



Goodbye Sitecore 6:
Winning ticket Helix!

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Profession: Sitecore Architect and Lead Developer @DTG

Passion: Everything around technology

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Agenda

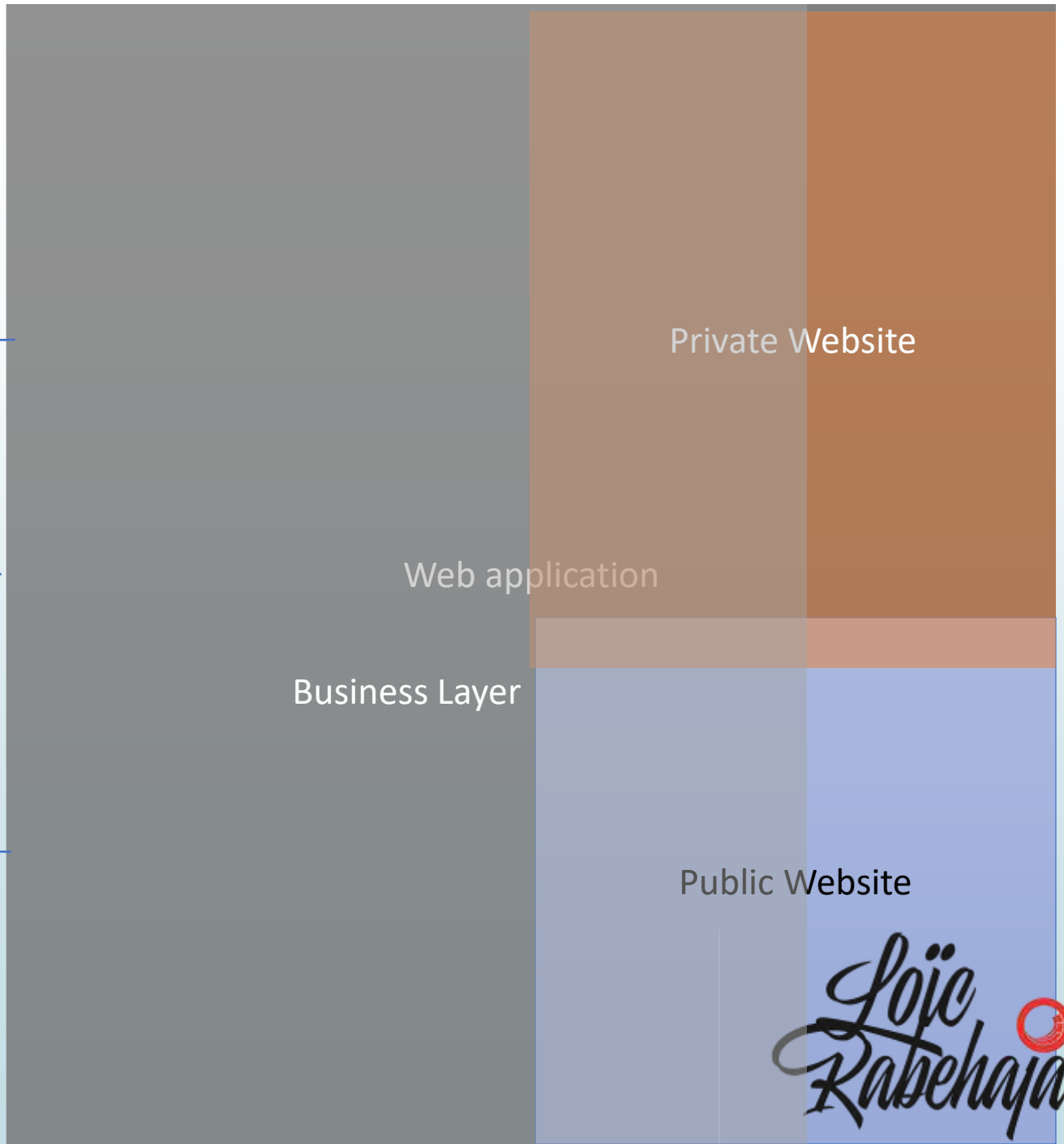
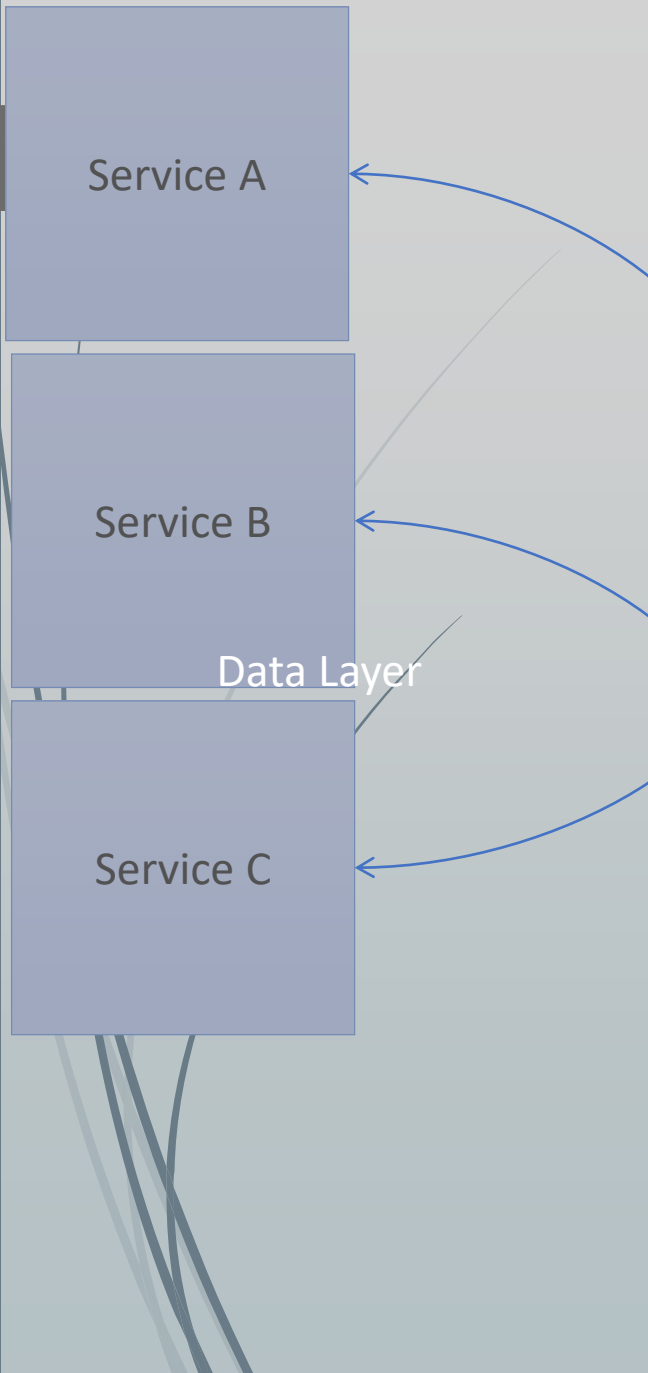
- ▶ A little bit of history
- ▶ Understanding the Helix Convention
- ▶ Why Helix?
- ▶ Let's get rollin'
- ▶ Lessons learned



