



Sitecore Content Hub – Project Management

One Enablement Team

Agenda

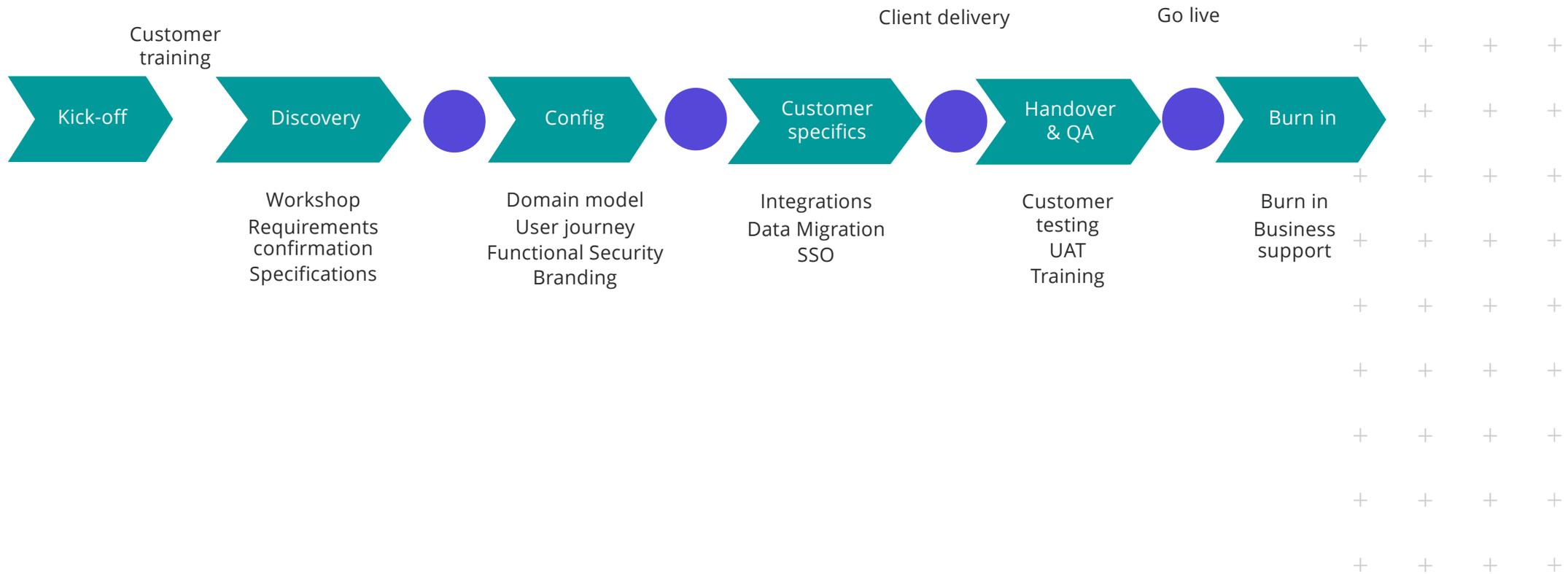
- Project Approach
- Project Team Roles
- Kick-off Workshop
- Customer Education
- Customer Deliverables



Project Approach



Project approach (high level)





Project Team Roles & Responsibilities

Project team; working together



Who	What	Why
Partner team	<ul style="list-style-type: none">• Project Manager• Solution Architect• Infrastructure Architect• Product Team	Leading effort to implement and deliver Content Hub (requirements gathering, set-up, testing, delivery)
Customer	<ul style="list-style-type: none">• Process Owners• IT Team	Providing business requirements, workflows, user acceptance testing, adoption, and technical requirements for data migration
All	<ul style="list-style-type: none">• Steering	Awareness of project status

