

Siteccore



Day

Inserção no Mercado Internacional de Tecnologia

 unisul

Inscrição



CAMPUS

Pedra Branca
Auditório C

8 de OUTUBRO, 19H



Wladimir Moyano Mejia
DevOps Engineer, Oshyn Equador



Rodrigo Peplau
Head of Operations, Arke Brazil



EXPLORANDO O ECOSSISTEMA SITECORE

Unisul
Wladimir Moyano

Outubro 8, 2024



APRESENTAÇÕES E VISÃO GERAL

INTRODUÇÃO



Wladimir Moyano Mejía
Senior DevOps Engineer
Oshyn Equador



- Equatoriano
- Engenheiro sênior de DevOps - Oshyn
- Entusiasta do Sitecore
- Especializado em automação, infraestrutura de nuvem, integração e processos de entrega e atualizações de versão.
- Mais de 9 anos de experiência em projetos de desenvolvimento web e devops.
- Fundador e líder do Sitecore User Group Latam <https://suglatam.com>.
- Apaixonado pela gastronomia mundial.



AGENDA

01

O que é um Content
Management
System?

AGENDA

01

O que é um Content Management System?

02

O que é um DXP, diferenças para CMS?

AGENDA

01

O que é um Content Management System?

02

O que é um DXP, diferenças para CMS?

03

Modelos de produtos Sitecore

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02

O que é um DXP, diferenças para CMS?

03

Modelos de produtos Sitecore

04

Principais tecnologias para se tornar um desenvolvedor Sitecore

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04

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05

Principais papéis envolvidos com Sitecore

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O que é um DXP, diferenças para CMS?

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Principais tecnologias para se tornar um desenvolvedor Sitecore

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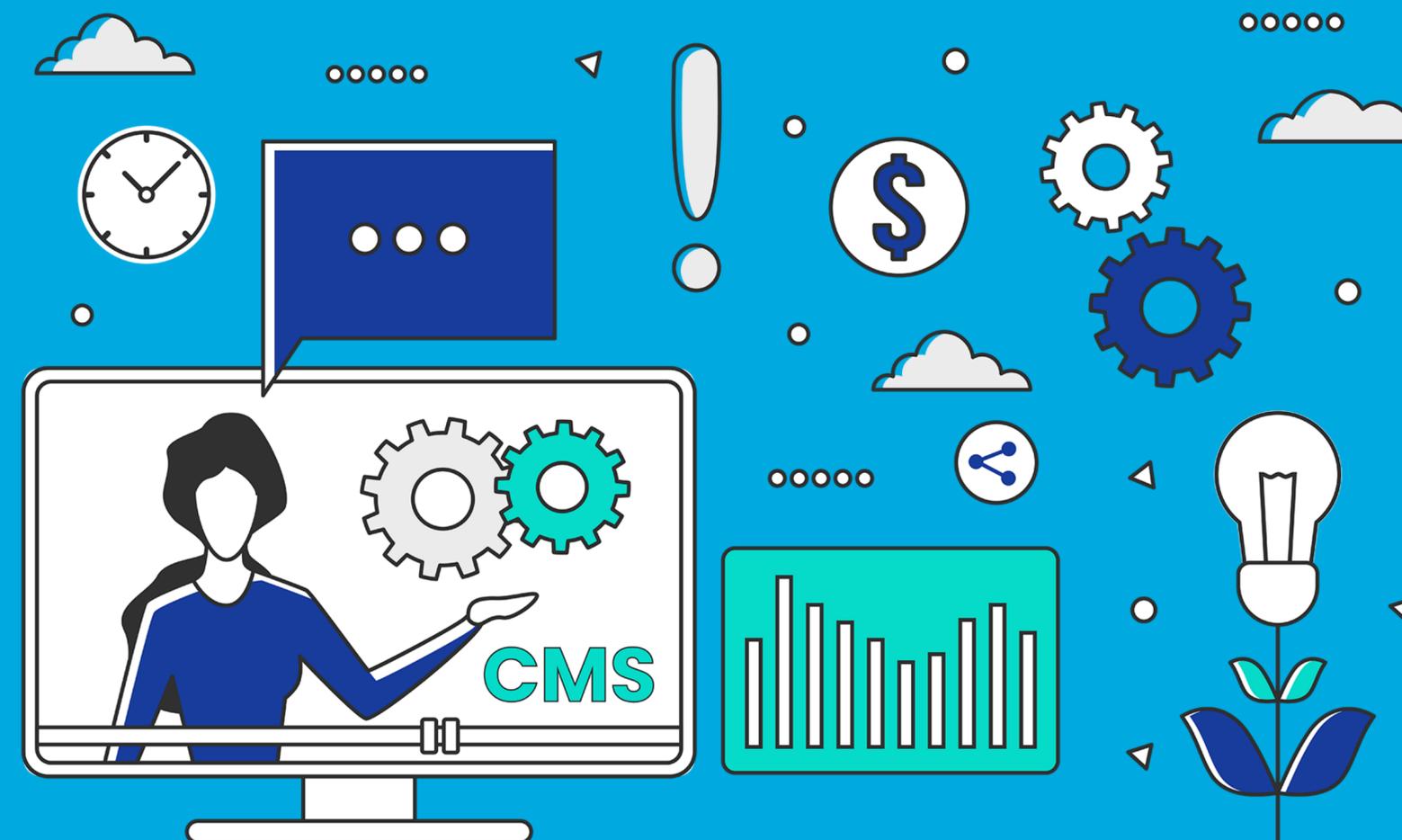
Principais papéis envolvidos com Sitecore

06

Aprendendo e se envolvendo na comunidade

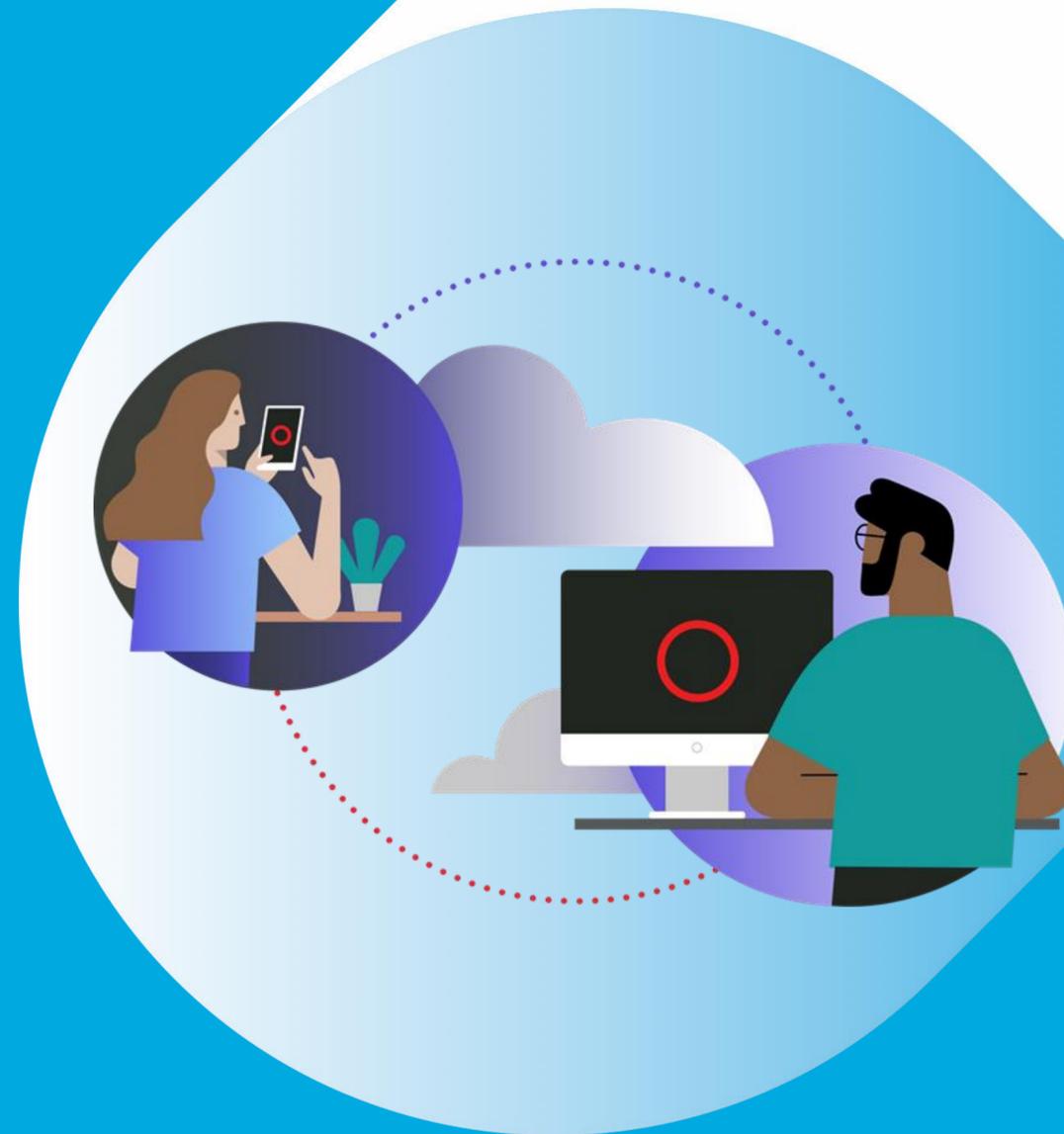
01

O QUE É UM CMS?



