

# Flexible Static: Static Site Personalization at the Edge

Thomas Desmond

 [@ThomasJDesmond](https://twitter.com/ThomasJDesmond)

#sugcon

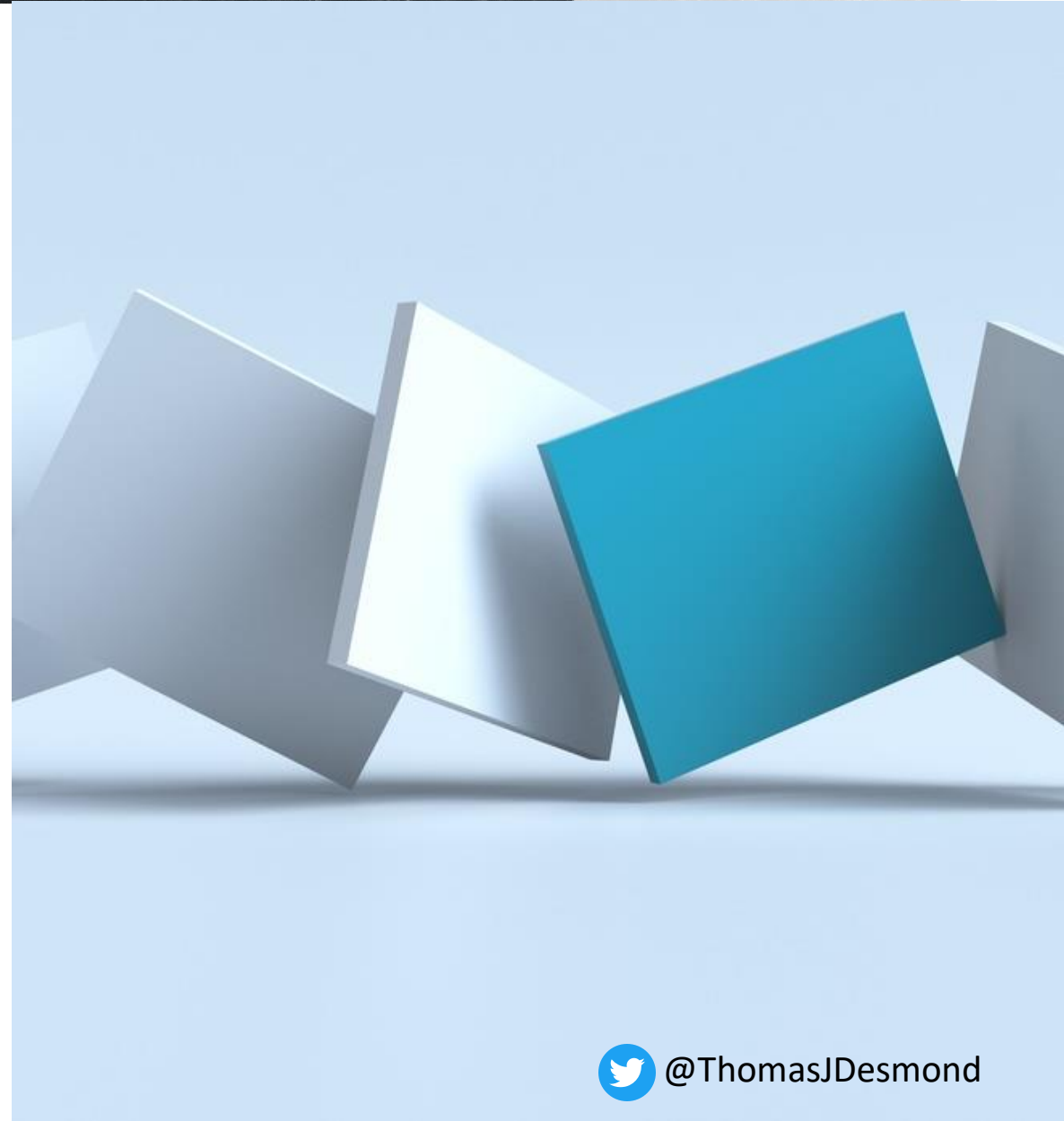


# What are we looking at today?



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- What are static sites?
- How can we add flexibility?
- Demo personalization at the edge
  - Next.js, Vercel Edge Functions, Sitecore Personalize





An aerial photograph of a city, likely Budapest, featuring a wide river (the Danube) flowing through the center. A large suspension bridge spans the river. The city is densely packed with buildings, and hills are visible in the background. In the foreground, there's a forested area with trees showing autumn colors. A dark, semi-transparent overlay covers the middle part of the image, containing the text.