A little bit of History

What is DTG?

- ▶ DTG is a leader of the Online Marketing for the MKB segment in the Netherlands
- ▶ De Telefoongids was mainly focused on yellow pages
- ▶ Change of focus to a provide one stop shop Online Marketing Solutions for MKBs
- ▶ First version: Sitecore version 6.6
- ▶ Evolution of our current platform from just a public website to a self service website



- WebCheckResult
- Werkwijze
- Google
- Page Templates
- PresentationItems
 - Components
 - BuyFlow
 - MyDtgLight
 - AdviceTool
 - Account
 - Alert
 - CallMeBack
 - FacebookInteractiveTool
 - Herpositionering
 - JobOpportunities
 - MyDtgSettings
 - Portfolio
 - ProductFamily
 - SeaCheck
 - Ternair
 - AlertBox
 - ArtideTeaser
 - AskDTG
 - AskQuestion
 - Balloon
 - Brandbox
 - BrandingImage
 - Button
 - CasestoryInvolvedProduct
 - ChapterHolder
 - CheckBoxRow
 - CompareTable
 - CompareTableRowText
 - Contact
 - ContactCompare
 - ContactFull

- ProductPage-product-component
- ProductPage-testcomponent
- PROFILECHECKTEST
 - test kan weg
- bedankt
- actie
- daim-gratis-uw-bedrijf
- partners
- vermelding-aanpassen
- vermelding-aanpassen_zoek_nieuwsbrief
- vermelding-aanpassen_zoek
- videos
- mijndtg
 - AccountPage
 - AppointmentPage
 - ChangeAccountPage
 - Componenten
 - gebruikersnaamvergeten
 - InvoiceOverviewPage
 - Klantenvertellen
 - loading
 - Onboarding
 - Profile Completeness
 - Reporting Dashboard
 - Componenten
 - DashboardWidget
 - GraphWidget
 - ResellerPage
 - Componenten
 - SsoChangePasswordPage
 - StatisticsPage
 - wachtwoord_vergeten
 - wachtwoord_wijzigen
 - website
 - facebook
 - onlineprofiel
 - netwerkprofiel

- Alert
- AlertBox
- Content
- Kennis
- Klantenservice
- Content Teaser List
- Content Teaser List Filtered
- Content
- Kennis
- Klantenservice
- ArtideTeaserOverview
- Content Teaser Small
- Ask DTG
- AskQuestionComponent
- Balloon
- BrandBox
- BrandBoxHome
- Achtergrond plaatje desktop
- BreadCrumb
- Button
- CallMeBack
- Carrousel
- CarrouselItem
- ChapterHolder
- CompareTable
- ComparetableRowCheck
- CompareTableRowText
- Connected Networks
- Contact
- Contact Medium
- ContactCompareComponent
- Contact Full
- Contact Small
- Content Teaser Full
- ContentTeaserSmall
- CookieHandler
- CustomerCase
- DemandGen

- Balloon.ascx
- BrandBox.ascx
- BrandBoxHome.ascx
- BrandingImage.ascx
- BreadCrumb.ascx
- BreadCrumbItem.ascx
- Button.ascx
- CallMeBack.ascx
- ChapterHolder.ascx
- CompareTable.ascx
- CompareTableRow.ascx
- ComparetableRowCheck.a
- CompareTableRowText.as
- Contact Direct.ascx
- Contact.ascx
- ContactCompareCompon
- ContactFull.ascx
- ContactSmall.ascx
- ContentTeaserFull.ascx
- ContentTeaserSmall.ascx
- CookieHandler.ascx
- CustomerCase.ascx
- Download.ascx
- EverythingAboutFooter.as
- ExtendedKnowledge.ascx
- Fact.ascx
- FactAndFigures.ascx
- FactGreen.ascx
- FactHolder.ascx
- FactHolderHome.ascx
- FactOrange.ascx
- FactRed.ascx
- FAQ.ascx
- FaqCategoryGroup.ascx
- FaqHolder.ascx
- FaqModel.ascx
- Feedback.ascx
- GridAlpha.ascx
- GridAlphaWithNavigation.as
- GridDef.ascx



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SPAGHETTI CODE

memegenerator.net

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Understanding the Helix Convention



You already know it...

