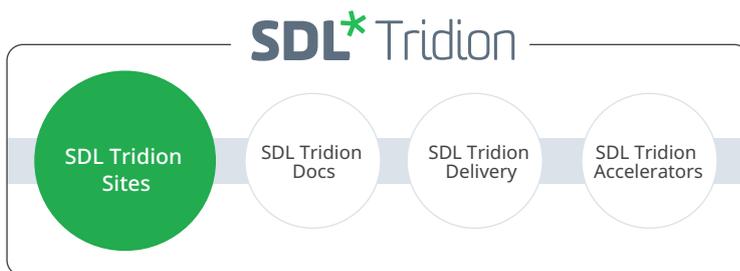


SDL Tridion Sites

SDL Tridion

Deliver engaging digital experiences wherever your customers are

SDL Tridion is built for global organizations that know content is a critical business asset. It provides the scalability organizations need for global deployment, with an architecture that supports rigorous brand management, marketing agility and flexible delivery.



SDL Tridion Sites is the component of SDL Tridion that provides you with web content management capabilities. It specifically solves challenges around content consistency, customer relevance and brand management across the customer journey. It allows rich customer experiences to be centrally coordinated and globally distributed.

SDL Tridion offers robust web content management (WCM) capabilities via its SDL Tridion Sites component.

This enables marketers to create, translate and deliver locally relevant, personal digital experiences on a global scale.

