# Sitecore and Microsoft launch AI Innovation Lab to transform marketing content operations



Sitecore has unveiled the Sitecore AI Innovation Lab, a pioneering programme developed in partnership with Microsoft designed to support marketing leaders in swiftly exploring AI-driven solutions to optimise content operations. The initiative offers marketers a structured environment to define their AI journey and accelerate the development of tailored solutions that address their specific needs.

The launch comes amid increasing interest in artificial intelligence within marketing, with Sitecore’s recent Websites 2025 Report indicating that 97% of marketing executives are prioritising AI. However, many teams face challenges due to spending up to 85% of their time on content creation and operational tasks, which limits their capacity to strategically integrate AI technologies.

Addressing these challenges, the Sitecore AI Innovation Lab provides a collaborative and guided setting where participants can work alongside experts from both Sitecore and Microsoft to prototype AI solutions relevant to their unique challenges. Utilising Microsoft Azure and Azure OpenAI Services, this agile and low-risk approach aims to produce either validated AI applications or valuable insights, thereby enabling marketers to enhance business outcomes and position their brands as leaders in digital innovation.

Key benefits of the programme include its status as the industry’s first customer-centric initiative focusing on AI innovation in marketing, requiring minimal time and risk commitment. Participants gain direct access to Sitecore and Microsoft specialists, accelerating AI adoption and ensuring that the innovations created with customers will be integrated into Sitecore’s Digital Experience Platform (DXP), enhancing and future-proofing the system.

Dave O’Flanagan, CEO of Sitecore, emphasised the significance of the launch, stating, “The Sitecore AI Innovation Lab marks a significant milestone in our commitment to empowering marketers with cutting-edge AI solutions. By collaborating closely with Microsoft, we are providing a best in class, unique opportunity for marketers to innovate and transform their content operations and the experiences they can deliver to their customers. The Lab underscores our dedication to driving digital experience innovation and helping our customers achieve their objectives. We are excited to see the groundbreaking solutions and best practices that will emerge from this effort.”

Jason Graefe, Microsoft Corporate Vice President for Worldwide ISVs and Digital Natives, added, “Microsoft is proud to collaborate with Sitecore on this groundbreaking initiative that empowers marketing leaders to harness the full potential of AI. By providing access to expert guidance, we are enabling marketers to innovate rapidly and transform their content operations. The Sitecore AI Innovation Lab offers a collaborative environment that makes it easier for marketing leaders to explore and prototype AI-driven solutions with minimal risk. This partnership highlights our unwavering dedication to driving digital transformation and helping businesses thrive in a digital-first world.”

Mo Cherif, Vice President of AI and Innovation at Sitecore, highlighted the lab’s practical benefits: “Sitecore is at the forefront of digital experience, and launching the first AI Innovation Lab for marketers is exciting and underscores our commitment to marketer-first AI. For those eager to leverage AI but unsure where to start, our lab offers a fail-fast, goal-oriented experience. Successful AI solutions mean significant time and effort savings – a direct boost to productivity and the bottom line for customers.”

Sitecore has been rapidly expanding its AI capabilities, recently announcing over 250 enhancements to its composable DXP, which assist marketers in creating and optimising digital experiences and content aligned with brand identity to drive engagement and conversions. The company’s embedded, brand-aware AI technology, Sitecore Stream, further enables marketers to meet evolving customer expectations by accelerating the delivery of personalised digital experiences across multiple touchpoints.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.sitecore.com/company/newsroom/press-releases/2025/04/sitecore-launches-martech-industrys-first-ai-innovation-lab-to-fast-track-marketers-ai-journey> - This URL supports the claim that Sitecore has launched an AI Innovation Lab in partnership with Microsoft to help marketers explore AI-driven solutions for content operations.
* <https://www.sitecore.com/products/ai-innovation-lab> - This URL corroborates the description of the Sitecore AI Innovation Lab as a guided space for marketing leaders to explore and prototype AI solutions.
* <https://www.prnewswire.com/news-releases/sitecore-launches-martech-industrys-first-ai-innovation-lab-to-fast-track-marketers-ai-journey-302429856.html> - This URL confirms the launch and collaborative nature of the Sitecore AI Innovation Lab, highlighting its focus on empowering marketers to leverage AI.
* <https://partner.microsoft.com/en-us/case-studies/sitecore> - This URL supports the long-standing relationship between Sitecore and Microsoft, emphasizing their collaboration on AI and digital experience projects.
* <https://www.sitecore.com/resources/insights/artificial-intelligence/sitecore-expands-microsoft-alliance-with-deeper-integrations-to-its-ai-cloud-partner-program> - This URL explains how Sitecore's expanded alliance with Microsoft enhances their AI capabilities, including integration with Microsoft Azure for personalized customer experiences.