

Kentico CMS

for ASP.NET

Full-featured Solution for Your Website



Kentico
unlimited website possibilities

Easy to use for business users
Flexible for developers
Excellent support

Benefits for Marketers:

- Manage websites through a web browser anytime, anywhere
- Easily edit text and insert images using Word-like editor
- Get a 360-degree view of your visitors
- Build highly interactive sites that generate leads for your business
- Create on-line campaigns, forms, newsletters and optimize customer experience without technical knowledge
- Test customer experience using multivariate and A/B split testing

Benefits for Developers:

- Leverage flexible framework for building dynamic websites
- Rapidly create websites using web browser or Visual Studio
- Extend with your own C# or VB.NET code and modules
- Use the latest development technologies, such as LINQ, REST, OData and MVC
- Take full control of HTML code, design and navigation
- Integrate your site with other systems using powerful API
- Detailed documentation and full source code available

Benefits for Web Agencies:

- Get more clients by offering a complete, top-class solution
- Deliver websites faster, with fewer resources and at lower costs
- Join our Partner Program to get recognition and partner benefits
- Rebrand Kentico CMS with your logo and design
- Get responsive technical support

Excellent Return on Investment

- Short development time
- Best value out of the box
- Fast user adoption
- Affordable and flexible licensing
- Low running costs
- Seamless integration with Microsoft technologies

What Our Clients Say:

"Our interactions with the company have been a pleasure; they have been professional in every way. Knowing what we know now we would have simply chosen Kentico CMS sooner. I recommend the Kentico CMS system over any other system we've used or know of."

Tom Richardson, Technical Director, Data USA, Colorado, USA

Complete Platform for Your On-Line Success

Whether you build a website, an on-line store, a social network or intranet, Kentico CMS for ASP.NET provides you with a complete, flexible and robust Customer Experience Management platform. It's a solid base for any website project.



What is Kentico CMS?

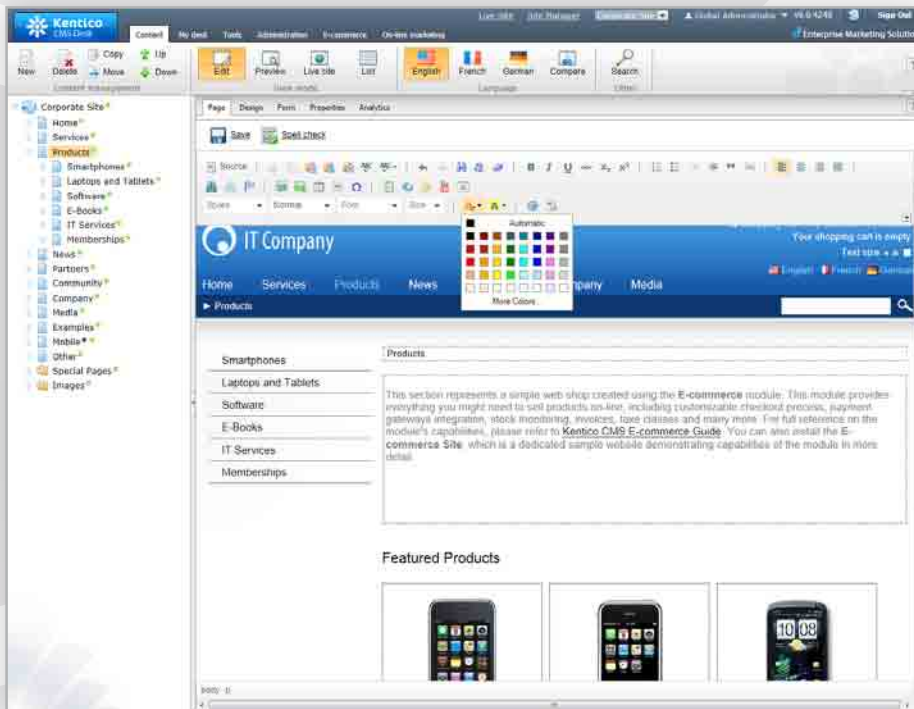
Kentico CMS is a Web Content Management System that allows you to easily manage your website content without technical knowledge. If you need to add text, images or products to your website, you can do it that through a browser-based user interface without calling the web designer. Kentico CMS goes beyond content management and provides a complete Customer Experience Management platform with many additional modules which allow you to create on-line forms, run e-mail campaigns, sell products on-line, build customer communities and Enterprise 2.0 Intranets, engage your visitors and much more.

