



## Sitecore CMS 6.5

# What's New in Sitecore CMS 6.5

*This document describes the new features and changes introduced in Sitecore CMS 6.5*

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# Introduction

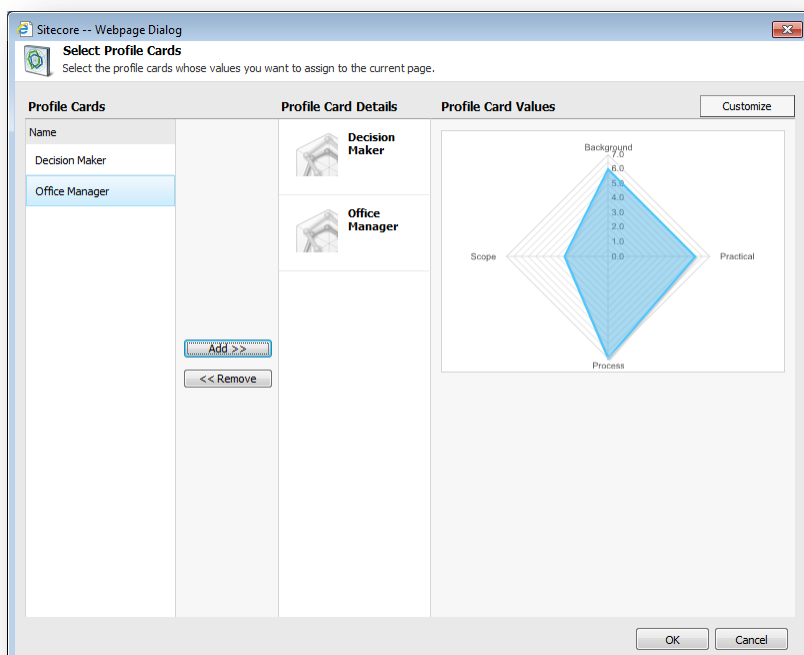
This document describes the new features and changes introduced in Sitecore CMS 6.5. Readers of this document should be familiar with Sitecore, its interfaces and general architecture.

# Profile Cards

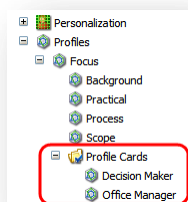
Sitecore introduces the concept of profile cards.

A web site can consist of any number of pages. When you assign profile values to each page it can be very difficult to ensure that you assign them consistently across the entire website.

To facilitate the process of assigning profile values consistently to the content items that make up your website, Sitecore now lets you create profile cards that contain presets of profile values. You can use these cards to assign these predefined profile values to content items.



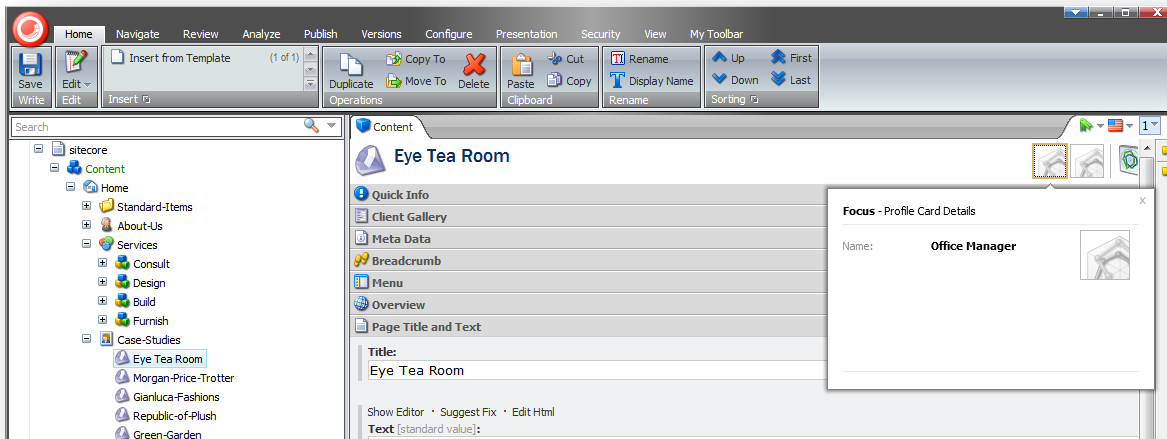
You create profile cards under profile items in the *Profile Cards* folder.