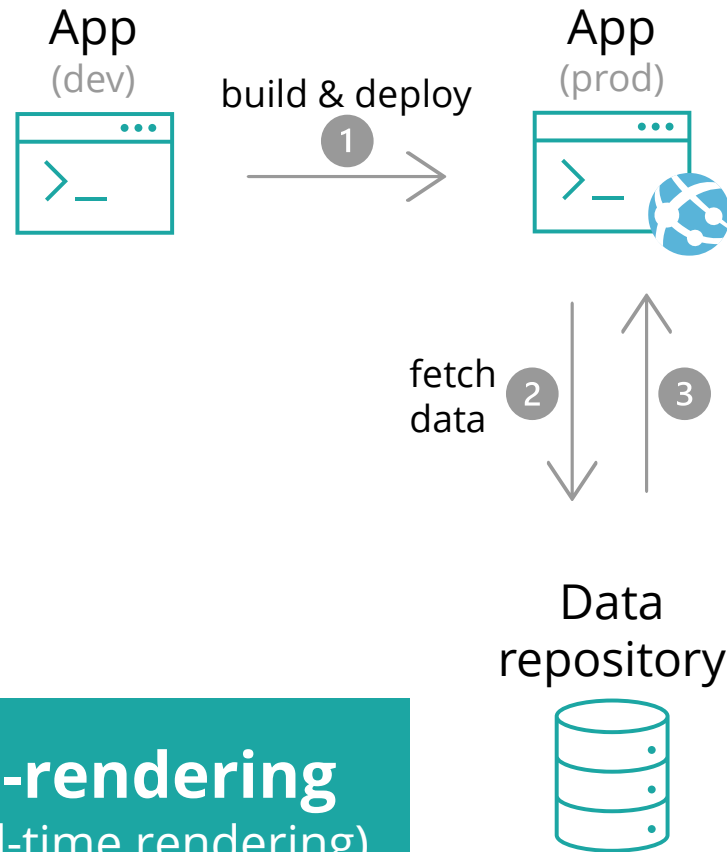
# What is Static Site Generation (SSG)?

