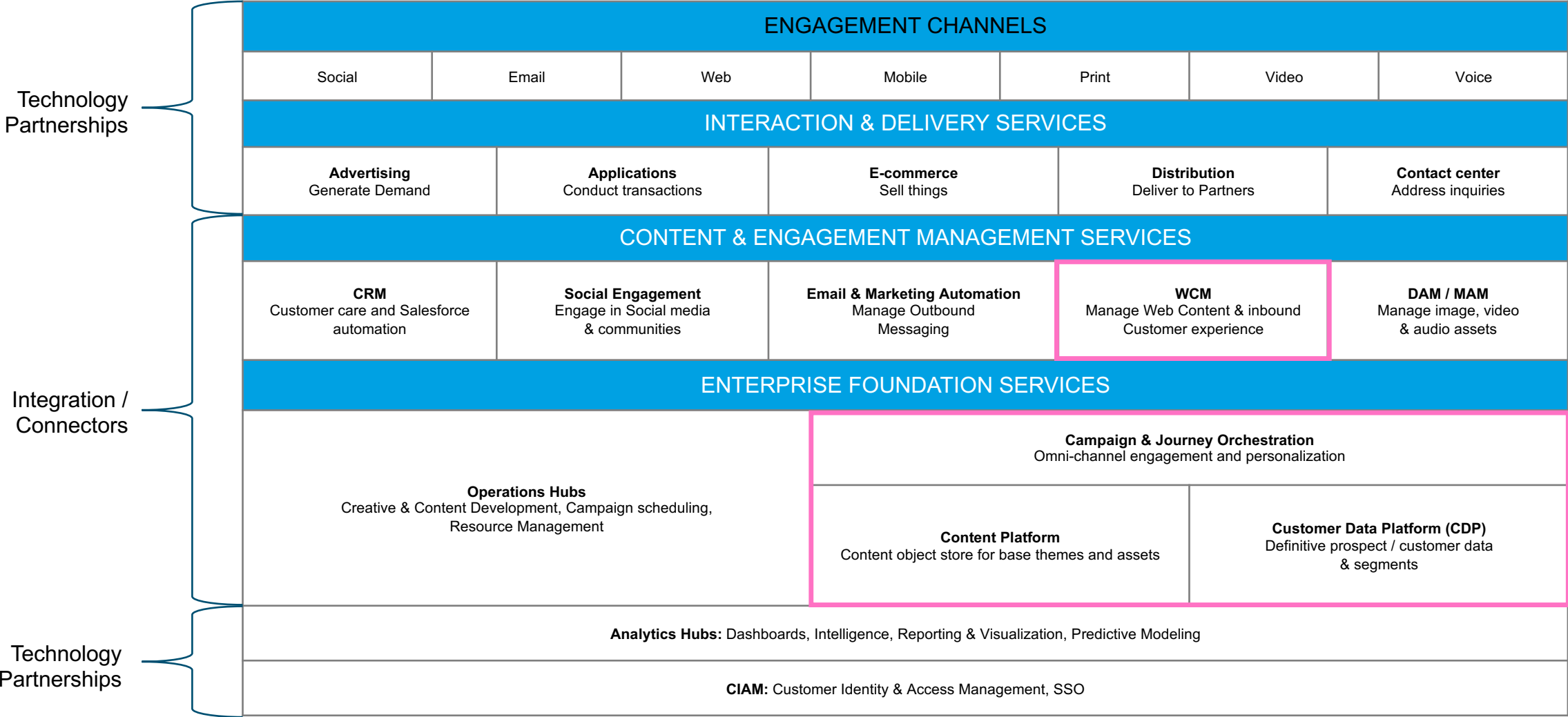


# Product Positioning and Roadmap

Rami Chahine  
CPO



# THE OMNICHANNEL TECHNOLOGY STACK MODEL



# Bridging the Gap between IT and business



## BUSINESS

### Authors

Occasional contributors of content (i.e. news, job offerings)

### Digital marketers

Regularly build pages and contents, optimize for SEO, AB test, personalize contents, find & upload assets, ..

## TECH

### Front-end developers

Use content in DX to build Single Page Applications and PWAs, through our GraphQL API

