that they can start using straight away at no extra cost.
If we do have time then we want a good mix of voices so the question is if this should come straight after me talking about the Labs features.
Karen McDougall, 2023-11-24T16:32:12.063

CG0 0 I agree - will play around with the order of these!
Cindy Gilbertson, 2023-11-27T12:20:02.239

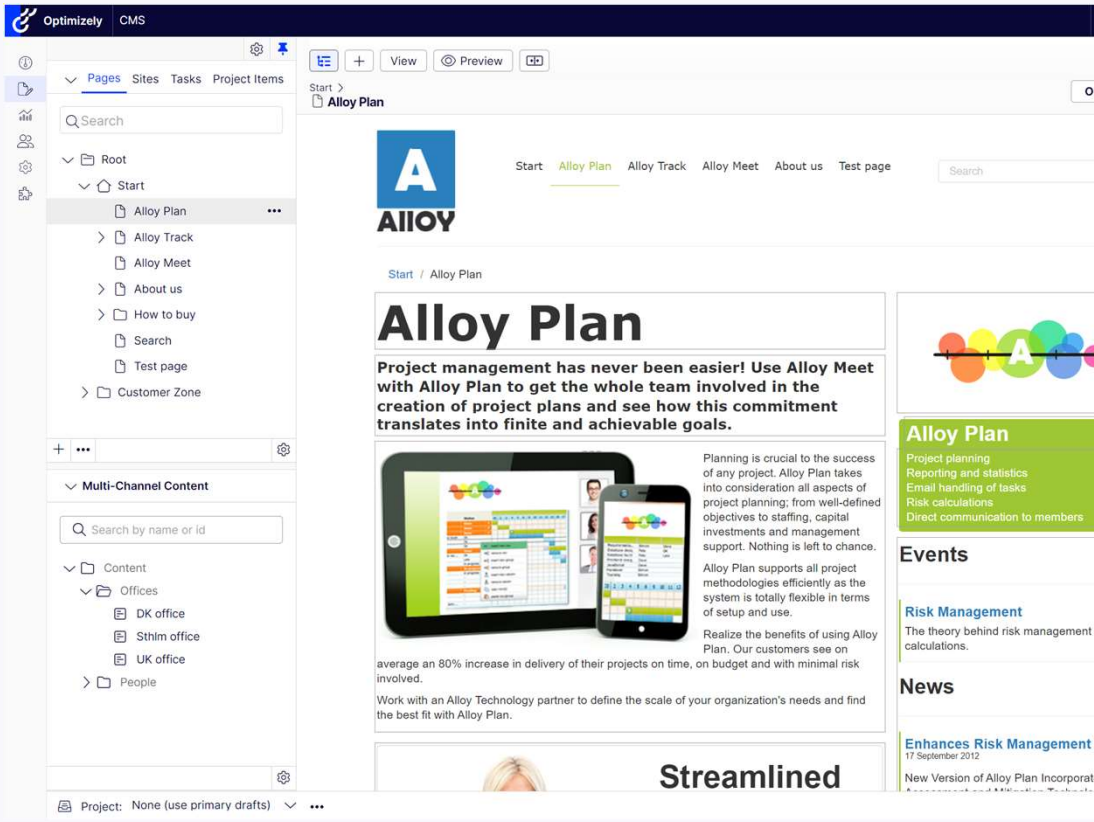
Dashboard

The built-in CMS 12 dashboard is a user-friendly landing page that allows you to navigate your CMS with ease. It includes a workflow management tool and prominently displays broken links, helping you to filter and search your large content repositories to identify the next steps required to keep your content up to date.



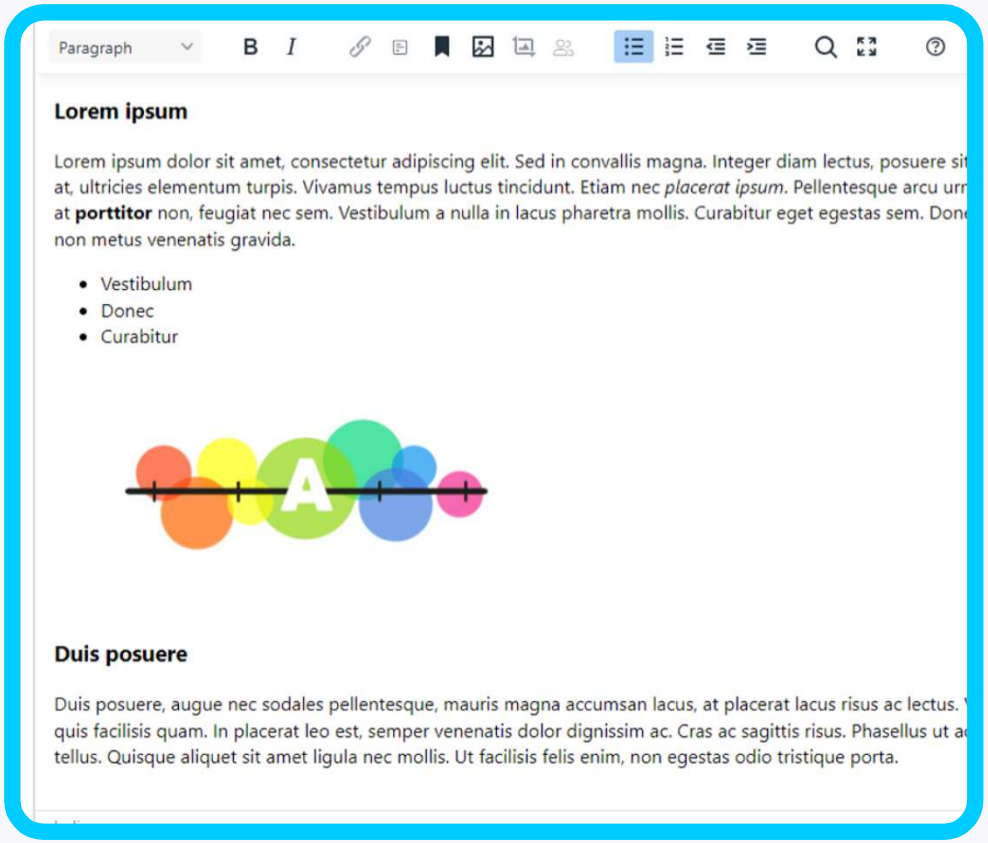
Multichannel Content Gadget

Headless edit mode supports multichannel content editing with the **same user-friendly editing experience** you know and love, including a content tree and search function for headless content.



