



SUGCON EU 2025 - Antwerp

Key topics from
the community
conference

Agenda

- Keynotes
- Sitecore's announcements
- Community content
- Conclusions

by

Vercel



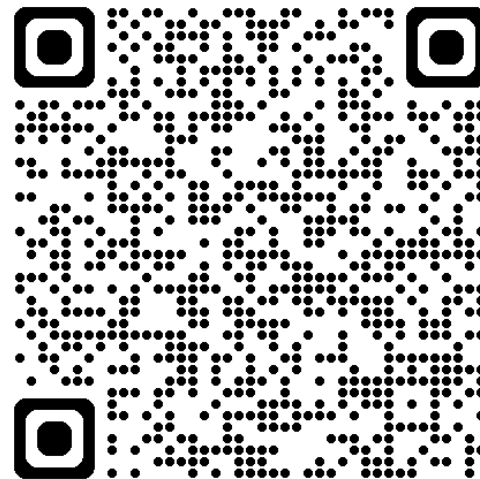
Opening Keynotes

Bringing out the bosses

EUROPE 2025

Opening Keynotes

- Dave: Will AI make 1-2-1 personalisation a reality?
- Roger: “Search is dead” or at least it’s badly wounded
- Danny: Model Context Protocol for integrations





Sitecore's main sessions

The future-looking excitement



Content SDK

- A fork of JSS which is focused on XM Cloud only

Welcome the “new” one

Our Solution

1. Split responsibilities
2. Only get what you really need
3. Reduce complexities and sizes

A “new” SDK exclusively for XM Cloud

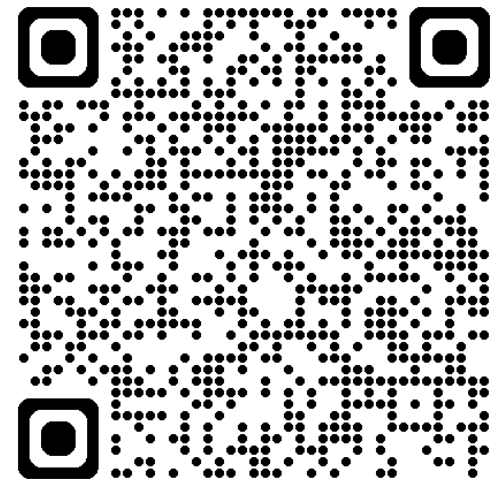


Welcome the new Content SDK



Content SDK

- A fork of JSS which is focused on XM Cloud only
- Stuff removed because it's not needed – like “Chromes mode”
- Config and source rationalised
- Middleware reworked to give control over ordering
- But basics of UI controls largely the same
- Docs (and open source code) for beta available now



Looking forward to...