- ▶ S.R.P (Single Responsibility Principle)
- ▶ S.D.P (Strong Dependency Principle)
- ▶ I.S.P (Interface Segregation Principle)
- ▶ O.C.P (Open Close Principle)
- ▶ O.O.P (Object Oriented Principle)
- ▶ Modular/Component Based architecture
- ▶ Loosely Coupled Solution
- ▶ Code Reusability?

Project

Feature

Foundation

Dependencies



Layer

Module

Module

Module

Layer

Module

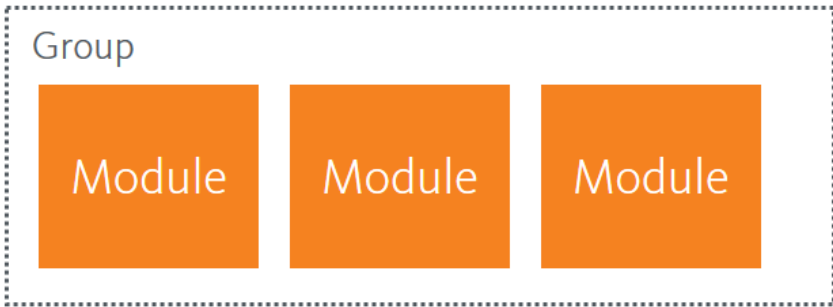
Module

Module

Module

Module

Module



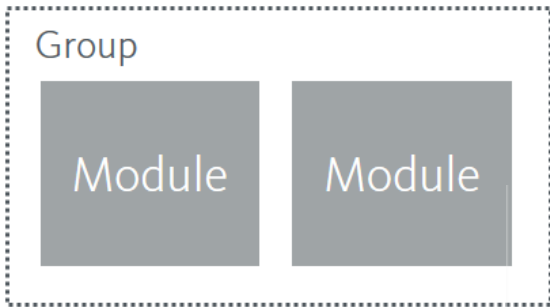
Layer

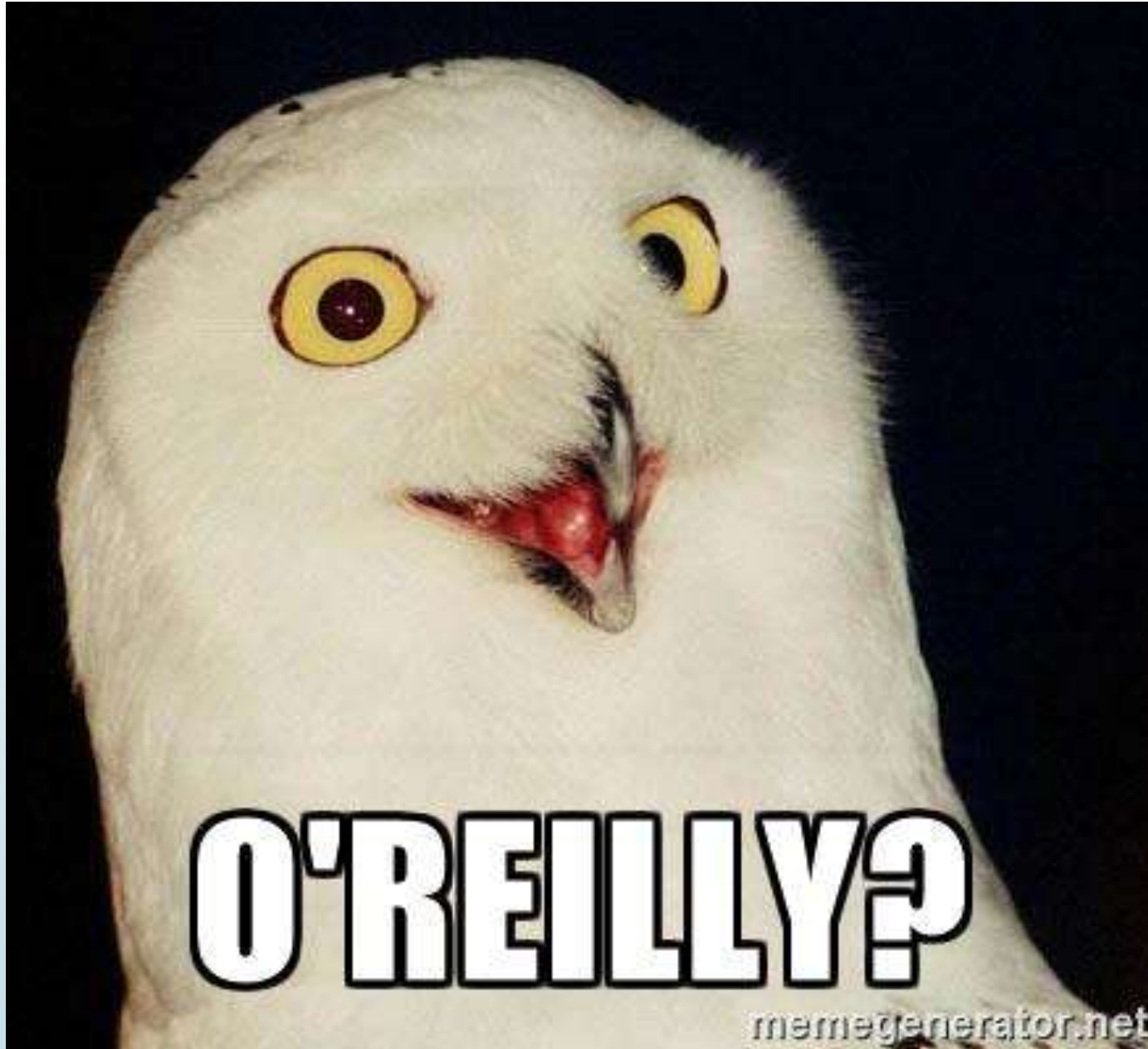
Module

Module

Module

Module





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**Rolling, rolling, rolling
lets get this Monday**



Photo Source: weheartit.com

Follow us @Hamburg Veterinary Clinic/

Rolling!

Let's get rollin'

