



Upgrade to Xperience by Kentico SaaS.

Partner Guide



Kentico's product portfolio is evolving, bringing an exciting opportunity...

With Xperience by Kentico, the evergreen Digital Experience Platform, this will be the last major upgrade you'll ever need. Unlike legacy Xperience versions built for traditional websites, Xperience by Kentico is designed for the future—helping businesses engage consumers across multiple channels and seamlessly manage digital touchpoints.

*"Isn't it just Xperience 14", I hear you ask?
"No. It's reinvented".*

First adopted in 2020, Xperience by Kentico is now recognized as Kentico's primary product that has already delivered immense value to marketers and developers, making digital experience management easier than ever. We understand upgrades require investment, which is why we're committed to supporting your transition.

- Dominik



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- SaaS support



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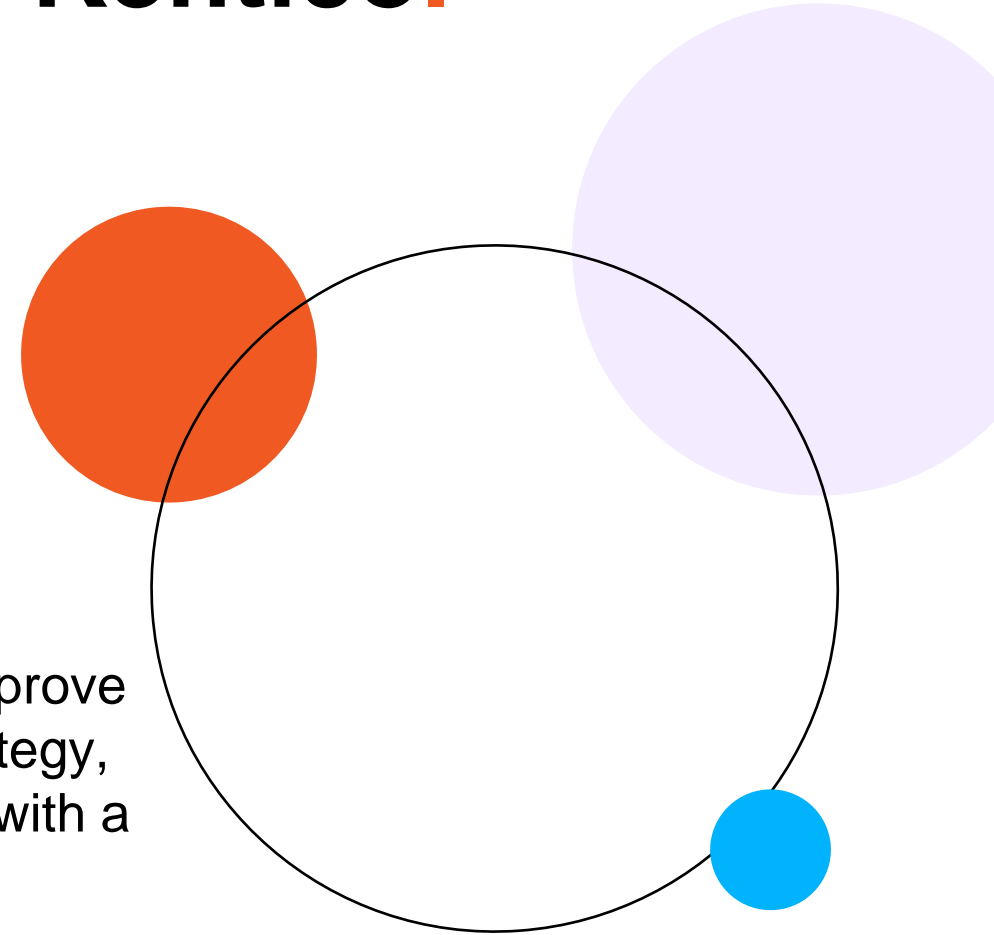
Xperience evolution.

Stay ahead of the curve

The Vision for Xperience by Kentico.

We are building a multichannel digital experience platform *which offers marketing leaders* a consolidated 'single pane of glass' approach to the creation, governance and orchestration of cross-channel digital experiences...

...so that they can assess the ROI and improve the performance of their multichannel strategy, and achieve it by doing more themselves with a lower, more controllable investment in technology.





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From vision to value.

New capabilities exclusive to
Xperience by Kentico



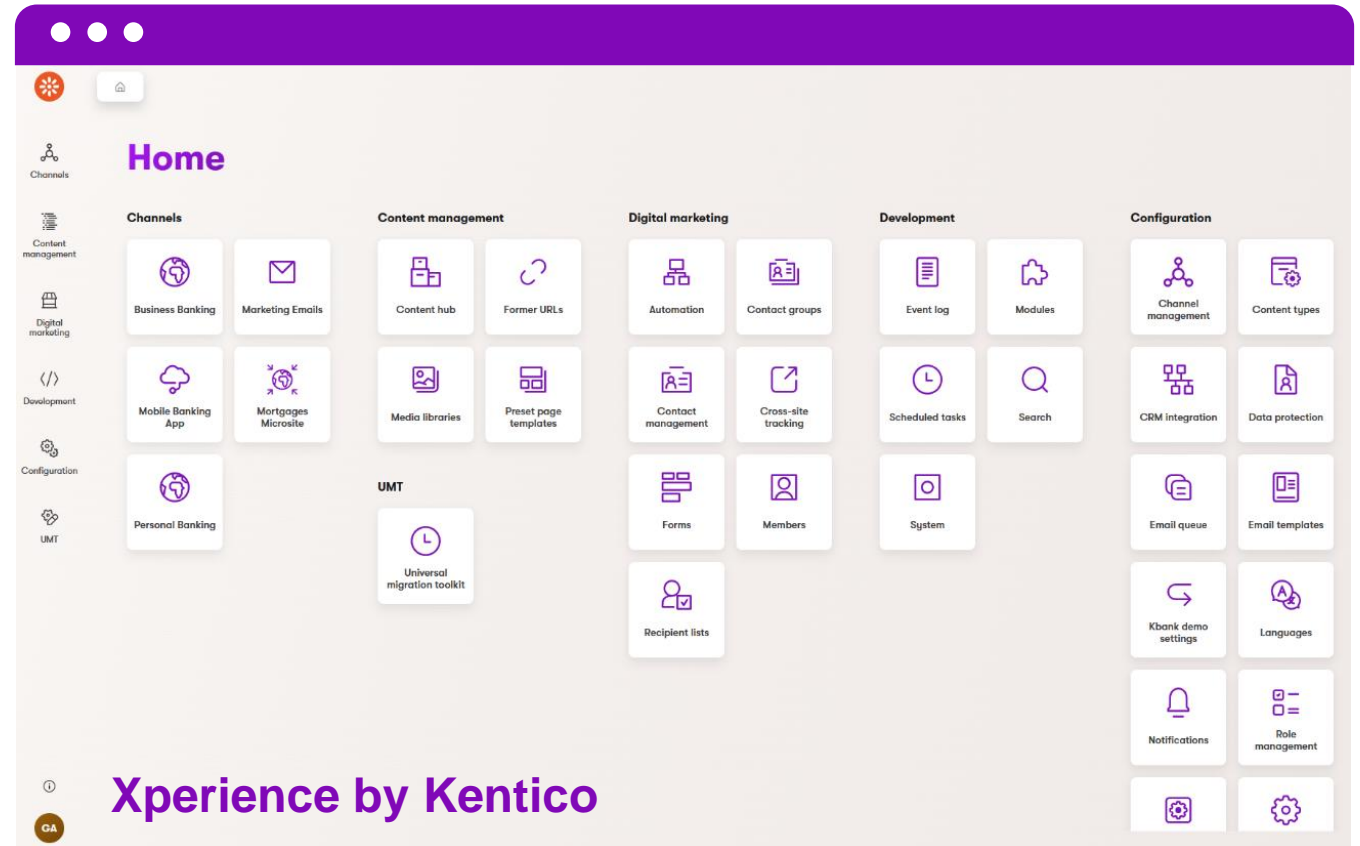


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Xperience by Kentico vs Xperience 13.

