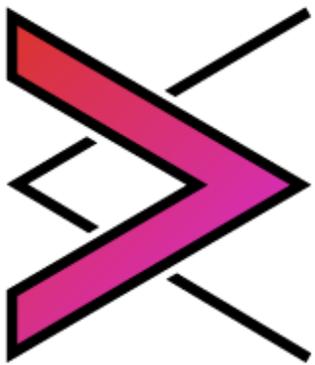




COREMEDIA

Elevate Experience. Drive Impact.



DEVCON

by COREMEDIA

Welcome!

Agenda



Morning

What's new

What's coming

Details on v12



Lunch Break



Afternoon

Deep Dives

Insights from the field



Evening Event

**We're here
to talk to you**

**Please leave us a
review!**



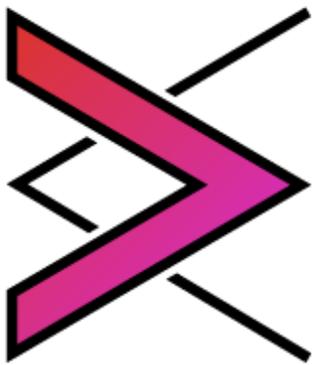
CoreMedia Experience Platform

One composable platform to elevate
experience and drive impact.



DEFCON 1

✘ JUNE 27 | 28 | 29 | 30 | 2024 ✘



DEVCON

by COREMEDIA

Strategic Focus for 2024 (and beyond)

1. Artificial Intelligence
2. Unburdening Customers by becoming more service-oriented
3. Transforming the Customization API
4. Remix and Improve UI / UX
5. Content & Engagement cloud

Our AI Strategy

- **The Co-Pilot** that will get better every year
- From Engagement Cloud's **chatbot** to **AI Assistant**
- Upgrade the AI Content Booster to provide users with **more contextual** AI assistance at their fingertips.
- **Find the facts:** Use custom LLMs, use data in CoreMedia to **train custom models**
- **Mockup – demo – implementation – product**

Upload Files

Target Folder: ... Corp./United States/English/Editorial/Assets/Downloads/

Type here to search or drag and drop a folder

Name of Content Item: Metadate_Keyword_Result
Type: jpg
Remove Item

Name of Content Item: Metadate_Keyword_Result
Type: jpg
Remove Item

Name of Content Item: Metadate_Keyword_Result
Type: jpg
Remove Item

CoreMedia AI Assistant

HTML Meta Description

Create a HTML Meta Description that is like, really good you know?

What is the best oven on the market? Learn how the chef range cr640 easy is revolutionizing kitchens all around the world. Including 7 characteristics and examples!

Apply

Write an AI prompt

Performance: Chef Corp.

INTERVAL: Last 7 Days

PAGE VIEWS:

12
9
6

2024/01/10
Page Views: 0

2024/01/10 2024/01/11

Last fetched:2024/01/16 2:14 PM

PUBLICATIONS:

600
450
300
150
0

2024/01/11
Publications: 0

2024/01/10 2024/01/11

Last fetched:2024/01/16 2:26 PM

Our AI Assistant will analyze your content and will create Metadata and SEO Optimizations for each item. The following fields will be generated:

- Subjects
- Free Keywords
- Locations
- URL Segment
- HTML Title
- HTML Meta Description

Unburdening Our Customers

Our Service Strategy for 2024

CoreMedia's portfolio is expanding in the SaaS domain.

- We added **three new SaaS components** to Content Cloud in 2023
- The **Engagement Cloud** is now part of the portfolio
- Content Cloud **will remain** to be delivered for **on-premise** customers. We will carefully select the components we move to SaaS
- Modernizing Content Cloud **shifts PaaS to a service-oriented model**

Our long-term Support Goal for 2024

In PaaS and self-managed, customers control & own the software version *

Our goals with an updated LTS strategy are:

1. Improve the ability to engage in **long-term planning**
2. Maximize support alignment for the lifecycle of **third-party supplied** product components
3. Reduce **upgrade** costs

Version	GA	Support Ends	Ext. Support Ends
9	2017-04	2020-04	2022-04
10	2019-09	2022-09	2024-09
11	2021-12	2024-12	2026-12
12	2024-02 *	2027-06 *	2028-06
13	2025-12	2028-12	2029-12
14	2027-06	2030-06	2031-12
...