CMS

Content Management System



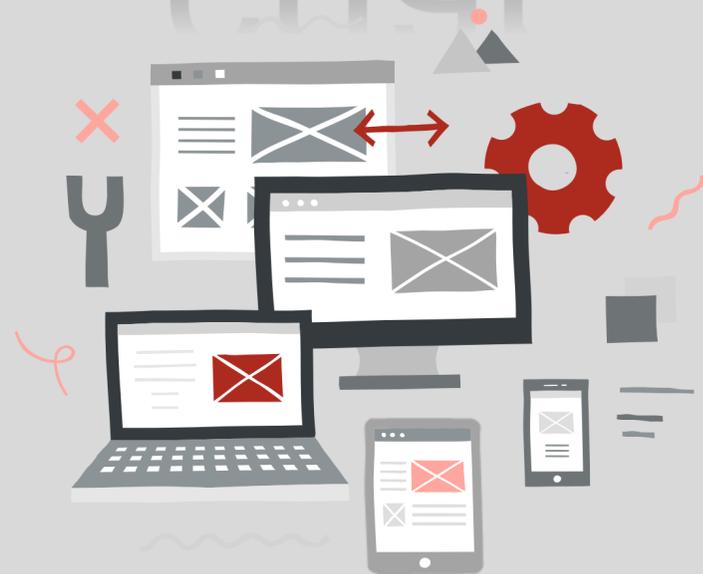
Que é o conteúdo?





modificar

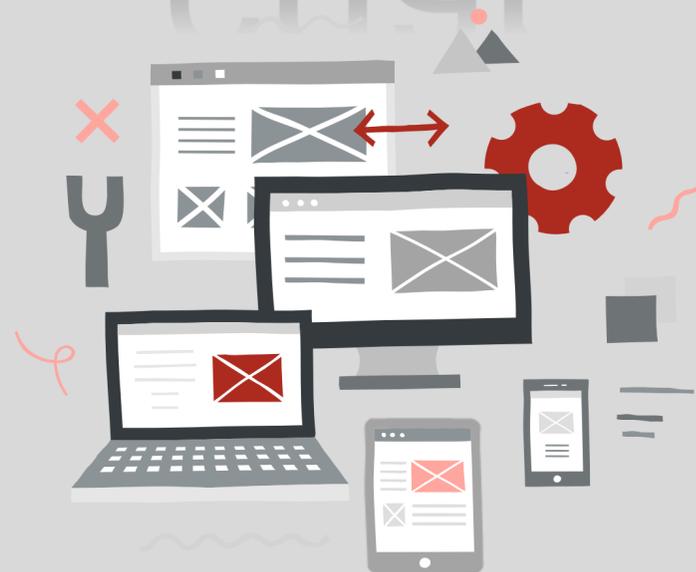
criar



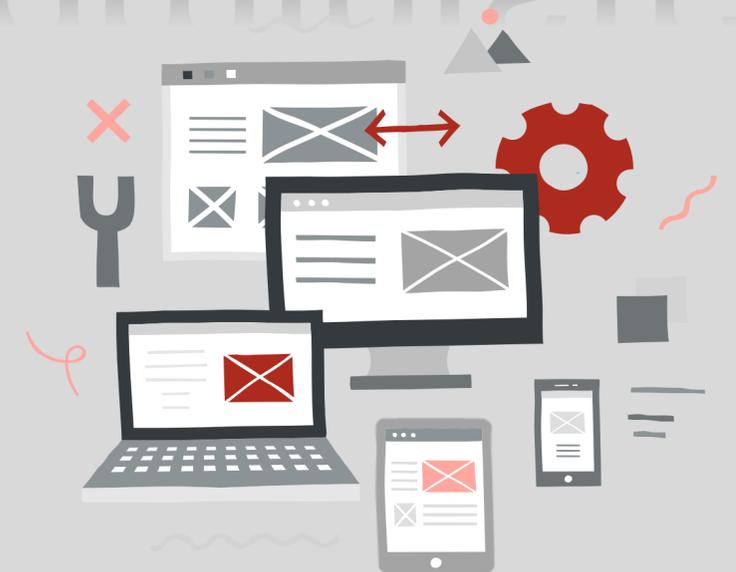


modificar

criar



administrar





User Name:

Password:

Log In

Remember me | [Forgot your password?](#)

Blog

Digital Marketing Technology Strategic Insights & Technical Advice



+

+

+

Blog

Ebooks

+

+

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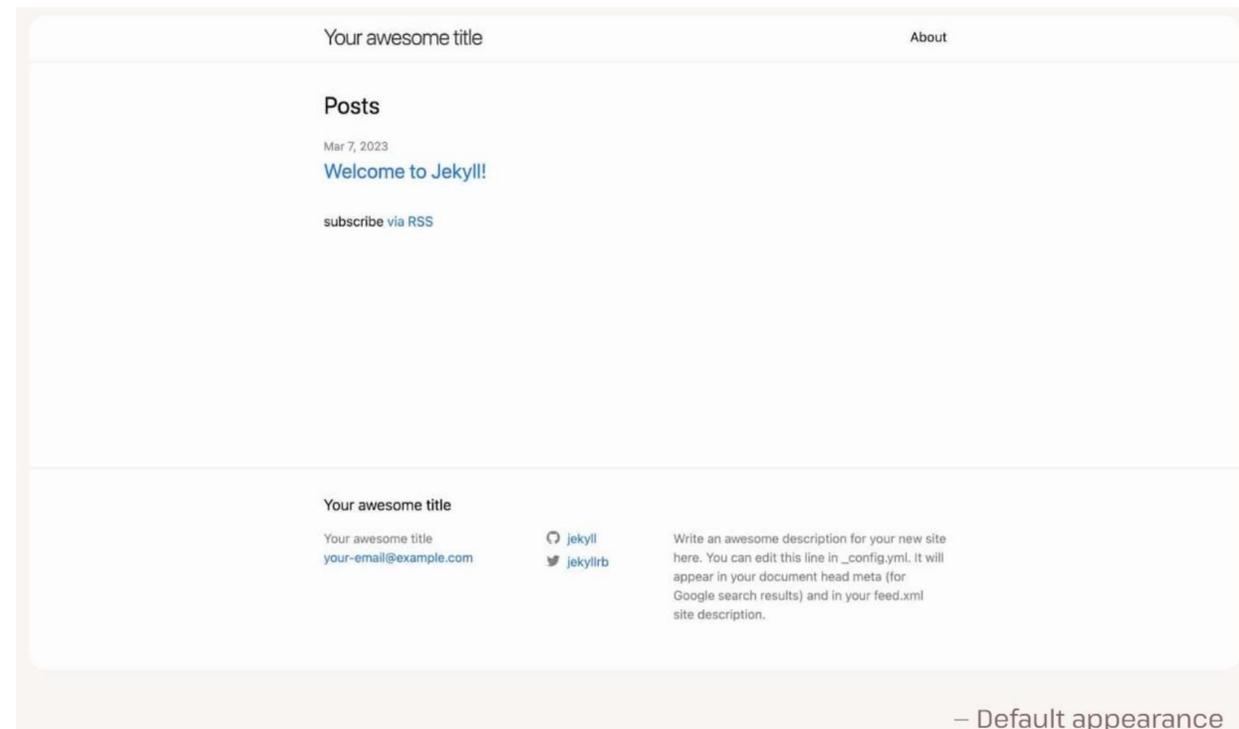
Search blog articles....



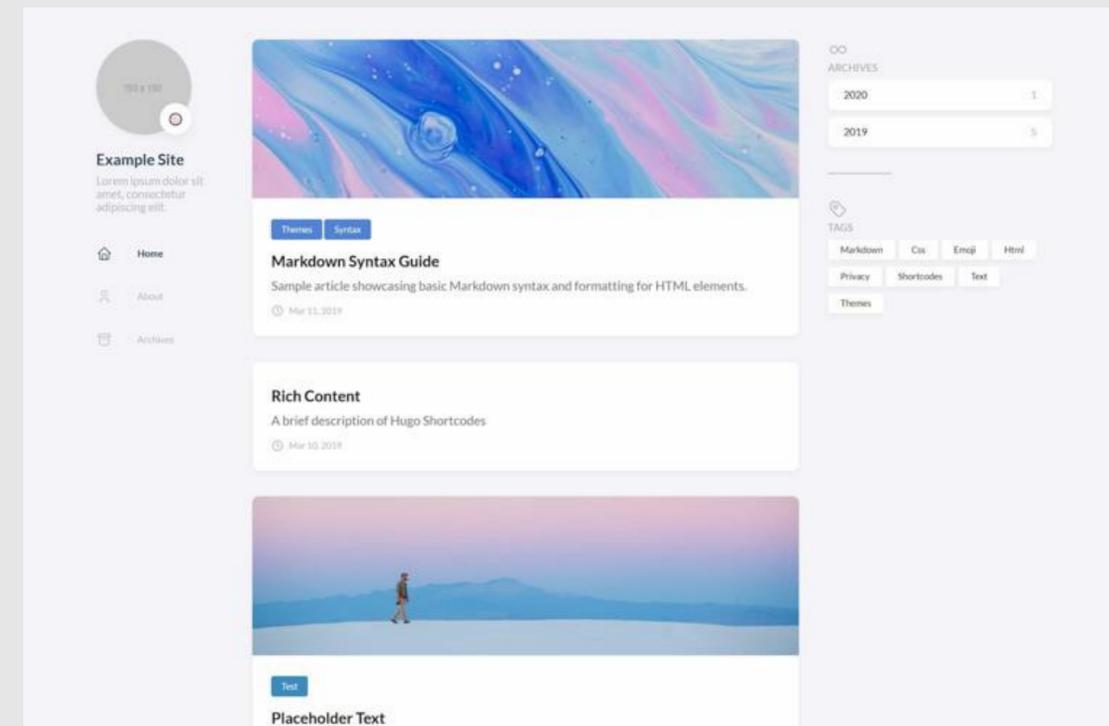
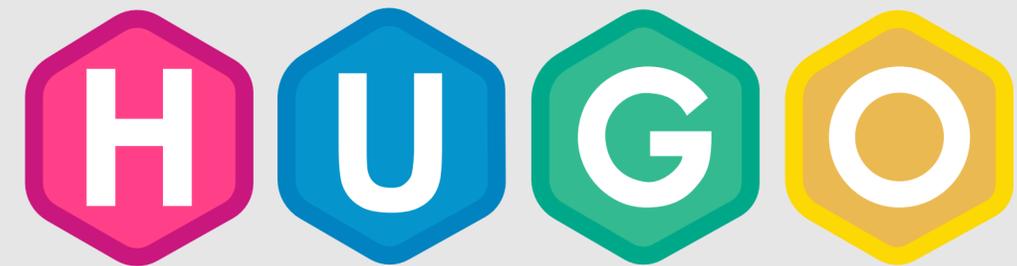


?

Criador de sites estáticos



– Default appearance



Plataformas de comércio eletrônico





tumblr.

●●● Medium



The image features a solid blue background. A large, semi-transparent white circle is positioned on the right side, partially overlapping a diagonal line that divides the image from the top-left to the bottom-right. The text 'Funcionalidades básicas' is written in white, bold, sans-serif font in the lower-left quadrant.