Side-by-side

Side-by-side.



Side-by-side fundamentals comparison.

For		Requirements	Kentico Xperience 13	Xperience by Kentico
MARKETING	TECHNICAL			
		Project Focus	Traditional DXP feature set	Evergreen, multichannel, ROI
		Hosting and deployment	Private cloud only	Kentico SaaS, Private cloud
		Updates and enhancements	Hotfixes only	Monthly Refreshes & weekly hotfixes
		Evergreen technology and design	No	Yes
		Centralized Content Hub	No	Yes, core capability of product
		Multichannel experiences (web, email, headless, microchannels)	No	Yes
		Digital marketing (personalization/automation)	Yes	Yes
		Admin customizations and external systems integrations	Difficult (legacy technology)	Easier (modern technology)
		Composability	Limited (customer responsibility)	Yes, product enabled
		First party integrations	Yes (maintenance only)	Yes (evergreen)
		Commerce	Yes	Integrations (native roadmap)
		AI and Intelligence	Integrations	Yes (AIRA native)



Marketing Leader

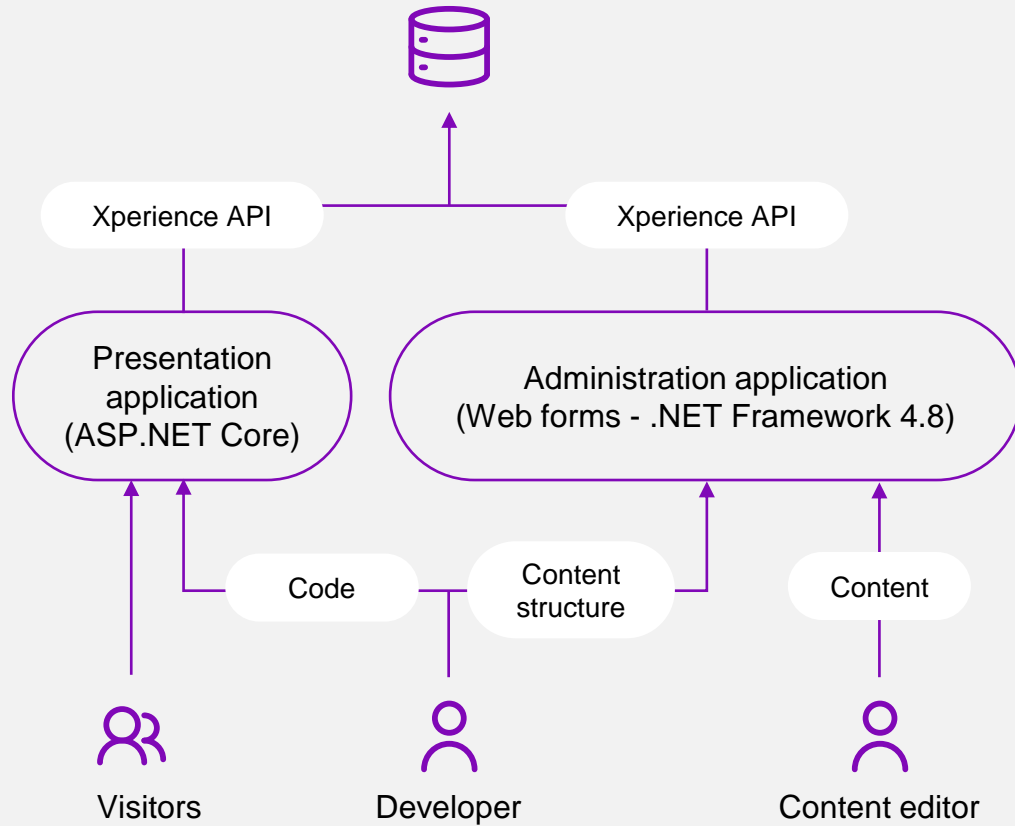


Technical Leader

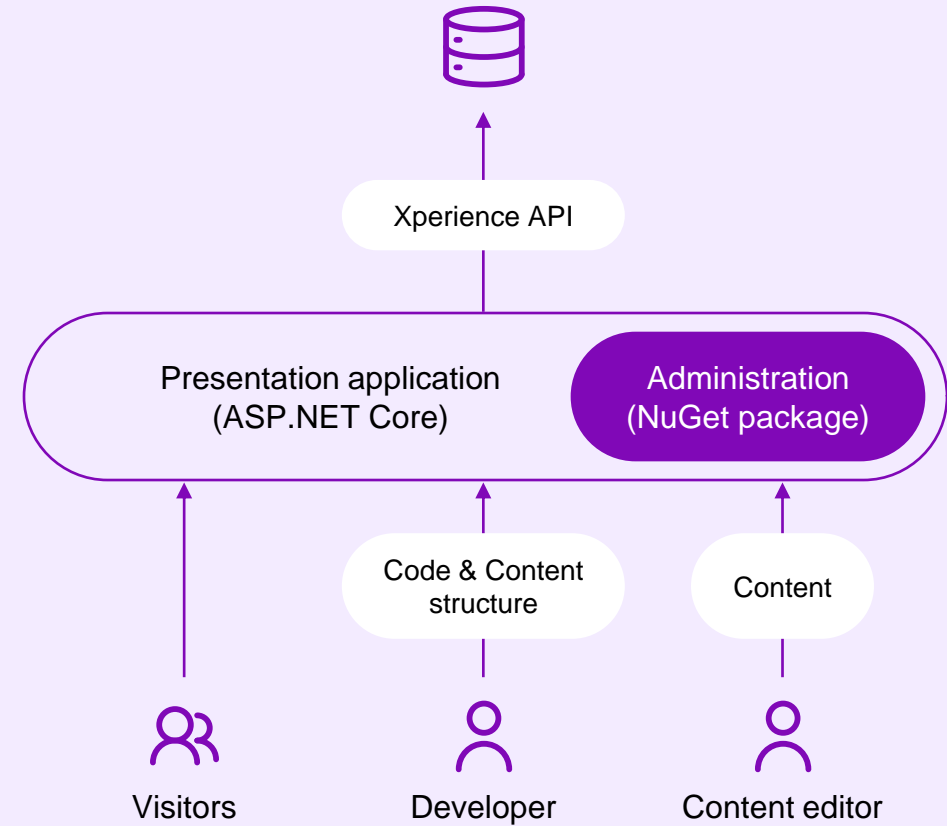


Side-by-side.

