SITECORE

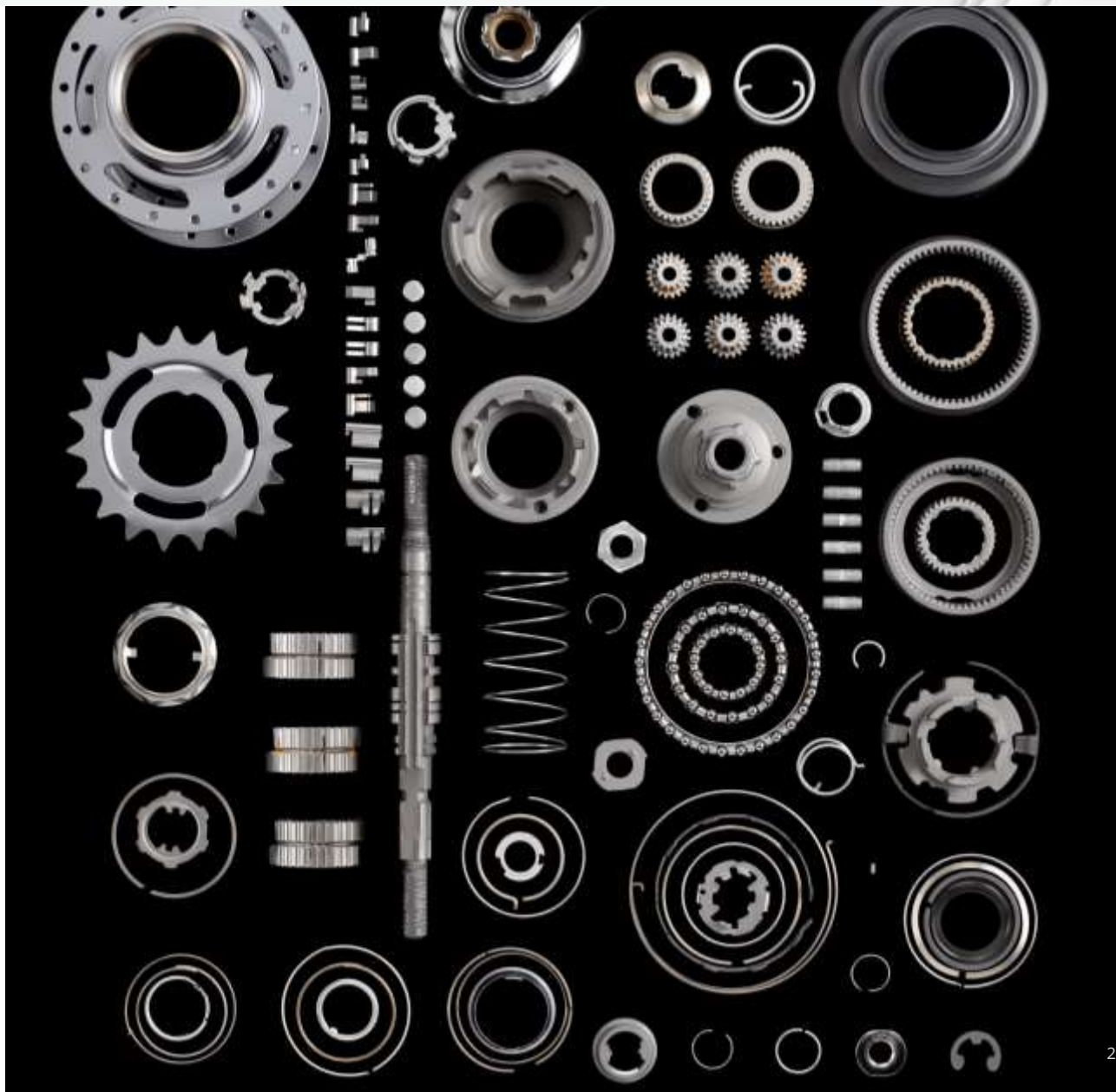
Flexible Static: Static Site Personalization at the Edge

Thomas Desmond
@ThomasJDesmond

© 2022 Sitecore Corporation A/S. All Rights Reserved.

What are we looking at today?