**Maturation of
Content SDK**

**More Demo
Templates**

App Router

**Installable
components / templates**

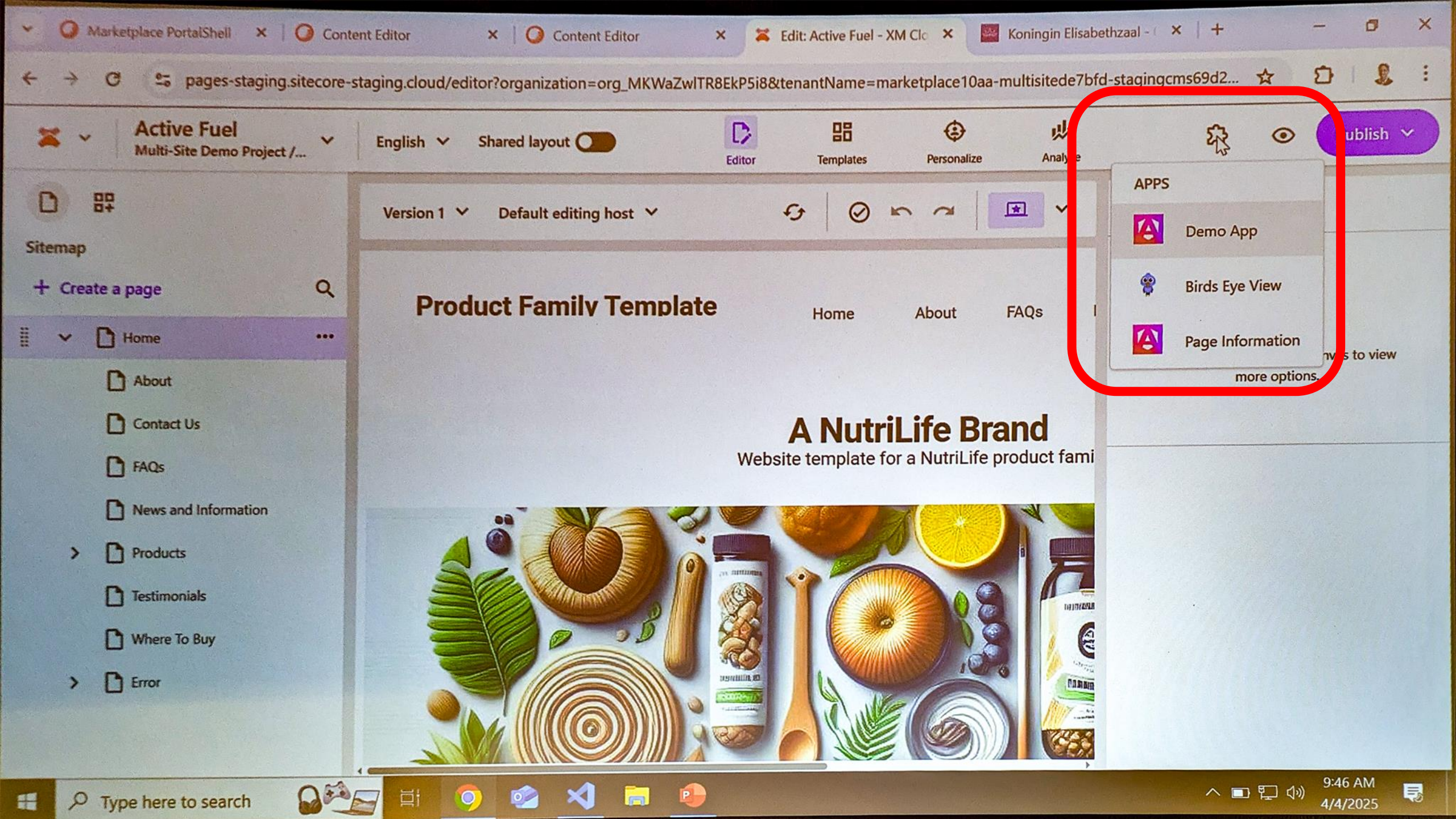
**Consolidation
of Starter Kits**

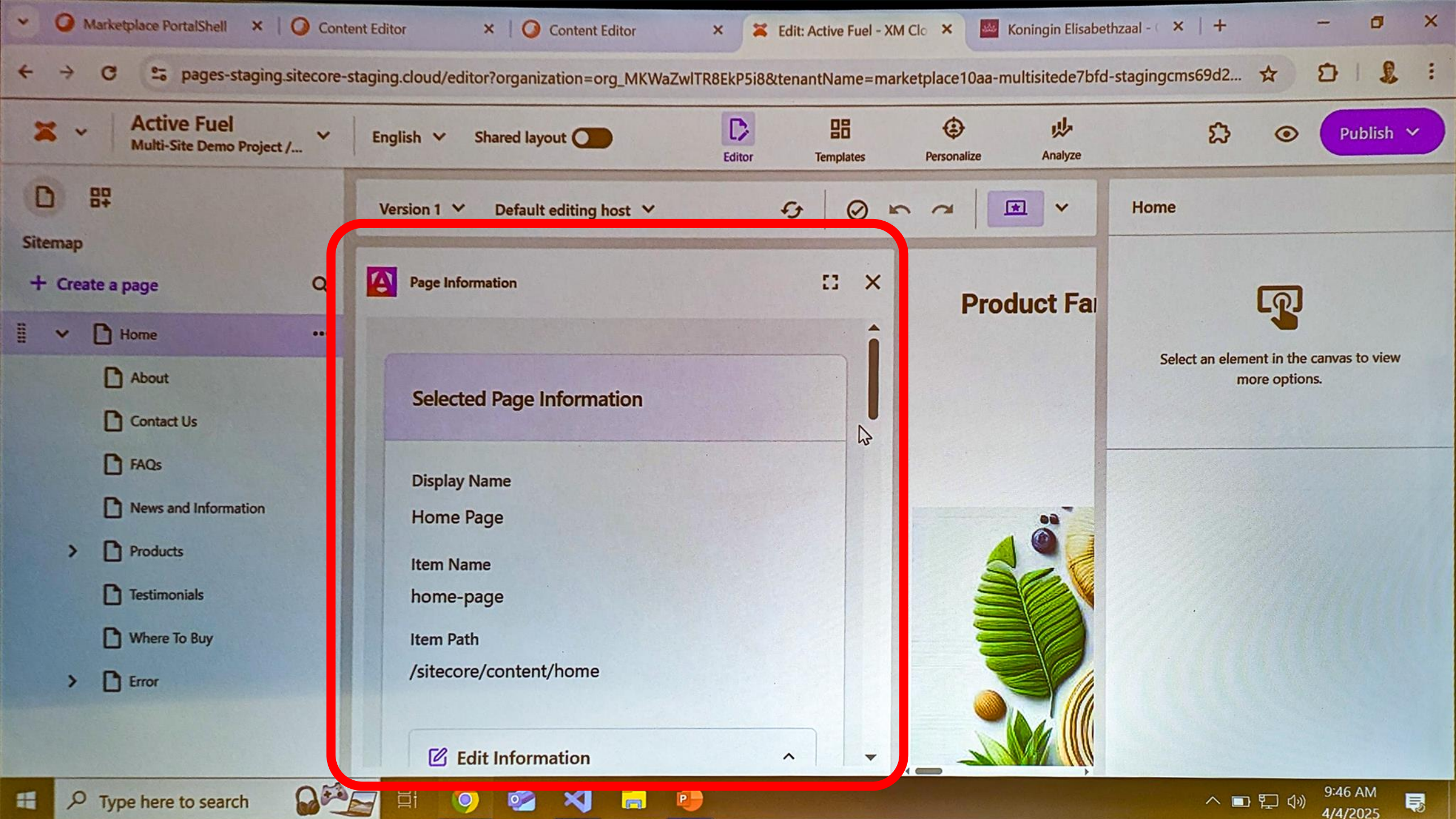
**Middleware
Optimization**

**And much
more ...**

Marketplace

- An SDK and Marketplace UI to let us extend the SaaS Portal
- We build and host an app that gets injected into Sitecore's UI
- SDK gives access to data, events sent from Sitecore and a set of defined places to inject your UI
- These “touch points” allow full page apps, plus custom panels and fields



