

#TXS2020

SDL*

TXS keynote

CONNECT. TEACH. **LEARN.**

Marcus Hearne

December 2020

#TXS2020

SDL*

Marcus Hearne

Senior Vice President, Product & Solution

In a nutshell



- **Bigger and stronger**
- **Market trends**
- **Our response**

4 November 2020

RWS Holdings plc completed its acquisition of SDL plc in an all-share deal

Serves 90 of the top 100
brands by value

Offers a unique mix of
content technology and
language solutions



Technology will sit at the heart of the
combined company



Is the world's largest LSP
with USD 950m revenues

Continues its unwavering
commitment to customer
service

"The big reasons we wanted to do this transaction, from RWS's point of view, is because of your [SDL's] technology"

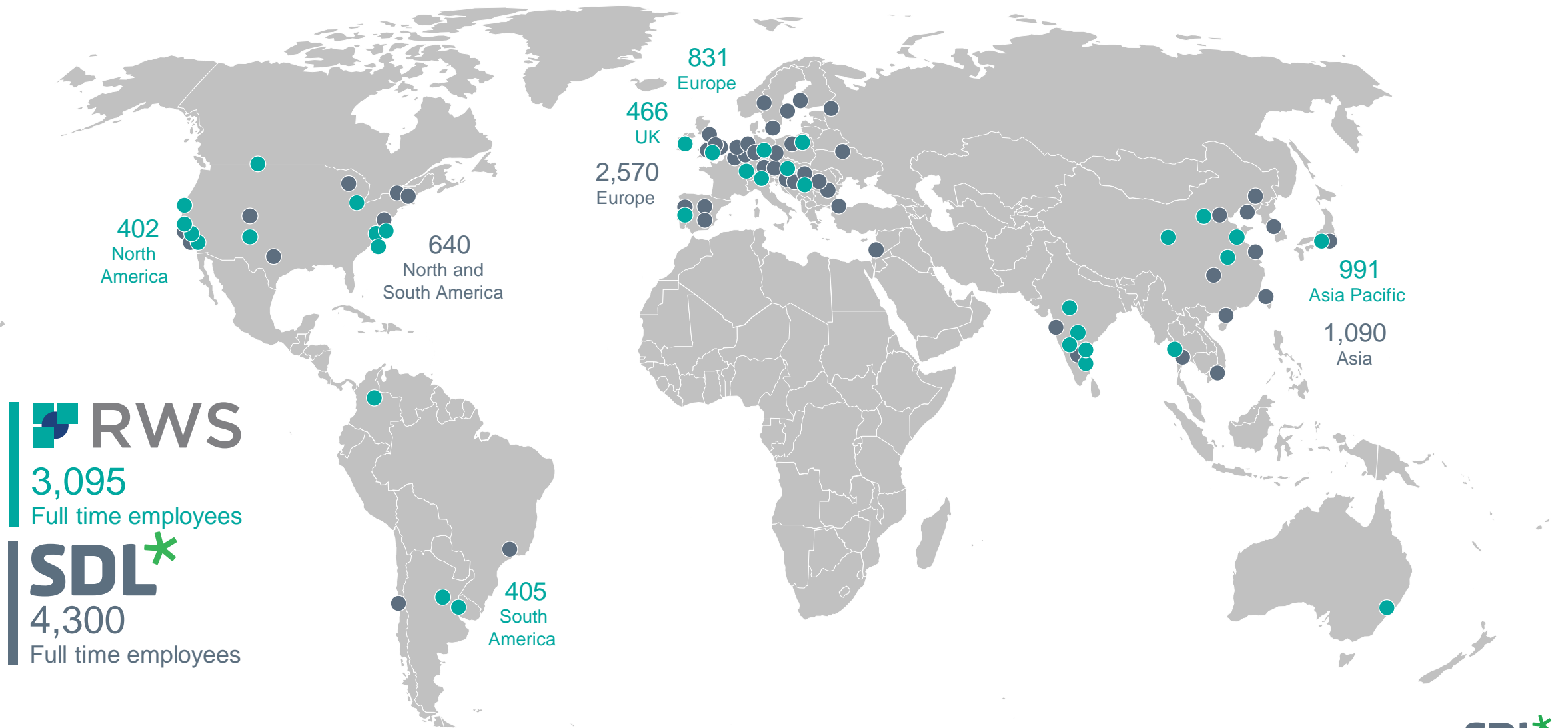
"Putting RWS's services with SDL technology creates a real world-beater"

