Opticon

Unveiling the future of Optimizely CMS

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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
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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

Optimizely Graph

Visual Builder

External Source(s)

Head
This is about choice, choice, choice
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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.
Optimizely CMS SaaS Core

Welcome! Your new Optimizely CMS SaaS Core instance ocxcOpticon-live is now ready for use.

Dear David,

We are thrilled to welcome you to the beta testing phase of CMS SaaS Core.

Here at Optimizely, we are committed to delivering a CMS that simplifies content creation, management, and publishing. Your feedback and insights will play a crucial role in helping us achieve that goal.

Here's what to expect during the beta phase:

1. Access to Exclusive Features: As a beta user, you will have early access to cutting-edge features and enhancements that will shape the future of CMS SaaS.
LET'S GET SET UP

Demo

SaaS Core

Optimizely Graph
LETS GET SET UP

Demo

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- Optimizely Graph
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  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
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