### Full stack developers

Develop modules including templates, CMS components & back-end integrations

### DevOps / IT

Install, update and monitor our products

## Product Branding

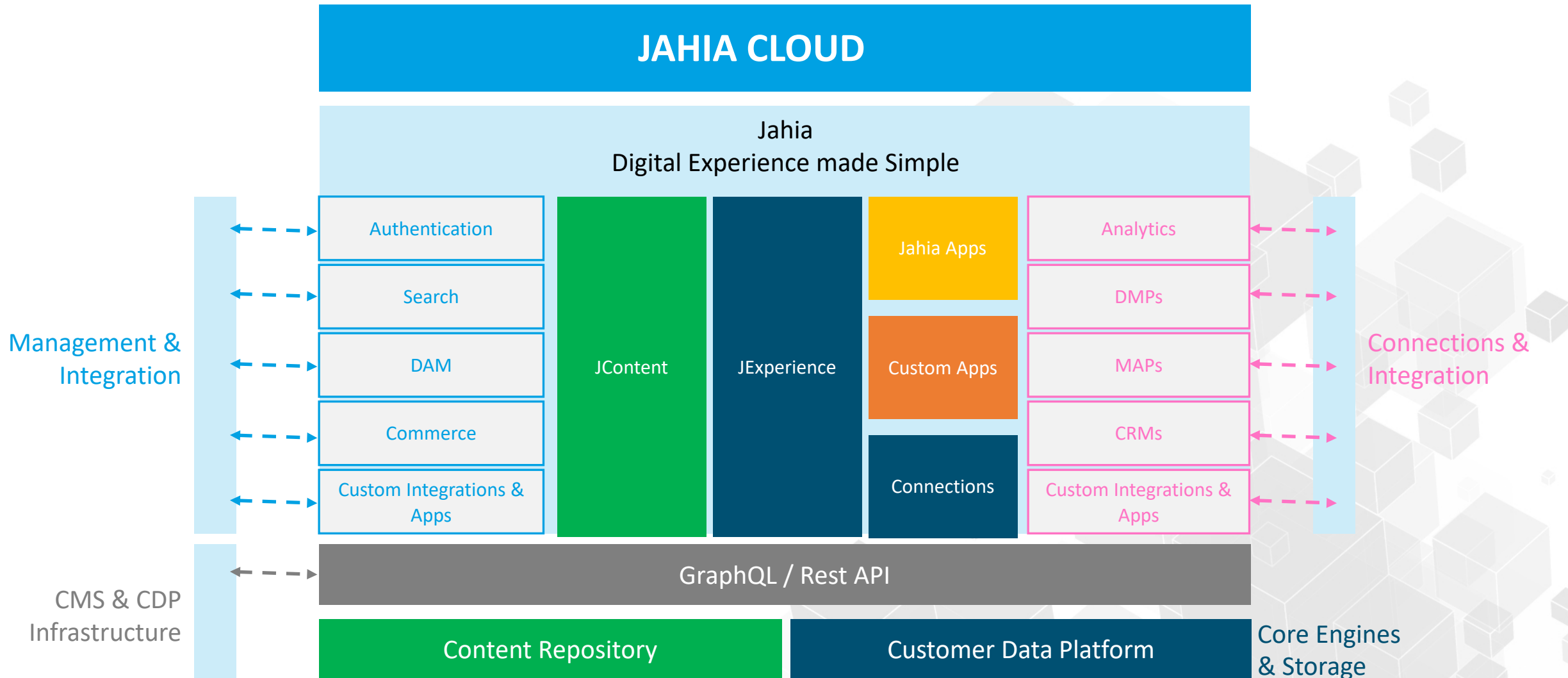
- Jahia is the Digital Experience Platform
- Offering Applications or Infrastructure through API
  - More flexible to fit any opportunity size
  - A Stack enabler not an all in one solution
- Highlight the advantage of our architecture
  - flexible , scalable, extendable
- Cloud Native
- Customer Flexibility
  - Start with CMS expand to DXP
  - Complement your CMS with DXP

jCustomer

jahia

jContent

jExperience



## Jahia Cloud Offering

### **CMS and DXP delivered in PaaS / SaaS**

- Migrate existing customers
- New customers / new target market

### Benefits

- Automated environment provisioning
- Always up-to-date environments
- 99.9% SLAs, all-inclusive support
- Available from a Jahia-branded website
- Configuration deployment and Autoscaling
- Backup & recovery
- Cross-region content management
- Fully monitored



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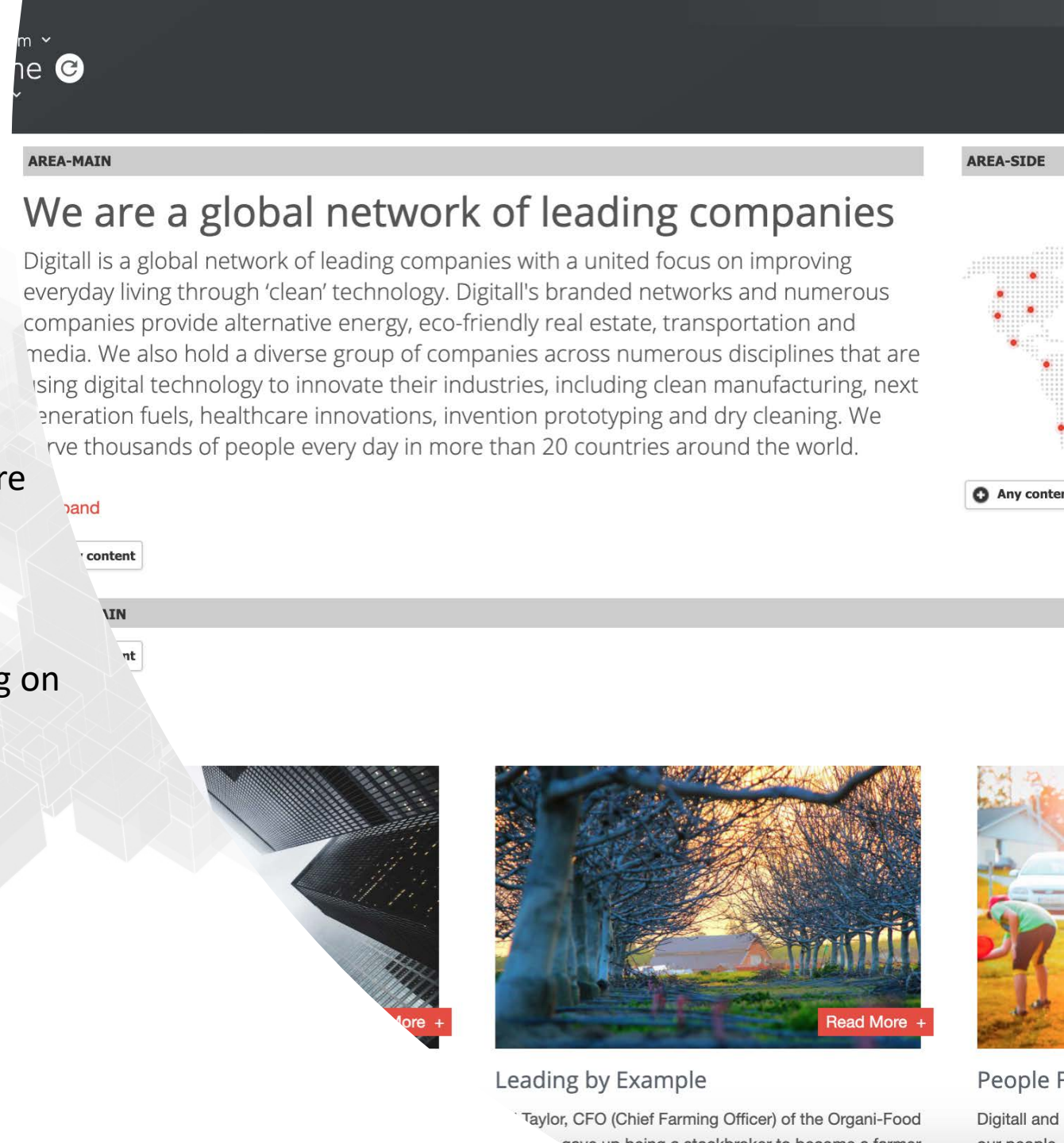
Jahia's Web Content Management





