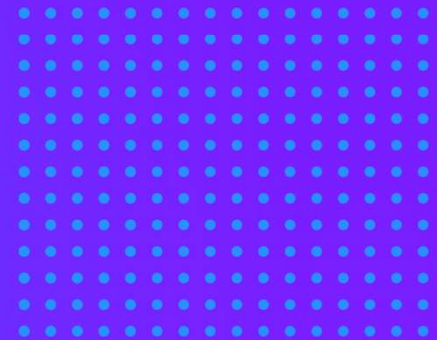




# Unlocking more value from the CMS: Actionable techniques for success

**Cindy Gilbertson**  
Senior Product Manager

**Karen McDougall**  
Trainer





# Agenda

**Key announcements**

**SaaS Core**

**Recent release highlights**

**What is Optimizely Graph?**

**Visual Builder**

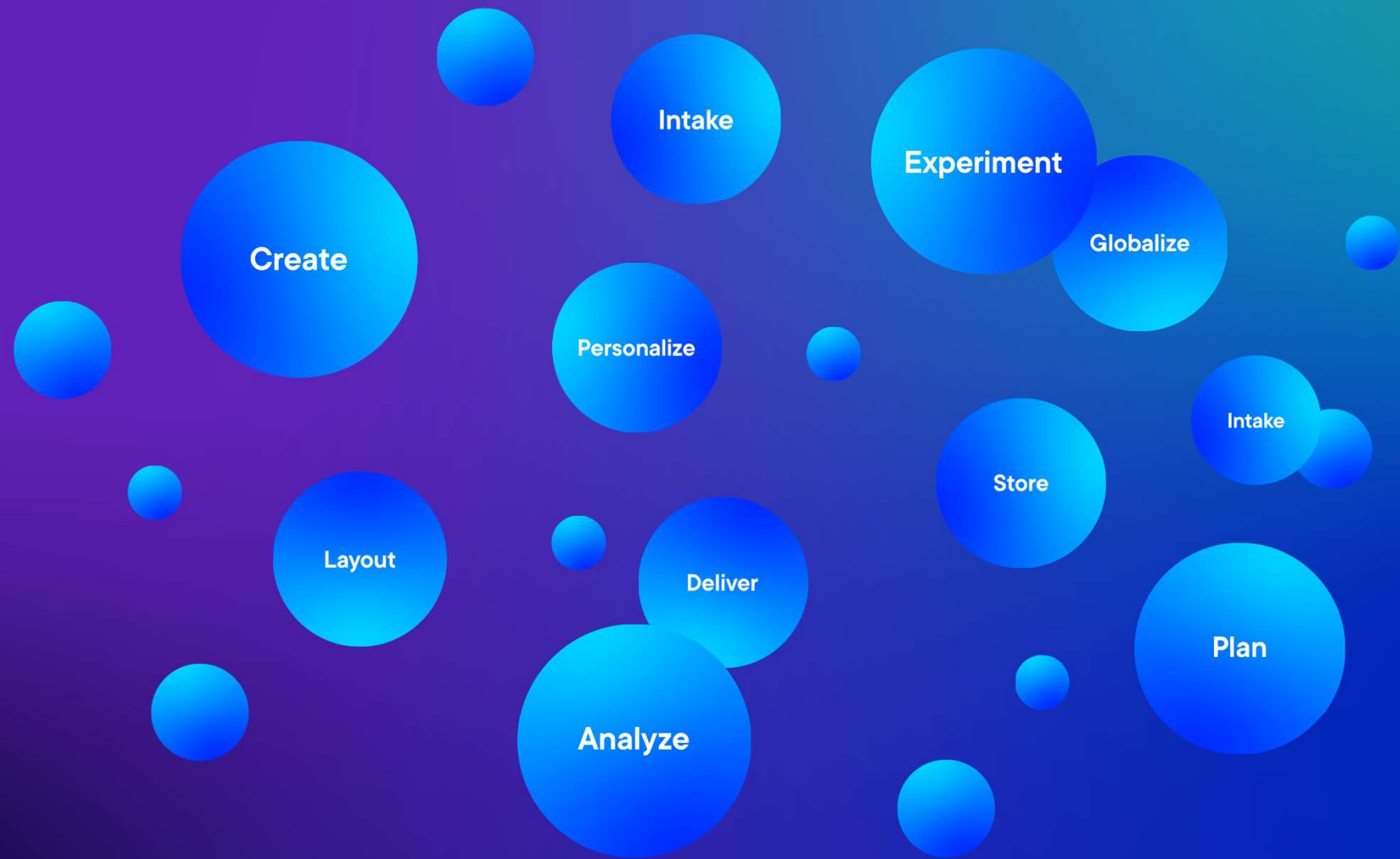
**Next steps**



01

**Key announcements**











## Slide 5

---

**ANO**      [@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

**AAO 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

**Digital Asset  
Management**



**Content  
Recommendations**





## Content Management System

PaaS Core

SaaS Core

NEW!

Visual Builder

NEW!

Graph

NEW!



