



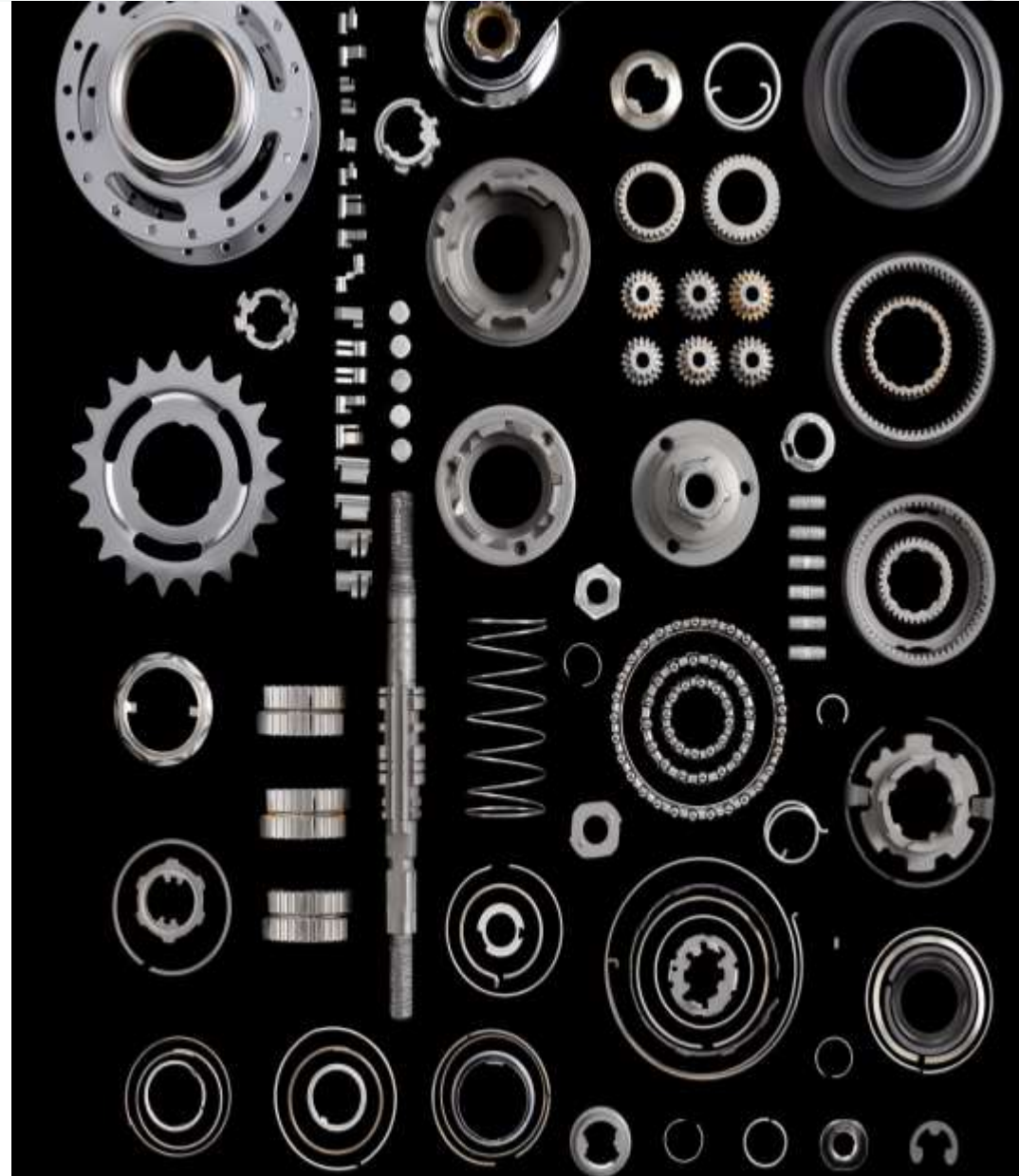
# Flexible Jamstack: Unlocking The Potential of Static Sites

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# What are we looking at today?