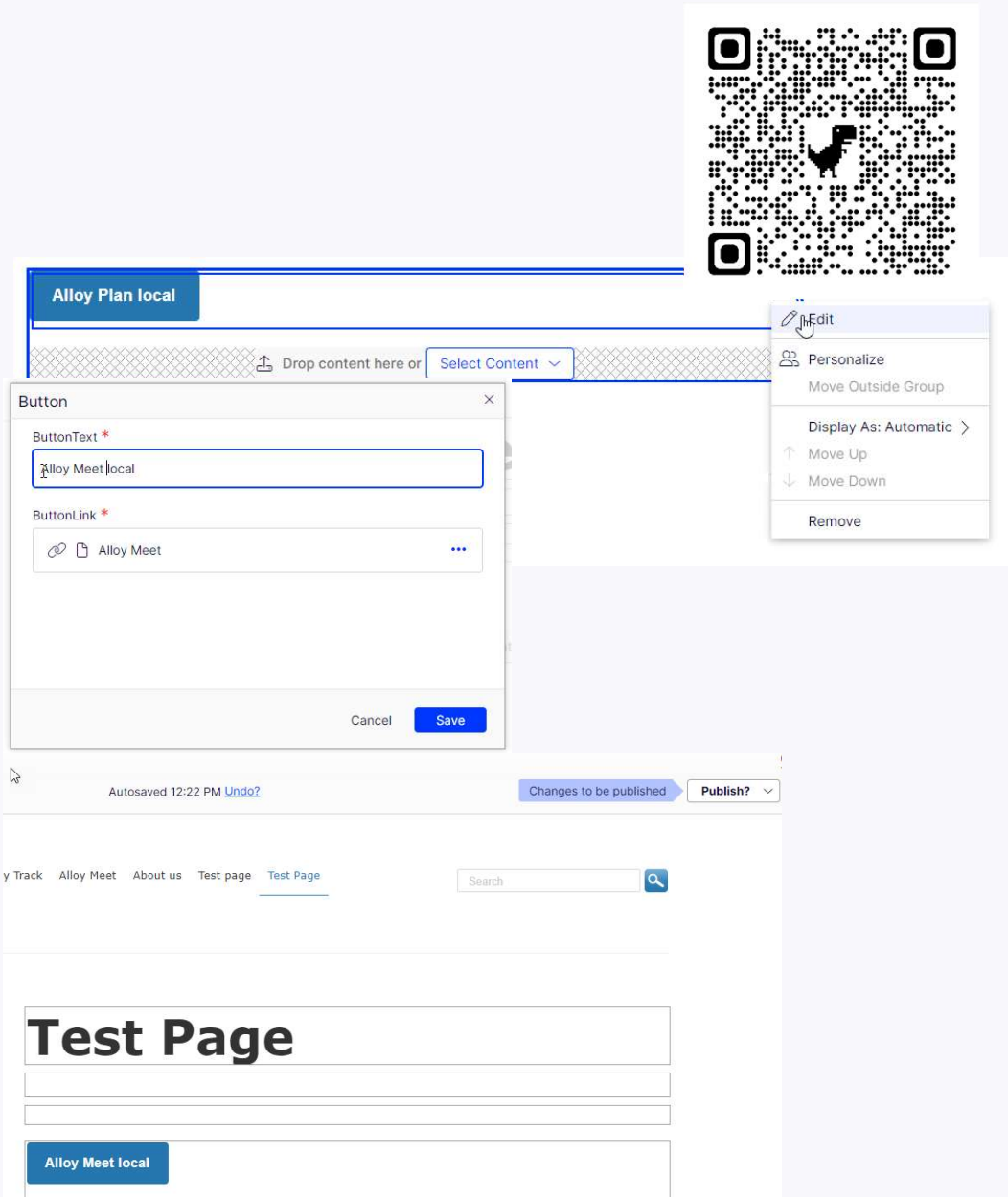
TinyMCE 6

A flexible rich text editor that allows users to created formatted content with a friendly user interface including the addition of the spellchecker plugin.
The plugin automatically underlines typing mistakes and provides highly accurate suggestions on right click.



