



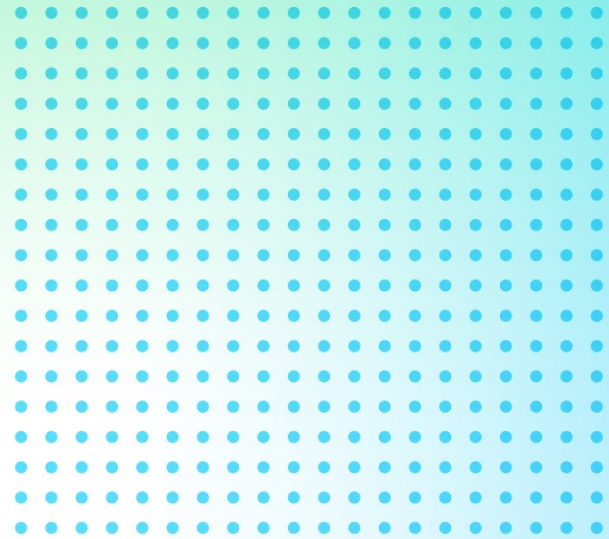
Unveiling the future of Optimizely CMS

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Director, Digital Experience
NYC

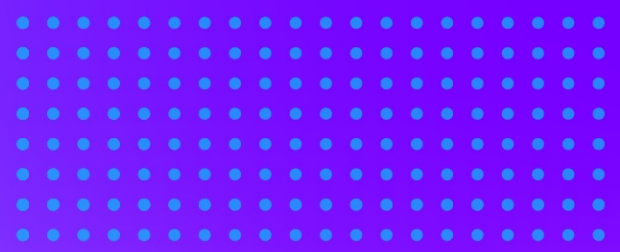
- 
- A decorative graphic consisting of a grid of small, light blue dots arranged in a rectangular pattern, located in the bottom-left corner of the slide.
1. CMS choices
 2. Let's get set up
 3. Real life demo
 4. Q&A

01

CMS choices

**Our CMS is all about giving
you options, so you can
compose the best CMS to
your unique business needs**





This is about choice, choice, choice

This is about choice, choice, choice

This is about choice, choice, choice

This is about choice, choice, choice

This is about choice, choice, choice





Quick show of hands

OPTION 1

Pure headless

SaaS Core

**Optimizely
Graph**

Head
(we have no idea /
concern what this is)