# Traditional Content Management

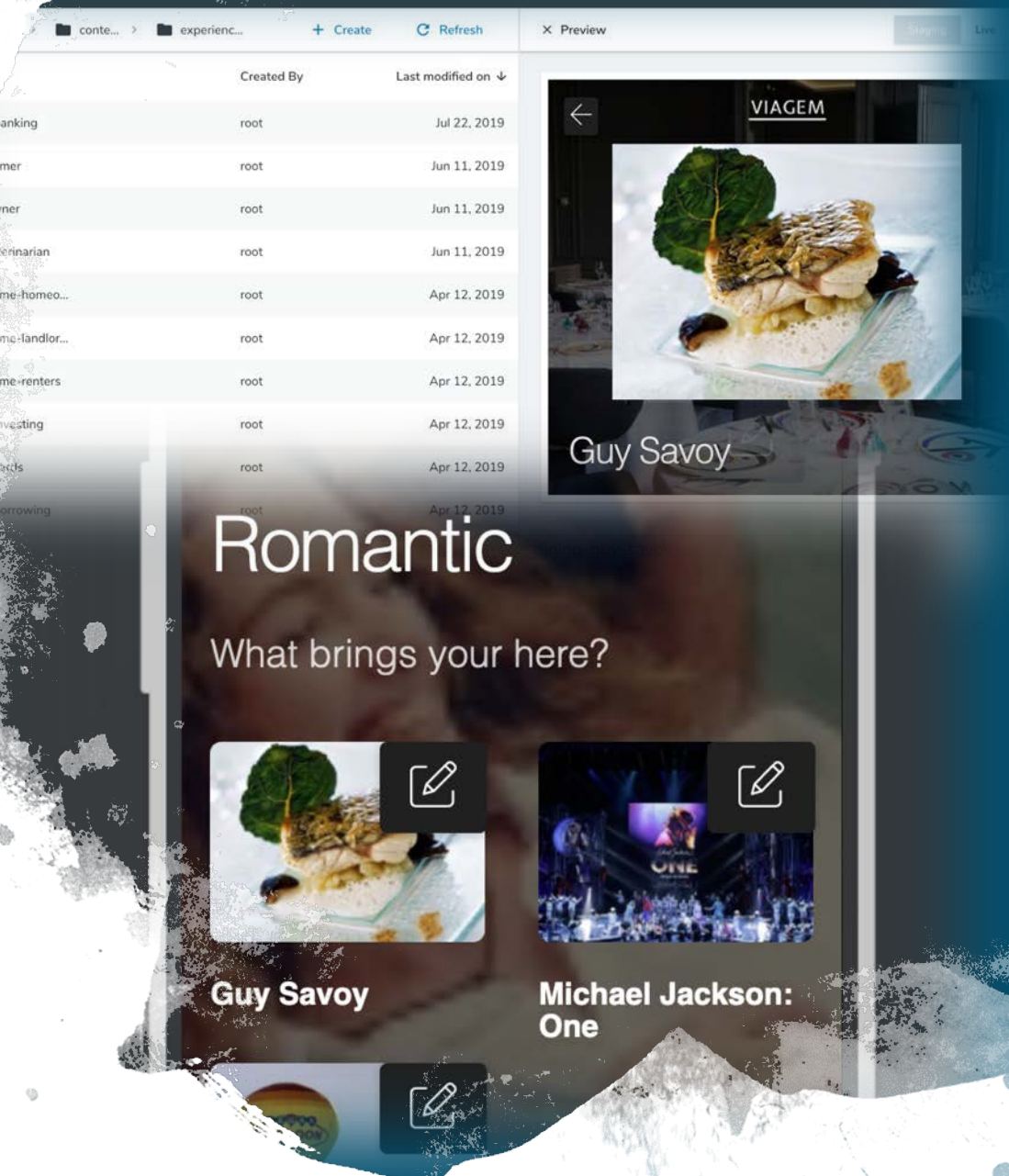
- Enterprise features to adapt to your organization structure
  - Manage multiple sites
  - Multiple languages with translation workflow and integration with 3rd party tools
- Fine grained permissions per site & adaptive UI depending on your role
- Forms App with a WYSIWYG UI to create forms
- Advanced integration with Elasticsearch for page based search & facets, using a simple configuration file to get started





# Headless content management

- Manage content that are in or outside pages
- Content editing
  - Directly in the context of your App
  - Browse contents and see your content preview within Jahia
- Content classification
  - Using tags or multi-level categories, defined at the platform level
  - Developers can request the right content via API
- Personalization in headless mode
  - As a developer, request personalized content in one API call



# Unique Architecture

- **API First** our GraphQL API offers a lot of advantages
  - Inherits GraphQL benefits (self documented, easier to use as a developer)
  - Used for Jahia developments and new UIs, bringing new capabilities regularly
  - Can be extended by developers to create new entry points
- **Modular**
  - Modules are used to build projects and to extend the platform
  - Jahia Apps provide new features, without any migration of the core
- **Open**
  - Many integration points within our solution to support advanced requirement (during rendering, authentication, workflows, services, custom UI, ..)

