

Upgrading to Sitecore 10.4

WHY UPGRADE

The latest release of 10.4 brings in new capabilities and enhancements to meet the ever changing needs of digitally matured businesses while catering to customer expectations and the growing need for personalized experiences across changing touchpoints.

Sitecore Experience Platform(XP) 10.4 features more than 200 enhancements, simplified personalization and easy access to composable add-ons.



Composable

New integration capabilities allow you to make the most of your Sitecore XP analytics and sync directly into marketing automation, CRM, or CDP systems



Enhanced Security & Accessibility

Improvements to security and accessibility to meet the rigorous demands for regulated industries.



Enhanced Personalization

Target specific audiences more effectively with custom languages, perfect for global companies targeting diverse geographies.



Refurbished Content Editor

New visual focus indicators, aligning with the W3C ARIA Authoring Practices Guide.



Intuitive Visitor Tracking

Create personalized customer experiences based on behavior, preferences, and demographics without the need for developer involvement.



Faster Deployment

The Publish Manager now supports the publishing of multiple items, speeding up page deployment times and time to value.

BENEFITS OF 10.4

For many brands, XM/XP delivers the necessary foundation for your digital strategy into the future. Future releases will focus on increasing the ability for customers to connect to other elements of their stack, native support for generative AI, and continued modernization of the content publishing experience.



Faster time to market



No-Code Interface



Improved Performance