

Total Economic Impact

# The Total Economic Impact™ Of Sitecore XM Cloud

## Cost Savings And Business Benefits Enabled By XM Cloud

A FORRESTER TOTAL ECONOMIC IMPACT STUDY COMMISSIONED BY SITECORE, JULY 2025

The Forrester logo is displayed in white, serif, all-caps font within a black rectangular box. The box is positioned on the left side of the page, overlapping a large, abstract graphic. This graphic consists of flowing, organic shapes in various shades of green and teal, set against a solid black background that occupies the right half of the page.

FORRESTER®

## Executive Summary

In today's AI-fueled, digital-first landscape, marketing teams are under constant pressure to deliver powerful, personal digital experiences at scale. Yet many organizations struggle with outdated content management systems (CMSs) that hinder agility, collaboration, and innovation. Sitecore® XM Cloud provides a strategic CMS solution that transforms how brands reach, engage, and serve their customers. By addressing the core challenges of speed, scalability, usability, and personalization, it equips marketing teams with the toolkit to deliver the next generation of digital experiences with confidence and agility.

One of the most common pain points for digital marketing teams is their reliance on IT and development teams for routine content updates. Legacy CMS platforms often require technical expertise to create or modify digital properties across channels, which bottlenecks campaign execution and limits marketers' ability to respond to real-time opportunities. Scalability and performance are also critical concerns. Interviewees reported sluggish page load times, fragmented digital experiences, and difficulty maintaining consistent branding and content across regions and digital channels. Another key challenge is the lack of personalization and experimentation capabilities in legacy systems. While some platforms offer these features, they are often too complex to use without developer support.<sup>1</sup>

Sitecore XM Cloud is a modern, AI-enabled, cloud-native, headless CMS designed to empower marketing and digital marketing teams with speed, scalability, and flexibility. Built on a composable architecture, it enables organizations to create, manage, and deliver personalized digital experiences across channels without the burden of infrastructure maintenance or, because XM Cloud is SaaS-based, complex upgrades. Key capabilities include a visual, component-based page editor for marketers, seamless integration with personalization, A/B testing tools, and built-in AI assistance throughout. XM Cloud supports rapid content deployment, empowers non-technical users, and scales easily to meet enterprise demands — making it a strong platform for delivering consistent, high-performance digital experiences. By leveraging Sitecore XM Cloud, organizations may be able to drive incremental revenue from enhanced productivity, yield meaningful cost savings from eliminating legacy platforms, and drive meaningful efficiencies for marketers and developers working on digital marketing and operations.

Sitecore commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying XM Cloud.<sup>2</sup> The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of XM Cloud on their organizations.

**371%**

**Return on investment (ROI)** ⓘ

**\$3.0M**

**Net present value (NPV)** ⓘ

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed nine decision-makers with experience using XM Cloud. For the purposes of this study, Forrester aggregated the experiences of the interviewees and combined the results into a single composite organization that is a midmarket, B2B2C, global organization with 2,000 employees and \$500 million in annual revenue.

Prior to adopting Sitecore XM Cloud, interviewees' organizations faced a range of systemic challenges that hindered their ability to deliver modern digital experiences. Their legacy or fragmented CMS environments created operational silos, slowed content delivery, and made marketing teams heavily reliant on developers for even basic updates. Performance issues, high infrastructure and maintenance costs, and limited personalization capabilities further constrained agility and innovation. Non-technical users lacked the tools to contribute effectively, and the inability to scale or integrate across platforms left organizations struggling to meet evolving customer expectations.

After the investment in Sitecore XM Cloud, interviewees said their organizations experienced transformative improvements across their digital operations. By consolidating fragmented systems into a unified, cloud-native platform, they accelerated content delivery, empowered non-technical users, and significantly reduced reliance on IT

for routine updates. XM Cloud's composable architecture, integrated brand-aware AI, copilots, intuitive editing tools, agentic workflows, and seamless integrations enabled faster campaign launches, improved personalization, and enhanced collaboration between marketing and development teams. These capabilities translated into measurable gains in productivity, agility, and digital revenue while also lowering infrastructure and maintenance costs.

*"Sitecore [XM Cloud] is absolutely worth it. We're saving money, reducing IT burden, and unlocking new capabilities. The CMS no longer limits us — it's become a growth engine."*

VP of marketing, financial services

## 50%

**Net improvement in unique visit conversions for digital revenue by Year 3**

### Key Findings

**Quantified benefits.** Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Improved website conversions by 50%.** XM Cloud enables the composite's marketing teams to rapidly deploy content, personalize experiences with more precision, and integrate with CRM and e-commerce platforms, resulting in a 50% improvement in conversion rates by Year 3. XM Cloud's personalization and A/B testing capabilities, composable architecture, and intuitive content management tools drive these gains. Over three years, this benefit is worth nearly \$2.1 million in operating profit to the composite organization.
- **Cost savings from eliminating self-hosted legacy CMS platforms worth \$471,000.** The composite organization can retire its legacy platforms and avoid infrastructure, upgrade, and IT maintenance costs, saving between \$175,000 and \$205,000 annually. XM Cloud's fully managed SaaS model, which includes automated updates, built-in scalability, and reduced reliance on internal IT, enable these savings. The composite no longer needs dedicated staff for patching or hosting. Over three years, this benefit is worth more than \$470,000 to the composite.
- **Improved website marketing and development team effectiveness by 60% and 50%, respectively.** XM Cloud's drag-and-drop editing tools and real-time publishing capabilities allow the composite organization's marketers to reduce page creation time by up to 60% and developers to cut integration time by 50%. These improvements are made possible by XM Cloud's visual authoring interface, headless architecture, and API-first design. Non-technical users can now manage content independently, freeing developers to focus on innovation. Over three years, this benefit is worth nearly \$400,000 to the composite.
- **Developer time savings for website operations of 40%.** XM Cloud's modern, composable architecture and API-first design streamline routine tasks such as content integration, template updates, and new feature deployment, allowing developers to focus on higher-value projects rather than day-to-day maintenance. As a result, the composite organization's development teams can deliver enhancements, integrations, and optimizations more efficiently, accelerating digital initiative time to market and reducing operational overhead. Over three years, this benefit is worth more than \$320,000 to the composite.
- **Incremental business impact from improved multibrand promotional efficiencies of \$320,000.** XM Cloud's multisite and modular content capabilities enable the composite's marketing teams to launch campaigns faster and more consistently across brands and regions, improving promotional agility. Centralized content management, reusable templates and components, and seamless collaboration tools drive these efficiencies and enable the composite's various brands to more efficiently promote events and drive increased revenue from promotions. Over three years, this benefit is worth more than \$320,000 to the composite organization.

*“We’ve expanded our user base fivefold, added new features like personalization and A/B testing, improved productivity by 30%, and doubled our digital revenue — all while saving half a million dollars in engineering costs. I would say that our investment in Sitecore has easily paid us back many times over.”*

**Director of digital platform, business insurance**

**Unquantified benefits.** Benefits that provide value for the composite organization but are not quantified for this study include:

- **Scaling for growth.** The cloud-native, composable architecture enables XM Cloud’s ability to scale with the composite’s business growth, whether supporting more brands, handling increased traffic, or enabling new AI-driven digital experiences. The composite also sees this capability as a safeguard against future technology shifts, ensuring new capabilities will be available quickly and that the platform will not become a bottleneck as the composite grows.
- **Continuous innovation.** XM Cloud’s SaaS model means the composite is always on the latest version without needing costly, time-consuming upgrade projects. The continuous, automatic upgrades provided by Sitecore XM Cloud reduce the composite’s burden of maintaining infrastructure and eliminate disruptive, resource-intensive version upgrades. This allows teams to focus more on innovation, content creation, and customer experience rather than backend maintenance.
- **Empowering non-technical users for improved collaboration with developers.** With XM Cloud’s intuitive interface and visual editing tools, the composite’s non-technical staff — especially marketers and content creators — can manage and update digital content independently, reducing bottlenecks and accelerating digital initiatives. Additionally, the platform’s user-friendly tools and role-based access controls foster better collaboration between marketing, product, and technical teams. More stakeholders can participate in content creation and review, leading to higher-quality digital experiences and less friction in day-to-day operations.
- **Providing superior customer support and partnership.** Sitecore’s customer support and the collaborative approach of both Sitecore and its implementation partners benefit the composite organization. It sees the responsive, knowledgeable support teams as instrumental to overcoming challenges and ensuring a smooth transition to the new platform.
- **Supporting brand consistency and corporate governance.** With multiple brands from different business units, the composite organization can now enforce brand standards and governance across all its digital properties. XM Cloud’s templating and modular content features make it easier to maintain consistency while still allowing for local customization.

