



EGUIDE

Make your business case for Sitecore Content Hub™

Want to take control of your content lifecycle?
Here is your guide to securing buy-in from your business'
key decision-makers on an industry-leading solution.



Building the case for stronger content management

The importance of consolidating your content creation and execution processes cannot be overstated. You and your teams need to be aligned if you are to deliver the consistent, personalized experiences that your customers are crying out for.

But, unfortunately, it's still rare to have 'everything under one roof'. All too often, marketers and wider lines of business are plagued by silos between teams, information, and technology. That leads to disconnected processes, unnecessary work, and weaker customer experiences.

The businesses that are succeeding today are the ones with a detailed view of their end-to-end content lifecycle. They're managing digital assets centrally, using AI and machine learning to automatically deliver personalized experiences, and creating content based on insights from customer data. If you want to join them, your first move should be investing in a content hub.

Sitecore Content Hub connects a range of Sitecore solutions, allowing businesses to consolidate asset management, optimize content planning and production processes, and unlock significant gains in efficiency.

As with any major change project, you'll likely need to get buy-in from the C-Suite, IT, and other key decision makers. Getting people on board is a key part of implementing – and making a success of – your Content Hub.



This guide will help you to build a business case that describes the challenges Sitecore Content Hub addresses and the benefits it can deliver. With answers and proof points to the key business questions you'll encounter from stakeholders, you'll be able to make the pitch for investing in Sitecore Content Hub with confidence.



5 reasons your business needs a content hub

The arguments for Sitecore Content Hub are easier to see for marketers and those responsible for the management and delivery of content. However, it's a little more nuanced to persuade those who aren't involved in the day-to-day content needs of your organization.

Here are five key reasons they should know about how your business could benefit by implementing Sitecore Content Hub. Use and adapt these to strengthen your business case.

And if you require further proof points, be sure to check out the case studies throughout the remainder of this guide.



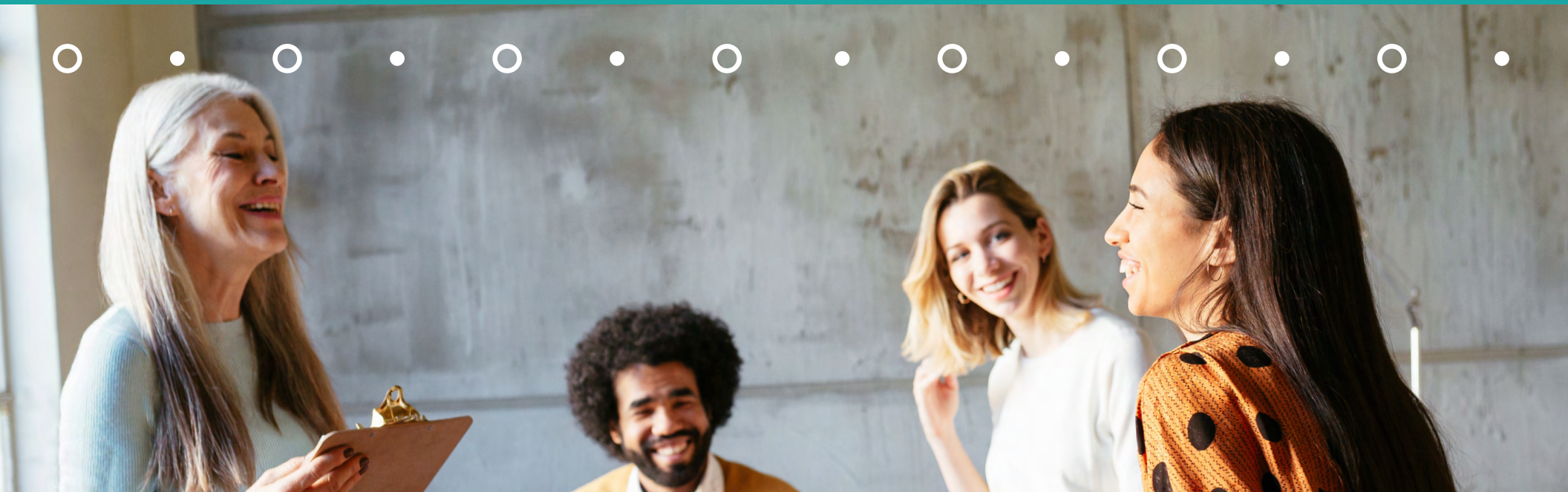
| 1

It brings teams together

Any tool that you invest in should help your teams perform their given roles to the best of their abilities. When we're thinking in terms of marketing and experience, this applies to anyone who plans, writes, designs, develops, approves, or publishes content. Effective tools will also facilitate stronger collaboration between teams, eliminating silos and inefficiencies.