You can control how values from profile cards are assigned to the current page. You can assign values in different ways:

- Use values from one profile card
- Use average values from multiple cards
- Use a sum of values from multiple cards.

When you have assigned some profile cards to the content item, it displays some more information at the top of the **Content** tab.



For more information about profile cards and profile values and to learn how to create profile cards and assign them to content items, see the *Marketing Operations Cookbook*.

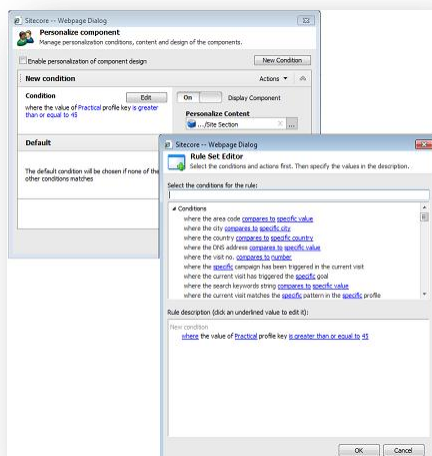
# Personalization in the Page Editor

In Sitecore 6.5 you can personalize presentation components in the Page Editor by configuring conditional renderings on them. You access the **Personalize component** dialog box by clicking the **Personalize Component** button.

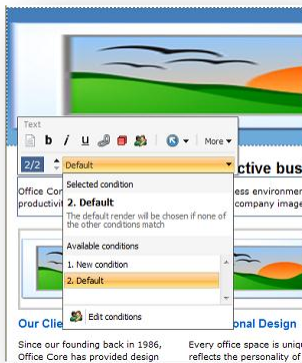


In the Page Editor, you can:

- Create conditions on presentation components and define rules for these conditions.
- Specify presentation components that Sitecore must use when the condition is met.
- Specify the data source for the presentation component.



You can also preview how the different presentations look on the page when different conditions are met.

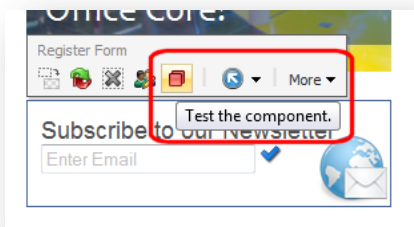


For more information about personalization in the Page Editor, see the *Marketing Operations Cookbook*.

## Multivariate Testing in the Page Editor

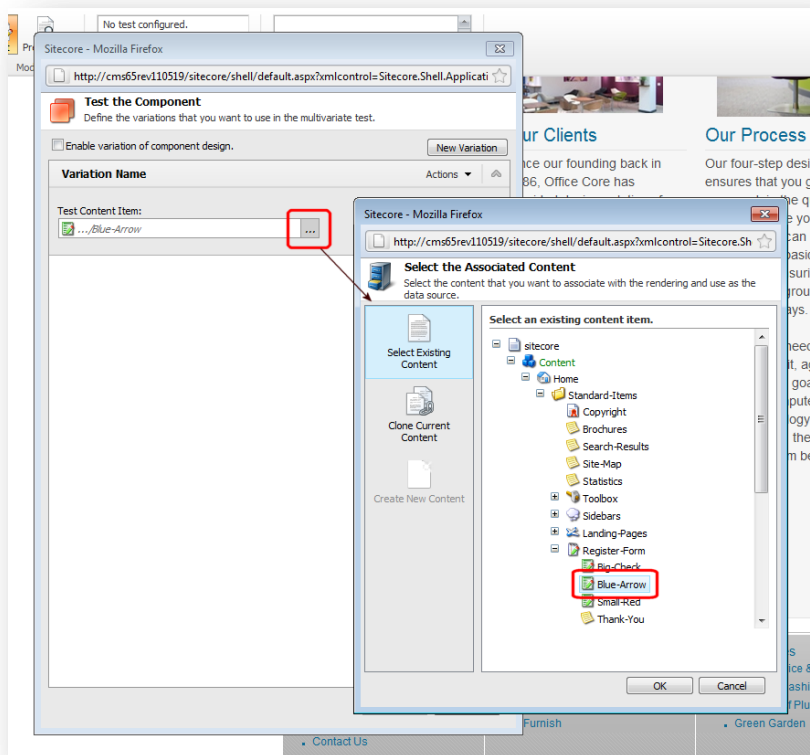
In Sitecore 6.5, the Page Editor is the most convenient and flexible tool to use when creating multivariate tests. It enables you to use existing Sitecore content or create new content 'on the fly' without leaving your website.