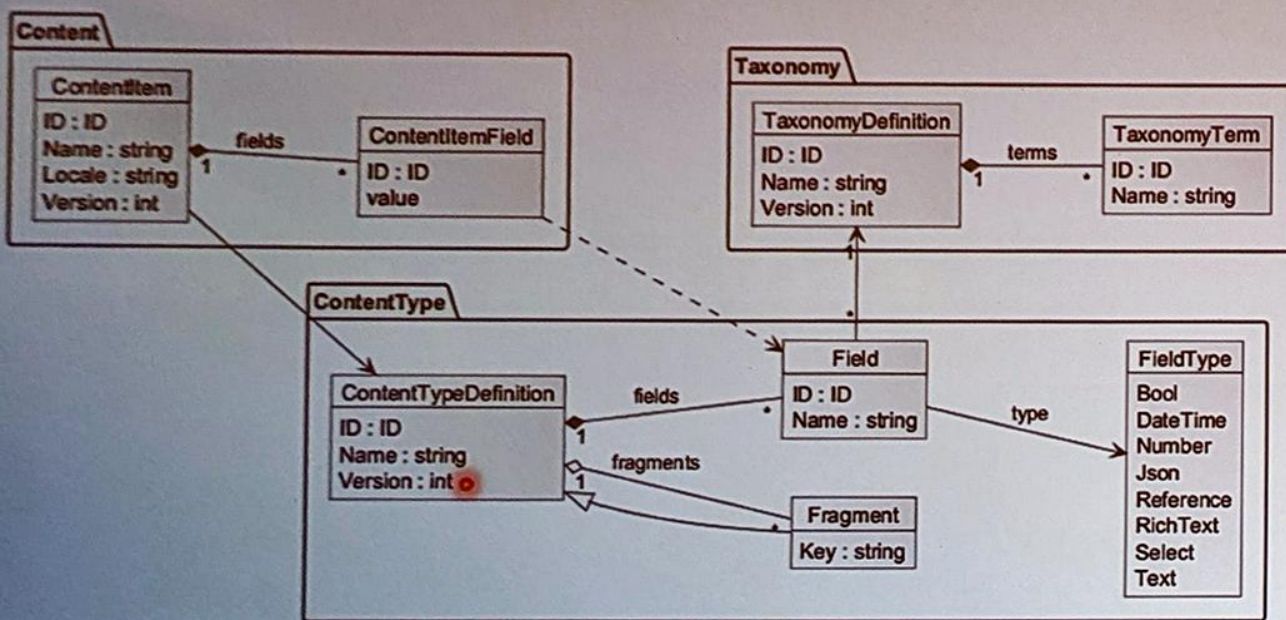


Marketplace

- An SDK and Marketplace UI to let us extend the SaaS Portal
- We build and host an app that gets injected into Sitecore's UI
- SDK gives access to data, events sent from Sitecore and a set of defined places to inject your UI
- These “touch points” allow full page apps, plus custom panels and fields
- Apps can be private (single & multi-tenant) or publicly accessible
- Early access program running now – so won't be too long until we see this

XM Cloud Content

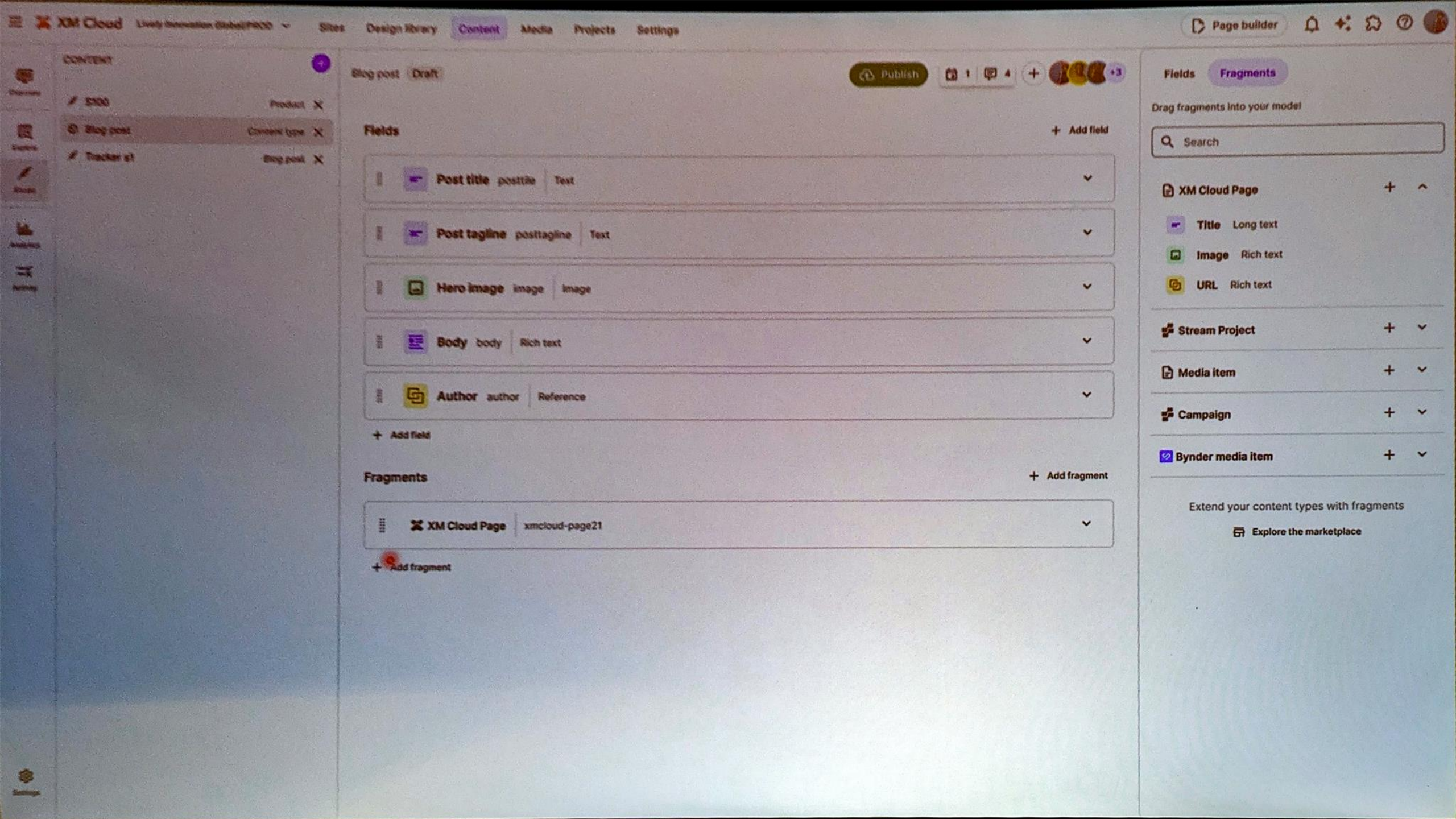
- The beginnings of “What replaces the XM in XM Cloud to be more SaaS”
- An API surface for modelling, publishing and delivering content exists now



