



**Kentico**

# Kentico.

Your digital experience platform partner.

# About Us.

1

Founded 2004 – 200 Employees

2

Offices: Czech Republic, New Hampshire, Sydney

3

US 50% / EMEA 30% and APAC 20%

4

100,000 + websites

5

Majority owned by founder + minority venture partner – profit funded

# Business momentum over the last year.

1

20+% ARR growth, above the CMS/DXP market

2

150 new logos

3

Roadmap explosion – 60 new functionalities – 100s of new features

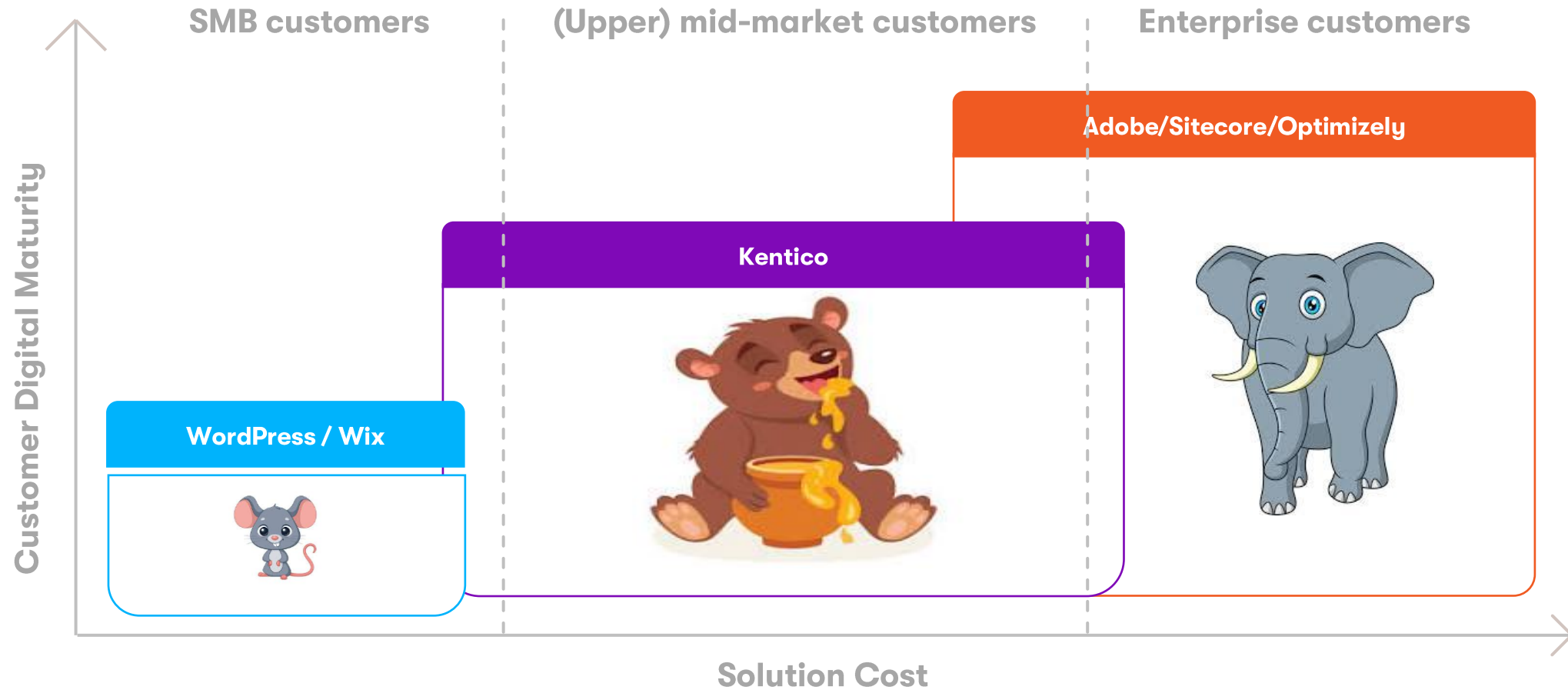
4

Over 20 new partners on boarded

5

Hundreds of upgrades being planned.

# Target market.



# Xperience by Kentico ICP.

This Ideal Customer Profile is an established company who understood the challenges of digital maturity, looking for a digital survival partner in a very competitive landscape.



## Industry

Financial Services, Manufacturing, Healthcare, Travel and Tourism, Associations, Professional Services, Education, Sports, and NPOs



## Location

North America, DACH, UK&Ireland, Benelux, APAC



## Age of the Company

Established companies (+15 years) at the emerging stage in the digital maturity process.



## Headcount

Medium-large companies (200-500 employees), and Enterprise (500-1000), with 5 to 10 (or more) marketing specialists and content editors, running more than 2 websites that present the business assets of the company.



## Digital Maturity

In Xperience Digital Maturity Model, our ICP will be a Town, using content workflows, in-depth SEO, multiple channels and built-in personalization tools.



## Revenue

Medium-Large (\$50M-\$250M) to large (\$250M-\$1B) revenues.



## Decision-making

The decision-makers are senior management, CEO and business owners, but the main contacts we have without our ICP's company is a CMO with a very wide experience in role and company, CTO having a veto.