Why Kentico CMS?

Kentico CMS brings a unique combination of robust functionality, easy-to-use interface and flexibility for both end users and web designers. Kentico CMS is used by 12,000+ websites and is delivered via a network of 1,200 partners in 87 countries, which means a safe, future-proof investment for you. Kentico CMS comes with excellent 24/7 technical support and a 7-day bug-fixing policy. We also offer a service-level agreement for clients who require a guaranteed response time for their mission-critical enterprise projects. Simply put, you can rely on Kentico CMS.

Easily Manage Your Website Content

Managing website content is no longer a task for programmers. With Kentico CMS, the programmers only prepare your website design, navigation and page templates. Then, you can create new pages by choosing a page template and entering text. It's that simple!



Intuitive In-context Editing

Kentico CMS allows you to edit the content within the context of the page. This means you can see what the page will look like at the time of editing. You can use the What You See Is What You Get editor in a similar way to Word and it allows you to format the text, create links and insert images, video or even dynamic features using widgets.

Take Full Control with Permissions, Workflow, Versioning and Staging

Kentico CMS allows you to delegate content authoring to any person within your organization while still keeping control over what is published. You can allow users to edit particular site sections. Using customizable workflow, you can make sure that you or another authorized person reviews all information on your site before it is published. A complete version history and audit record, is available within Kentico CMS, ensuring all versions of content are recorded allowing you to not only roll back to previous versions, but it also ensures accountability throughout the entire content lifecycle. Additionally, if you want to double-check that all updates look good, you can use Content Staging to preview the changes before they are synchronized to the live server. As you can see, Kentico CMS gives you full control over your content.

Key Benefits:

- No technical knowledge required
- Intuitive user interface means shorter training and faster adoption
- Delegates site management from developers to end users which shortens time to market
- Enforces processes, security and accountability to your web content management
- Enables end users to create search engine-optimized sites (SEO)
- Multi-site management allows you to run hundreds of sites from a single installation which reduces administration costs

Key Features:

- Fully browser-based content editing
- Template-based page authoring
- WYSIWYG (What You See Is What You Get) editor similar to Word
- Built-in spell checker
- Document-level permissions
- Customizable workflow and approval processes
- Fully integrated management of images, files, video and other digital assets
- User interface customizable for basic users.
- Management of multiple sites from a single system
- Management of content in multiple languages, including Chinese, Japanese, Russian, Hebrew and Arabic
- Widgets enabling end users to create new pages and add dynamic content into the page
- Content-design separation enabling content re-use
- Friendly URLs for any page and unlimited URL aliases
- Document management
- Digital asset management
- User interface translated to several languages including English, Spanish, French, Greek, Italian, German, Dutch, Czech and Slovak.

What Our Clients Say

"The system has been fantastic and has been a pleasure to work with. It saved us hundreds of hours of work in implementation of a new site."

Mike Cabassol, Senior Analyst, Provali Group, Texas, USA

Key Benefits:

- Get more visitors by optimizing your site for search engines (SEO)
- Get a 360-degree view of your visitors
- Optimize the website for higher conversions
- Identify the most successful campaigns

Key Features – Customer Experience Management:

- Track all activities of visitors on your site
- Deliver highly personalized content
- Optimize customer experience using multivariate and A/B split testing
- Manage all contacts from one place
- Identify customer segments
- Generate more qualified leads using lead scoring
- Identify the best performing campaigns

Key Features - SEO:

- Support for Search Engine Optimization (SEO)
- Friendly and customizable URLs
- Unlimited URL aliases
- Editable metadata for every page - title, keywords, description
- Customizable titles for links and images.
- Clean HTML code

Key Features - Analytics:

- Track visitors, views, referring URLs, downloaded files, search keywords, average time spent on pages and more
- Identify top landing and exiting pages
- Monitor running campaigns and analyze achieved conversions
- Track campaigns and conversions
- Ability to create custom reports

What Our Clients Say

"The ease of managing and updating the site and the integration of Kentico CMS to visual studio were the main reasons why we choose Kentico CMS which is running for more than 2 years without problems and it serves daily more than 20,000 pages. Regarding the support, all the issues/questions we faced, we received an answer in the hour."