Kentico Xperience 13



Xperience by Kentico





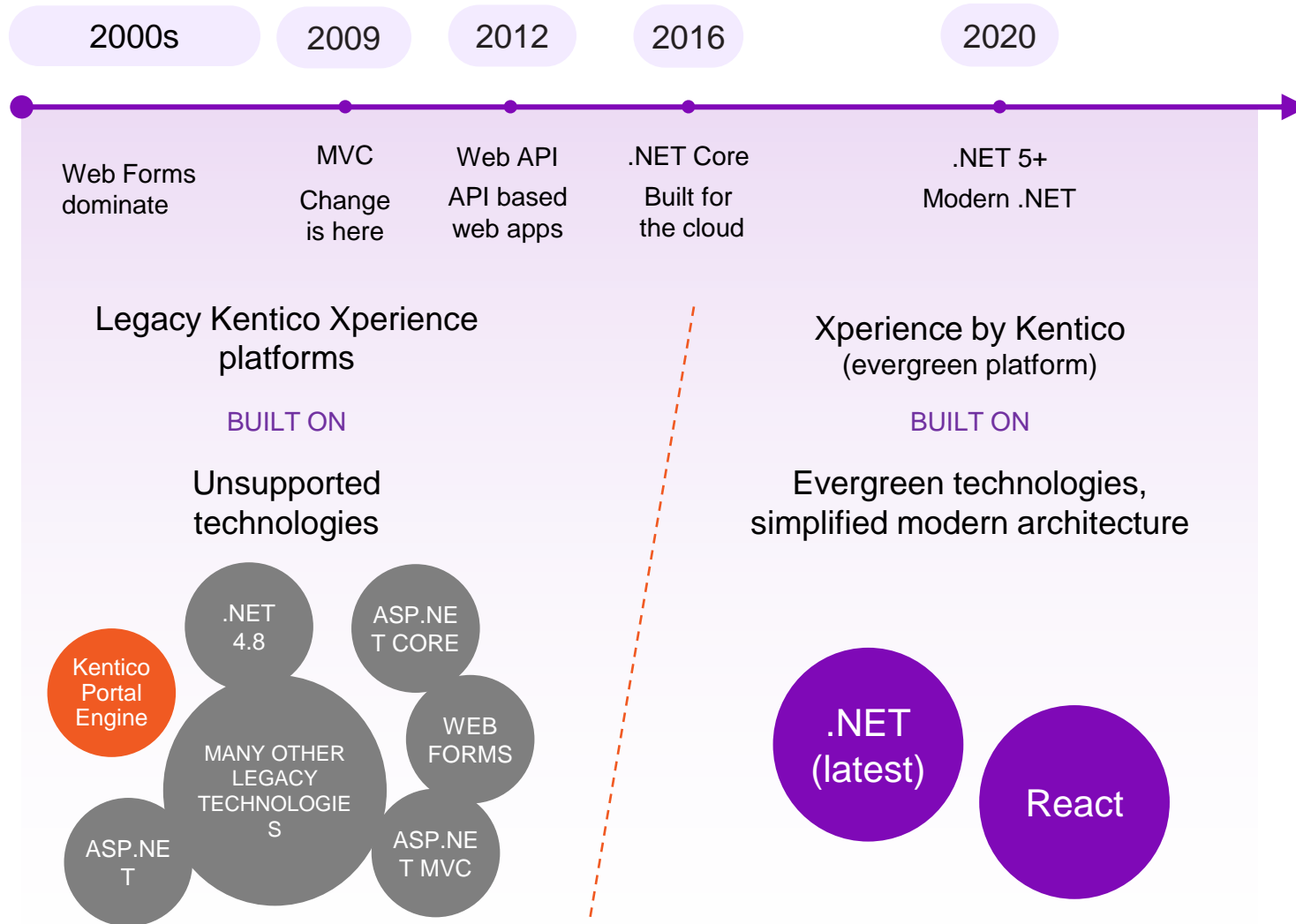
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1

Futureproof tech stack.

This is the last upgrade you'll need

Microsoft web technologies.



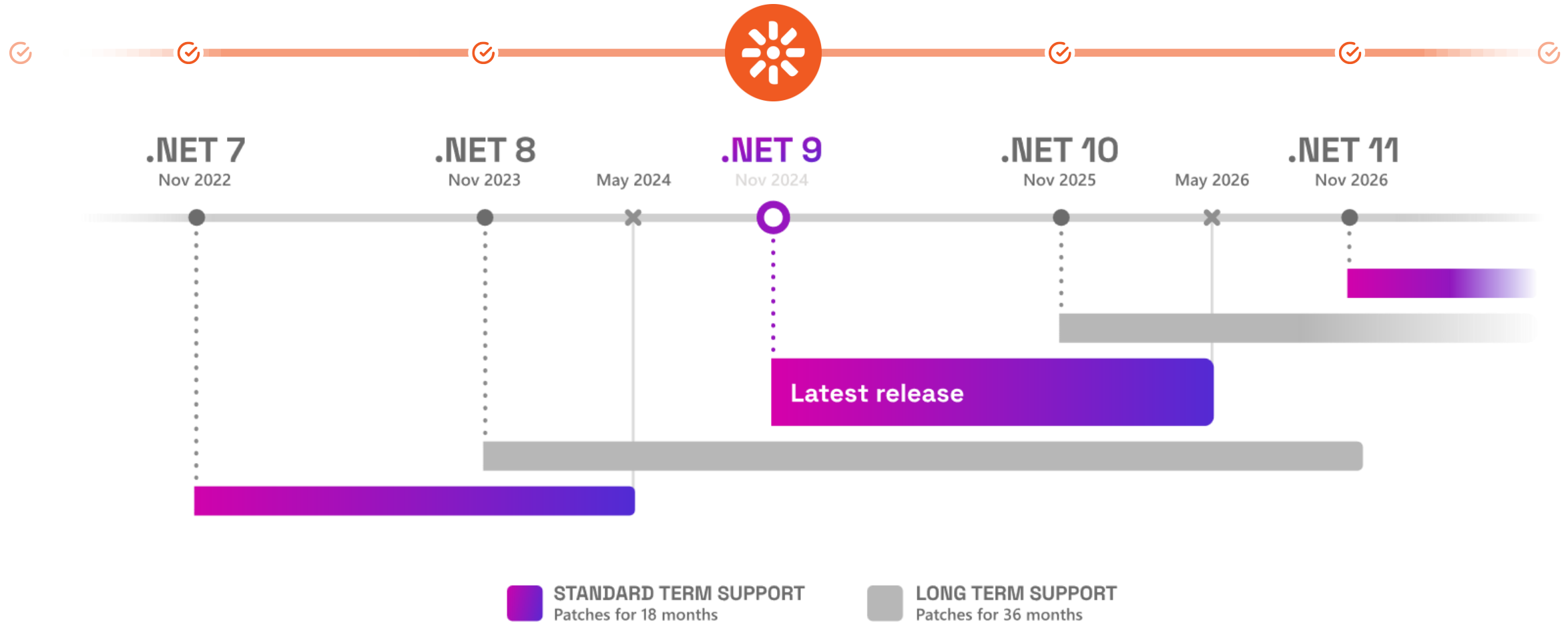
Legacy Xperience versions are built on legacy Microsoft technology.

XbyK administration and UI fully rebuilt to support modern .NET.

XbyK is ahead of its competitors. Transition to modern .NET is already complete.

XbyK is a versionless, evergreen platform built on stable, secure, evergreen Microsoft technology.

Futureproof tech stack.

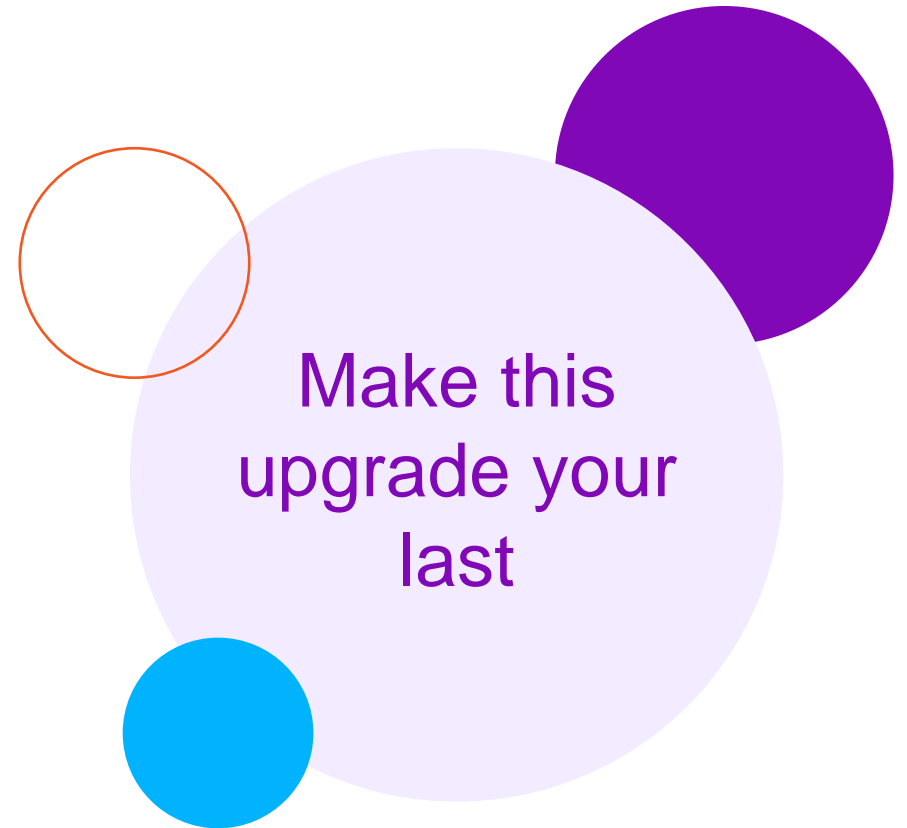


Source: <https://dotnet.microsoft.com/en-us/platform/support/policy/dotnet-core#cadence>

Evergreen product built on evergreen tech.