02

**What does SaaS  
mean for me?**

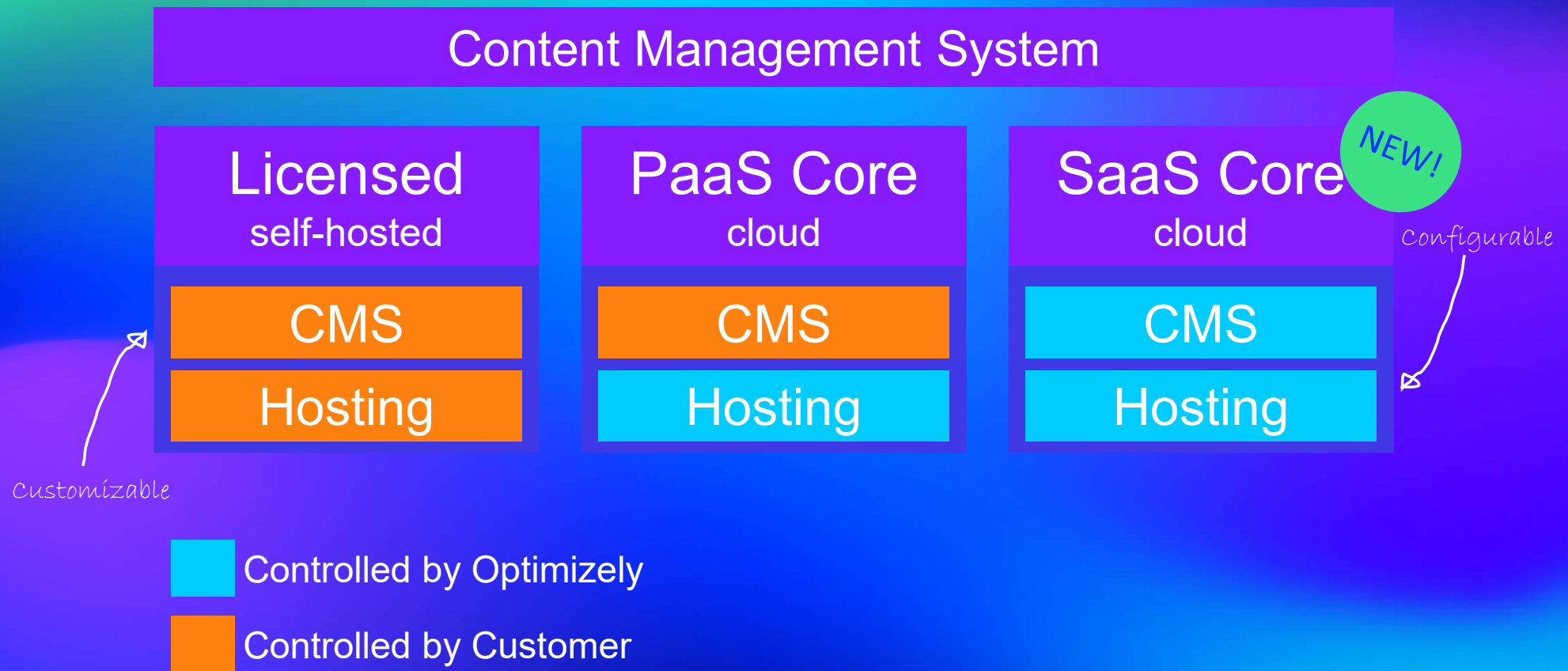


**Our CMS is all about giving  
you options, so you can  
compose the best CMS to  
your unique business needs**





# One product, three options





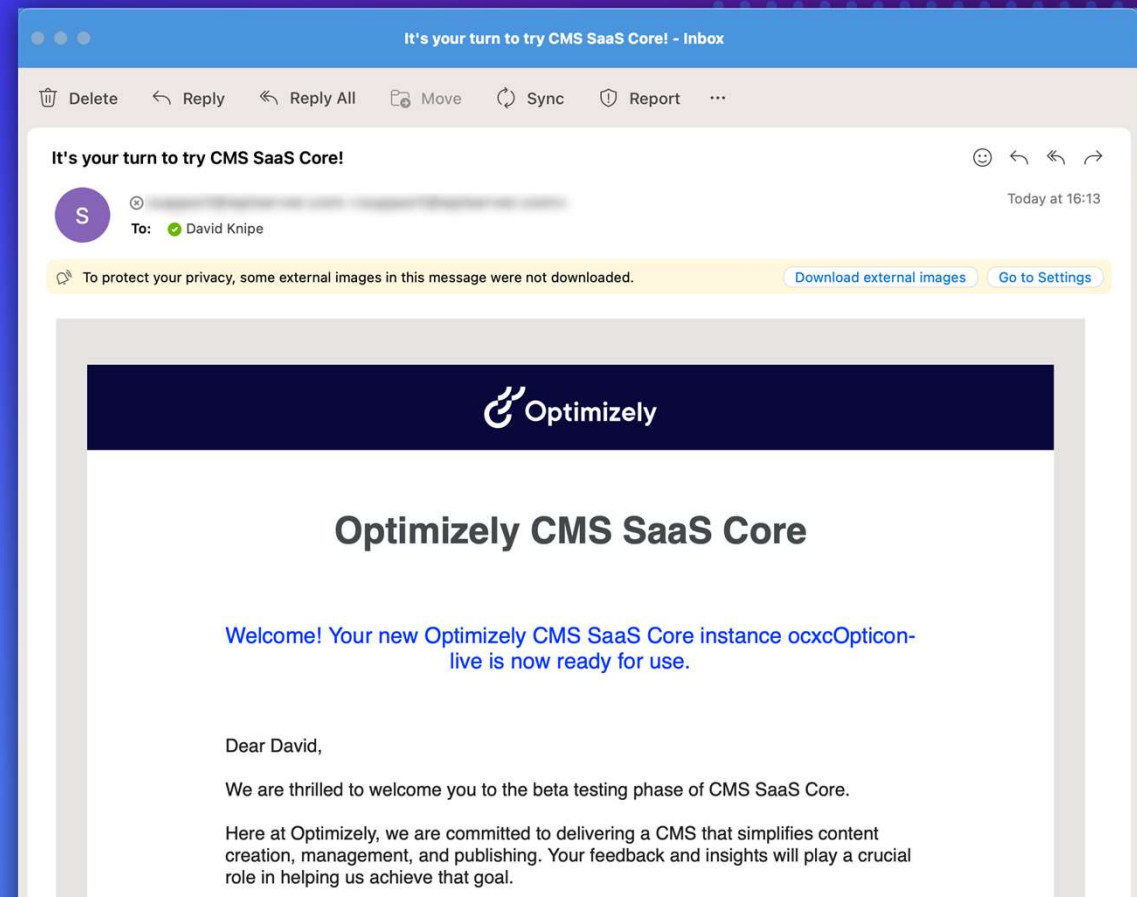
	Self-hosted	PaaS core	SaaS core
Award winning CMS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Infrastructure-as-a-Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Automatic upgrades	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Time to value	Good	Better	Best
OTB integrations	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Addons	300+	300+	Eventually
Requires .NET	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Headless-first	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Developer learning curve	High	High	Low
Highly customizable	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