**Costs.** Three-year, risk-adjusted PV costs for the composite organization include:

- **Sitecore configuration costs.** XM Cloud subscription pricing is based on a tiered structure aligned with website traffic, so organizations can plan their budgets around current and anticipated traffic. The composite organization selects the T4 Professional tier. This configuration supports 10 million visits per year and 25 concurrent users, and it includes edge bandwidth and storage for two projects. These capabilities ensure scalability and performance while providing predictable licensing costs. Over three years, Sitecore configuration costs total just over \$400,000 for the composite organization.
- **Initial platform deployment.** The composite organization incurs a one-time deployment cost for a three- to six-month implementation involving two internal IT FTEs and a digital agency partner. XM Cloud’s cloud-native architecture, automated provisioning, and onboarding support streamline the transition and reduce complexity. These features enable a smooth lift-and-shift migration from a legacy CMS without requiring extensive infrastructure setup. The total initial deployment cost is just under \$260,000.
- **Ongoing digital agency support.** Although XM Cloud minimizes internal maintenance needs, the composite retains a digital agency for baseline support, including monitoring, troubleshooting, and enhancements. XM Cloud’s SaaS

model and intuitive tools reduce the need for internal IT, but agency support ensures continuity and strategic improvements. The composite’s ongoing agency support costs are just under \$55,000 annually.

The financial analysis that is based on the interviews found that the composite organization experiences benefits of \$3.9 million over three years versus costs of \$819,000, adding up to a net present value (NPV) of \$3.0 million and an ROI of 371%.

## 60% and 50%, respectively

Net improvement in productivity for digital marketing and development teams by Year 3

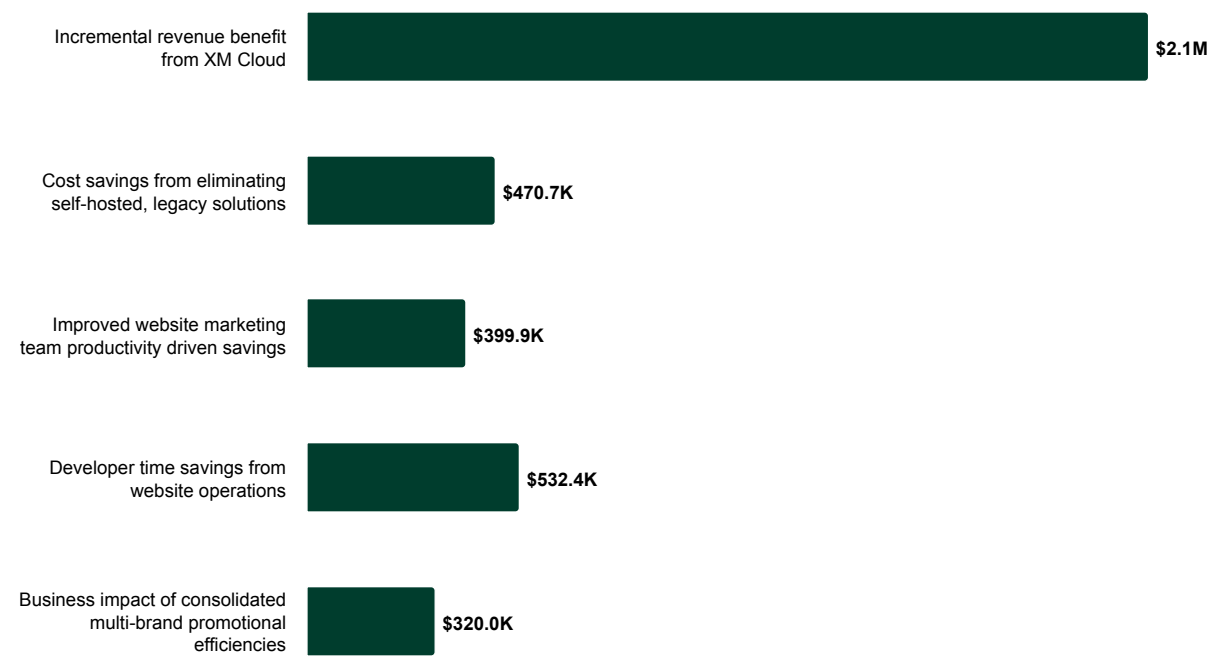
*“I would tell our CFO that it’s been an excellent investment. Sitecore XM Cloud gives us a modern, scalable foundation and strong support. It’s helping us elevate our digital experience to match the quality our brand is known for.”*

Director of web marketing, electronics devices

### Key Statistics

<div>371%</div> <div>Return on investment (ROI) ⓘ</div>	<div>\$3.9M</div> <div>Benefits PV ⓘ</div>
<div>\$3.0M</div> <div>Net present value (NPV) ⓘ</div>	<div>&lt;6 months</div> <div>Payback ⓘ</div>

Benefits (Three-Year)



# The Sitecore XM Cloud Customer Journey

## Drivers leading to the XM Cloud investment

Interviews					
Role	Industry	Region	Revenue	Employees	XM Cloud Configuration
<ul style="list-style-type: none"><li>Digital CX manager</li><li>Digital product owner</li></ul>	Travel services	<ul style="list-style-type: none"><li>HQ: North America</li><li>Operations: major global presence</li></ul>	~\$60 billion	~100,000	<ul style="list-style-type: none"><li>Standard</li><li>5 million visits/year</li><li>10 concurrent users</li></ul>
Director of digital platform	Business insurance	<ul style="list-style-type: none"><li>HQ: North America</li><li>Operations: presence in ~40 countries</li></ul>	~\$5 billion	~20,000	<ul style="list-style-type: none"><li>Professional</li><li>5 million visits/year</li><li>25 concurrent users</li></ul>
Director of web marketing	Electronics devices	<ul style="list-style-type: none"><li>HQ: North America</li><li>Operations: global footprint</li></ul>	~\$750 million	~4,000	<ul style="list-style-type: none"><li>Standard</li><li>50 million visits/year</li><li>25 concurrent users</li></ul>
Chief of digital innovation	Education	<ul style="list-style-type: none"><li>HQ: EMEA</li><li>Operations: regional campus</li></ul>	~\$700 million	~3,000	<ul style="list-style-type: none"><li>Professional</li><li>5 million visits/year</li><li>25 concurrent users</li></ul>
<ul style="list-style-type: none"><li>Digital strategy director</li><li>Senior program manager</li></ul>	Recreational hospitality	<ul style="list-style-type: none"><li>HQ: North America</li><li>Operations: two regional venues</li></ul>	~\$500 million	~1,000	<ul style="list-style-type: none"><li>Professional</li><li>5 million visits/year</li><li>25 concurrent users</li></ul>
<ul style="list-style-type: none"><li>VP of marketing</li><li>Martech manager</li></ul>	Financial services	<ul style="list-style-type: none"><li>HQ: North America</li><li>Operations: 80 regional locations</li></ul>	~\$250 million	~2,500	<ul style="list-style-type: none"><li>Standard</li><li>50 million visits/year</li><li>10 concurrent users</li></ul>

### Key Challenges

Forrester interviewed nine decision-makers at six organizations who oversee digital marketing and/or digital operations at their organizations. Each interviewee held a senior role in marketing and/or were directly involved in deploying Sitecore XM Cloud.

Before adopting Sitecore XM Cloud, many interviewees found their organizations constrained by a range of systemic challenges that limited their ability to deliver agile, scalable, and personalized digital experiences. Their existing content management systems — whether legacy platforms or customized tools — often created operational silos, slowed content delivery, and placed a heavy burden on IT teams. Marketing departments frequently depended on developers for basic updates, while non-technical users lacked the tools to contribute effectively. Performance issues, high infrastructure costs, limited personalization capabilities, and inability to take advantage of new AI capabilities further compounded the problem, making it difficult to meet evolving customer expectations. These challenges were not isolated, but rather interconnected symptoms of outdated digital ecosystems that could no longer support modern marketing demands.