# Static Site Architecture (Full Static)

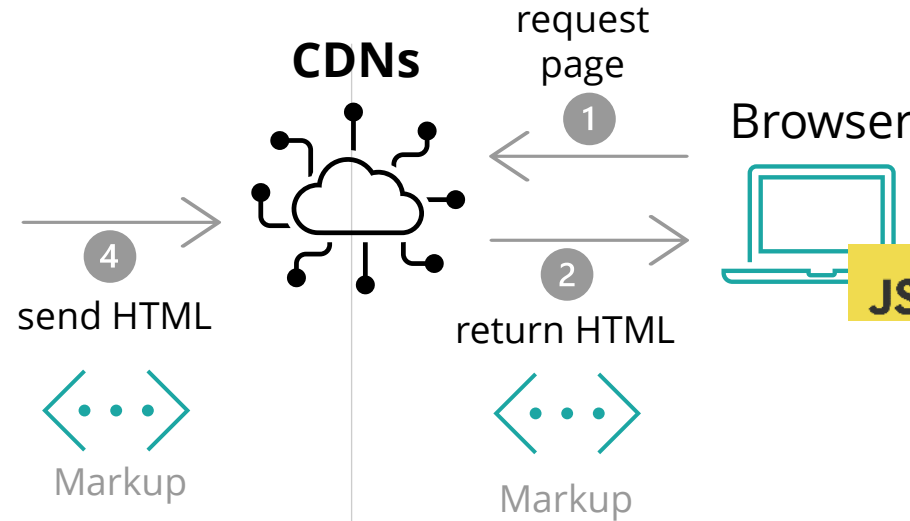


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## Build & Deploy Time



## Request Time







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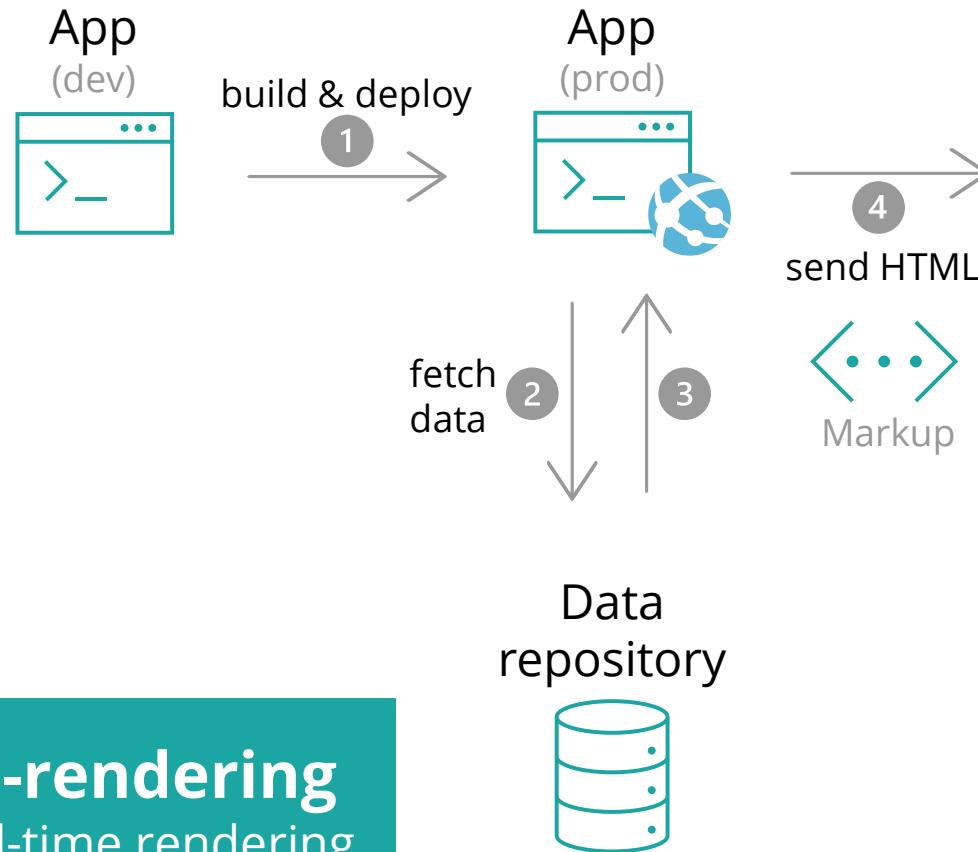
# Adding Flexibility to Static Sites

# Static Site with Rehydration



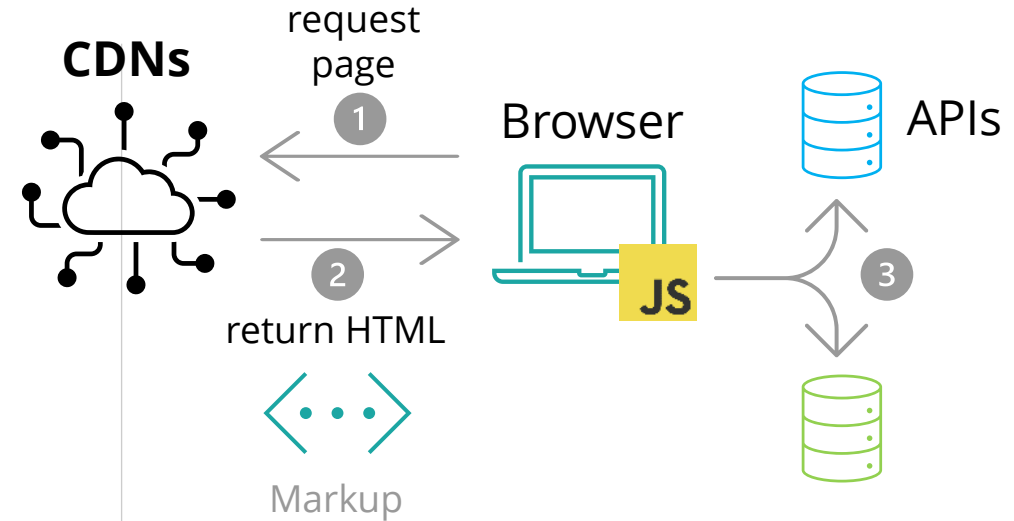
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## Build & Deploy Time