# How do I get started?

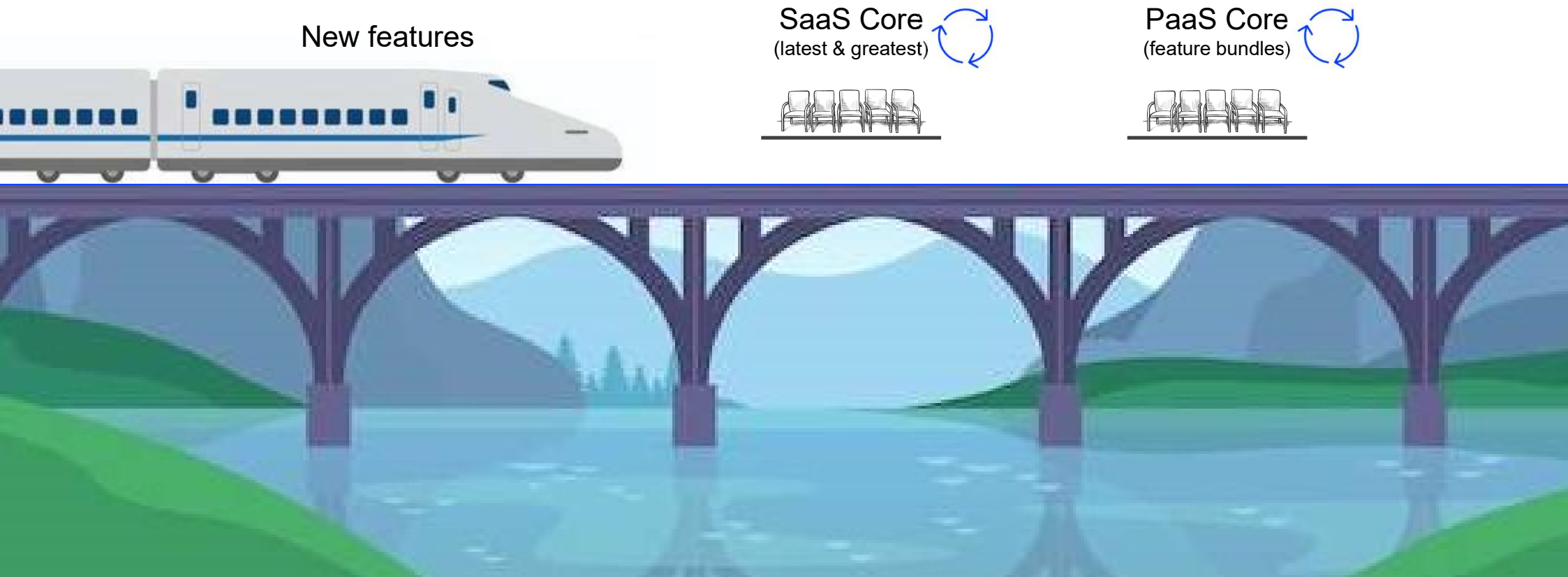


- SaaS Core Beta signups are live!
- Waitlist, but anyone can signup – you don't even need to be a CMS user!
- Continuously upgraded – Visual Builder beta will arrive early next year.
- Looking for potential Early Adopters – talk to us afterwards!





## One CMS, two release cycles





# 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.

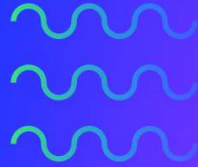
Karen McDougall, 2023-11-24T16:32:12.063

**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.



Nike / CMS (Production)

## Dashboard

Dashboard

Content

Reports

Audiences

Settings

Add-ons

### Workflow Status

Drafts 23 In Review 3 Approved 1 Scheduled 1 Rejected 0

Filter by Name Modified by Anyone

Name	Last Modified	Modified by
Origins of Womens Runnig Spike	1 minute ago	Me
Womens Shoe	2 hours ago	Me
Insufficient Access Rights	3 hours ago	-
Rx Jump x13	Yesterday	Me
Saucony Run Trail 3	Oct 3, 2022	Per

Previous 1 2 3 4 5 6 7 ... 43 Next

Broken Links

Last updated 22 Oct,

Origins of Wom...

About Us

Womens Shoe

Nike Jump Rope

Rx Jump x13

View All

My Content

Favorites

Recent

Nike Pegasus Tra

Nike Pegasus Tra

Nike Air Force 1 L

Nike Air Force 1

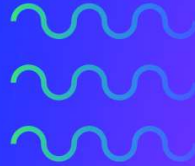
Air Jordan 1 Mid

View All



# 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.



A screenshot of the Alloy Plan CMS interface. The interface is divided into a left sidebar and a main content area. The sidebar contains a 'Pages' tab, a search bar, and a content tree. The main content area displays the 'Alloy Plan' page, which includes a header with the Alloy logo, a navigation menu, and a main content section with a title 'Alloy Plan' and a description. The sidebar content tree shows a hierarchy starting from 'Root' and 'Start', leading to 'Alloy Plan', 'Alloy Track', 'Alloy Meet', 'About us', 'How to buy', 'Search', 'Test page', and 'Customer Zone'. Below this, there is a 'Multi-Channel Content' section with a search bar and a list of content items including 'Content', 'Offices' (DK office, Stihm office, UK office), and 'People'. The main content area also features a 'Streamlined' section at the bottom. The top of the interface has a dark blue header with the 'Optimizely CMS' logo and various navigation icons.