Sitecore Content Hub synchronizes your content production and productivity tools, leading to more connected teams and better processes across the business. It will help keep teams focused and aligned. Not only is this great for the employee experience, it will be reflected in the customer experience as well.

[Learn more here](#)





2

It turns clarity into efficiency

With Sitecore Content Hub, it's possible to centralize your content management, planning, creation, and collaboration, making it easy for anyone to assemble exactly what they need, whenever they need it. It will provide everyone in the content supply chain with visibility over what is being created, what already exists, and how it is being used.

And it will also help to eliminate duplicated and unnecessary work, so that your team can use every asset as efficiently as possible.

[Learn more here](#)

3

It allows you to centralize, locate, and reuse

With integrated Digital Asset Management (DAM), Sitecore Content Hub allows you to centralize photos, templates, videos, PDFs, and other assets. It also allows you to categorize and quickly search through high volumes of material. This will help teams find the assets they're looking for, and mix and match assets to deliver truly personalized, unique experiences that are still consistent with broader messaging.

With Sitecore, it's possible to deliver real-time content at scale and speed by integrating Sitecore Content Hub with our Content Management System (CMS), Sitecore Experience Platform™ (XP).

You can create light content modules and intelligently deliver personalized experiences for each customer while centralizing the management of this content for organizational agility. Users with access rights will be free to assemble their own content – with full visibility over all planned and existing assets.

[Learn more here](#)



4

It integrates seamlessly with other Sitecore and third-party platforms

Sitecore Content Hub offers users added flexibility through easy integration with other platforms. For example, it natively integrates with Sitecore's Digital Asset Management (DAM), Content Marketing Platform (CMP) and Marketing Resource Management (MRM).

Also, it integrates to 'upstream' data and marketing process platforms, such as Enterprise Resource Planning (ERP) and campaign management, as well as 'downstream' experience systems such as commerce platforms and social media.

To facilitate this integration, Sitecore offers a mix of both prepacked and generic connectors - products that deliver out-of-the-box functionality so you benefit from the integration immediately. Bespoke integrations can also be made easy, while scripts are available to help extend Sitecore Content Hub into other third-party products.

[Learn more here](#)

When marketing, commerce, and product managers work together, that's where real impact can be seen.





5

It helps you deliver a better digital experience

If you want to create truly personalized, market-leading experiences, then you're going to need content for different customer types, stages of the buyer journey, channels, products, and services. That's a huge volume of omnichannel content for marketers to produce and manage. Sitecore Content Hub makes it easier to get that accomplished.

With Sitecore's connected platform, you can unify your assets, teams and processes to support collaboration, developing the most relevant content faster, increasing marketing effectiveness, and winning customers by refining content use.

Content is the catalyst for connecting with customers on an emotional level.