- Definitions
  - Jamstack, Static Sites
  - Content Delivery Networks (CDN)
  - Architecture
- Adding Flexibility to Static
- Demo Time with Next.js



# What is Jamstack?

Jamstack is an architecture designed to make the web faster, more secure, and easier to scale, with the core principles of pre-rendering and decoupling

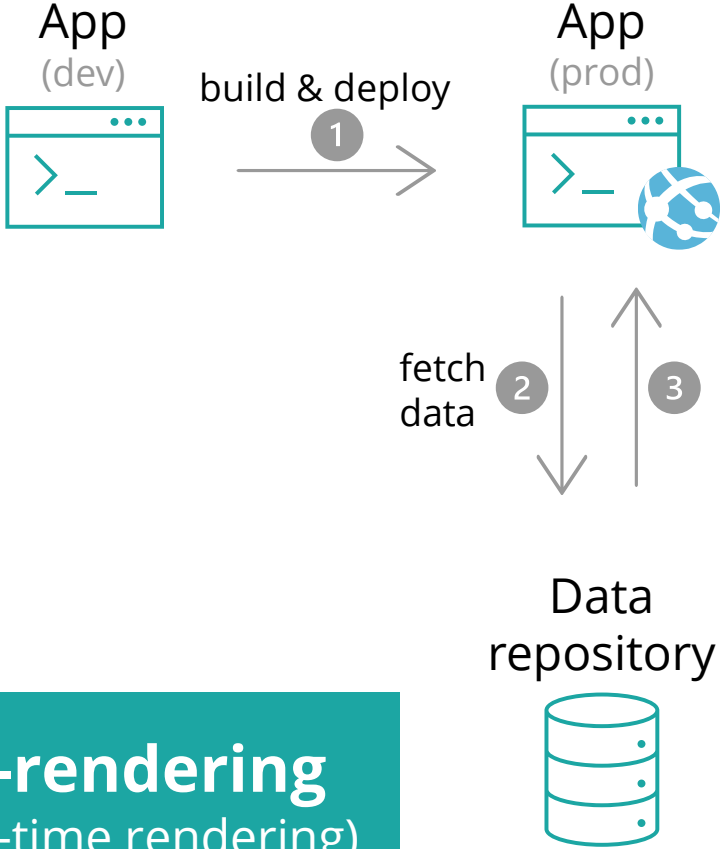
[Jamstack.org](https://jamstack.org)

An aerial photograph of London, England, showing the River Thames and the city skyline. A large blue arrow-shaped overlay points from the left towards the right, containing the text 'What are Static Sites?'. The Tower Bridge is visible in the foreground, and the city extends into the distance under a hazy sky.

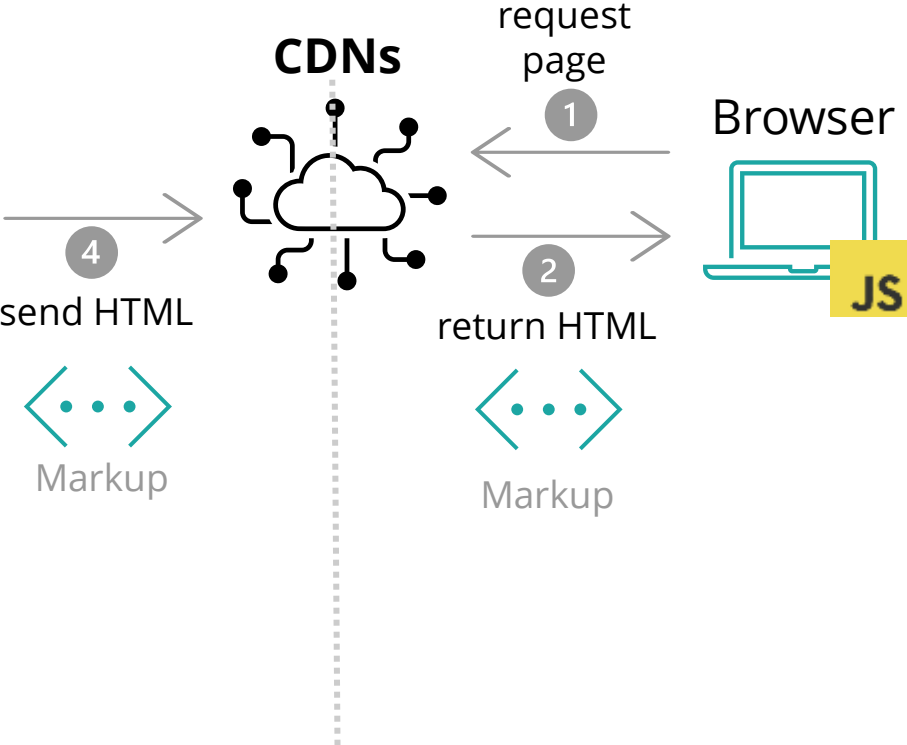
# What are Static Sites?