*Thanks to its architecture, Jahia is able to supports different types of digital initiatives: Websites, portals (customer, supplier or employees) and apps*

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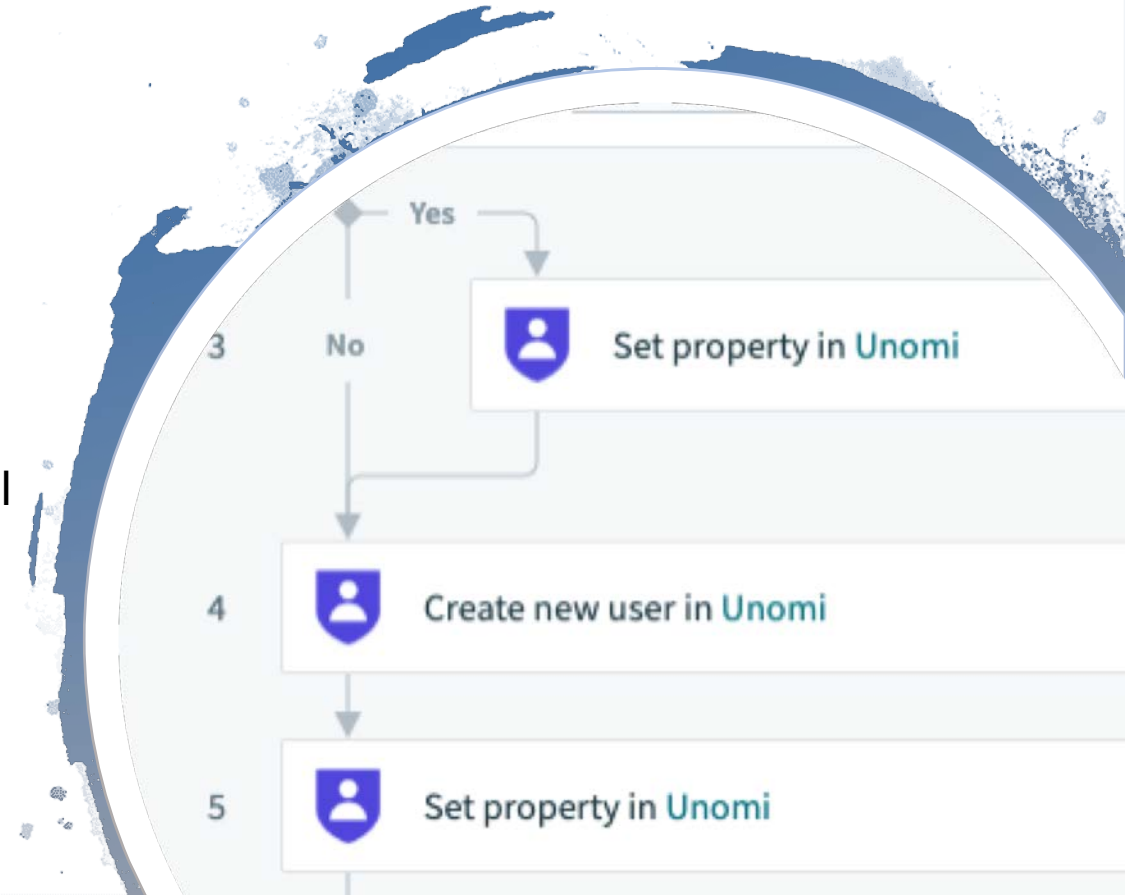
jExperience

Jahia's Digital Experience



# Integration and connectivity

- Connectors to over 250 cloud and on-prem applications
- Automated Workflows based on triggers and actions
- Combine all your data into a customer 360 view inside Jahia
- Customize your personalization and actions based on all your data, not just your website