Cedric Buccilli, Senior Developer, Brussels Airlines NV/SA, Belgium

Instant Marketing Results and Customer Insight

Many companies use their website as a copy of their printed materials. They put all content on the web and wait for someone to call. But the phone doesn't ring. Why? They forgot that their site is not a static part of their marketing strategy.



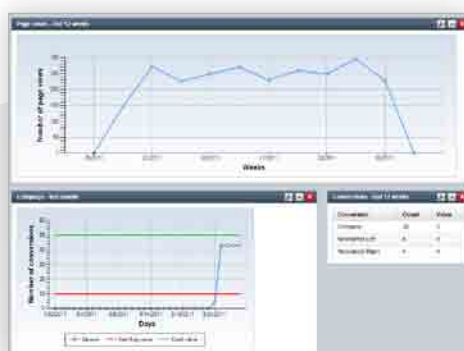
If you want to get more clients, you need to drive people to your site, understand their behavior, deliver consistently fresh and personalized content, collect their contact information, identify hot leads and then convert them into clients. Unlike other Customer Experience Management (CEM) products, Kentico Enterprise Marketing Solution (EMS) is an easy-to-use, out-of-the-box marketing solution that allows you to deliver real time customer-centric marketing across channels and analyze results almost instantly. Kentico EMS contains all features of Kentico CMS and on-line marketing features and additional enterprise features.

Customer Experience Management

With Kentico CMS, you can track all activities of visitors on your site and you can use this information for personalization, lead scoring, lead nurturing and other marketing activities. With the A/B split testing and multivariate testing, you can quickly test several versions of the page and identify which one leads to most conversions.



Web Analytics, Campaigns and Conversions



Kentico CMS allows you to easily track the number of visitors, page views, referring URLs and other useful information about your site traffic. Moreover, you can track your on-line campaigns and generate conversion reports to determine the success of these campaigns. Conversions may be a newsletter subscription, whitepaper download, user registration or purchase from your on-line store - basically any activity that creates a lead or client.

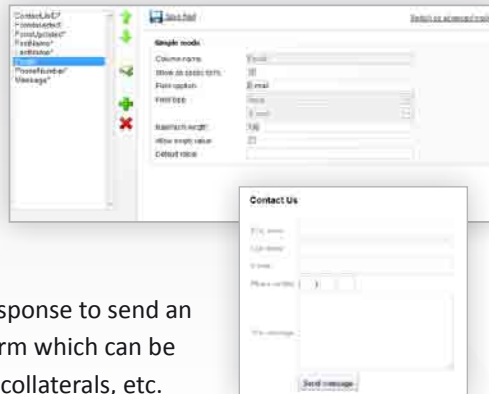
Search Engine Optimization

For most websites, search engine traffic is the primary and most efficient source of visitors. Kentico CMS allows you to create search engine-optimized websites, giving you full control over your keywords and their placement.

Generate Leads and Sell On-Line

Create On-line Forms without Programming

On-line forms allow you to collect user contact details and generate leads for your sales team. With Kentico CMS, you can create on-line forms without any programming - you just define the fields and put the form on the page. The entries are stored in the database, sent to your e-mail or exported to Excel. You can also easily set up an autoresponder to send an e-mail to the visitor who submitted the form which can be used for sending white papers, marketing collaterals, etc.



Create New Opportunities through E-mail Marketing



E-mail marketing is one of today's most efficient tools for increasing sales and encouraging customer loyalty. With the Kentico CMS Newsletter module, you can easily send e-mails with useful information, product news, etc. You can personalize the e-mail with subscriber name and details to achieve a more personal feel.

To get a better understanding of your subscribers, you can track who opened which newsletters and which links inside the newsletter were the most interesting for your customers.

Allow Visitors to Find What They Need

The Kentico CMS built-in full-text search allows visitors to quickly find what they are looking for. The search engine provides fast and accurate results, ranked by relevance and displayed with a preview.