*“We had great ideas, but we couldn’t act on them without waiting for a developer. It felt like we were always a few steps behind.”*

**Martech manager, financial services**

The interviewees noted how their organizations struggled with common challenges, including:

- **Fragmented and overlapping digital ecosystems.** Interviewees described managing multiple disconnected platforms — such as different departments’ separate CMSs, custom-built portals, and legacy systems that lacked integration and required duplicative content management. This fragmentation led to redundant workflows, increased maintenance burdens, and a lack of centralized control over branding and messaging. The chief of digital innovation at the education institution described the situation succinctly: “We had five different systems all doing parts of the same job. It was impossible to manage content consistently or deliver a unified experience.” These decentralized departments performing redundant and uncoordinated activities not only slowed content deployment but also made personalization and analysis nearly impossible.
- **Digital experience operations are highly dependent on developers.** Marketing teams often lacked the tools or permissions to make even basic changes, relying on IT or engineering resources for tasks like page creation, content updates, or personalization setup. This not only delayed execution but also created bottlenecks that slowed content updates, campaign launches, and overall agility. The martech manager for the financial services firm summarized their frustration: “We had to wait days for a developer just to update a landing page. It made us feel like we were driving a race car with the parking brake on.”
- **Website performance and scalability issues.** Most interviewees faced persistent website performance issues that hindered user experience and limited digital growth. Slow page load times — ranging from 4 to 10 seconds — were common, especially on legacy or homegrown platforms that struggled under growing traffic and content demands. These delays not only frustrated users but also negatively impacted conversion rates and SEO performance. Additionally, some organizations experienced latency due to infrastructure mismatches, such as hosting in one cloud environment while other systems operated in another. The director of digital platform for the business insurance provider described the impact: “Our pages were taking forever to load, and we knew we were losing customers because of it. We needed a platform that could keep up with our ambitions.”
- **High maintenance and infrastructure costs for legacy CMS solutions.** Most interviewees cited high maintenance and infrastructure costs as a major pain point with their legacy CMS platforms. These systems often required dedicated IT resources for hosting, patching, upgrades, and performance monitoring — diverting time and budget away from innovation. Licensing fees, cloud overages, and needing to maintain multiple environments compounded costs. In some cases, organizations were locked into long-term contracts with underutilized infrastructure. The digital strategy director for the recreational hospitality organization summed it up by saying: “We were spending a fortune just to keep the lights on. Every update was a project, and every fix was a fire drill.”
- **Lack of empowerment for non-technical users.** A significant challenge reported by most interviewees was the lack of empowerment for non-technical users, particularly marketers and content creators who were unable to manage or update digital content without developer assistance. Legacy systems often had steep learning curves, unintuitive interfaces, or rigid workflows that made even simple tasks — like editing a landing page or updating a banner — dependent on IT teams. This not only slowed content velocity but also stifled creativity and responsiveness.
- **Limited personalization and experimentation capabilities.** Some interviewees were either using platforms that lacked built-in personalization features or had tools that were too complex for marketing teams to use without developer support. As a result, they were unable to tailor experiences to different audience segments or test variants to optimize performance. This limitation stifled innovation and made it difficult to respond to user behavior in real time. One interviewee put it plainly: “We had the tools, but they were so hard to use that we never actually used them. We were stuck delivering the same experience to everyone.”

## Solution Requirements

The interviewees searched for a solution that could:

- **Deliver an enterprise-grade, cloud-native, SaaS CMS platform.** Interviewees’ organizations sought to eliminate the burden of infrastructure maintenance, hosting, and complicated upgrades. They also wanted to gain the newest capabilities by deploying a CMS platform built on a cloud-native SaaS foundation with enterprise-level security.
- **Enable user-friendly content creation capabilities to drive productivity.** Interviewees noted their organizations wanted to empower non-technical users to create and manage content independently with visual, component-based editing tools for improved content velocity and reduced reliance on developers.

- **Allow collaboration between marketers and developers for digital experience operations.** A key requirement cited by interviewees was a CMS platform that allowed marketers to work autonomously while enabling developers to build reusable components and integrations easily.
- **Provide composable capabilities and integration with key tools.** Interviewees emphasized that they needed a CMS that could integrate seamlessly with CRMs, analytics, and commerce platforms based on an API-first, composable design framework.
- **Scale with their organizational growth.** Interviewees said scalability was essential for organizations expanding globally (e.g., with multisite, multibrand, and multilanguage deployments), supporting multiple brands, and/or managing high-traffic digital properties for consistent performance at scale.
- **Enable seamless omnichannel delivery based on a headless architecture.** To support content delivery across web, mobile, signage, and other digital touchpoints, interviewees noted the need for a headless CMS that could enable fast, flexible omnichannel content distribution.

*“The intuitive interface of XM Cloud empowers more employees to work on the platform, improving morale and collaboration.”*

**VP of marketing, financial services**

*“We use Sitecore’s headless capabilities to serve content across multiple regions and languages — 23 sites in 12 languages.”*

**Director of digital platform, business insurance**

## Composite Organization

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the interviewees’ organizations, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

- **Description of composite.** The composite is a midmarket, B2B2C, global organization with 2,000 employees and \$500 million in annual revenue. Although it sells its diversified products through physical channels, it endeavors to expand its e-commerce footprint rapidly. The composite organization has several product brands, with each brand operating semi-independently.
- **Prior state.** The composite organization had a legacy set of disparate, self-hosted CMS solutions. With anticipated annual growth of more than 5%, the composite organization found that these tools were not scalable. Furthermore, each brand had its own marketing team, product catalog, and customer base. Historically, these brands struggled to collaborate effectively on digital campaigns, leading to missed opportunities for cross-promotion and customer retention.
- **Deployment characteristics.** In the initial period, Year 0, the composite organization simultaneously consolidates the CMS across all brands and redesigns its corporate and brands’ websites. The CMS deployment is a six-month implementation that includes internal resources and an external digital agency that collaborated in selecting XM Cloud.
- **Key modeling assumptions.** To quantify the economic and productivity benefits that the composite organization derives from deploying Sitecore XM Cloud, Forrester uses the following assumptions in the financial model:
  - The composite organization has 2,000 full-time employees, with five marketers on the digital marketing team. Before fully deploying XM Cloud, there are five developers on the digital marketing team.
  - The composite has 8,000,000 unique website visits annually with XM Cloud deployed.

- For the effective value gained from Sitecore XM Cloud, the composite derives 80% of the effective value in Year 1, 90% in Year 2, and 100% in Year 3 and onward. Forrester assumes this is due to ongoing learnings from using a newer technological solution.
- Fully burdened annual salaries for key personnel are included in the detailed composite characteristics and metrics table below (rows R6 to R8).

 **KEY ASSUMPTIONS**

- 2,000 employees
- \$500 million in annual revenue
- 5 marketers on website marketing team
- 5 developers on website marketing team before XM Cloud
- 8 million unique website visits per year

Detailed Composite Characteristics And Metrics					
Ref.	Metric	Source	Year 1	Year 2	Year 3
R1	Employees (baseline)	Composite	2,000	2,000	2,000
R2	Marketers on digital marketing team with XM Cloud	Composite	5	5	5
R3	Developers on digital marketing team before XM Cloud	Composite	5	5	5
R4	Annual revenue (baseline)	Composite	\$500,000,000	\$500,000,000	\$500,000,000
R5	Operating margin	Composite	15%	15%	15%
R6	Fully burdened annual salary for a digital marketing professional	Composite	\$108,000	\$108,000	\$108,000
R7	Fully burdened annual salary for a website developer	Composite	\$162,000	\$162,000	\$162,000
R8	Fully burdened annual salary for an IT ops professional	Composite	\$135,000	\$135,000	\$135,000
R9	Unique website visits per year	Composite	8,000,000	8,000,000	8,000,000
R10	Unique content pages created per year	R9*0.0075%	600	600	600
R11	Website integrations per year	R9*0.00075%	60	60	60
R12	Effectiveness of XM Cloud	Composite	80%	90%	100%

## Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Incremental revenue benefit from XM Cloud	\$768,000	\$864,000	\$960,000	\$2,592,000	\$2,133,494
Btr	Cost savings from eliminating self-hosted legacy solutions	\$173,250	\$190,350	\$207,450	\$571,050	\$470,674
Ctr	Improved website marketing team productivity-driven savings	\$145,829	\$161,834	\$177,840	\$485,503	\$399,933
Dtr	Developer time savings for website operations	\$145,800	\$218,700	\$291,600	\$656,100	\$532,373
Etr	Business impact of consolidated multibrand promotional efficiencies	\$115,200	\$129,600	\$144,000	\$388,800	\$320,024
	Total benefits (risk-adjusted)	\$1,348,079	\$1,564,484	\$1,780,890	\$4,693,453	\$3,856,498

### Incremental Revenue Benefit From XM Cloud

**Evidence and data.** Interviewees reported that one compelling outcome of deploying XM Cloud was the measurable uplift in revenue and conversion rates. This benefit is rooted in the platform’s ability to empower marketing and digital teams with the ability to deploy content rapidly, personalize user experiences, and integrate with e-commerce and CRM systems seamlessly. Interviewed customers consistently highlighted how XM Cloud’s composable architecture and intuitive content management capabilities enabled them to launch multiple websites, optimize digital journeys through A/B testing, and deliver dynamic, localized content — all without heavy reliance on IT. These capabilities not only accelerated time to market but also enhanced user engagement and conversion, translating directly into increased digital revenue.

- The chief of digital innovation for the education institution elaborated: “Over five years, we estimate €7 million in additional revenue from our digital transformation, with €2.5 million directly attributable to Sitecore’s capabilities. The unified platform and automated content generation have made it much easier to funnel opportunities and drive sales. Sitecore’s integration with our CRM and marketing tools has been a key factor in this uplift.”
- The director of digital platform for the business insurance provider explained: “Since moving to XM Cloud, our digital revenue has doubled, with online sales increasing by 200%. This growth is due to a combination of the new website, faster performance, and rebranding, but Sitecore’s platform was central to enabling these improvements. The ability for marketing to quickly launch co-branded partnership pages and run A/B tests has directly impacted our conversion rates and partner relationships.”
- The digital strategy director for the recreational hospitality organization described their experience: “After launching our new Sitecore-powered website, our hotel and venue bookings increased by 443% in the first year. The addition of a booking widget and personalized player dashboard made it much easier for guests to engage and transact online. These features, combined with real-time content updates, have driven significant revenue growth from digital channels.”

**Modeling and assumptions.** This benefit focuses on the business efficiency impact of digital sales for the composite organization with XM Cloud’s ability to empower marketing and digital teams in creating digital experiences that improve conversion to sales. For the composite organization, Forrester assumes the following:

- Eight million unique website visits per year.
- A conversion rate from unique website visits of 2.0% in the prior state.<sup>3</sup>
- Before deploying XM Cloud, the composite has 160,000 digital sales transactions per year and an average order value of \$100.

- Gross website sales comprised 3.2% of overall sales previously.
- The gross improvement in digital conversions is 50% with XM Cloud. The net improvement (row A6) is based on the effectiveness ramp of the XM Cloud platform: 40% improvement in Year 1, 45% in Year 2, and 50% by Year 3.
- After deploying XM Cloud, the composite has 224,000 digital sales transactions in Year 1, 232,000 in Year 2, and 240,000 in Year 3, representing 4.5% of overall sales for Year 1, 4.6% for Year 2, and 4.8% by Year 3.
- To determine the net business impact for the composite, the revenue benefit is converted into operating profit. Forrester assumes that the operating margin for the composite's industry is 15%.

**Risks.** Forrester recognizes that these results may not be representative of all experiences and that the incremental revenue gains will vary among organizations depending on the following factors:

- Website visits, which while measurable, can be distorted, although they are a more useful metric than overall website views.
- Conversion rates to sales from website visits will vary by industry, product or service type, and the buyer's relative technological sophistication.
- The operating margin is business and industry dependent, and therefore may be higher or lower than the composite organization's.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$2.1 million.

## 50%

**Net improvement in unique visit conversions for digital revenue by Year 3**

*"We saw a 60% month-over-month increase in add-to-cart actions after improving our website's visuals and performance with XM Cloud. Page load times improved by 70%, and navigation complexity dropped by 80%, making it easier for customers to find and purchase products. While it's early to measure total sales impact, these conversion improvements are already translating into higher digital revenue."*

**Director of web marketing, electronics devices**

Incremental Revenue Benefit From XM Cloud					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Unique website visits	R9	8,000,000	8,000,000	8,000,000
A2	Conversion to sales from web visits before XM Cloud	Composite	2.0%	2.0%	2.0%
A3	Sales transactions before XM Cloud	A1*A2	160,000	160,000	160,000
A4	Average order value	Composite	\$100	\$100	\$100
A5	Total website sales before XM Cloud	A3*A4	\$16,000,000	\$16,000,000	\$16,000,000
A6	Net improvement in conversions with XM Cloud	Interviews	40.0%	45.0%	50.0%
A7	Conversion to sales from web visits with XM Cloud	A2*(1+A6)	2.8%	2.9%	3.0%
A8	Sales transactions after XM Cloud	A1*A7	224,000	232,000	240,000
A9	Total website sales with XM Cloud	A8*A4	\$22,400,000	\$23,200,000	\$24,000,000
A10	Incremental revenue from web sales	A9-A5	\$6,400,000	\$7,200,000	\$8,000,000
A11	Operating margin	R5	15%	15%	15%
At	Incremental revenue benefit from XM Cloud	A10*A11	\$960,000	\$1,080,000	\$1,200,000
	Risk adjustment	↓20%			
Atr	Incremental revenue benefit from XM Cloud (risk-adjusted)		\$768,000	\$864,000	\$960,000
Three-year total: \$2,592,000			Three-year present value: \$2,133,494		

## Cost Savings From Eliminating Self-Hosted Legacy Solutions

**Evidence and data.** A significant benefit consistently highlighted by interviewees migrating to Sitecore XM Cloud was the substantial cost savings realized by retiring self-hosted legacy CMSs. By moving to a fully managed, cloud-native SaaS platform, customers could eliminate expenses tied to infrastructure maintenance, software upgrades, and dedicated IT resources previously required to keep legacy systems operational. XM Cloud’s automated updates, scalable architecture, and robust support model meant that organizations no longer needed to budget for server hosting, manual patching, or costly downtime. This shift not only reduced direct operational costs but also freed up resources.

It is worth noting that three of the interviewees migrated from Sitecore’s XP platform. Although the lift and shift might have been smoother for customers migrating from XP from a usability standpoint, the financial benefits identified below were equally applicable.

- The VP of marketing for the financial services firm responded to the question about eliminating their legacy CMS with: “By moving from our on-premises CMS to XM Cloud, we’re saving an estimated \$300,000 to \$500,000 annually. These savings come from eliminating hosting, licensing, and IT maintenance costs that were required to keep our old system running. Now, our IT team is freed up for more strategic work, and ongoing maintenance is minimal.”
- The chief of digital innovation for the education institution explained: “Our digital transformation, including Sitecore, resulted in annual cost savings of about €70,000 by removing legacy platforms and associated management fees. With XM Cloud, there’s no need for internal staff to maintain infrastructure; maintenance is included in the subscription. This has allowed us to reallocate resources to more value-added activities.”
- The director of web marketing for the electronics devices supplier observed: “With XM Cloud, we’ve become far less dependent on IT for troubleshooting and system issues, and we no longer need to manage upgrades or downtime.

Using [a digital agency] for front-end services has also reduced our cloud hosting costs, and optimization efforts have eliminated expensive overages, resulting in significant operational savings.”

**Modeling and assumptions.** This benefit quantifies the three types of cost savings the composite organization realizes to maintain its self-hosted legacy CMS system: 1) hosting the legacy system, 2) avoided upgrade costs, and 3) the IT team’s effort to maintain the legacy CMS system. For the composite organization, Forrester assumes the following:

- The gross cost savings in eliminating hosting expenses are \$115,000 annually. The effective cost savings (row B1) are based on the effectiveness ramp of the XM Cloud platform.
- Similarly, the annualized cost savings from not having to upgrade are \$75,000. Row B2 reflects the effective savings based on the ramp of the XM Cloud solution.
- Two full-time IT ops professionals spend 15% of their time toward legacy CMS platform maintenance.
- The fully burdened annual salary for an IT ops professional is \$135,000.