A major release every 18 months

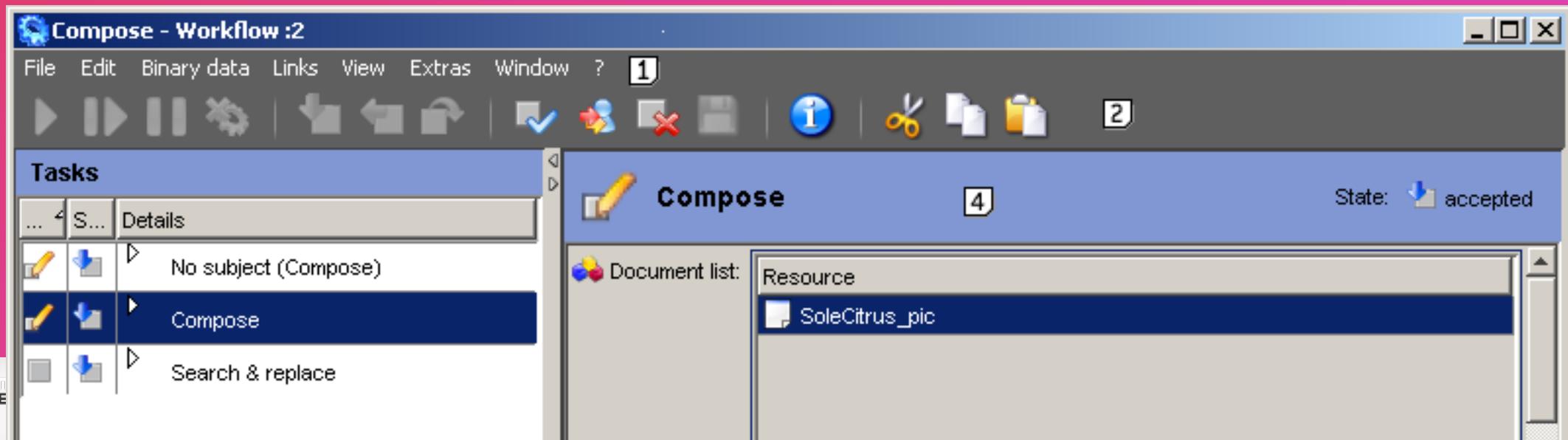
Improving Our CMCC Customization API

Customization API Strategy

Facilitate the addition of plugins and extensions both at run-time.

- Minimize the **overall cost of ownership** for both customers and partners.
- Limited customization options will provide enhanced value as result:
 - Enhanced **separation of concerns** between core capabilities and UI customizations,
 - **Increased reusability and maintainability** for plugins and extensions,
 - Clear **best practices** and **design guidelines** rooted in a **modern architecture**.

Remix and Improve UI / UX

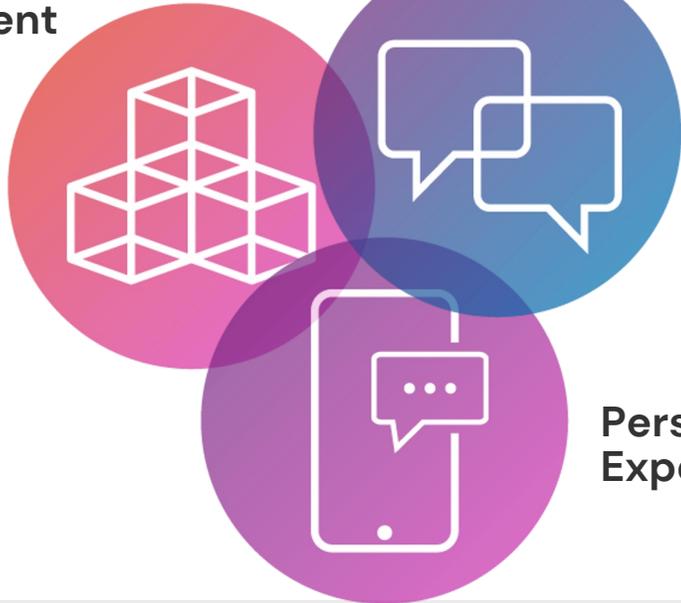


Our UI and UX Strategy

CoreMedia Studio

A comprehensive back-office solution offering all the essential tools needed by experience managers in one place.