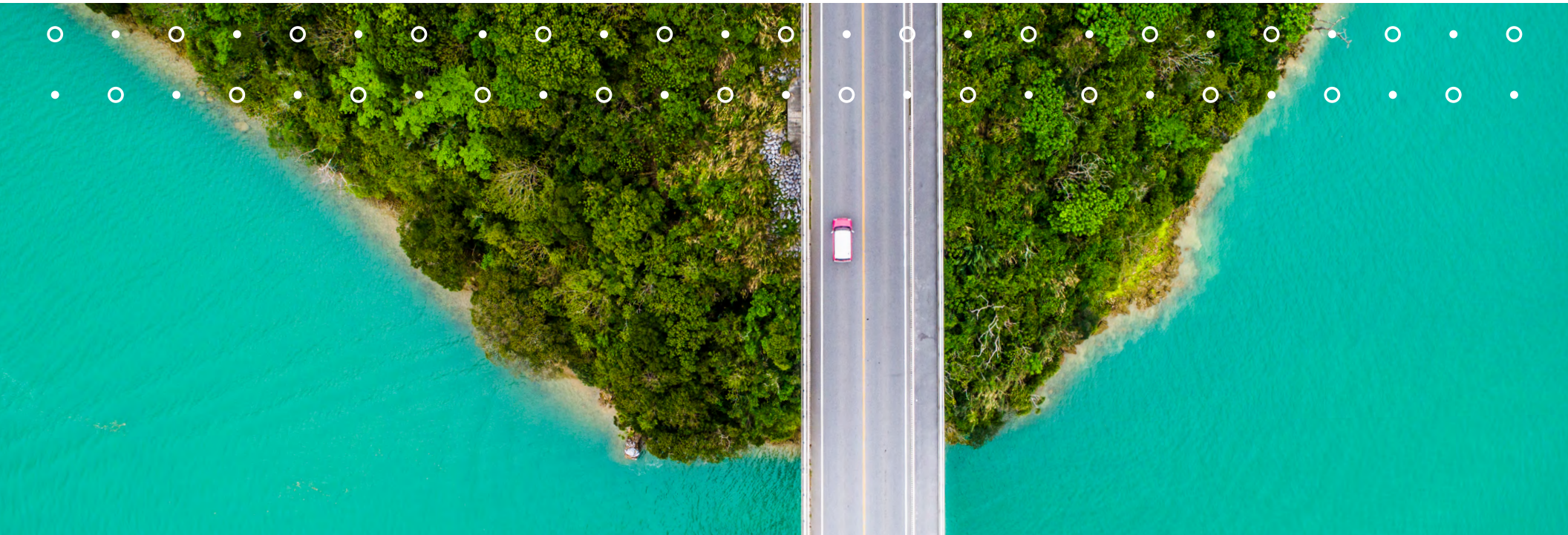
CASE STUDY

Success stories

European car manufacturer

Sitecore worked with a leading European car manufacturer to improve the digital experience for its vast customer base. The company produces a portfolio of more than 50 models for consumers and business users, serving 80 markets, and over 30 languages. However, it had no central repository for text and image assets, making translation and delivery exceedingly difficult.

By implementing Sitecore Content Hub's Digital Asset Management, Marketing Resource Management, and Product Content Management, this organization was able to centralize over 22 terabytes worth of assets. This amounts to over 34,000 new assets a month. By enabling consistent, automatic localization of content, the business has cut translation costs by 60% and been able to produce higher-quality, more consistent, and more customer-centric campaigns.



Asking the right questions

When it comes to implementing a solution like Sitecore Content Hub, it pays to first truly understand your current situation. By answering the following questions, you'll likely find that the business case becomes much stronger.

Be sure to keep notes of your responses, including any relevant figures and/or data, to help you build your case.

1 Which systems do you already have in place and how will you handle integration?

Consider your existing content management system, customer relationship management system, and content creation tools. Sitecore Content Hub easily integrates with common systems, and our experts are always on hand to assist with any transition, transformation, or migration.

2 What do you perceive as the weakest links within your current content lifecycle?

No matter how mature your business is, it is likely there are still roadblocks and bottlenecks in content creation and delivery. Whether this is the time spent searching for relevant information, or inefficiencies in publishing content, Sitecore Content Hub can provide a framework to strengthen these weak links.

3 How will implementing this technology affect your current teams and processes?

If your business has natural silos or barriers between teams, Sitecore Content Hub will help them align and start working more efficiently towards business goals.

4 What about the strongest aspects of your content lifecycle?

On the flip side, Sitecore Content Hub can also contribute to enhancing the positive aspects of your content lifecycle. It will allow you to streamline production by orchestrating many simultaneous tasks and optimize the content that you are already distributing, helping you reach wider audiences.

5 How do you currently personalize content?

There are many options for personalizing content, but we think the most effective and efficient method is to create and manage a wide array of 'building block' assets that can be pulled automatically together by AI for each customer touchpoint. Sitecore Digital Asset Management makes it easier to piece together these building blocks at speed and scale.

6 Do you manage print assets as well as digital ones?

In a digital world, the power of print is often overlooked. Sitecore Content Hub's Web to Print capabilities allow you to simplify and automate graphics and collateral production, saving time and making experiences more consistent, even across mediums.

