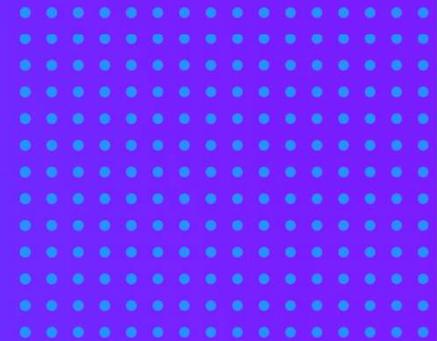




Unlocking more value from the CMS: Actionable techniques for success

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

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

**Digital Asset
Management**



**Content
Recommendations**



Content Management System

PaaS Core

SaaS Core

NEW!

Visual Builder

NEW!

Graph

NEW!

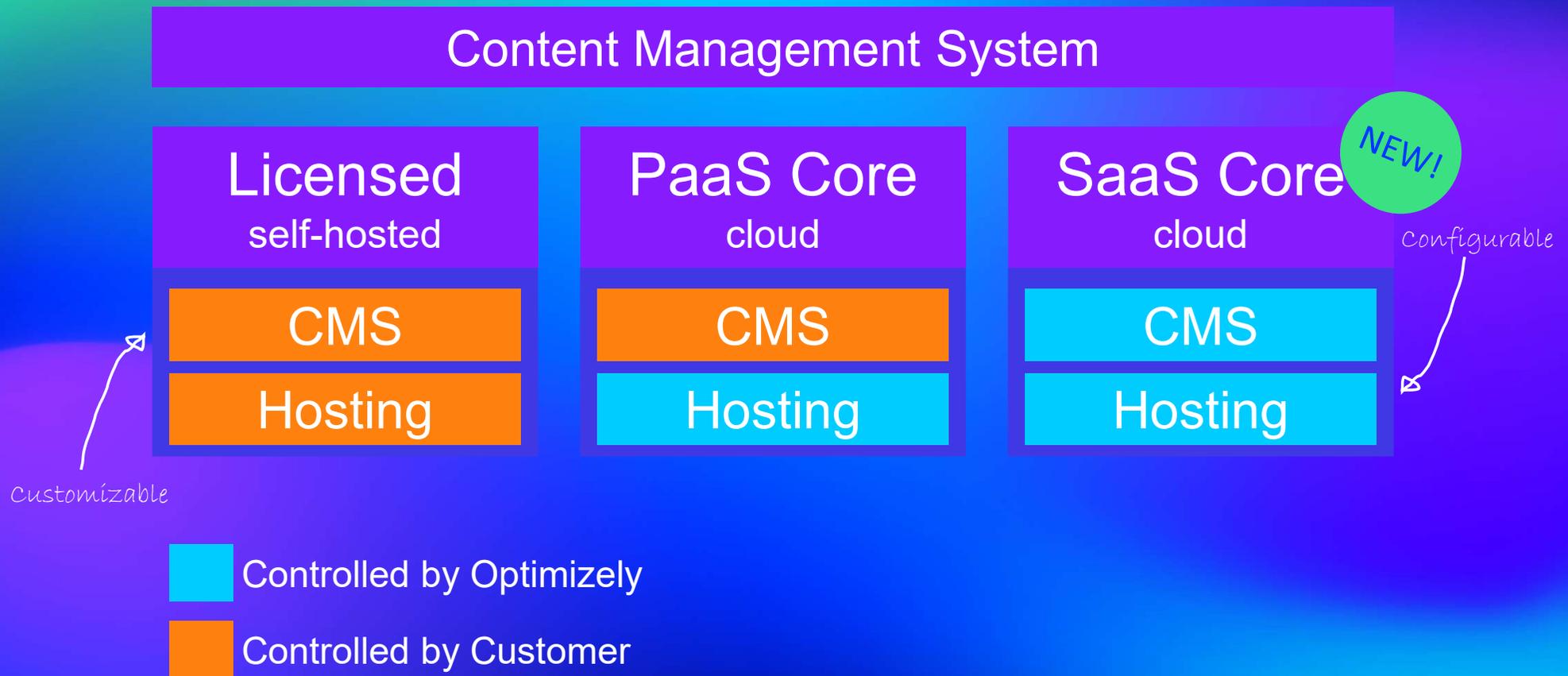
02

**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

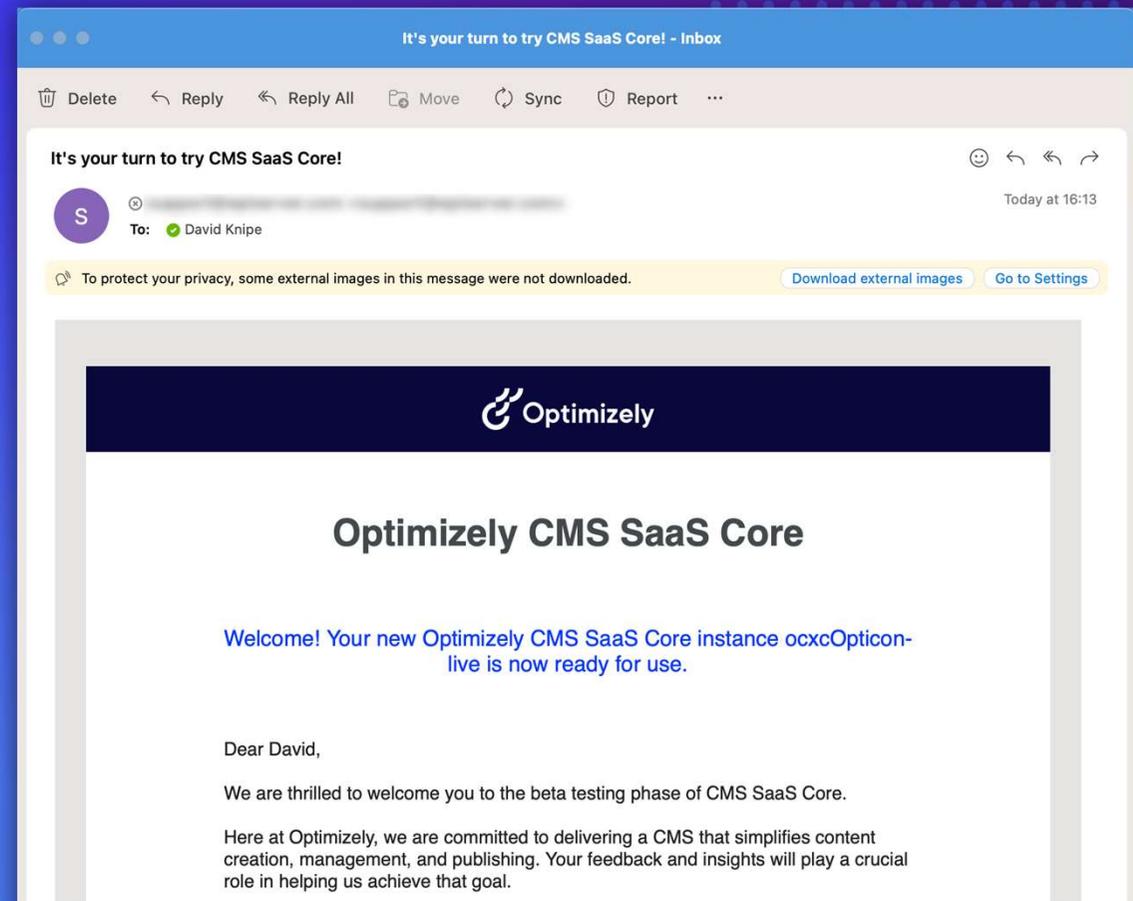


	Self-hosted	PaaS core	SaaS core
Award winning CMS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Infrastructure-as-a-Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Automatic upgrades	<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?

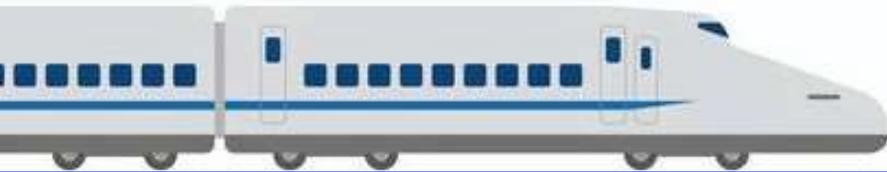


- SaaS Core Beta signups are live!
- Waitlist, but anyone can signup – you don't even need to be a CMS user!
- Continuously upgraded – Visual Builder beta will arrive early next year.
- Looking for potential Early Adopters – talk to us afterwards!



One CMS, two release cycles

New features



SaaS Core
(latest & greatest) 



PaaS Core
(feature bundles) 



03

**Recent release
highlights**

Slide 15

KMO

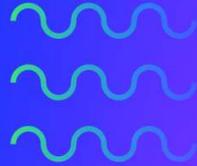
I love these new features and would love to present them. Question is if we have time. People love hearing the latest and stuff that they can start using straight away at no extra cost.
If we do have time then we want a good mix of voices so the question is if this should come straight after me talking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

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

CGO 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.