**Funcionalidades
básicas**

- Criação, Gestão e Publicação de conteúdo

The screenshot displays the Adobe Experience Manager (AEM) user interface. At the top, there is a navigation bar with tabs: HOME, NAVIGATE, REVIEW, PUBLISH, VERSIONS, CONFIGURE, PRESENTATION, SECURITY, VIEW, and MY TOOLBAR. Below this is a toolbar with various actions: Save (Write), Edit (Edit), Insert (Sample Item (1 of 2), Insert from template (2 of 2)), Content Tagging (Tag item), Operations (Duplicate, Copy to, Move to, Delete), Rename (Rename, Display name), and Sorting (Up, Down, First, Last). A search bar is located below the toolbar. The left sidebar shows a tree view of the site structure: sitecore > Content > Thank You (contact), Oshyn, Forms, Layout, Media Library > Default Website > cover, sc_logo, Files, Images, Oshyn, System, System, and Templates. The main content area shows a selected item: 'Content - [content]' with the description 'Web site content.'. A yellow warning banner states: 'You cannot edit this item because it is protected. To unprotect the item, click Unprotect Item on the Configure tab or click Unprotect Item.' Below the banner is a 'Quick Info' section with the following details: Item ID: {0DE95AE4-41AB-4D01-9EB0-67441B7C2450}, Item name: content - Display Name: Content, Item path: /sitecore/content, Template: /sitecore/templates/System/Main section - {E3E2D58C-DF95-4230-ADC9-279924CECE84}, Created from: [unknown], and Item owner: [unknown].

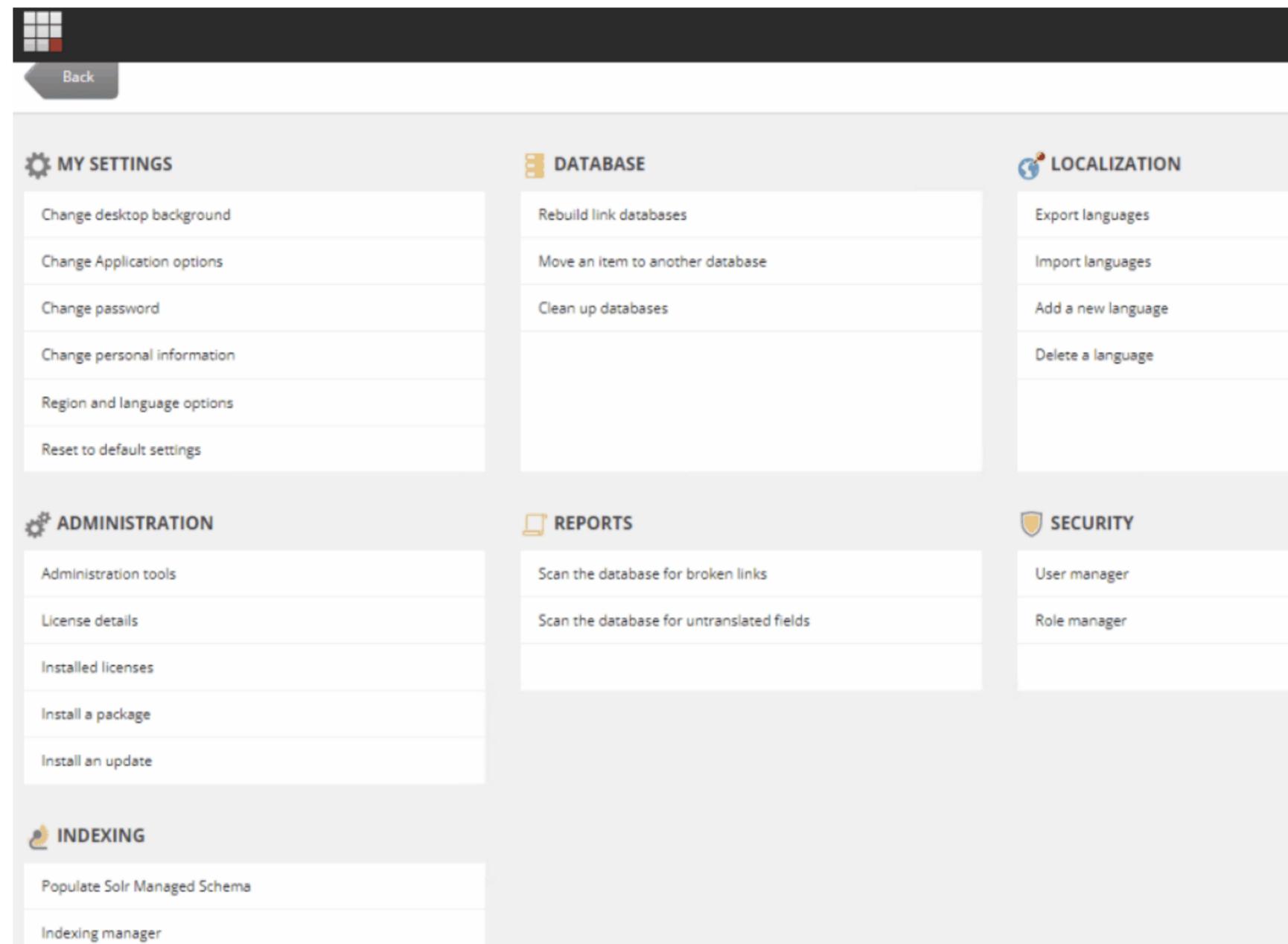


- Criação, Gestão e Publicação de conteúdo
- Gerenciamento de usuários e funções

User name	Domain	Fully qualified name	Full name	Email	Comment
Anonymous	default	default\Anonymous			
Anonymous	extranet	extranet\Anonymous			
Admin	sitecore	sitecore\Admin	Administrator		Sitecore Administrator
cmartinez	sitecore	sitecore\cmartinez	Carlos Martinez	cmartinez@oshyn.com	
ecapello	sitecore	sitecore\ecapello	Esteban Capello	ecapello@oshyn.com	
eespinoza	sitecore	sitecore\eespinoza	Erick Espinoza	eespinoza@oshyn.com	
fmerino	sitecore	sitecore\fmerino	Franklin Merino	fmerino@oshyn.com	
frueda	sitecore	sitecore\frueda	Freddy Rueda	frueda@oshyn.com	
ftorres	sitecore	sitecore\ftorres	Fernando Torres	ftorres@oshyn.com	
fvasconez	sitecore	sitecore\fvasconez	Francisco Vasconez	fvasconez@oshyn.com	
itoromoreno	sitecore	sitecore\itoromoreno	Ivan Toromoreno	itoromoreno@oshyn.com	
jgarcia	sitecore	sitecore\jgarcia	Joaquin Garcia	jgarcia@oshyn.com	
jrevelo	sitecore	sitecore\jrevelo	Jorge Revelo	jrevelo@oshyn.com	
lbravo	sitecore	sitecore\lbravo	Leonardo Bravo	lbravo@oshyn.com	
lrivas	sitecore	sitecore\lrivas	Luis Rivas	lrivas@oshyn.com	



- Criação, Gestão e Publicação de conteúdo
- Gerenciamento de usuários e funções
- Gestão de SEO



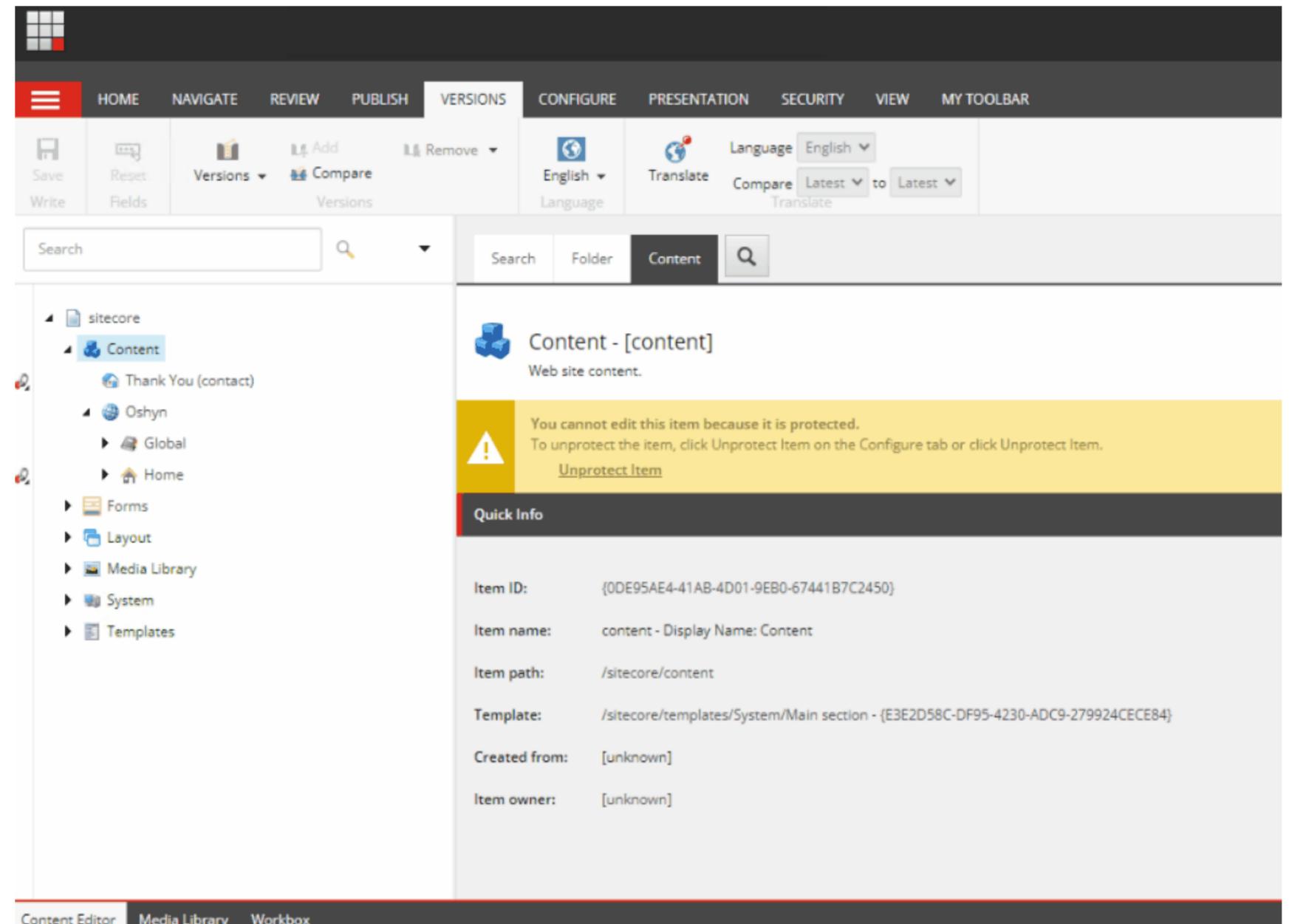
- Criação, Gestão e Publicação de conteúdo
- Gerenciamento de usuários e funções
- Gestão de SEO
- Gestão de modelos/temas

The screenshot displays the Adobe Experience Manager (AEM) Content Editor interface. The top navigation bar includes tabs for HOME, NAVIGATE, REVIEW, PUBLISH, VERSIONS, CONFIGURE, PRESENTATION, SECURITY, VIEW, and MY TOOLBAR. Below the navigation bar, there are several toolbars with icons for actions like Save, Edit, Write, Tag item, Duplicate, Copy to, Move to, Delete, Rename, and Sorting. The main content area shows a search bar and a navigation tree on the left. The selected item is 'Content - [content]', which is a 'Web site content' item. A yellow warning banner indicates that the item is protected and cannot be edited. Below the warning, there is a 'Quick Info' section with the following details:

- Item ID: {0DE95AE4-41AB-4D01-9EB0-67441B7C2450}
- Item name: content - Display Name: Content
- Item path: /sitecore/content
- Template: /sitecore/templates/System/Main section - {E3E2D58C-DF95-4230-ADC9-279924CECE84}
- Created from: [unknown]
- Item owner: [unknown]

The bottom status bar shows 'Content Editor', 'Media Library', and 'Workbox'.