CASE STUDY

Success stories

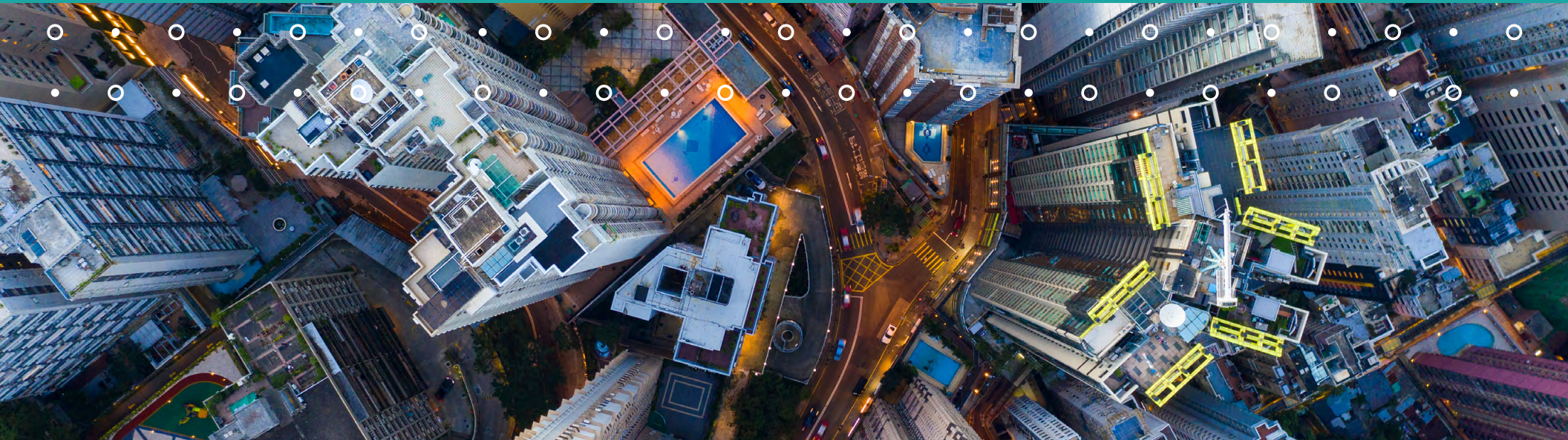
SCHOTT

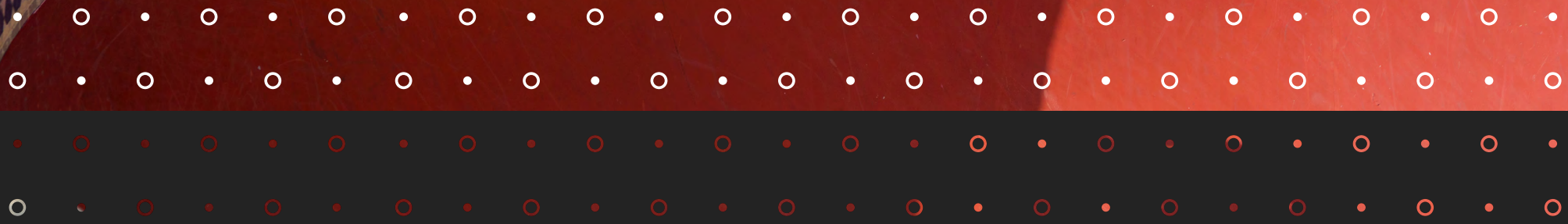
SCHOTT, a \$2 billion international technology group in the areas of specialty glass, glass-ceramics, and related high-tech materials, found its digital asset management lacking. With content delivered across 50 global websites and in more than eight languages, SCHOTT lacked a centralized repository for assets – until they introduced Sitecore Content Hub DAM.

Working with Sitecore, SCHOTT was able to integrate its CMS and DAM for a comprehensive create-to-publish process. The business was able to de-duplicate and migrate over 30,000 assets from their previous system, including images, PDFs and videos, and will be able to benefit from third-party integrations in the future.

“The integration is compelling, easing our deployment of Sitecore Content Hub with Sitecore XP, as well as to third-party systems.”

JOERG DUHR, Head of Digital Marketing Platforms, SCHOTT





Own the Experience[®]

Sitecore creates human connections between brands and their customers via digital experiences that leverage end-to-end content, seamless commerce and continuous personalization to enable organizations to thrive in a world where, without a superior customer experience, there is no product.

To find out more about Sitecore Content Hub, reach out to us today.

We're here to support you.

Let's start the conversation:

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sitecore.com