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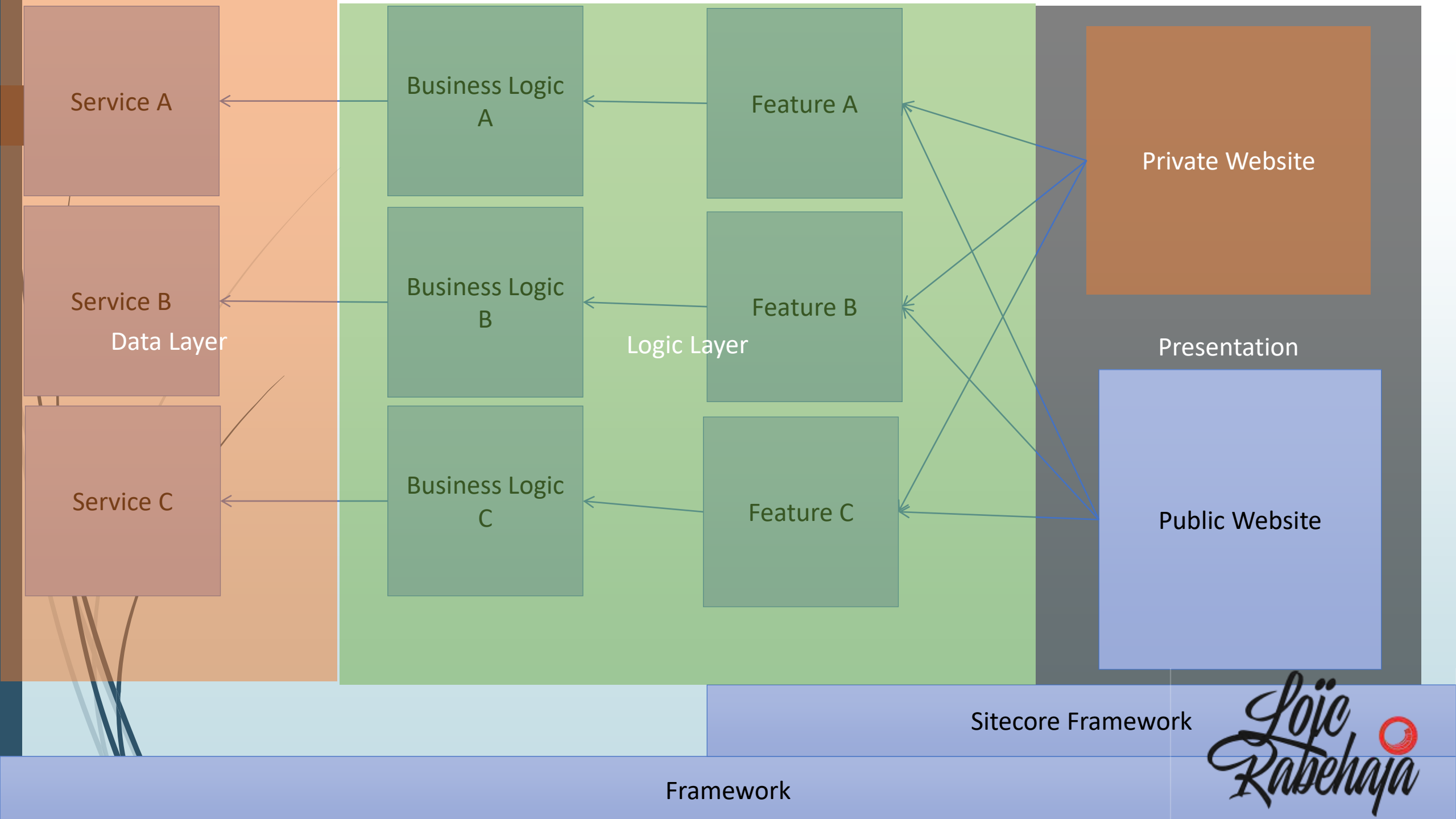
Challenges

- Keep up with the never ending “new features” release
- Shorter time to market
- Make fast and reliable change in existing features
- Upgrading our traditional multi-tier architecture to a more suitable architecture
- Keep our technology stack up to date
- Improve ourselves
- Fixed date to finish every implementation
- Sitecore pessimistic environment
- Hardcoded logics on each pages
- ASP.net Webforms



Solution?

- Modularization of the data tier layer
- Modularization of the logic tier layer
- Modularization of the presentation tier layer
- Follow a convention
- Create our framework
- Wrap Helix around the solution