OPTION 2

Headless with head awareness

SaaS Core

**Optimizely
Graph**

Head
Website that
renders HTML

OPTION 3

Headless with presentation control

SaaS Core
Or
PaaS Core

**Visual
Builder**

**Optimizely
Graph**

Head

OPTION 4

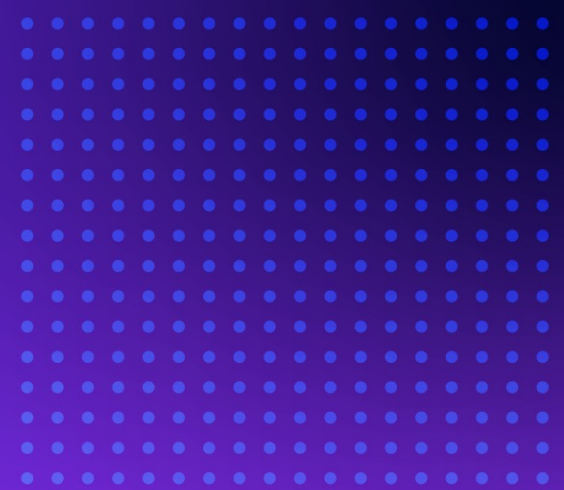
Head on

PaaS Core

Head

OPTION 5

Hybrid



PaaS Core

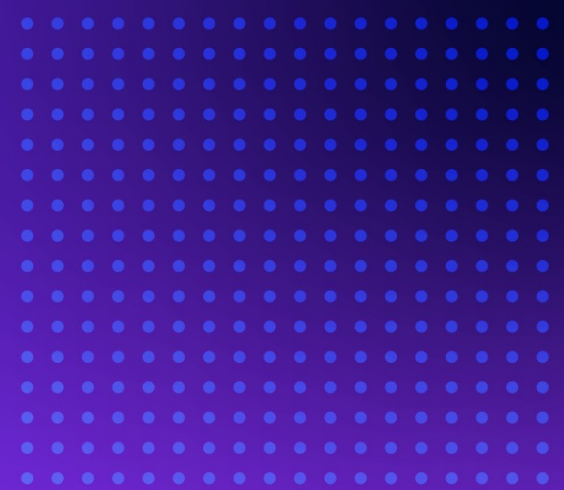
**Optimizely
Graph**

Head

Head

OPTION 6

Aggregated



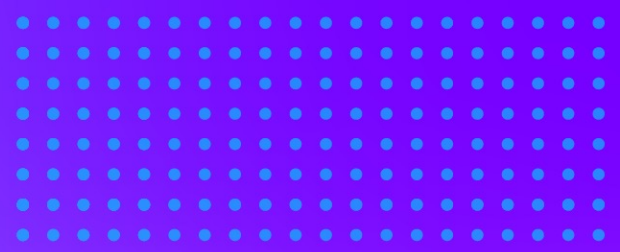
**SaaS Core
or
PaaS Core**

**External
Source(s)**

**Optimizely
Graph**

**Visual
Builder**

Head



This is about choice, choice, choice

This is about choice, choice, choice

This is about choice, choice, choice

This is about choice, choice, choice

This is about choice, choice, choice



02

Let's get set up

Join the waitlist for SaaS Core

Full name *

David Knipe

Work email *

david.knipe@optimizely.com

Company name *

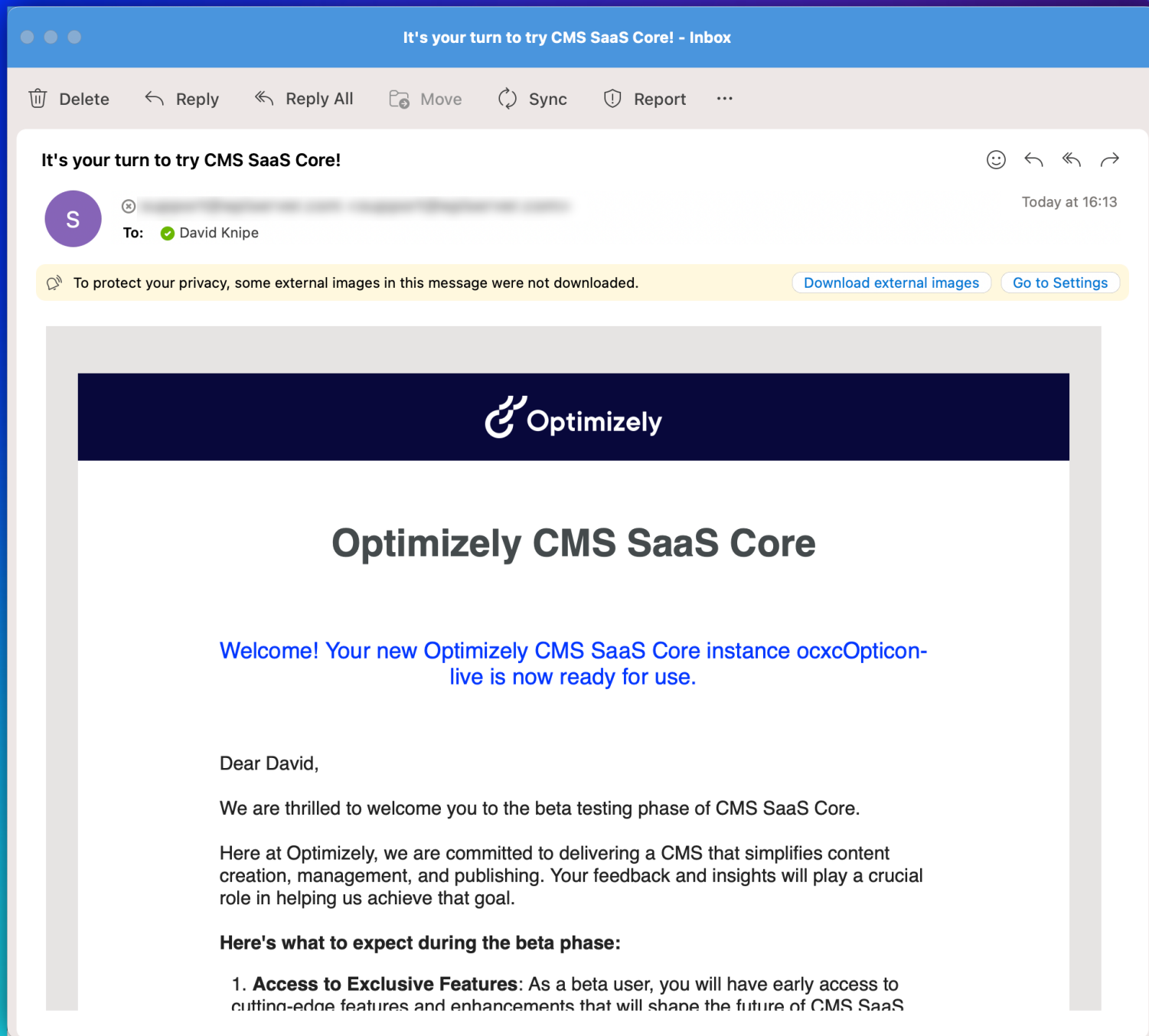
Optimizely

Additional information. For example, what you'll use the beta for

Really looking forward to trying out the new SaaS capabilities!