Inline Blocks

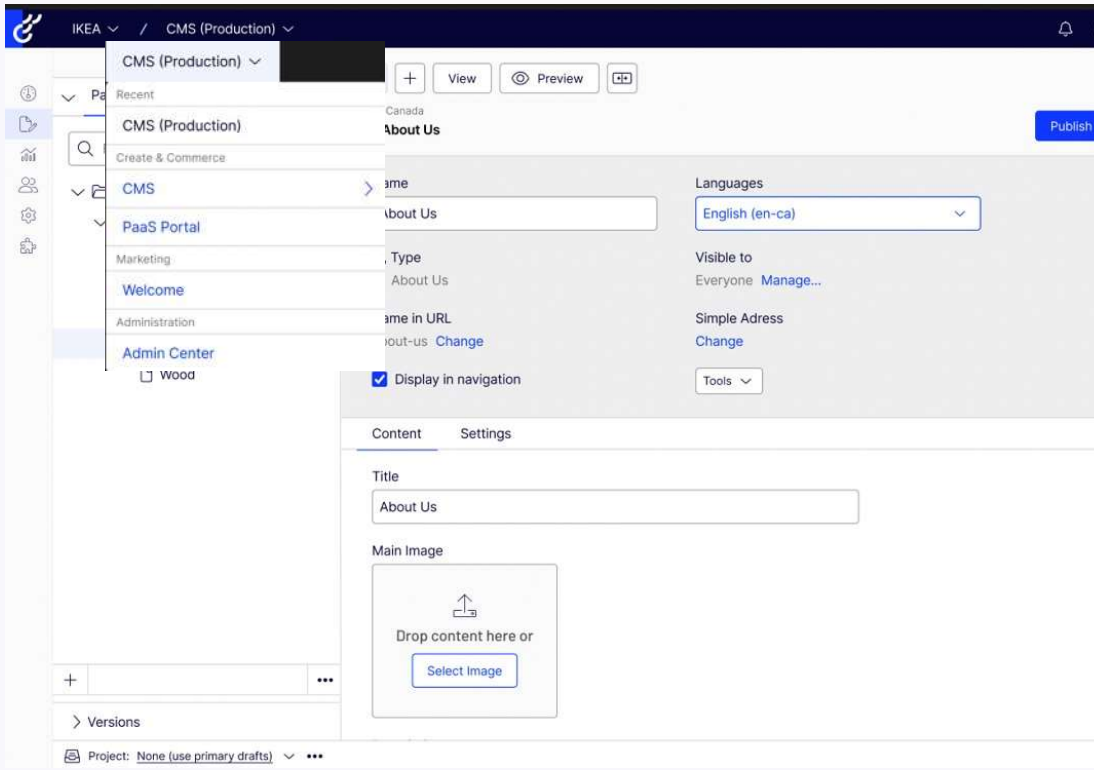
Inline Blocks brings the Block Enhancement Labs Add-On capabilities into the core product, enabling users to publish or translate pages with multiple blocks on the them with a single click.



We love and listen to feedback!

OptiID+Global Navigation

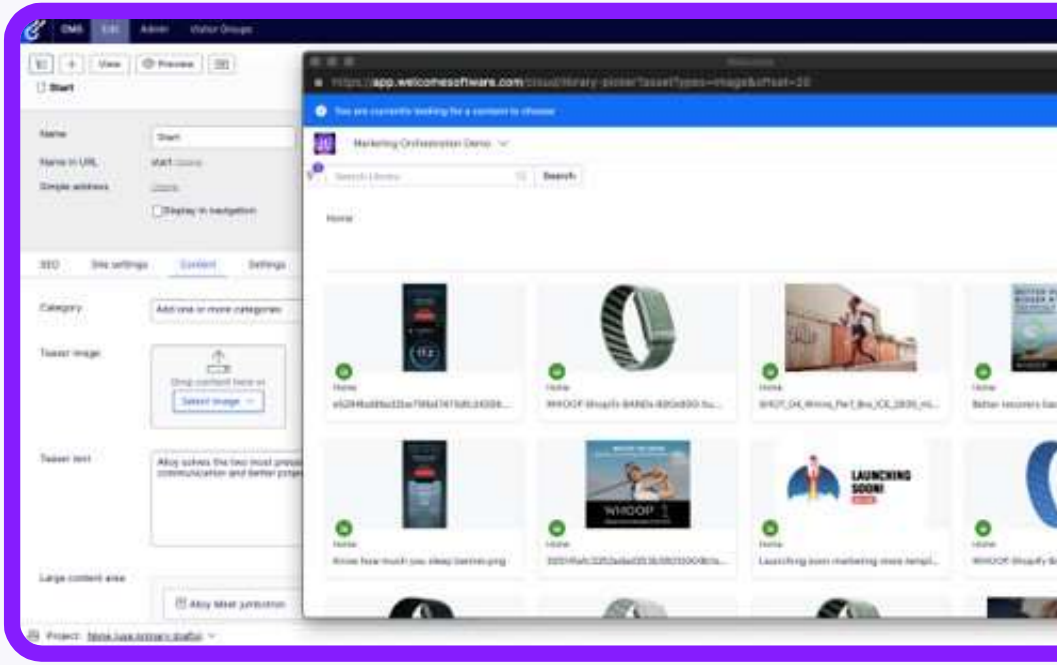
Single Sign On and navigation solution that allows users to seamlessly switch between products in the Optimizely portfolio and centrally manage user roles and permissions