Xperience by Kentico is a Versionless DXP

- This is not “Xperience 14”
- XbyK was rebuilt with future-ready architecture for long term stability.
- No more big, disruptive upgrades — just continuous improvements.
- Better performance, security, and scalability with .NET and React.
- More agility for marketers and developers, with faster innovation cycles.





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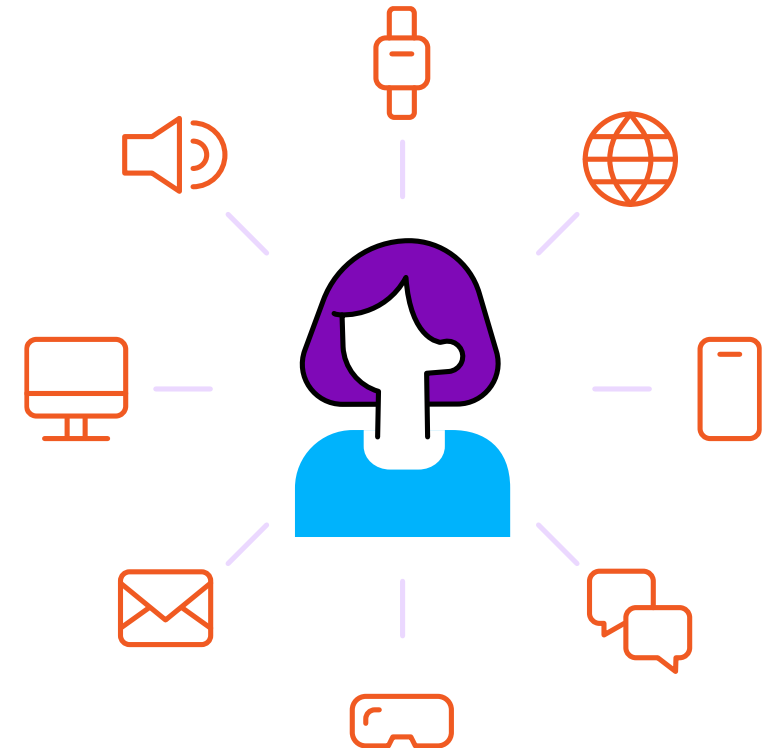
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Advanced multichannel
management.

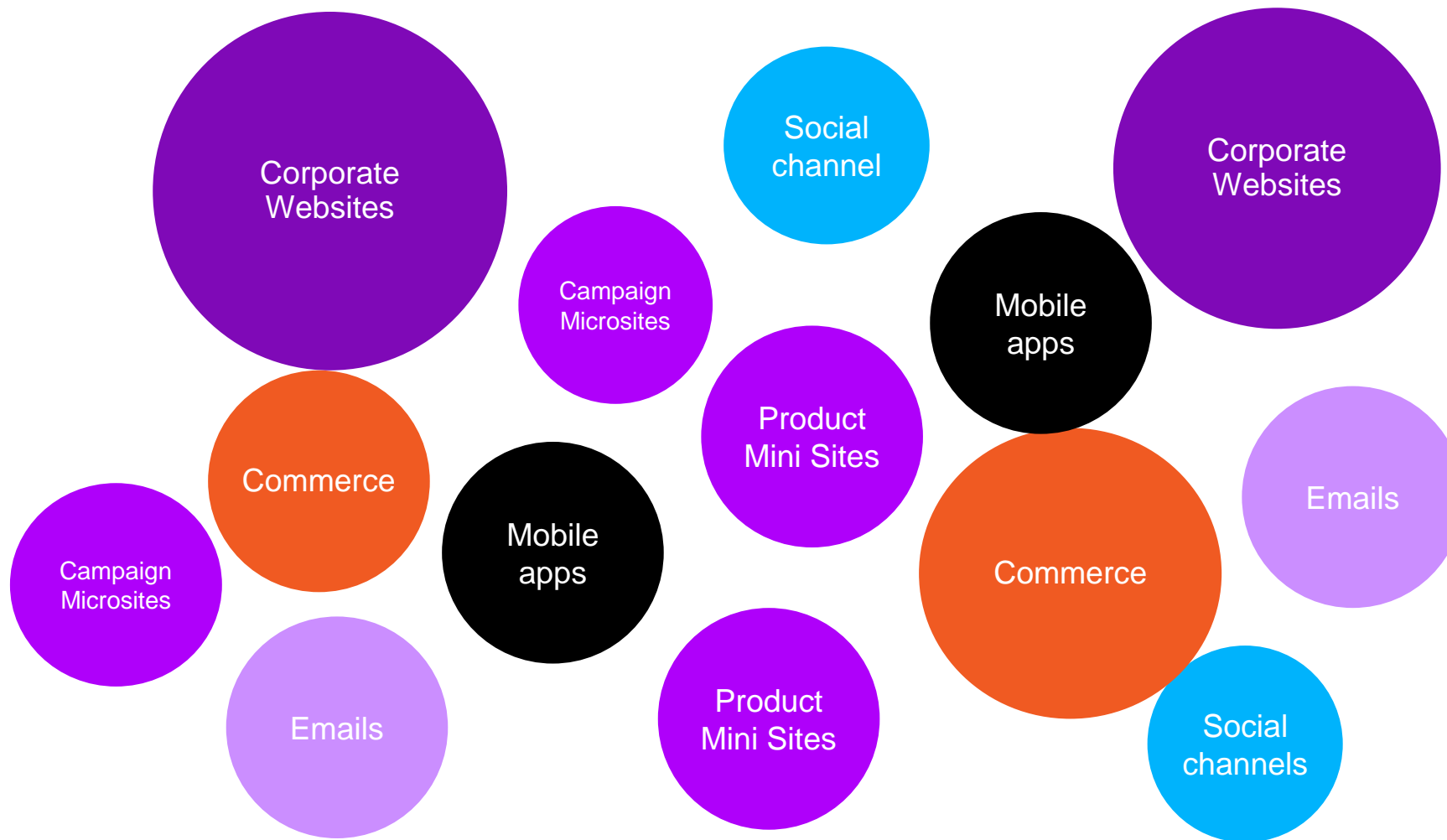


Advanced multi-channel management

- Minimize the risks of a disconnected digital marketing ecosystem.
- More capabilities for growing and consolidating digital marketing channels of all kinds.
- More capabilities for managing, tracking and orchestrating content experiences across channels.



An expanding marketing ecosystem.



