Sitecore 8.0 Technical Preview – Feature list

September 2014 – RTT release of Sitecore 8.0 (rev. 140922)

Note: Technical preview releases of Sitecore products come with only limited documentation and support. Sitecore provides support for technical preview releases with the following limitations:

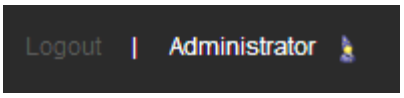
- Sitecore will not provide solutions for bugs found in the product if they require product customizations or the creation of ready-made DLL files. However, we will process any bug reports related to the technical preview release and will provide solutions to bugs that do not require product customizations.
- Certain types of requests, such as general enquiries about the API, design, and architecture might take longer than usual to process.

As soon as the status of the product is changed from a technical preview release to a regular release, Sitecore will provide its normal level of support.

Major highlights of this release

The following notes have been produced to give a high-level overview of the new functionality and features available within Sitecore 8.0. Full release notes will be provided when the final public release is made available.

Platform changes

- Visual design:
  - New cross-platform visual design for Sitecore 8.0
  -  icon will return to the Launchpad from any screen/app
  - 

Logout function and user info on every screen
- Login screen:
  - New look and feel
  - Associated screens refreshed with new visual design (Forgot Password, Kick User etc.)
  - Change password and UI language selection removed (available from the Control Panel)
  - For the final Sitecore 8 release, there will be an option to display browser and license information
- New SPEAK based 'Launchpad' available to all users after login:
  - Presenting relevant options based on user role
  - Options grouped by function (Marketing, Content related, Developer)
  - Two personalized 'panes' showing analytics data – static placeholders only for RTT
- The 'Marketing Center' has been renamed to 'Marketing Control Panel' and is available from the Launchpad

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- The Content Editor has been completely refreshed with the new visual design
- New SPEAK based Control Panel, incorporating all relevant options based on user role
- All Control Panel options (dialogues and wizards) have been refreshed with the new visual design
- The Desktop has been refreshed with the new visual design
- UTC support throughout the platform from Sitecore 8.0
- Versioned layouts:
    - Provides the ability to have a different presentation set on different versions of different languages for the same item.
    - A new field "final renderings" was created, containing renderings of the specific version of an item
    - Layout details dialog enhanced to work with Shared and Final layouts.

SPEAK

- New SPEAK theme to reflect the Sitecore 8.0 visual design
- New components to support a range of new Sitecore 8.0 applications
- UX improvements to existing components
- Improvements to component consistency
- Numerous change requests and fixes implemented

Experience Editor (formerly the Page Editor)

- Ribbon now redesigned and implemented in SPEAK
- Incorporates new testing options
- 'Rename item' functionality added
- It is now possible to assign Goals and Attributes on the individual pages
- New 'Experience Explorer' mode available within the editor to simulate visitor experience and test marketing automation without publishing sites

Email Experience Manager (EXM)

- Integration with List Manager, providing the ability to send emails for contact lists and segmented lists
- User defined opt-in lists and opt-out lists
- Global opt-out defined in root manager
- Recurring dispatches based on dynamic lists – adding support for a number of new email marketing scenarios, such as "birthday campaigns" sent out to people whose birthday is today's date.
- Ability to remove bounces and unsubscribes from lists

Experience Analytics

- 50+ out of the box reports, providing users with fast insights using highly visual dashboards and reports – available at the moment of need (limited in RTT)
- 30+ dimensions included, ensuring a great variety in the data (limited in RTT)
- Support for segmentation, using the rules engines.
- Customize reports for Experience Analytics using various data visualizations such as line chart, area charts, lists etc. using Sitecore Rocks

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- Support for additional custom dimensions and metrics
- Extended reporting API allowing developers to extract data
- Fully integrated with FXM

Experience Profile

- Ability to record an interaction with any channel
- Ability to record an outcome
    - An outcome is a business critical objective that is channel agnostic (e.g. a contact can become a customer either via the website, mail or a store visit)
    - An outcome can be used to trigger state changes of a contact from e.g. anonymous to Identified or from SQL (Sales Qualified Lead) to customer
    - It is not required for an outcome to have a related interaction
- Expand the Contact Card into the Experience Profile including a contact journey showing Interactions and Outcomes
    - Journey component that shows the contacts' behavior across all recorded channels on a timeline making it simple to understand the intensity and recency of the behavior of the contact
    - The social media tab containing all the Contact's information from Facebook, Twitter, Google+ and LinkedIn – that the contact has given consent to sharing
    - Channel and outcome activity have also been added to the Experience Profile

Federated Experience Manager (FXM)

- New Web API that captures and delivers external site visitor information into the xDB
- Monitors a single script (JavaScript beacon) on an external site for easy deployment
- Integrates into all existing marketing capabilities (profiles, goals, campaigns, engagement automation) available in the Sitecore platform
- External site tracking and personalisation based on the Sitecore 'Rules Engine'
- Personalization can be applied to external site content
- External experience API can be extended by a partner/developer to meet their specific tracking and personalization needs
- External site tracking tracks a visitors user journey across sites, provided they are within the same domain
- Dedicated FXM SPEAK application available from the Launchpad:
    - Task based page to setup an external website to be tracked (enable external analytics)
    - View a list of external websites that are tracked
    - Manage individual sites
    - Domain status viewing and editing capabilities
- Custom version of the Experience Editor for FXM, giving the ability to:
    - Browse the external site (through a dedicated proxy)
    - Add a new page filter to track specific pages (selecting by browsing the site)
    - Add 'Capture Click' actions (to any HTML element on the external site)
    - Add Sitecore placeholders to replace elements on the external site
    - Visually view any HTML elements that have been assigned FXM functions
    - Assign any Sitecore marketing attributes to these functions.

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Experience Optimization / Content Testing

- Automatically test content changes, personalization rules and components with one click
- Automated test winner email notification
- Reports to find and pick winner of tests, using engagement value or a specific goal
- Management reports to gain over overview of the optimization efforts
- New 'Advanced Testing' and 'Management report' user roles
- New Experience Optimization SPEAK app available from the Launchpad:
    - Task page to set up page-level test
    - List of active, historical and suggested tests
    - Performance reports for management and individual testers (limited in RTT)
- Tests organized in folders in the Content Editor
- Experience Editor add-ons ('Testing' tab renamed to 'Optimization'):
    - Suggested tests function to help the user decide on which test to run next
    - List of active tests
    - Status of page
    - History of tests
    - Duration forecasting
    - Result tab

List Manager

- Centrally manage lists of contacts, based on manually curated 'Contact"' lists or dynamically generated 'Segmented' lists.
- Create contact lists from csv imports
- Build contact lists from multiple existing lists
- Create segmentation queries based on definable criteria
- Convert segmented lists in contact lists
- Exclude contacts from lists
- Remove duplicate contacts from lists
- Utilize lists in Email Experience Manager

Path Analyzer

- Path analysis on every item, to understand how people came to an item and where they went, and the effectiveness of those paths.
- Automated, dynamic path maps based on data in the experience database
- Experience funnels based on actual behavior
- Different map types:
    - Path oriented
    - Goal oriented
    - Assets
    - Campaigns
- Filter by date, conversions, audience segments, campaigns, etc.

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- Efficiency analysis
- Optimization Recommendations
- Extensible APIs for sequence analysis of any type of date in the XDB

Social

- Extend Experience Profile with social data
    - Display and categorize data from Twitter, Google+, LinkedIn and Facebook collected from social login
    - Display latest user posts from Twitter, Google+, LinkedIn and Facebook on Experience Profile
- Social Connected is an integrated part of Sitecore 8.0

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