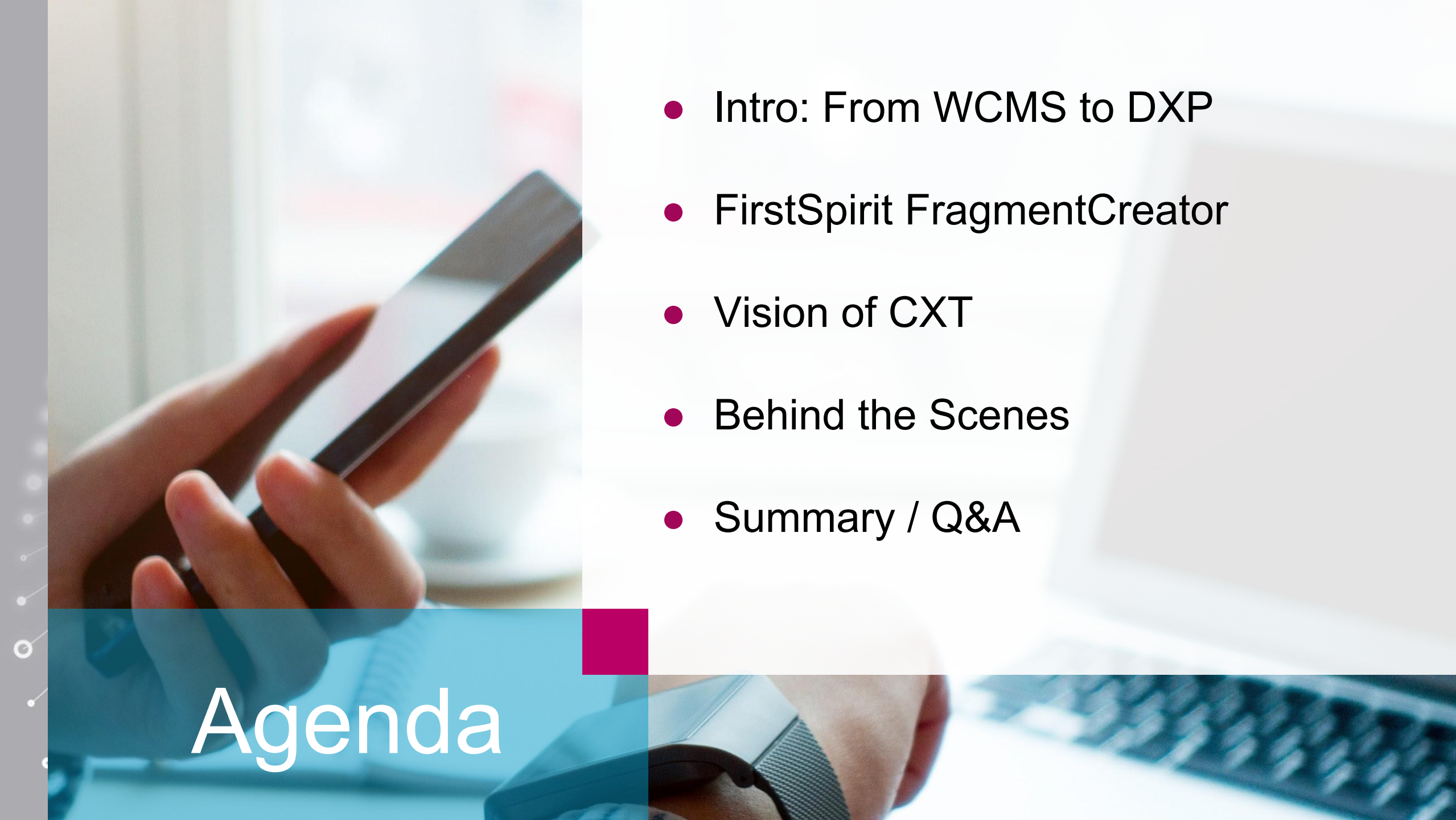
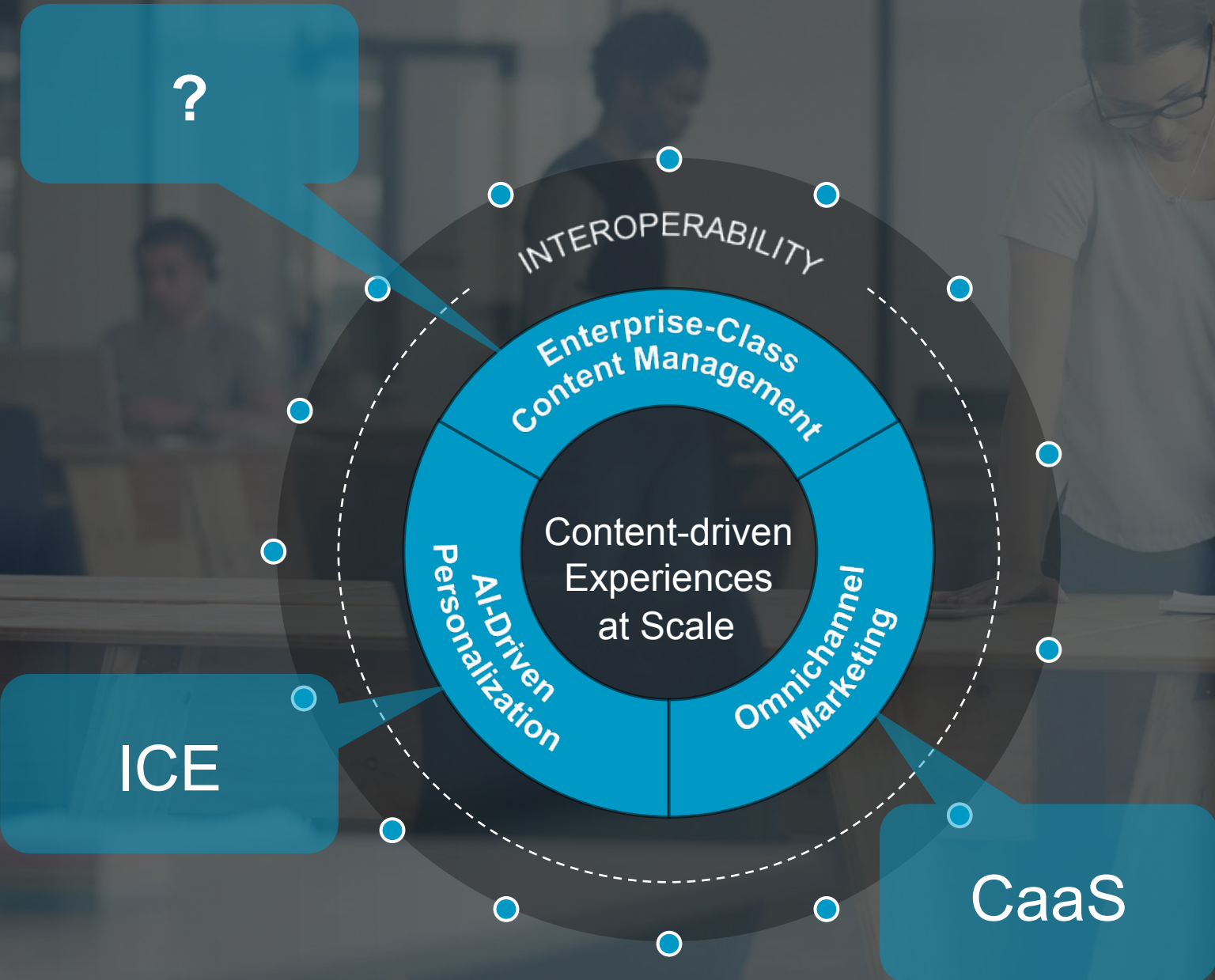

