

ACCELERATING MARKETING WITH UXBEE'S EXPERIENCE BUILDING ENGINE

With XBE, you work faster and smarter. Create campaign pages that seamlessly align with your brand. Whether you're looking for scalability as a CMO or security as a CTO, XBE boosts your marketing.

UXBEE.EU

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MORE SPEED, FLEXIBILITY, AND AUTONOMY FOR MARKETERS

As a marketer, you're always under pressure to deliver—faster campaigns, higher conversions, and stronger brand experiences. The demand to meet goals is relentless, and your customers' needs are evolving just as quickly. You need to launch new campaigns, build dynamic landing pages, and create content that directly responds to these shifts. Yet, too often, roadblocks slow you down.

In practice, technology is often the culprit. Incomplete data. Inefficient workflows. Rising costs. These issues disrupt your momentum and delay your results. What you need is more speed, greater flexibility, and fewer bottlenecks. Only then can you stay ahead in a fiercely competitive market.

Enter the uxbee Experience Building Engine (XBE). This innovative tool enhances the power of Sitecore XM Cloud with unique features designed to make your work smoother and more effective. Whether you're a marketer, content manager, designer, or IT professional, XBE empowers you with the autonomy and resources to excel.

In this white paper, discover how XBE accelerates and optimizes your marketing processes, giving you the edge you need to succeed.







XBE IS YOUR MARKETING ACCELERATOR

MORE CONVERSIONS, POWERFUL JOURNEYS, AND COMPLETE BRAND CONTROL

XBE provides you with the tools to work faster and smarter. The standard component library contains everything you need to quickly build websites, landing pages, and campaigns. Think of it as a box of LEGO bricks: you easily click the right parts together to create unique campaigns that seamlessly fit your branding.

With structured content, you immediately improve your SEO. Your information is presented clearly and is always easy to find. Working with multiple brands or labels? No problem. The setup of XBE is flexible and scalable, allowing you to quickly switch between different brands:

- Create new pages and campaigns at lightning speed: The building blocks are ready for use, without development time.
- Save costs: Less customization means lower development costs and a broader deployable marketing budget.
- Scale efficiently: Easily manage multiple brands, labels, or subsidiaries from one central solution.

FLEXIBILITY WITHOUT COMPROMISES: THE ARCHITECTURE OF XBE

With XBE, you bring certainty into your organization. The scalable architecture simplifies integrations and minimizes technical complexity. For IT, this means fewer worries. For you as a marketer: maximum flexibility.

Thanks to the headless architecture, the design is completely separate from the technology. You can adjust colors, fonts, and other style elements without affecting functionality. Want to update your brand style? That can be done quickly and without technical obstacles.

XBE works according to the principles of Atomic Design. Interfaces are built from reusable components, such as headings, texts, buttons, and forms. You can easily adjust the appearance of each component without relying on developers. This way, every page and campaign remains consistent with your unique brand identity, and you retain complete control over the brand experience.

1. PICK YOUR COMPONENT









Or choose from one of the 40+ other components. They're all ready to use!

2. SETUP AND ACCESS





CONTENT CARD

This is your rich text. Feel free to edit the picture above, or delete it, or add a column. Do you want to change the button below by making the corners rounded, changing the text direction or deleting the icon? All possible within your branding.

[no text in field]

Edit anything. Delete or change the picture. Add or remove padding on the rich text.
Change the text direction, edit the buttons' apperance. And so on. The sky is the limit.

The set up of your XBE environment begins with a strong base. Together with your brand manager, you set up the brand style in Figma. For each component, we add variables, allowing you to instantly see how your designs will look. Future rebrandings can then be implemented effortlessly.

We export these variables to the Tailwind brand kit and link them to Storybook. Here, we build and document all XBE components. Automated visual regression tests via Chromatic ensure your brand identity remains consistent, even with every change.



THE TECHNOLOGY THAT SUPPORTS XBE

Storybook, Chromatic, and Tailwind are powerful tools that ensure faster and more consistent development of digital interfaces. Each of these tools plays a unique role in our process:

Storybook

This is your visual component library. Here, you can see all the elements of your website, such as buttons, forms, and headers, presented in an organized manner.

Chromatic

Automates the testing of visual changes. Every adjustment is checked to ensure your branding remains consistent, even after updates.

Tailwind

Provides developers with the tools to quickly create unique, customized designs that fully align with your brand identity. Flexible, powerful, and efficient.