**Pre-rendering**  
build-time rendering

## Request Time



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

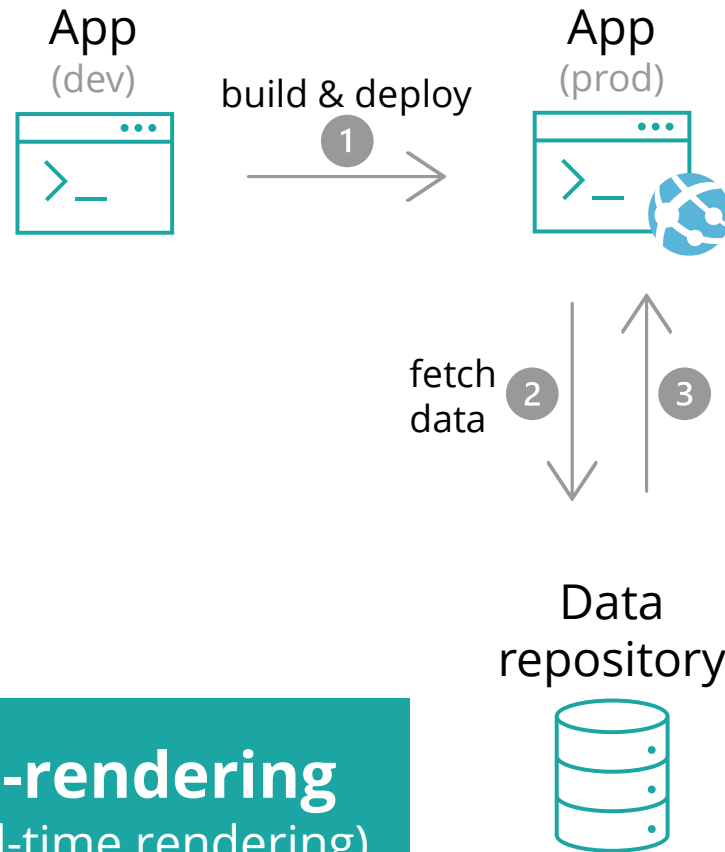


# Static Site Architecture w/ Edge Functions



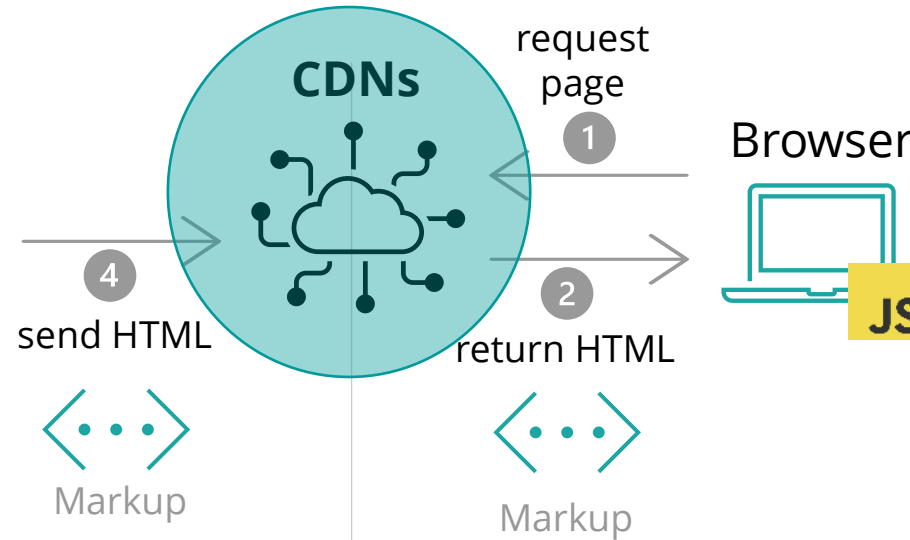
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## Build & Deploy Time



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

## Request Time



**Edge Functions**  
Pushing logic to the  
CDN network

# Vercel Introduces Edge Functions



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EDGE FUNCTIONS (BETA)

## Fearlessly Dynamic

Edge Functions give you the benefits of static with the power of dynamic. Now you can personalize and experiment without sacrificing speed or performance.

Get Started

Read Docs

```
1 // pages/_middleware.js
2
3 export default function middleware (req, ev) {
4   console.log('Edit and run at the edge!')
5
6   return new Response({
7     ip: req.ip,
8     geo: req.geo, // this will spin the globe!
9     ua: req.ua
10  })
11 }
```

▶ Run



# What can we do at 'The Edge'?



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- What information we have at the Edge?
  - Geolocation, Cookies, Requested URL
  - Fetch third party data
- What can we do with that information?
  - Logging, Rewrite/Redirect URLs





# Example Time

The image is a conceptual photograph set on a rooftop with a city skyline in the background. Several large, black, interlocking gears are positioned across the scene. Five business professionals are shown interacting with these gears: one man in a suit is on the right, pulling a rope connected to a large gear; another man in a suit is on the left, pushing a large gear; a woman in a business suit is in the center, reaching up towards a gear; a man in a white shirt and dark pants is in the foreground, pushing a large gear; and another man in a white shirt and dark pants is on the right, pushing a large gear. The text 'Example Time' is overlaid in the center of the image in a large, white, sans-serif font. The background features a clear blue sky with some clouds and a dense urban landscape with various skyscrapers.





