

What's new in Tridion® Sites 9.6

Data Sheet



Companies spend enormous amounts of time and money creating digital content.

Tridion Sites helps businesses generate a higher ROMI (return on marketing investment) by better matching visitor intent to content.

A few words on Semantic AI...

Semantic Artificial Intelligence (AI) is one of the core new technologies in Tridion Sites 9.6.

It aims to:

- Standardize and simplify content classification
- Deliver greater personalization
- Enhance search and content discovery

These new semantic AI capabilities provide you with sophisticated taxonomy management through a brand new module called Taxonomy Space. It is based on industry-leading taxonomy management and machine-assisted knowledge modelling.

In addition, Smart Tagging and intelligent search capabilities have also been included to help improve the findability of content for everyone.

Tridion Sites 9.6 adds semantic AI capabilities and introduces lots of new features to enhance user productivity – including improvements in taxonomy, tags management, and navigation controls.

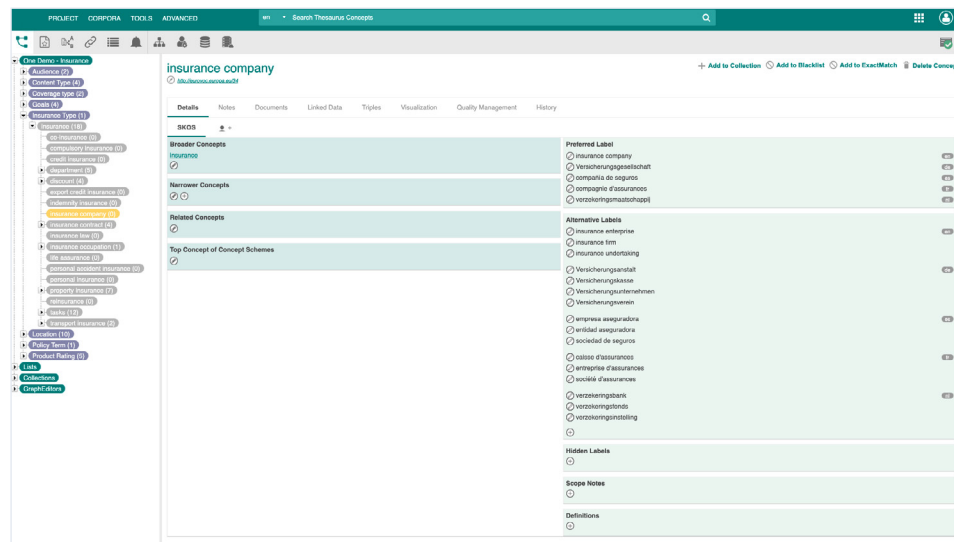


Updates in Tridion Sites 9.6

Taxonomy Space creates a single vocabulary across your business

Many organizations waste much time and effort searching for content due to mislabelling or different terminology across departments.

Taxonomy Space is an optional module in Tridion Sites 9.6 that solves these problems. It takes a centrally managed taxonomy and makes it available to content authors across the organization through the Tridion Integration Framework.



Tridion Taxonomy Space user interface (UI)

With Taxonomy Space, departments can bundle synonymous terms in multiple languages under one concept and relate it to other concepts. It reduces confusion while searching for information and creates a unified, cross-border vocabulary for your company.

Users can subsequently tag content in the Tridion authoring UI in a consistent way, while the web application, or other delivery channels, can take advantage of the rich metadata to drive personalization, provide better search and show content relationships.

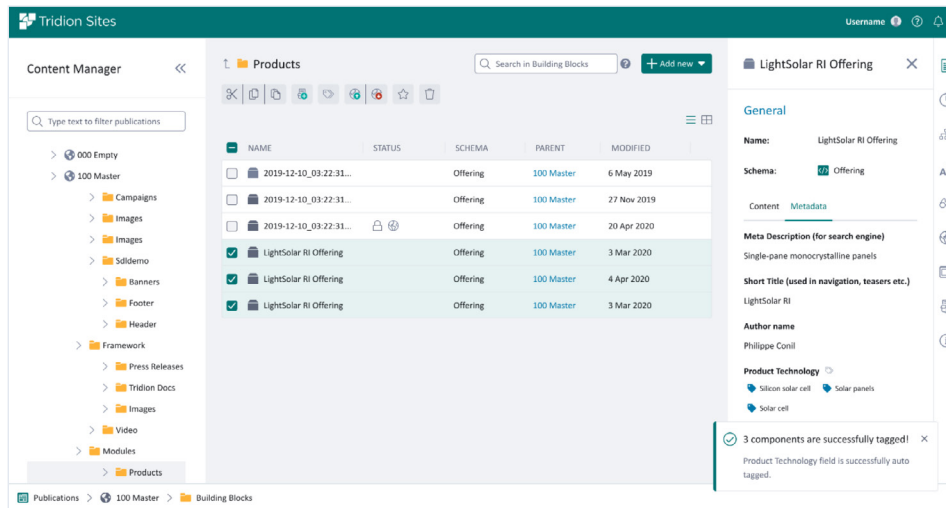
Smart Tagging speeds up content classification