In the Page Editor, you can open the **Test the Component** dialog box by clicking the **Test**  button.



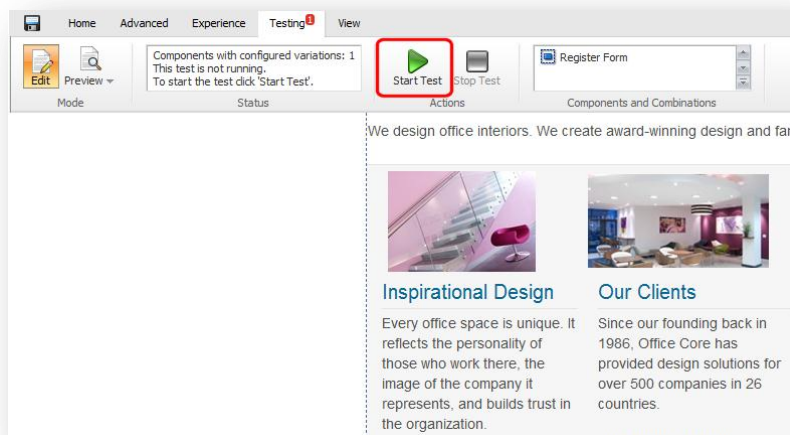


In the **Test the Component** dialog box, you specify the variations that you want to use in your multivariate tests.



Furthermore, you can also use the cloning functionality to create the different variations that you want to test.

You can also run the multivariate test from the Page Editor.



For more information about creating and running multivariate tests in the Page Editor, see the *Marketing Operations Cookbook*.

## Executive Insight Dashboard

The Executive Insight Dashboard is a Microsoft Silverlight reporting application intended for marketers who want to get a high level perspective of Engagement Analytics for their website.

Marketers and sales people can use the dashboard to drill down into the details of the campaigns they are running and to analyze the different traffic types that are coming to the website.

Search Engine Optimization marketers (SEOs) can use the dashboard to see at a glance which keyword strategies are most effective at increasing the relevance of visitor searches.



For more information about the Executive Insight Dashboard, see the *Executive Dashboard Cookbook*.