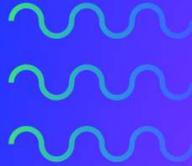


The screenshot shows the Nike CMS 12 dashboard. The top navigation bar includes the Nike logo, a dropdown menu for 'Nike', and another for 'CMS (Production)'. A search icon is on the far right. The left sidebar contains navigation links: Dashboard (selected), Content, Reports, Audiences, Settings, and Add-ons. The main content area is titled 'Dashboard' and features a 'Workflow Status' section. This section has tabs for 'Drafts' (23), 'In Review' (3), 'Approved' (1), 'Scheduled' (1), and 'Rejected' (0). Below the tabs is a search bar labeled 'Filter by Name' and a 'Modified by' dropdown menu set to 'Anyone'. A table lists content items with columns for Name, Last Modified, and Modified by. The items are: '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), and 'Saucony Run Trail 3' (Oct 3, 2022, Per). A pagination bar at the bottom shows 'Previous', '1', '2', '3', '4', '5', '6', '7', '...', '43', and 'Next'. On the right side, there are two additional sections: 'Broken Links' (last updated 22 Oct) with a list of broken links like 'Origins of Wom...', 'About Us', 'Womens Shoe', 'Nike Jump Rope', and 'Rx Jump x13'; and 'My Content' with a 'Favorites' tab and a list of content items like 'Nike Pegasus Tra...', 'Nike Pegasus Tra...', 'Nike Air Force 1 L...', 'Nike Air Force 1', and 'Air Jordan 1 Mid'. A 'View All' link is present at the bottom of the 'My Content' section.

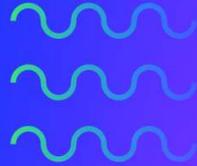
Name	Last Modified	Modified by
Origins of Womens Runnig Spike	1 minute ago	Me
Womens Shoe	2 hours ago	Me
Insufficient Access Rights	3 hours ago	-
Rx Jump x13	Yesterday	Me
Saucony Run Trail 3	Oct 3, 2022	Per

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.



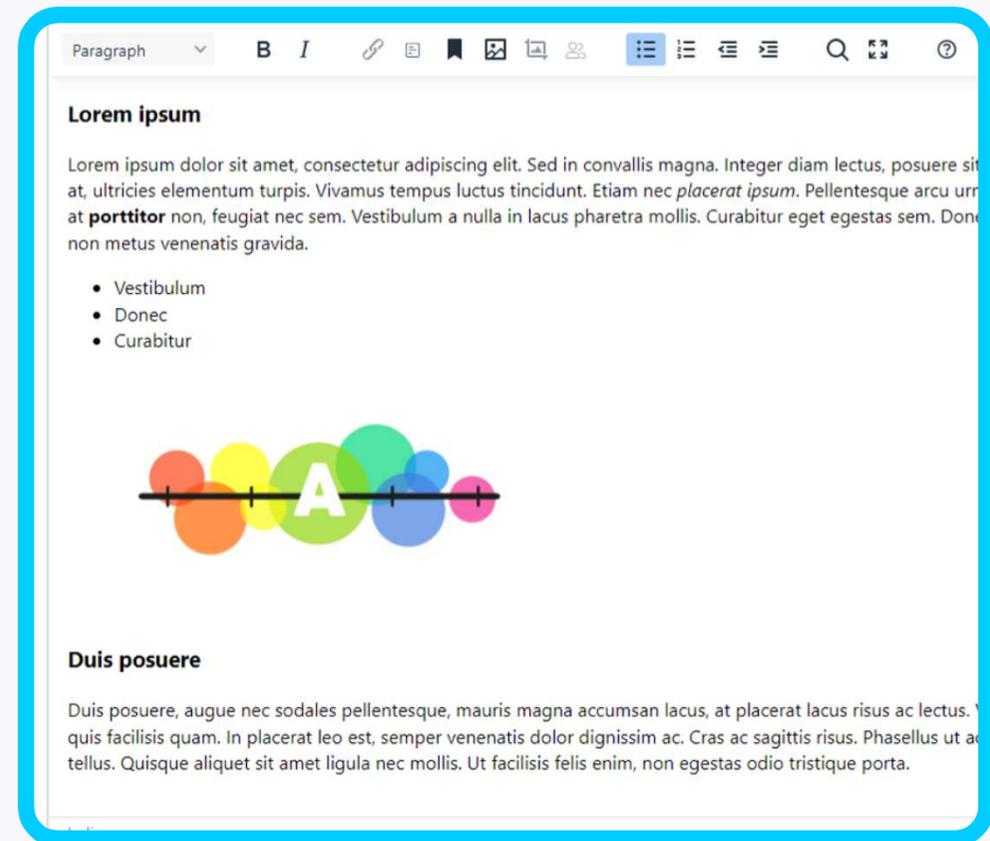
The screenshot displays the Alloy Plan CMS interface. On the left, a content tree shows a hierarchy starting with 'Start' and 'Alloy Plan'. Below this, a 'Multi-Channel Content' section includes a search bar and a list of content items like 'Content', 'Offices' (DK office, Sthlm office, UK office), and 'People'. The main area shows a live preview of the 'Alloy Plan' page. The page features the Alloy Plan logo, navigation links, and a main heading 'Alloy Plan'. Below the heading is a sub-heading: 'Project management has never been easier! Use Alloy Meet with Alloy Plan to get the whole team involved in the creation of project plans and see how this commitment translates into finite and achievable goals.' The page includes an image of a tablet and a smartphone displaying project plans, followed by descriptive text about the system's benefits and a 'Streamlined' section. A right-hand sidebar contains sections for 'Alloy Plan' (listing features like reporting and risk calculations), 'Events', 'Risk Management', and 'News'.