DAM Access with Optimizely CMS

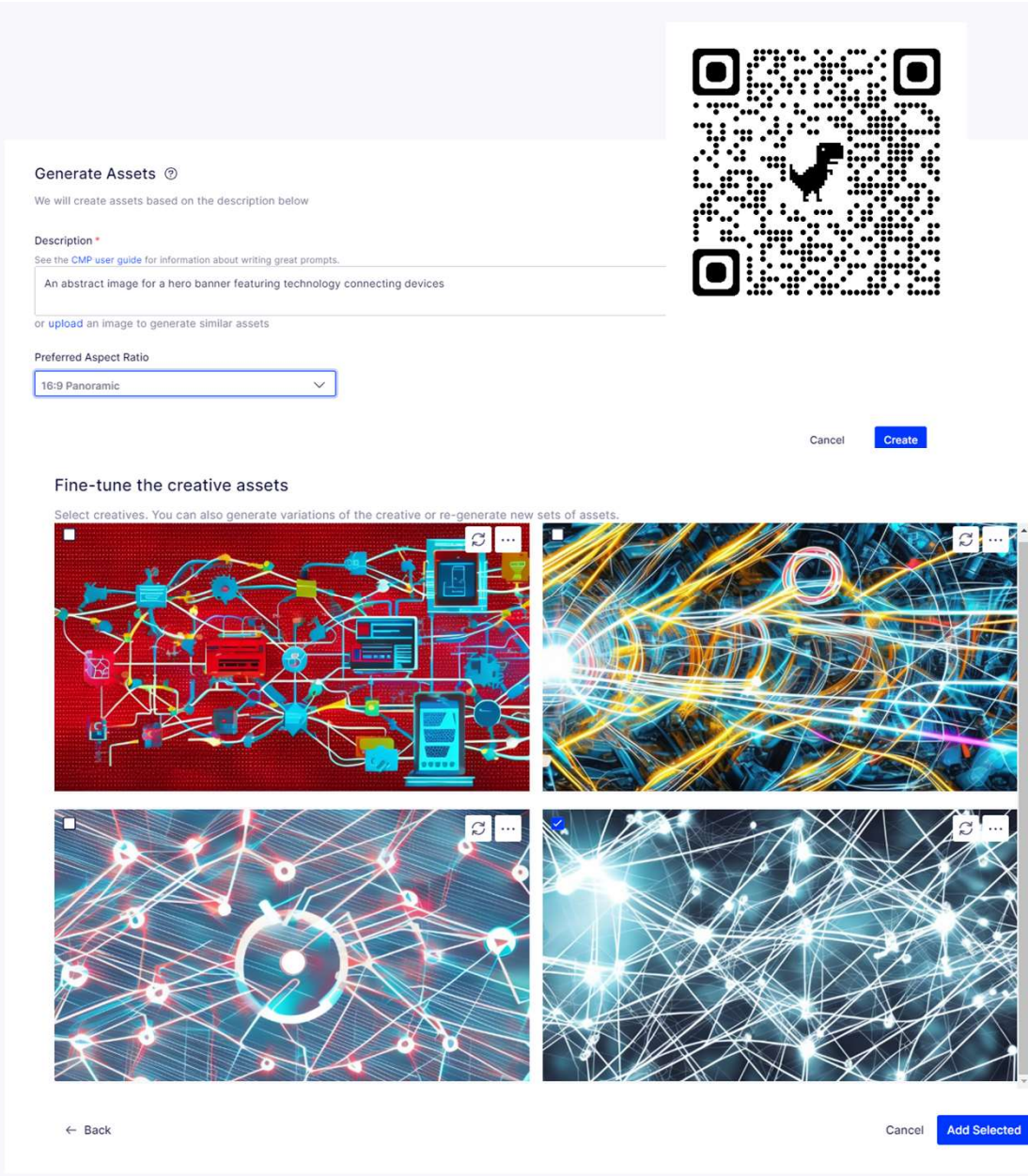
Access DAM assets and content in real time within Optimizely CMS.

Use the media picker to search, browse, and filter files within DAM and add them into the CMS Editor.



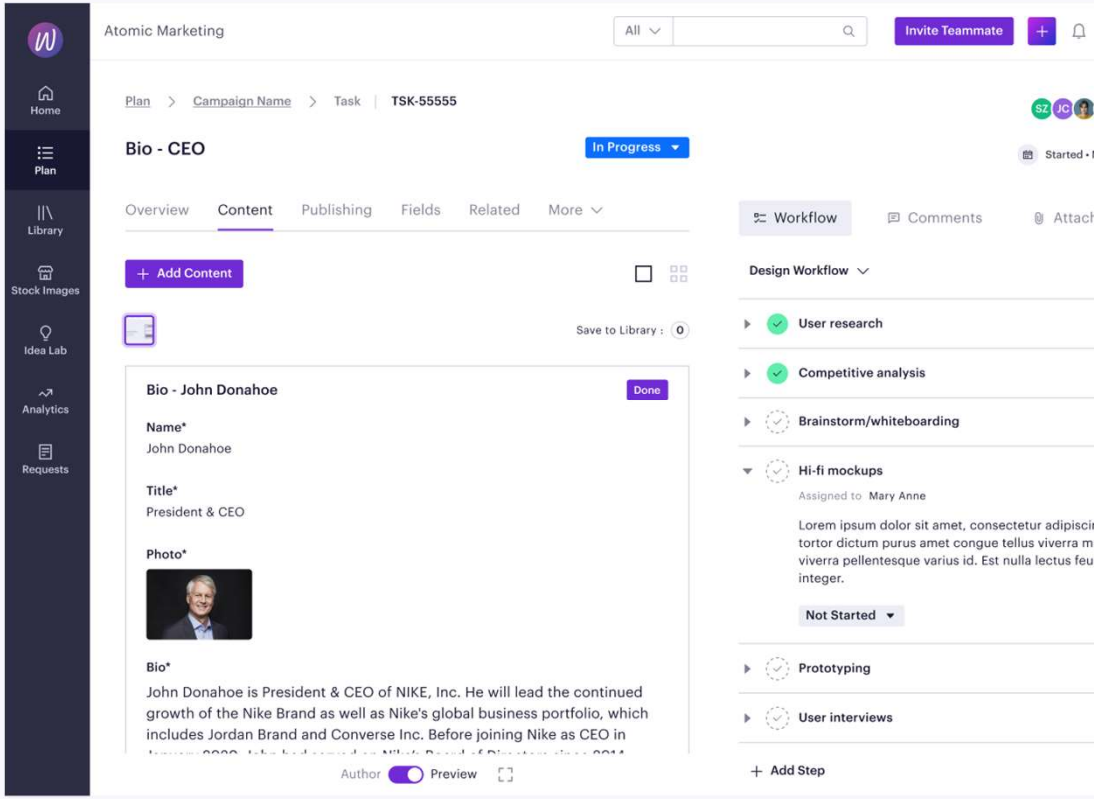
AI image generation in DAM

Out-of-the-box DALL-E-3 integration – OpenAI's most advanced text to image generator.