"It's the technology that's really key in this transaction"



Richard Thompson,
CEO, RWS

Geographical footprint



Acceleration of trends due to COVID-19

Digital sales

Calls for greater speed and agility

Customer self service

Needs richer, high-quality content

Employee enablement

Requires instant access to information

IT agility

Demands non-monolithic systems that are interoperable

Automation & AI

Takes content management to the next level



OUR RESPONSE...

Achievements – past 12 months



Achievements – past 12 months

Tridion Sites 9.5

Experience Space
OOTB search
JSON publishing
New connectors

The screenshot displays the SDL Tridion Sites 9.5 Content Manager interface. The top navigation bar is green with the 'SDL* Tridion Sites' logo and a user profile 'Hello, Username'. The main area is divided into three sections:

- Left Panel (Content Manager):** A sidebar with a search bar 'Type to filter' and a list of items. The 'Publications' section is expanded, showing a tree structure: '000 Empty', '100 DXA Site Type', 'Building Blocks' (selected), 'Home', '_Page Types', and '_System'. Below these are various content types like '1000 Master', '100 Schemas', '200 Design', '200 Example Content', '200 Global Content (EN-GB)', '400 Child Pub', '400 Corporate News', '400 Corporate Website', '400 Example Site', '440 Corporate Regional', '550 Corporate Regional', and '600 Alexis Corporate'.
- Center Panel (Building Blocks):** A table listing various components. The 'Research Article' is selected and highlighted in green.
- Right Panel (Research Article):** A detailed view of the selected 'Research Article' component, showing its 'General' properties, 'Heading', 'Article Body', 'Subheading', 'Content', and 'Media Caption'.

	NAME	STATUS	SCHEMA	PARENT	MODIFIED	
<input type="checkbox"/>	Component 1			Article	000 Empty	6 May 2019
<input checked="" type="checkbox"/>	Research Article			Article	000 Empty	27 Nov 2019
<input type="checkbox"/>	Component 3			Article	000 Empty	30 Dec 2019
<input type="checkbox"/>	Component 4			Article	000 Empty	3 Mar 2020
<input type="checkbox"/>	Component 5			Article	000 Empty	1 Apr 2020
<input type="checkbox"/>	Component 7			Article	000 Empty	3 Mar 2020
<input type="checkbox"/>	Component 8			Article	000 Empty	3 Mar 2020
<input type="checkbox"/>	Component 9			Article	000 Empty	3 Mar 2020
<input type="checkbox"/>	Component 10			Article	000 Empty	3 Mar 2020
<input type="checkbox"/>	Component 11			Article	000 Empty	3 Mar 2020
<input type="checkbox"/>	Component 12			Article	000 Empty	3 Mar 2020
<input type="checkbox"/>	Component 13			Article	000 Empty	3 Mar 2020
<input type="checkbox"/>	Component 14			Article	000 Empty	3 Mar 2020
<input type="checkbox"/>	Component 15			Article	000 Empty	3 Mar 2020
<input type="checkbox"/>	Component 16			Article	000 Empty	3 Mar 2020
<input type="checkbox"/>	Component 17			Article	000 Empty	3 Mar 2020

Research Article Details:

- Name:** Research Article
- Schema:** Article
- Heading:** Articles
- Article Body:** Article Body
- Subheading:** This is a subheading
- Content:** Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Ut porttitor nisi nunc. Aenean commodo arcu vehicula enim tincidunt sodales. Proin tristique mi id nisi dignissim, eget congue purus blandit.
- Media Caption:** -

Bottom navigation: Publications > 100 DXA Site Type > Building Blocks



//

- I love how clean and responsive new UI is
- UI looks neat and great new features!
- Really impressive and looks great!
... Wish we are on this 9.5 version...!