**Risks.** Forrester recognizes that these financial model results may not reflect the unique experiences of organizations migrating to Sitecore XM Cloud, and the following factors may impact this cost savings benefit:

- The cost savings from hosting expenses and related overages will depend on the organization and what is average for different industries.
- The cost savings from not having to upgrade will vary depending on how frequently the organization needs to upgrade its platform and the agility expectations by industry.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of just under \$471,000.

## \$173,250 to \$207,450

Annual cost savings from eliminating self-hosted legacy CMS solutions

*“Switching to XM Cloud allowed us to reduce engineering costs by \$200,000 to \$400,000 per year since we no longer needed developers focused on content updates and infrastructure. The SaaS model means we don’t have to worry about upgrades or server management, and we’re scaling down our engineering team as a result. Over time, we expect to save about half a million dollars annually compared to our previous setup.”*

Director of digital platform, business insurance

Cost Savings From Eliminating Self-Hosted Legacy Solutions					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Cost savings from eliminating hosting expenses	Composite	\$92,000	\$103,500	\$115,000
B2	Annualized cost of upgrades	Composite	\$60,000	\$67,500	\$75,000
B3	FTE effort for maintaining and updating legacy tools (hours)	Interviews	0.3	0.3	0.3
B4	Fully burdened annual salary for an IT ops professional	Composite	\$135,000	\$135,000	\$135,000
Bt	Cost savings from eliminating self-hosted legacy solutions	B1+B2+(B3*B4)	\$192,500	\$211,500	\$230,500
	Risk adjustment	↓10%			
Btr	Cost savings from eliminating self-hosted legacy solutions (risk-adjusted)		\$173,250	\$190,350	\$207,450
Three-year total: <b>\$571,050</b>			Three-year present value: <b>\$470,674</b>		

## Improved Digital Marketing Team Productivity-Driven Savings

**Evidence and data.** All interviewees stated that adopting Sitecore XM Cloud resulted in significant productivity-driven cost savings across their website marketing teams, both for marketers and developers. For marketers, XM Cloud’s intuitive, drag-and-drop content management tools and real-time page editing capabilities empowered non-technical users to create, update, and personalize digital content rapidly, thus significantly reducing reliance on IT and accelerating campaign launches. At the same time, developers benefited from the platform’s composable, API-first architecture, which streamlined integrations with other business systems and automated routine operational tasks. By eliminating manual bottlenecks and enabling true self-service for content creation, XM Cloud allowed interviewees’ organizations to use their website marketing operations teams more optimally.

- The director of web marketing for the electronics device supplier stated: “We’ve seen a 50% improvement in productivity for content creation and updates — tasks that used to take hours or days now take half the time. The new system allows non-technical users across business units to manage content, reducing the workload of the web team. For developers, integrations and customizations are faster and easier thanks to XM Cloud’s composable, API-first architecture.”
- The director of digital platform for the business insurance provider stated: “Publishing blogs is now 30% more efficient, enabling marketing staff to take on additional responsibilities beyond content updates. Creating co-branded partnership pages went from three to four days with developer involvement to just one day, now handled by marketing.”
- The chief of digital innovation for the education institution explained: “Automated content generation from CRM data and integrated e-commerce have significantly reduced manual work for both marketers and developers. Efficiency gains in personnel costs totaled €2.1 million over five years, with Sitecore contributing about 15% of that.”
- The digital product owner for the travel services provider stated: “Content-only changes that used to take four to six weeks with our old systems can now be made in about 15 minutes. Even minor development changes are completed within a two-week sprint, so we can respond much faster to operational needs.”

**Modeling and assumptions.** This benefit quantifies the productivity improvement for the core digital marketing team — both marketers and developers — related to content creation, content deployment, and integrations. Based on the interviews, Forrester assumes the following about the composite organization:

- The composite’s digital marketing team creates 600 unique content pages annually.
- It took 6 hours to create each page before deploying XM Cloud.
- The net improvement in productivity for page creation is 50% in Year 1, 55% in Year 2, and 60% by Year 3, based on the effectiveness ramp of the XM Cloud solution.
- The fully burdened hourly rate for a website marketing professional is \$52 (rounded).

- In total, the composite organization performs 60 integrations annually across all its various digital sites.
- Before implementing XM Cloud, each integration required 32 hours of website developer time.
- The net improvement in productivity for integrations performed by website developers is 40% in Year 1, 45% in Year 2, and 50% by Year 3, based on the effectiveness ramp of the XM Cloud solution.
- The fully burdened hourly rate for a website developer is \$78 (rounded).
- To put these numbers in perspective: The five marketing FTEs previously spent 35% of their time on content page creation and now spend only 14% of their time on this task. Similarly, there were five website developers in the prior state who spent 18% of their time on integrations. The three website developers in the current state spend 15% of their time on integrations.

**Risks.** Forrester recognizes that these results may not be representative of all experiences and that productivity gains will vary among organizations depending on the following factors:

- The time spent on creating unique digital content and for integrations in the prior state will depend on the type of CMS platform used.
- Productivity benefits may vary.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of just under \$400,000.

## 60%

**Net improvement in digital content creation for marketers by Year 3**

## 50%

**Net improvement in website integration efficiency for website developers by Year 3**

*“Page creation time dropped from two days to half a day, allowing our marketing team to launch campaigns much faster. The number of users able to create and edit content increased from just two or three technical staff to seven or eight, including non-technical marketers. This shift has freed up IT resources and empowered the marketing team to manage content independently.”*

**Martech manager, financial services**

Improved Digital Marketing Team Productivity-Driven Savings					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Unique content pages created	R10	600	600	600
C2	Time needed per page creation before XM Cloud (hours)	Composite	6.0	6.0	6.0
C3	Net improvement in page creation efficiency with XM Cloud	Interviews	50.0%	55.0%	60.0%
C4	Fully burdened hourly rate for a digital marketing professional	Composite	\$52	\$52	\$52
<b>C5</b>	<b>Subtotal: Cost savings for creating and deploying digital content</b>	<b>C1*C2*C3*C4</b>	<b>\$93,600</b>	<b>\$102,960</b>	<b>\$112,320</b>
C6	Annual website integrations	R11	60	60	60
C7	Time needed per integration before XM Cloud (hours)	Composite	32.0	32.0	32.0
C8	Net improvement in website integration efficiency with XM Cloud	Interviews	40.0%	45.0%	50.0%
C9	Fully burdened hourly rate for a website developer	Composite	\$78	\$78	\$78
<b>C10</b>	<b>Subtotal: Cost savings for website integration</b>	<b>C6*C7*C8*C9</b>	<b>\$59,904</b>	<b>\$67,392</b>	<b>\$74,880</b>
Ct	Improved digital marketing team productivity-driven savings	C5+C10	\$153,504	\$170,352	\$187,200
	Risk adjustment	↓5%			
Ctr	Improved digital marketing team productivity-driven savings (risk-adjusted)		\$145,829	\$161,834	\$177,840
Three-year total: <b>\$485,503</b>			Three-year present value: <b>\$399,933</b>		

## Developer Time Savings For Website Operations

**Evidence and data.** Interviewees consistently cited that adopting Sitecore XM Cloud resulted in significant reduction in developer time for ongoing digital experience operations. XM Cloud’s modern, composable architecture and API-first design streamlined routine tasks such as content integration, template updates, and new feature deployment, allowing developers to focus on higher-value projects rather than day-to-day maintenance. Automated workflows, reusable components, and robust support for headless and cloud-native development further minimized manual intervention and repetitive work. As a result, development teams could more efficiently deliver enhancements, integrations, and optimizations, accelerating time to market for digital initiatives and reducing operational overhead.

- The director of digital platform for the business insurance provider stated their value realized with XM Cloud: “We reduced the time developers spend on routine content updates and operational tasks, resulting in about half a million dollars in annual savings. Developers now focus on higher-value improvements and enablement rather than day-to-day website maintenance. The platform’s automation and self-service capabilities have made it possible for non-technical users to handle most content changes.”
- The director of web marketing for the electronics device supplier put it as follows: “Thanks to XM Cloud, non-technical users can manage most content, so our web developer team no longer needs to handle every update. As a result, developers have been redeployed to focus on innovation and new features rather than day-to-day website operations. This shift has led to significant operational savings and improved team efficiency.”