Service A

Business Logic
A

Feature A

Private Website

Service B

Data Layer

Business Logic
B

Logic Layer

Feature B

Presentation

Service C

Business Logic
C

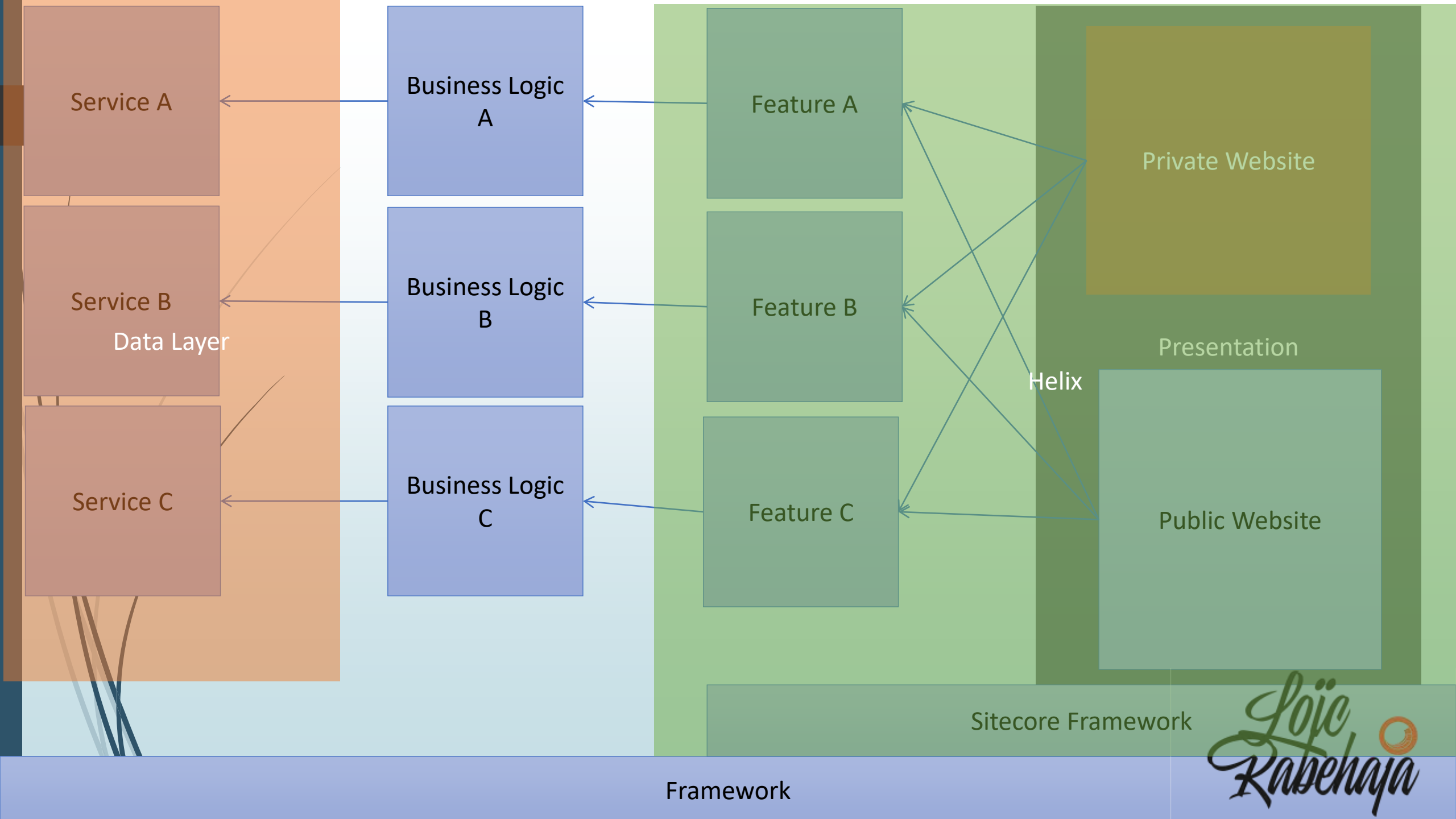
Feature C

Public Website

Sitecore Framework

Framework





Service A

Business Logic A

Feature A

Private Website

Service B
Data Layer

Business Logic B

Feature B

Presentation

Service C

Business Logic C

Feature C

Public Website

Helix

Sitecore Framework

Framework



What did we gain from Helix?

- ▶ Loosely couple architecture
- ▶ Easier for the developers to work with
- ▶ Chirurgical approach of feature modification or implementation
- ▶ More time to do R&D
- ▶ A common language to speak between developers
- ▶ Technical debts
- ▶ Upgrade to 8.1



Lessons Learned



Most valuable lessons

- ▶ The first step is always the hardest one
- ▶ There are no perfect solutions from the beginning
- ▶ Technical debts are needed to push a project forward
- ▶ Finding the right balance was difficult
- ▶ Fill the gap between Marketing and IT as much as possible
- ▶ The solution keeps on evolving with the world



Thank you for your
attention

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