

Service Definition

Sitecore Content Hub

Service overview

Sitecore Content Hub is a fully managed, cloud-based content operations platform that enables organisations to centrally manage digital assets, marketing content, and content workflows. Delivered as software-as-a-service (SaaS), it supports content governance, collaboration, and reuse without customers managing infrastructure or platform components.

Service description

Sitecore Content Hub provides a unified platform for managing the full content lifecycle, including digital asset management (DAM), content planning, creation, approval, distribution, and performance tracking. The service enables organisations to maintain a single source of truth for content and assets while supporting structured workflows, metadata management, and rights governance.

The platform is designed to support complex organisational requirements, including role-based access, approval workflows, and integration with content delivery, marketing, and digital experience platforms. Sitecore Content Hub can be used as a standalone content operations solution or integrated with CMS, DXP, commerce, and marketing platforms 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

- Centralised digital asset management (DAM)
- Content lifecycle and workflow management
- Metadata management and content classification
- Version control and asset rights management
- Content planning and collaboration tools
- Content reuse across channels and platforms

- Role-based access and approval workflows
 - Reporting and content performance insights
 - API-based integration with external systems
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Intended users

The service is intended for:

- Public-sector organisations managing large content estates
 - Marketing and communications teams
 - Content editors, reviewers, and approvers
 - Administrators responsible for content governance and compliance
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Customisation

What can be customised

Customers can configure:

- Content models, metadata schemas, and taxonomies
- Workflow stages, approval rules, and permissions
- Asset storage rules and usage rights
- User roles, access levels, and governance controls
- Integrations using supported APIs

How customisation is performed

Customisation is performed through configuration using Sitecore Content Hub'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 Content Hub roles and permissions.

API access

What users can do using the API

Users can:

- Create, retrieve, update, and manage content and assets
- Manage metadata, taxonomies, and classifications

- Trigger and manage workflow actions
- Integrate content with authorised third-party systems
- Retrieve content and asset information for delivery platforms

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 Content Hub is a **standalone cloud software service**.

It does not require other Sitecore products to operate but can integrate with CMS, DXP, marketing, and commerce 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 Content Hub enables organisations to govern, manage, and reuse digital content and assets through a single, scalable, cloud-based platform, supporting structured workflows, compliance, and integration without the complexity of operating content infrastructure or bespoke systems.