- What Are Static Sites?
- How Do You Add Flexibility?
- Demo Time: Personalization at the Edge



@ThomasJDesmond

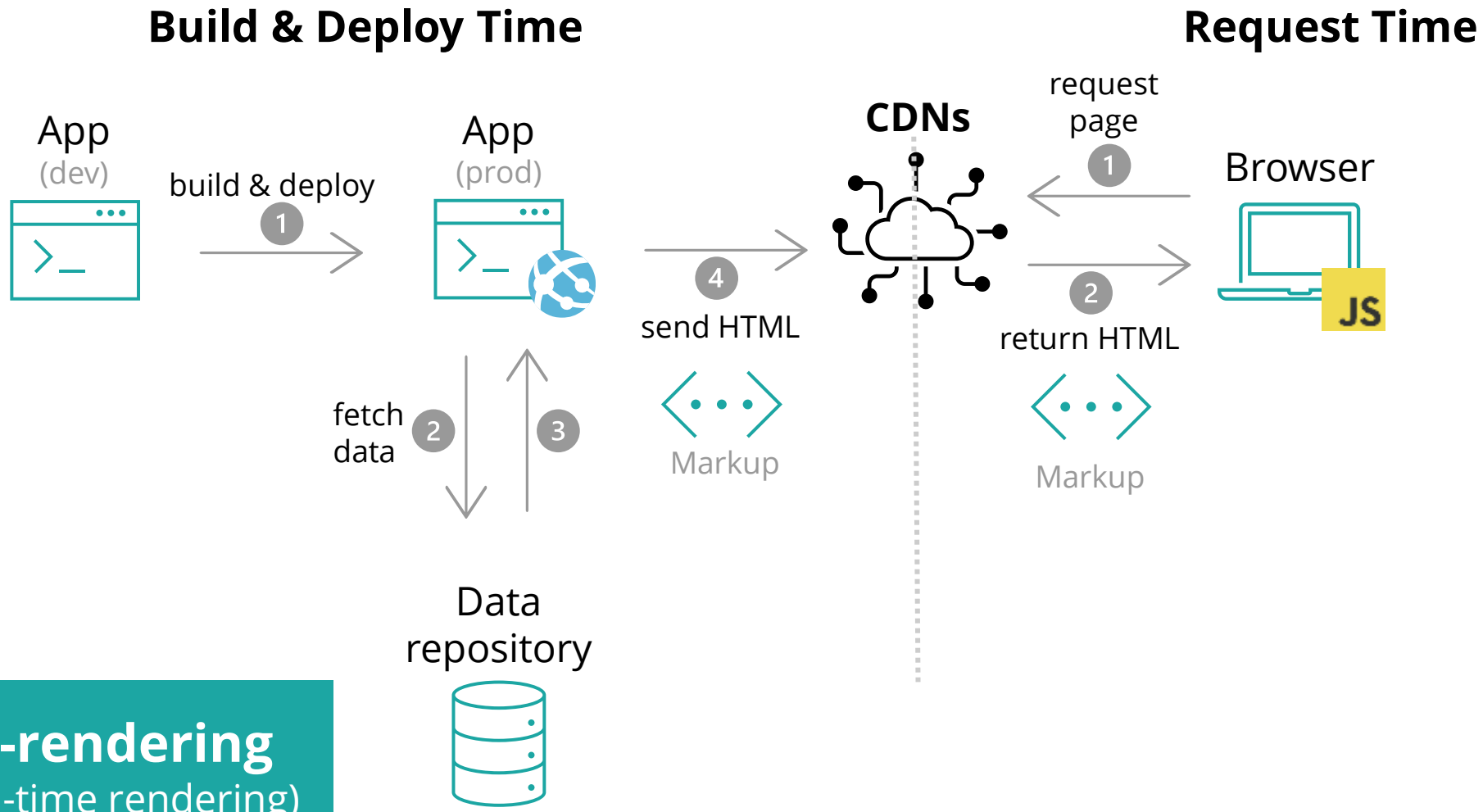
© 2022 Sitecore Corporation A/S.

SITECORE

What is Static Site Generation (SSG)?

© 2022 Sitecore Corporation A/S.