Sell Products On-line

Kentico CMS goes beyond content management and comes with a built-in E-commerce module. It allows you to quickly set up an on-line store, define categories and enter product details. Each product can have multiple product options (size, color, etc.) and you can even enable product configuration by the client. You can sell tangible products or downloadable products, accept donations, receive paid memberships or create product bundles. You can define various price levels, create discount coupons and provide volume discounts. You can set up rules for shipping and tax calculation. The visitors can browse the products, add them to a wish list or shopping cart and purchase them on-line.



Key Benefits:

- Easily create on-line forms to collect user contacts - without programming
- Keep in touch with your clients and up-sell your clients through e-mail marketing
- Full-text search helps visitors find relevant information on your site
- Sell products on-line

Key Features - On-line Forms:

- No technical knowledge required
- Many built-in field types - textbox, drop-down list, radio buttons, checkboxes, e-mail, phone number, country/state selection, etc.
- Custom validation rules
- Customizable form layout
- E-mail notifications and e-mail autoresponder
- Export data to Excel

Key Features - E-mail Marketing:

- Multiple newsletters
- E-mail personalization
- Newsletter templates
- Subscriber management
- Unsubscribe using a link
- Automatic regular newsletters containing site content (latest news, new products, etc.)
- Open e-mail tracking
- Click through clicking
- Bounced e-mails monitoring
- Double opt-in

Key Features - E-commerce:

- Product categories and product catalog with customizable product attributes
- Donations, downloadable products, paid membership and product bundles
- Product options and product configuration
- Custom rules for shipping and taxes
- Shopping cart and wish list
- Customizable check-out process
- Multiple payment options
- Credit card payments through Authorize.NET, PayPal or custom payment gateway
- Support for integration with your ERP or CRM system

Key Benefits:

- Short time to market - ready-to-use Community Starter Site and Enterprise 2.0 Intranet Solution allowing you to configure and launch your own community or corporate intranet within hours
- Complete Social Networking and Enterprise 2.0 Intranet platform - no need to integrate other products or services
- Full control over your brand, community, content and members

Key Features:

- Scalable for large numbers of users and visitors and large amounts of data
- Customizable registration forms and registration workflows
- Administrators may choose to approve all new members
- Flexible security configurations - you can choose what site members can do on the site based on their roles and group membership
- Easily customizable and extendible with your own code and modules

Key Features – Social Networking:

- Blogs
- Forums
- Moderated comments
- Member points and badges
- Groups
- Friends
- Private messaging
- Notifications
- Message boards
- User-generated content

Key Features – Kentico Intranet Solution:

- Departmental sites
- Workgroups
- Project and task management
- Document management
- Microsoft Office integration
- Employee directory
- 3 ready-to-use themes
- Microsoft SharePoint integration
- Personalized dashboards

What Our Clients Say

"Kentico CMS is amazing software. We just rolled out Kentico CMS 4.0 to 30,000 office users. At 200,000+ hits a day, on a 64-bit, 3 server, auto-syncing web farm, running 5.4 GB of user generated content, Kentico CMS handles the load with ease."

Neil Ulrich, Sr. Systems Analyst, Georgia, USA

Get Your Employees and Customers Involved

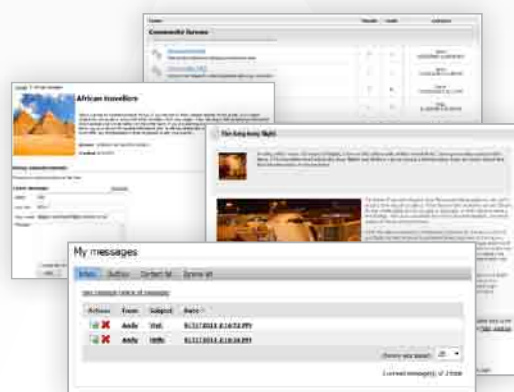
Web 2.0 introduced a new way to communicate with clients and employees - on-line communities. Instead of one-way communication from organization to visitors, the communities enable clients to share their ideas, give feedback on products and collaborate. On-line communities allow organizations to better understand client needs and start more personal dialogs. They increase customer involvement in product development which leads to higher customer satisfaction and loyalty.

Social Networking

Kentico CMS allows you to quickly build community sites for your customers.