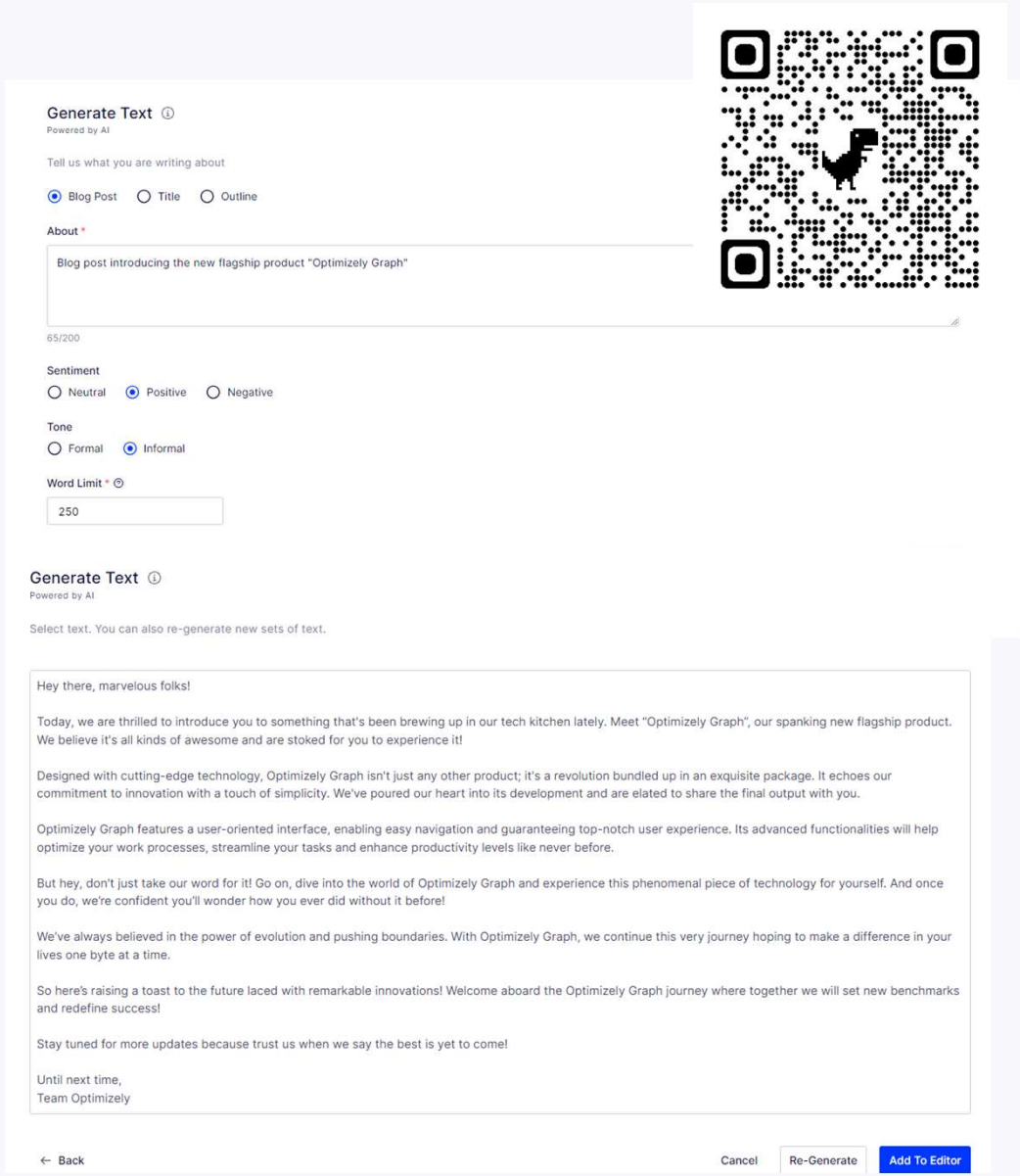
CMS 12 + CMP Publishing (Beta)

The publishing integration allows you to create, edit, approve, and schedule the publishing of CMS web content without needing to manually link content or switch between products.