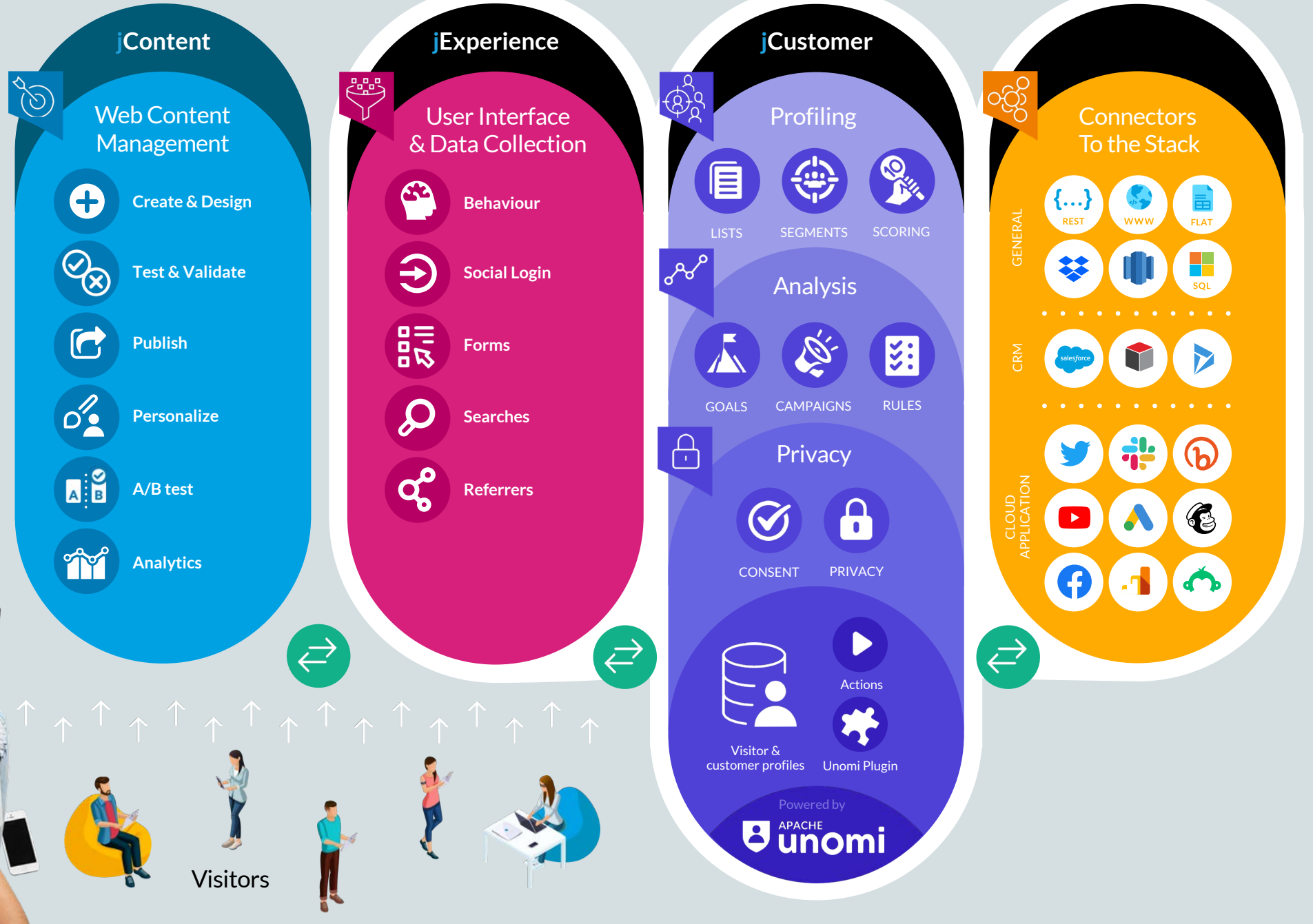


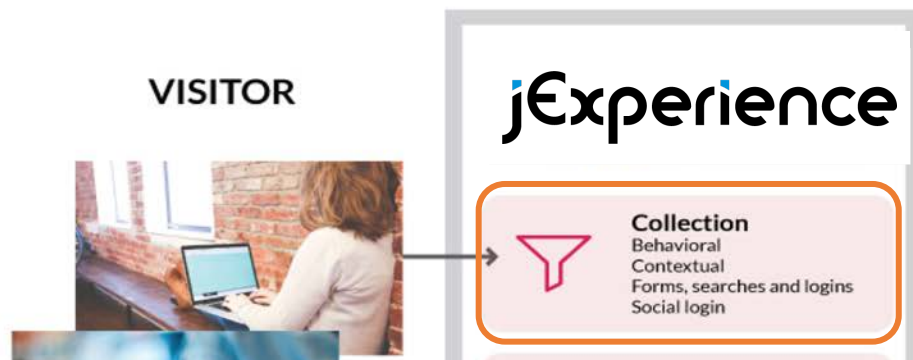




# Digital Experience

Smart Content  
Powered by  
Customer Data





#### Behavioral

Page views  
Documents downloaded  
Videos viewed  
Interests

#### Social login

Javascript datalayer (DMP  
Segments, ..)

#### Explicit

Forms (Comments, NPS, ...)  
Login  
Internal searches

#### Contextual

Referrer  
Device  
Location



## DATA COLLECTION

- Anonymous and logged in visitors data is collected
- Combines contextual, behavioral and explicit data collection
- From Jahia managed website or any other third party application or decoupled/headless architecture (PWA)
- Profiles are consolidated across sessions (cookie based) and across devices (through logins)
- Jahia Form Factory can be used to gather any explicit data: lead gen forms, surveys, Net Promoter Score, ..
- Progressive profiling available out of the box





## PROFILING

- Interests are assigned in context with page view events
- Static lists can be explicitly filled when marketers select a goal
- Dynamic Segments are calculated in real time and are event based
- Scoring plans can be used for lead scoring or as a way to calculate dynamic “interests”
- Counts happen in few milliseconds so marketers know how many profiles are in the segments or scoring

← Visitor profile

Riley Blue  
rblue Online

Last visit on APR 7, 2017  
First visit on MAY 23, 2016

PROPERTIES ANALYTICS PROFILING

All sites ALL TIME 1 WEEK 1 MONTH 1 YEAR CUSTOM

Visitor info

Most access from Desktop (52%)	Favorite browser Google Chrome 48.2 L...	Favorite platform Windows 10	Most frequent IP 83.167.48.241
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First referrer  
http://www.adobe.com/

Average session du...  
1 minute and 16 secon...