- Criação, Gestão e Publicação de conteúdo
- Gerenciamento de usuários e funções
- Gestão de SEO
- Gestão de modelos/temas
- Controle de versão



Magic Quadrant for Content Marketing Platforms



CMSs para implementações de **pequeno e médio** porte

Drupal™

 Joomla!®





DMB para implementações de
grande porte



DXP

Digital eXperience Platform

02

Digital Experience Platform

- Inteligência contextual e relevância
 - Mecanismo de perfil do cliente, tradução de idiomas, omnichannel, etc.



Digital Experience Platform

- Inteligência contextual e relevância
 - Mecanismo de perfil do cliente, tradução de idiomas, omnichannel, etc.
- Comércio
 - PCM, pagamento e faturamento, compras, etc.



Digital Experience Platform

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- Gerenciamento de assets
 - DAM, web-to-print, etc.



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- Engagement
 - Chatbots, aplicativos móveis, automação de marketing, etc.



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- Gerenciamento de ativos
 - DAM, web-to-print, etc.
- Engajamento
 - Chatbots, aplicativos móveis, automação de marketing, etc.
- Digital Processing
 - BPM, MRM, gerenciamento de casos, etc.



Digital Experience Platform

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- Comércio
 - PCM, pagamento e faturamento, compras, etc.
- Gerenciamento de ativos
 - DAM, web-to-print, etc.
- Engajamento
 - Chatbots, aplicativos móveis, automação de marketing, etc.
- Processo digital
 - BPM, MRM, gerenciamento de casos, etc.
- Cognitivo
 - Análise preditiva, aprendizado de máquina, automação de IA, etc.



Digital Experience Platform

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- Cognitivo
 - Análise preditiva, aprendizado de máquina, automação de IA, etc.
- Centro de dados
 - CRM, MDM, etc.





03



SITECORE



Sitecore DXP



Experience Platform

- Rápida creación de contenido
- Personalización incluida
- Automatización de Marketing
- Pruebas y optimización
- Analíticas e información práctica con AI



XM Cloud

- Simplicidad 'drag and drop'
- Personalización incluida
- Rendimiento ultra-rápido
- Número de sitios ilimitado



EXPERIENCE MANAGEMENT



XM Cloud

Content Management



Search

Search and Discovery



Personalize

Personalization and Testing



CDP

Customer Data Management



Connect

Rapid, API-enabled integration



Experience Platform (XP)

The Original Digital Experience Platform

CONTENT LIFECYCLE



Content Hub

Digital Asset Management and Operations

COMMERCE



OrderCloud

Headless eCommerce

Seamless content processes

04

PRINCIPAIS TECNOLOGIAS PARA DESENVOLVER COM SITECORE (TECH STACK)



ATENÇÃO!

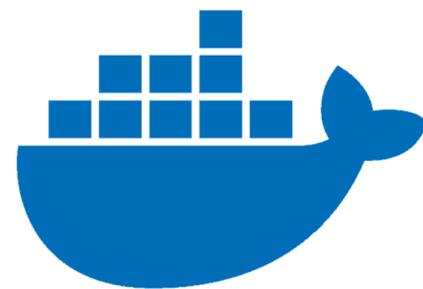
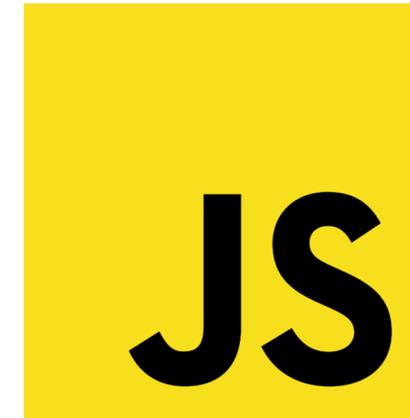


PREPARE-SE!

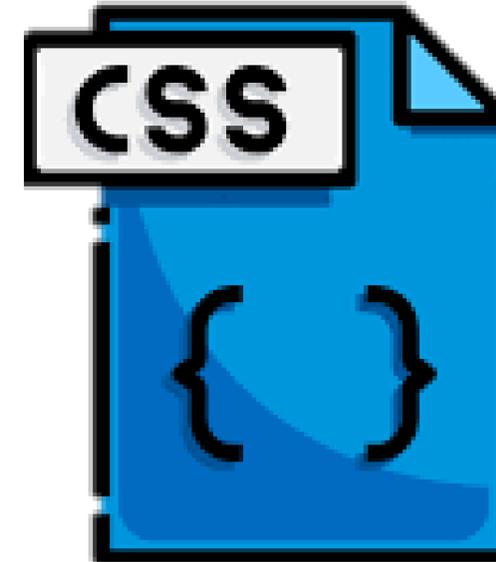
Uma tempestade de códigos QR
está vindo em sua direção



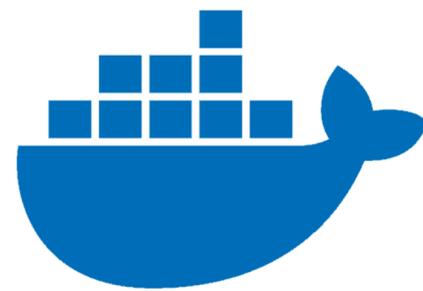
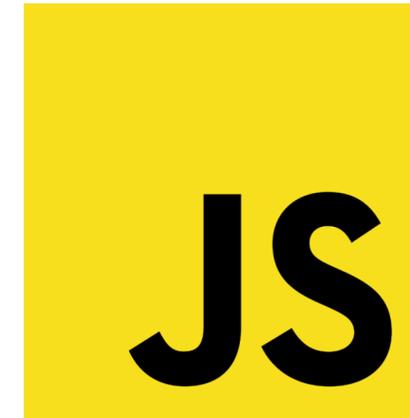
Requisitos Básicos



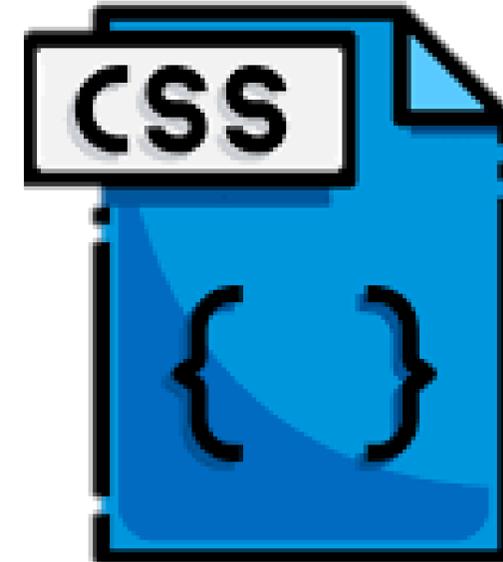
docker



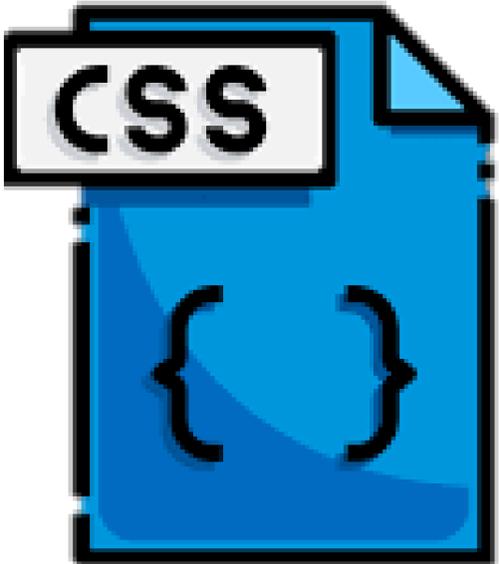
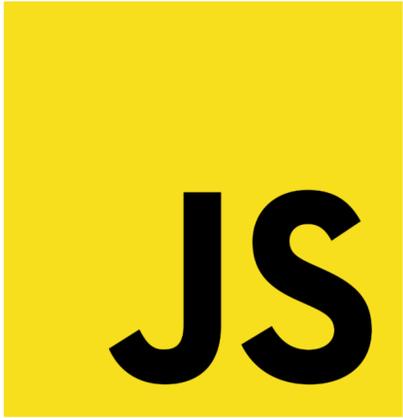
Requisitos Básicos