# Static Site Architecture (Full Static)

## Build & Deploy Time



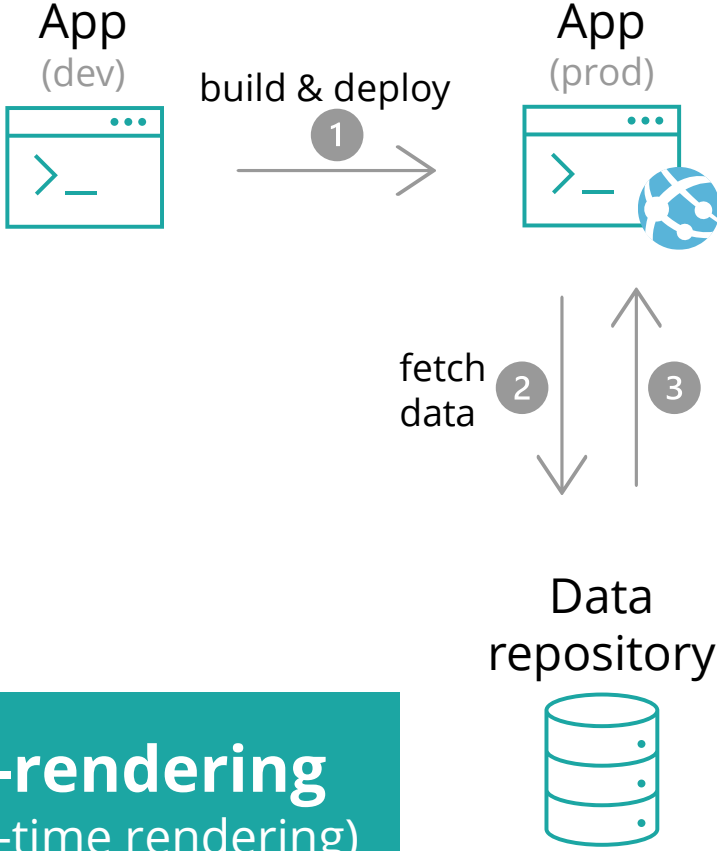
## Request Time



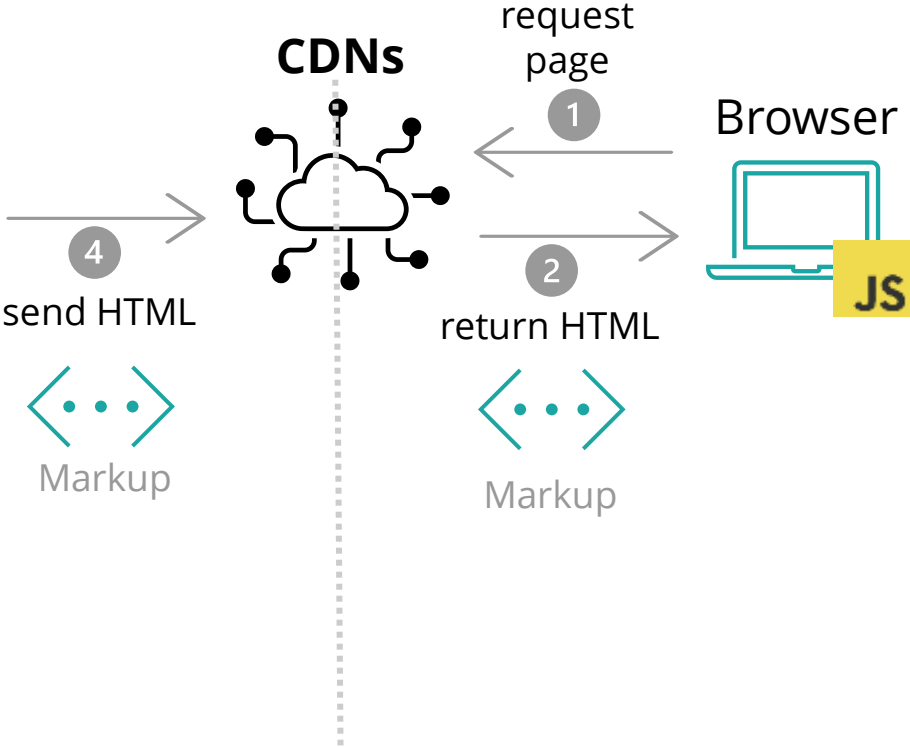
**Pre-rendering**  
(build-time rendering)