Goals

Campaigns

Page views & Sessions

Visitor sessions

Properties manager

CREATE NEW GROUP

Group name		
Property 1	/	
Property 2	/	
Property 3	/	
Property 4	/	
Property 5	/	

← Visitor profile

Riley Blue  
rblue Online

Last visit on APR 7, 2017  
First visit on MAY 23, 2016

PROPERTIES ANALYTICS PROFILING

Interests

My interest 8 Another interest 2 And one more... 5

This one is very important 100 Lorem Ipsum 1

Scoring

A small value 3 Another one 2 A high value 42

Segments

My segment Another segment And one more

Lists

My custom list A small list Another list A list with a very long name

## VISITOR



## jExperience



### Collection

Behavioral  
Contextual  
Forms, searches and logins  
Social login



### Profiling

Lists  
Dynamic segments  
Scoring plans

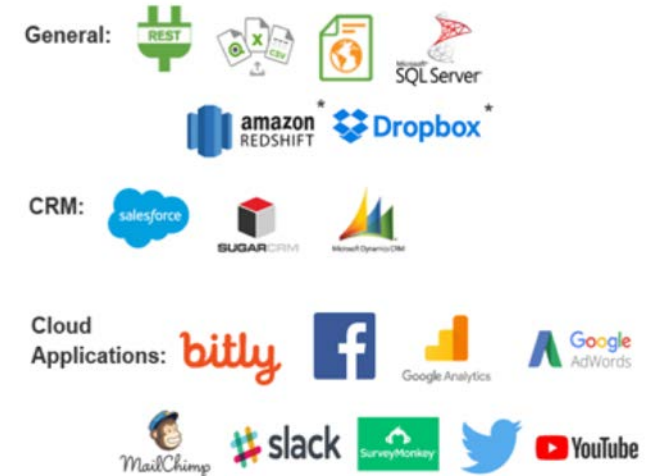


### Integrations

Flat files  
Rules  
Personalized Content REST API  
Customer Data REST API

## INTEGRATIONS

- Real time integration of customer data is possible with the rules
- One-time or recurrent profiles imports and exports can be configured
- Personalized content API
- Apache Unomi API



\* Coming Soon

## VISITOR



## jExperience



### Collection

Behavioral  
Contextual  
Forms, searches and logins  
Social login



### Profiling

Lists  
Dynamic segments  
Scoring plans



### Integrations

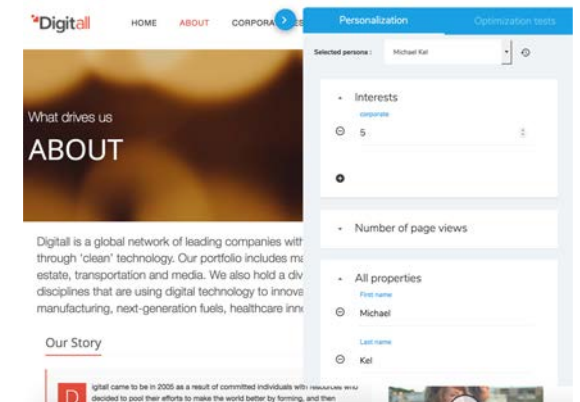
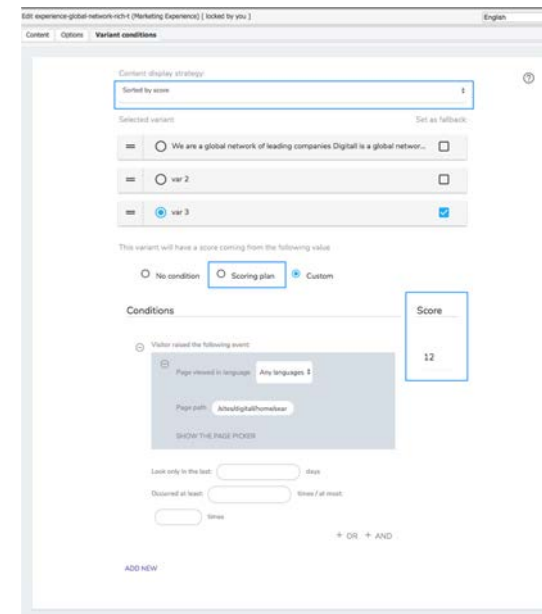
Flat files  
Rules  
Personalized Content REST API  
Customer Data REST API



### Decisioning

Personalization  
A/B testing

- AB testing is random, traffic allocation is available
- Personalization can be based on any collected data (contextual, behavioral, explicit) and profiling tools



## VISITOR



## Variant Display



# jExperience



### Collection

Behavioral  
Contextual  
Forms, searches and logins  
Social login



### Profiling

Lists  
Dynamic segments  
Scoring plans



### Integrations

Flat files  
Rules  
Personalized Content REST API  
Customer Data REST API



### Decisioning

Personalization  
A/B testing

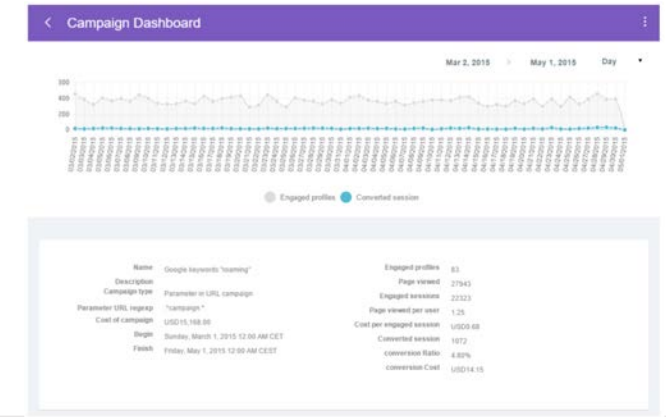


### Analysis

Dashboard  
Goals  
Performance (Tests / Content)  
Campaign tracking

## ANALYSIS

- Goals can be set to measure the internal performance of the website
- Each AB test is associated to a goal, allowing conversion rate tracking
- Drill down allow you to get a fine view of your conversion rate (i.e. cross check the conversion rate for visitor on iPhone, in the US)
- Referrers, internal searches, most visited pages are natively tracked