Static Site Architecture (Full Static)

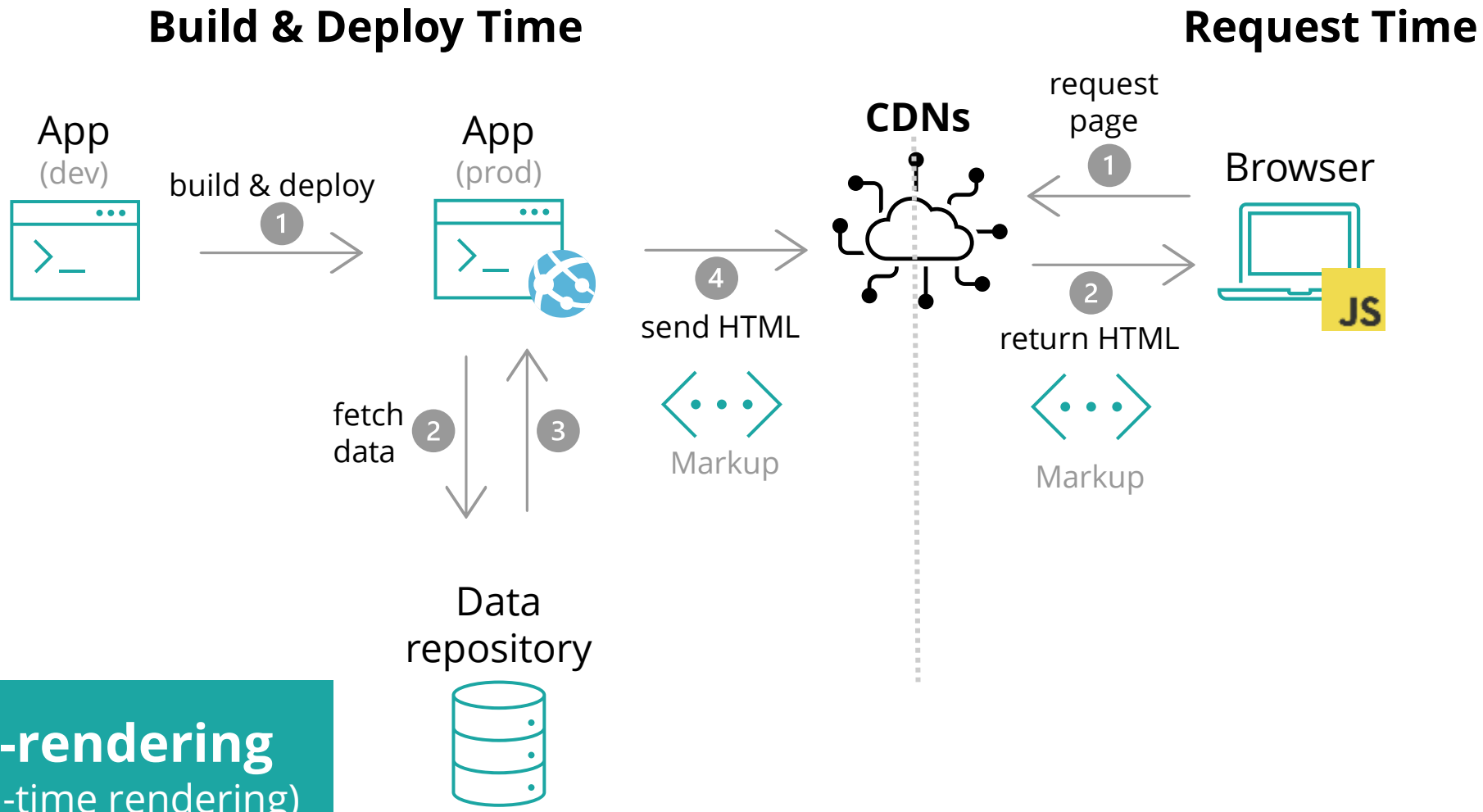


Pre-rendering
(build-time rendering)

@ThomasJDesmond

© 2022 Sitecore Corporation A/S.

Static Site Architecture (Full Static)



Pre-rendering
(build-time rendering)

@ThomasJDesmond

© 2022 Sitecore Corporation A/S.