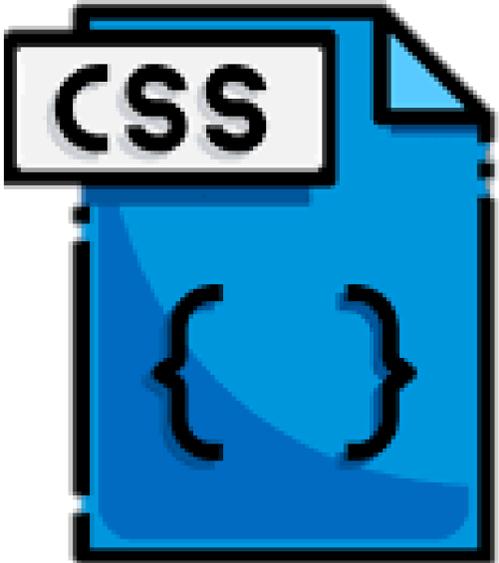
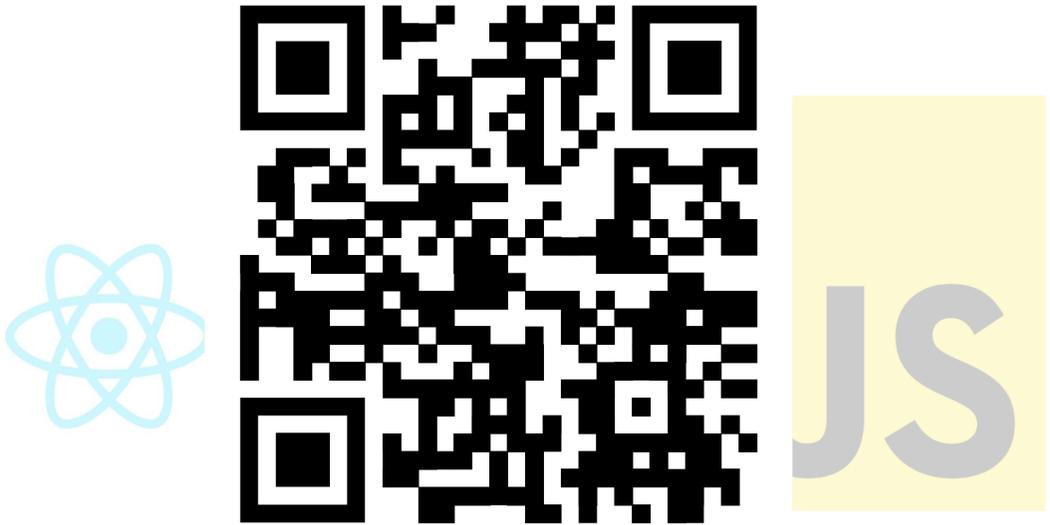
docker



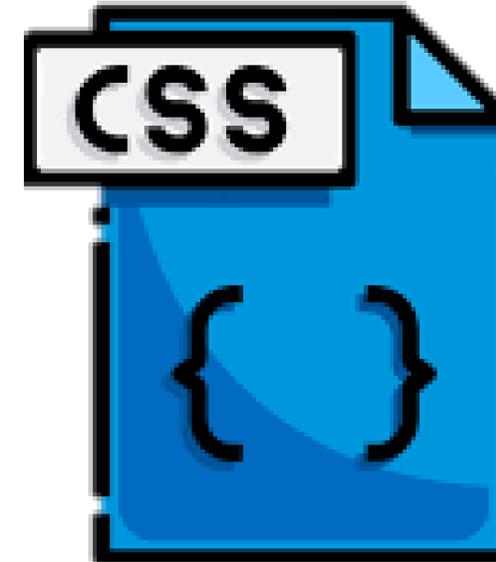
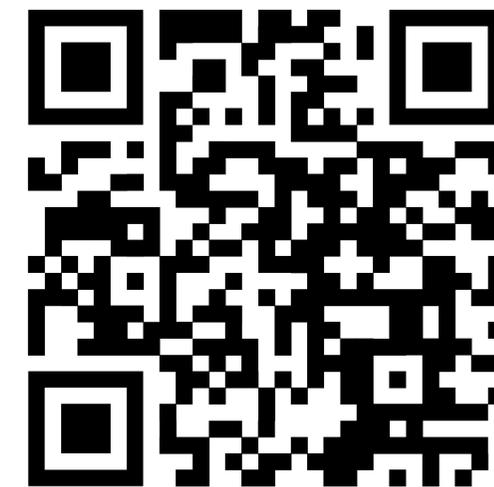
Requisitos Básicos



Requisitos Básicos



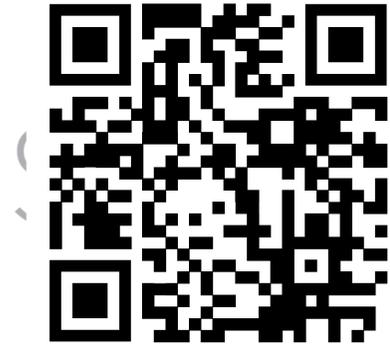
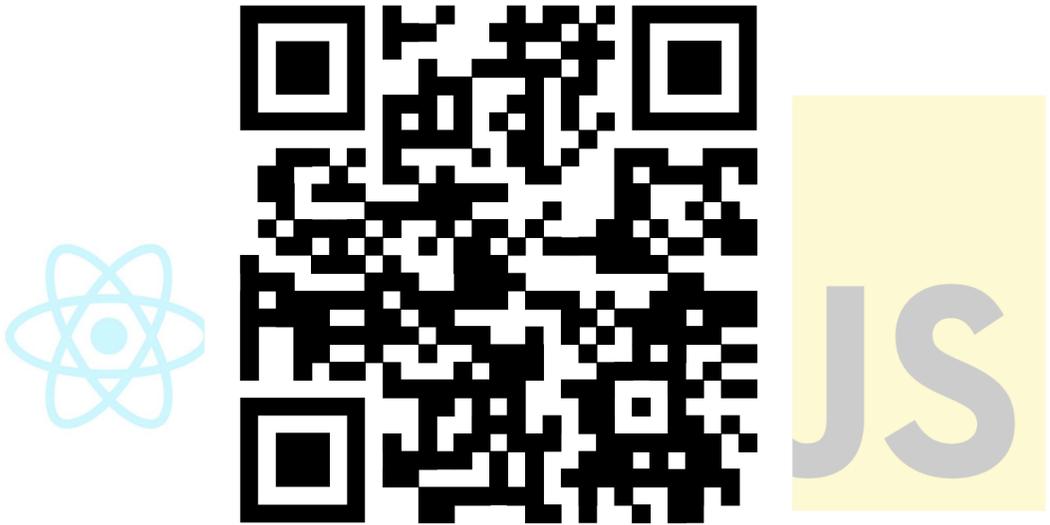
Requisitos Básicos



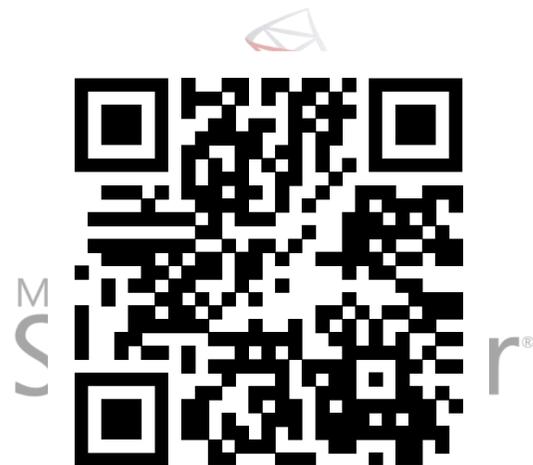
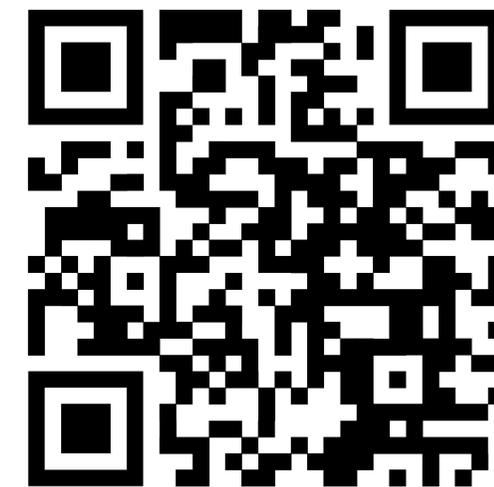
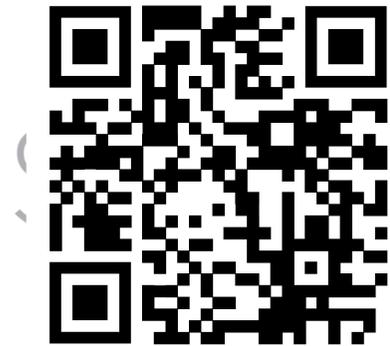
Requisitos Básicos