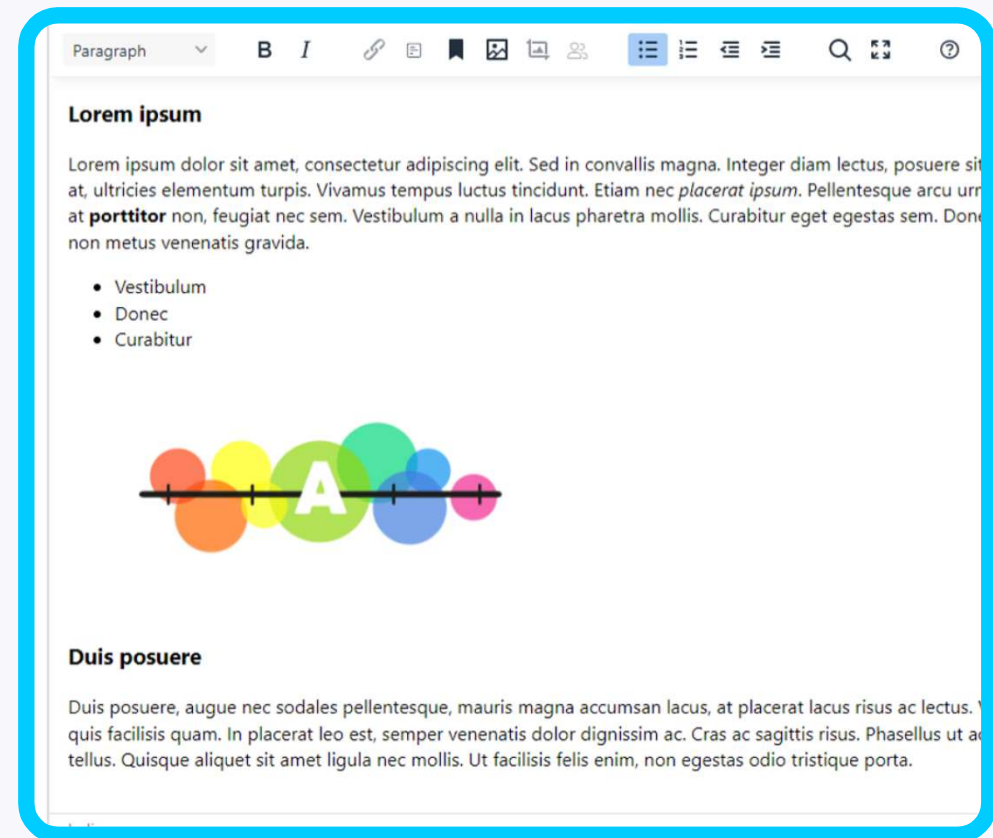




# TinyMCE 6

A flexible rich text editor that allows users to create 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.

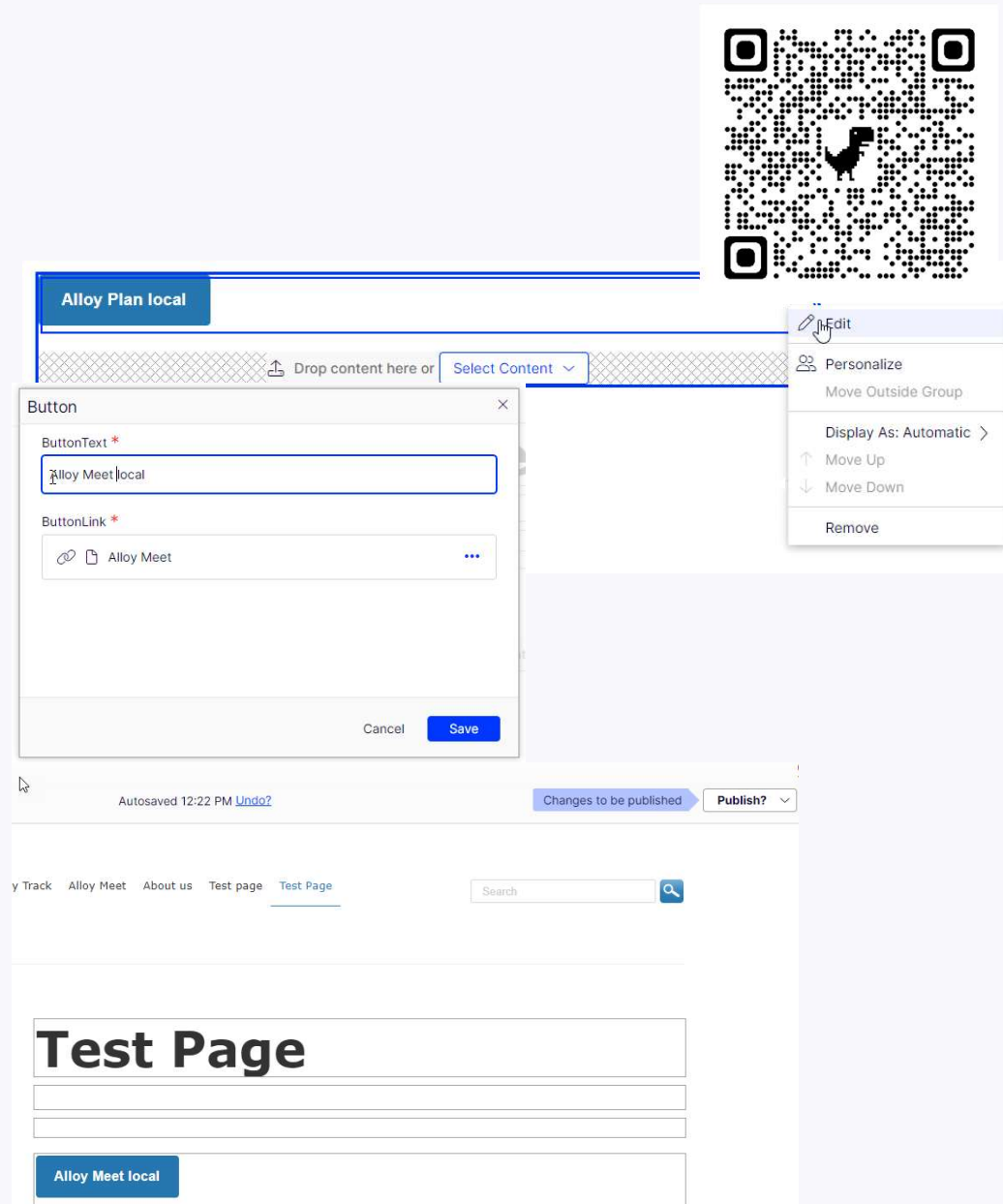






# Inline Blocks

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.