## Business objectives

Accelerating business growth and flexible digital transformation, using extended digital marketing capacities to improve the ROI.



## Needs & Key Triggers

A secure, fast and easy-of-use solution built with latest technologies, that combines efficiently with the flexibility and the evergreen value of hybrid headless, providing digital marketing capacities and fitting the budget.



## Pains

The main concerns will be the ROI, the ratio feature/value and the quality of our integrations. Lack of brand awareness is still a pain.



## Roadblocks

Lack of clarity on the availability of multiple deployment options, combined with the misperception of the ROI and value for money, will be the main roadblocks.



## On Sales

Our ICP will buy mainly from our partners but will maintain a stronger relationship with Kentico, as far as we prove our capacities to support them on the long term. Sitefinity, Optimizely, Sitecore and HubSpot will be the main competitors.

# Verticals Served.

1

**Financial Services:** Streamline customer interactions with automated workflows and secure digital experiences

2

**Manufacturing:** Support complex product configurations and B2B e-commerce needs

3

**Healthcare:** Comply with industry regulations while providing personalized patient journeys – have BAAs in place

4

**Travel & Tourism:** Enhance customer engagement with tailored travel experiences and booking tools

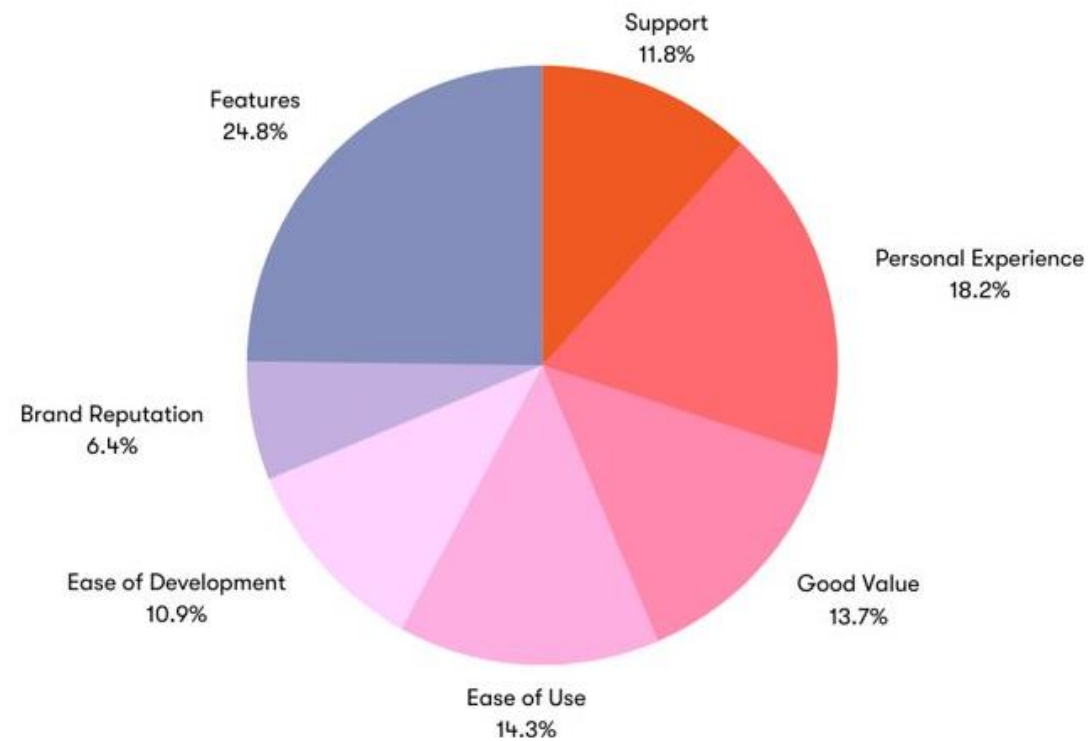
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**Associations:** Enable member management and community-building with ease

# Why we win.

## Won opportunities reasons

Share of recorded won opportunities reasons by partners



# Differentiators.

1

Affordable Enterprise DXP: Highest value of ownership

2

Hybrid Headless Flexibility: Combines traditional and headless capabilities

3

Next generation technology built on latest.net

4

Faster Time to Market: No large migrations are needed

5

Access and Influence – Partner Advisory Board, MVP program.



# Market recognition from G2.



**Kentico**



**300+  
reviews**





**Kentico**

# Product Superiority.

Your digital experience platform partner.

# Project Profits.

1

Faster delivery times

2

Pre-built components

3

Migration Toolkits

4

Deployment tools

5

Implementation support by seasoned Kentico experts

# Developer Support.

1

Brand new fast onboarding tutorial, thorough documentation, and expansive training guides

2

Technical Spotlight series on YouTube for new developers

3

Developer certification course to validate knowledge and expertise

4

Kentico Community Portal Q&A discussions to get help and insights from the Kentico community

5

Fully-supported 1st party open-source integrations and experimental labs projects on GitHub as a developer educational resource



**Kentico**

# Interested to grow your business?

Contact us at [partners@kentico.com](mailto:partners@kentico.com)