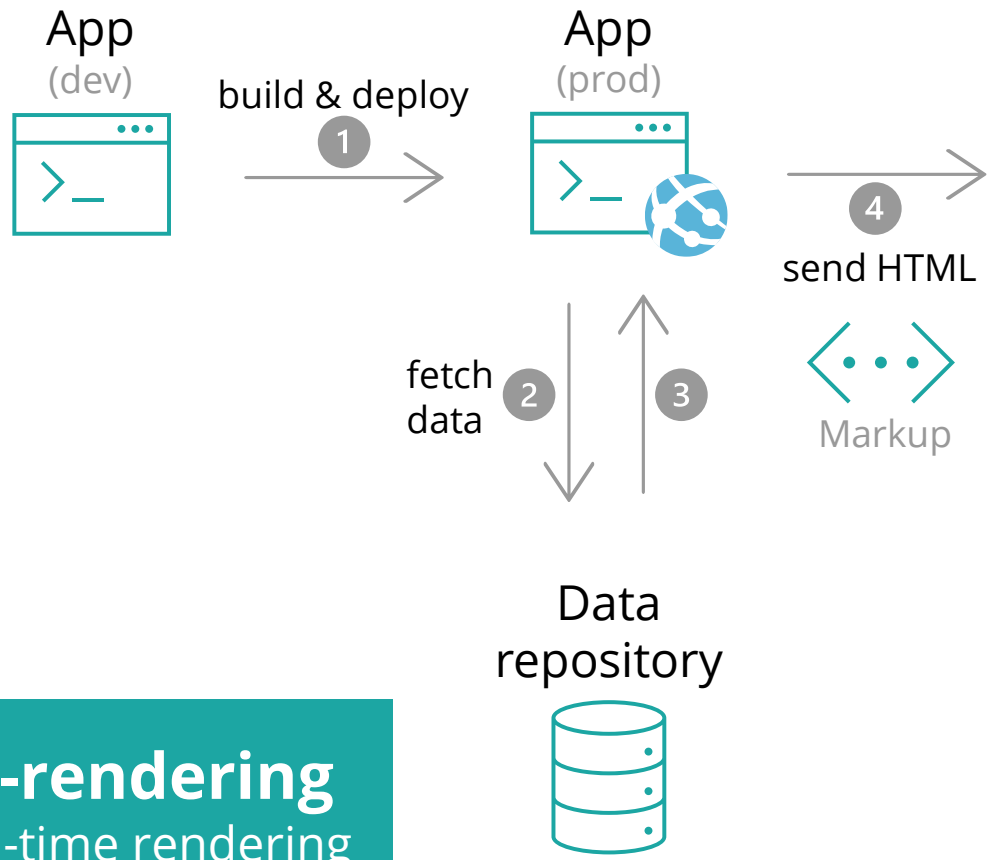
Adding Flexibility to Static Sites

© 2022 Sitecore Corporation A/S.