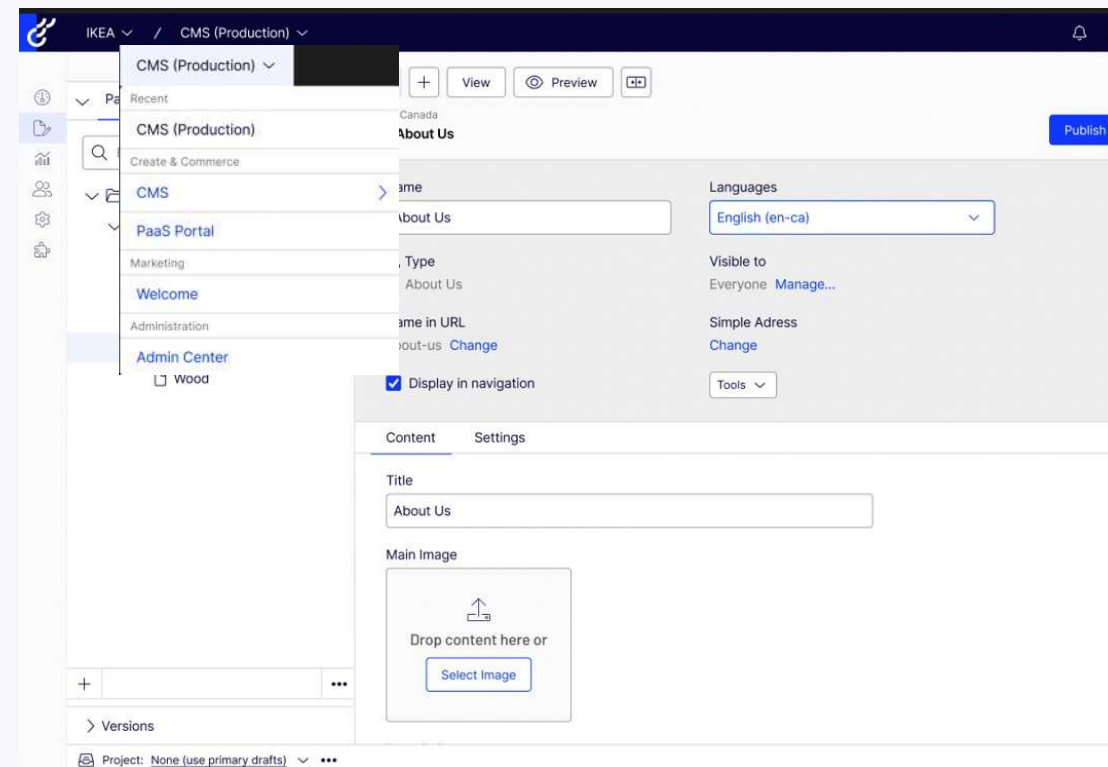
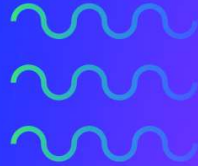


**We love and listen to feedback!**



# 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

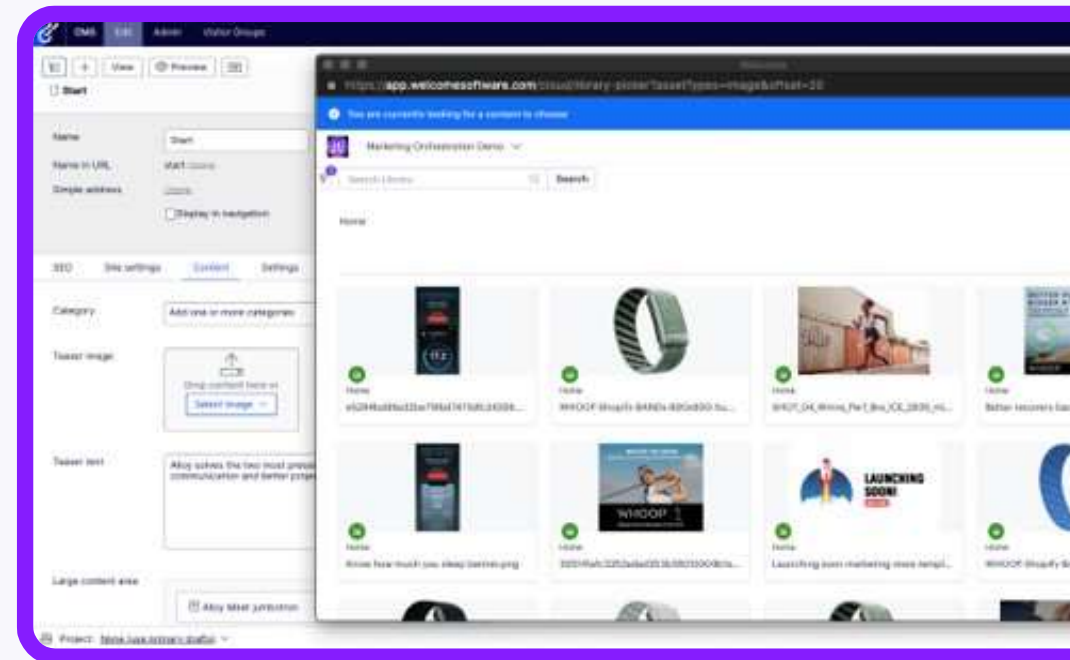
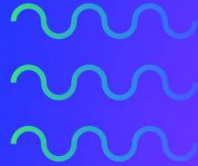




# DAM Access with Optimizely CMS

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

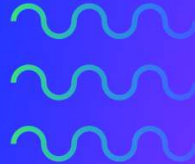
Use the media picker to search, browse, and filter files within DAM and add them into the CMS Editor.





