

Service Definition

Sitecore Personalize

Service overview

Sitecore Personalize is a fully managed, cloud-based personalisation and decisioning platform that enables organisations to deliver tailored digital experiences across channels. Delivered as software-as-a-service (SaaS), it supports real-time decisioning, experimentation, and experience optimisation without customers managing infrastructure or platform components.

Service description

Sitecore Personalize provides configurable rules-based and decisioning capabilities that allow organisations to personalise content, offers, and interactions based on user behaviour, context, and defined business logic. The service supports real-time decisioning, experience targeting, and experimentation across digital touchpoints.

The platform enables organisations to define audiences, rules, and outcomes using web-based interfaces and supported APIs, while maintaining governance through permissions, approval workflows, and auditability. Sitecore Personalize can operate as a standalone personalisation service or integrate with CMS, CDP, commerce, and marketing platforms using supported integrations.

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

- Real-time personalisation and decisioning
- Rules-based and contextual targeting
- Experience experimentation and testing
- Audience and segment definition
- Decision logic and outcome configuration
- Cross-channel personalisation support

- Role-based access and governance controls
 - Performance insights and reporting
 - API-based integration with external systems
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Intended users

The service is intended for:

- Public-sector organisations delivering personalised digital services
 - Digital, marketing, and service design teams
 - Teams responsible for user experience optimisation
 - Administrators managing rules, permissions, and governance
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Customisation

What can be customised

Customers can configure:

- Personalisation rules and decision logic
- Audiences, segments, and contextual conditions
- Experience variants and outcomes
- Experiment definitions and success metrics
- User roles, permissions, and access controls

How customisation is performed

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

By whom

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

API access

What users can do using the API

Users can:

- Trigger and retrieve personalised decisions and outcomes
- Manage audience definitions and contextual inputs

- Integrate personalisation logic into authorised applications
- Retrieve performance and interaction data
- Automate approved decisioning workflows

What users can't do using the API

Users can't:

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

The service includes:

- Role-based access control
 - Secure API authentication and authorisation
 - Logical separation of customer data
 - Auditable decisioning and configuration changes
 - 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 algorithm or model development
 - Dependent on supported APIs and integrations
 - Subject to Sitecore security and governance policies
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Software add-ons or extensions

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

It does not require other Sitecore products to operate but can integrate with CMS, CDP, 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 Personalize enables organisations to deliver relevant, consistent, and governed personalised digital experiences through a scalable, cloud-based decisioning platform, supporting real-time personalisation and experimentation without the complexity of managing infrastructure or bespoke software.