TinyMCE 6

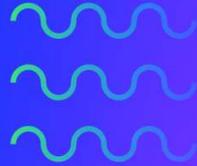
A flexible rich text editor that allows users to create formatted content with a friendly user interface including the addition of the spellchecker plugin.

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.



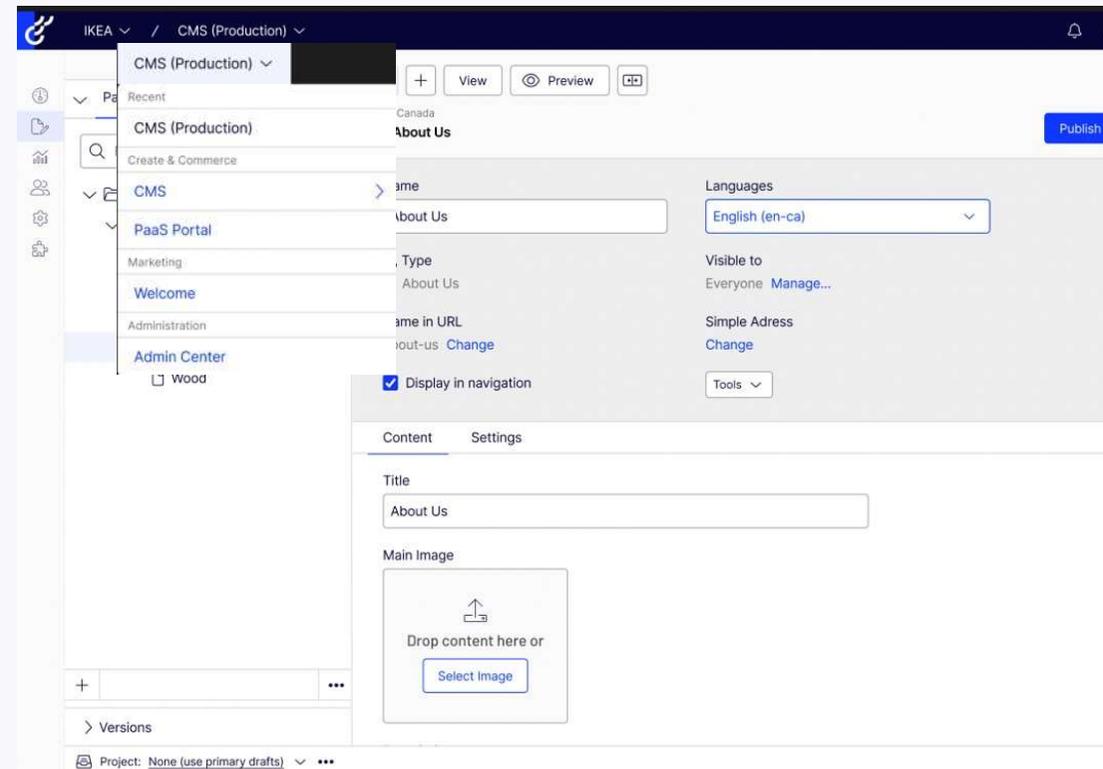
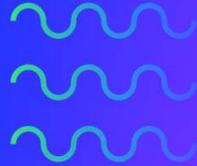
The screenshot displays a web editor interface. At the top right, there is a QR code. Below it, a blue button labeled 'Alloy Plan local' is visible. A 'Drop content here or Select Content' dropdown menu is open. A 'Button' configuration dialog is open in the center, showing 'ButtonText' as 'Alloy Meet local' and 'ButtonLink' as 'Alloy Meet'. A 'Personalize' menu is also open, showing options like 'Move Outside Group', 'Display As: Automatic', 'Move Up', 'Move Down', and 'Remove'. The bottom of the editor shows a status bar with 'Autosaved 12:22 PM Undo?' and 'Changes to be published Publish?'. The preview area below shows a navigation menu with 'y Track', 'Alloy Meet', 'About us', 'Test page', and 'Test Page'. A search bar is also present. The main content area of the preview shows a large heading 'Test Page' and a blue button labeled 'Alloy Meet local' at the bottom.



We love and listen to feedback!