Taxonomies in Tridion Sites have always been used to classify content. It involves creating Schemas for Components and using Keywords as list field values in Component fields and Metadata fields. When users create Components using these Schemas, they can then tag content with Keywords.

Tridion Sites 9.6 extends this functionality by allowing users to get tags (concepts) suggestions from the taxonomy managed through Taxonomy Space. Furthermore, users can now use a unique Smart Tagging feature to auto-tag individual items, or a batch of selected items – improving efficiency and saving valuable time.

What's new in Tridion Sites 9.6

The unique automated Smart Tagging feature is available in Experience Space. Both the Classic UI and Experience Space support manual tagging of items using managed concepts.



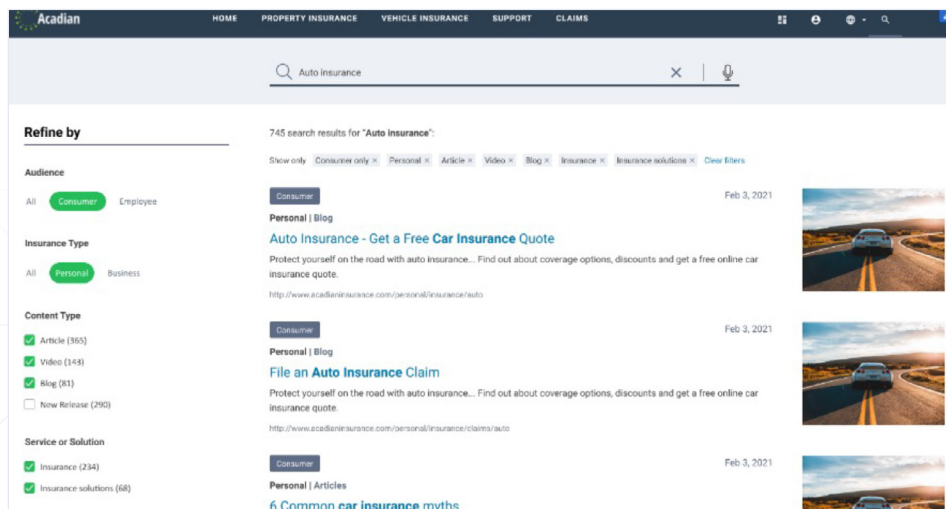
Automated tagging of content using Smart Tagging

Semantic Search matches visitor intent to content

With Tridion Sites 9.6 and its out-of-the-box search capabilities, users can more easily discover content – regardless of its location or language. By using 'concepts', the search is able to locate relevant results, even if they don't exactly match the entered search phrase.

Tridion Sites 9.6 also allows a user to perform searches based on partial inputs through auto-search completion, as well as search based on synonyms.

Faceted search with dynamic filtering capabilities is also fully supported. Tridion's GraphQL API provides developers with unrestricted access to both the content and the managed taxonomies, allowing them to build truly amazing digital experiences.



Find the information you need in just a few clicks – auto-completion shows all relevant search options when you enter partial input

