

Why upgrade to Tridion Sites 10





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Introduction

The digital world has changed significantly over the past twenty years. Today's always-on, digital-first customers and companies are a far cry from the early days of websites with flashing GIFs and brochure-ware web pages when everything was new and unknown.

Looking back

The very first iteration of Tridion® was built to support international websites with complex content management requirements in multiple languages. Tridion focused on making global happen for companies who wanted more than just hard-coded HTML product pages.

Evolving through time...

To keep up with the pace of change has been no small task for our R&D, IT and operations teams. Tridion Sites has continued to evolve to meet changing market requirements, benefiting from the expertise of its client, partner and technology community across industries. This interaction provides ongoing insight into our clients' challenges and ambitions so that we can continue to develop the product in the right direction.

At its heart, Tridion always was, and still is, about scaling content operations to meet growing content needs globally across digital channels.

Strategy focus

Ongoing development has solidified Tridion's enterprise-class reputation. Our product development focuses on improving the product through:



Better experiences



Better operations



Better technology

This paper describes the areas where we have made the most significant advances – and how these have culminated in Tridion Sites 10, our most productive, most intelligent release yet.





Better experiences

Digital strategies can only succeed through user experiences that differentiate and resonate.

Omni-channel delivery

Tridion Sites is designed to provide content to any technology, device and channel. It uniquely combines traditional web content management capabilities with modern headless (API-first) delivery options.

This enables companies to manage content centrally and deliver it across the latest content platforms, such as smart speakers, IoT devices, kiosks and in-car consoles, in addition to traditional digital web, mobile and app touchpoints.

- In-context device previews to validate rendering per device
- BluePrinting® with advanced content management for content variations across channels
- Dynamic Experience Delivery (DXD) with headless capabilities
- GraphQL API to serve content to any digital touchpoint
- Out-of-the-box support for OpenSearch, providing powerful search for visitors

Blended content experiences

Through Tridion, organizations can deliver marketing and product content across channels for a single, unified customer experience, by uniting content managed in Tridion Sites (web content management) and Tridion Docs (product content management and technical content).

- Shared Tridion Sites and Tridion Docs taxonomies for consistent content classification, search and dynamic delivery
- Dynamic content mashups of marketing and DITA-based product information through both the user interface (UI) and Tridion APIs
- Application of personalization to product content

Contextual personalized content

Tridion provides tools to help marketers personalize content and provide contextually relevant variants of content across languages, regions and devices.

- Prescriptive targeting and personalization to target content to site visitors
- Content experiments and native A/B testing
- Tridion Integration Framework and connectors allow easy integration with your larger digital ecosystem (DAM, CRM, etc.)

Semantic AI that guides users to solutions

A typical keyword-driven search can make the user feel like they're looking for a needle in a haystack, with a large number of irrelevant results to comb through.

Tridion Sites 9.6 introduced semantic AI, which understands the user's search intent and returns relevant results. In Tridion Sites 10, semantic AI also powers smart content recommendations, guiding the user through a personalized journey.

- Semantic AI ensures search results are relevant not just to the keywords but also to the user's intent and context
- Recommends content or narrows down the search results further based on choices made by the user
- Use the search API and existing content footprint to drive smart recommendations





Better operations

Enhanced customer experiences are built on operational excellence – the way your teams work together and how you can best employ technology to serve your business needs.

Usability

Tridion's user interface is designed based on extensive research and user feedback in order to help content editors and marketers complete their work faster and get new employees up to speed in no time.

- Highly effective content management through WYSIWYG and form-based screens
- Built-in capabilities for A/B testing and personalization testing
- Content quality through contextual guidance, validation and constraints
- Collaborative workflow and workflow bundles
- Instant Site for fast launches of campaign sites and local sites
- Dedicated 'Activities' tab in Tridion Sites 10 for tracking content workflows

Customizability

Tridion Sites 10 introduces customizability and extensibility into Experience Space, the editorial UI, to help authors and editors work more efficiently.

- Users can configure their content list views as per their specific preferences
- Experience Space can be extended to support business-specific needs (with custom dashboards, URLs, fields, etc.)

Translation efficiency

Tridion integrates with RWS translation management technology, making translation processes simple and efficient.