Techinar FirstSpirit FragmentCreator



René Voß
Sebastian Glock

- 
- Intro: From WCMS to DXP
 - FirstSpirit FragmentCreator
 - Vision of CXT
 - Behind the Scenes
 - Summary / Q&A

Agenda



FirstSpirit Digital Experience Platform

On-Premises or SaaS

What are the consequences for **business users**?

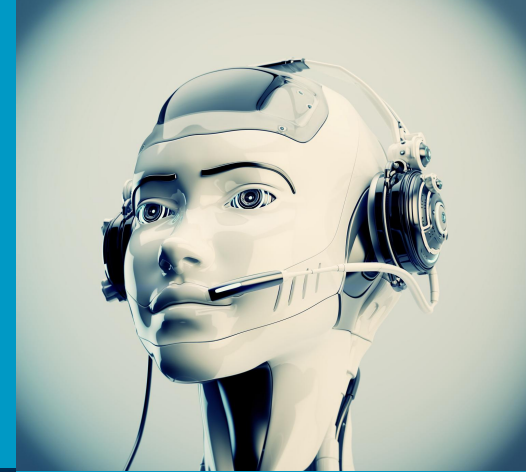
- Business users **give up control** in favor of experts & algorithms
- Look and composition becomes less important, **preview is no longer a #1 priority**
- **Focus on content itself**, its quality, success and KPIs
- From website editors to **Content Factory Specialists**



Personalization
Manager



Campaign Manager



Content
Factory
Manager



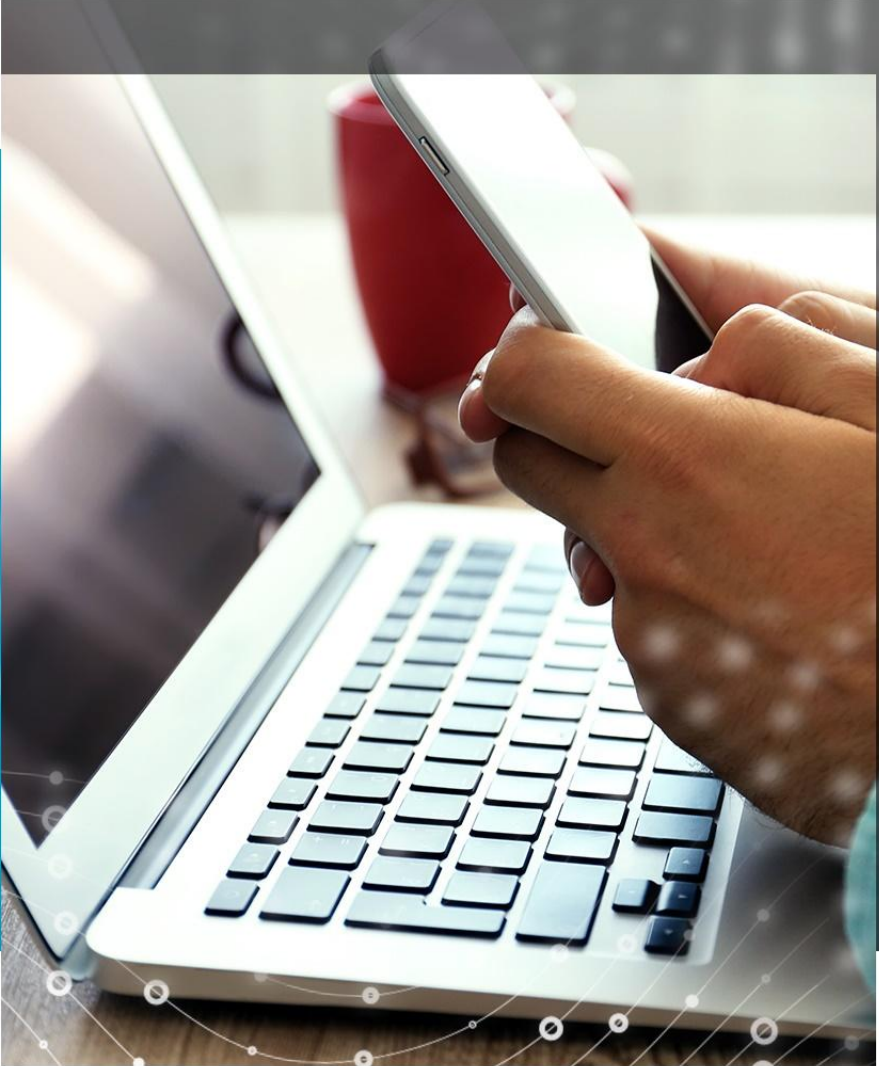
Customer
Journey
Creator



Digital Marketing
Business Analyst

Complexity leads to specialization

Specialists need the right tools to be good at their jobs.