Using **Blogs** you can keep your clients up-to-date on what happens in your company. **Forums** are the core of every on-line community; they enable your clients to communicate with your company, as well as other clients. Additionally, you can use them for technical support - allowing clients to resolve each other's questions, minimizing the number of support cases

and support overhead. Also you can create common interest **focus groups** for clients, allowing them to discuss specific topics, communicate ideas and share content, such as tips & tricks or photos and videos of how they use your products. The members of your on-line community can make **Friends** with others, share the information via their personal profiles and send other members private **messages**. You can also use a **Wiki** which allows your clients to share their knowledge related to your product by creating articles on your site from which other clients can benefit.



Kentico Intranet Solution



Kentico Intranet Solution combines the power of content management, community and collaboration features and helps you build an Enterprise 2.0 Intranet. You can easily set up departmental sites for every unit in your organization. Any employee can create a **workgroup** which enables team collaboration on specific projects. Moreover, you can avoid file share chaos with **document libraries** which integrate seamlessly with Microsoft Office through the WebDAV protocol that allows you to open and save documents directly from your browser. Using **project and task management**, you can keep control of running projects and assigned tasks and identify any delays.

Robust and Flexible Architecture

Built on Microsoft ASP.NET Technology

Kentico CMS uses the latest Microsoft ASP.NET platform which means you get a solid, robust and secure platform for your website. It leverages the power of Microsoft Windows Server and Microsoft SQL Server, industry-leading technologies, to run enterprise-level websites. This means you can leverage your existing infrastructure and knowledge, and benefit from seamless integrations with existing systems.

Robust and Scalable Architecture for High-Performance Websites

Kentico CMS is built as a three-tier application following today's standards and Microsoft recommendations for enterprise architecture. Kentico CMS was designed to handle a large number of pages, users and concurrent visitors. It comes with built-in content caching that can be configured at page level or even for particular sections of the page. Kentico CMS can run in a web farm and it supports SQL Server replication which means it can scale to a large number of computers without limits.

Flexible Development Platform

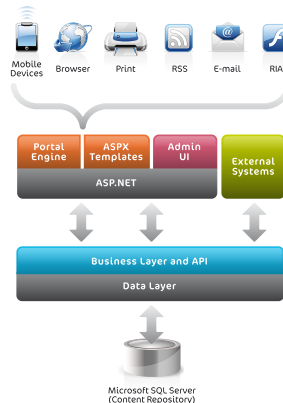
Kentico CMS comes with a unique browser-based development model. It allows web developers with very basic ASP.NET knowledge to develop dynamic websites without complex programming. This means the sites can be created not only in a shorter time frame, but also with less bugs. Experienced C# and VB.NET developers can also use Microsoft Visual Studio to develop sites with Kentico CMS. This model allows them to use standard ASPX pages as page templates in Kentico CMS. Visual Studio can also be used to extend and customize Kentico CMS. The product comes with detailed documentation for developers and you can find lots of useful information in the developer community <http://devnet.kentico.com>.

Extensibility and Interoperability

Since Kentico CMS was built with developers in mind, there are many ways to customize and enhance its functionality: custom event handlers, custom providers, custom modules, custom server controls, custom web parts and widgets, custom form field types and others. It provides a documented and open API for .NET developers allowing complete control of the entire solution through code. Kentico CMS also comes with an Integration Bus which is a universal system for synchronizing Kentico CMS data with external systems, such as ERPs or CRMs. Additionally, full source code licensing is also available, enabling you to change the core system and and fully customize functionality to meet your requirements.

Kentico CMS is Your On-premise or Cloud Enterprise Platform

Whether you are developing websites for on-premise or Windows Azure, Kentico CMS is a flexible platform to easily build and deploy visually-compelling websites on tight deadlines. Unlike other CMS products, Kentico CMS provides a single installation with no need for extra code to leverage the Microsoft Windows Azure platform.



