

Service description

Sitecore AI is a fully managed, cloud-native set of **embedded artificial intelligence capabilities** delivered as part of the Sitecore cloud platform.

The service provides AI-assisted functionality across content management, digital asset management, search, customer data, and personalisation workflows, enabling organisations to improve efficiency, relevance, and decision-making without deploying or managing their own AI infrastructure.

Sitecore AI is delivered as **software-as-a-service (SaaS)** and is operated, secured, and maintained by the provider. AI capabilities are pre-configured, governed, and integrated directly into Sitecore's user interfaces and APIs, allowing customers to adopt AI safely and consistently within existing digital governance frameworks.

The service supports use cases such as AI-assisted content creation and summarisation, automated tagging and metadata enrichment, search relevance optimisation, personalisation and next-best-action decisioning, and insight generation from digital engagement data. All AI functionality operates within defined controls and approval workflows to support compliance, auditability, and responsible use.

Sitecore AI does not require customers to train models, manage datasets, or operate machine-learning infrastructure. Configuration is performed through platform settings, rules, and permissions, ensuring AI usage aligns with organisational policies and security requirements.

What the service includes

- Embedded AI capabilities across Sitecore cloud products
- AI-assisted content creation, optimisation, and summarisation
- Automated classification, tagging, and metadata enrichment
- AI-driven search relevance and intent detection
- Personalisation and decisioning support
- Governance, approval workflows, and role-based controls
- API access to supported AI-enabled features
- Fully managed, monitored, and maintained cloud service

What the service does not include

- Custom AI or machine-learning model development
- Training or fine-tuning of customer-specific models
- Access to underlying AI models or infrastructure
- Bespoke algorithm design or experimentation
- Consultancy-led or project-based AI services

Service model

- **Delivery model:** Software-as-a-Service (SaaS)
- **Hosting:** Provider-managed cloud infrastructure
- **Access:** Web-based interfaces and supported APIs
- **Scaling & updates:** Managed by the provider

Who the service is for

Sitecore AI is suitable for public-sector organisations that require:

- Governed use of AI within digital services
- Improved productivity and content operations
- Enhanced citizen or user experience personalisation
- AI adoption without operational or technical complexity