- Market-specific
- Multi-site
- Multi-language
- Multi-brand
- Omnichannel





Effective operational controls

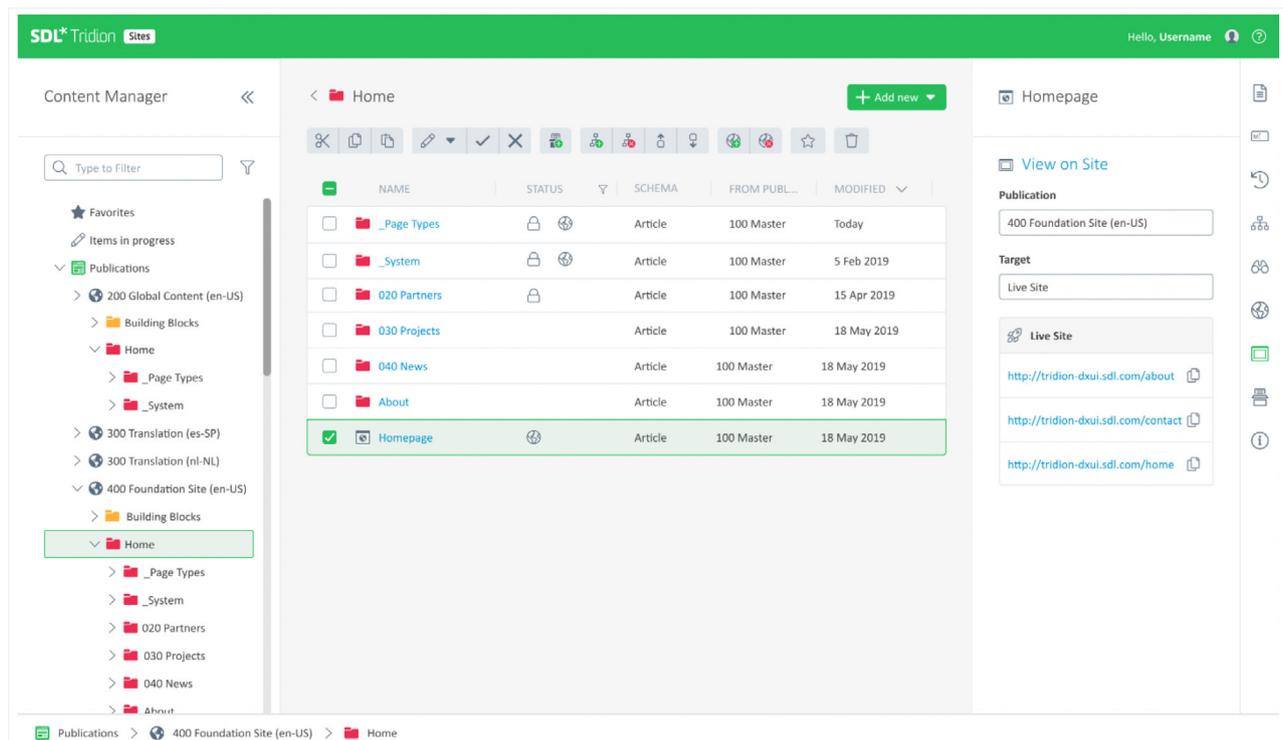
Easy authoring

SDL Tridion Sites provides a centralized web content management environment that enables even the most globally dispersed teams to collaborate and create the digital experiences that build business value.

Using SDL Tridion’s Experience Manager, both occasional contributors and hardcore web editors are guided in a highly intuitive way through the editorial steps they need to take – using a WYSIWYG (what you see is what you get) approach they can work in the context of the sites they are managing.

In addition, SDL Tridion Sites ships with a forms-based user interface called Experience Space. It allows content authors to manage content without having to worry about the look and feel – especially useful when publishing content in a headless way to multiple channels, for syndication purposes, or when the design is not yet known.

SDL Tridion Sites Experience Space





BluePrinting®

SDL Tridion Sites' foundational technology, BluePrinting®, simplifies the way you manage content. You map your organization's information architecture into a content hierarchy, which in turn enables you to maximize content reuse and synchronize content across channels. This prevents content from becoming out-of-sync across your digital properties – changes are applied everywhere the same content is used.

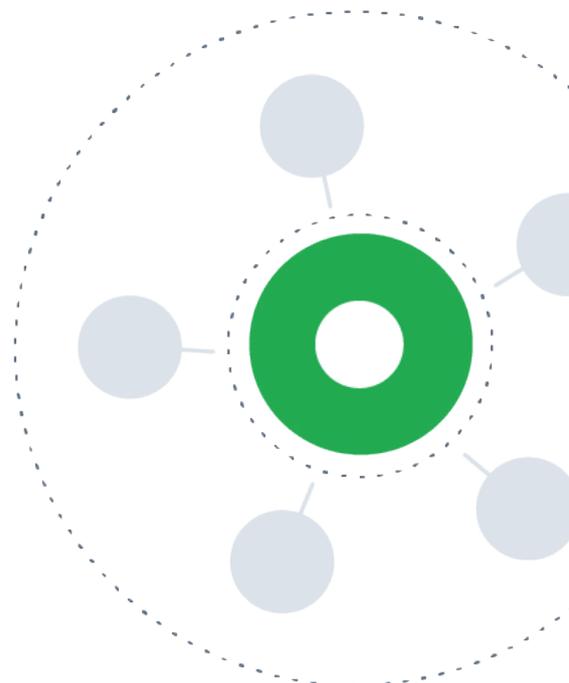
With SDL Tridion Sites, you can design the structure of your BluePrint to match your organization's specific objectives, governance and business model. This enables you to:

- Centralize control and maximize content reuse
- Roll out new sites and other digital touchpoints rapidly
- Deliver digital content for multiple owned or white-labeled brands
- Ensure brand and message consistency
- Manage localized and translated content

Experience Optimization

The essence of a great web experience is providing your customers with the content they are looking for based on what they want to accomplish – whether that's simply looking for information, deciding on a purchase or seeking support.

SDL Tridion Sites uses both persistent customer data as well as in-the-moment behavioral information to provide customers with the content they want. The Experience Optimization module allows you to target content, personalize the experience, and run A/B/n tests to see what content yields the best conversions. As a marketer you can impersonate certain personas before you publish content, to see what the resulting experience will look like for your visitors.