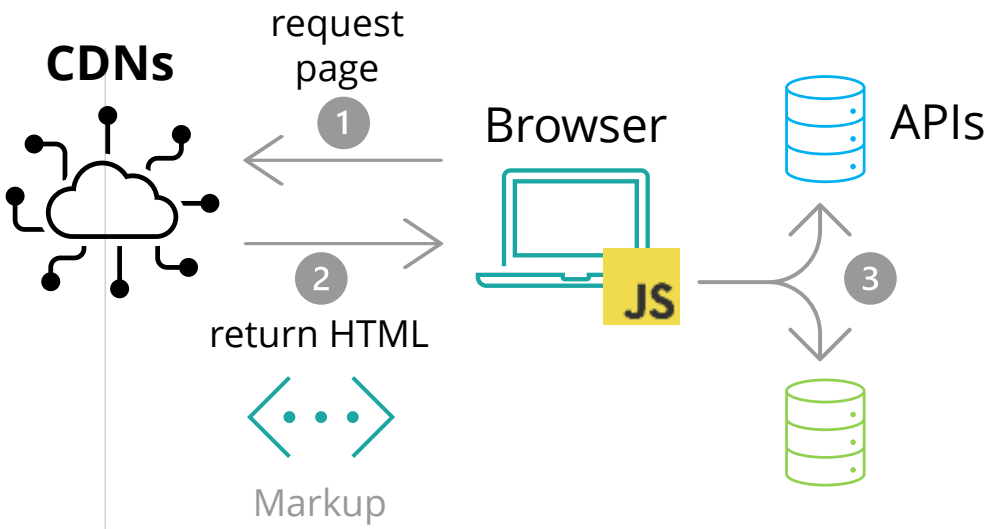
Static Site with Rehydration

SITECORE

Build & Deploy Time



Request Time



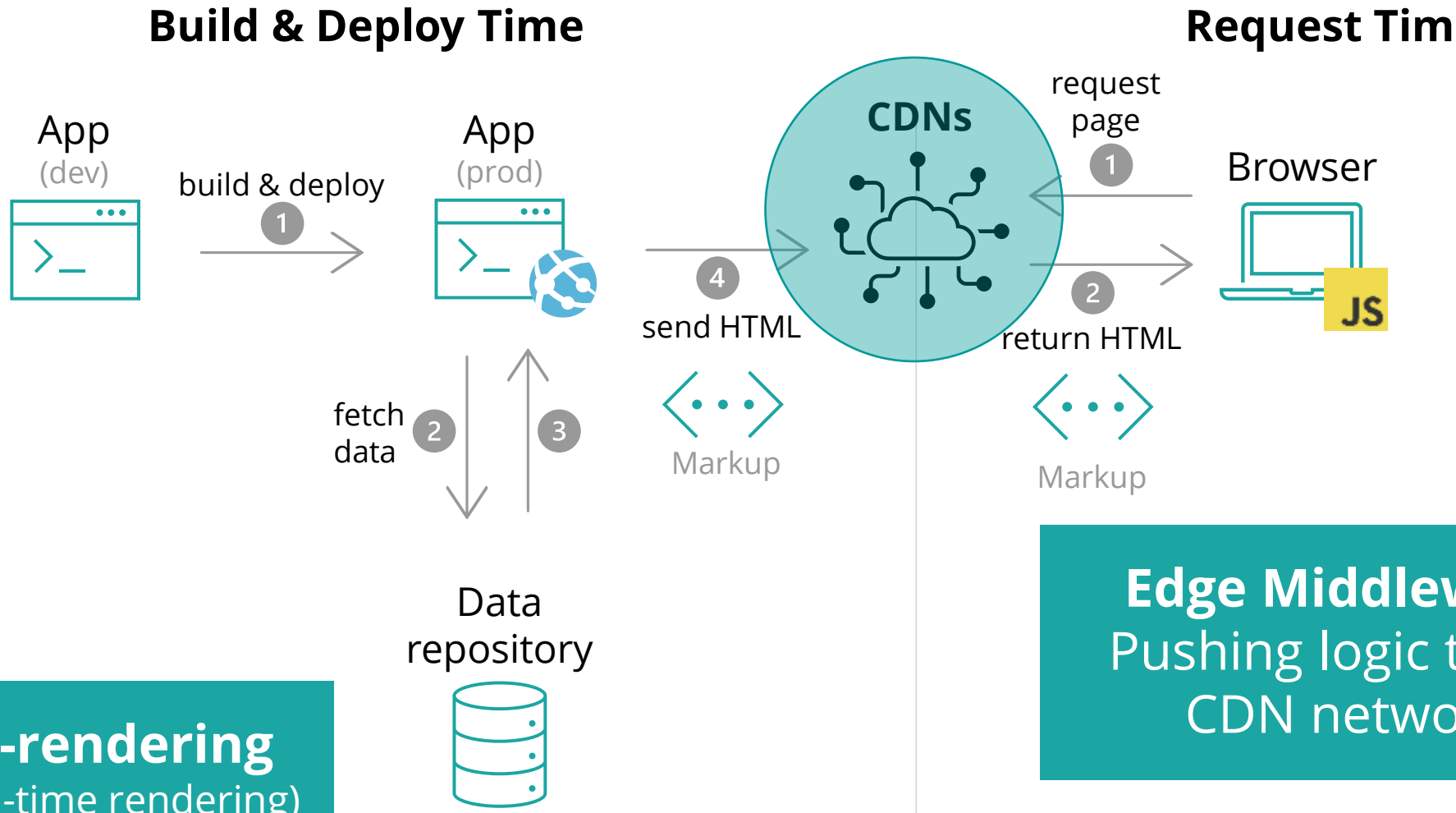
Pre-rendering
build-time rendering

Rehydration
dynamic data is fetched from the end user's web browser, not the web server

@ThomasJDesmond

© 2022 Sitecore Corporation A/S.