56%

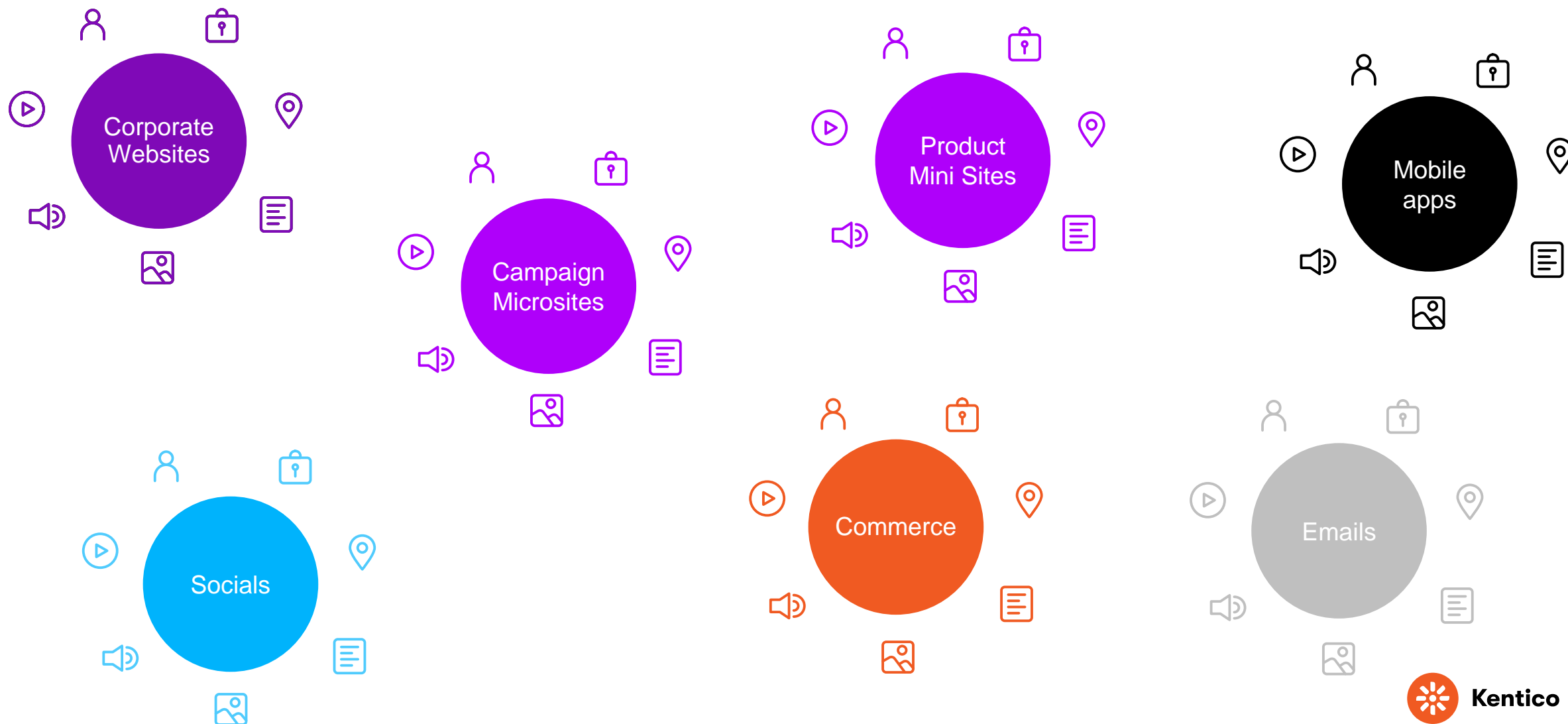
of companies have 3 or more primary websites

31%

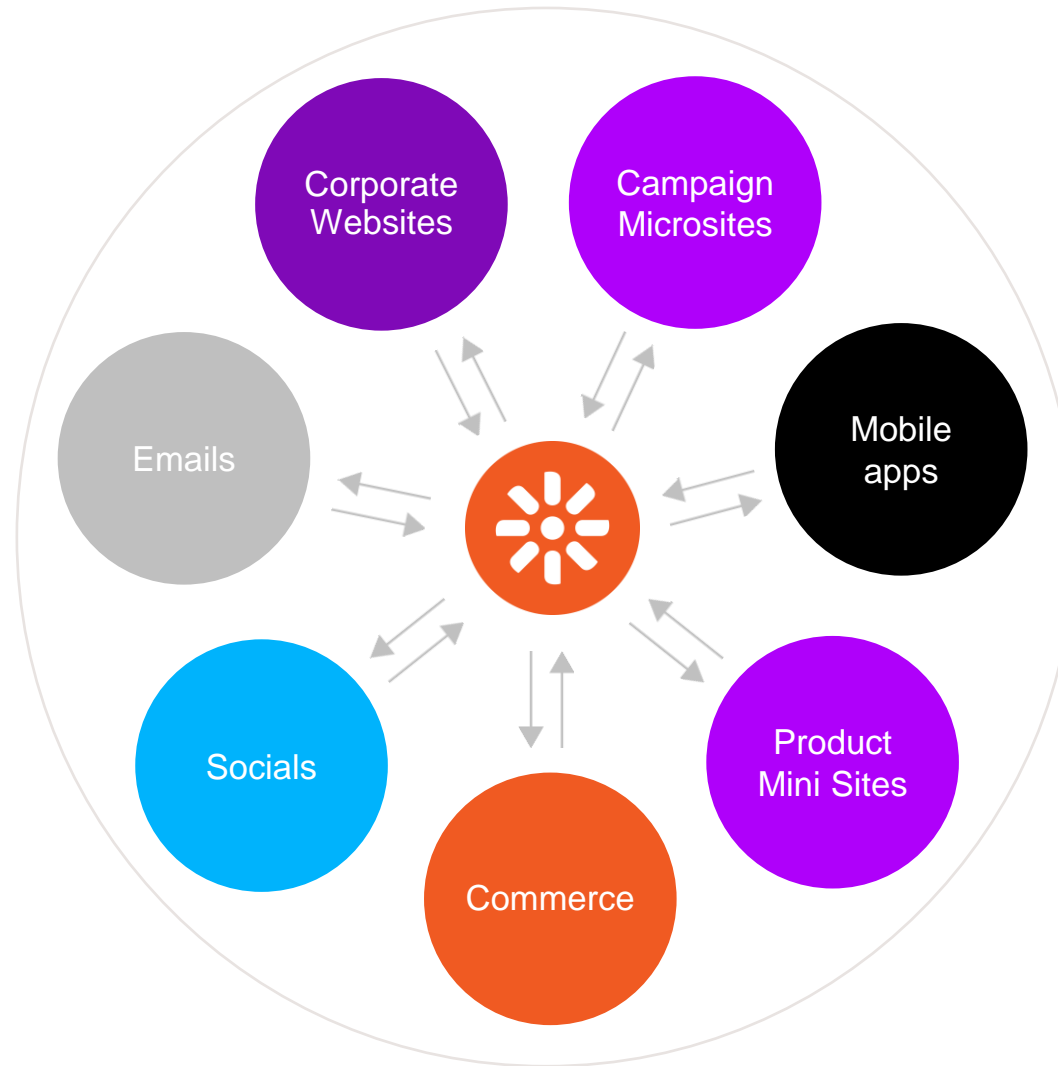
use 3 or more CMS or DXP platforms

*Derived from Source:
Kentico State of Headless
Survey 2023*

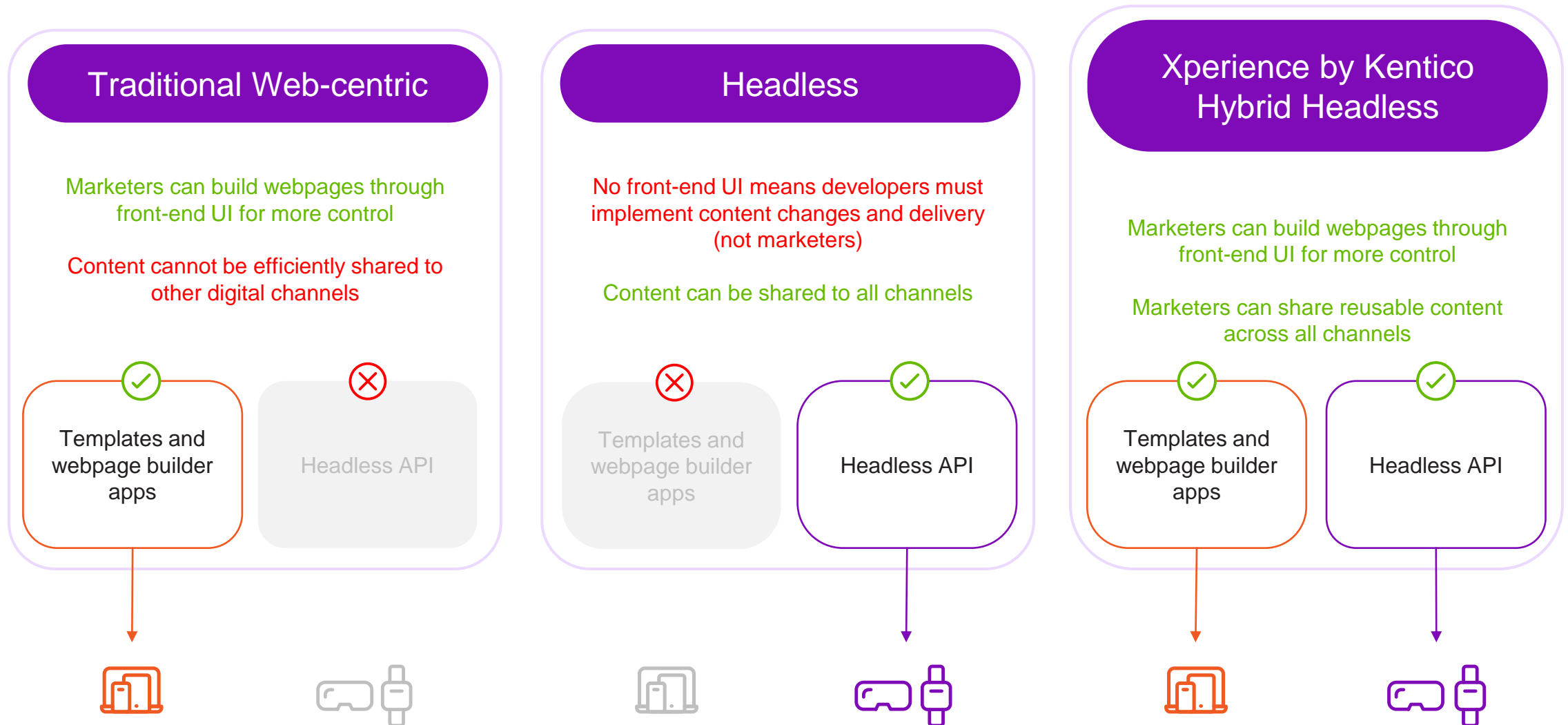
The challenge of multiple channel management.