Smart Content Management



Real-time Conversations

Personalized Experiences

seamless user experience **across all devices**

Enhance **in-app collaboration** support

Automate repetitive tasks (see AI)

Guidance tailored to specific roles

Modernize on a **React-based foundation**

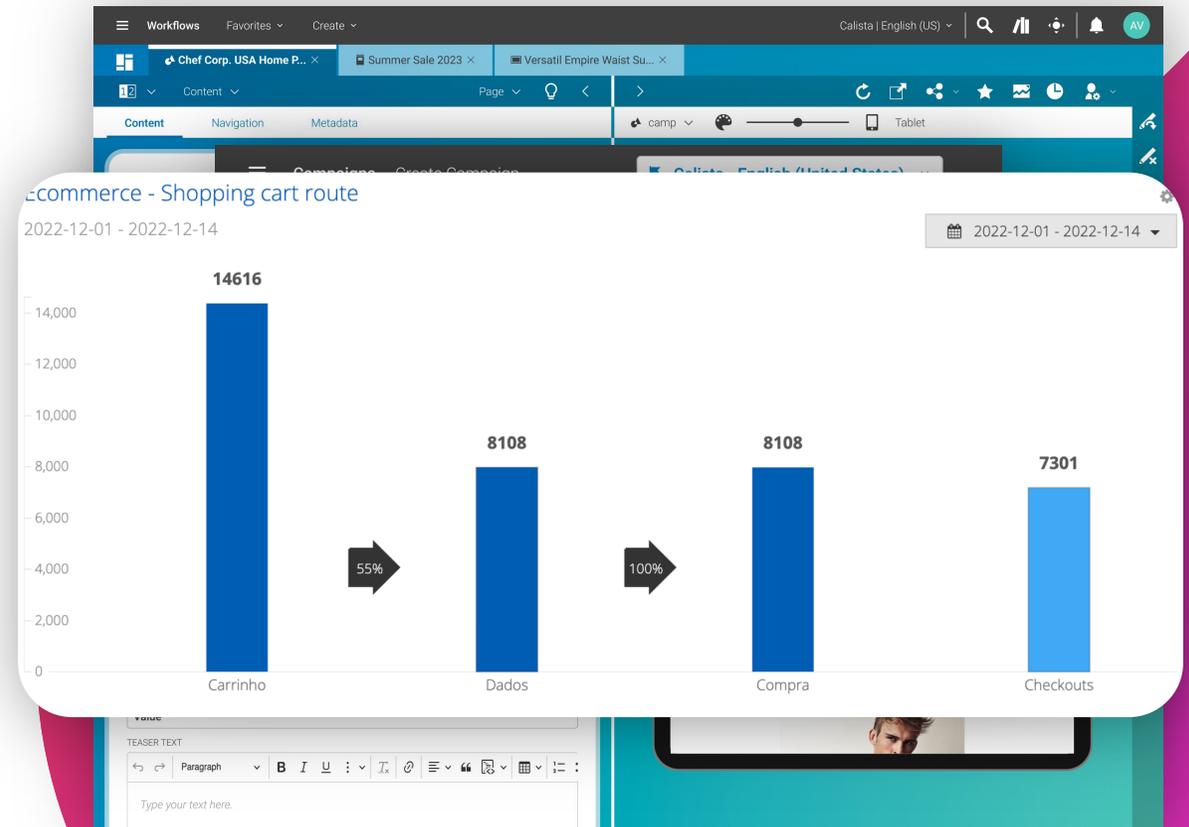
The future API will **not rely on React**

Strategy aside ...
... what is coming next?

CoreMedia v12 & Engagement Cloud

Smart Content Management, Personalization, Optimization, and Journeys.

- Uniting current capabilities: tag integration, **segmentation, A/B testing,** and foundational **analytics.**
- **Simplifying the user experience** for customers who aim to craft personalized experiences
- Expanding Engagement Cloud **conversion analytics to include content**
- Bring **essential analytics capabilities** to **as many customers as possible**



Thanks for watching



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Introduction to the new CoreMedia Developer Trial

Manon Obenhaupt

Head of Digital Learning

Matthias Buse

Instructional Designer

CoreMedia Engagement Cloud – An Introduction

Rui Campos

VP Engineering

Coffee Break

Architecture and Technology Update

What's brewing and what's coming to CMCC in the
(not-so-distant) future

Claus Miesner

Software Engineer

Spring Boot & Friends

Changes in CoreMedia Content Cloud v12

Frank Wienberg

Lead Architect

CoreMedia on Kubernetes

Insights from Self-Managed K8 hosting on Azure

Christian Weber

dnnext

CoreMedia @Deutsche Bahn

20 years of operations – Challenges and Lessons
Learned

Wojciech Polcwiartek

Delivery-Team Web Development

DB System

Automating Deployment Management

with the CMCC Kubernetes Operator

Stefan Bethke

Deutsche Telekom Multimedia Solutions

The Studio App framework in action

Formcentric – One App, so many services

Oliver Lehmann-Korn

Benjamin Bunzel

Monday Consulting

Studio Modernization

From Studio Apps towards a Micro-Frontend
Concept

Alexander Holtkamp

Software Architect

Matthias Wester-
Ebbinghaus

Principal Software Engineer

Image Transformation – powered by The Cloud

Stefan Pieper

Senior Software Engineer