



## What's new in Sitecore 10.x?

Sitecore Experience Manager™ and Sitecore Experience Platform™

**With innovations that create efficiencies for both Marketing and IT, Sitecore 10.x provides the latest tools teams need to launch and evolve memorable customer experiences.**

Digital experience is paramount today. Brands need more control over customer engagements and the ability to evolve experiences rapidly. Customers expect personalized experiences that evolve with their needs and market shifts. The ability to deliver and update quickly – both in terms of launching new content and deploying new experiences – is critical to creating connections with customers and reducing friction throughout touchpoints.

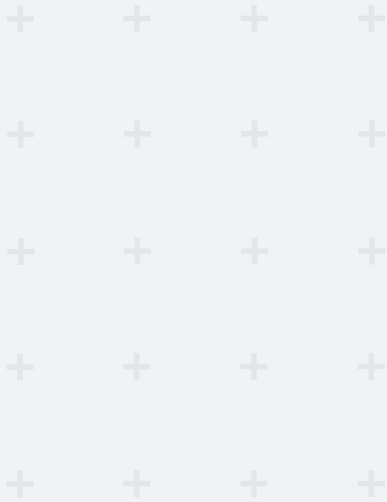
### Sitecore 10.0

- **Sitecore Containers** support rapid deployment and more efficient solution and team onboarding with modern Docker and Kubernetes technology.
- **ASP.NET Core** headless development allows you to build your applications faster on the latest .NET technology.
- **Sitecore CLI and Sitecore for Visual Studio** bring you headless serialization, combining the best of TDS and Unicorn.
- **Audience analytics filters** enable more robust audience-engagement insights and segmentation that can drive better personalization across all channels.
- **Additional HTML Email Templates** provide more templated options when crafting email and speed the creation and delivery of targeted emails to customer inboxes
- **Horizon editing interface** now gives marketers in-context insights across multilingual and multisite experiences
- **Drive real-time Salesforce marketing automation** with new capabilities to immediately send xDB data and trigger Salesforce Marketing Cloud plans in Journey Builder.

### Sitecore 10.1

- **Rules-based content profiling** improves marketer productivity with automatic behavioral-based profiling of content based on content tags and taxonomy.
- **Expanded modules supported by Sitecore Containers**, including Horizon, Azure Blob Storage and Publishing Service, improve the module deployment process and reinforce high-quality Docker and Kubernetes experiences.
- **A new Next.js SDK** provides flexible delivery models ranging from static site generation, to Server-side rendering (SSR), to hybrid approaches.
- **Sitecore AI – Auto Personalization standard** delivers faster time-to-market and time-to-value for personalization with no minimum site traffic required to turn on Auto Personalization (and up to 12 million annual visits).
- **SXA & Horizon integration** combines the complementary elements of the two products so users can benefit from the SXA time-to-market advantage within the next-generation UX of Horizon.

Learn more about [Sitecore Experience Platform](#)



Sitecore 10.x offers everything brands need in a fully-integrated solution - empowering teams to delivery exceptional omnichannel experiences more efficiently. IT and Marketng can align timelines to accelerate customer experience success by using everything from Container infrastructure orchestration to integrated data and marketing functionality. Brands can also evolve experiences quickly based on contextual insights from Horizon and deploy data-informed updates and new elements faster than ever before.

**Learn more about [Sitecore Experience Platform](#)**



TechGuilds is Toronto-based, award-winning digital experience consultancy focused on digital transformation, DXP implementation and management. Our goal is to help our clients align their digital strategy with business objectives, leverage technology excellence to deliver superior results. TechGuilds is also a certified partner with Microsoft Azure, Microsoft Dynamics, Coveo, SearchStax, and uCommerce.



Sitecore is the global leader in experience management software that combines content management, commerce, and customer insights. The Sitecore Experience Cloud™ empowers marketers to deliver personalized content in real time and at scale across every channel – before, during, and after a sale. More than 5,200 brands – including American Express, Carnival Cruise Lines, Dow Chemical, and L'Oréal – have trusted Sitecore to deliver the personalized interactions that delight audiences, build loyalty, and drive revenue.