Project approach



Phase	Milestones	Key project roles	Client business	Client IT	Deliverables
Kick-off	<ul style="list-style-type: none"> Initial setup Workshop Requirements analysis and Domain modeling Alignment on scope and timelines 	<ul style="list-style-type: none"> Project Manager Solution Architect Infrastructure Architect Client Process Owners Client IT 	<ul style="list-style-type: none"> Customer training Provide requirements Attend workshop Definition domain model Definition of user rights Provide branding guidelines Provide workflow details 	<ul style="list-style-type: none"> Provide SSO and security requirements 	<ul style="list-style-type: none"> Foundational Content Hub training taken by core client team Draft configuration Sign off scope and timelines
Configure	<ul style="list-style-type: none"> Configuration Delivery to client 	<ul style="list-style-type: none"> Project Manager Solution Architect 	<ul style="list-style-type: none"> Validate configuration 		<ul style="list-style-type: none"> Migration template Second iteration of configuration
Client specific business logics	<ul style="list-style-type: none"> Data migration Integrations SSO set-up 	<ul style="list-style-type: none"> Client Process Owners Solution Architect Client IT 	<ul style="list-style-type: none"> Prepare metadata and assets Metadata file test runs Test integrations 	<ul style="list-style-type: none"> Assist in metadata and asset preparation Assist SSO 	<ul style="list-style-type: none"> Beta release solution
Handover and Go-live	<ul style="list-style-type: none"> UAT Handover session Bug fixing Go live and planning Roll-outs Transition to support 	<ul style="list-style-type: none"> Project Manager Solution Architect Client Process Owners Product team 	<ul style="list-style-type: none"> Execute EQA Provide final metadata files Change management go live 		<ul style="list-style-type: none"> Go live solution
Burn in	<ul style="list-style-type: none"> CR's and bugs 	<ul style="list-style-type: none"> Support team 	<ul style="list-style-type: none"> Report requirements 		



Kick-off

Definition of WHAT ← **the main initiator to Content Hub implementation**

- Confirmation of requirements
- Technical and business-oriented tracks



Resources

- Core Project team from Partner
- Owners of the current solution
- Business analysts
- Business stakeholders
- (Enterprise architect)
- (IT Support organisation)
- (Brand owner)
- (Owners of integrated upstream or downstream systems)

Deliverables

- OOTB installed environment with draft domain model
- Agreement on project timeline and scope

Customer Preparation guidance



- Prior to the Content Hub workshop customers have “training”
- This helps customers to have the right understanding on operating the product on business as usual
- **Who:** Core customer team who will be deciding open data and business requirements ← **Whoever is helping make the big decisions on data, user roles, etc.**
- **What:** Content Hub Training ← **Self paced e-learnings with training coaches available weekly**
- **Why:** To provide more up-front understanding of the tool and the basic concepts, to better determine business requirements ← **Ensuring a good base understanding will result in better aligned business requirements and better end results**
- **When:** Recommended to be done before the workshop ← **The sooner the training is taken the sooner the knowledge can be increased and the sooner the Content Hub workshop can be planned...etc.**

Inputs from Customer



- Current data examples from existing systems details
- Data migration overview details (*if applicable*) ← **Source system , # of assets (files), total capacity (#GB), type of assets (doc, image, video, audio)**
- Data model ideation for Content Hub usage ← **what data is important to have in the new system; what fields and information are being carried over, what are the relations between the data**
- Content types and workflows (*if applicable*) for Operations ← **what sort of content will you be working with, are there any workflows**
- List of stakeholders who will use the system ← **who is using the system and what information is important to them; where are they located**
- Legal/security considerations ← **based on who is using the system, the data within**
- Fun stuff ← **items needed to brand and style the site**
 - Styling guidelines – Colors, fonts, headings