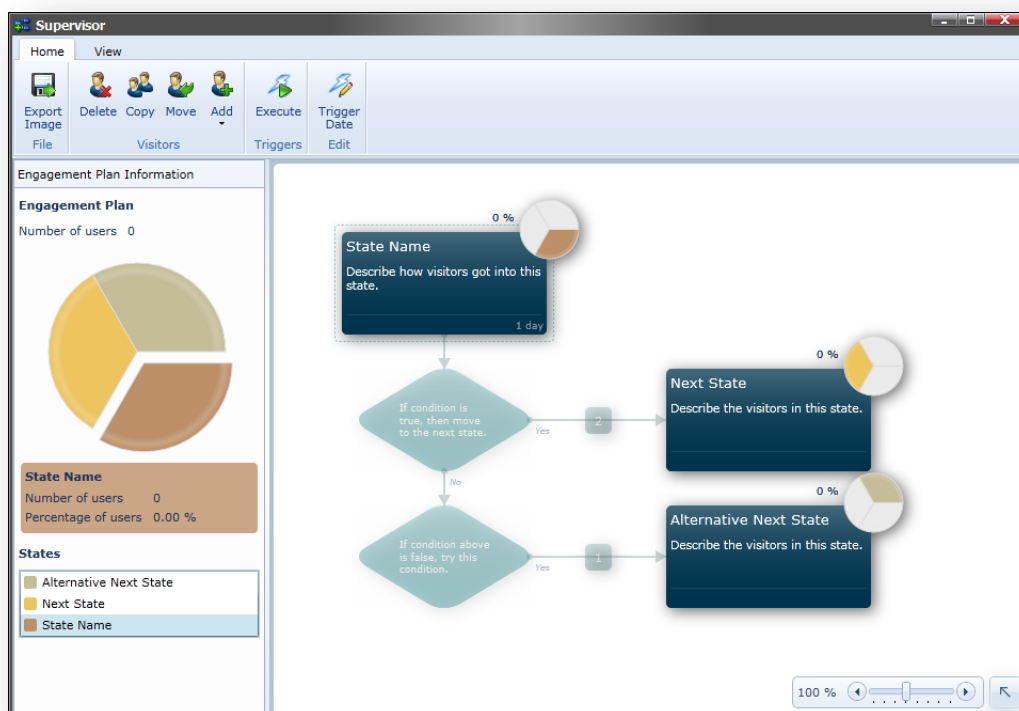
## Engagement Plans

A customer engagement plan is a system for controlling how your website reacts when visitors to your website exhibit a specific kind of behavior that places them in certain states or adds them to certain lists.

A visitor can be added to a state when they complete a goal on your website, such as, requesting a brochure or completing a form.

Once the visitor has been added to a state, Sitecore can evaluate whether or not they fulfill certain conditions and then perform some predefined actions depending on the result of this evaluation.

You can create engagement plans to manage many aspects of your website and how it reacts when your customers access certain pages and fulfill specific goals. An engagement plan is a way to configure automatic actions that are performed when visitors behave in a certain way.



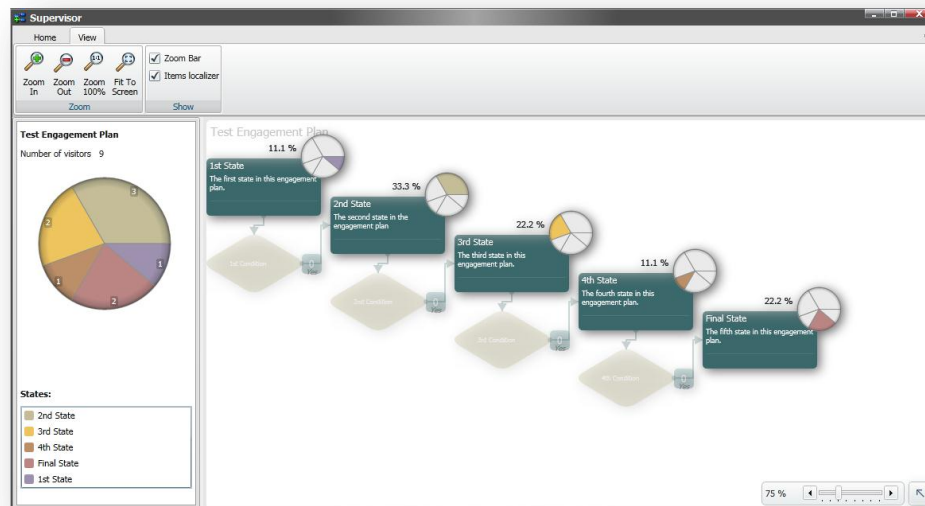
For example, Sitecore provides the following automatic actions:

- Copy visitor to another plan.
- Send an Email message to the visitor.
- Add value to Visit profile.