FirstSpirit FragmentCreator

FirstSpirit FragmentCreator

- New client (in the CXT family)
 - Easy to use
 - Focus on a single job role
- A new content paradigm
 - Content appears in many contexts
 - Highly personalized
 - Device-independent
- Editing content fragments
 - Focus on messages, not on looks
 - No page-structures, no trees, just content
 - Built-in variants

The screenshot shows a content management system interface. At the top, there is a navigation bar with 'Fragments' on the left, a search bar in the center, and 'ADMIN' with a user icon on the right. Below the navigation bar, there are several icons for document management. The main content area is titled 'ENGLISH (1 MORE...)' and contains a document editor. The document title is 'Digital Experience Ecosystem: Healthy or Not?'. The editor has a toolbar with various icons for text formatting and media insertion. The main text of the document reads: 'As Gartner says, "experience is the new competitive battleground". And ground zero of this competitive battleground is the technology that marketers use to enable the digital experience. We call this set of technologies the Digital Experience (DX) Ecosystem. A DX ecosystem is the core set of enterprise-class capabilities you must have to satisfy digital experience requirements. Core capabilities include (but are not limited to): analytics, content management (CMS), customer relationship management (CRM), customer data management, digital asset management (DAM), e-commerce, marketing automation management, personalization, translation and localization.' Below this is a section header 'Why is your DX ecosystem so important?' followed by a quote: '"Customers are the new market-makers, reshaping industries and changing how businesses compete and win. Success depends on how well and how fast you respond". -Forrester Research'. At the bottom of the editor, it says 'How well and how fast you respond to customers depends on your DX ecosystem.' On the right side of the editor, there is a 'META INFORMATION' section with a table showing 'VARIANT', 'LAST MODIFIED', 'EDITOR', and 'CREATED AT'.

META INFORMATION	
VARIANT	
LAST MODIFIED	5.3.2018
EDITOR	ADMIN
CREATED AT	5.3.2018

Focus on content, not presentation

- Fragments (snippets)
- Easy to use
- Rich text (Markdown)
- Tagging included
- Autosave

Variants

- Same fragment, different content
- Multi-dimensional, e.g. language
- Independent state

The screenshot displays a CMS interface for editing a document. At the top, there is a navigation bar with 'Fragments', a search bar, and an 'ADMIN' user profile. Below this, a language selector shows 'ENGLISH (1 MORE...)' with a dropdown menu for 'German' and 'English'. The document title is 'Digital Experience Ecosystem: Healthy or Not?'. The main content area features a rich text editor with a toolbar containing icons for bold, italic, heading, quote, list, link, image, and visibility. The text in the editor reads: 'As Gartner says, "experience is the new competitive battleground". And ground zero of this competitive battleground is the technology that marketers use to enable the digital experience. We call this set of technologies the Digital Experience (DX) Ecosystem. A DX ecosystem is the core set of enterprise-class capabilities you must have to satisfy digital experience requirements. Core capabilities include (but are not limited to): analytics, content management (CMS), customer relationship management (CRM), customer data management, digital asset management (DAM), e-commerce, marketing automation management, personalization, translation and localization.' Below the text is a section header 'Why is your DX ecosystem so important?' followed by a quote: '"Customers are the new market-makers, reshaping industries and changing how businesses compete and win. Success depends on how well and how fast you respond". -Forrester Research'. At the bottom of the editor, it says 'How well and how fast you respond to customers depends on your DX ecosystem.' and 'CHANGES SAVED (5.3.2018, 12:07:36)'. On the right side, a 'META INFORMATION' panel shows 'VARIANT', 'LAST MODIFIED' (5.3.2018), 'EDITOR' (ADMIN), and 'CREATED AT' (5.3.2018).

The screenshot shows a content management system interface. At the top, there are navigation elements like 'Fragments', a search bar, and an 'ADMIN' user profile. The main content area displays a document titled 'Digital Experience Ecosystem: Healthy or Not?'. The document text discusses the importance of a DX ecosystem, quoting Gartner and Forrester Research. A blue arrow-shaped overlay titled 'Tasks' points to the document content, listing: 'Simplified workflows', 'Task of current variant', 'Your task list', and 'Explicit todos'. On the right side, a 'RELEASE REQUESTED' panel shows '2 VARIANTS' and provides buttons to 'Deny release' and 'Approve release'. Below this is a 'MY TODOS' section with a 'Release requested' item. At the bottom right, a 'META INFORMATION' table shows details for the current variant.

Tasks

- Simplified workflows
- Task of current variant
- Your task list
- Explicit todos

RELEASE REQUESTED
2 VARIANTS
5.3.2018, ADMIN

The release of the current element has been requested.

! Deny release

✓ Approve release

MY TODOS

Release requested
Digital Experience Ecosystem: Healthy or ...
5.3.2018, ADMIN

META INFORMATION

VARIANT	
LAST MODIFIED	5.3.2018
EDITOR	ADMIN
CREATED AT	5.3.2018

CHANGES SAVED (5.3.2018, 14:29:18)

Fragments + SEARCH ADMIN

ENGLISH (1 MORE...)

Tags: DigitalExperience, Ecosystem, DX, DXP

Organizing

- Searching
- Tagging
- Types
- Status

RELEASE REQUESTED
2 VARIANTS
5.3.2018, ADMIN

The release of the current element has been requested.

Deny release

Approve release

MY TODOS

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Digital Experience Ecosystem: Healthy or ...
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Artificial Intelligence (AI) is without question ...
5.3.2018, ADMIN

AI-Powered Personalization at Scale ...
For quite some time now, marketers have b...
5.3.2018, ADMIN

New Year, New Look! Check out First...
FirstSpirit's New Year Resolution: To Look ...
5.3.2018, ADMIN

Erfolgsfaktor Digital Experience: Wie ...
„Wer sich im E-Commerce vom Wettbewerb...
5.3.2018, ADMIN

Digital Experience Ecosystem: Healthy or Not?!

As Gartner says, "experience is the new competitive battleground". And ground zero of this competitive battleground is the technology that marketers use to enable the digital experience. We call this set of technologies the Digital Experience (DX) Ecosystem. A DX ecosystem is the core set of enterprise-class capabilities you must have to satisfy digital experience requirements. Core capabilities include (but are not limited to): analytics, content management (CMS), customer relationship management (CRM), customer data management, digital asset management (DAM), e-commerce, marketing automation management, personalization, translation and localization.