Static Site Architecture w/ Edge Middleware



Pre-rendering
(build-time rendering)

Edge Middleware
Pushing logic to the CDN network

@ThomasJDesmond

© 2022 Sitecore Corporation A/S.

What can we do at with Edge Middleware?

- What information we have at the Edge?
  - Geolocation, Cookies, URL, & more
  - 3rd party data
- What can we do with that information?
  - Logging, Rewrite/Redirect URLs
    - Auth, Feature Flags, API limiting, & More

@ThomasJDesmond

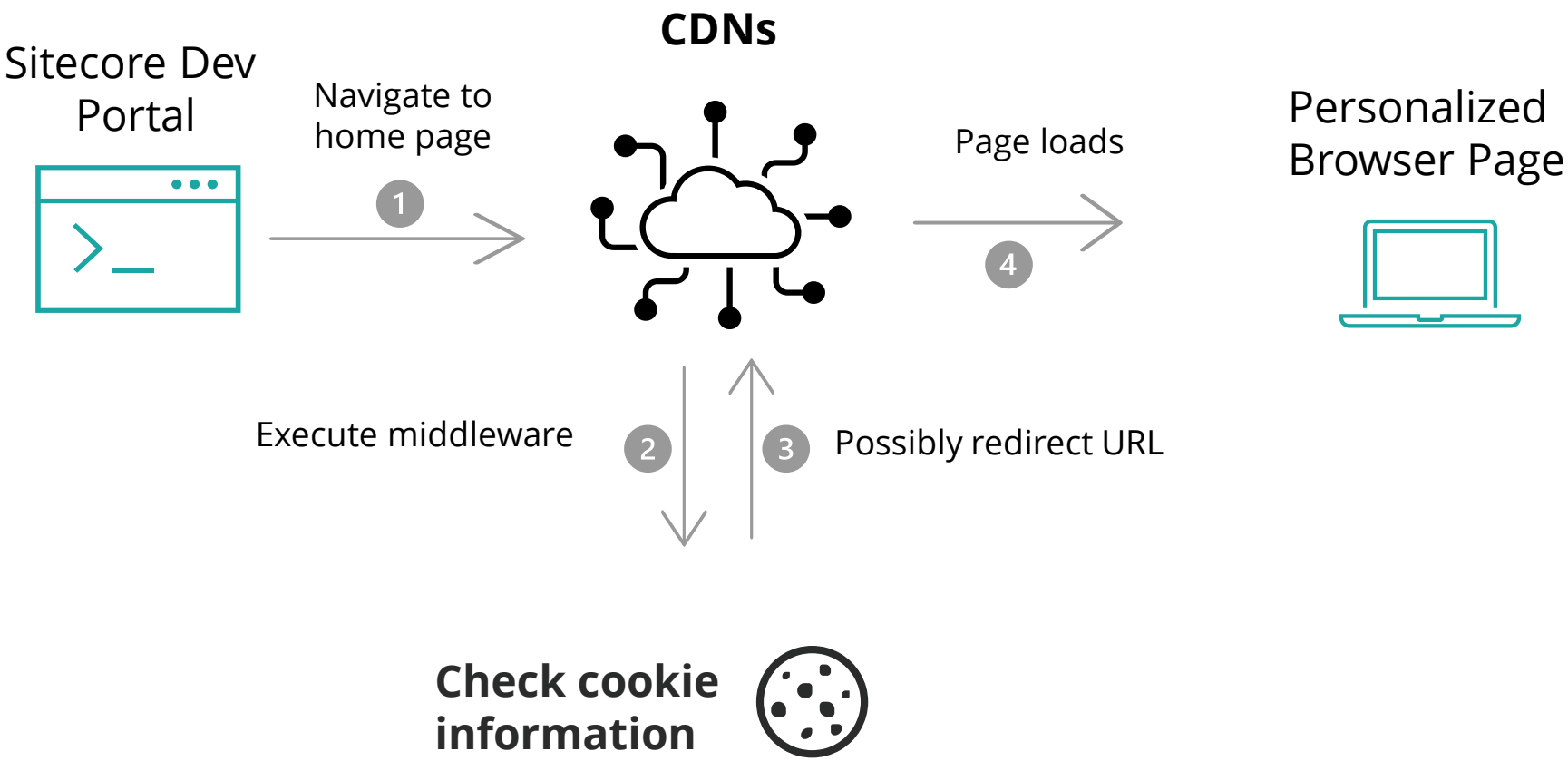
© 2022 Sitecore Corporation A/S.