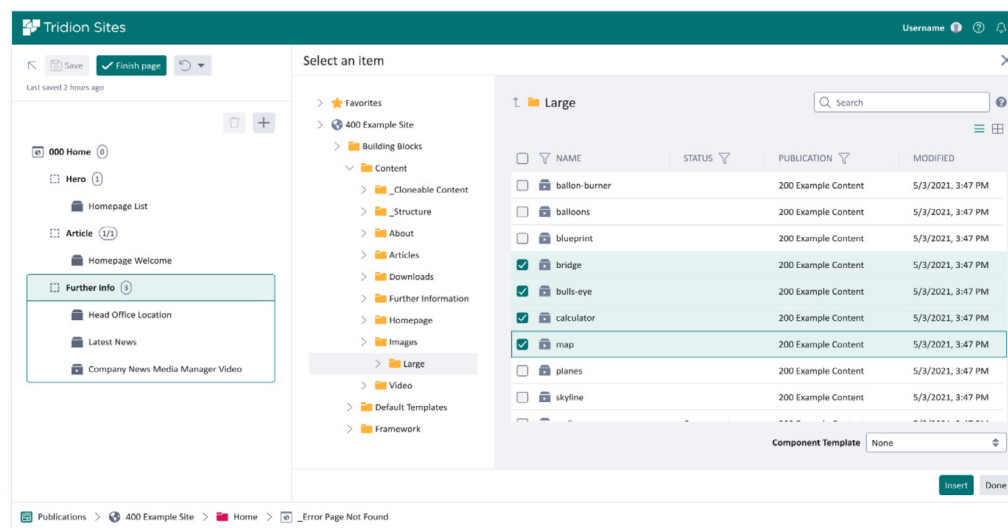
Increased productivity for authors

New features have been introduced to significantly increase user productivity in Experience Space. The improvements are based on customer feedback collected through interviews, user experience (UX) sessions, our RWS Community, and other channels.

On average, Experience Space now halves the number of steps needed to do a job when compared to the Classic UI (CME).

Improvements include:

- Users can create a folder or structure group in just a few clicks and insert multiple items (within constraints) at once into a folder. Users can quickly create and edit categories, keywords, and bundles in the UI panel.
- Users can reference the location of the published Page or Component in the 'View on site' panel and display items in the thumbnail view in the item selector. This includes content items from an external repository, available through a connector – such as multimedia items from a DAM. Users can also search within the context for items by name, id and description.
- Breadcrumbs have been introduced and an option to open the Editor in a new tab. You can even open multiple Editors on multiple tabs. It also splits the editing flow for Page and Components to improve usability.
- Users are now notified of errors in batch operations in the Message Center during their session.

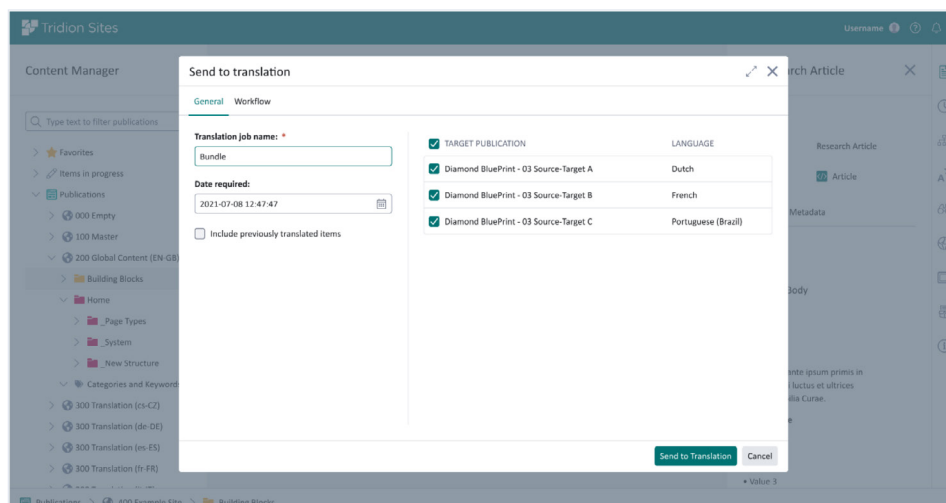


Manage content folders and structure groups easily

Translation management made easy

Users can now choose target publications/languages and send items for translation from the translation panel itself – thanks to the improved translation functionality.

Tridion Sites 9.6 also brings complete transparency through tracking. Users can see translation information such as where the item has been translated from, and which publications the item has been translated to.



Streamlined translation management

Enhanced external search for ECL content

Title and description are some of the most important metadata for external searches since these are the items that appear in search results. External Content Libraries (ECL) capabilities in Tridion Sites 9.6 have now been enhanced so authors can edit ECL item-info such as title and external metadata.

Users can also manage the permission on ECL items up to the stubs folder level (the stubs are used to store internal metadata, linking to ECL items in components).

This improved editing capability allows ECL items metadata to be localized if the connector supports it – a new feature in Experience Space.

Automated headless content publishing and archiving

Headless content publishing in Tridion Sites 9.6 has been enhanced with the introduction of an automated publishing feature. When a folder is published, all the Components and Multimedia Components – including pages, structure groups, or another bundle or folder – held in that folder are automatically published too.

Tridion Sites 9.6 also introduces an out-of-the-box archive support feature, where a user can mark certain folders as non-publishable to exclude them from publishing. The feature provides granular control over large sets of items being published.