# Static Site Architecture (Full Static)

## Build & Deploy Time



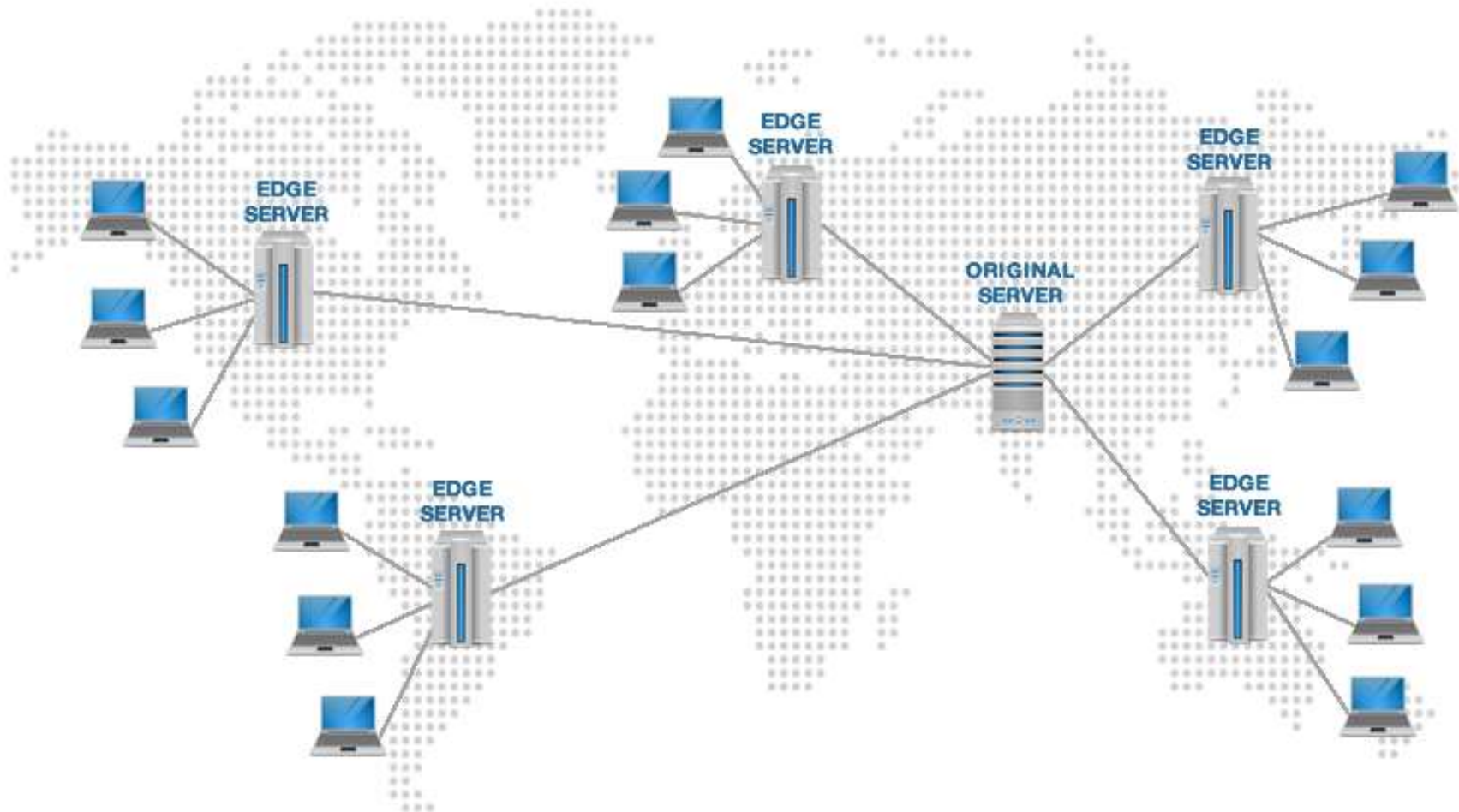
## Request Time



**Pre-rendering**  
(build-time rendering)



# What is a CDN ('The Edge')?

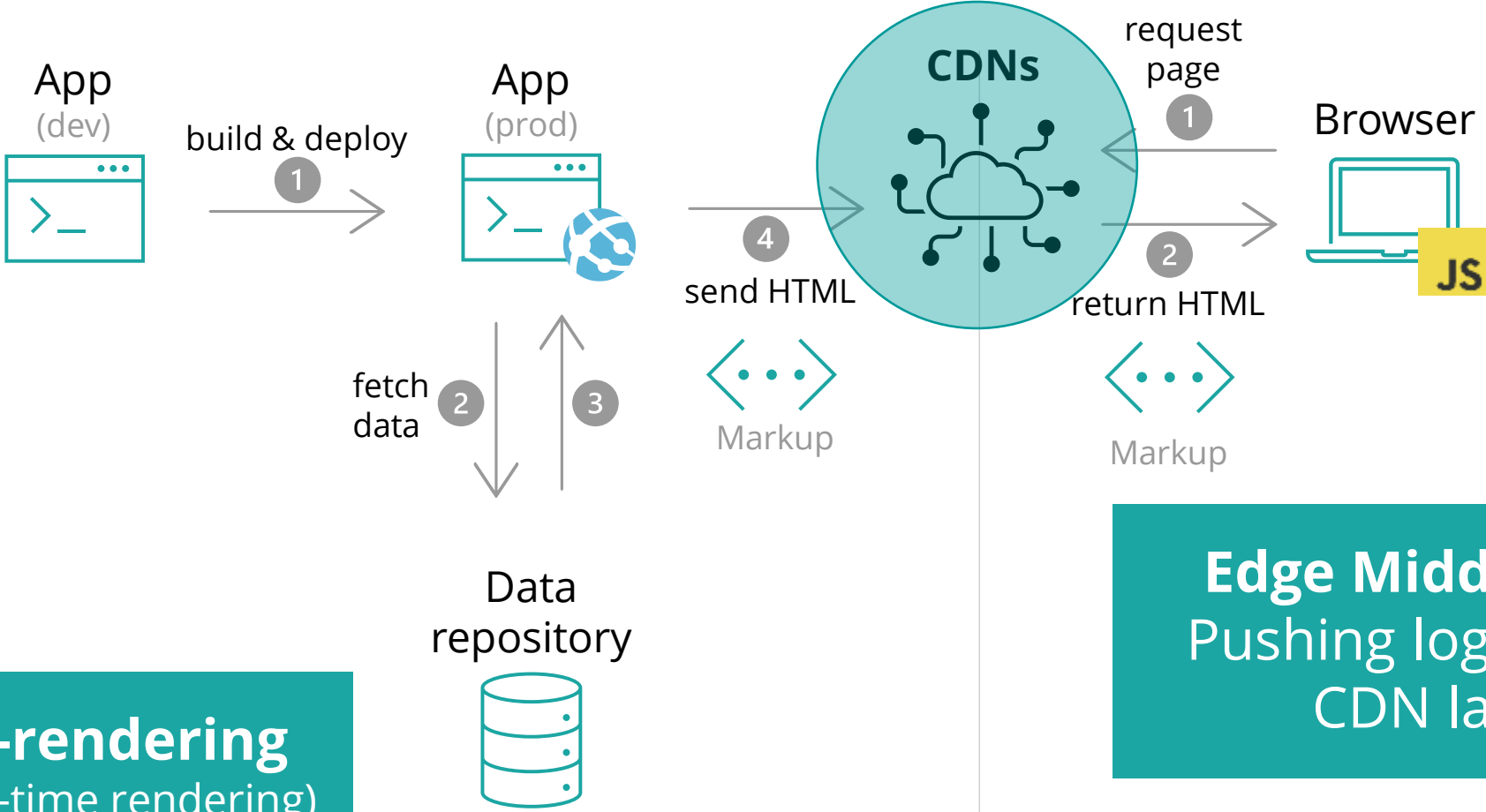




# Adding Flexibility to Static Sites

## Build & Deploy Time

## Request Time



**Pre-rendering**  
(build-time rendering)

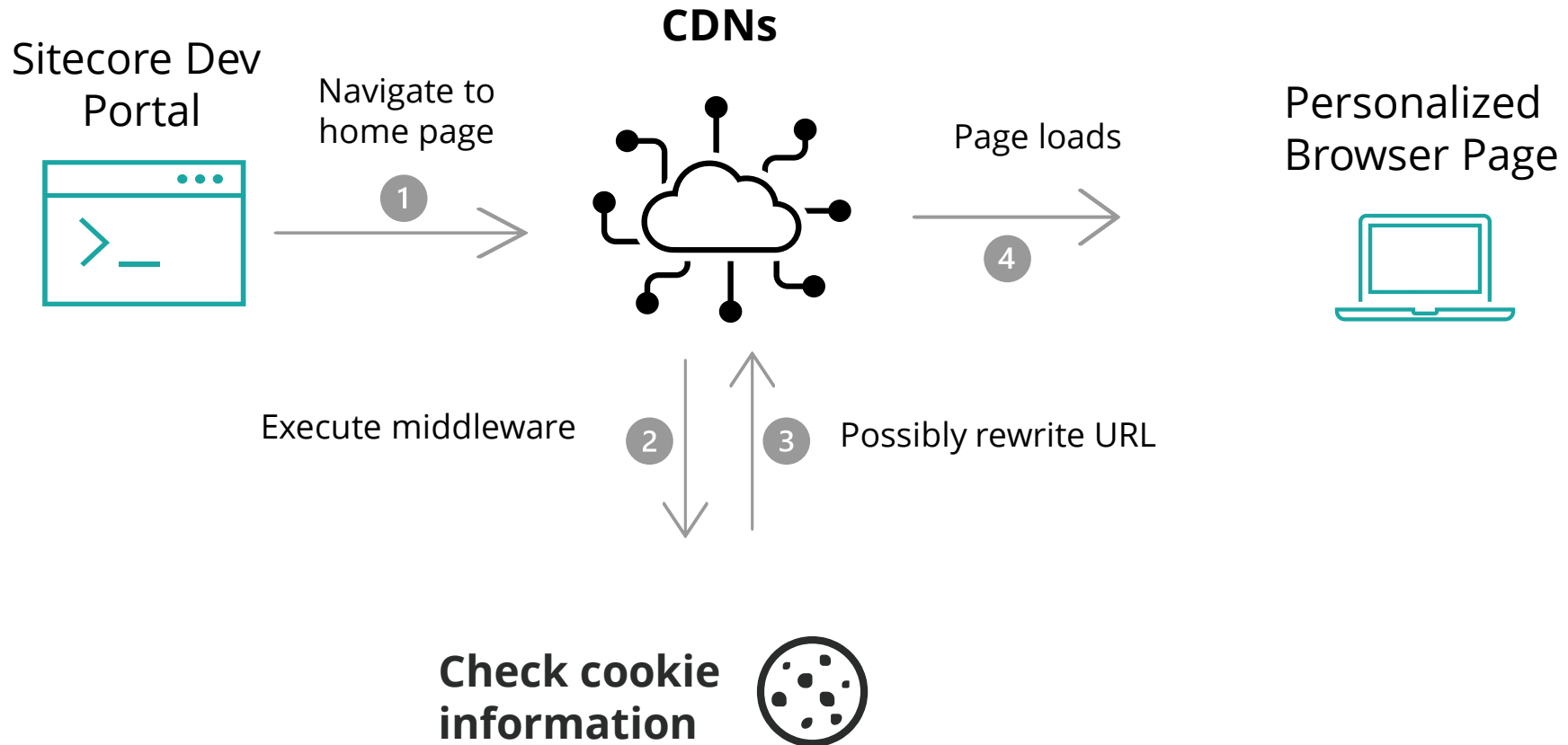
**Edge Middleware**  
Pushing logic to the  
CDN layer

- Demo Part 1:
  - Create a Next.js app from scratch to show off creating middleware file and hitting it
  - Have a previously published version on Vercel that has logs that you can look at and see that real data is coming in
- Demo Part 2:
  - Sitecore Developer Portal using Cookie information to personalize the page



# Doing More with Edge Middleware

# Architecture checking cookie info





# The Dependency on Vercel

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

- Jamstack, Static Sites, and CDN's
- Adding Flexibility with Vercel Edge Middleware
- Demo a brand new Next.js app
- Demo adding personalization to the Sitecore Developer Portal





**Slides:**

**[bit.ly/thomas-modern-frontend](https://bit.ly/thomas-modern-frontend)**

# Thank you

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