Why is your DX ecosystem so important?

"Customers are the new market-makers, reshaping industries and changing how businesses compete and win. Success depends on how well and how fast you respond".
-Forrester Research

How well and how fast you respond to customers depends on your DX ecosystem. To be truly future ready, your DX ecosystem must be able to deliver real-time,

☰ Fragments
+
🔍 SEARCH
ADMIN

📅
👤
🔄
🗑️

- ✔
E-Book: 5 Ways Marketing Pros Are U...
 Artificial Intelligence (AI) is without question ...
5.3.2018, ADMIN
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5.3.2018, ADMIN
- 👁
Erfolgsfaktor Digital Experience: Wie ...
 „Wer sich im E-Commerce vom Wettbewerb...
5.3.2018, ADMIN

☰ ENGLISH (1 MORE...)
🗑️
👁

+
DigitalExperience
Ecosystem
DX
TAGS

DXP
×

Digital Experience Ecosystem: Healthy or Not?!
TITLE

B I H
🗨️
☰
🔗
🖼️
👁
?

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2 VARIANTS

5.3.2018, ADMIN

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! Deny release
✔ Approve release

MY TODOS

Release requested

☰ Digital Experience Ecosystem: Healthy or ...

5.3.2018, ADMIN

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Demo



Release (Facts)

- FS FragmentCreator EAP with FS 5.2 R20 (April '18)
 - Deliverables: FirstSpirit modules
 - Available to all partners → contact Tech Support!
 - Customer project? → contact ACM!
- Release & updates with FirstSpirit
- Current status: Ramp-up
 - Documentation & UI
 - Already used in production (with e-Spirit)

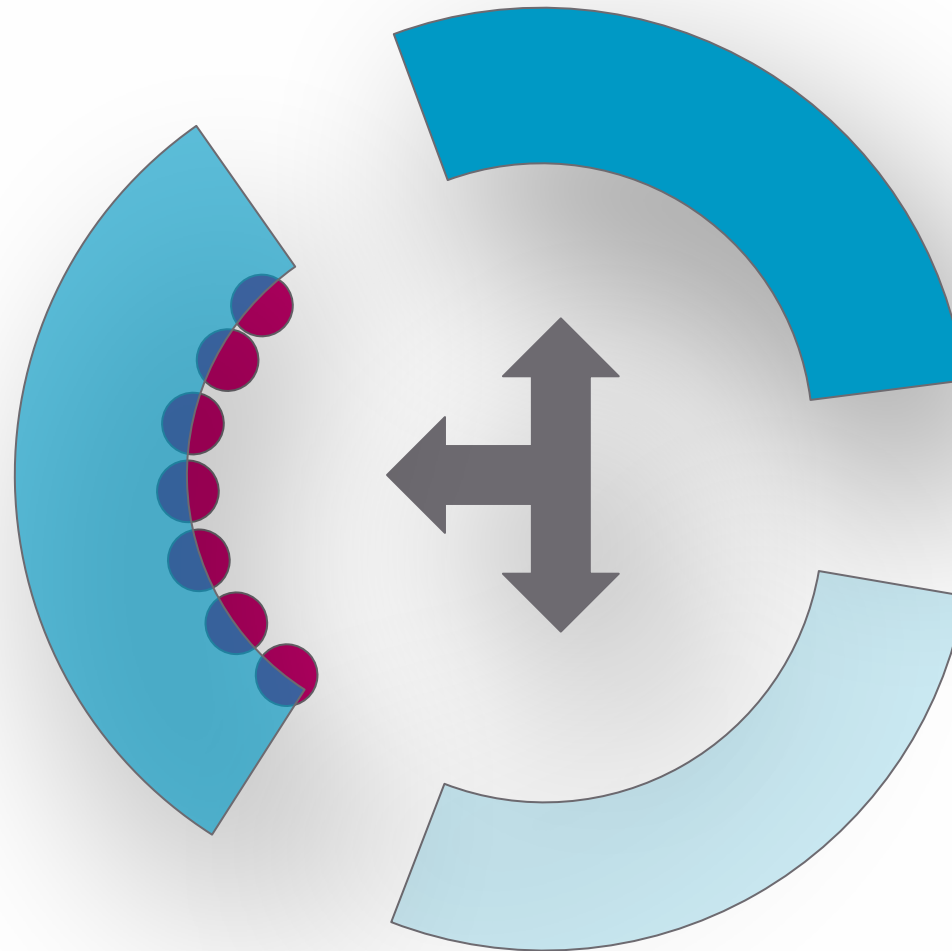


Vision of CXT

User / Developer / Customer

Customer

Apps,
Channels,
Products,
Landing pages,
Campaigns,
Audiences,
...