This approach ensures that your organization's brand identity remains rock solid, from the initial design to every future update. Additionally, XBE offers enough flexibility to support multiple brands and labels from the same robust foundation. This means your organization can effortlessly maintain unique branding for various brands while simultaneously benefiting from efficient scalability and reusable components.

For you as a marketer, this means unparalleled freedom to make quick adjustments without technical barriers, while always safeguarding your brand identity. For the organization, it means working more efficiently, reducing costs, and maintaining full control over branding, even when managing multiple brands. XBE not only offers flexibility and speed but also ensures that your brand remains consistent and professional at every level.

WCAG COMPATIBILITY: ACCESSIBILITY FOR EVERYONE

With XBE, you effortlessly build a WCAG-compliant website. All components meet the strictest standards for digital accessibility. This is important, especially with the introduction of the European Accessibility Act (EAA) approaching. This will require many European companies to be digitally accessible. Think of providers of essential products, services, or financial services. The EAA imposes strict requirements based on the WCAG guidelines.

With XBE, you have a flexible and future-proof platform. Create powerful digital experiences that not only inspire your audience but also fully comply with the highest accessibility standards.





YOUR PLATFORM, YOUR RULES

With XBE, you decide how you work. Choose your hosting strategy and rely on an automated development pipeline that removes technical obstacles. This platform offers solutions that delight both CTOs and CMOs.

FOR THE CMO: SPEED AND MARKETING FREEDOM

Start immediately without hassle. The ready-to-use platform gives you access to powerful, out-of-the-box functionalities. Effortlessly build impactful campaigns and brand experiences. Thanks to the Turbo architecture, you can easily add extensions even when your website is already live.

FOR THE CTO: CONTROL AND SCALABILITY

Many CMS systems require separate front-end hosting. XBE does things differently. It integrates technologies such as Vercel, Next.js, and Turbo and also supports a 'Microsoft-first' strategy with an Azure landing zone. This is built with Infrastructure as Code (IaC). This allows you to quickly and consistently set up hosting environments, including disaster recovery. The result? A scalable solution that perfectly fits your Microsoft landscape and is future-proof.

AUTOMATED DEVELOPMENT PIPELINE: PEACE OF MIND FOR EVERYONE

- Local development and testing
 Every change is safely prepared first.
- Blue-Green Deployment Releases happen quickly, without downtime. No disruptions for customers.
- Fast time-to-market
 Launch your campaigns in record time. The best of both worlds.

CTOs gain the control and scalability they need. CMOs benefit from speed, flexibility, and autonomy. Together, you grow smarter and faster. Choose XBE and experience the power of secure, future-proof technology and unparalleled marketing freedom.







SUPPORTED BY SITECORE XM CLOUD FOR MORE POWER AND BENEFITS

The uxbee experience building engine (XBE) builds on Sitecore XM Cloud. This modern SaaS platform gives marketers unparalleled flexibility and speed. By seamlessly integrating this technology, XBE enriches your capabilities with:

Intuitive visuele editor

The user-friendly WYSIWYG page editor makes it easy for marketers to independently create web pages and campaigns. Less developer dependence means more speed and control.

Built-in personalization

With XBE, marketers can immediately apply personalization and A/B testing, providing customers with more relevant experiences and increasing conversions.

Lightning-fast performance

Thanks to the advanced SaaS architecture of XM Cloud, content loads quickly, offering a better user experience and higher SEO rankings.

Easy scaling

XBE supports multiple brands and international campaigns, enabling marketers to scale efficiently without compromising brand consistency.

Real-time insights

Analyze content and customer behavior in real-time, allowing you to respond instantly to trends and optimize performance.







MARKETING-AS-A-SERVICE WITH MICROSOFT COPILOT AND AI: FUNDAMENTAL TO XBE XBE takes your marketing to the next level with integrated Marketing-as-a-Service. Microsoft Copilot and Al support you at every step of your workflow, from strategy to execution. The result? Less manual work, instant insights, and more time for strategic decisions.

WHAT'S IN IT FOR YOU?

Greater efficiency

By automating repetitive tasks like content creation and data analysis, you gain more time for strategy and creativity.

Better results

With Al-driven insights and recommendations, you make data-driven decisions and create personalized customer interactions that truly make an impact.

Faster action and accelerated time-to-market With real-time monitoring and smart integrations, you can act quickly. Campaigns are optimized in no time for maximum impact. The result? Your time-to-market is significantly

shorter.