OptiID+Global Navigation

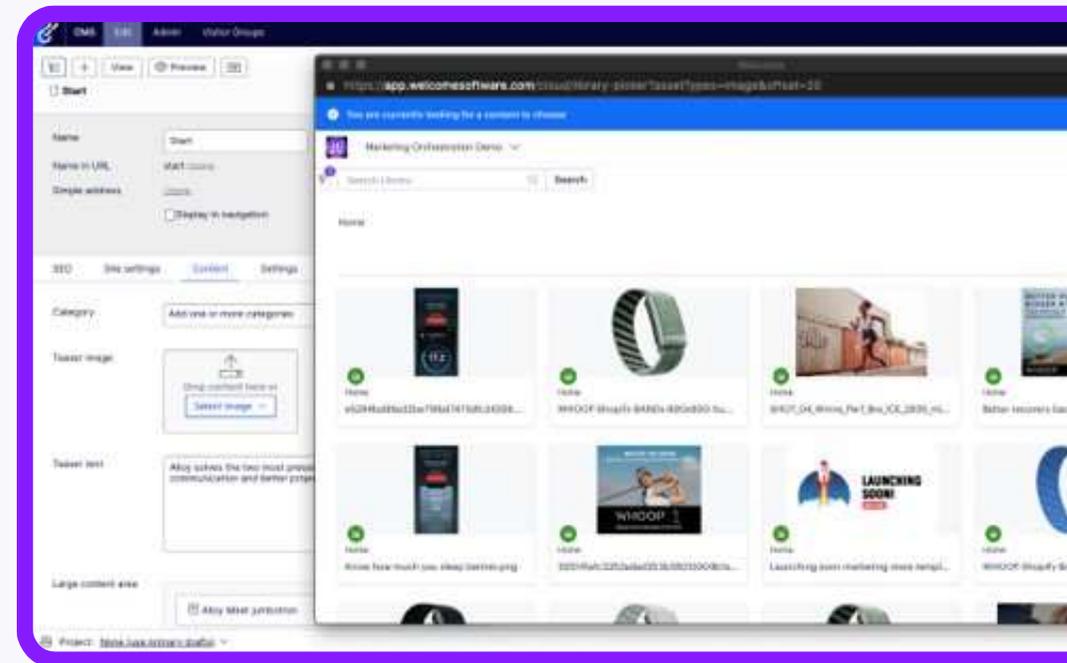
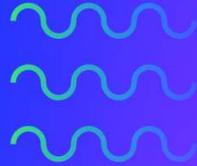
Single Sign On and navigation solution that allows users to seamlessly switch between products in the Optimizely portfolio and centrally manage user roles and permissions



DAM Access with Optimizely CMS

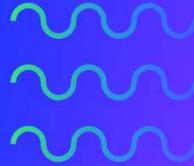
Access DAM assets and content in real time within Optimizely CMS.

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

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

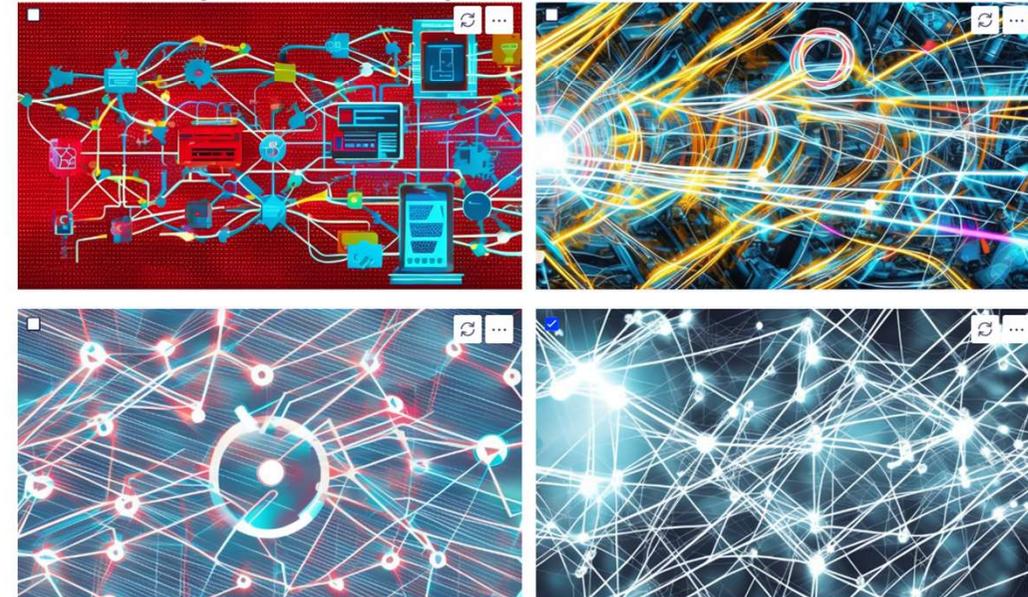
16:9 Panoramic



Cancel Create

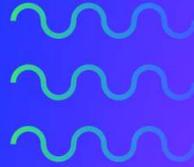
Fine-tune the creative assets

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.