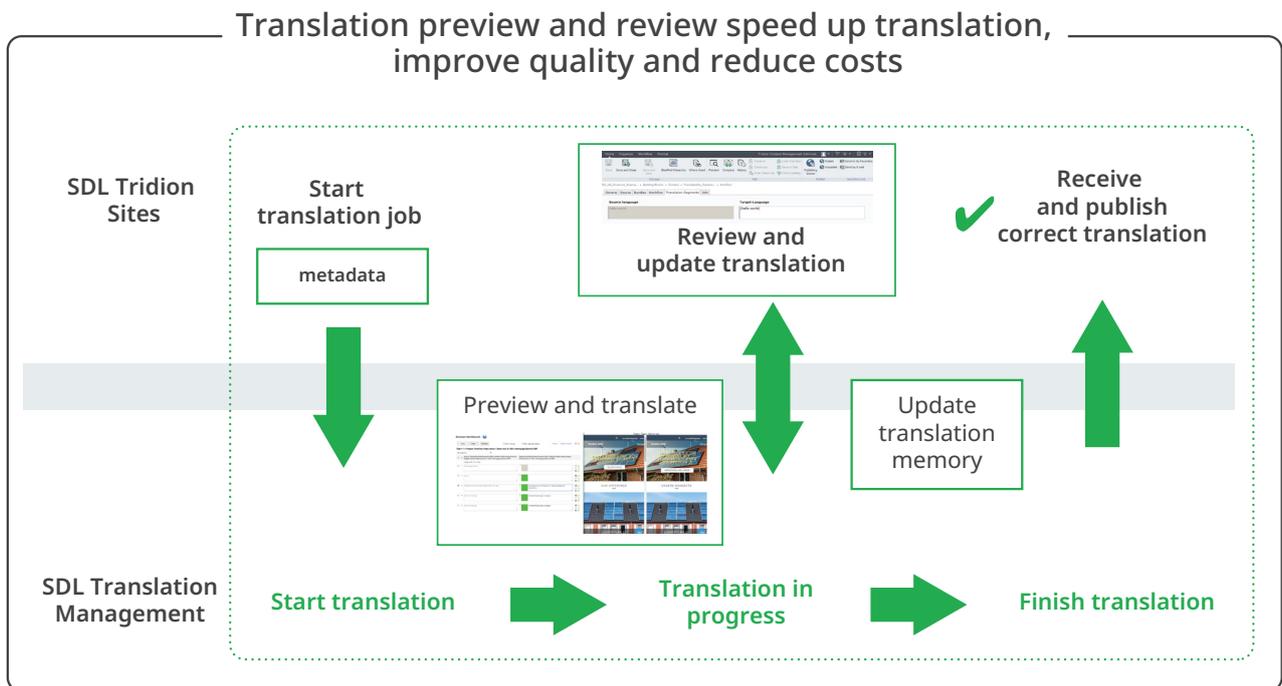




Translation integration

Providing content in your customer’s preferred language is the most important step in personalizing their experience.

SDL Tridion Sites was designed with language in mind. Using integrated translation management and multilingual content management capabilities, you can assemble translation jobs within the system – including multiple elements such as texts, pages, navigational elements and multimedia. You specify the desired target languages and send the job off for translation.



Tracking progress, reviewing in-progress translations, and approving the end results all happen from within SDL Tridion Sites. And ultimately, the translated content all flows back into the system, exactly in the right locations. In addition, SDL translation management technology allows translators to preview the source content in-context, which helps them tremendously in crafting the right translations first time around and significantly reduces costly rework.

Finally you can say goodbye to cumbersome ‘copy + paste’ actions and endless email exchanges when getting your web content translated.



Future-proof technology

Headless omnichannel publishing with GraphQL

You can activate any digital touchpoint with content from SDL Tridion Sites through another of our SDL Tridion components, SDL Tridion Delivery. In addition to traditional website publishing, it supports headless delivery using state-of-the-art GraphQL-based content access, so you can syndicate and deliver information to any digital channel without the need to use page or component templates in SDL Tridion Sites. It also allows you to use modern front-end delivery techniques such as React, Angular and Vue.js and build Single Page Applications (SPA).