This service eliminates manual tasks, gives you direct access to valuable insights, and ensures your focus remains on what truly works. In short, Marketing-as-a-Service with Microsoft Copilot and AI helps marketers achieve their goals faster, smarter, and more effectively. The combination of robust technology and tailored functionalities makes XBE the perfect tool for marketers striving for excellence.







WHY XBE MAKES THE DIFFERENCE FOR YOUR MARKETING TEAM

Whether you want to launch campaigns faster, seek more autonomy, or save costs; XBE gives you the tools to make a difference. Experience the power of efficient collaboration, deep personalization, and a future-proof approach that strengthens your brand.

Accelerated time-to-market

Build websites and landing pages in no time. Launch campaigns faster than ever.

Autonomy for marketers

Manage your content independently while IT focuses on innovation and security.

Lower development costs

Thanks to an extensive component library, you work more efficiently, are not dependent on developers, and save costs.

Efficient collaboration

With the intuitive visual editor, you collaborate seamlessly with your team, design agencies, and external vendors.

Consistent brand experience

Flexible components seamlessly align with your house style, ensuring a consistent brand experience across all channels.

Future-proof

Ready for new technologies such as Al-driven personalization and inline editing. Additionally, XBE is fully WCAG-compliant.

Deep personalization & real-time insights

Create impactful content, perfectly tailored to your target audience. Make decisions based on immediate insights.





WE ENSURE XBE IS READY FOR TOMORROW'S MARKETER

XBE continues to innovate, ensuring we are ready for future trends in AI, personalization, and new marketing channels. Some of the innovations we will be launching soon include:

Al-integrated personalization

Automatically tailored content for each user, based on realtime data.

Inline editing

Content creators can make changes directly without cumbersome processes.

Advanced security

Regular penetration testing ensures safety and compliance, keeping your data protected at all times.

Expansion of component library

We continuously add new reusable components that you can use immediately.

Standard integrations

XBE integrates seamlessly with your preferred software, such as Microsoft Dynamics, Salesforce, Hubspot, and PiwikPro.

Expansion with Sitecore Search

With the search components in XBE, you can easily create search pages featuring your personalized search results and FAQs.





XBE IN ACTION: LIGHTNING-FAST MIGRATION AT RAI AMSTERDAM RAI Amsterdam has experienced the benefits of XBE, taking a significant step forward in efficiently managing all their labels such as the Negenmaandenbeurs, Huishoudbeurs, Greentech, and Amsterdam Drone Week. This is a perfect example of a multi-site platform requiring flexibility and speed.

Using the smart 'blueprint' approach, RAI marketers can easily and quickly create new websites. A basic website serves as a blueprint, from which they can effortlessly copy and personalize new sites. Menu structures, branding, and other essential elements are immediately available, without requiring technical expertise. With this approach, RAI can set up new websites and campaigns within minutes, providing them with the flexibility to respond quickly to new opportunities. No long waiting times or complex processes—just immediate results, exactly what a marketer needs.

In just two months, uxbee and RAI migrated all 10 labels based on XBE, a process that would typically take six months without XBE. Thanks to automated migration scripts, more than 100,000 pages of content, including metadata and media files, were automatically transferred. This not only saved significant time and effort but also allowed marketers to focus on improving content rather than dealing with technical details.

With XBE, onboarding new users, such as interns, is lightning fast. Thanks to the user-friendly interface and intuitive reusable components, they can become independent within hours, with minimal training. Where it used to take weeks, the focus is now immediately on creative, content, and strategic marketing activities. No more time lost on technical learning curves, but maximum productivity from day one.





DISCOVER THE POWER OF XBE FOR YOURSELF

Successful marketing revolves around seamless and personalized customer journeys. That's where we want to help you. By supporting you in delivering a simple and consistent customer experience, regardless of technological complexity, so you can achieve trust, loyalty, and sustained growth.

OUR MISSION, YOUR ADVANTAGE

We help you achieve your marketing ambitions. How? By combining advanced technology, strategy, and human insights. We offer powerful DXP solutions, smart analytics tools, and personalized advice. All to create meaningful interactions and sustainable customer relationships.

Curious about how to intuitively build landing pages, maintain complete brand consistency, and instantly respond to new opportunities?

Schedule a demo and experience for yourself how XBE transforms your marketing processes. Contact us at hello@uxbee.nl or call +31 15 7900100.





WHEN WILL WE CONNECT TO ACCELERATE YOUR MARKETING?

Contact us via: <u>hello@uxbee.nl</u> or +31 15 7900100

Uxbee – Your partner in digital marketing transformation.