Consolidate to simplify.



Hybrid Headless makes it possible.





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3

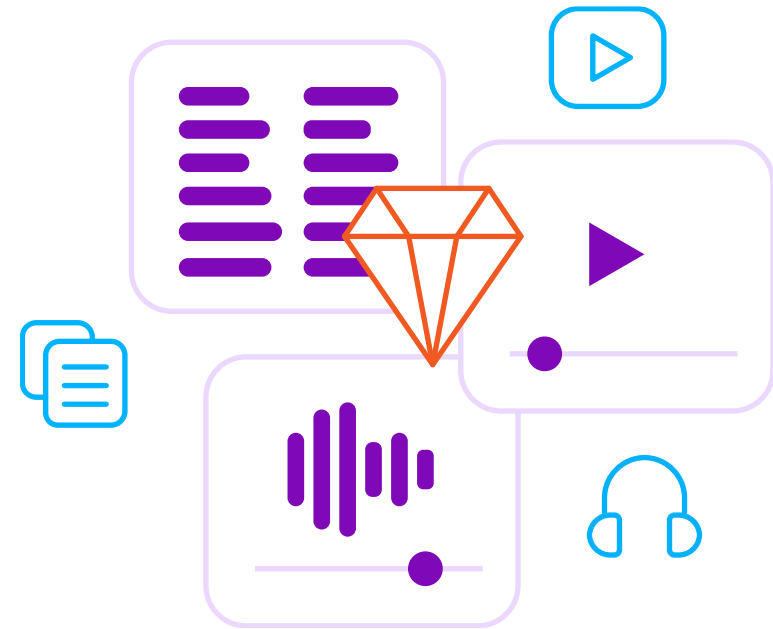
Empower marketers to do more.
(and KNOW more)

Measurable insights

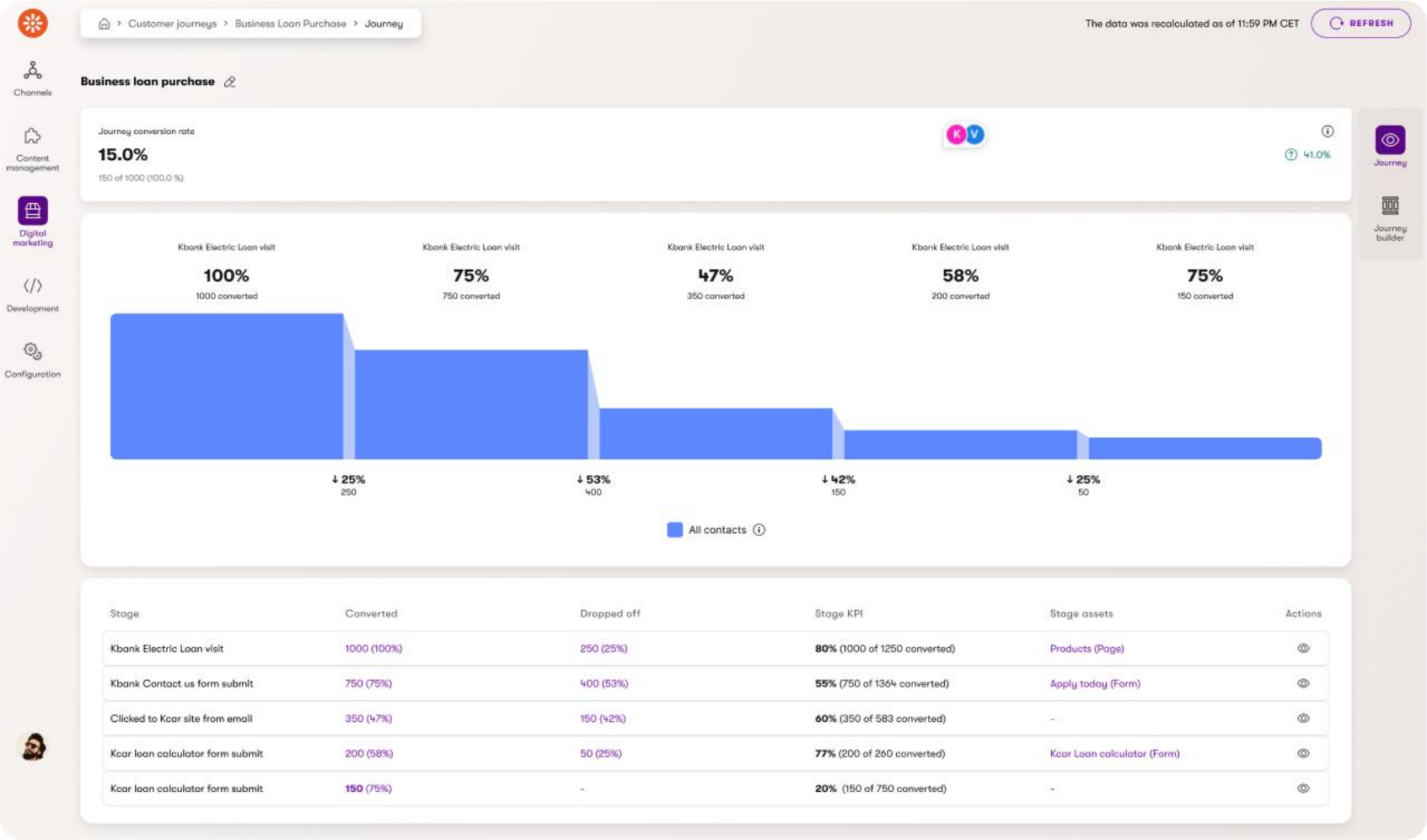


Empower marketers to *do* more & *know* more

1. Prove the value of marketing strategies with consolidated insights from Customer journeys.
2. Unified experience for marketers across all channels and product capabilities.
3. Embrace AI to level up marketer efficiency and campaign performance.



Prove the success of marketing strategies with **Customer Journey** insights.



Market problem

Marketers do not have visibility into customer journeys, and struggle to understand and optimize customer interactions across digital touchpoints.