Accelerated implementation

Various implementation accelerators are available for SDL Tridion Sites to help you get up and running quickly. The Digital Experience Accelerator (DXA) is a robust, fully functional best-practice website implementation, providing a quick-start foundation for web projects, helping to substantially reduce implementation time. There are other accelerators for connecting with your DAM, CRM and Commerce systems, to name but a few.

Enterprise stack interoperability

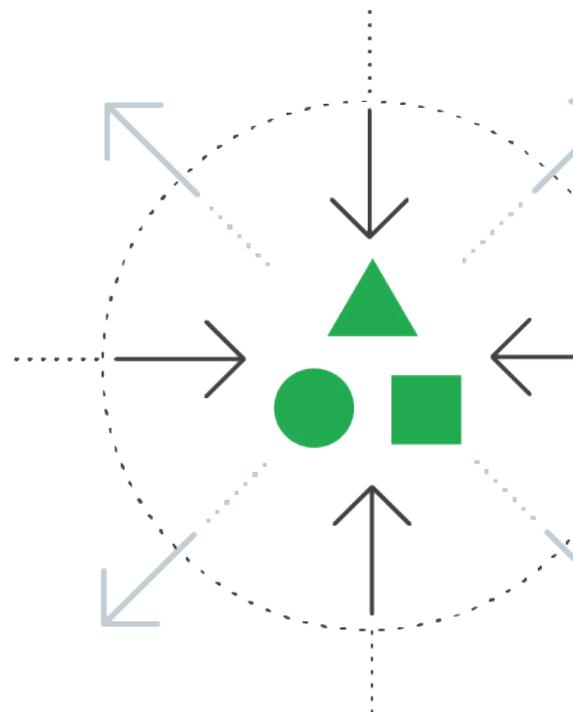
It is often challenging to create custom integrations between your web content management system and other enterprise applications. The SDL Tridion Integration Framework simplifies this by enabling you to quickly connect with any system in your digital marketing ecosystem in a standardized, secure way. Our accelerators use this framework too.

Decoupled architecture

SDL Tridion Sites' decoupled architecture and REST-based microservices provide a highly secure and modular setup so you can deploy system elements in different logical and physical environments. This means you can optimize your hardware resources and choose a topology that suits your specific needs.

Flexible deployment

You can deploy SDL Tridion Sites on-premises, in a hybrid setup, or in the SDL cloud as a managed service to support your existing infrastructure, security, compliance requirements and cloud strategy. SDL Tridion Delivery fully supports Docker containerization for easy deployment, elastic scaling and simple upgrades.





SDL Tridion components

SDL Tridion is made up of a number of system components that work perfectly together, and that can be licensed and deployed separately across on-premises, hybrid and cloud system environments to meet your specific needs.

SDL Tridion Sites

Provides web content management – connecting people, processes and information across teams, brands and markets to deliver impactful online experiences globally.