VISITOR

jExperience



#### Collection

Behavioral  
Contextual  
Forms, searches and logins  
Social login



#### Profiling

Lists  
Dynamic segments  
Scoring plans



#### Integrations

Flat files  
Rules  
Personalized Content REST API  
Customer Data REST API



#### Decisioning

Personalization  
A/B testing



#### Analysis

Dashboard  
Goals  
Performance (Tests / Content)  
Campaign tracking



#### Privacy

Privacy-by-design  
Consents manager  
Download my profile  
Anonymize my profile

Variant Display

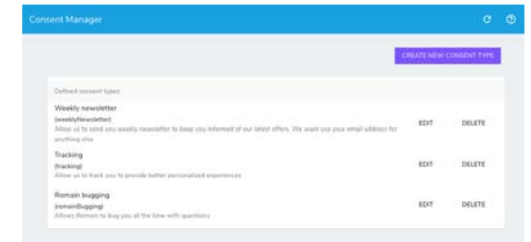


- Privacy by design, personal identifiers are never replicated
- Privacy manager available as DX component and providing out of the box:

“Anonymize my profile”

“Download my data”

“Manage consents”



- Administrators can declare new personal identifiers
- Requests in privacy manager can be spread across the information system

Privacy settings

Consents

Other settings

YES NO

**Monthly newsletter subscription**  
Subscription to our monthly newsletter.

YES NO

**Personalization**  
To show you the best content and offers, we collect your browsing data.

Close

PERSONALIZATION - Acceptance (%)



Accepted Denied Unanswered

CLOSE



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# Roadmap





## Roadmap Focus

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### UX & UI improvements

- First impressions
- General Navigation and ease of use
- Content editor

### Headless & infrastructure

- GraphQL API for CDP
- Image management

### jExperience

- AI out of the box
- Standalone
- Data management
- Analytics

### Cloud

- Security certification ISO and SOC2
- Cloud DevOps
- Azure & Google

### Connectivity for CDP

- Triggers and workflow

### Partner integrations for WCM

# V8 New Features

- Connectors
  - Mainly for jExperience
- Single Installer
  - Improves Migration
  - 30 day trial with full features
- Licensing Changes
  - Adding API and Page Count
  - Limiting Projects for community
- Advanced Search
  - Based on Elastic Search not JCR
- Light modules
  - Allow non Java modules to be deployed
  - Define content type, UI, API, Permissions, etc..
- Content Editor 1.1