- Optimized translation workflows and improved integrations
- Integrated translation review for approval processes providing in-context views
- Multimedia metadata translations
- Automated workflow triggers and notification

Cross-platform agility

Delivering a customer experience depends upon many different supporting technologies. Your ability to use enterprise knowledge, best practices and customer data across applications is key.

- Accelerators provide a mix of best practices, sample code, connectors and documentation to speed up deployment and increase the quality of your implementation
- Tridion Integration Framework and add-ons simplify integrations and future upgrades



Better technology

Improved security and compliance

Tridion enables you to comply with required legislation and service levels regardless of deployment method. Its architecture and cloud certifications ensure smooth, uninterrupted and secure operations.

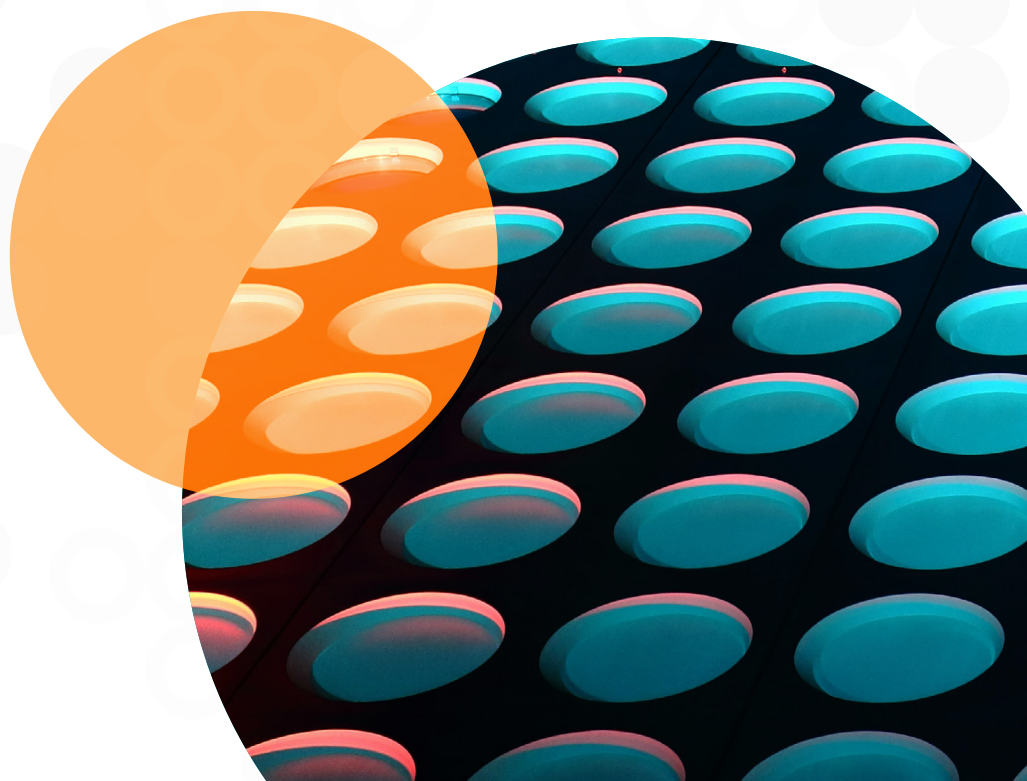
- SOC 2 Type 2 compliance and ISO 27001:2013 certification for Tridion in the cloud
- A further decoupled architecture to optimize deployment and increase security
- Extended role-based authentication and access rights through a 'Privileges' feature that simplifies rights management
- Single sign-on with SAML 2.0 support (both IDP and SP initiated)
- Easy configuration of external identity providers such as Auth0, PingIdentity and Microsoft Azure AD

Enterprise technology stack

Tridion acts as a central, foundational content hub, by working with the many systems your organization uses.

Its technology-agnostic integration framework and microservices approach enable you to deploy extensions across Tridion content management and content delivery environments.

- Tridion Integration Framework to integrate with systems such as CRM, ERP, eCommerce, DAM and social platforms in a standardized way
- Add-ons to easily deploy integrations with any target infrastructure. In addition to custom add-ons, you can access community-built add-ons from the RWS AppStore
- UI extensibility using externally sourced features and capabilities, including a UI notification API
- Rolling and staged upgrades, allowing zero downtime during the upgrade process



Technology that scales as you grow

Higher customer expectations, new technologies and emerging channels require organizations to respond quickly to change. Tridion's decoupled architecture and microservices-based design enables it to efficiently scale to any size, delivering high-performance digital experiences globally.

