





Sitecore Content Hub: A Marketer's Best Friend

Today's brands face the growing struggle of producing high-quality personalized content across multiple channels and customer touchpoints to win and retain business. This demand, often referred to as the "content crisis," creates a daunting task for marketers to quickly implement a new strategy for content delivery.

To solve this challenge, Sitecore has revolutionized the way brands deliver innovative customer experiences at scale with Sitecore Content Hub. This single, integrated solution streamlines, accelerates and simplifies every part of a marketer's job.

Explore the infographic below to learn more about the benefits of Sitecore Content Hub!

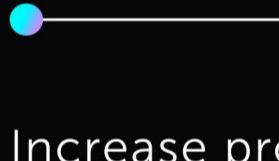


01 Improve Marketing Operations

 <p>Eliminate siloed marketing content and data to leverage a 360-degree view of all digital content</p>	 <p>Streamline communication and enable collaboration among global teams across the entire content workflow</p>
 <p>Categorize and search through high volumes of assets like photos, videos, artwork, layouts and source files with ease</p>	 <p>Control how assets are accessed and used in accordance with the asset license</p>

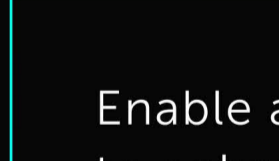
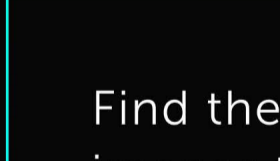
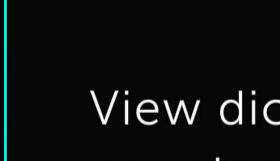
02 Take Charge of Your End-to-End Content Lifecycle

 <p>Manage and store your digital assets in one place to create a single source of truth for your content and data</p>	 <p>Unify processes for content planning, production, collaboration and management with a single, integrated solution</p>	 <p>Leverage end-to-end content lifecycle components that integrate marketing content and processes</p>
--	--	--


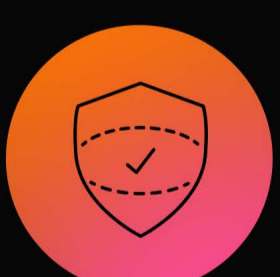
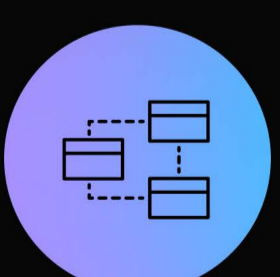
03 Accelerate Time-to-Market

 <p>Increase productivity and agility of your marketing teams with a seamless content review and approval process</p>	 <p>Eliminate duplicative efforts associated with asset re-creation and improve asset reuse and repurpose</p>	 <p>Automate ingestion and organization of value-rich media assets and improve speed-to-market for marketing campaigns</p>
---	--	---

04 Harness Artificial Intelligence

 <p>Enable auto-tagging to enhance search functionality for assets</p>	 <p>Find the most relevant images through instantaneous access to alternative or related images</p>	 <p>View dictionaries of your tagged assets by integrating with Azure AI</p>
--	--	---

05 Increase ROI

 <p>Improve asset findability and free up your marketers to focus on creating more engaging and personalized content that converts leads</p>	 <p>Reduce the number of misused assets and ensure licence compliance</p>	 <p>Modularize content to maximize the value of assets and decrease costs associated with content creation by empowering marketers to reuse components, layouts and templates across brands and geographies</p>
--	--	--

Learn More

Ready to learn more about how Sitecore Content Hub can help your brand produce and deliver content at scale?

As a Global Strategic Partner with a specialization in Sitecore Content Hub, EPAM is uniquely positioned to help your organization realize the benefits of Sitecore Content Hub.

Reach out today to schedule time to speak with our experts and see the solution in action. SitecoreConnect@epam.com