# AI image generation in DAM

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



## Generate Assets ②

We will create assets based on the description below

### Description \*

See the [CMP user guide](#) for information about writing great prompts.

An abstract image for a hero banner featuring technology connecting devices

or [upload](#) an image to generate similar assets

### Preferred Aspect Ratio

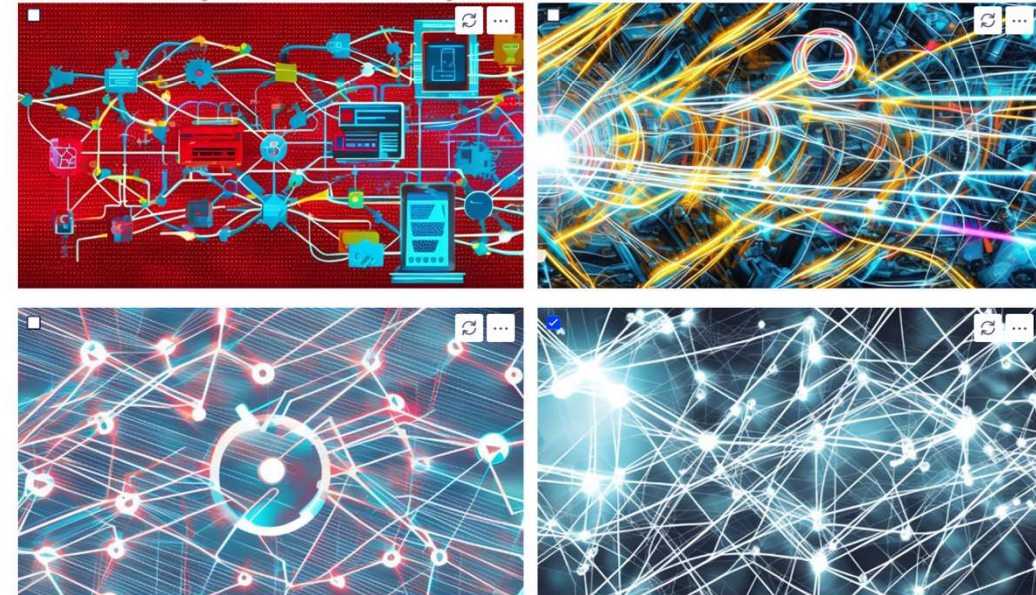
16:9 Panoramic

Cancel

Create

## Fine-tune the creative assets

Select creatives. You can also generate variations of the creative or re-generate new sets of assets.



← Back

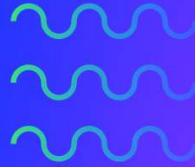
Cancel

Add Selected



# 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.

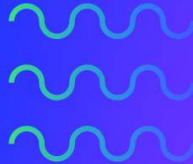


A screenshot of the Atomic Marketing CMS interface. The interface is divided into a left sidebar, a main content area, and a right sidebar. The left sidebar contains navigation links: Home, Plan, Library, Stock Images, Idea Lab, Analytics, and Requests. The main content area shows a page titled "Bio - CEO" with a status of "In Progress". Below the title are tabs for Overview, Content, Publishing, Fields, Related, and More. The Content tab is active, showing a form for "Bio - John Donahoe" with fields for Name, Title, and Photo. The right sidebar contains a "Design Workflow" section with a list of steps: User research, Competitive analysis, Brainstorm/whiteboarding, Hi-fi mockups, Prototyping, and User interviews. The "Hi-fi mockups" step is currently selected, showing a description and a "Not Started" status.



# 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.



## Generate Text ⓘ

Powered by AI

Tell us what you are writing about

☒ Blog Post ☐ Title ☐ Outline

About \*

Blog post introducing the new flagship product "Optimizely Graph"

65/200

Sentiment

☐ Neutral ☒ Positive ☐ Negative

Tone

☐ Formal ☒ Informal

Word Limit \* ⓘ

250

## Generate Text ⓘ

Powered by AI

Select text. You can also re-generate new sets of text.

Hey there, marvelous folks!

Today, we are thrilled to introduce you to something that's been brewing up in our tech kitchen lately. Meet "Optimizely Graph", our spanking new flagship product. We believe it's all kinds of awesome and are stoked for you to experience it!

Designed with cutting-edge technology, Optimizely Graph isn't just any other product; it's a revolution bundled up in an exquisite package. It echoes our commitment to innovation with a touch of simplicity. We've poured our heart into its development and are elated to share the final output with you.

Optimizely Graph features a user-oriented interface, enabling easy navigation and guaranteeing top-notch user experience. Its advanced functionalities will help optimize your work processes, streamline your tasks and enhance productivity levels like never before.

But hey, don't just take our word for it! Go on, dive into the world of Optimizely Graph and experience this phenomenal piece of technology for yourself. And once you do, we're confident you'll wonder how you ever did without it before!

We've always believed in the power of evolution and pushing boundaries. With Optimizely Graph, we continue this very journey hoping to make a difference in your lives one byte at a time.

So here's raising a toast to the future laced with remarkable innovations! Welcome aboard the Optimizely Graph journey where together we will set new benchmarks and redefine success!

Stay tuned for more updates because trust us when we say the best is yet to come!