- Topology Manager enables you to configure publishing services (e.g. staging, live) across on-premises and cloud deployments
- Further refinements to the decoupled architecture enable you to deploy and scale system elements independently
- Flexible cloud, on-premises and hybrid deployment models
- Docker containers for faster, easier and cheaper system deployment
- Headless and hybrid deployment options
- Register and manage custom applications and service accounts from the Access Management window





Feature spotlights (additions to Tridion Sites 10)

Feature spotlight: Staying on top of content activities with 'Activities' tab in Experience Space

Tridion Sites 10 gives content teams constant control and visibility of all content development and publishing activities through a dedicated Activities view in Experience Space.



The challenge

Businesses often face common challenges such as lack of accountability, inadequate collaboration and an inability to delegate, making it difficult to meet deadlines and develop and publish content as planned.

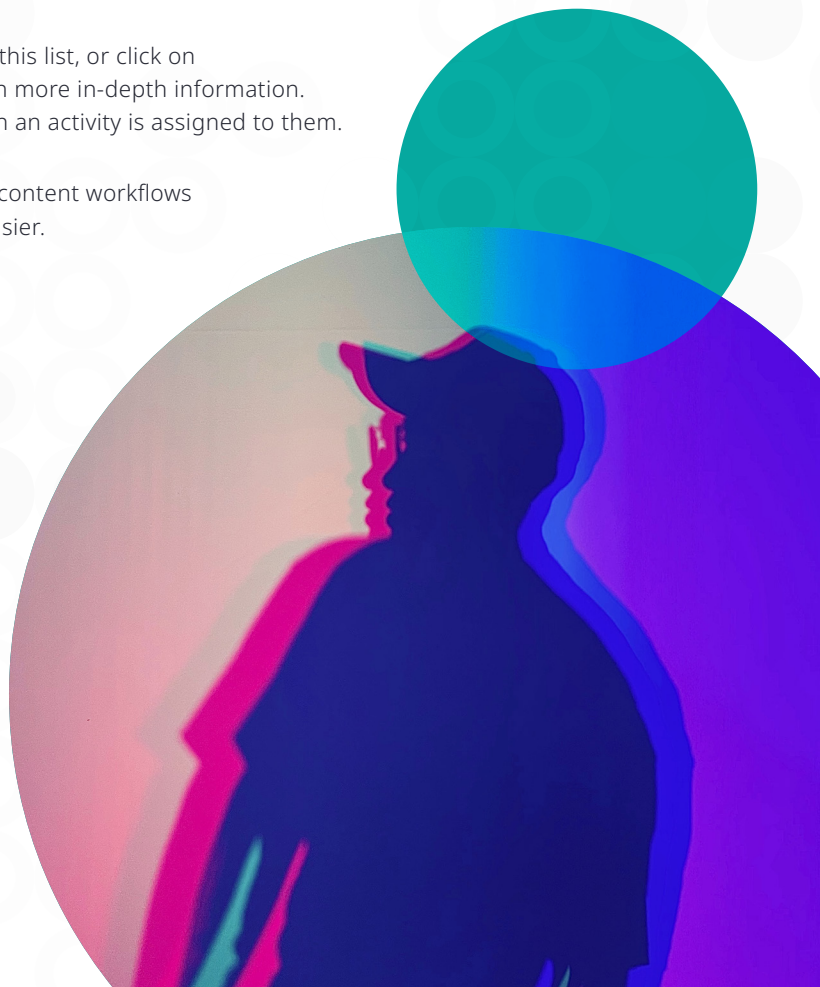


The solution

Tridion Sites 10's new 'Activities' tab displays all workflow activities. It shows information such as the process definition, the activity definition, and the person assigned to the task.

Users can filter, sort and export this list, or click on an activity to open a sidebar with more in-depth information. Users receive a notification when an activity is assigned to them.

This new view makes managing content workflows with Tridion Sites quicker and easier.



Feature spotlight: Extra customization and flexibility in Experience Space

Tridion Sites 10 enables users to customize their content views in Experience Space and introduces a range of extensibility options.



The challenge

Every user is different – one size does not fit all. To be productive, users need to be able to manage their work in a way that suits them.

The same is true of businesses, which often have their own unique combination of disparate tools and applications that they use to manage content. These tools need to be brought under one roof to avoid inefficiencies, inconsistent or duplicated content, and delays in content development and publication.