Key Benefits:

- Robust and scalable architecture for large sites with large numbers of visitors
- Stable, well-tested solution affirmed by 12,000+ websites in 87 countries
- Kentico Software provides a 7-day bug-fixing policy
- Flexible development platform allows developers to customize and extend the solution according to the website requirements without compromises
- Shorter development time with browser-based web development

Key Features:

- Microsoft .NET/SQL Server platform
- Visual Studio Integration
- Support for LINQ, REST, OData and MVC
- 300+ built-in web parts/controls
- Custom event handlers
- Custom providers
- Customizable authentication and member management for integration with existing systems
- Interoperability through .NET API
- Extensible with custom modules and controls
- Active Directory integration with user and role import
- Synchronization with 3rd party systems, such as CRM or ERP, using the Integration Bus

System Requirements for Server:

- Windows Server 2003, 2008 or 2008 R2
- Internet Information Services (IIS)
- Microsoft SQL Server 2005, 2008 or 2008 R2

System Requirements for Editors

- Internet Explorer 7+ on Windows
- Firefox 3.6+ on Windows
- Chrome 12+ on Windows
- Safari 4.0+ or Firefox 3.6+ on Mac OS

System Requirements for Visitors

- IE 6.0+
- Firefox 3.6+
- Chrome 12+
- Safari 4.0+
- Opera 10.50+
- Actual requirements may differ depending on the used features and code.

System Requirements for Developers:

- Visual Studio 2008 or 2010

Key Differentiators:

- Best value out of the box
- No per-user fees
- Excellent 24/7 technical support
- 7-day bug-fixing policy
- Full source code available

Contact:

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About Kentico Software:

Kentico Software was founded in 2004 and quickly grew into a company of 75 people. It's based in Brno, Czech Republic in the European Union with offices in the U.S. and U.K. Kentico Software's mission is to help clients create successful websites which allow them to reach their marketing goals. Kentico was named Deloitte Fast 50 in 2010.

What Our Clients Say:

"Our clients' biggest compliment to the system is the ease of use. Our biggest compliment of the system is that it is similar in power to those systems which are 10 to 20 times its price. We are actually pulling sites off other content management systems and onto Kentico CMS because it is so easy to work with."

Neil C. Fennessey, Four Mangos, Inc.,
President and CEO, Massachusetts, USA

Analyst and Press Reviews:

"Key Strengths of Kentico CMS: Bargain pricing, ease of integration with SharePoint, excellent support for Visual Studio 2010, good customer service."

Tony White in Ars Logica Compass Guide to WCM, Q2 2011

<http://www.kentico.com/ars-logica>

"Ratings wise, it's incomparable. There literally is nothing on the market that comes close to touching this software..."

Mike Johnston, CMS Critic

<http://www.kentico.com/cmscritic.aspx>

Score: 9/10

Safe Investment

Proved by 12,000+ Websites in 87 Countries

Kentico CMS is used by 12,000+ Websites in 87 countries across all industries. Major clients include Microsoft, McDonald's, Brussels Airlines, Vodafone, Orange, O2, Audi, Mazda, Seat, Subaru, Samsung, Electrolux, Gibson, Abbot, ESPN, CTV, Hard Rock, Guinness, Medibank, Bank of Ireland, Blackboard, and others.



Microsoft®



JAMESON
IRISH WHISKEY



O₂

SONY®



You can find all reference sites and case studies at <http://www.kentico.com/Customers>.

Best Value and Fast Return on Investment

Kentico CMS offers the best value in the mid-market CMS segment. Kentico CMS provides an excellent return on investment for these reasons:

- **Affordable, simple and transparent licensing** without per-user fees ensures predictable costs and wide adoption within any company.
- **Easy-to-use and easy-to-learn interface** requires less training, accelerates adoption and allows business users to work more efficiently.
- **Rapid website development** reduces development costs and shortens time to market
- **Stable product with 7-day bug-fixing policy** means less bugs and less troubles for your IT department and your business users.
- **Responsive global 24/7 support** - Kentico Software answers questions within 1 business day which means you can solve issues quickly.
- **Many experienced partners** - you can choose from hundreds of seasoned Kentico CMS Solution Partners worldwide with extensive **project experience which can** ensure things are done correctly the first time. The large number of partners also ensures that you will not get locked in to a single agency.
- **Complete solution from a single vendor** - Kentico CMS covers all typical needs so you don't have to integrate several products or buy add-ons from other vendors or solve compatibility issues.

Full Source Code Available

Kentico CMS can be purchased with full source code licensing which gives you the assurance that your developers can further customize the solution to fulfill very unique requirements.

Start Your Online Trial Today! No Installation Required!

Visit <http://www.kentico.com/hostedtrial> and get your own trial website today!