SDL Tridion Docs

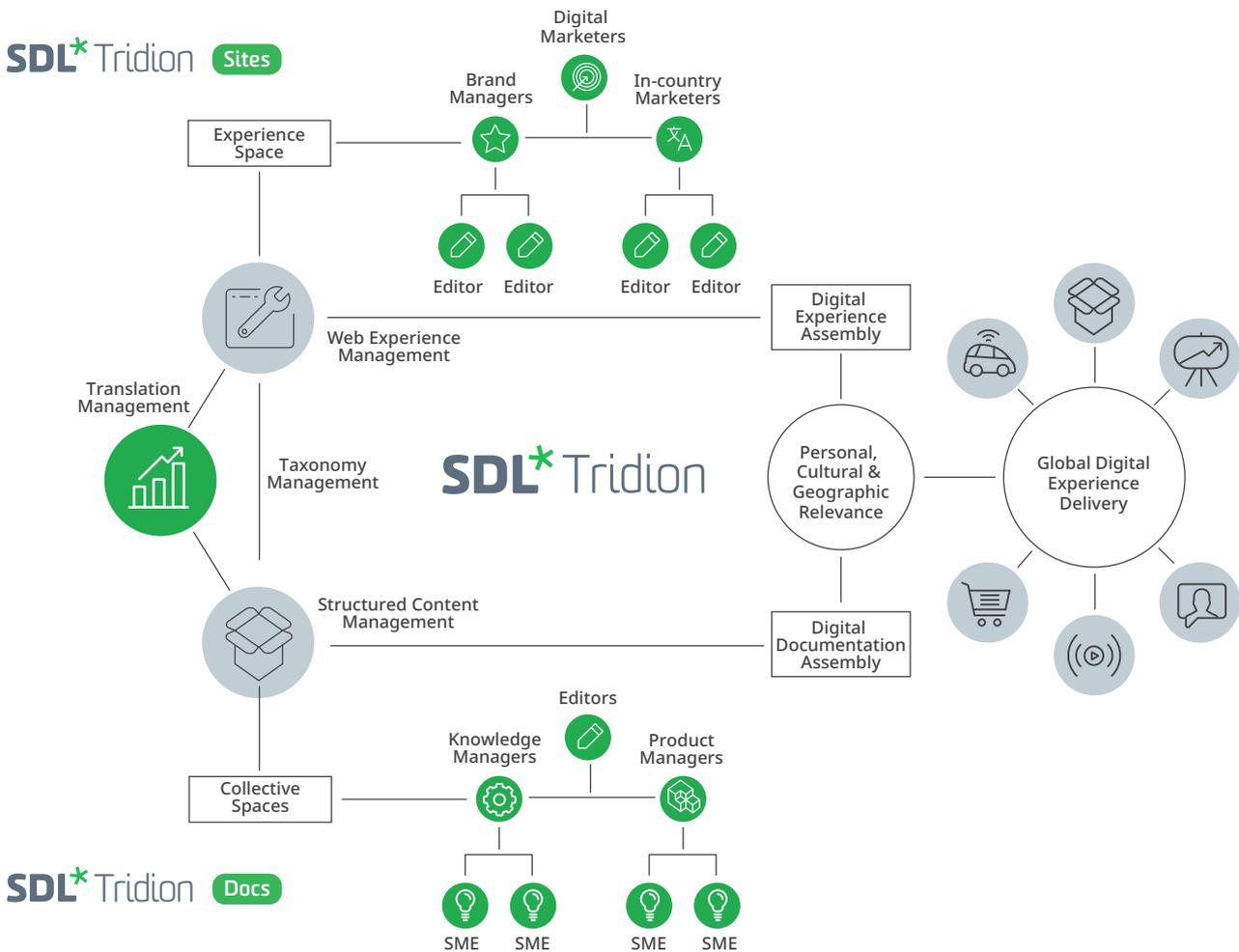
Provides management of intelligent content by subject matter experts (SMEs) and technical authors to address a wide range of knowledge and in-depth information situations.

SDL Tridion Delivery

Activates your content on any online or offline channel and device – regardless of content type or storage location – using headless publishing capabilities and API-based content provisioning across the globe.

SDL Tridion Accelerators

Simplifies deployment of our technology and rapidly unlocks enterprise information stored in other business critical systems through a range of content and data connectors.





Find out more:

sdl.com/tridion

SDL*

SDL (LSE: SDL) is the intelligent language and content company. Our purpose is to enable global understanding, allowing organizations to communicate with their audiences worldwide, whatever the language, channel or touchpoint. We work with over 4,500 enterprise customers including 90 of the world's top brands and the majority of the largest companies in our target sectors. We help our customers overcome their content challenges of volume, velocity, quality, fragmentation, compliance and understanding through our unique combination of language services, language technologies and content technologies.

Are you in the know? Find out why the top global companies work with and trust sdl.com. Follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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