Developer

User

Activities vs. Jobs & Roles



Content



Monetization



Statistics



Information Architect



Author



Campaign Manager



Translator

Activities vs. Jobs & Roles → Role Specific Clients



Content



Monetization



Statistics



Information Architect



Author



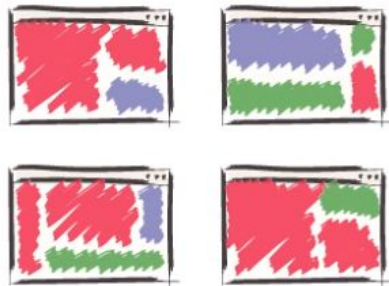
Campaign Manager



Translator

Role Specific Clients → New Technology

User perspective



Developer perspective



Content



Monetization



Statistics

Role Specific Clients → New Technology

User perspective



Developer perspective



Content



Monetization

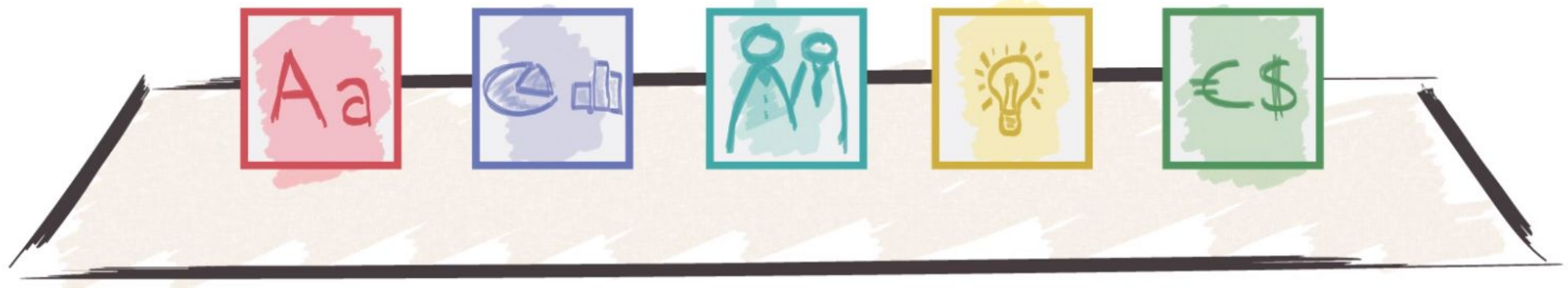


Statistics

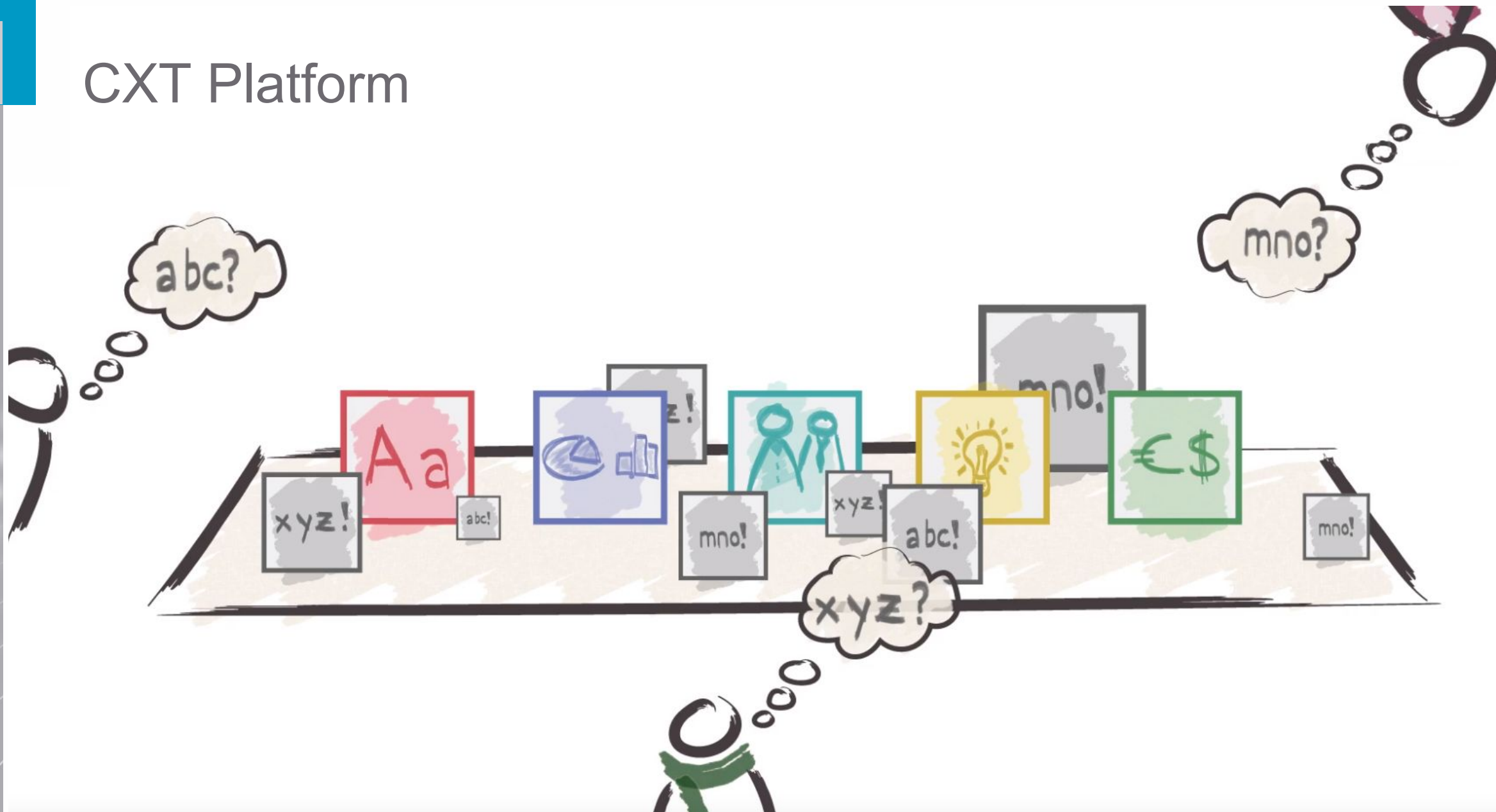


**Campaign
Management**

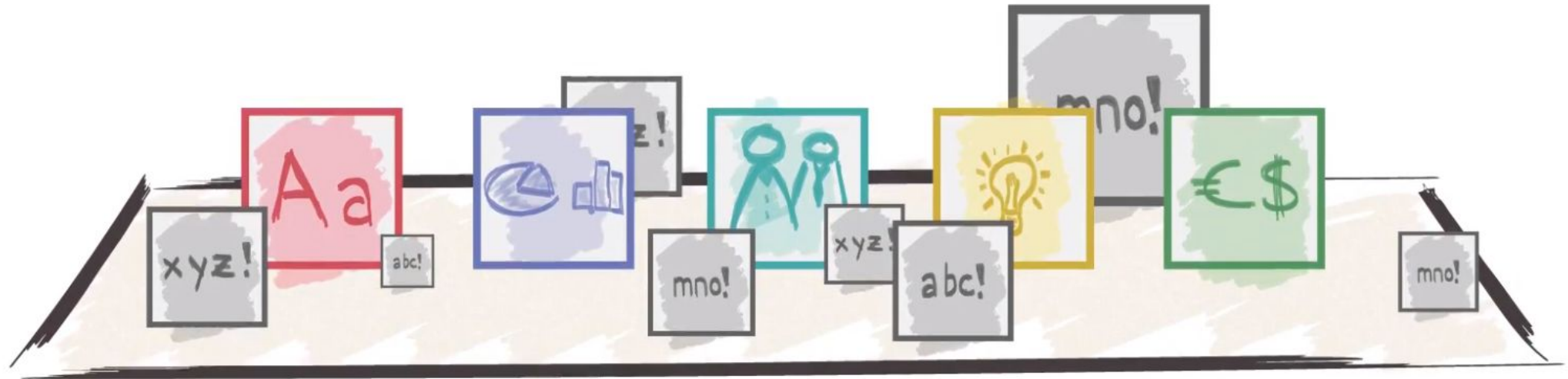
New Technology → CXT Platform



CXT Platform



CXT Platform → Tailor-made DXP




The background features two women, one with long dark hair and one with long light hair, looking intently at a laptop screen. The scene is set against a dark blue, cloudy sky. A network diagram with white nodes and connecting lines is overlaid on the right side of the image. A vertical bar with a blue-to-magenta gradient is positioned on the right, partially overlapping the network diagram. The text 'Behind the Scenes' is written in white on a dark blue background strip.

