

Service Definition

Sitecore CDP

Product overview

Sitecore CDP is a fully managed, cloud-based customer data platform that enables organisations to collect, unify, and activate customer interaction data across digital channels. Delivered as software-as-a-service (SaaS), it provides real-time customer profiles and insights without customers managing infrastructure or data platform components.

Product description

Sitecore CDP enables organisations to ingest, unify, and manage customer interaction data from multiple digital touchpoints to create a single, persistent customer view. The platform supports identity resolution, profile enrichment, segmentation, and insight generation to inform digital engagement and decision-making.

The service allows organisations to configure data sources, define audience segments, and activate insights through integrations with personalisation, marketing, and digital experience platforms. Sitecore CDP is designed to operate within defined governance, consent, and security controls and can be used as a standalone customer data platform or integrated with CMS, personalisation, marketing, and commerce systems using supported APIs.

Product 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

- Customer data ingestion from multiple sources
- Real-time customer profile creation and management
- Identity resolution and profile unification
- Audience segmentation and filtering
- Consent and preference management support
- Data governance and access controls

- Insight generation and activation
 - Integration with personalisation and marketing platforms
 - API-based access to customer profile data
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Intended users

The product is intended for:

- Public-sector organisations managing citizen interaction data
 - Digital and service design teams
 - Data, analytics, and insight teams
 - Administrators responsible for data governance and compliance
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Customisation

What can be customised

Customers can configure:

- Data ingestion sources and event schemas
- Identity resolution and profile rules
- Audience segments and filtering logic
- Consent and preference handling rules
- User roles, permissions, and access controls
- Integration configurations using supported APIs

How customisation is performed

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

By whom

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

API access

What users can do using the API

Users can:

- Ingest customer interaction and event data

- Retrieve customer profiles and audience data
- Query segmentation results and insights
- Integrate CDP data with authorised systems
- Automate approved data flows and activations

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 data processing behaviour outside documented APIs
 - Perform unsupported bespoke platform customisation
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Security and governance

The product includes:

- Role-based access control
 - Secure API authentication and authorisation
 - Logical separation of customer data
 - Consent and preference handling mechanisms
 - Auditable configuration and data access
 - 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 data ingestion
 - No on-premise or customer-hosted deployment
 - No bespoke data platform or infrastructure development
 - Dependent on supported APIs and data formats
 - Subject to Sitecore security and governance policies
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Software add-ons or extensions

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

It does not require other Sitecore products to operate but is commonly integrated with personalisation, marketing, CMS, and commerce platforms using supported APIs.

Support and service management

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

Sitecore CDP enables organisations to unify customer interaction data, generate actionable insights, and activate those insights across digital services using a secure, scalable, and fully managed SaaS platform, without the operational burden of managing data infrastructure or bespoke software.