Improved Single Sign-On (SSO) with MFA and 2FA

Maintaining content security requires a delicate balance between security and usability. Tridion Sites 9.6 enables a Single Sign-On (SSO) experience across various Tridion Sites applications. This new feature means that enabling a new authentication protocol no longer requires changes in every module – such as CME, XPM etc.

Multi-factor authorization (MFA) or 2-factor authorization (2FA) is also supported – as long as the customer's Identity Provider supports it. The single place to configure the identity can be your global user directory – eliminating the need to recreate users for Tridion.

The enhanced Access Management in Tridion Sites 9.6 comes with an option to use other authentication schemas such as OpenID Connect, SAML, or many others.

Build engaging digital experiences easily

Tridion Sites 9.6 makes consuming data from our services even easier.

Since Tridion Sites 9.5, customers could define their own GraphQL schemas manually to expose their data models in a more user-friendly way. In Tridion Sites 9.6, we've developed this further and improved the usability significantly.

We have introduced Strongly Typed Models (STM), which allows content author(s) to define their models within Content Manager directly, using familiar concepts (schemas). You can expose your data models dynamically through our public GraphQL API – enabling you to publish your content simply across all devices and websites through headless CMS.

With developers no longer confined by the Tridion data model, you can work directly with the types that make sense to your application – retrieving only the data you need in a single request. Introspection of our API provides a quick way to flesh out applications and with lots of open source tooling available for GraphQL APIs, consuming data from our services has never been easier.

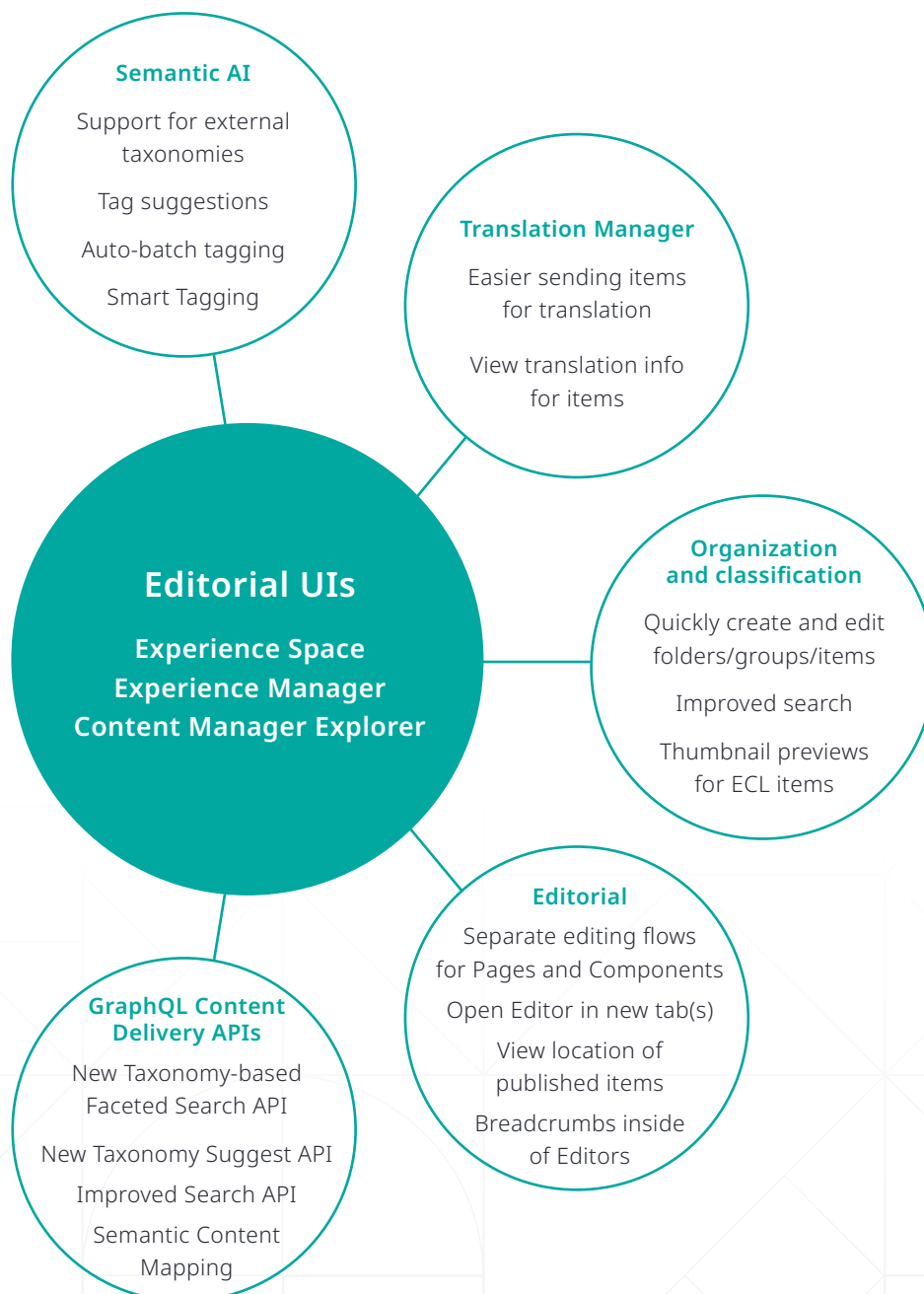
Another significant enhancement is that changes to schemas are now instantly reflected in the Content Service upon publication. Previously, customers had to manually modify their GraphQL schemas, upload them to the Content server(s), and then restart them.



