

Service Definition

Sitecore Send

Service overview

Sitecore Send is a fully managed, cloud-based email marketing and marketing automation platform. Delivered as software-as-a-service (SaaS), it enables organisations to create, automate, deliver, and analyse email communications without managing infrastructure or underlying platform components.

Service description

Sitecore Send provides campaign-based email marketing and automation capabilities designed to support digital communications at scale. The service enables organisations to manage contact lists, create and schedule campaigns, define automation workflows, and deliver transactional or bulk email communications through a secure, cloud-hosted platform.

The service supports configurable templates, segmentation, triggers, and reporting to enable timely, relevant, and governed messaging. Sitecore Send can be used as a standalone communications platform or integrated with CRM, CDP, CMS, and other authorised systems using supported APIs.

Service model

- **Delivery model:** Software-as-a-Service (SaaS)
 - **Hosting:** Provider-managed cloud infrastructure
 - **Access:** Web-based user interface and supported APIs
 - **Updates and maintenance:** Managed by the provider
 - **Scalability:** Automatically scaled by the platform
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Key functionality

- Email campaign creation and management
- Marketing automation and trigger-based workflows
- Contact list and audience segmentation management
- Email template creation and content management
- Campaign scheduling and delivery control
- Transactional and bulk email support
- Performance monitoring and reporting

- Role-based access and permissions
 - API-based integration with third-party systems
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Intended users

The service is intended for:

- Public-sector organisations delivering digital communications
 - Marketing and communications teams managing campaigns
 - Teams delivering transactional or service notifications
 - Administrators managing users, permissions, and governance
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Customisation

What can be customised

Customers can configure:

- Email templates and message content
- Campaign schedules, triggers, and workflows
- Audience segments and subscription preferences
- Sending rules, limits, and delivery settings
- User roles, permissions, and access controls

How customisation is performed

Customisation is performed through configuration using Sitecore Send's web-based interfaces and supported APIs. Configuration is rule-based and does not involve changes to the underlying platform code or infrastructure.

By whom

Customisation can be performed by authorised customer administrators and users with appropriate Sitecore Send roles and permissions.

API access

What users can do using the API

Users can:

- Create and manage email campaigns and messages
- Manage contact lists, segments, and subscription settings
- Trigger automated and transactional email sends

- Retrieve campaign performance and delivery metrics
- Integrate Sitecore Send with authorised third-party systems

What users can't do using the API

Users can't:

- Modify or manage the underlying platform or infrastructure
 - Bypass authentication, authorisation, or consent controls
 - Access other customers' data
 - Change core system behaviour outside documented APIs
 - Perform unsupported bespoke platform customisation
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Security and governance

The service includes:

- Role-based access controls
 - Secure API authentication and authorisation
 - Logical separation of customer data
 - Campaign and delivery auditability
 - Platform-level monitoring and maintenance
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Service constraints

- Available only as a cloud-hosted SaaS service
 - Requires internet connectivity for access and email delivery
 - Email delivery subject to usage limits and fair use policies
 - Dependent on supported email protocols and integrations
 - Requires customer-managed recipient consent and data accuracy
 - No on-premise or customer-hosted deployment
 - No bespoke platform development
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Software add-ons or extensions

Sitecore Send is a **standalone cloud software service**.

It does not require other Sitecore products to operate but can integrate with Sitecore and third-party platforms using supported APIs.

Support and service management

- Platform availability, maintenance, and updates managed by the provider
- Service support provided in line with the agreed support offering
- Platform updates applied without customer intervention

Summary

Sitecore Send enables organisations to deliver reliable, scalable, and governed email communications using a fully managed SaaS platform, supporting campaign management, automation, and integration without the complexity of operating email infrastructure or bespoke software.