Kentico

Powering the future of industrial automation.

Precision. Integration. Performance.

Creating digital experiences in the industrial automation sector should be as precise as a robotics-driven manufacturing line. Instead, you're juggling complex product data, legacy systems, and engineers who expect the instant, personalized service they get on Amazon.

To stay ahead of the competition, industrial automation teams need more than just technology—they need a powerful content management system with built-in digital marketing tools to wstreamline integration, support global expansion, and scale secure, personalized experiences across every digital touchpoint.

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Core digital needs for industrial automation.

Up-to-date product data everywhere

Ensure engineers and buyers access the latest specifications and configurations, synced across all platforms—no more outdated PDFs or scattered information.

Effortless system integration

Connect seamlessly with ERP, PIM, CRM, and IIoT systems, ensuring a unified digital ecosystem that eliminates data silos and supports industrial automation goals.

Personalized buying journeys

Deliver role-based, behavior-driven content that adapts to different industries and customer needs—boosting engagement and conversions.

Seamless lead generation

Capture and nurture leads with automated workflows and CRM integration, ensuring efficient sales enablement across global markets.

Omnichannel and multilingual consistency

Deliver a seamless, localized experience across web, mobile, email, and partner portals—perfect for multi-location deployments and global operations.

Enterprise-grade security & scalability

Built-in compliance, high performance, and cloud scalability ensure a future-proof, high-traffic-ready digital presence for growing industrial businesses.

Xperience by Kentico helps industrial automation organizations deliver the right information, to the right people, at the right time—with precision, speed, and scalability.

Centralize product data, streamline integration, and personalize experiences for engineers, buyers, and partners across global markets.

With low-code tools, robust security, and built-in multilingual support, your teams can innovate faster, optimize workflows, and scale effortlessly—without sacrificing reliability.

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Here's how

Xperience by Kentico: the CMS for industrial automation

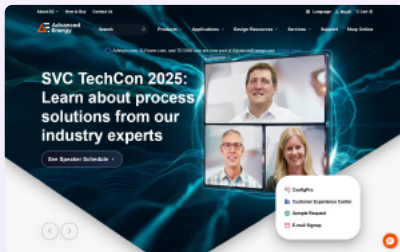|		
☑	**Consolidated & unified**	A modern, integrated platform—combines content management and digital marketing into one streamlined solution, reducing reliance on multiple, costly systems.
🧩	**Seamless integration**	Connects with ERP, PIM, CRM, and IIoT systems—enabling a unified digital ecosystem that eliminates data silos and streamlines operations.
📝	**Centralized content hub**	Ensures product data, specifications, and configurations are always accurate and up to date across all platforms, reducing errors and improving efficiency.
🙂	**Personalized user journeys**	Delivers AI-driven, behavior-based content recommendations, ensuring engineers, buyers, and partners get the most relevant information at every stage—boosting engagement and conversions.
🌐	**Multilingual support**	Provides a localized, multilingual experience—enabling global expansion and delivering personalized content in multiple languages for consistent user experiences.
🔗	**Omnichannel experience**	Enables a consistent, seamless experience across web, mobile, email, and self-service portals—creating a unified brand presence that strengthens customer trust and engagement.
⇄	**Customizable workflows**	Adapts to complex content structures and industrial use cases, streamlining content management and automating lead nurturing to boost efficiency and decision-making.
</>	**Low-code tools**	Empowers teams to develop and deploy digital experiences faster—without needing deep technical expertise, reducing development bottlenecks and increasing agility.
📊	**Built-in analytics**	Tracks user behavior, lead generation, and content performance with built-in analytics to optimize digital experiences.
🔒	**Robust security & compliance**	Protects customer data, product specs, and digital content—with encryption, role-based access, and built-in compliance to safeguard sensitive information.
📊	**Analytics & insights**	Collects cross-channel data to improve marketing and engagement.
📈	**Scalable architecture**	Grows with the business—handling increasing traffic and data without compromising performance or reliability, ensuring long-term scalability.
🔲	**Future-proof technology**	Continuous updates and innovations keep your platform ahead of industry challenges.

✳️ **Kentico**

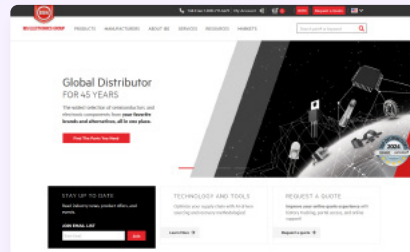# Meet the industrial companies thriving with Kentico.

Discover how Advanced Energy boosted their site performance and improved user experiences with Kentico.

LEARN MORE

See how IBS Electronics used Kentico to improve their digital strategy, with a new ecommerce implementation in progress.

LEARN MORE

Explore industrial insights and trends on Control.com, EETech's dedicated media arm for industrial automation. It's where engineers, manufacturers, and innovators stay ahead of the curve in control and automation.

Ready to amplify your impact in industrial automation with a digital strategy built for growth?

Schedule a free demo today