//

Experience Space feedback from customers

Achievements – past 12 months

Tridion Docs 14

Collective Spaces:

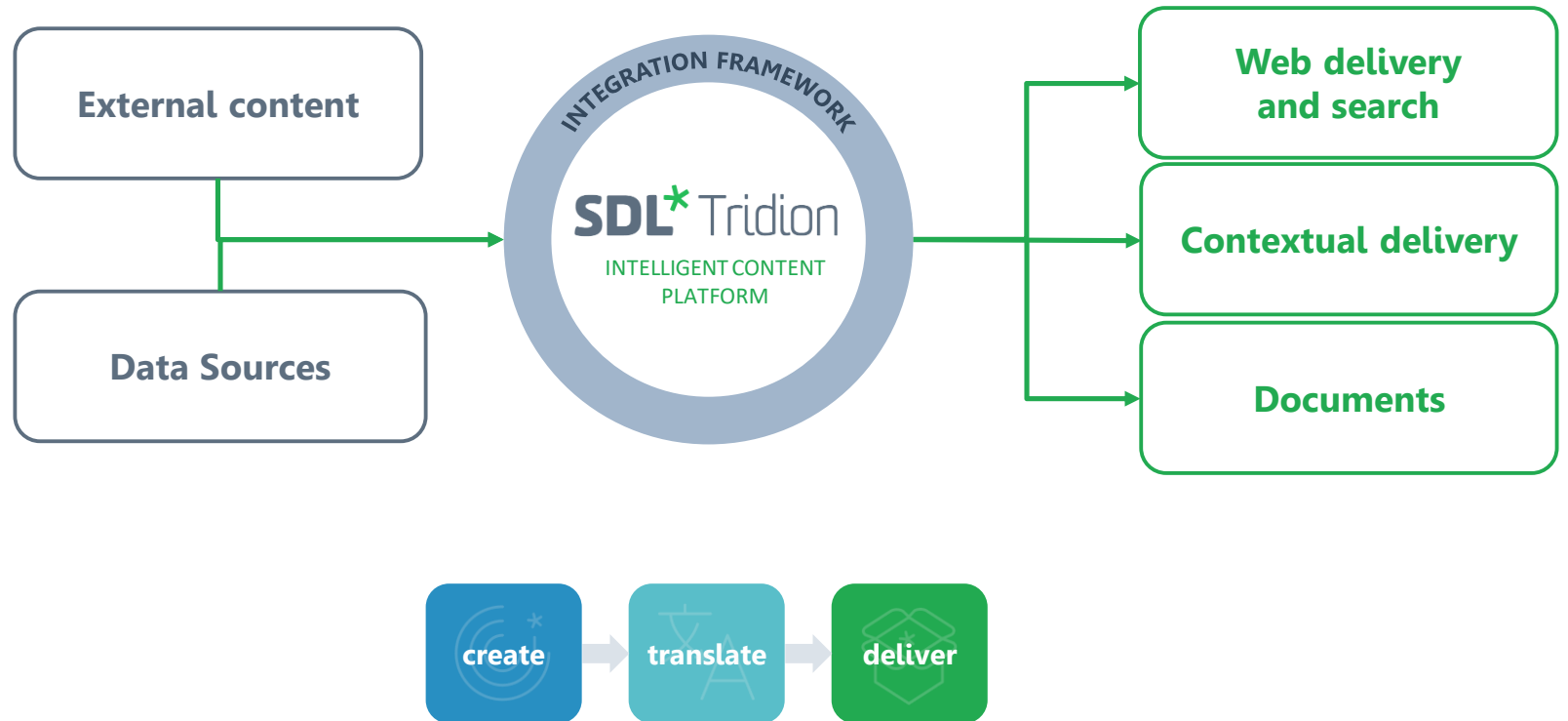
- Draft Space
- Document history
- Review Space

The screenshot displays the SDL Tridion interface, specifically the 'XDesign Sales Guide' document. The main content area shows a 'Market Insight' section with a 'Market Opportunity' subsection. The text describes the total addressable XDesign market (TAM) and OpsCenter spending growth. A 'Comments' panel on the right shows a list of comments, including a 'Proposed change' and an 'Editorial comment'.