- Content Types define structure
- Taxonomies define classification
- Content is stored in Content Items
- Fragments allow composition

XM Cloud Content

- The beginnings of “What replaces the XM in XM Cloud to be more SaaS”
- An API surface for modelling, publishing and delivering content exists now
- Modernised approach to schema
- Publishing doesn’t copy items any more – it’s a flag for speed
- Granular security model for API tokens – lock down access
- Lots more work to do here – this was an early preview



Stream for Platform DXP

- You can use Stream for text generation / modification in DXP now



Available for
On-prem and
PaaS

Sitecore 10.2
and above

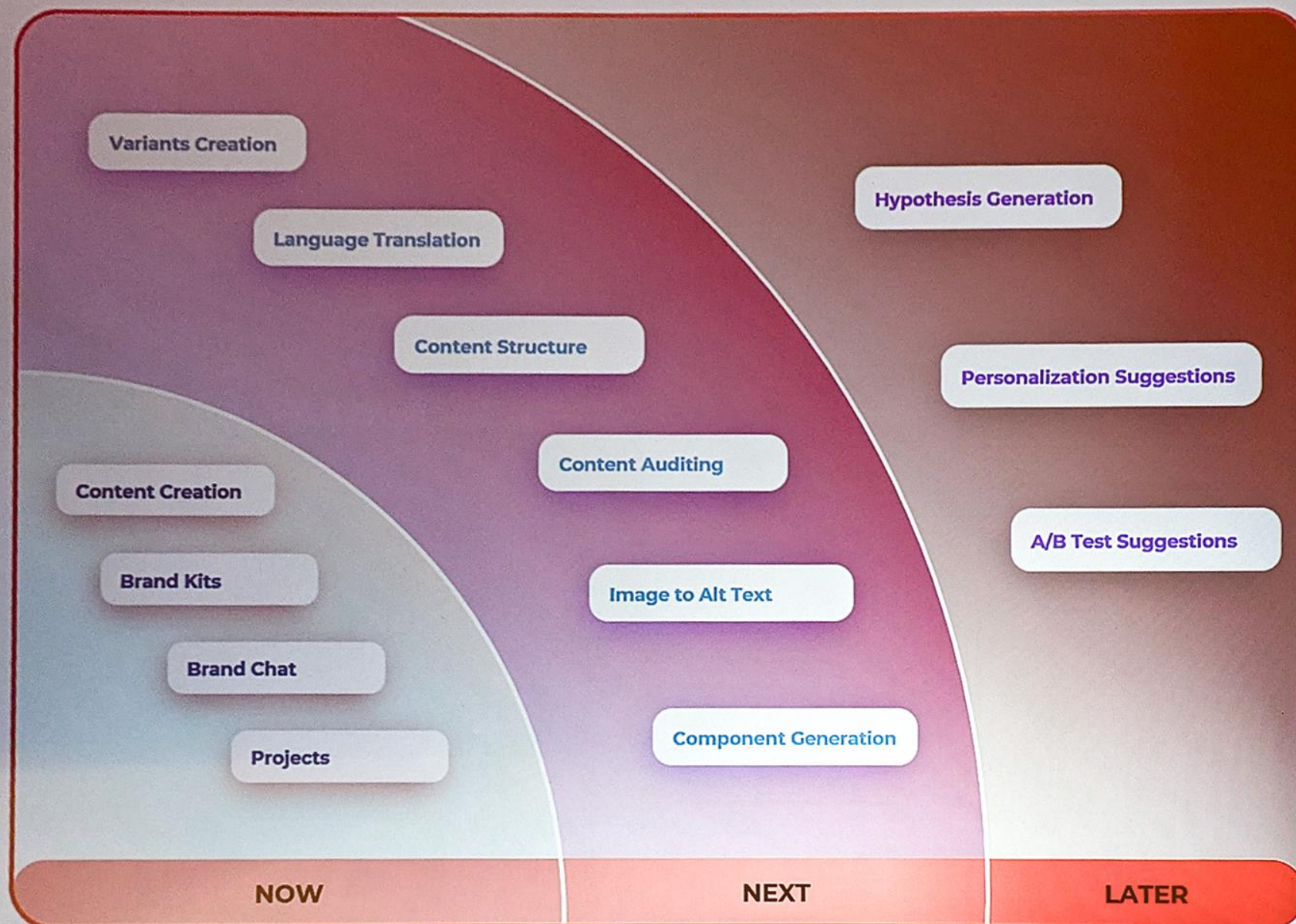
Pre-requisites

XM/XP license

Access to cloud
portal

Stream
subscription

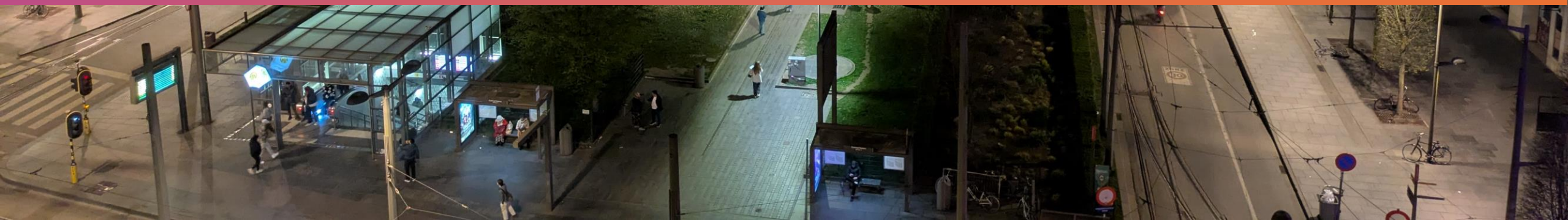