The screenshot displays the Atomic Marketing CMS interface. The top navigation bar includes the Atomic Marketing logo, a search bar, and an 'Invite Teammate' button. The main content area shows a breadcrumb trail: Plan > Campaign Name > Task | TSK-5555. The current page is titled 'Bio - CEO' and is in an 'In Progress' state. The interface is divided into several sections: a left sidebar with navigation options (Home, Plan, Library, Stock Images, Idea Lab, Analytics, Requests), a main content area, and a right sidebar with workflow and design options. The main content area features a '+ Add Content' button and a 'Save to Library' option. The central content block is titled 'Bio - John Donahoe' and includes a 'Done' button. The form fields are: Name* (John Donahoe), Title* (President & CEO), and Photo* (a placeholder image). Below the form, there is a 'Bio*' section with a paragraph of text: 'John Donahoe is President & CEO of NIKE, Inc. He will lead the continued growth of the Nike Brand as well as Nike's global business portfolio, which includes Jordan Brand and Converse Inc. Before joining Nike as CEO in 2014, John led the Nike Brand of Consumer since 2011'. At the bottom of the form, there are 'Author' and 'Preview' options. The right sidebar shows a 'Workflow' section with a 'Design Workflow' dropdown and a list of steps: User research, Competitive analysis, Brainstorm/whiteboarding, Hi-fi mockups (Assigned to: Mary Anne), Prototyping, and User interviews. The 'Hi-fi mockups' step is currently 'Not Started'. There is also an '+ Add Step' button at the bottom of the workflow list.

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!

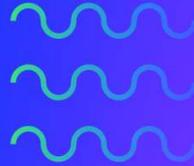
Until next time,
Team Optimizely

← Back

Cancel

Re-Generate

Add To Editor



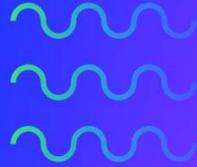
Improved Scheduled Jobs

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



The image displays three screenshots of the CMS Admin interface, specifically the 'Scheduled Jobs' section for 'Link Validation'.

- Top Screenshot (Details):** Shows the 'Details' page for the 'Link Validation' job. The left sidebar has 'Link Validation' selected. The main content area shows fields for 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...), and Next Run (UTC) (Do not repeat).
- Middle Screenshot (History):** Shows the 'History' page for the 'Link Validation' job. The left sidebar has 'History' selected. The main content area shows a table with columns 'Started (UTC)' and 'Result'. A single entry is visible: 'Feb 22, 2023, 09:02' with a 'SUCCEEDED' status and a result of '77 links were checked, 2 were broken.'
- Bottom Screenshot (Settings):** Shows the 'Settings' page for the 'Link Validation' job. The left sidebar has 'Settings' selected. The main content area shows the 'When to run' section with a 'Start Date (UTC)' field (formatted as 'yyyy-mm-dd') and a time field (set to '00:00'). There is also a 'Do not repeat' dropdown menu.



Content Modeling UI

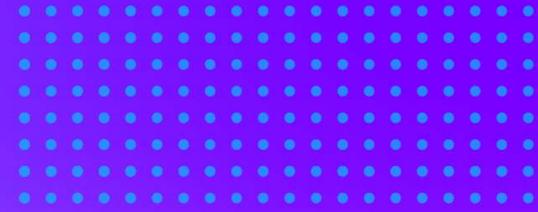
Improved and expanded our Content Types interface, allowing Administrators to configure Properties, Details, Default Values, Child Content Types, Permissions and Settings with no coding involved.



The screenshot displays the Optimizely CMS interface for configuring content type properties. 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 filter, a dropdown for 'Property Group' (set to 'All'), and an 'Add Property' button. Below this, properties are organized into three groups: 'Content', 'Settings', and 'Metadata'. Each property has a name, a type, and a configuration icon. The 'Configure Property' panel on the right shows settings 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', and 'Default value' (set to 'No default value'). The 'User Interface' section includes 'Display in edit view' (checked), 'Display name' (PageImage), 'Help text', and 'Sort index'.