Until next time,  
Team Optimizely

← Back

Cancel

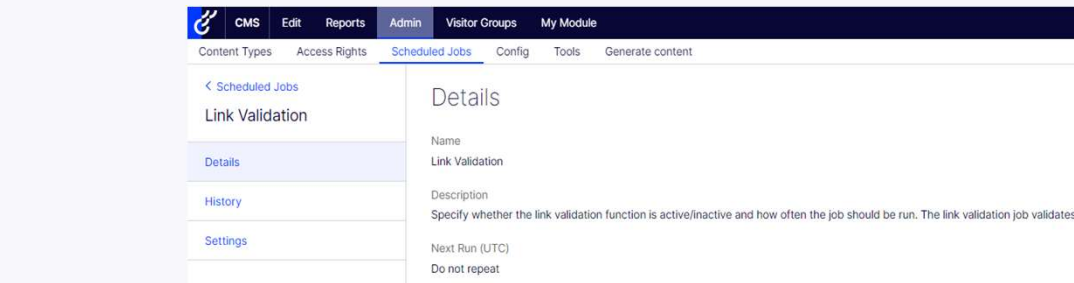
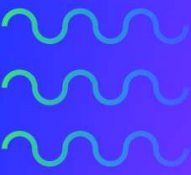
Re-Generate

Add To Editor



# Improved Scheduled Jobs

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

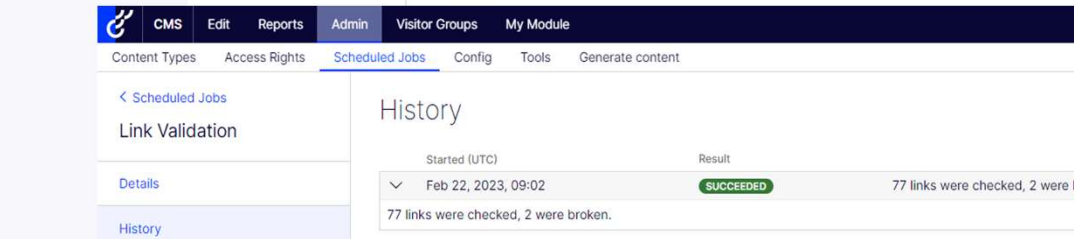


Details

Name  
Link Validation

Description  
Specify whether the link validation function is active/inactive and how often the job should be run. The link validation job validates

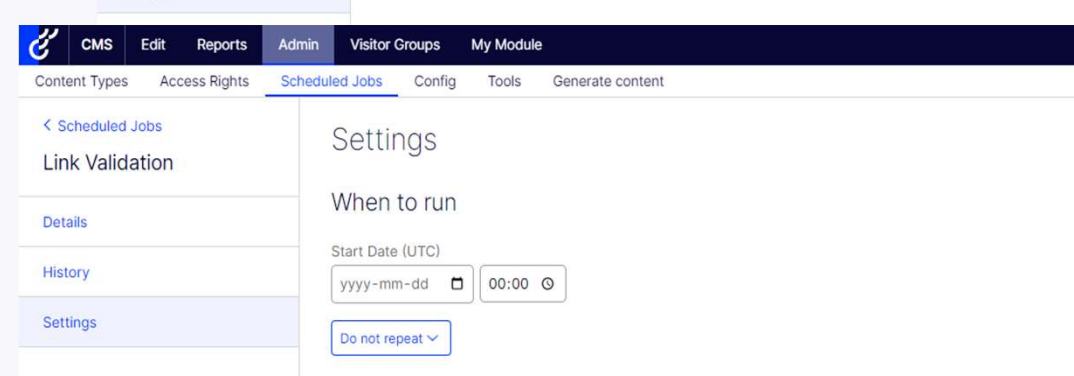
Next Run (UTC)  
Do not repeat



History

Started (UTC)	Result
Feb 22, 2023, 09:02	SUCCEEDED

77 links were checked, 2 were broken.



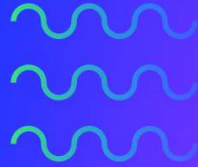
Settings

When to run

Start Date (UTC)  
yyyy-mm-dd 00:00

Do not repeat





# 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.



The screenshot displays the Optimizely CMS interface for configuring content types. The left sidebar shows a navigation menu with options: Define, Properties (selected), Content Type Setup, Details, Default Values, Child Content Types, Permissions, and Settings. The main area is titled 'Properties' and includes a search bar, a 'Filter by name' dropdown, and an 'Add Property' button. The properties are organized into three groups: Content, Settings, and Metadata. The 'Content' group includes 'Teaser image' (Content Reference), 'Teaser text' (Long string), 'Main body' (XHTML string), and 'Large content area' (Content Area). The 'Settings' group includes 'Hide site header' and 'Hide site footer' (both Selected/not selected). The 'Metadata' group includes 'Title' (Long string), 'Keywords' (StringList), 'Page description' (Long string), and 'Disable indexing' (Selected/not selected). On the right, the 'Configure Property' panel shows the configuration for the 'PageImage' property, including its name, type, content type, and various options like 'Value must be entered', 'Unique value per language', 'Searchable property', 'List', 'Default value', and 'User Interface'.