**Modeling and assumptions.** This benefit encompasses the reduced need for website developers to support ongoing operations, which required significantly more effort in the prior state. This benefit does **not** duplicate the reduction in IT FTEs for supporting and maintaining self-hosted legacy CMS systems, quantified in benefit B. And it also excludes the regular effort expended on integrations, quantified in benefit C. Based on the interviews, Forrester assumes the following about the composite organization:

- There would be five developers on the website marketing team in the prior state.

- The time savings for website developers with XM Cloud deployed is 20% in Year 1, 30% in Year 2, and 40% by Year 3, based on the effectiveness ramp of the XM Cloud solution.
- With XM Cloud, the number of website developers that the composite can redeploy for higher-impact initiatives is 1.0 in Year 1, 1.5 in Year 2, and 2.0 in Year 3.
- The fully burdened annual salary for a website developer is \$162,000.
- Forrester does not apply a productivity adjustment factor for FTE cost savings.

**Risks.** Forrester recognizes that these results may not be representative of all experiences and that website developer time savings will vary among organizations depending on the following factors:

- The number of website developers needed for an organization with XM Cloud deployed will depend on the nature of the organization and the specific industry.
- The time savings of website developers will depend on the relative sophistication of the organization’s marketers and their propensity to adopt CMS tools.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of just more than \$530,000.

40%

Website developer time savings by Year 3

*“By automating content generation and integrating e-commerce, we’ve reduced the manual workload for developers and redeployed approximately 10.6 FTEs annually across the organization. Developers now spend less time on routine website operations and more time on strategic projects. This efficiency gain has allowed us to reallocate technical staff to higher-impact initiatives.”*

Chief of digital innovation, education

Developer Time Savings For Website Operations					
Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Developers on website marketing team before XM Cloud	R3	5.0	5.0	5.0
D2	Developer time savings with XM Cloud	Interviews	20%	30%	40%
D3	Developers redeployed due to XM Cloud	D1*D2	1.0	1.5	2.0
D4	Fully burdened annual salary for a website developer	R7	\$162,000	\$162,000	\$162,000
Dt	Developer time savings for website operations	D3*D4	\$162,000	\$243,000	\$324,000
	Risk adjustment	↓10%			
Dtr	Developer time savings for website operations (risk-adjusted)		\$145,800	\$218,700	\$291,600
Three-year total: \$656,100			Three-year present value: \$532,373		

Business Impact Of Consolidated Multibrand Promotional Efficiencies

**Evidence and data.** Some of the interviewees whose organizations used Sitecore XM Cloud discussed their ability to manage and promote multiple brands or business units efficiently from a single, unified platform. These interviewees cited XM Cloud’s composable architecture, modular content management, and robust support for multisite,

multichannel, and multibrand deployments, which empowered marketing teams to rapidly create, customize, and launch co-branded campaigns, microsites, and promotional assets. This centralization streamlined workflows, ensured brand consistency, and enabled content and component reuse across brands, significantly reducing the time and resources required to execute cross-brand marketing initiatives. As a result, organizations could respond faster to market opportunities and scale their promotional efforts.

- The digital strategy director for the recreational hospitality entity outlined their experience: “XM Cloud enabled us to support multiple business units and brands on a single instance, allowing each to build and manage their own websites. We can now quickly create personalized, event-specific landing pages for different player segments. This consolidated approach has made our marketing more agile and scalable across brands.”
- The director of web marketing for the electronics device supplier described how they work with strategic partners: “With XM Cloud, we can efficiently create and update partner pages for major brands like [partner #1] and [partner #2], and we often launch new co-branded content every month. The modular, drag-and-drop system lets marketers make changes without waiting for developer resources, ensuring brand consistency and faster campaign execution. This has significantly improved our ability to run multibrand promotions and respond to partner needs.”

**Modeling and assumptions.** The composite organization has multiple brands that previously operated independently with minimal collaboration, each with its own marketing team, product catalog, and customer base. With XM Cloud centrally deployed, Forrester assumes the following:

- The composite has five major brands that conduct promotional events through their websites once a quarter.
- The time savings for website developers with XM Cloud deployed is 20% in Year 1, 30% in Year 2, and 40% by Year 3, based on the effectiveness ramp of the XM Cloud solution.
- The acceleration in revenue per event for each brand is estimated at \$60,000 for the composite with the use of XM Cloud. Based on the effectiveness ramp of the XM Cloud platform, this translates to \$48,000 in revenue acceleration for Year 1, \$54,000 for Year 2, and \$60,000 by Year 3.
- By way of perspective, the total revenue acceleration for the composite represents 4.3% of digital revenue for Year 1 after deploying XM Cloud, 4.7% in Year 2, and 5.0% by Year 3.
- To determine the net business impact for the composite, the revenue benefit is converted into operating profit. Forrester assumes that the operating margin for the composite’s industry is 15%.

**Risks.** Forrester recognizes that these results may not be representative of all experiences and that the incremental revenue acceleration will vary among organizations depending on the following factors:

- The number of brands and promotional events each year per brand.
- The value of each promotional event, and the nature of the business and the industry.
- The operating margin is business and industry dependent, and therefore, may be higher or lower than the composite organization’s.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of just more than \$320,000.

*“XM Cloud enabled us to support multiple business units and brands on a single instance, allowing each to build and manage their own websites. We can now quickly create personalized, event-specific landing pages for different player segments. This consolidated approach has made our marketing more agile and scalable across brands.”*

**Digital strategy director, recreational hospitality**

Business Impact Of Consolidated Multibrand Promotional Efficiencies					
Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	Consolidated brands promoted by the composite's website	Composite	5	5	5
E2	Promotional events per brand	Composite	4	4	4
E3	Acceleration in revenue per multibrand promotional event	Composite	\$48,000	\$54,000	\$60,000
E4	Incremental revenue impact from multibrand promotional events	E1*E2*E3	\$960,000	\$1,080,000	\$1,200,000
E5	Operating margin	R5	15%	15%	15%
Et	Business impact of consolidated multibrand promotional efficiencies	E4*E5	\$144,000	\$162,000	\$180,000
	Risk adjustment	↓20%			
Etr	Business impact of consolidated multibrand promotional efficiencies (risk-adjusted)		\$115,200	\$129,600	\$144,000
Three-year total: \$388,800			Three-year present value: \$320,024		

## Unquantified Benefits

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- Scaling for growth.** Interviewees noted XM Cloud's ability to scale with their business, whether supporting more brands, handling increased traffic, or enabling new digital experiences. They saw the cloud-native, composable architecture as a safeguard against future technology shifts, ensuring new capabilities would be available quickly and that the platform would not become a bottleneck as their organizations grew. The chief of digital innovation for the education institution said: "We chose Sitecore because it's an enterprise solution that can grow with us. The platform's flexibility and managed services mean we don't have to worry about outgrowing our CMS."
- Continuous innovation.** XM Cloud's SaaS model means brands are always on the latest version, without needing costly, time-consuming upgrade projects. Interviewees highlighted that the automatic upgrades provided by Sitecore XM Cloud significantly reduced the burden of maintaining infrastructure and eliminated disruptive, resource-intensive version upgrades. This allowed teams to focus more on innovation, content creation, and customer experience rather than backend maintenance. The continuous delivery model not only reduced operational overhead but also accelerated access to innovations like AI-driven capabilities, enhanced authoring tools, and integrations to support digital experience creation. The digital product owner for the travel services provider said: "We don't have to worry about maintaining infrastructure or doing upgrades. That's a huge benefit. It frees us up to focus on other things."
- Empowering non-technical users for improved collaboration with developers.** Interviewees consistently described how XM Cloud's intuitive interface and visual editing tools enabled non-technical staff — especially marketers and content creators — to manage and update website content independently, reducing bottlenecks and accelerating digital initiatives. The Martech manager for the financial services firm stated, "Our marketing team can now create and update pages without waiting for IT or developers." Additionally, the platform's user-friendly tools and role-based access controls fostered better collaboration between marketing, product, and technical teams. More stakeholders could participate in content creation and review, leading to higher-quality digital experiences and less friction in day-to-day operations. The digital CX manager for the travel services provider said: "Our digital signage team and business partners now work together more efficiently since the platform allows for easier content management and sharing responsibilities. This collaboration has improved both the speed and quality of our communications."
- Providing superior customer support and partnership.** Several interviewees highlighted the value of Sitecore's customer support and the collaborative approach of both Sitecore and its implementation partners. Interviewees saw Sitecore's responsive, knowledgeable support teams as instrumental in overcoming challenges and ensuring a

smooth transition to the new platform. In addition to baseline support, Sitecore provided various service package levels as add-on options. The digital product owner for the travel services provider commented on their customer service experience: “Sitecore and our implementation partners were highly responsive and collaborative throughout. Whenever we faced technical challenges or needed to adapt the platform for our unique signage use case, they worked closely with us to find solutions and keep the project on track. Their willingness to engage deeply with our team made a complex transition much smoother.”

