



BROCHURE

EPAM + Sitecore® Content Hub: Enhance & Centralize the Entire Content Lifecycle

EPAM + Sitecore® Content Hub

As a Certified Platinum Sitecore Partner, EPAM helps brands around the globe solve the **‘Content Crisis’** – the growing struggle to produce the high-quality content needed to win and retain business while generating the quantity of content required to speak to a variety of audiences across multiple channels in an always-on world.

SPECIALIZATIONS

As a Specialized Partner in Sitecore Content Hub™ across both North America and EMEA, EPAM has the ability to integrate Sitecore Content Hub into the rest of your technology stack and facilitate world-class customer experiences. With expertise across the entire Sitecore Experience Cloud™ – **Sitecore Experience Platform™**, **Sitecore Experience Commerce™** and **Sitecore Content Hub** – EPAM can help ensure that you are leveraging all the benefits of Sitecore to unify teams, content and processes for operational excellence and data-driven marketing.



**EPAM WAS ONE OF THE FIRST COMPANIES IN THE WORLD TO
BECOME SPECIALIZED IN SITECORE CONTENT HUB, HELPING
15+ BRANDS IMPLEMENT THE PRODUCT SINCE 2019.**

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FAST FACTS

1st

Sitecore Partner
awarded Content Hub
Specialization in EMEA

1 OF ONLY 4

Sitecore Partners invited
to join Sitecore's on-site
training program

70⁺

skilled Content Hub
professionals across NA,
EMEA and APAC

18⁺

year dedicated global
EPAM Product Information
Management (PIM)/Digital Asset
Management (DAM) Practice

120⁺

successfully delivered
DAM projects

1,600⁺

experienced PIM/DAM
professionals

OUR INDUSTRY EXPERTISE

EPAM has first-hand experience implementing Sitecore Content Hub for leading brands across multiple industries, including:



AUTOMOTIVE & MANUFACTURING

Migration of more than 40,000
assets and integration of three
systems into Content Hub



RETAIL & DISTRIBUTION

Automation of scripts to manage
over 800,000 digital assets



TRAVEL & HOSPITALITY

Deduplication of over
100,000 legacy assets



INSURANCE

Automation of publishing and
archiving processes for thousands
of public-facing digital assets

THE SOLUTION

Sitecore Content Hub is more than a digital asset management tool. It allows our customers to take charge of their entire content lifecycle and unifies content planning, production, collaboration and management with a single, integrated solution.

SITECORE DIGITAL ASSET MANAGEMENT (DAM):

Simplify storage, management, distribution and control of digital assets.

SITECORE MARKETING RESOURCE MANAGEMENT (MRM)

Manage, budget and control every phase of a marketing project.

**SITECORE
CONTENT HUB™**

SITECORE CONTENT MARKETING PLATFORM (CMP)

Streamline content strategy, planning, creation and publication.

SITECORE PRODUCT CONTENT MANAGEMENT (PCM)

Stay on top of all product content for eCommerce and other downstream apps.

SITECORE WEB-TO-PRINT (W2P)

Allow users to develop and automate collateral creation.

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ACHIEVING MEASURABLE ORGANIZATIONAL BENEFITS

EPAM excels at empowering brands who struggle with content and assets living across multiple systems. Our customers want to show increased ROI from content reuse, streamlined processes, better governance and increased engagement. However, the reality is that stitching together systems incorrectly can decelerate time-to-market and significantly increase costs.

With Sitecore Content Hub, we help our customers achieve:

- Reduced digital content production time
- Accelerated time-to-market
- Streamlined communication
- Aligned business objectives across functional teams
- Increased reuse of assets within the organization
- Reduced number of misused assets
- Enhanced compliance processes
- Reduced global discovery costs to locate infringing uses of assets
- Improved compliance with privacy, security, accessibility and record-keeping laws
- Reduced training and onboarding time for agencies
- Increased ability to leverage audit asset reuse statistics for operational accountability



CONTACT US TODAY

Contact us to view a Sitecore Content Hub demo or learn more about how EPAM can help you deliver personalized experiences at scale.

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