Requisitos Básicos

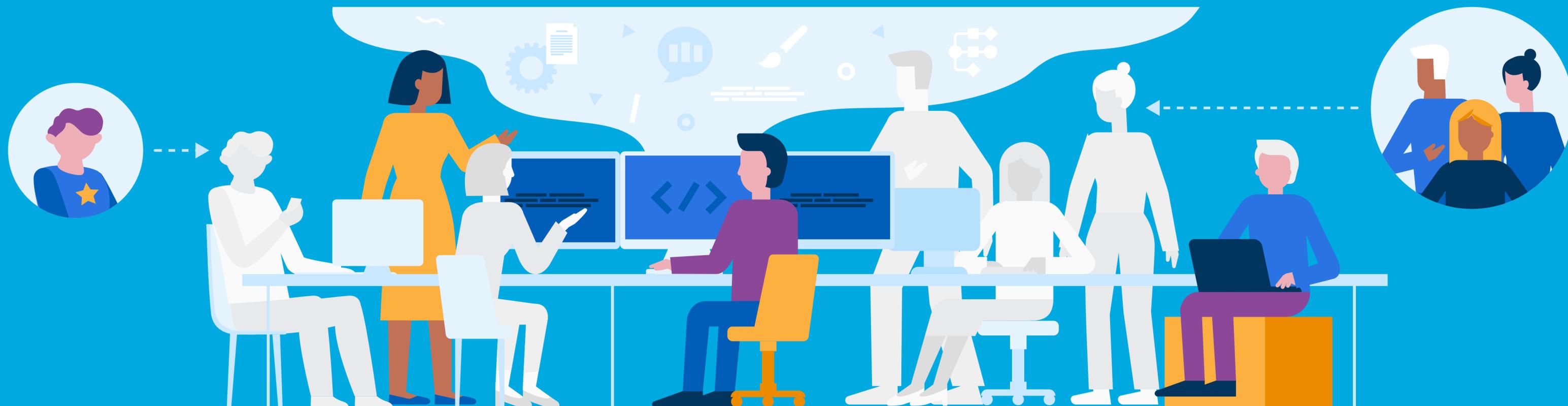


Requisitos Básicos

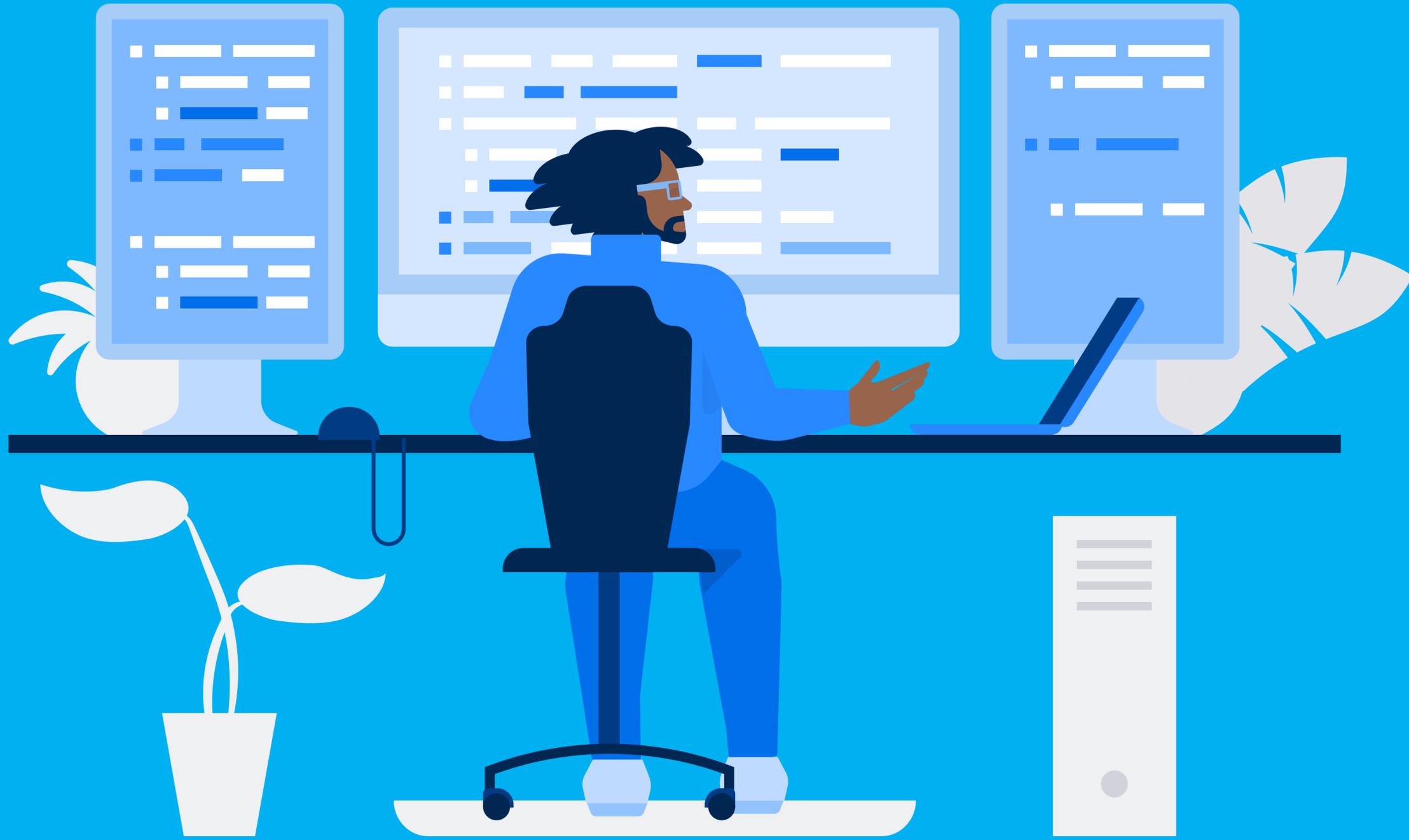


PRINCIPAIS PAPÉIS ENVOLVIDOS COM SITECORE

05



Sitecore Developer



“Traditional” MVC Development

Backend Sitecore Developer

```
1 // Sitecore API
2 var item = Sitecore.Context.Database.GetItem(new ID("{item-id}"));
```

```
<!--Custom Pipelines-->
<saveUI>
  <processor type="Namespace.CustomSaveProcessor, Assembly" />
</saveUI>
```

```
1 // Custom Pipelines Processors
2 public class CustomSaveProcessor : SaveUiProcessor
3 {
4     public override void Process(SaveArgs args)
5     {
6         // Custom logic during item save
7     }
8 }
```

```
1 <!--Patch files-->
2 <configuration xmlns:patch="http://www.sitecore.net/xmlconfig/">
3     <sitecore>
4         <events>
5             <event name="item:saved">
6                 <handler type="Namespace.CustomHandler, Assembly" />
7             </event>
8         </events>
9     </sitecore>
10 </configuration>
11
```

```
1 <!-- Building Layouts, Renderings, and Components -->
2 <div class="article">
3     <h1>@Html.Sitecore().Field("Title")</h1>
4     <p>@Html.Sitecore().Field("Description")</p>
5 </div>
```

```
1 <!-- Placeholder System -->
2 @Html.Sitecore().Placeholder("main-content")
3
```



Sitecore Experience
Accelerator

Frontend Sitecore Developer



```
// react component
```

```
1 import React from 'react';
2 import { Text } from '@sitecore-jss/sitecore-jss-react';
3
4 const HeroBanner = (props) => (
5   <div>
6     <p>HeroBanner Component</p>
7     <Text field={props.fields.heading} />
8   </div>
9 );
10
11 export default HeroBanner;
12
```

```
import React from 'react';
import { Image, RichText } from '@sitecore-jss/sitecore-jss-react';
import './HeroBannerHome.scss';

const HeroBanner = ({ fields }) => {
  const {
    ImageTitle,
    ImageTopDescription,
    Link: bannerLink,
    backgroundBannerImage,
    Image2,
  } = fields;
}
```

“Modern”
Headless
Development

-

FullStack

-

React Components



```
▼ "placeholders": {
  "headless-header": [],
  ▼ "headless-main": [
    ▼ {
      "uid": "c72ac990-0c55-4be5-9074-1fd4cf6d55ef",
      "componentName": "ExampleRichText",
      "dataSource": "/sitecore/content/Example/Site A/Home/Data/Text 1",
      ▼ "params": {
        "padding": "{D3570F05-EA4A-4C77-8699-3F673630BDC6}",
        "DynamicPlaceholderId": "1",
        "FieldNames": "Default"
      },
      ▼ "fields": {
        ▼ "Text": {
          "value": "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
            nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in volupt
          "
        }
      }
    }
  ],
  "headless-footer": []
}
```

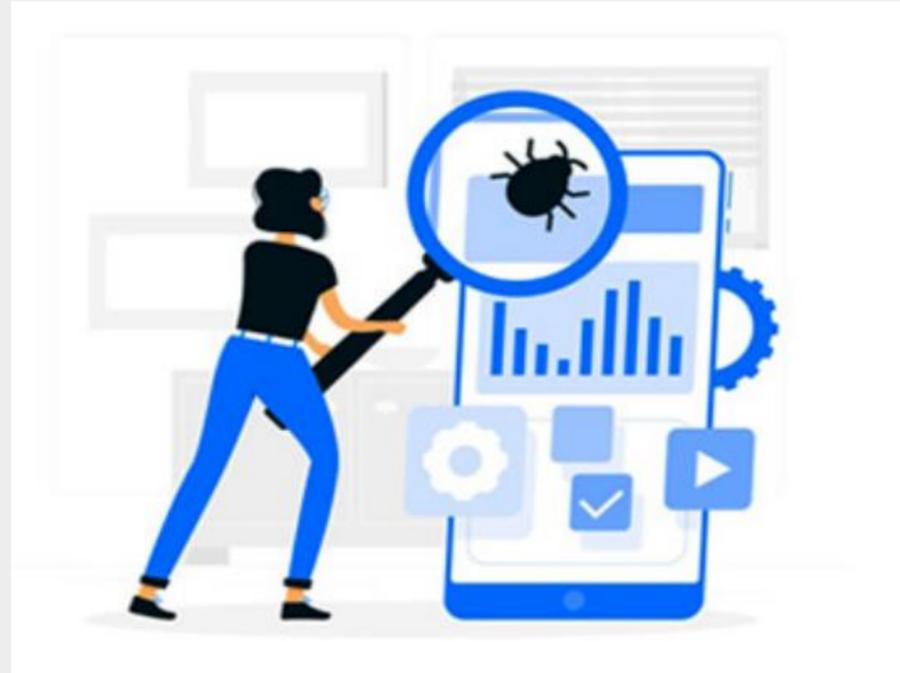
“Modern” Headless Development

-

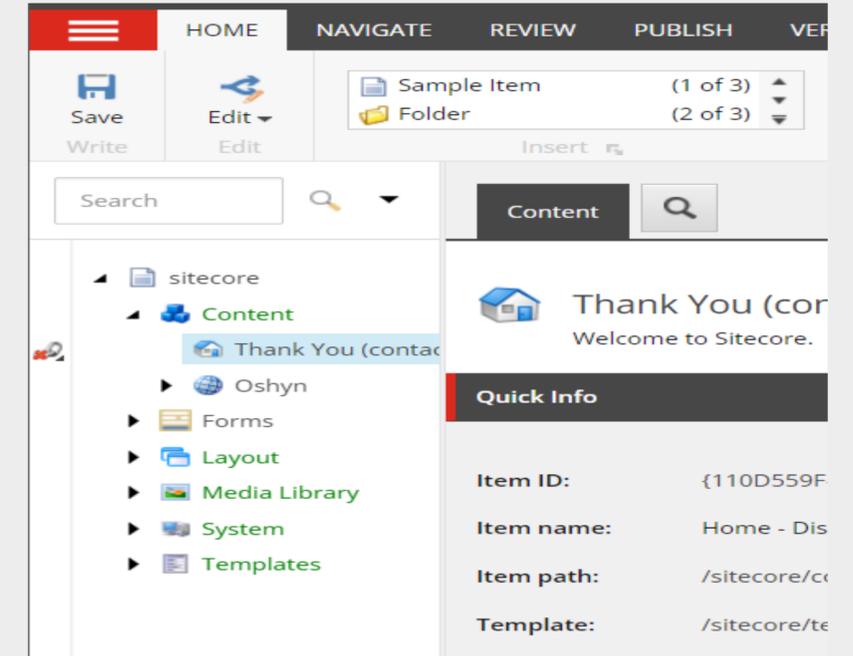
Layout Services API



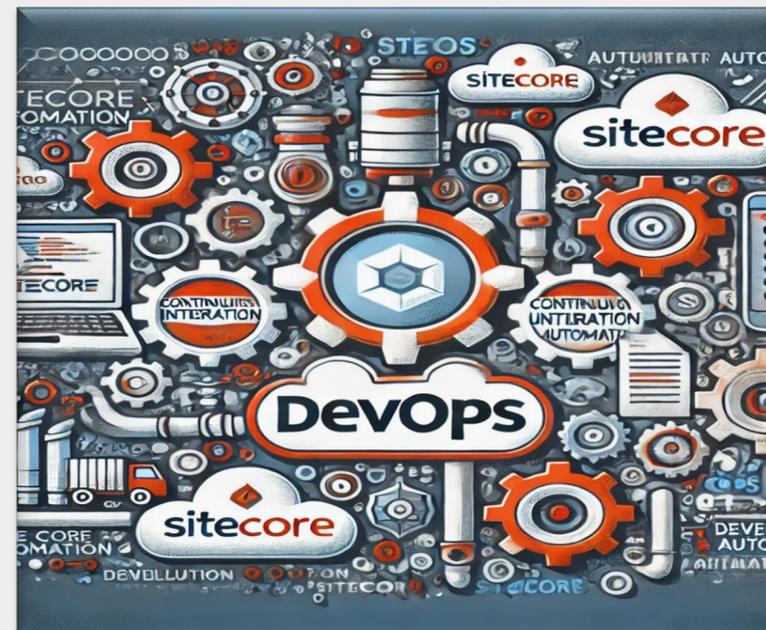
E se eu não for um Developer?