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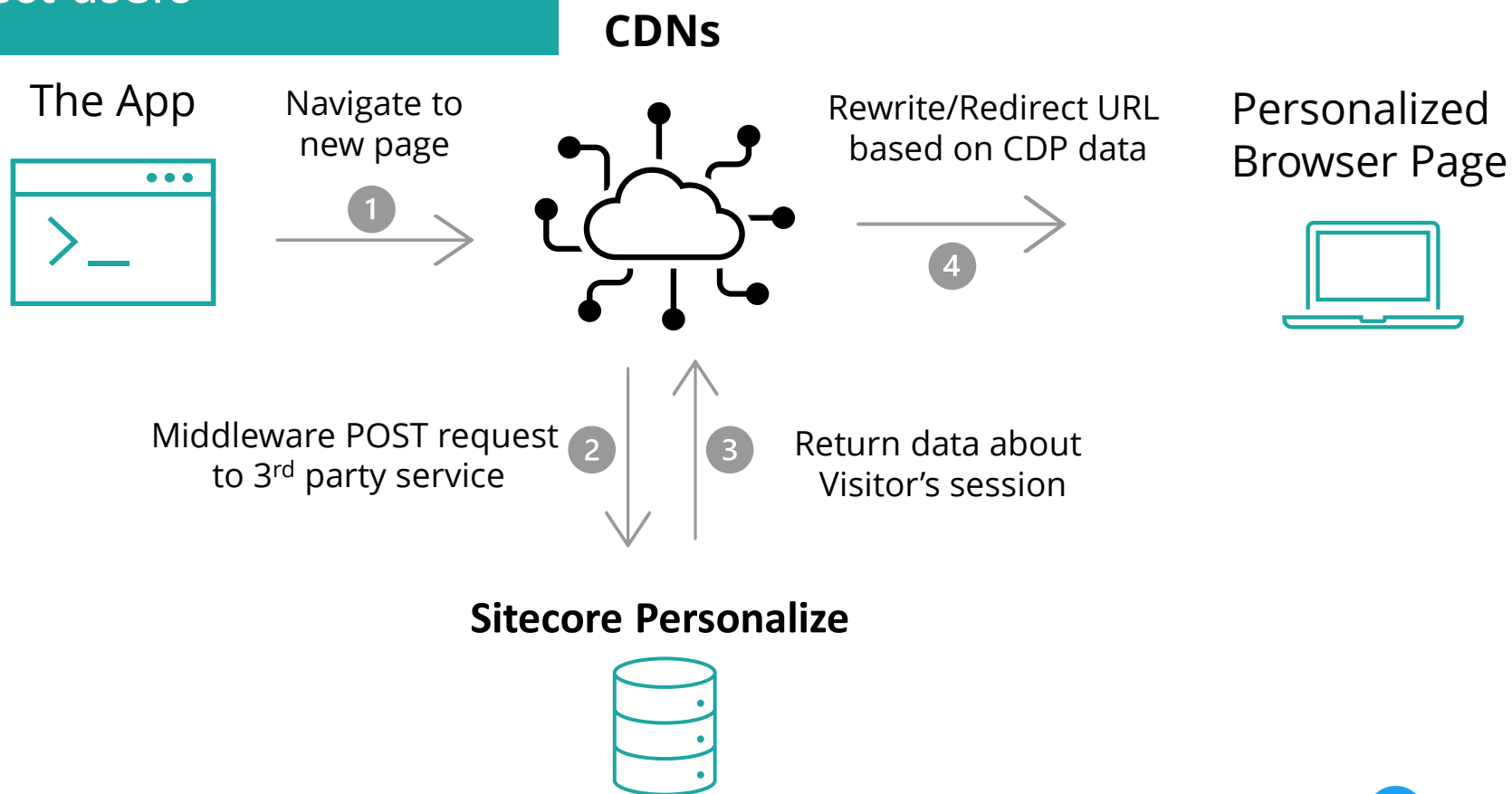
# Getting Started with Middleware

# Next.js, Vercel Edge, Sitecore Personalize



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Request time flow using Sitecore Personalize to determine where to direct users





An aerial photograph of a city, likely Budapest, featuring a wide river (the Danube) and a prominent suspension bridge. The city is densely packed with buildings, and hills are visible in the background. A dark, semi-transparent overlay covers the middle portion of the image, containing the text "Redirect URL Demo" in white. The foreground shows a hillside with trees in autumnal colors.