What's Next





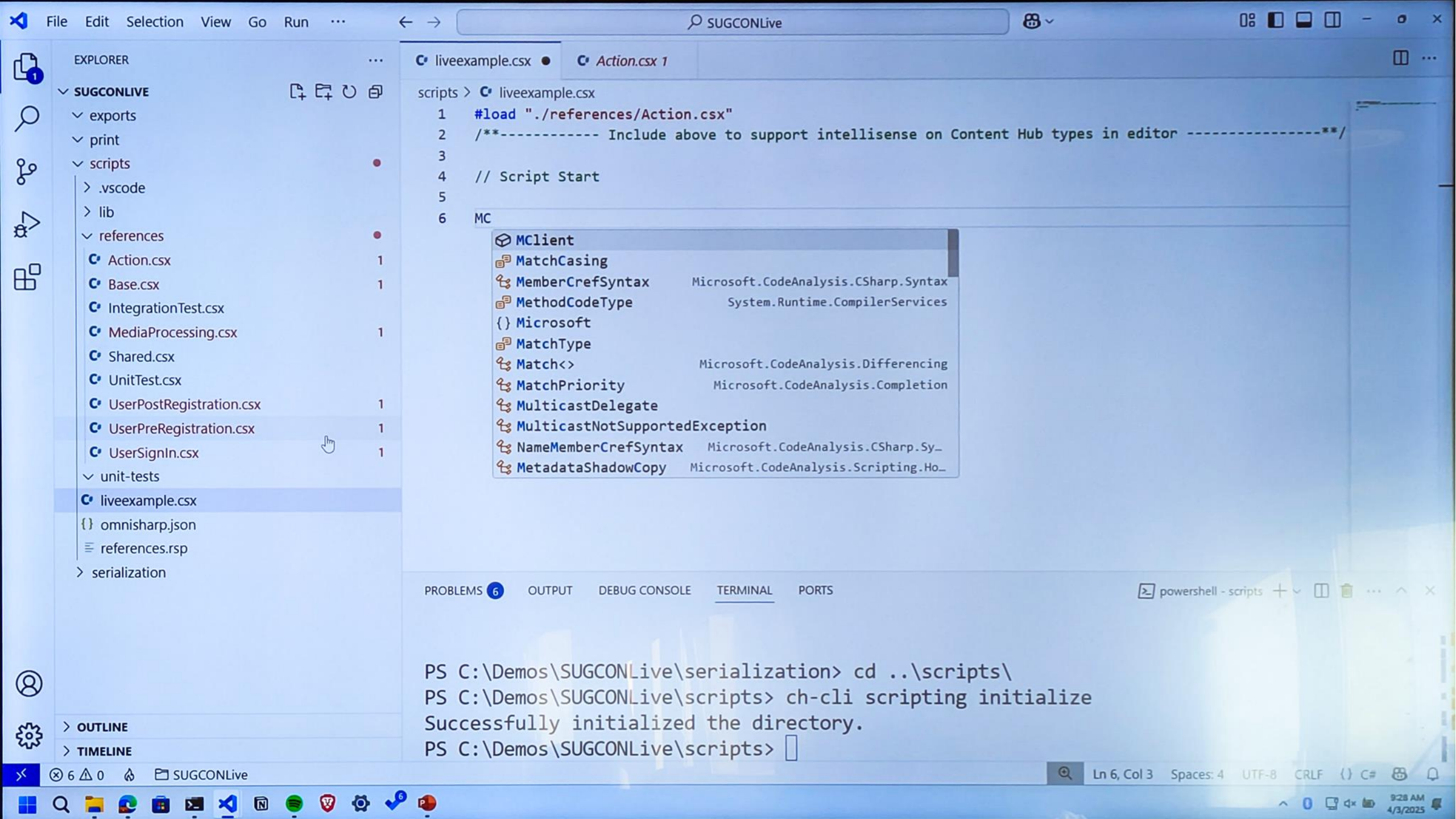
Community Content

The real-world story



Content Hub CLI

- Downloadable CLI tooling exists for this product
- Serialisation plug-in: Push, pull and validate data between environments
- Not version locked – unlike packages from the UI
- But doesn't use module files – slightly different to SCS



EXPLORER

SUGCONLIVE

exports

print

scripts

.vscode

lib

references

Action.csx

Base.csx

IntegrationTest.csx

MediaProcessing.csx

Shared.csx

UnitTest.csx

UserPostRegistration.csx

UserPreRegistration.csx

UserSignIn.csx

unit-tests

liveexample.csx

omnisharp.json

references.rsp

serialization

liveexample.csx

Action.csx 1

scripts > liveexample.csx

```
1 #load "../references/Action.csx"