Quality Assurance



Content Editor



DevOps

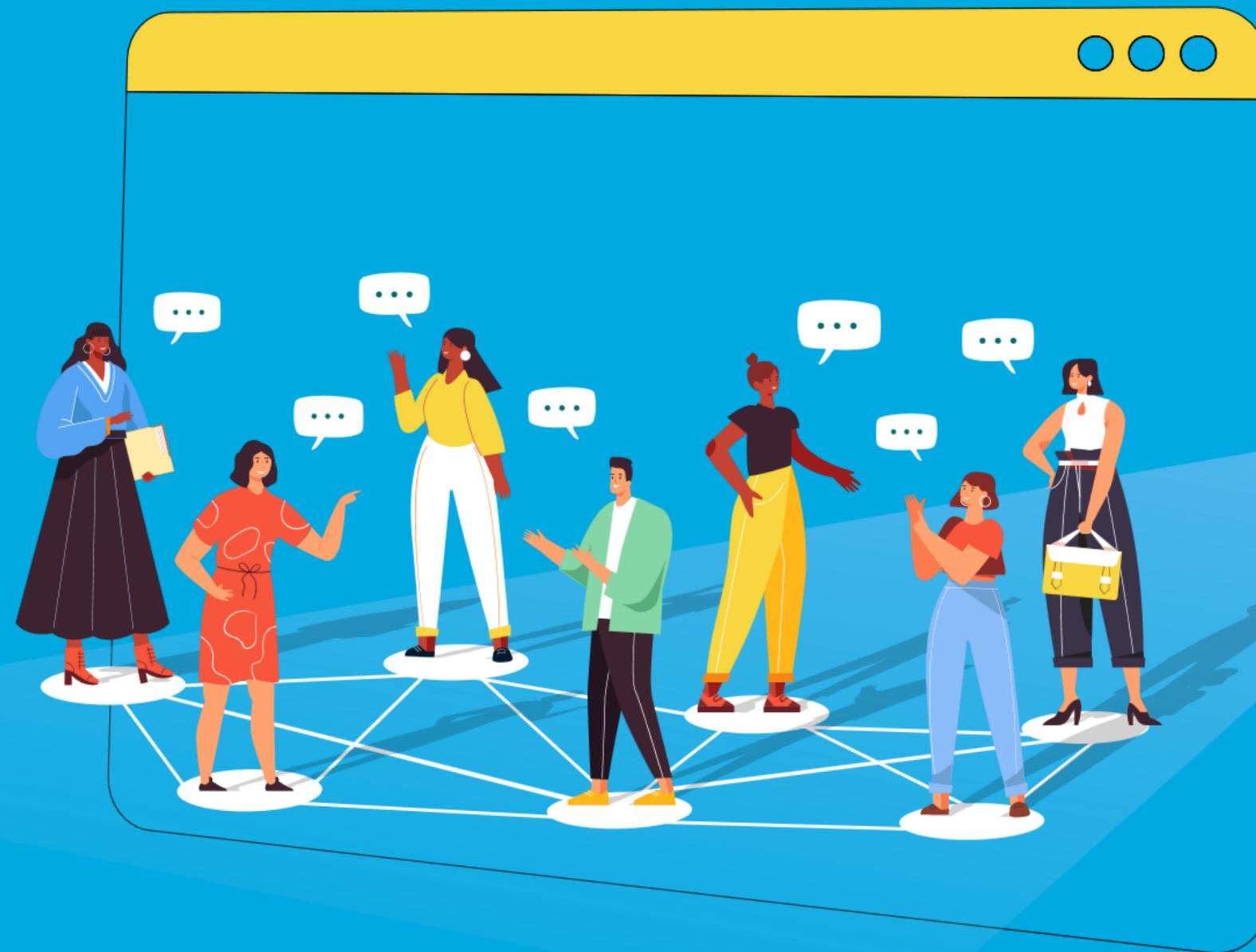


Project Manager



APRENDENDO E SE ENVOLVENDO NA COMUNIDADE

06





<https://doc.sitecore.com/>

Sitecore Documentation

Access the latest Sitecore documentation

🔍 Type to search across all product docs Powered by Search

Cloud DXP

Content Cloud

XM Cloud →

Create content, launch websites, and deliver stunning experiences all in the cloud.

Search →

Create best-in-class, engaging, and predictive search experiences across your content sources.

Content Hub →

Centralize, manage, and store digital assets while collaborating on content strategy, creation, and performance analytics.

Content Hub ONE →

Create, manage, and publish content and media with a lightweight, agile content management system for an omnichannel world.

Engagement Cloud

CDP →

Understand every user, build segments, explore data and uncover trends with real-time customer insights.

Personalize →

Personalize every customer interaction, orchestrate real-time next best actions, and optimize through testing.

Send →

Use Sitecore Send to create, automate, and manage your email campaigns.

Connect →

Connect your Sitecore products with other applications in your ecosystem to provide your users with end-to-end experiences.

Commerce Cloud

Discover →

Use Sitecore Discover to create and deliver best-in-class, highly engaging, predictive experiences tailored to your website users.

OrderCloud →

With Sitecore OrderCloud®, design your own commerce solution with an API-first, headless cloud platform for B2B, B2C, and B2X. OrderCloud powers custom eCommerce experiences, order management, and B2B marketplace applications.

Platform DXP

Experience Manager →

Create, manage, and publish content to your website.

Experience Platform →

Create, manage, and publish content to your website, with Sitecore Experience Manager (XM). Collect and search experience data with xConnect and the Experience Database (xDB).

Experience Commerce →

Customize your eCommerce solution through a flexible extensibility framework.

Managed Cloud →

Host your Sitecore Cloud deployments on Microsoft Azure.





<https://developers.sitecore.com/learn>

Learn Sitecore

Learning content for new and experienced Sitecore developers

Starter kits & examples

Do you want to quickly see how something can be done? These starter kits and examples will let you dig into the code and see how to use the APIs.

Sitecore XM Cloud Examples and Starter Kits

- [XM Cloud Foundation](#)
- [Sitecore PlaySummit Demo - XM Cloud](#)
- [XM Cloud Introduction - example implementation](#)

Sitecore OrderCloud Starter Kits

- [Headstart](#)

Sitecore XM/XP/XC Examples

- [Helix Examples](#)
- [Lighthouse Demo](#)
- [MVP example site](#)



Getting started with Sitecore Composable DXP

Get the hang of Sitecore SaaS products with these beginner-friendly tutorials, walkthroughs, and samples.

Getting Started with the Sitecore Composable DXP

- [Introduction to Composable DXP](#)
- [Migrating to the Composable DXP](#)
- [Introduction to the Sitecore Cloud Portal](#)
- [Cloud Portal FAQ](#)

Getting Started with Sitecore XM Cloud

- [Introduction to XM Cloud](#)
- [Getting Started with Sitecore XM Cloud](#)
- [XM Cloud Tutorials](#)
- [Getting started with Experience Edge for XM Cloud](#)
- [XM Cloud Embedded Personalization FAQ](#)

Getting started with Sitecore Platform DXP

Get the hang of the traditional Sitecore XM/XP/XC platform with these beginner-friendly tutorials, walkthroughs, and samples.

Getting Started with the Sitecore Platform DXP

- [Getting Started with Sitecore Experience Manager/Platform \(XM/XP\)](#)
- [Getting Started with Sitecore Experience Commerce \(XC\)](#)
- [Getting Started with Managed Cloud with Containers](#)
- [Sitecore Essentials - Free on-demand learning:](#)
 - [Getting Started with Managed Cloud](#)
 - [Introduction to Developing with Sitecore](#)
 - [Sitecore 10 Development Features Overview](#)
 - [Marketing Essentials \(Experience Editor, Web Experience Management, Marketing Features\)](#)
 - [Introduction to Sitecore Experience Commerce 9](#)
 - [Introduction to Sitecore Experience Commerce 10](#)

Getting Started with Sitecore Platform DXP development frameworks

- [Getting Started with JSS](#)
- [Getting Started with JSS with Next.js](#)
- [Getting Started with Sitecore Headless .NET Core SDK](#)
- [Getting Started with SXA](#)
- [Getting Started with Containers](#)
- [Sitecore Essentials - Free on-demand learning](#)
 - [Introduction to Sitecore Experience Accelerator](#)
 - [Sitecore JSS Fundamentals](#)

Integrations

Do you want to see how you can integrate the different Sitecore products today? These integration guides will get you started leveraging the power of multiple products.

