

You're aligning your IT and Marketing teams, but you're still missing a piece of the puzzle. Here's why shared technology can help you deliver unbeatable customer experience (CX) – fast.

## In CX, it's make-or-break in seconds



# 400

milliseconds

Anything slower than the blink of an eye (400 milliseconds) is perceived as too long to wait for an online experience<sup>1</sup>

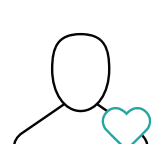


# 10%

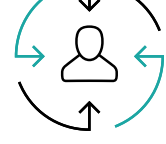
of users lost

British public broadcaster the BBC noted that for every second a page took to load, it lost 10% of users<sup>2</sup>

## Customer expectations for personalization are high



**66%** of customers expect companies to understand their unique needs and expectations<sup>3</sup>



**52%** of customers expect offers to always be personalized, up from 49% in 2019<sup>3</sup>

## How can you hold onto customers you've just met?

Your business needs to be incredibly quick:



To market



To deliver



To adapt

## What is holding back your CX delivery?

- It takes too long to profile content for behavior-based personalization
- Creating, editing, and previewing landing pages across multiple devices can be a challenge
- There is no clear place to start with personalization



# 45%

of businesses say that rigid legacy infrastructure is holding them back<sup>4</sup>



Only

# 20%

of companies are "fast," and only 12% "agile" (both speedy and stable)<sup>5</sup>



## YOUR DREAM TEAM...

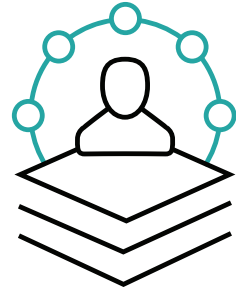
Companies with aligned IT and Marketing:

- Go to market **2x-4x** faster than competitors
- Are **83%** more likely to adopt personalized content creation<sup>6</sup>

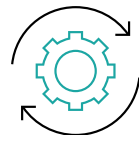
## ...NEEDS DREAM TECHNOLOGY

Introducing Sitecore Experience Platform™ (XP) 10.1

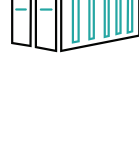
– the ultimate bridge between IT and Marketing



## What makes XP 10.1 different?



Platform optimizations to reduce running, upgrade, and hosting costs



With enhanced cold-start time and scalability, container improvements boost overall platform performance



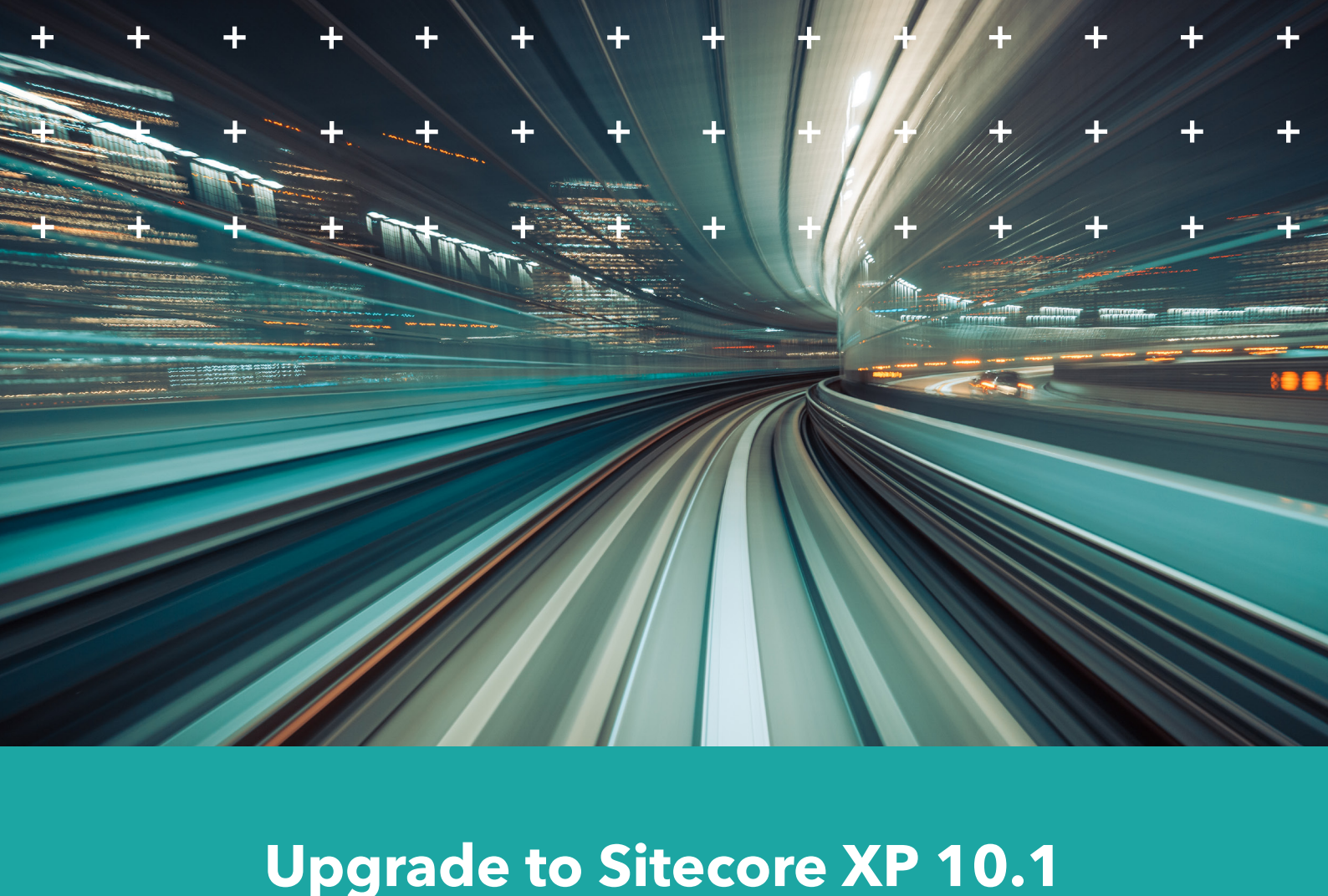
Introduces Next.js SDK, the enterprise-ready framework used by Netflix, Marvel, and Ferrari – accelerating implementations and improving performance



Sitecore AI Auto-Personalization speeds personalization with auto-segmentation and more



Site-authoring and workflow improvements support Marketing and IT collaboration when editing and evolving experiences



## Upgrade to Sitecore XP 10.1

Give your Digital Experience Dream Team the tools it needs to really accelerate your efforts.

Speak to Sitecore today for an XP 10.1 demo

<sup>1</sup> <https://www.nytimes.com/2012/03/01/technology/impatient-web-users-fee-slow-loading-sites.html>

<sup>2</sup> <https://www.createweblog.com/features/how-the-bbc-builds-websites-that-scale>

<sup>3</sup> [https://www.salesforce.com/content/dam/web/en\\_us/www/documents/research/salesforce-state-of-the-connected-customer-4th-ed.pdf](https://www.salesforce.com/content/dam/web/en_us/www/documents/research/salesforce-state-of-the-connected-customer-4th-ed.pdf)

<sup>4</sup> <https://www.techrepublic.com/article/the-5-biggest-challenges-to-digital-transformation-and-how-to-overcome-them/>

<sup>5</sup> <https://www.mckinsey.com/business-functions/organization/our-insights/why-agility-pays#>

<sup>6</sup> <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-most-perfect-union>