The workshop is the real kick-off of the Content Hub implementation

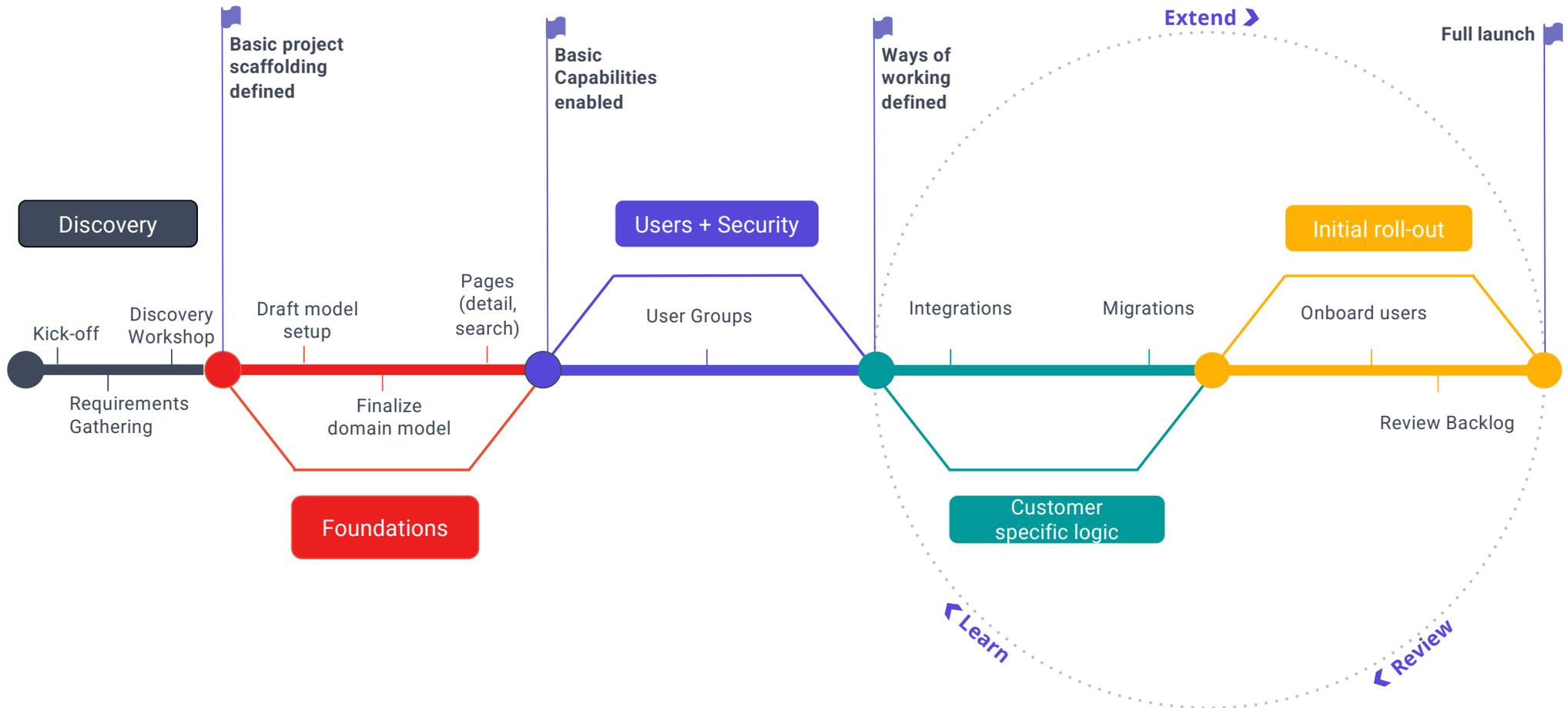
- 1) Complete the training ← **decide who needs to be educated and get started, consider how much lead time needed**
- 2) Complete the homework ← **training is intended to occur first, to assist with knowledge increase**
- 3) Plan workshop ← **once deliverables are received, Partner team prepares for the workshop**



Planning the delivery



Onboarding & Delivery





Thank you

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Appendix

Helpful Links

Helpful links



Training Details

- Training overview: <https://learning.sitecore.com/>

Product Documentation

- Overall documentation site: <https://doc.sitecore.com/ch/>
- More about DAM: <https://doc.sitecore.com/ch/en/users/42/content-hub/manage-digital-assets.html>
- Data Model: <https://doc.sitecore.com/ch/en/users/42/content-hub/manage--data-model.html>
- User groups and Security: <https://doc.sitecore.com/ch/en/users/42/content-hub/manage--user-groups.html>

Integration

- Integrations, SDKs, APIs: <https://doc.sitecore.com/ch/en/users/42/content-hub/integrate-with-sitecore--focus-on-integration.html>

Data Migration

- HL tasks to be done
 - Provide import template
 - Fill template with values and accessible URLs to physical files
 - Finalize Excel files for ingestion
 - Import via User interface (Create page)
 - QA verification on test ingestions
- Not to forget!
 - Separators for multi-valued attributes
 - Image URLs being accessible
 - List of Values mapping to correct value
 - Hierarchies including full path
 - Test runs (for finalization of excel format)
 - Duration checks for QA run
 - Estimated duration for Final migration on Prod

Data migration – Sample file



Filename	Description	AssetTypeToAsset	RegionToAsset	Age	Image
TestFile1.jpg	Description of File1	Photos\ProductShot	EU USA APAC	Baby Teenager	https://www.testurl.com/testfile1.jpg
TestFile2.jpg	Description of File2	Ads\BTL\CampaignVideo	Global	Adult	https://www.testurl.com/testfile2.jpg

Metadata from Domain model & Taxonomy

Physical File link (public URL)



Thank you

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