- **Supporting brand consistency and corporate governance.** Interviewees’ organizations that managed multiple brands or business units appreciated the ability to enforce brand standards and governance across all digital properties. XM Cloud’s templating and modular content features made it easier to maintain consistency while still allowing for local customization. The director of digital platform for the business insurance provider said, “We can ensure every brand and business unit follows our guidelines but still give them the flexibility to tailor content for their audiences.”

*“XM Cloud lets us expand digital signage to new airports and business units without worrying about infrastructure. The platform is flexible enough to support our growth and adapt to new requirements, like adding multilingual content or new display types.”*

**Digital product owner, travel services**

*“We’ve been impressed with the level of support and the willingness to help us solve problems quickly. Sitecore feels like a true partner, not just a vendor.”*

**Digital strategy director, recreational hospitality**

## Flexibility

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement XM Cloud and later realize additional uses and business opportunities, including:

- **Composable architecture and ease of integration.** Interviewees noted that XM Cloud’s composable, headless architecture allowed their organizations to easily integrate with other systems (such as CRM, LMS, e-commerce, and analytics platforms) and adapt their digital ecosystem as business needs evolved. This flexibility enabled rapid adoption of new technologies and seamless connection to legacy and modern tools, supporting ongoing innovation and future-proofing the organization.
- **Rapid deployment platform.** Several interviewees mentioned that XM Cloud’s cloud-native, SaaS model eliminated infrastructure constraints and manual upgrades, allowing their organizations to scale quickly and deploy new features or sites with minimal friction. This flexibility supported business growth, new market expansion, and the ability to handle spikes in demand or organizational change without being held back by technology limitations.

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in detail in [Appendix A](#)).

*“XM Cloud’s composable architecture and headless CMS made it easier to integrate with our product information management and digital asset management systems, and to connect with both legacy and new platforms as our needs change.”*

**Director of digital platform, business insurance**

## Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Ftr	Sitecore configuration costs	\$0	\$161,700	\$161,700	\$161,700	\$485,100	\$402,124
Gtr	Initial costs: Platform deployment	\$258,500	\$0	\$0	\$0	\$258,500	\$258,500
Htr	Ongoing costs: Digital agency for baseline support	\$0	\$79,200	\$55,000	\$55,000	\$189,200	\$158,777
	Total costs (risk-adjusted)	\$258,500	\$240,900	\$216,700	\$216,700	\$932,800	\$819,401

## Sitecore Configuration Costs

**Evidence and data.** Interviewees noted that their organizations' Sitecore subscription costs had a tiered pricing structure based on the annual number of website visits, along with a matrix for organization size .

- Organizations using Sitecore currently subscribe under a tiered pricing structure based on annual website visits. Most customers fall within Tiers 1 to 5, covering 1 million to 25 million annual site visits, in increments of one million visits.
- Sitecore customers couple their chosen tier with one of four organizational editions: Standard, Professional, Corporate, or Enterprise, which cater to various customer needs such as projects, concurrent users, and supported bandwidth and storage requirements.

**Modeling and assumptions.** Based on the interviews, Forrester assumes the following about the composite organization:

- The composite licenses T4 Professional.
- The T4 tier entitles the composite to XM Cloud support for 10 million visits per year.
- The Professional package includes two projects, 25 concurrent users, 1 TB of edge bandwidth per month per project, and 5 GB of edge storage per project.
- Benefits scale between the Standard and Professional packages. The dynamic elements of this TEI with the ROI calculator will reflect how the metrics change based on the selected package.
- The pricing in row F1 reflects a 10% discount, which is considered nominal for an organization of the composite's size.
- Pricing will vary as Sitecore transitions to a simplified, unified pricing model across its product portfolio. Contact Sitecore for additional details.

**Risks.** The risks that can potentially impact configuration costs include potential add-ons and larger configurations that could increase the solution cost.

**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of over \$400,000.

Sitecore Configuration Costs						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
F1	SaaS licensing for T4 Professional	Composite		\$154,000	\$154,000	\$154,000
Ft	Sitecore configuration costs	F1	\$0	\$154,000	\$154,000	\$154,000
	Risk adjustment	↑5%				
Ftr	Sitecore configuration costs (risk-adjusted)		\$0	\$161,700	\$161,700	\$161,700
Three-year total: <b>\$485,100</b>			Three-year present value: <b>\$402,124</b>			

## Initial Costs: Platform Deployment

**Evidence and data.** Interviewees stated that the transition to the platform was made relatively smooth by XM Cloud’s cloud-native, SaaS architecture and robust onboarding support. Unlike traditional CMS deployments that can require extensive infrastructure setup, manual upgrades, and complex integrations, XM Cloud’s managed environment eliminated the need for on-premises hardware and streamlined initial configuration. Customers highlighted that features such as automated provisioning, built-in scalability, and comprehensive training resources reduced the technical burden on internal teams and accelerated time to value. Additionally, the collaborative approach of Sitecore and its implementation partners ensured they quickly addressed deployment challenges, allowing organizations to focus on enabling new digital capabilities rather than wrestling with foundational setup.

- The chief of digital innovation for the education institution explained: “We outsourced the entire Sitecore implementation to [a digital agency], which included replacing our CMS and e-commerce systems. The total cost for this deployment was approximately €400,000. The project took six months and delivered a new website with the same functionality as before but built entirely on XM Cloud.”
- The director of digital platform for the business insurance provider explained: “We completed the migration from XP to XM Cloud in about four months, with a total of around 5,000 hours of work. This included developers, QA testers, DevOps, and business analysts. The transition was efficient because we were able to reuse much of our existing content and focus on improving performance and usability.”
- The digital strategy director for the recreational hospitality organization stated: “We paid our implementation partner under \$500,000 for the full XM Cloud deployment. The project took about four to six months and was handled by a small team of three developers on their side and four people on ours. We chose [digital agency] because they were cost-effective and eager to grow in the XM Cloud space, and they’ve been a great partner since.”

**Modeling and assumptions.** This cost is for the deployment of the XM Cloud platform — a lift-and-shift content migration — not for a full website redesign. Since the composite was previously using a legacy CMS solution other than XP from Sitecore, the costs below reflect that scenario. Based on the interviews, Forrester assumes the following about the composite organization:

- Two IT ops FTEs spend 100% of their time for six months for the deployment.
- The fully burdened annual salary for an IT ops professional is \$135,000.
- The composite incurs a one-time implementation cost of \$100,000 for resources and effort from their digital agency of choice.

**Risks.** The following risks can potentially impact the cost of deploying XM Cloud.

- The size of the organization and its specific XM Cloud configuration, including add-on options.
- The relative expertise of the organization’s marketing operations team.