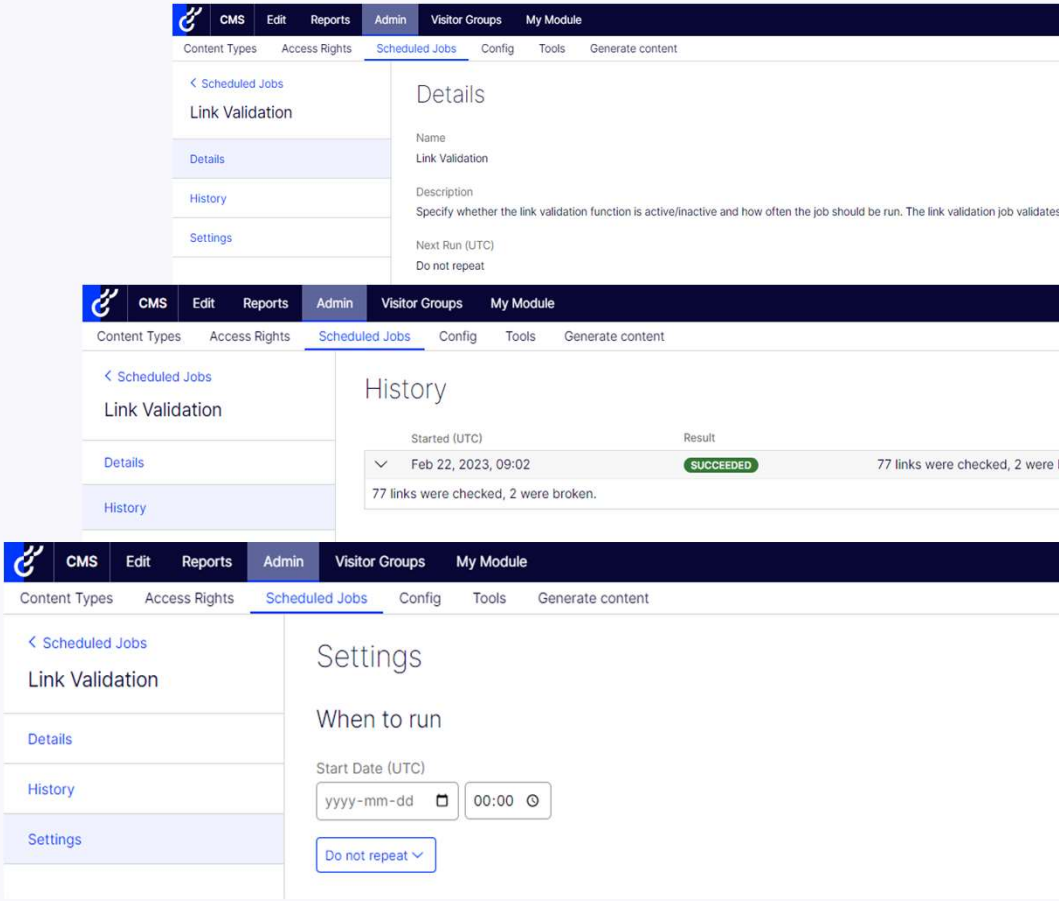
AI text generation in CMP

Aid your content creation with the built-in text generator that helps you set the tone, sentiment and length of your AI generated content.



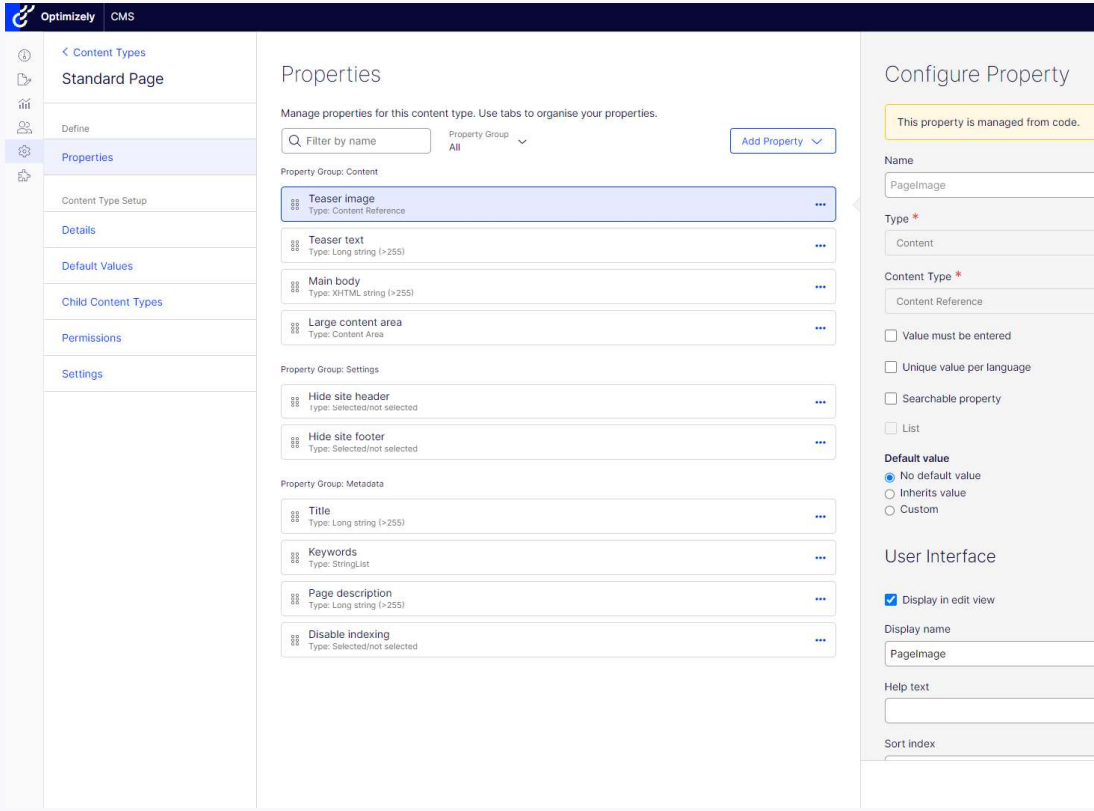
Improved Scheduled Jobs

Improved user interface for scheduling and viewing reports and assessing link validation and running reports directly from the scheduled job page



Content Modeling UI

Improved and expanded our Content Types interface, allowing Administrators to configure Properties, Details, Default Values, Child Content Types, Permissions and Settings with no coding involved.



04

What is Optimizely Graph?