2 /**----- Include above to support intellisense on Content Hub types in editor -----**/
3
4 // Script Start
5
6 MC
```

MClient

MatchCasing

MemberCrefSyntax Microsoft.CodeAnalysis.CSharp.Syntax

MethodCodeType System.Runtime.CompilerServices

Microsoft

MatchType

Match<> Microsoft.CodeAnalysis.Differencing

MatchPriority Microsoft.CodeAnalysis.Completion

MulticastDelegate

MulticastNotSupportedException

NameMemberCrefSyntax Microsoft.CodeAnalysis.CSharp.Sy...

MetadataShadowCopy Microsoft.CodeAnalysis.Scripting.Ho...

PROBLEMS 6

OUTPUT

DEBUG CONSOLE

TERMINAL

PORTS

powershell - scripts

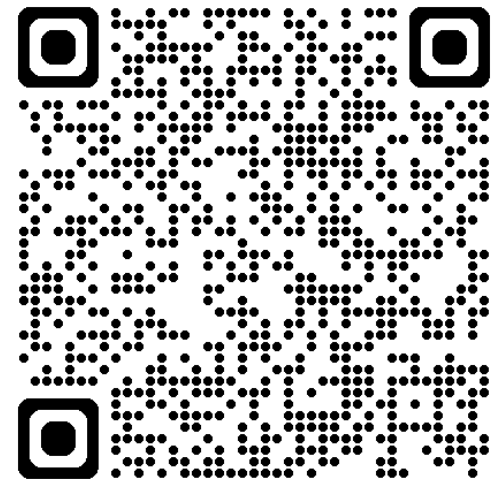
```
PS C:\Demos\SUGCONLive\serialization> cd ../scripts\
PS C:\Demos\SUGCONLive\scripts> ch-cli scripting initialize
Successfully initialized the directory.
PS C:\Demos\SUGCONLive\scripts>
```

