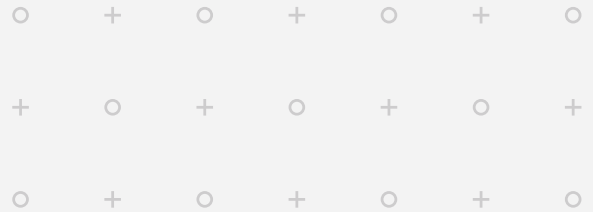


Content Hub: The IT approach to the content crisis

Marketing departments need solutions to support their various functions and productivity but don't always experience the true benefits of what's available - only 16% of marketers feel they have the right technology in place.¹

Working with legacy systems and temporary solutions hamper timely content delivery as important assets and data are siloed across various locations. Versioning is almost impossible to manage. And imagery is difficult to locate and verify. All this leads to slowed go to market for campaigns and marketers relying on IT teams to find effective solutions in a bid to help them create and deliver new content to meet customer demands.



Their pain is your pain



Spending time on reoccurring tasks required for publishing web content.



Continuous need to spend time and effort to integrate tools with other systems.



Content stored in disparate systems adds unwarranted workload.



Understanding business issues that might not be compatible with legacy systems.



Making do with temporary solutions that are quickly inadequate.



Having to maintain an outdated system that is hard to customize and no longer meets marketing needs.

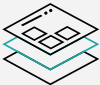
Introducing Sitecore Content Hub™

Sitecore Content Hub is a cloud-based marketing solution that integrates Digital Asset Management (DAM) with Digital Rights Management (DRM), Marketing Resource Management (MRM), Product Content Management (PCM), Content Marketing Platform (CMP), and web-to-print capability into one collaborative platform.

¹ Content Marketing Institute's 2019 Content Management & Strategy Survey (slide 21)



Why Sitecore Content Hub is the right choice for you and your marketing team

What Content Hub enables marketers to do	How it works
 Collaborate	• The content repository is one source for all digital assets • Assets - and any asset changes - are readily available from any location, internal or external
 Manage assets	• Centralize photos, artwork, videos, source files, etc • Categorize, tag, and quickly search material • Easily control version management in the unified environment • Share saved assets with others
 Easily access assets	• Continued visibility into the most up-to-date assets • Campaigns can be accessed exactly when needed, no delays • Fast, efficient searching with built-in tagging
 See campaign performance	• Real-time ROI and measurement data • Access analytics instantly using the dashboard • Support web testing and personalization functionality
 Secure assets	• Secure hosting and ability to easily enforce permissions • Metadata, digital rights management, security, and global distribution supported • No siloed asset risks • Comply with security, data and privacy, and other governance requirements
 Integrate easily	• Easily test, stage, and deploy Sitecore Content Hub to support on-going operations • Fast, easy integration, and extension to current Martech stack
 Maintain and grow	• Pain-free maintenance of 24x7 operations • Eliminate ongoing headaches from regular upgrade cycles with on-premise solutions • As a SaaS solution, Content Hub ensures effective use of time, improved efficiency, and consistent campaign deployment across all territories

To find out more about how Sitecore Content Hub can support your team, visit: www.sitecore.com/products/content-hub