Overlaid on the interface is a 'Document History' window, which provides a detailed view of changes made to the document. The window title is 'Document History - who changed what, when, within the current topic version'. It shows a list of changes, including 'Deleted text' and 'Inserted text', with a '35 unseen changes' indicator. A 'Draft Space' window is also visible, showing a 'UHF power LDMOS transistor' topic with a 'General description' section. The draft space includes a 'LONG QUOTE' section with a quote about the product's performance and a 'Features and benefits' section.

The 'Draft Space' window also shows a 'Detailed changes' panel with a list of changes, including 'Deleted text' and 'Inserted text', and a '35 unseen changes' indicator. A 'Draft Space' window is also visible, showing a 'UHF power LDMOS transistor' topic with a 'General description' section. The draft space includes a 'LONG QUOTE' section with a quote about the product's performance and a 'Features and benefits' section.

Achievements – past 12 months



Achievements – past 12 months

Partners and connectors

Integration framework
New:

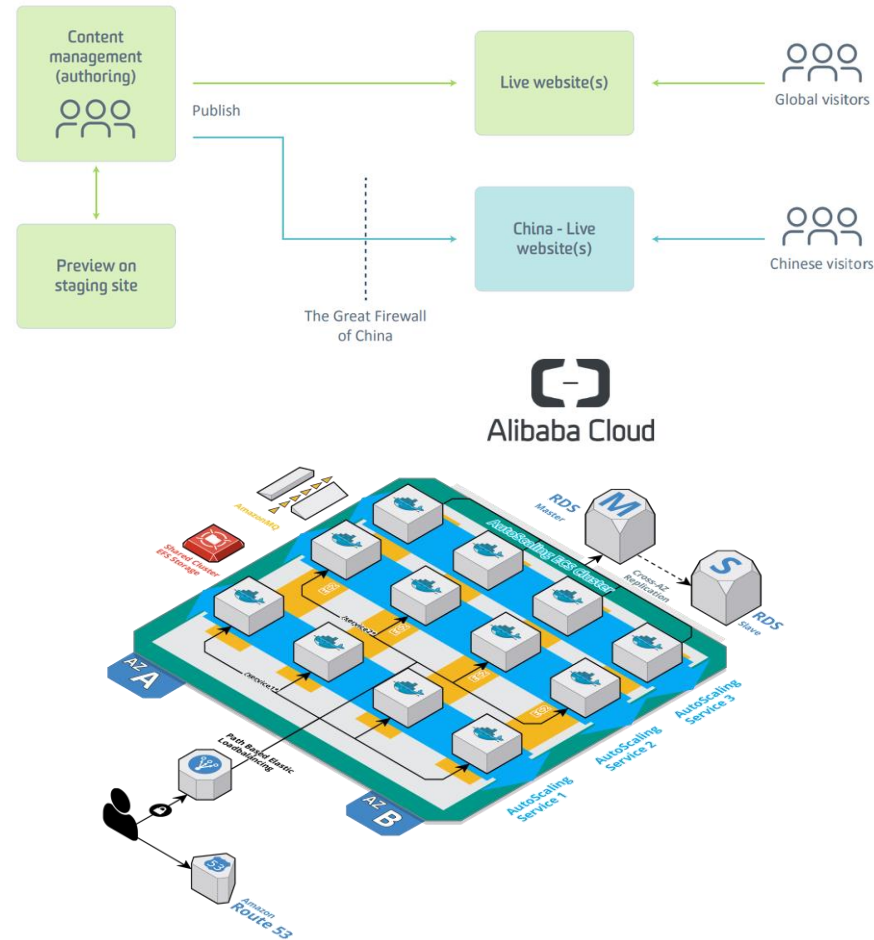
- Connectors
- Tech partners
- Service partners



Achievements – past 12 months

Market successes

- Cloud and upgrades:
- Solid uptake
 - Delivery in China
- Forrester:
- Intranet Wave™
 - Agile CMS Wave™