OUTLINE

TIMELINE

Content Hub CLI

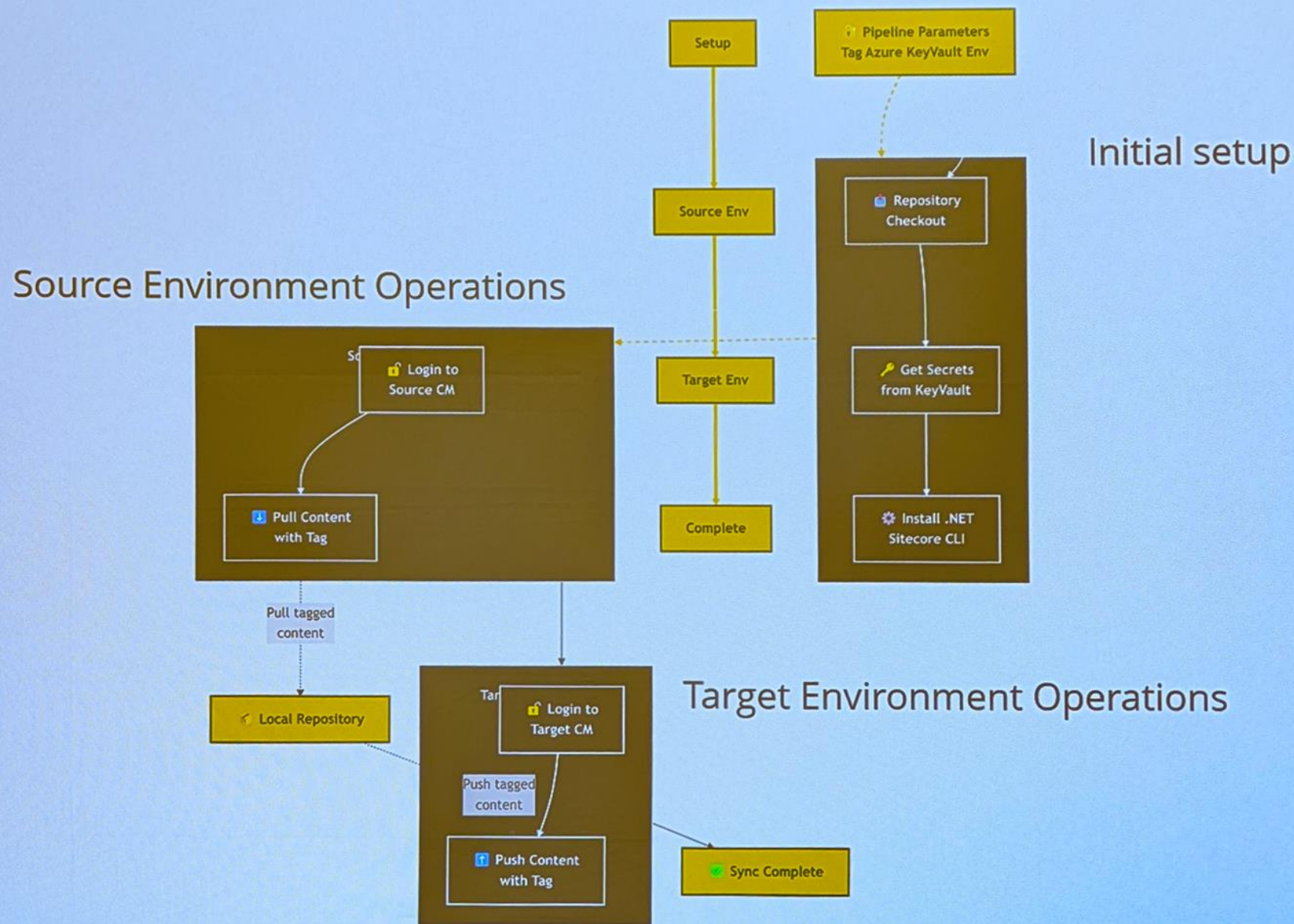
- Downloadable CLI tooling exists for this product
- Serialisation plug-in: Push, pull and validate data between environments
- Not version locked – unlike packages from the UI
- But doesn't use module files – slightly different approach
- Debugging tools for scripts very useful!
- Write your own plugins?



Content Synchronisation

- It's less clear how to move content these days
- So maybe DevOps could be a useful automation for this?
- Basically:
 - Install SCS
 - Get module config from Source Control
 - Pull relevant modules to Agent
 - Push relevant modules to target server

Pipeline Steps & Flow



Living with XM Cloud: API limits & costs

- Costs and limits can be significant challenges
- Short default ISR cache time can lead to larger bills?
- Cache for much longer – even if you do need to manually invalidate old content
- Edge API limits can cause problems
- Monitor 429 responses – adjust your code to reduce them

Living with XM Cloud: Other bits

- Remove middleware you don't need?
- Watch out for Next's link component



Brief conclusions



Any Questions?

@jermdavis (Bluesky / Slack)

<https://blog.jermdavis.dev>