Technology-agnostic

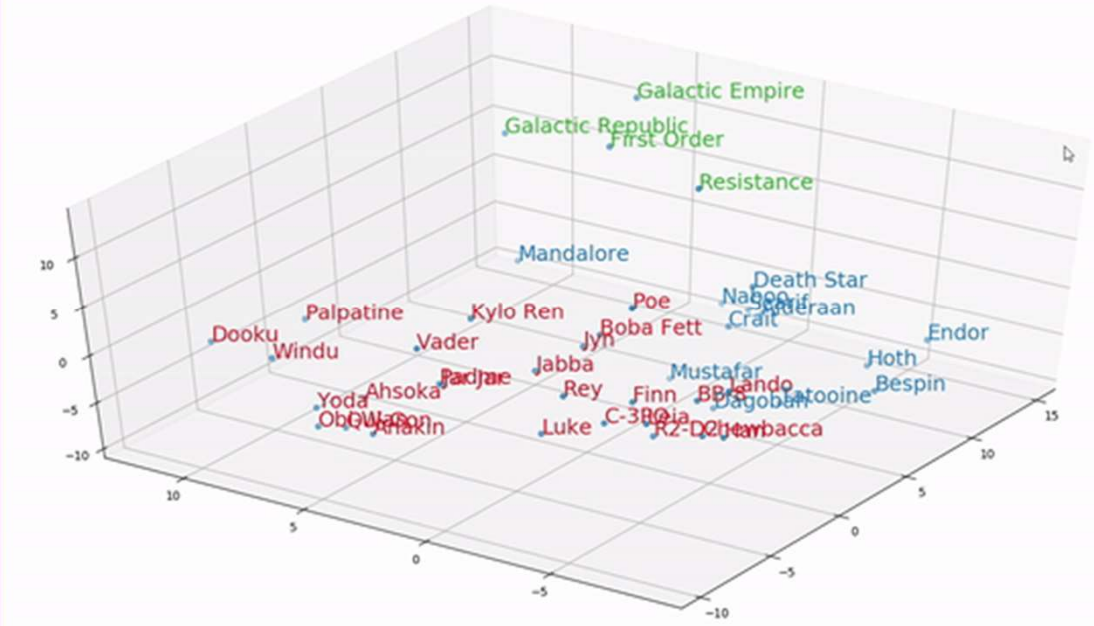
Search Engine

Delivers content to anywhere

From any source

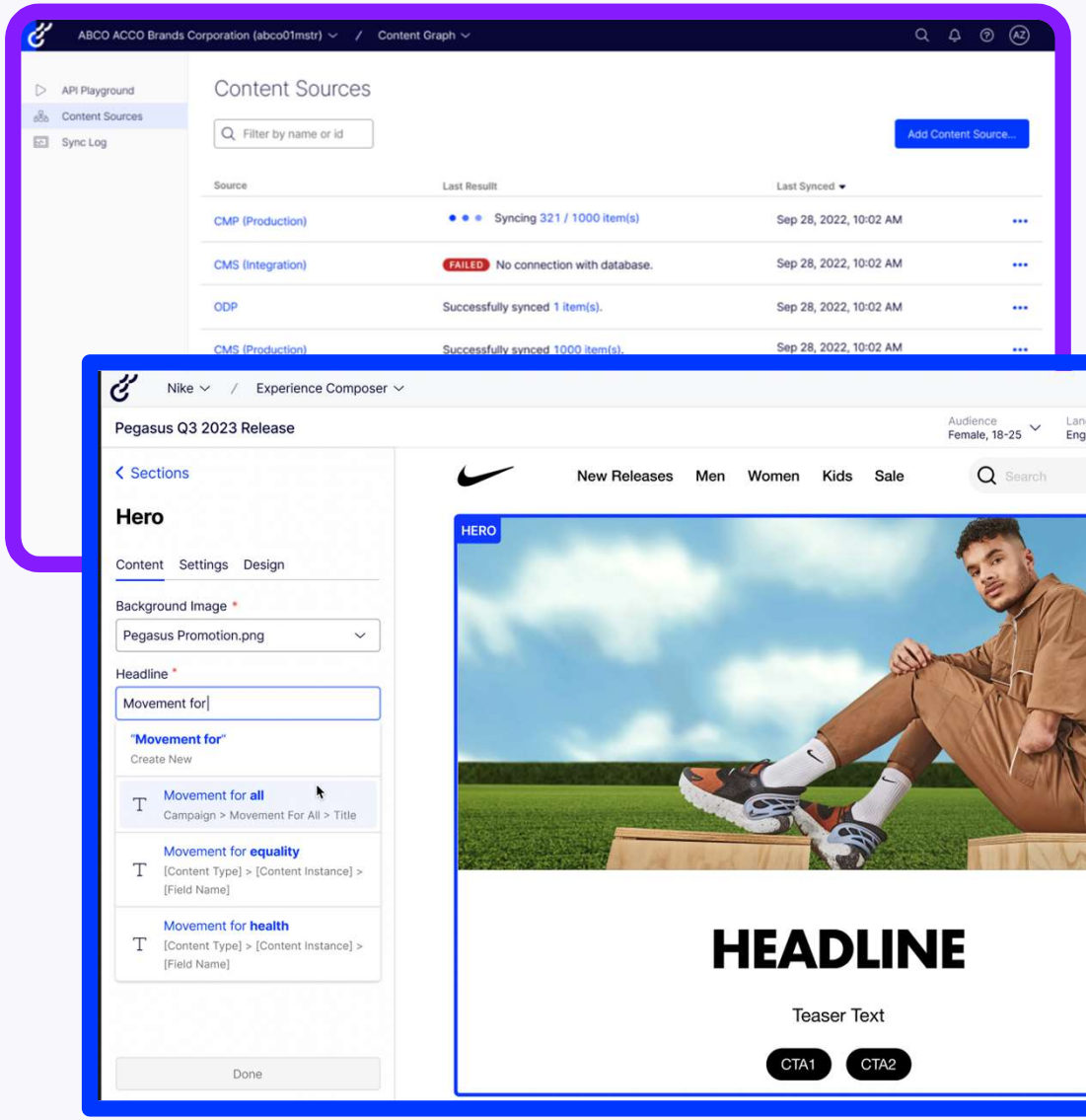
Neural Search

The rise of machine learning and better language models enable a more conversational search style and better “related results”.