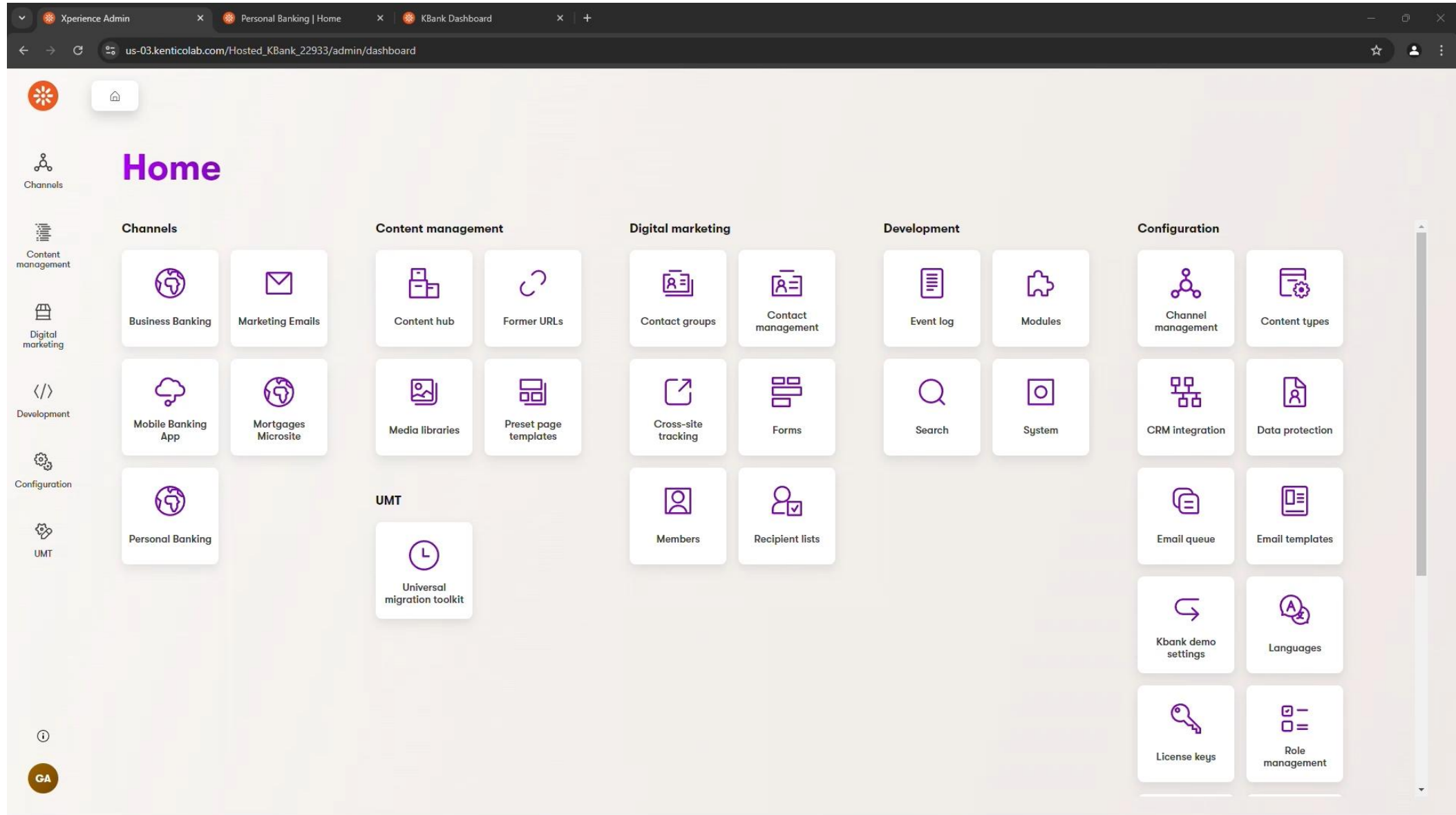
XbyK Solution

Learn invaluable insights about customers.

Manage and orchestrate their journeys through touchpoints as they interact with the brand across various digital channels and devices.

[Roadmap \(March 2025 Refresh\)](#)

Unified experience for marketers across all channels and product capabilities.



Enable marketers to work more efficiently.

Leveraging AI to extend in-platform content creation beyond the DXP:

- Speeding content creation and composition process - regardless of where they are, or what they choose to create content within (e.g. mobile phone camera, MS365)
- Increasing the marketer's awareness of channel performance - insights into their automations, customer journeys and campaigns
- **Automating tedious content/media editing** and automation steps as much as possible





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Enable developers to work
more efficiently.

Enable developers to work more efficiently.

- Build multichannel digital experiences and support marketing capabilities all in 1 platform with technologies you're familiar with like the Page Builder, Form Builder, and content retrieval .NET APIs.
- Only use modern technologies like ASP.NET Core 8/9 and React, an architecture built on C# async, and full CI/CD automations support. No legacy technology requirements like .NET Framework, Web Forms, or jQuery.
- The Kentico migration tool, first party supported integrations, new documentation and training guides, and active Kentico Community Portal focused on XbyK enable you to upgrade and replatform to XbyK as cost-effectively as possible.
- Move from project start to production faster, focusing on what matters. Leave hosting infrastructure and deployments up to Kentico with our SaaS offering.





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5

License model.

New license model.

1

Channels

Which type, and how many digital channels do you use to communicate with your audiences?

2

License tiers

What type of Xperience by Kentico capabilities are needed to deliver your marketing strategy?

3

SaaS level

What level of cloud services are required?

Channel types.



Web
channel



Email
channel



Headless
channel



Micro
channel

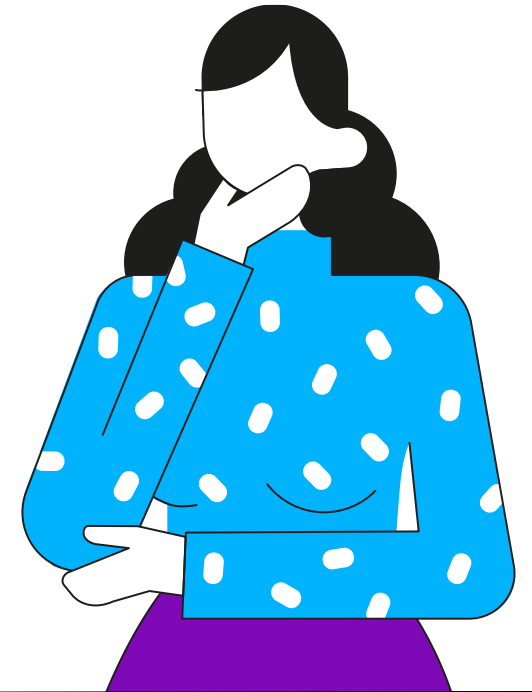
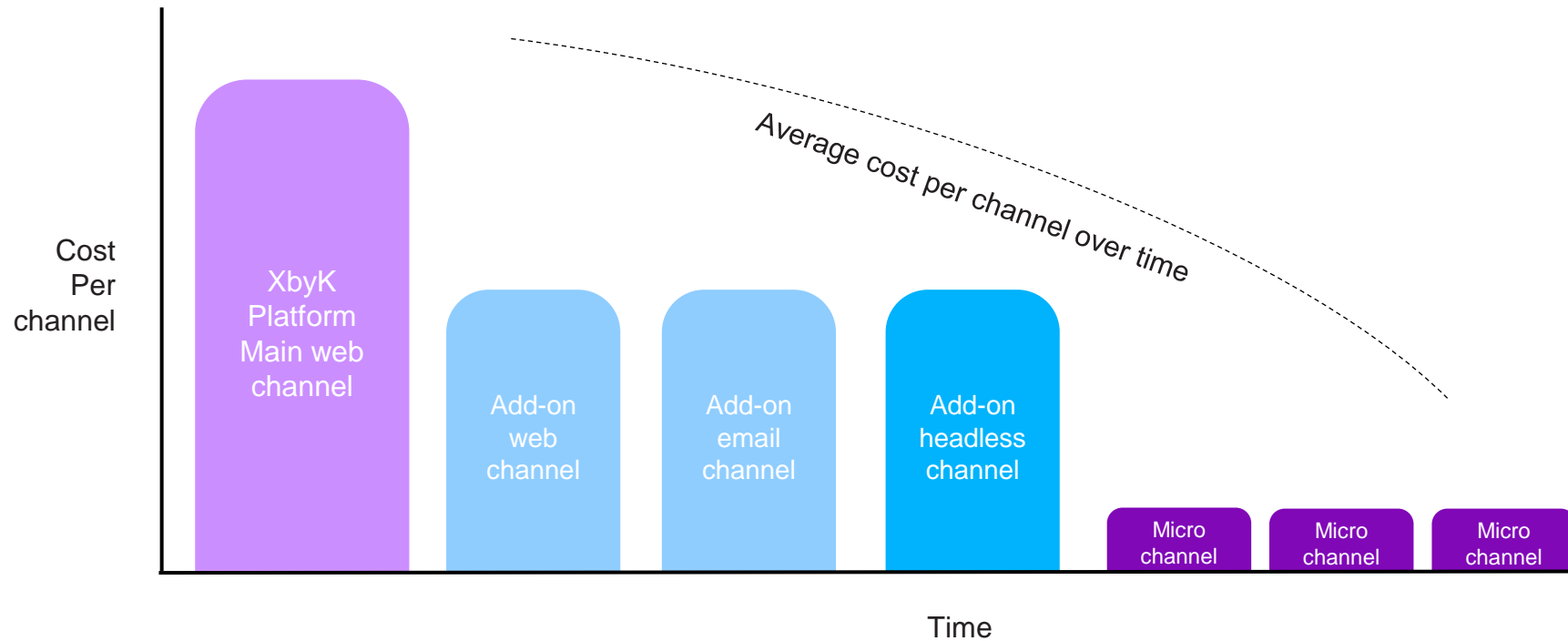
Value of ownership that grows with you.