New Add-ons integrate Tridion with your enterprise applications

We provide a number of Add-ons, using the Tridion Integration Framework, to integrate Tridion Sites with other enterprise applications. These Add-ons enable users to quickly connect with DAM, CRM, ERP, Marketing Automation, Commerce, PIM, Portal technology, Analytics, and Social Media platforms.

Tridion Sites 9.6 comes with a number of new Add-ons for some major enterprise applications such as our own Language Weaver and RWS Language Cloud, as well as Siteimprove, Brightcove Video Cloud, Adobe Magento, Sharepoint 365, Adobe Marketo, Aprimo and MRM to name but a few.



Appendix

Summary of features launched per release

Key

Full support ✓

Partial support –

No support ✗

Functional features	9	9.1	9.5	9.6
Experience Space	✗	✗	✓	✓
Adaptive BluePrinting®	✓	✓	✓	✓
Instant Site	✓	✓	✓	✓
In-context translation review	✓	✓	✓	✓
Extendable and built-in privileges	✓	✓	✓	✓
Single Sign on	✓	✓	✓	✓
Pre-defined Regions support	✓	✓	✓	✓
Blended marketing and product information from Tridion Docs	✓	✓	✓	✓
Standardized integration to the wider market ecosystem (CRM, DAM, Video, MRM)	–	✓	✓	✓
Digital Experience Accelerator for faster implementation	✓	✓	✓	✓
Add-On Management	✗	✓	✓	✓
Access Management UI	✗	✗	✓	✓
Taxonomy Space	✗	✗	✗	✓
Semantic AI with manual and batch-based Smart Tagging, faceted search and search suggestions	✗	✗	✗	✓
Technical features				
Rolling upgrade support	✓	✓	✓	✓
Centralized configuration for microservices and topology management	✓	✓	✓	✓
Headless content delivery architecture	✓	✓	✓	✓
GraphQL Content API	✓	✓	✓	✓
Semantic Content Models	✗	✗	✓	✓
Schema driven Semantic Content Model definitions	✗	✗	✗	✓
Docker container support for DXD	✓	✓	✓	✓
DITA publishing support and shared taxonomies with Tridion Docs for content mashups via DXD	✓	✓	✓	✓
External Content Library (API)	✓	✓	✓	✓
Technology agnostic integration framework	✗	✓	✓	✓
SAML 2.0 support	–	–	–	✓
OpenID Connect	✗	✗	–	✓
Elasticsearch Engine	–	–	✓	✓
Faceted search and search suggestions API using semantic AI	✗	✗	✗	✓
ECL Editing Support (all UIs)	✗	✗	✗	✓

Content Delivery

- Windows Server 2016, 2019, 2022
- Linux RHEL 7.9, 8.8
- .NET Framework 4.8
- Eclipse Temurin 11.0, Oracle JDK 11.0
- MS SQL Server 2017 and 2019, AWS RDS SQL Server 2017 and 2019, MS Azure SQL Database
- Oracle 19c
- Elasticsearch 7.10 (On-premise customers)

Content Manager

- Windows 8.1, 10; Windows Server 2016, 2019, 2022
- Linux RHEL 7.9, 8.8
- .NET Framework 4.8
- .NET Core 3.1 (Add-on and Access Management Service)
- Eclipse Temurin 11.0, Oracle JDK 11.0
- MS SQL Server 2017 and 2019, AWS RDS SQL Server 2017 and 2019, MS Azure SQL Database
- Oracle 19c

For more information visit
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About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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