**Results.** To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of just under \$260,000.

*“The deployment of XM Cloud involved roughly two-and-a-half FTEs working at 40%–60% of their time over several months. This effort was focused on transitioning from our on-premises CMS to XM Cloud, not on the website redesign itself. The process was smooth thanks to our partner Velir and the platform’s cloud-native architecture.”*

**Martech manager, financial services**

Initial Costs: Platform Deployment						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
G1	Internal FTE effort for initial deployment of XM Cloud	Interviews	1.0			
G2	Fully burdened annual salary for an IT ops professional	R8	\$135,000			
G3	Digital agency expenses	Interviews	\$100,000			
Gt	Initial costs: Platform deployment	(G1*G2)+G3	\$235,000	\$0	\$0	\$0
	Risk adjustment	↑10%				
Gtr	Initial costs: Platform deployment (risk-adjusted)		\$258,500	\$0	\$0	\$0
Three-year total: \$258,500			Three-year present value: \$258,500			

## Ongoing Costs: Digital Agency For Baseline Support

**Evidence and data.** Although Sitecore XM Cloud is designed to minimize the operational burden of platform maintenance, organizations should still anticipate some ongoing costs — particularly if they engage a digital agency partner for support. Customers consistently reported that, with XM Cloud’s fully managed SaaS environment, the need for internal IT resources to handle updates, patches, and infrastructure was virtually eliminated. Instead, most interviewees’ organizations opted for a support agreement with a digital agency to cover routine platform monitoring, troubleshooting, and occasional enhancements or integrations, though these resources were sometimes in-house. These arrangements typically involved a predictable monthly retainer, with the majority of agency hours dedicated to new feature development or strategic improvements rather than basic upkeep.

**Modeling and assumptions.** Based on the interviews, Forrester assumes the following about the composite organization:

- The digital agency fees are \$72,000 for Year 1, based on some expectations of additional support for the marketing team. These fees drop by about 30% for Year 2 and Year 3.

**Risks.** The risks that can potentially impact ongoing maintenance costs are the level of support needed for the website marketing operations team, including additional features and macros.

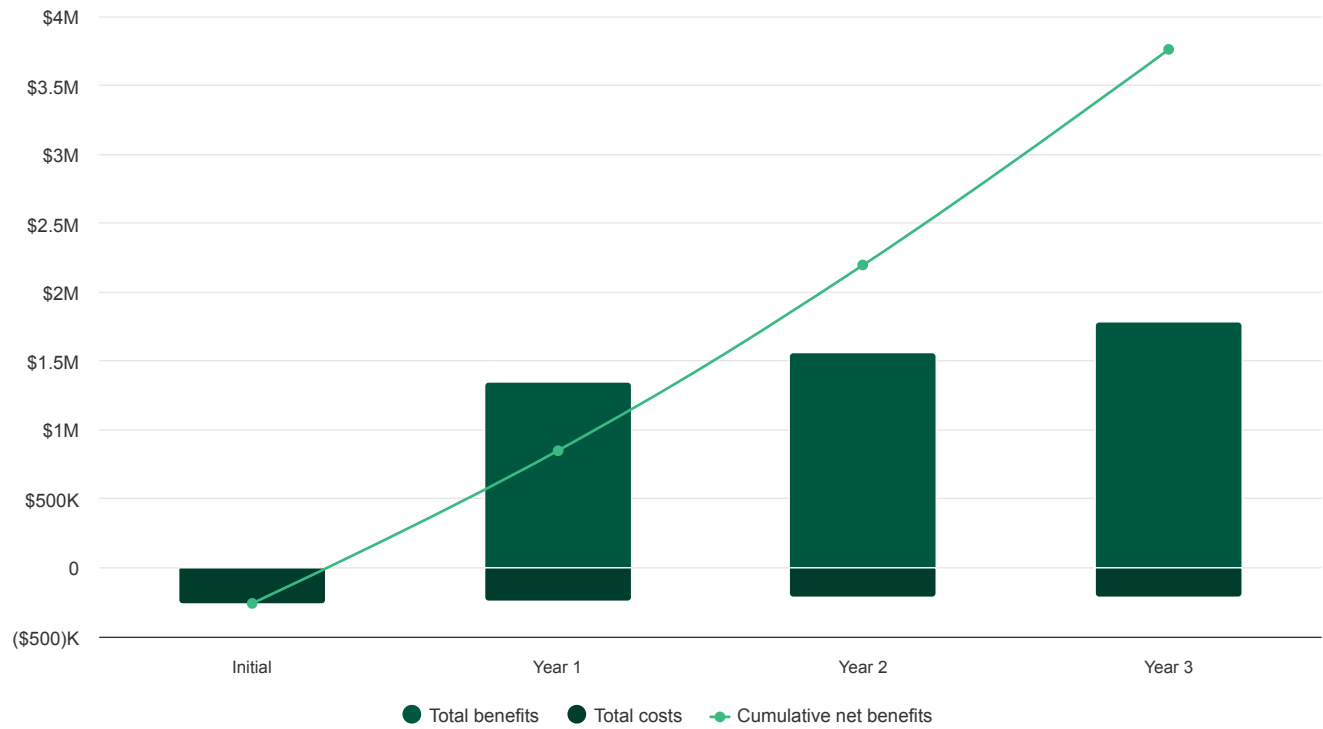
**Results.** To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of just under \$160,000.

Ongoing Costs: Digital Agency For Baseline Support						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
H1	Digital agency fees for ongoing maintenance	Interviews		72,000	50,000	50,000
Ht	Ongoing costs: Digital agency for baseline support	H1	\$0	\$72,000	\$50,000	\$50,000
	Risk adjustment	↑10%				
Htr	Ongoing costs: Digital agency for baseline support (risk-adjusted)		\$0	\$79,200	\$55,000	\$55,000
Three-year total: \$189,200			Three-year present value: \$158,777			

# Financial Summary

Consolidated Three-Year, Risk-Adjusted Metrics

Cash Flow Chart (Risk-Adjusted)



Cash Flow Analysis (Risk-Adjusted)						
	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$258,500)	(\$240,900)	(\$216,700)	(\$216,700)	(\$932,800)	(\$819,401)
Total benefits	\$0	\$1,348,079	\$1,564,484	\$1,780,890	\$4,693,453	\$3,856,498
Net benefits	(\$258,500)	\$1,107,179	\$1,347,784	\$1,564,190	\$3,760,653	\$3,037,097
ROI						371%
Payback						<6 months

### **Please Note**

The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

## TEI Framework And Methodology

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From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in XM Cloud.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that XM Cloud can have on an organization.

### Due Diligence

Interviewed Sitecore stakeholders and Forrester analysts to gather data relative to XM Cloud.

### Interviews

Interviewed nine decision-makers at organizations using XM Cloud to obtain data about costs, benefits, and risks.

### Composite Organization

Designed a composite organization based on characteristics of the interviewees' organizations.

### Financial Model Framework

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.

### Case Study

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see [Appendix A](#) for additional information on the TEI methodology.

## Glossary

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### Total Economic Impact Approach

#### Benefits

Benefits represent the value the solution delivers to the business. The TEI methodology places equal weight on the measure of benefits and costs, allowing for a full examination of the solution's effect on the entire organization.

#### Costs

Costs comprise all expenses necessary to deliver the proposed value, or benefits, of the solution. The methodology captures implementation and ongoing costs associated with the solution.

#### Flexibility

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. The ability to capture that benefit has a PV that can be estimated.

#### Risks

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

### Financial Terminology

#### Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

#### Net present value (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

#### Return on investment (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

#### Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

#### Payback

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

## Appendixes

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### APPENDIX A

#### Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

### APPENDIX B

#### Endnotes

<sup>1</sup> Source: [The Content Management Systems Landscape, Q4 2024](#), Forrester Research, Inc., October 21, 2024; [Strategic Technology Selection Guide For Content Management Systems](#), Forrester Research, Inc., October 23, 2024; [Buyer's Guide: Content Management Systems, 2025](#), Forrester Research, Inc., April 17, 2025.

<sup>2</sup> Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

<sup>3</sup> Source: [Average E-Commerce Conversion Rate In 2025 \(By Industry\)](#), Yaguara.co, March 14, 2025.

## Disclosures

Readers should be aware of the following:

This study is commissioned by Sitecore and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in XM Cloud. For any interactive functionality, the intent is for the questions to solicit inputs specific to a prospect's business. Forrester believes that this analysis is representative of what companies may achieve with XM Cloud based on the inputs provided and any assumptions made. Forrester does not endorse Sitecore or its offerings. Although great care has been taken to ensure the accuracy and completeness of this model, Sitecore and Forrester Research are unable to accept any legal responsibility for any actions taken on the basis of the information contained herein. The interactive tool is provided 'AS IS,' and Forrester and Sitecore make no warranties of any kind.

Sitecore reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Sitecore provided the customer names for the interviews but did not participate in the interviews.

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