04

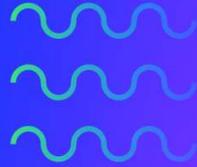
**What is Optimizely
Graph?**



Technology-agnostic Search Engine

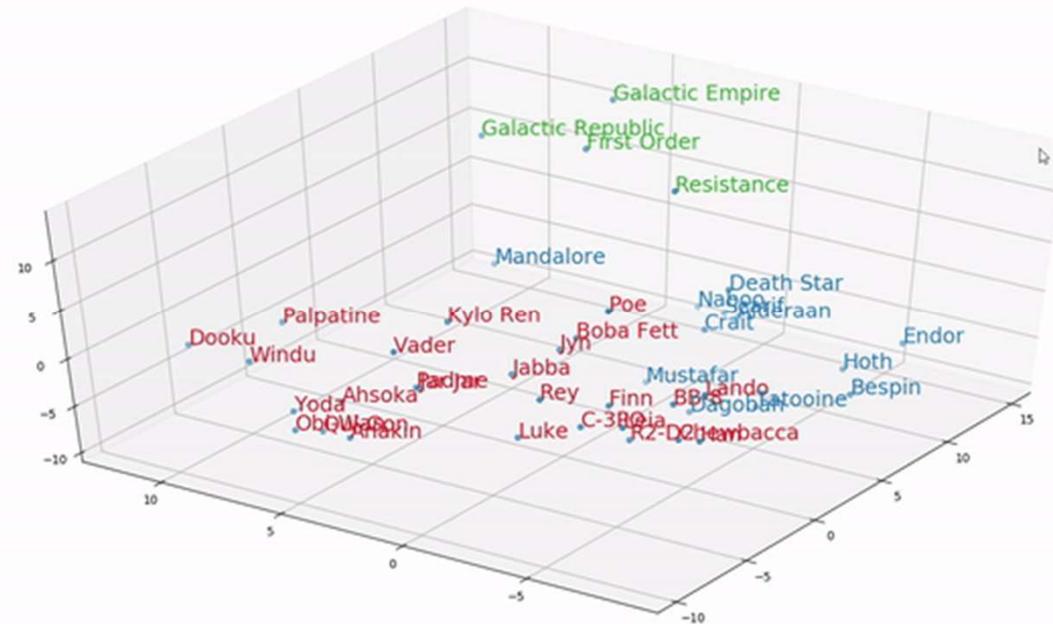
Delivers content to anywhere
From any source





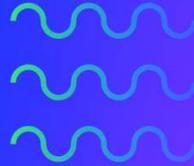
Neural Search

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 image shows two overlapping screenshots of the Optimizely interface. The top screenshot, titled 'Content Sources', displays a table of data sources. The bottom screenshot, titled 'Experience Composer', shows a live preview of a Nike website hero section with a configuration panel on the left.

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

Experience Composer Configuration:

- Section: **Hero**
- Background Image: Pegasus Promotion.png
- Headline: Movement for
- Content Options:
 - Movement for** (Create New)
 - Movement for **all** (Campaign > Movement For All > Title)
 - Movement for **equality** ([Content Type] > [Content Instance] > [Field Name])
 - Movement for **health** ([Content Type] > [Content Instance] > [Field Name])

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



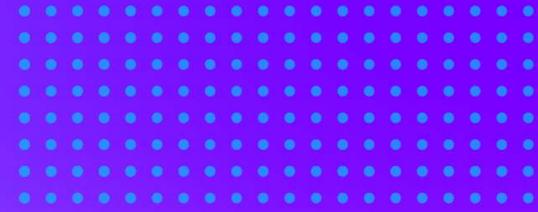
Content Graph Service Configurations

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

[Enable Graph Service](#)