- Subtract value from Visit profile.
- Send an ECM message (integrated into ECM module).

The Marketing Center also contains tool that let you monitor and supervise your engagement plans.

After you have deployed an engagement plan, you can open it in the supervisor and see how many users are currently in each state in the plan. You can also test your engagement plans before they go live. You can add visitors to any of the states that it contains and then force the plan to evaluate the conditions that you have defined and forcing the triggers.



In the **Supervisor**, you can see:

- All of the states and conditions in the engagement plan.
- How many visitors are in each state.
- The percentage of the total number of visitors that are in each state.

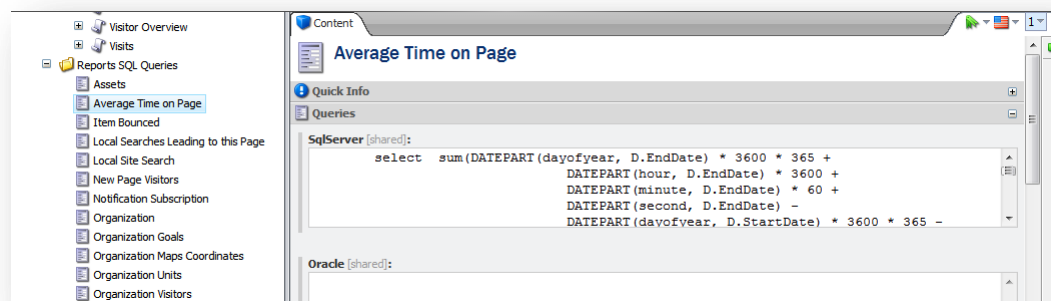
The supervisor also displays a pie chart that reflects the distribution of visitors in the engagement plan.

For more information about creating and managing customer engagement plans, see the *Engagement Automation Cookbook*.

## New Analytics Reports

In Sitecore DMS 2.0 we introduce the following improvements and new features in the reporting:

- There are new StimulSoft reports. The most frequently accessed reports are optimized and moved to the Executive Dashboard application.
- There are periodical reports and daily reports.
- Report SQL queries that fetch data for analytics reports are moved from Reports files to the Sitecore content tree at `/sitecore/system/Settings/Analytics/Reports SQL Queries`. You can define separate SQL queries for different database vendors.



- Report items now have the **Queries** field where you reference the SQL query items.
- Localization support has been added.

For more information about the Executive Insight Dashboard, see the *Executive Dashboard Cookbook*.

For more information about the other analytics reports, see the *Marketing Operations Cookbook*.

For more information about designing reports, see the *Report Designer Cookbook*.

## New Application Installer

Sitecore CMS 6.5 implements the new application installer (setup executable) that has the following improvements compared with the previous version:

- The installation wizard UI has been significantly re-worked with simplicity in mind.
- The bootstrapper has been improved to become faster and more natural.
- .NET 4.0 support has been added.
- The redundant prerequisite for “IIS6 compatibility” has been deprecated.
- The option to prefix physical MDF/LDF files with a database prefix has been added.
- Security permissions on folders have been changed to reflect the most recent installation guide.

For more information about installing Sitecore 6.5, see the *Sitecore CMS 6.5 Installation Guide*.

## Miscellaneous Improvements

This release also includes the following miscellaneous enhancements:

- The Rules Editor has been optimized. Now it implements a different layout and supports multiple rules inside a single rules field.
- The Prototype JavaScript library was replaced with the JQuery library.
- There is a special Web.Config file preconfigured for working with MVC projects.

DMS improvements:

- New, optimized method of capturing data.
- Updated, more intuitive database schema. Support for separate collection and reporting databases.
- Most frequently accessed reports are optimized and gathered in the Executive Insight Dashboard application.

For more information about the structure of the *Analytics* database, see the *Report Designer Cookbook*.

For more information about the Executive Insight Dashboard, see the *Executive Dashboard Cookbook*.