FOR APPLICATION DEVELOPMENT & DELIVERY PROFESSIONALS

The Forrester Wave™: Intranet Platforms, Q2 2020 The 12 Providers That Matter Most And How They Stack Up



by Cheryl McKinnon
with Daniel Hong, Sara Sjöblom, Peter Harrison, and Madison Bakalar
June 16, 2020

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- Vendor Inclusion Criteria
- 16 Supplemental Material

Related Research Documents

- [The Employee Experience Maturity Assessment](#)
- [Now Tech: Intranet Platforms, Q1 2020](#)
- [Your Intranet Is Dead: Reboot Communication And Collaboration With Employees At The Center](#)

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Forrester Research, Inc., 60 Acorn Park Drive, Cambridge, MA 02140 USA
+1 617-613-6000 | Fax: +1 617-613-5000 | forrester.com

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// We looked at a lot of your competitors and got into their tools and none of them, including Adobe, do what you do; so that is why I would recommend it over anyone else.

For a multibillion dollar, Fortune 100 Company, this is the right tool. //

US customer



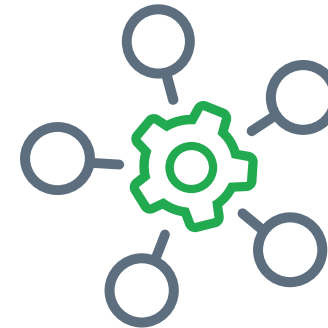
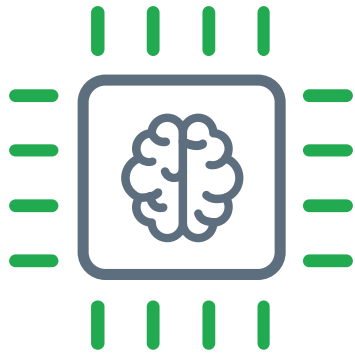
OUR PLANS...