The solution

Tridion Sites 10 allows users to tailor the Experience Space UI, while businesses can extend it with custom functionality to better support editorial processes by adding:

- Items in the primary navigation (e.g. a custom dashboard embedded in the application)
- Extensions for custom URLs in the editor that can implement a value picker to even retrieve data from an external system
- Custom data to show in columns in Content Explorer lists
- Custom action buttons, field extensions, context menu items, and more



Feature spotlight: Optimized access management

It has become the norm today for content management platforms to communicate with other applications.



The challenge

Managing user access to multiple external applications through different interfaces and separate logins and verification processes is highly inefficient and poses information security risks.



The solution

Tridion Sites 10 offers a single interface from which to manage user access to different apps. With this interface:

- Custom applications and their service accounts can be registered and managed from the Access Management window, enabling users to access any dashboard or extension with a single sign-on (SSO) authentication from Tridion Sites
- Application developers gain control over which users can access the custom application, and over which users have authorization for specific actions

Feature spotlight: Smart content recommendations with semantic AI

Semantic AI is without doubt the hero of the hour in today's fast-paced digital world, directing users to the most relevant information as efficiently as possible.



The challenge

Businesses today understand the importance of delivering personalized customer journeys, but implementing them is often time-consuming and requires data gathering.



The solution

Tridion Sites 10 introduces a powerful new capability: smart content recommendations, powered by semantic AI. This feature shows customers automatic intelligent recommendations for content related to their specific areas of interest, geographic location, and so on – without the need for data gathering.

The updates to semantic AI in Tridion Sites 10 build upon the existing taxonomy-based content tagging facilities, enabling you to:

- Retrieve content recommendations based on the footprint of existing content using the search API
- Build recommendations from multiple content facets and boost their relative weights and scopes to provide more accurate results
- Further refine the recommendations using the rich search API



Appendix: Summary of features launched per release

Functional features per release

Full support ✓ Partial support – No support X

Features	9.1	9.5	9.6	10
Experience Space	X	✓	✓	✓
Extensibility features:				
Custom dashboards	X	X	X	✓
Custom action buttons	X	X	X	✓
Custom context menu actions	X	X	X	✓
Custom fields, including RTF fields	X	X	X	✓
Custom fields to retrieve data from an external system	X	X	X	✓
Custom columns in the Content Explorer and the Activities tab	X	X	X	✓
Batch uploading of multimedia assets	X	X	X	✓
Activities tab to view, track and manage each activity	X	X	X	✓
Option to view content as thumbnails	X	X	X	✓
Option to configure and reorder columns in Content Explorer list view	X	X	X	✓
Image editing	–	–	–	✓

Technical features added per release

Features	9.1	9.5	9.6	10
Semantic Content Models	X	✓	✓	✓
Targeted content recommendations (taxonomy-based)	X	X	X	✓
Concept scheme configuration and scoring	X	X	X	✓
Add-on management	✓	✓	✓	✓
Option to store auditing data	X	X	X	✓
Enable/disable add-ons	X	X	X	✓
Access Management UI	X	✓	✓	✓
Register and manage custom applications from Access Management window	X	X	X	✓
Manage service accounts	X	X	X	✓
Shared delivery platform (DXD)	✓	✓	✓	✓
More scalable caching in DXD	X	X	X	✓
GraphQL Content API	✓	✓	✓	✓
Docker container support for DXD	✓	✓	✓	✓
Option to give Lock Management rights to any user or user group	X	X	X	✓
Support for .NET 6.0	X	X	X	✓
Support for Spring 5.3	X	X	X	✓
Connectors for Marketo, Siteimprove, Aprimo, SharePoint and Brightcove	X	X	✓	✓
Elasticsearch engine	–	✓	✓	X
OpenSearch	X	X	X	✓
SAML 2.0 support	–	–	✓	✓
OpenID Connect	X	–	✓	✓
External taxonomy support	X	X	✓	✓
Batch auto-tagging	X	X	✓	✓
ECL editing support	X	X	✓	✓

Tridion Sites 10 continues to provide connectors for Marketo, Aprimo, Siteimprove, SharePoint and Brightcove, making it easy to flexibly integrate these apps into your content ecosystem.

To learn more visit
rws.com/tridion-sites

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

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

For further information, please visit: www.rws.com

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