By submitting your request to Optimizely Beta program you agree to these [terms and conditions](#). Optimizely will store and process your personal data as described in our [Privacy Policy](#). You can opt out at any time.

Submit 



LETS GET SET UP

Demo

SaaS Core

**Optimizely
Graph**

LETS GET SET UP

Demo

SaaS Core

**Optimizely
Graph**

Head
Website that
renders HTML

LETS GET SET UP

Demo

SaaS Core

**Optimizely
Graph**

Head
Website that
renders HTML

What have we seen

SaaS Core used to set up a site

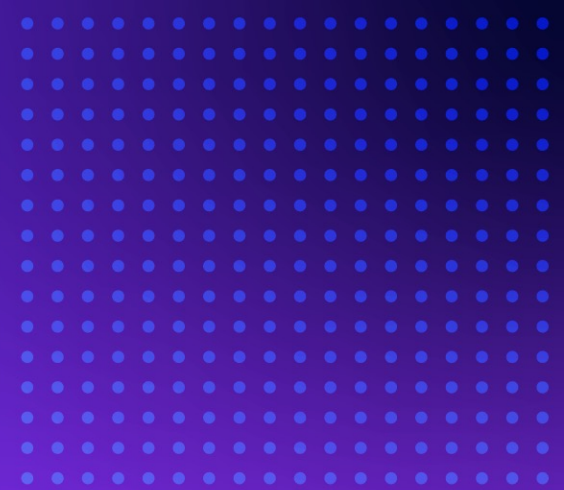
Content Modeled

Content created / imported

A head added to SaaS Core

Made SaaS Core head aware





<https://www.optimizely.com/saas-core-waitlist/>

03

Real life demo

04

Q&A

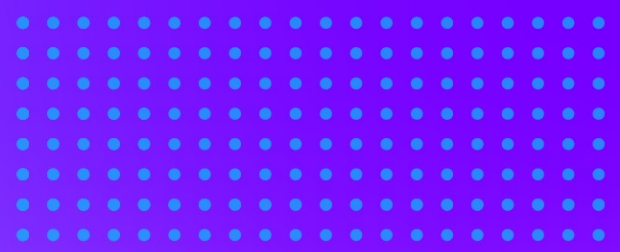


Thank you – please come and say hello!



Michiel and I are quite shy but we love to talk :)





Personalization at Optimizely
Personalization at Optimizely
Personalization at Optimizely
Personalization at Optimizely
Personalization at Optimizely





