

Service Definition

Sitecore XM Cloud

Service overview

Sitecore XM Cloud is a fully managed, cloud-native, headless content management system (CMS) that enables organisations to create, manage, and deliver digital content across channels. Delivered as software-as-a-service (SaaS), it supports modern composable digital architectures without customers managing infrastructure or platform components.

Service description

Sitecore XM Cloud provides content authoring, management, and delivery capabilities designed for scalable, multi-channel digital services. The platform supports structured content, workflows, versioning, and governance, enabling teams to manage content centrally and deliver it consistently to websites, applications, and digital touchpoints.

Built on a headless, API-first architecture, Sitecore XM Cloud allows organisations to decouple content management from presentation, supporting integration with front-end frameworks, digital experience platforms, and third-party services. The service is operated, secured, and maintained by the provider as a fully managed SaaS offering.

Service model

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

- Headless, API-first content management
- Structured content modelling and management
- Content authoring and editorial workflows
- Versioning, publishing, and scheduling
- Multi-language and multi-site support
- Role-based access and permissions
- Content delivery via APIs

- Integration with composable digital platforms
 - Platform monitoring and maintenance
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Intended users

The service is intended for:

- Public-sector organisations delivering digital services
 - Content authors, editors, and reviewers
 - Digital and web platform teams
 - Administrators responsible for content governance
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Customisation

What can be customised

Customers can configure:

- Content models and schemas
- Editorial workflows and approval rules
- Publishing rules and schedules
- Language and localisation settings
- User roles, permissions, and access controls
- Integration configurations using supported APIs

How customisation is performed

Customisation is performed through configuration using Sitecore XM Cloud'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, developers, and content managers with appropriate Sitecore XM Cloud roles and permissions.

API access

What users can do using the API

Users can:

- Create, retrieve, update, and publish content
- Retrieve structured content for delivery channels

- Integrate XM Cloud with authorised front-end applications
- Automate content workflows and publishing processes
- Access content metadata and version information

What users can't do using the API

Users can't:

- Modify or manage underlying platform infrastructure
 - Bypass authentication, authorisation, or workflow 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 control
 - Secure authentication and API authorisation
 - Logical separation of customer data
 - Content versioning and audit trails
 - Platform-level monitoring and maintenance
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Service constraints

- Available only as a cloud-hosted SaaS service
 - Requires internet connectivity for access
 - No on-premise or customer-hosted deployment
 - No bespoke platform development or code-level changes
 - Dependent on supported APIs and integrations
 - Subject to Sitecore security and governance policies
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Software add-ons or extensions

Sitecore XM Cloud is a **standalone cloud software service**.

It does not require other Sitecore products to operate but can integrate with personalisation, content operations, marketing, commerce, and analytics 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 XM Cloud enables organisations to manage and deliver digital content using a secure, scalable, and composable headless CMS, supporting modern digital service delivery without the complexity of managing infrastructure or bespoke content platforms.