Behind the Scenes

Architecture
&
more

Backend → FirstSpirit Infrastructure

FragmentCreator	FirstSpirit Backend
Fragment Project	FirstSpirit Project
Fragments <ul style="list-style-type: none">• Types• Fragments• Variants• Title, Tags, Variant-Dimensions	 <p>Page Store</p> <ul style="list-style-type: none">• Page Templates• Page Fragments• Pages• Metadata <p>Access with DataAccessPlugin !</p>
Components <ul style="list-style-type: none">• References• Tags• Rich text (Markdown)	Components <ul style="list-style-type: none">• FS_INDEX + DataAccesPlugins• FS_TAGGING• FS_MARKDOWN
Release-/Todo-, Delete-Workflows	Simplified FS Workflows

The screenshot displays a three-pane interface for content management. The left pane shows a search results list with items like "E-Book: 5 Ways Marketing Pros Are U...", "AI-Powered Personalization at Scale...", and "New Year, New Look! Check out First...". A blue callout box labeled "Search" is positioned over this pane. The middle pane is the content editor for a page titled "Digital Experience Ecosystem: Healthy or Not?!" with tags "DigitalExperience", "Ecosystem", "DX", and "DXP". A blue callout box labeled "Fragment" is positioned over the main text area. The right pane shows a "RELEASE REQUESTED" notification for 2 variants, with options to "Deny release" or "Approve release". A blue callout box labeled "Context" is positioned over this pane. Below the notification is a "MY TODOS" section and a "Release requested" notification for the current page. At the bottom right, there is a "META INFORMATION" table.

META INFORMATION	
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☰
Fragments

ADMIN 👤

ENGLISH (1 MORE...)
🗑️

📌
+
DigitalExperience ×
Ecosystem ×
DX ×
TAGS

DXP ×

Digital Experience Ecosystem: Healthy or Not?!
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CHANGES SAVED (5.3.2018, 14:29:18)

RELEASE REQUESTED
2 VARIANTS

5.3.2018, ADMIN

The release of the current element has been requested.