Tridion Themes for 2021

Drive customer success with
AI for content

Make authors and editors
more productive

Expand connector
ecosystem



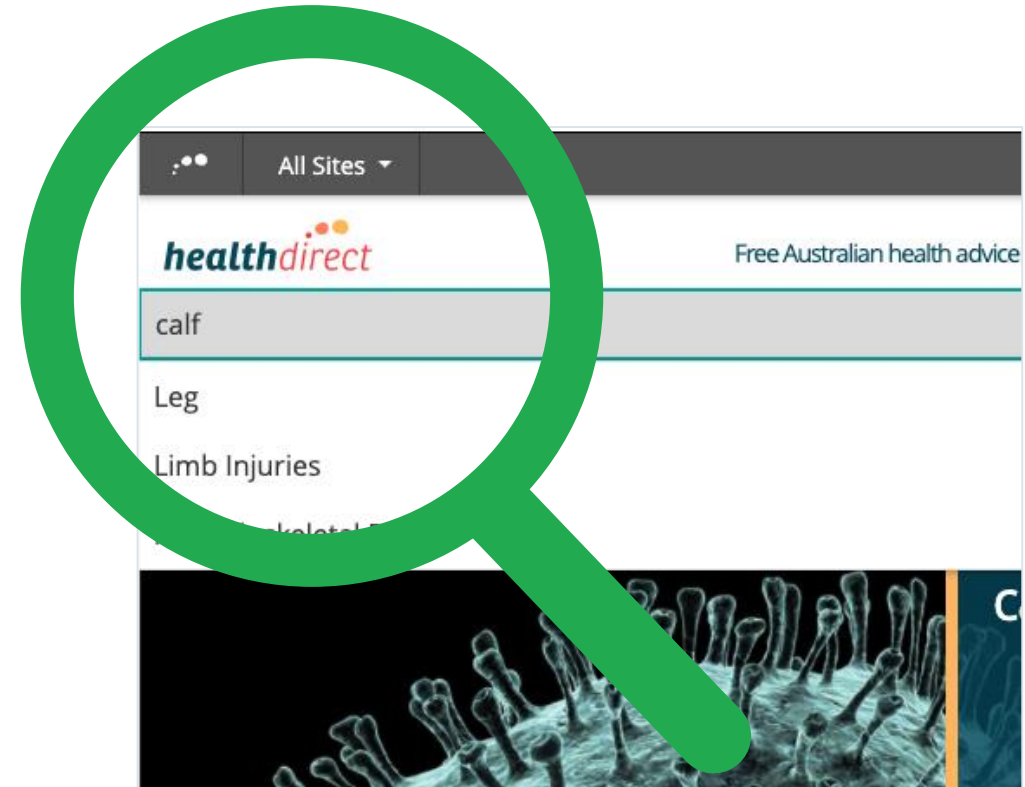
Keep track of entitlements

Architectural updates

Drive customer success with
AI for content

Make authors and editors
more productive

Expand connector
ecosystem



Drive customer success with
AI for content

Make authors and editors
more productive

Expand connector
ecosystem

The image displays two screenshots of the SDL Tridion web client interfaces. The left screenshot shows the 'SDL* Tridion Sites' interface with a 'Content Manager' sidebar and a main table of content items. Overlaid on this are two modal windows: 'New Structure group' and 'New Folder', both with 'Name' and 'Directory' fields and 'Create' buttons. The right screenshot shows the 'SDL* Tridion Docs' interface with a 'Structure Content' sidebar and a main table of topics. A 'Topics' modal window is also visible on the right, showing 'Properties' like 'Folder name', 'Content type', and 'Owner'.

Ongoing Tridion Sites improvements

New Tridion Docs web client 'Organize Space'