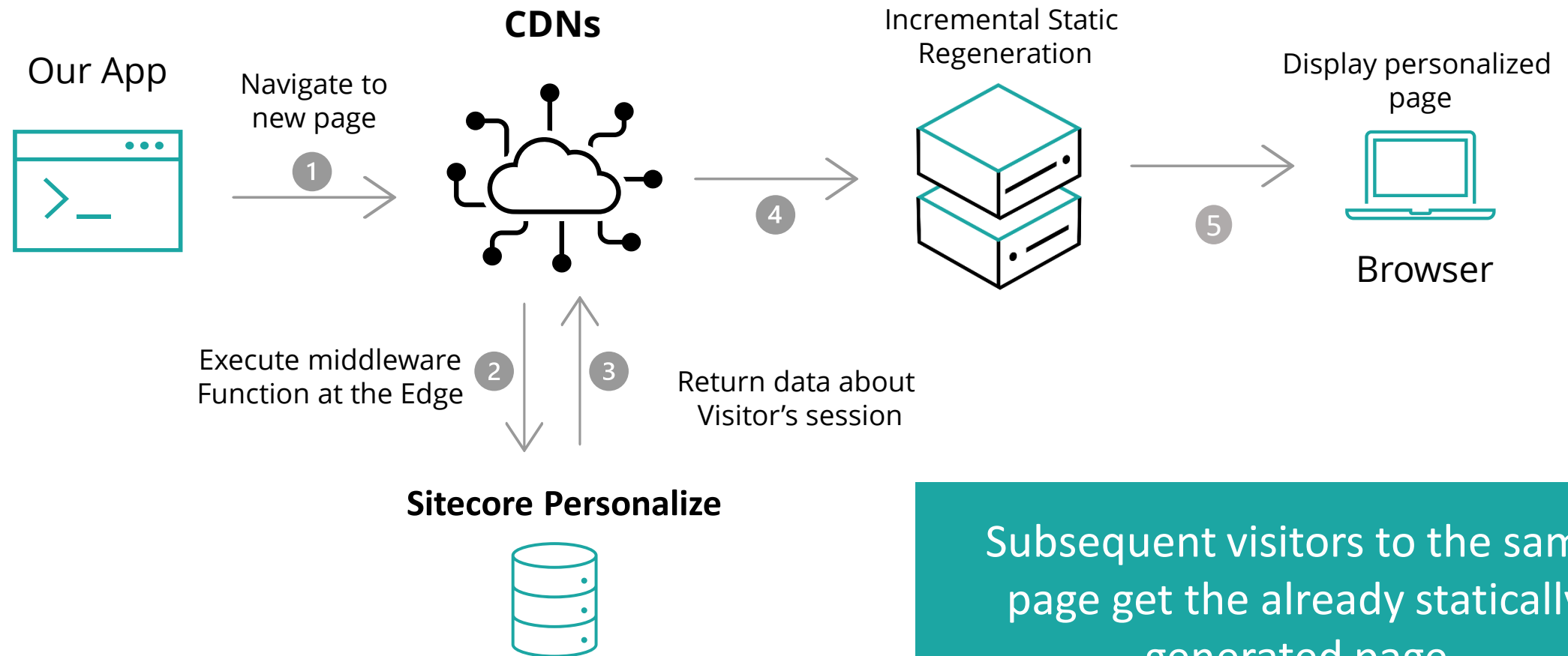
# Redirect URL Demo

# Next.js, Vercel Edge, Sitecore Personalize



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Flow for generating static page at request time



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





- [API Reference for Middleware functions and types](#)
- [Edge Functions docs](#)
- [Smart Hub CDP Docs](#)
- [Example Edge Function use cases on GitHub](#)
- [Edge Functions feature page](#)



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*I am a proud community member!  
Please contact me on the following handles:*



• **Thomas Desmond**  
sitecorechat.slack.com



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SOLUTIONS

ASSUREX  
EXPERIENCE ASSURED

BLASTIC



valtech.

delaware



macaw  
Challenge accepted.



# Thank you!

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