05

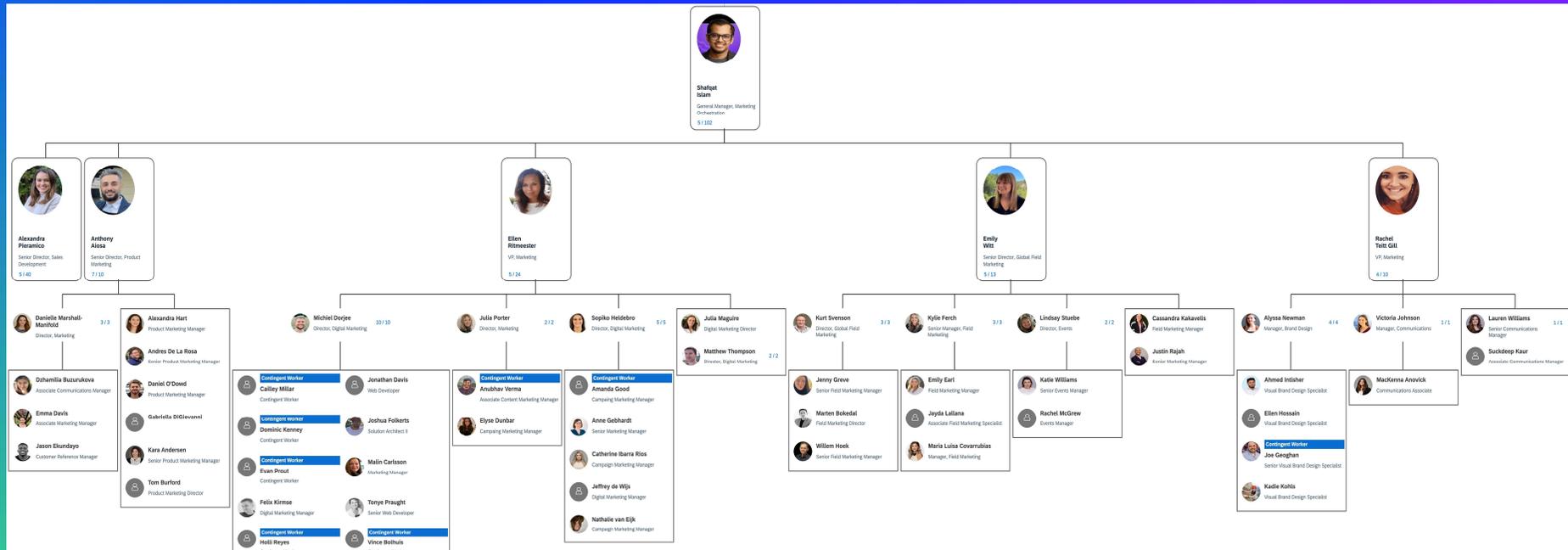
**What is the Visual
Builder?**



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



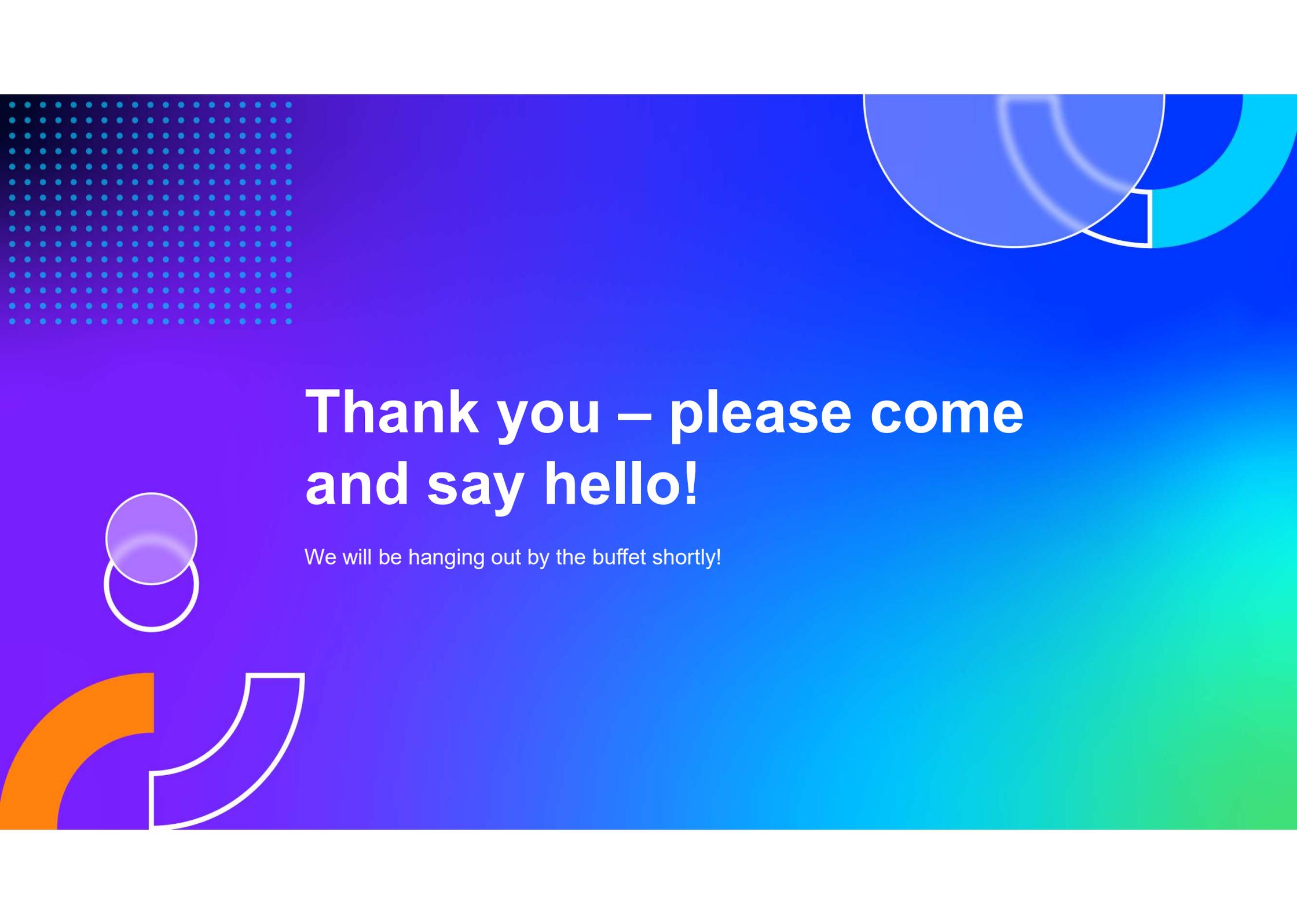
Early adopters

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!