Drive customer success with
AI for content

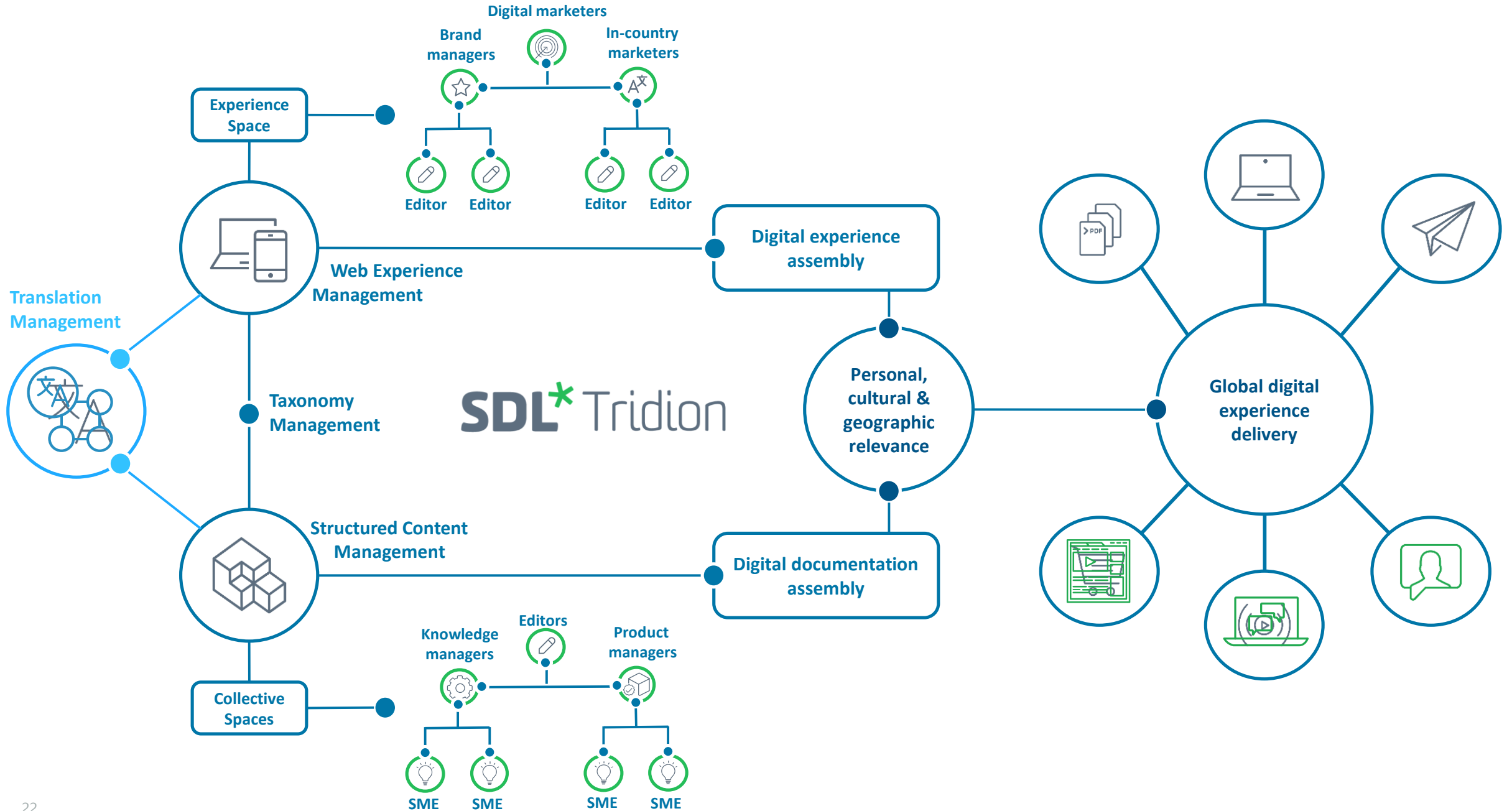
Make authors and editors
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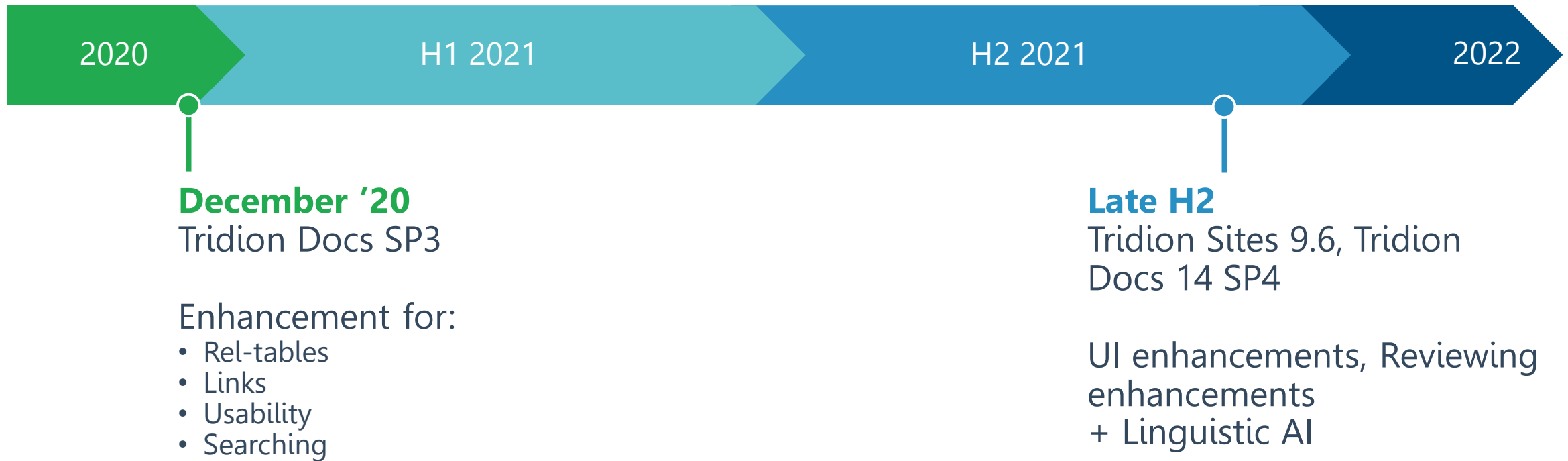


Connectors roadmap

- Marketing resource management
- Digital quality management
- Marketing automation
- Online video platforms
- Campaign management
- Enterprise content management



Timeline of key milestones for **Tridion**



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