! Deny release

✓ Approve release

MY TODOS
☰

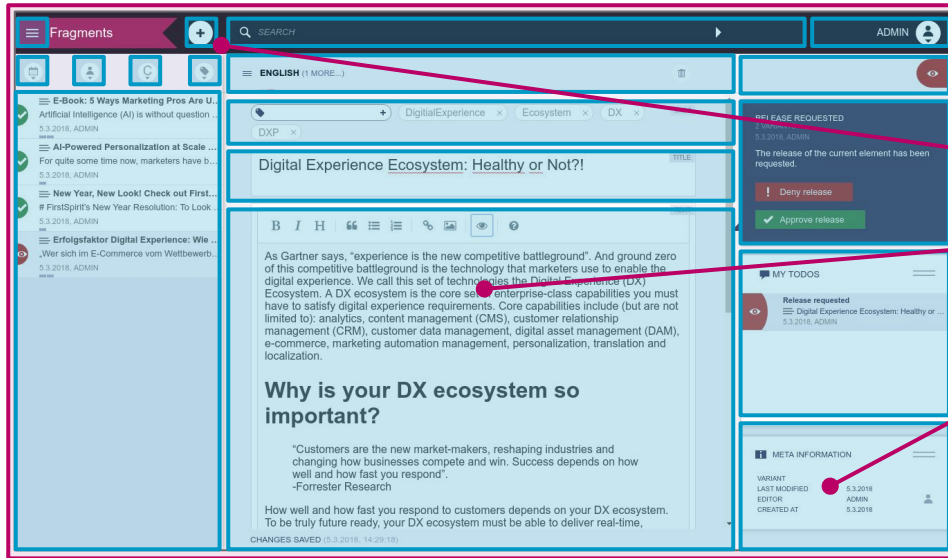
👁️

Release requested
Digital Experience Ecosystem: Healthy or ...
5.3.2018, ADMIN

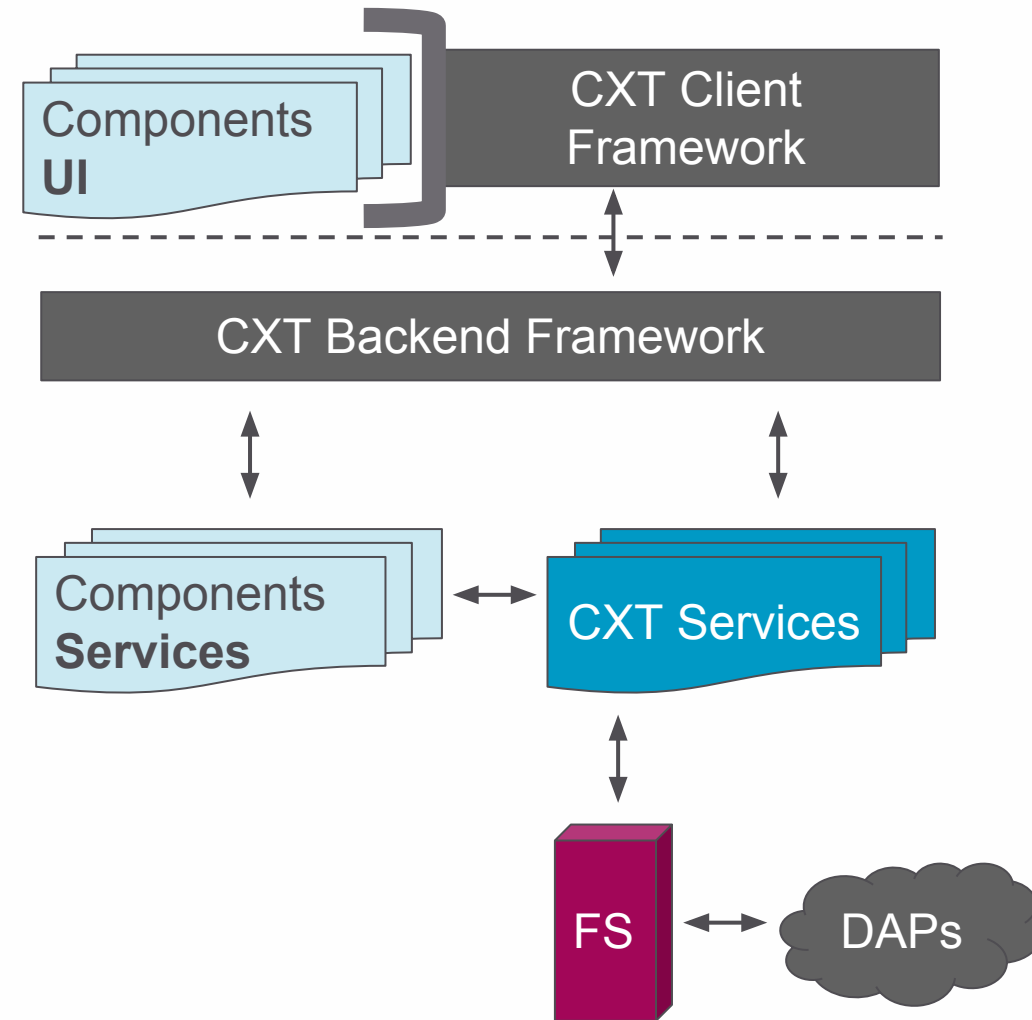
META INFORMATION
☰

VARIANT	
LAST MODIFIED	5.3.2018
EDITOR	ADMIN 👤
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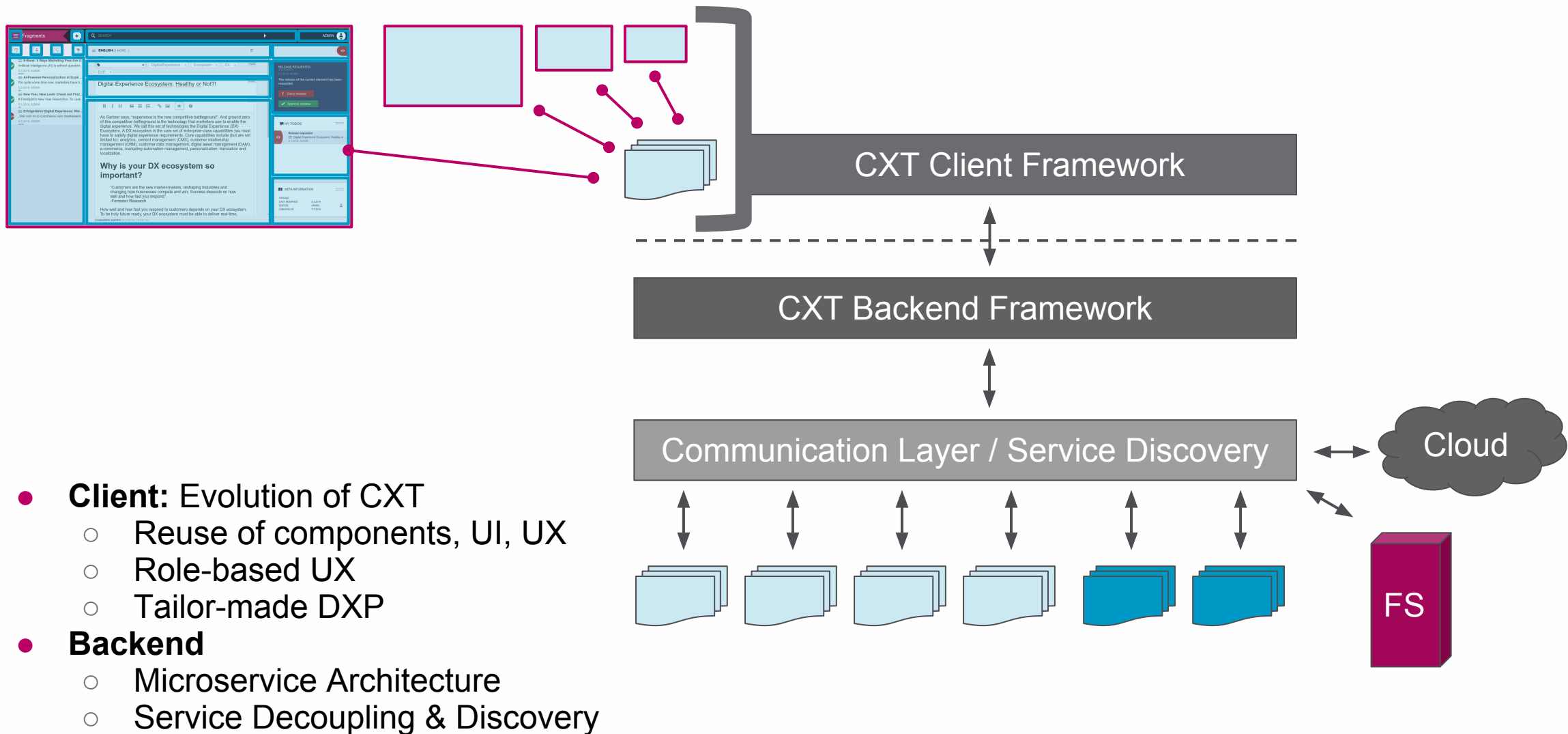
Architecture v1