Integrating with Sitecore SmartHub CDP

- [Integrating Sitecore SmartHub CDP with Sitecore XM](#)
- [Integrating Sitecore CDP with Sitecore OrderCloud](#)

Integrating with Sitecore XM

- [Integrating Sitecore XM with Sitecore SmartHub CDP](#)
- [Integrating Sitecore XM with Sitecore Send](#)



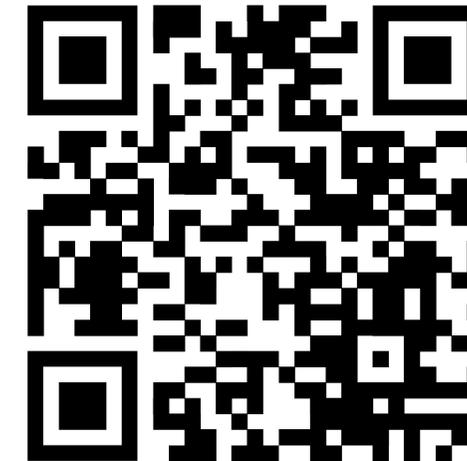
<https://community.sitecore.com/community>

— Welcome to the Community

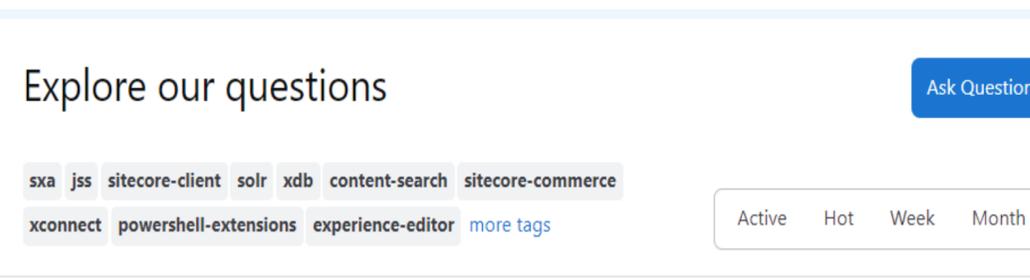


The screenshot shows a horizontal navigation bar with five items:

- News and Announcements (document icon)
- Events (calendar icon)
- Blog (document with checkmark icon)
- Community Forum (speech bubbles icon) with 12 Sub Forums
- User Groups (three people icon) with 33 Sub Forums



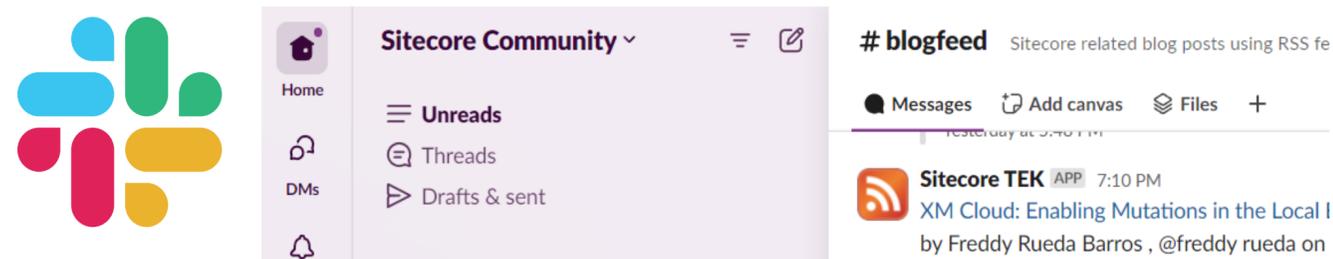
<https://sitecore.stackexchange.com/>



The screenshot shows the Stack Exchange interface with the following elements:

- Header: "Explore our questions" and "Ask Question" button.
- Tags: sxa, jss, sitecore-client, solr, xdb, content-search, sitecore-commerce, xconnect, powershell-extensions, experience-editor, more tags.
- Sort options: Active, Hot, Week, Month.

<https://sitecore.chat/>



The screenshot shows the Sitecore chat application interface with the following elements:

- Sitecore logo on the left.
- Chat header: "Sitecore Community" with a dropdown arrow and a share icon.
- Navigation menu: Home, DMs, Unreads, Threads, Drafts & sent.
- Chat channel: "# blogfeed" with a description "Sitecore related blog posts using RSS fe".
- Message list: Includes a message from "Sitecore TEK" at 7:10 PM with the text "XM Cloud: Enabling Mutations in the Local I by Freddy Rueda Barros , @freddy.rueda on".



EVENTOS



HACKATHON OSHVY -2024-

Dynamic Placeholder

Oscar Catota Daniel Terán Wladimir Moyano

HACKATHON OSHVY -2024-

#SinMiedo ALEXITO

Fernando Torres Jonathan Lemus Marcelo Dávalos

HACKATHON OSHVY -2024-

EPIC CODE CRAFTERS

Mariela Parraga Gabriel Baldeón Juan Anaya

HACKATHON OSHVY -2024-

The Wheel of the Blackbull Battles

Ivan Toromorenno Freddy Rueba Ramiro Batallas



SITECORE HACKATHON 2024

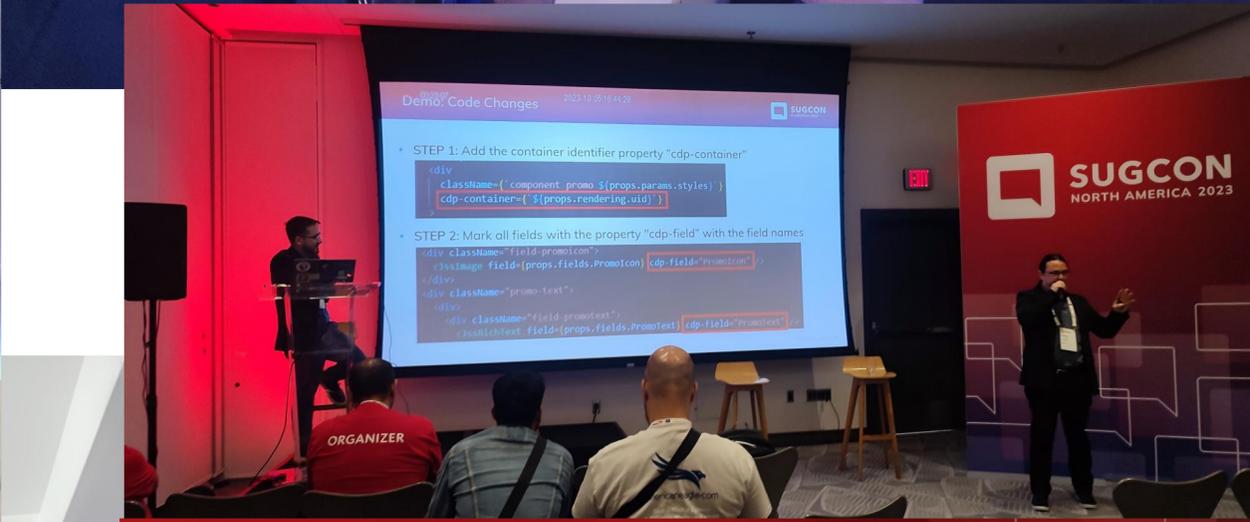
HACK THE EXPERIENCE

Rodrigo Peplau

Roberto De Almeida

GO HORSE RIDE THE TECH





Unleashing the full potential of XM Cloud personalization with Sitecore Personalize

Join me in Minneapolis on October 5th



Rodrigo Peplau
Arke Systems

The background is a solid blue color. A large white circle is positioned on the right side, partially overlapping a diagonal line that runs from the top right towards the bottom right. The text is located in the lower-left quadrant of the image.

DIPLOMAS E CERTIFICAÇÕES



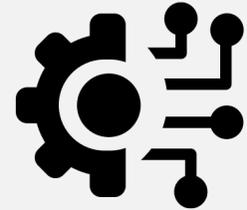
Most
Valuable
Professional



Sitecore Most Valuable Professional

O Prêmio Sitecore MVP celebra os membros mais ativos da comunidade Sitecore de todo o mundo, que fornecem valiosos conhecimentos on-line e off-line que enriquecem a experiência da comunidade e fazem a diferença. Todos os anos, o Prêmio Sitecore Most Valuable Professional (MVP) reconhece pessoas com paixão por compartilhar seu conhecimento e experiência por meio da participação ativa em comunidades Sitecore on-line e off-line.

Technology



Uma pessoa com experiência técnica experiente que participa ativamente de comunidades on-line e off-line para compartilhar seu conhecimento e experiência com desenvolvedores, profissionais de marketing, estrategistas, parceiros e clientes da Sitecore.

Strategy



Uma pessoa com forte conhecimento de marketing contextual orientado por dados e uso da Sitecore Experience Cloud para gerar resultados comerciais e que goste de compartilhar seu conhecimento e experiência com clientes, usuários e equipes de implementação.

Ambassador



Um indivíduo com sólido conhecimento das mais recentes ofertas da Sitecore que agrega valor à Sitecore, influenciando parceiros, setor, clientes e tomadores de decisão e que fornece feedback sobre o produto, fornece referências e estudos de caso.



Sitecore Training and Certifications

<https://www.sitecore.com/products/sitecore-training>

01. Platform DXP

- Sitecore 10 .NET Developer Certification*
- Sitecore 10 System Administrator Certification*
- Sitecore 10 .NET Developer 認定試験*

03. Commerce Cloud

- Sitecore OrderCloud Certification

02. Content Cloud

- Content Hub Administrator Certification*
- Content Hub Developer Certification*
- Sitecore XM Cloud Developer Certification Exam
- Sitecore XM Cloud Developer 認定試験

04. Experience Cloud

- Sitecore CDP Certification
- Sitecore Personalize Certification



INDIVIDUAL USER

Free Essentials subscription

<https://delivery-sitecore.sitecorecontenthub.cloud/api/public/content/56a5a5adddfa43da8237fbc124b6aadb?v=42c026ee>

Sign in to Sitecore Learning

Customer Sign In

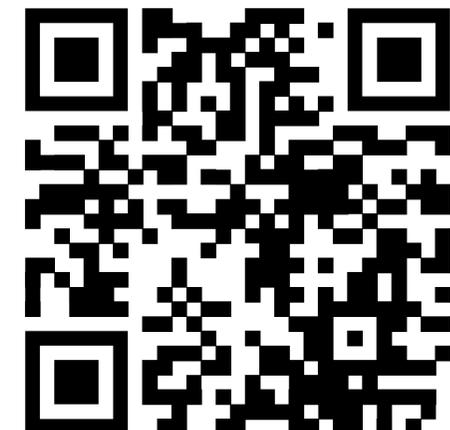
Internal Sign In

Partner Sign In

Don't have an account yet?

[Customer Registration](#)

[Partner Registration](#)





Explorando o ecossistema Sitecore



Wladimir Moyano Mejía

Senior DevOps Engineer
Oshyn Equador



Thank you.