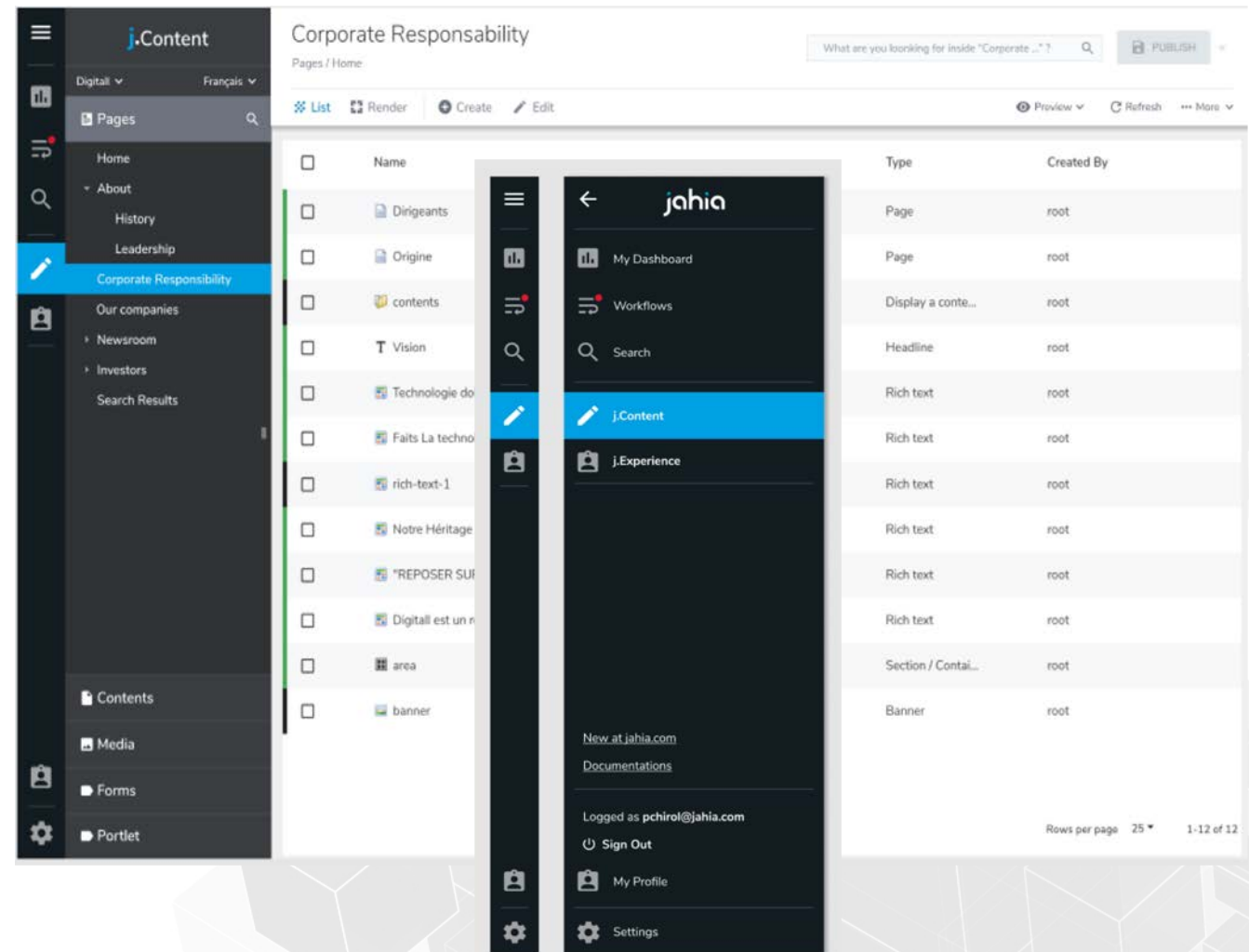


# New navigation for Jahia V8

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Includes:

- Mode switching
  - User dashboard
  - Administration
  - jContent
  - jExperience
  - Studio
- Clear defined areas on Page
  - Level 1 navigation, at platform level
  - Level 2 navigation, at application level
  - Consistent header
    - Updated depending on the context
    - Contains action buttons
  - Application itself
- Developed in React
- Designed to evolve with new features

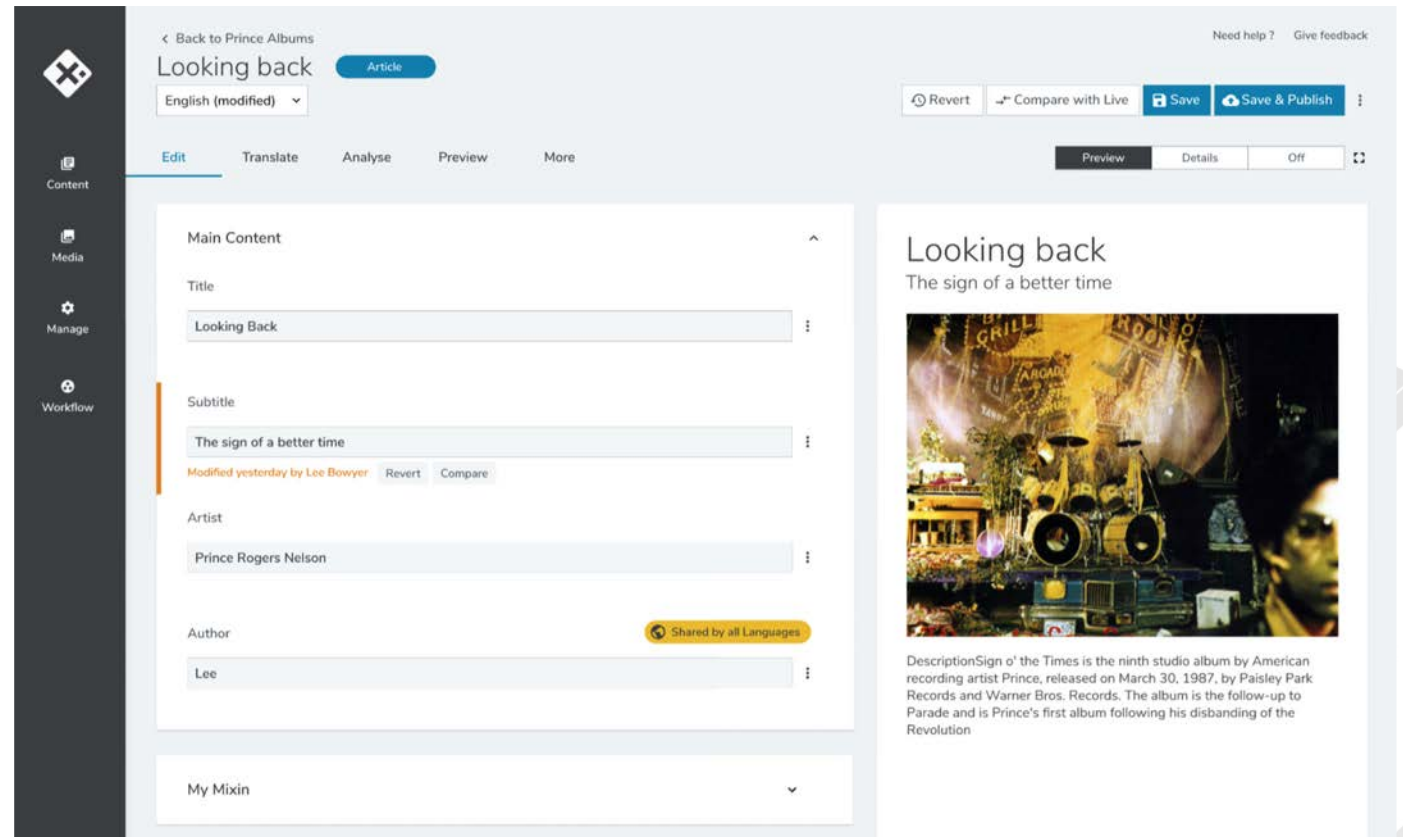


# Content editor



Content editor is the new UI to edit contents

- Objective: Make authors daily life easier, allow for dedicated UX when editing specific content types
- It will be entirely customizable and extendable
- UX/UI is entirely reviewed, including:
  - Side by side preview
  - Client side validation
  - Easier access to publish action
  - Easier access to translate view



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Thank you