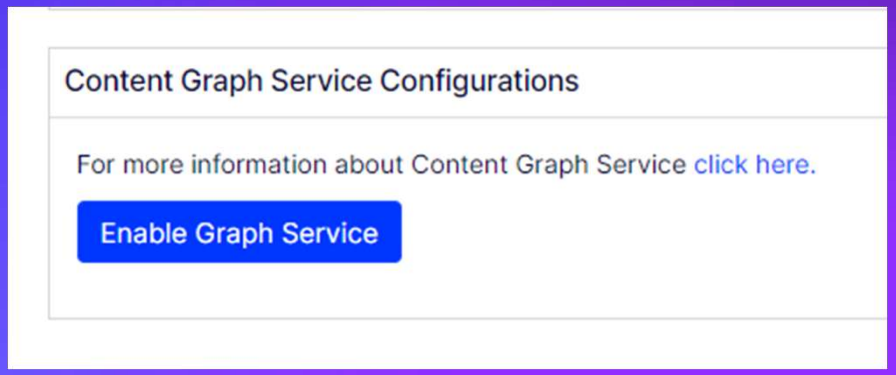
Content Sources

Forget copy and paste – connect your content sources to Optimizely Graph and compose experiences across everything in one UI.



How do I get started?

- Available for all CMS 12 customers on DXP
- Included in SaaS Core
- Standalone Optimizely Graph will be available to purchase soon



05

What is the Visual Builder?

Brand-approved

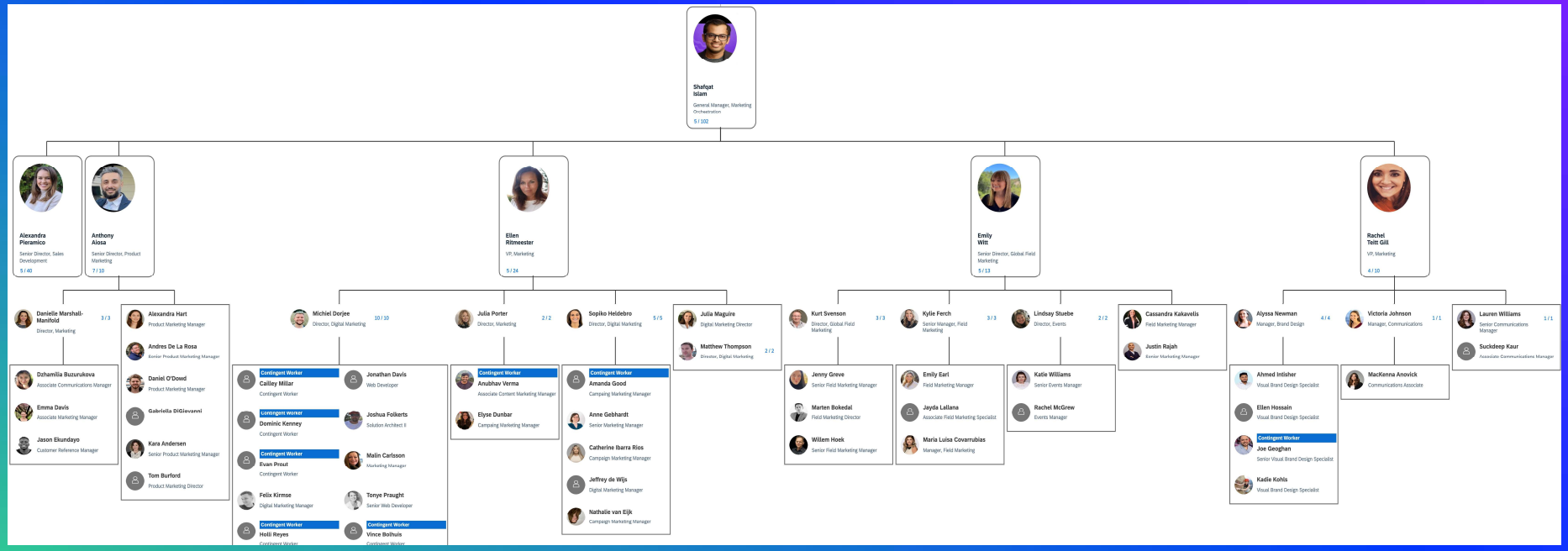
Layout templates

Built in the UI

For any channel

From any content source

This is the Optimizely Marketing Team



And these are the people who would be able to create a new page:

Michiel Dorjee
Director, Digital Marketing
Demand Generation (Media & Campaig...

Felix Kirmse
Digital Marketing Manager

With the help of:

Tonye Praught
Senior Web Developer

Jonathan Davis
Web Developer

Taking up to a week from concept to deployment

Using the Visual Builder, I will show you how to go:

From idea to creation

Without the help of developers

In minutes

Upcoming features

- Custom Components: Extend your Experience Builder with the components that matter to your use case
- Localisation: Use localised content and select language-specific preview in the same view
- Data Binding: Reuse content originating from outside of the CMS
- Personalisation: Personalise and preview content as a member of an audience segment
- Experimentation: Optimise user experience by running your own web and feature experiments

How do I get involved?

- **We are looking for more UX testers for upcoming features!**
- You will see our latest prototypes and shape the future of the CMS!

- Ongoing UX research:
  - What restrictions would you like to be able to see in the Visual Builder?
  - Should we merge the Content and Layout tabs?
- Upcoming research:
  - How should we handle external content sources in the Visual Builder?
  - Should we be able to run experiments directly in the Visual Builder view? If so, how?

06 Next steps

Timeline

SaaS Core Closed Beta

SaaS Core beta launched with limited seats at Opticon ‘23

Experience Builder Beta

Experience Builder beta available in PaaS and SaaS by early 2024

Early adopters

For SaaS CMS and Experience Builder, timeline depends on beta feedback.

GA launch

Launching the first, sellable version of SaaS Core and the Experience Builder

Further enhancements

We will continue enhancing our offering, delivering new features to PaaS and SaaS

Thank you – please come and say hello!

We will be hanging out by the buffet shortly!