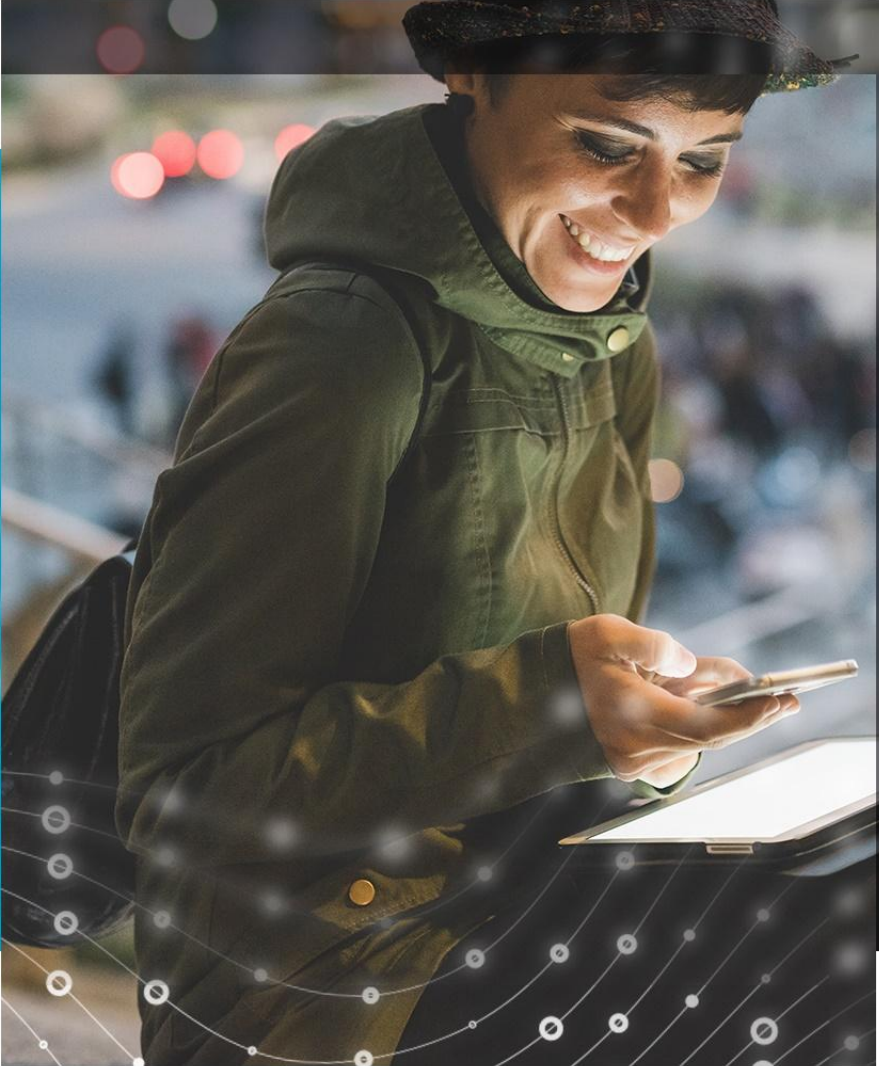


- **Client:** Status, Events, Communication
- **Backend:** Communication
- **Components:** UI, Controller, REST-Endpoints
- **Services:** REST-Endpoints
- **FirstSpirit:** Connector, DAPs



Architecture vN

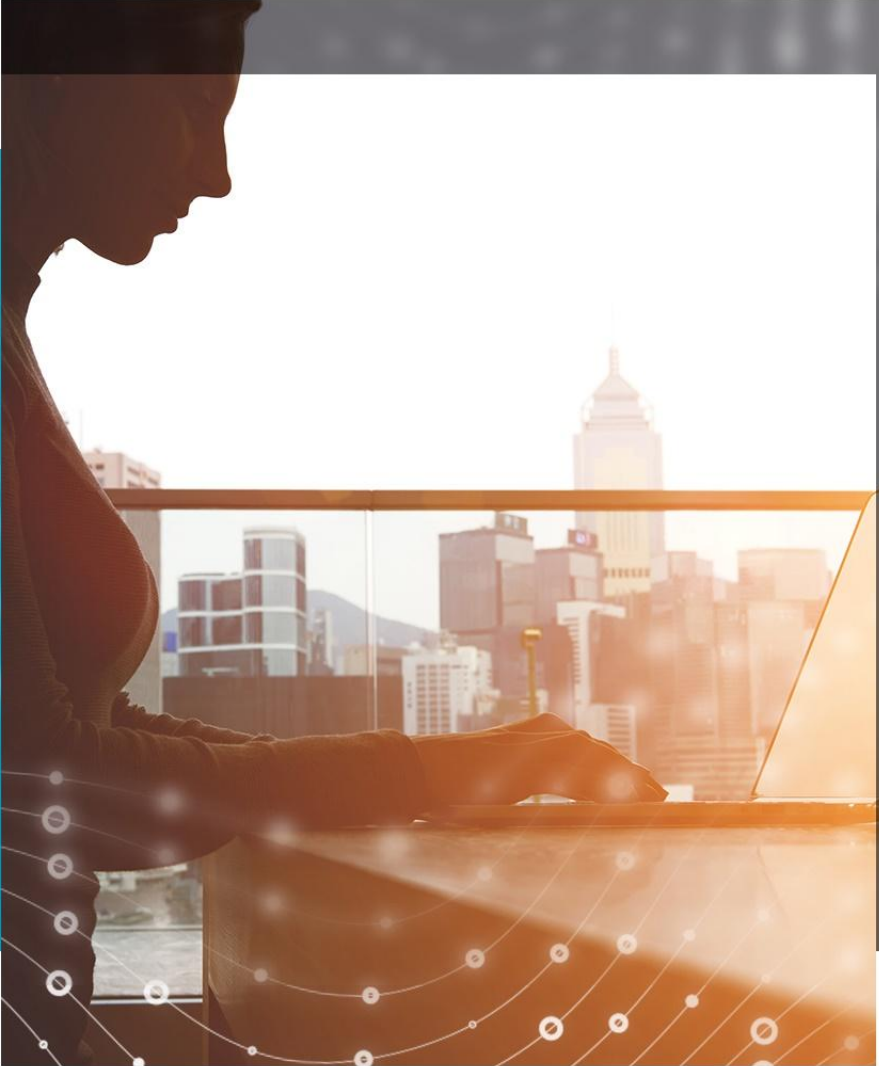




Summary

Summary

- FragmentCreator is a new FirstSpirit UI, ramp-up starts April 2018
- CXT is e-Spirit's long term strategy
 - A “family of tools” for various roles
 - A microservice-based platform for tailor made DXP
- Be part of the ramp-up!



FirstSpirit FragmentCreator

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Sebastian Glock, VP Product Marketing
glock@e-spirit.com