SITECORE

Doing More with Edge Middleware

© 2022 Sitecore Corporation A/S.

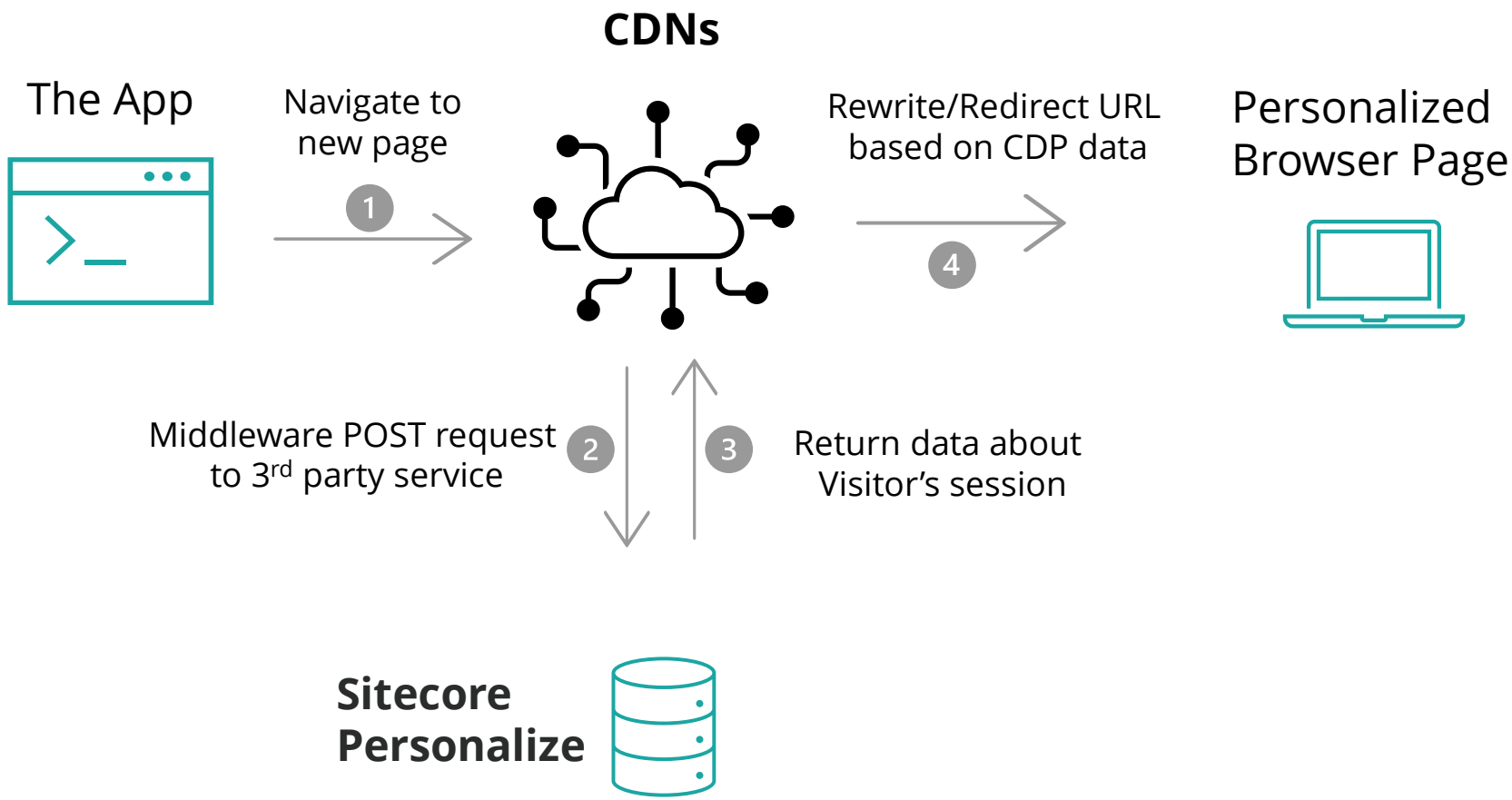
Architecture checking cookie info



@ThomasJDesmond

© 2022 Sitecore Corporation A/S.

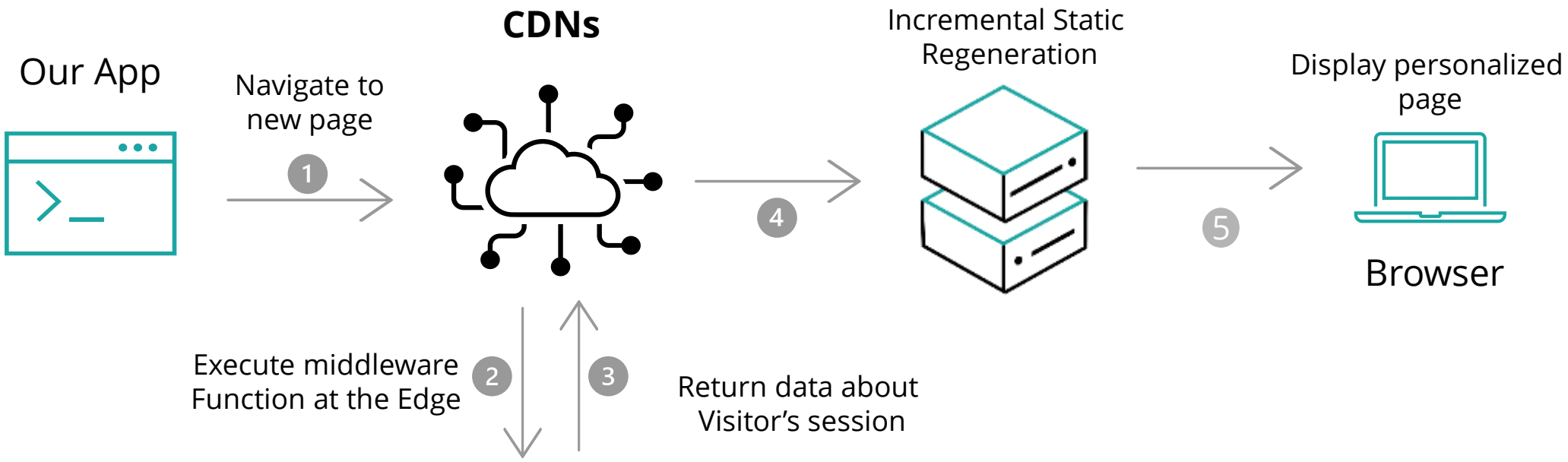
3rd Party Service Flow



@ThomasJDesmond

© 2022 Sitecore Corporation A/S.

Flow for generating static page at request time



Subsequent visitors to the same page get the already statically generated page

@ThomasJDesmond

© 2022 Sitecore Corporation A/S.

Additional Resources

- Edge Middleware Documentation
- Edge Middleware API Docs
- Getting Started with Next.js
- Vercel Middleware Feature Page with Code Samples
- Vercel Homepage
- Sitecore Developer Portal

@ThomasJDesmond

© 2022 Sitecore Corporation A/S.

SITECORE

Thank you

Thomas Desmond
TheTomBomb.com

@ThomasJDesmond

FOR DISCUSSION PURPOSES ONLY.

© 2022 Sitecore Corporation A/S. All Rights Reserved. Sitecore, the Sitecore logo and Own The Experience are trademarks of Sitecore Corporation A/S and its affiliates. Other names and brands may be claimed as the trademarks of others.