04


**What is Optimizely  
Graph?**



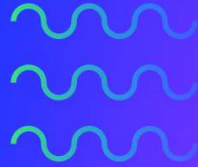


# Technology-agnostic Search Engine

**Delivers content to anywhere**  
From any source

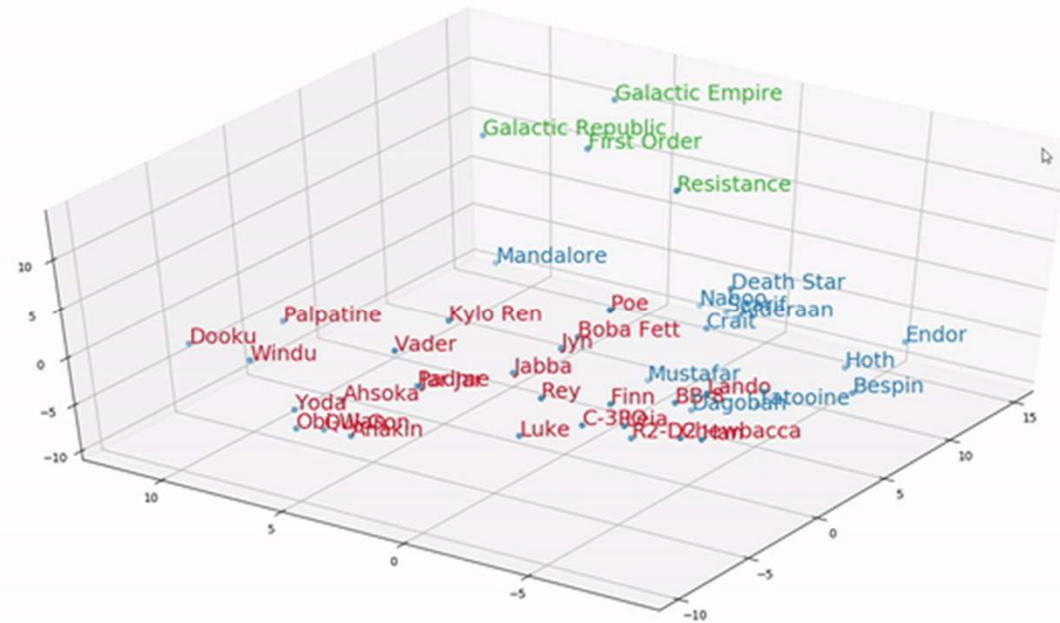






# Neural Search

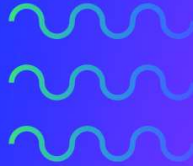
The rise of machine learning and better language models enable a more conversational search style and better “related results”.





# Content Sources

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



The screenshot displays two overlapping windows from the Optimizely platform. The top window, titled 'Content Sources', shows a table of data sources and their sync status.

Source	Last Result	Last Synced
CMP (Production)	Syncing 321 / 1000 item(s)	Sep 28, 2022, 10:02 AM
CMS (Integration)	FAILED: No connection with database.	Sep 28, 2022, 10:02 AM
ODP	Successfully synced 1 item(s).	Sep 28, 2022, 10:02 AM
CMS (Production)	Successfully synced 1000 item(s).	Sep 28, 2022, 10:02 AM

The bottom window, titled 'Experience Composer', shows a preview of a Nike website layout for the 'Pegasus Q3 2023 Release'. The left sidebar contains settings for the 'Hero' section, including a background image ('Pegasus Promotion.png') and a headline ('Movement for'). The main preview area shows a hero image of a person sitting on a wooden crate, with the headline 'HEADLINE' and 'Teaser Text' below it. At the bottom of the preview are two buttons labeled 'CTA1' and 'CTA2'.



# 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



## Content Graph Service Configurations

For more information about Content Graph Service [click here](#).

Enable Graph Service



05

**What is the Visual  
Builder?**





Brand-approved  
Layout templates

**Built in the UI**

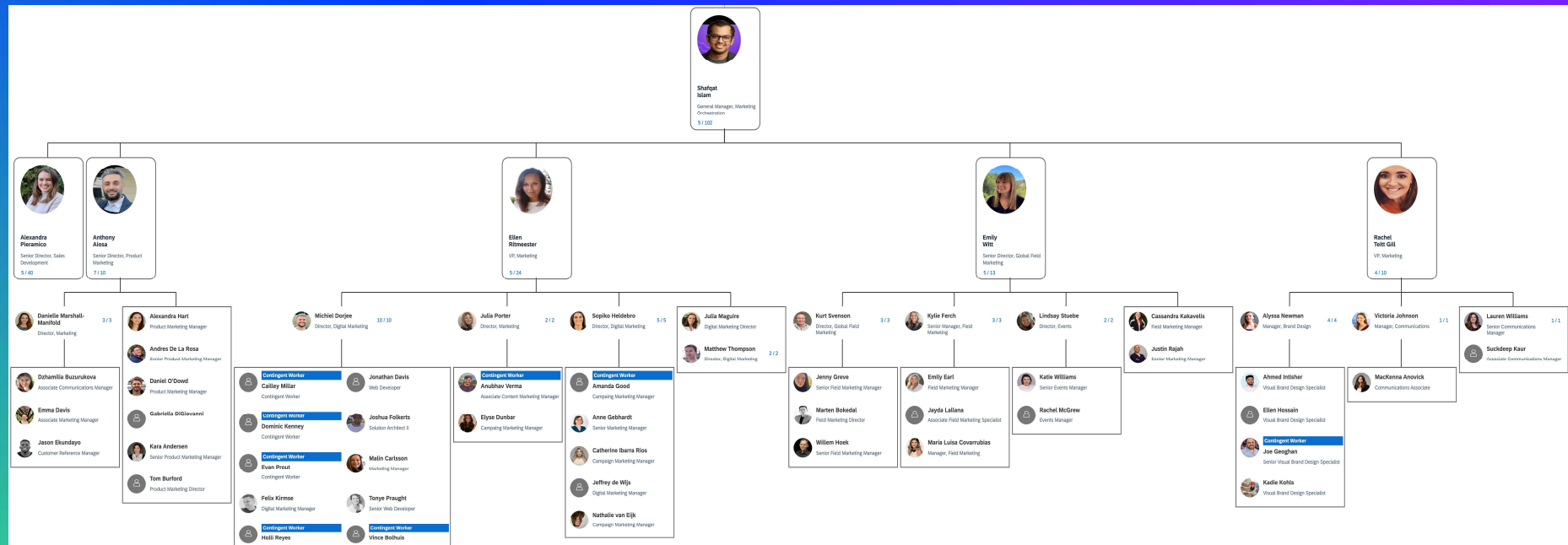
For any channel

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

## Experience Builder Beta

Experience Builder beta available in PaaS and SaaS by early 2024

## GA launch

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



## SaaS Core Closed Beta

SaaS Core beta launched with limited seats at Opticon '23



## Early adopters

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



## 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!