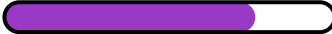
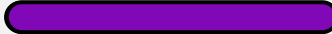
Help clients grow their digital maturity with new channels



Provide a model that works for Multichannel scenarios



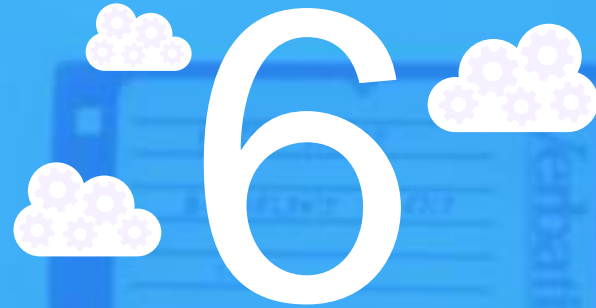
Functionality Tiers.

	Standard tier	Advanced tier	Pro tier
Xperience by Kentico Functionality (product capabilities and features)	XbyK capabilities 	XbyK capabilities 	XbyK capabilities 
Digital Maturity in a nutshell	Lower maturity, simple requirements, single channel	Managing digital experiences across multiple digital marketing channels	Experimenting, governance, and reporting tools tailored for marketing professionals

Future



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SaaS.

Xperience by Kentico SaaS

Lighten the load and stay in control



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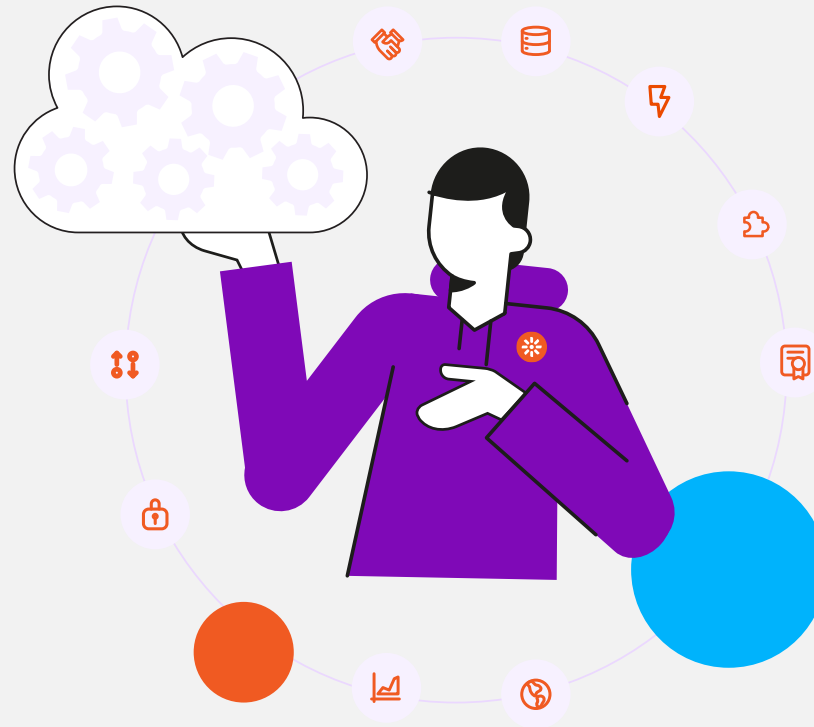
Cloud architecture.

Hi-level view of the Xperience by
Kentico SaaS environment

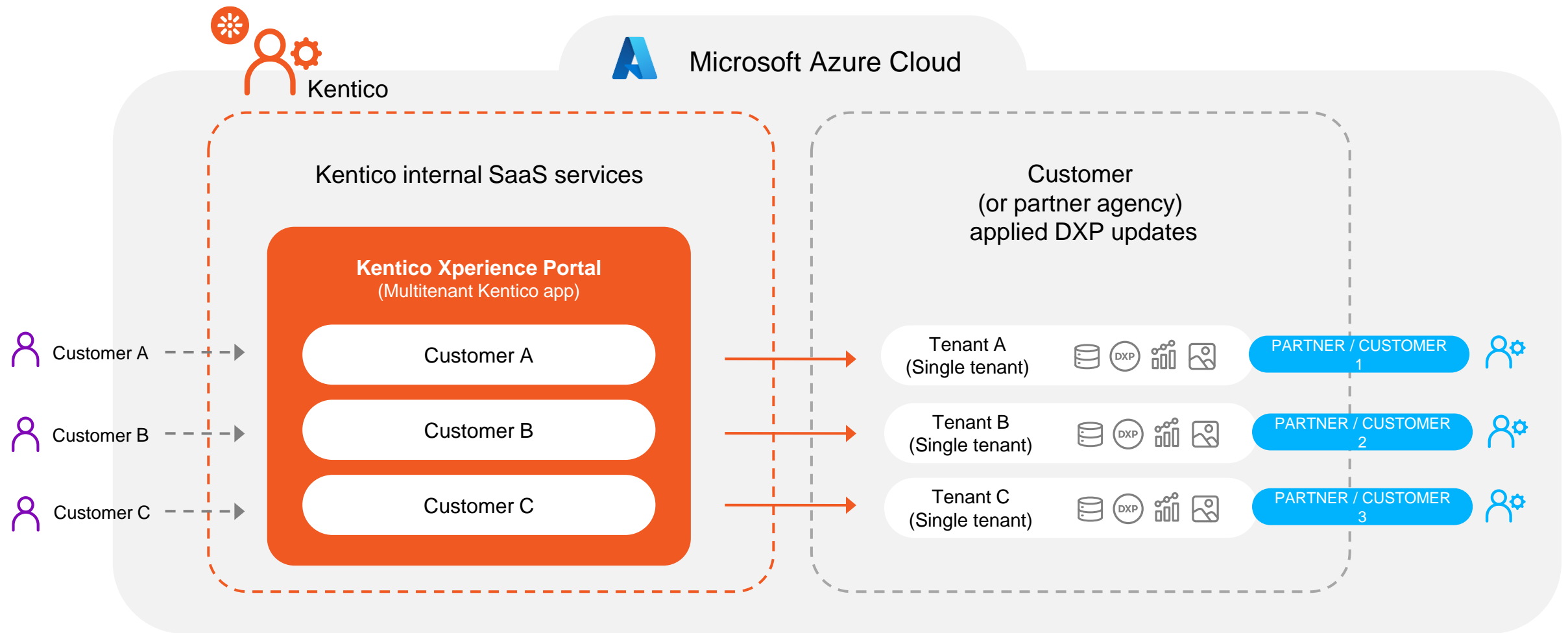
Xperience by Kentico SaaS.



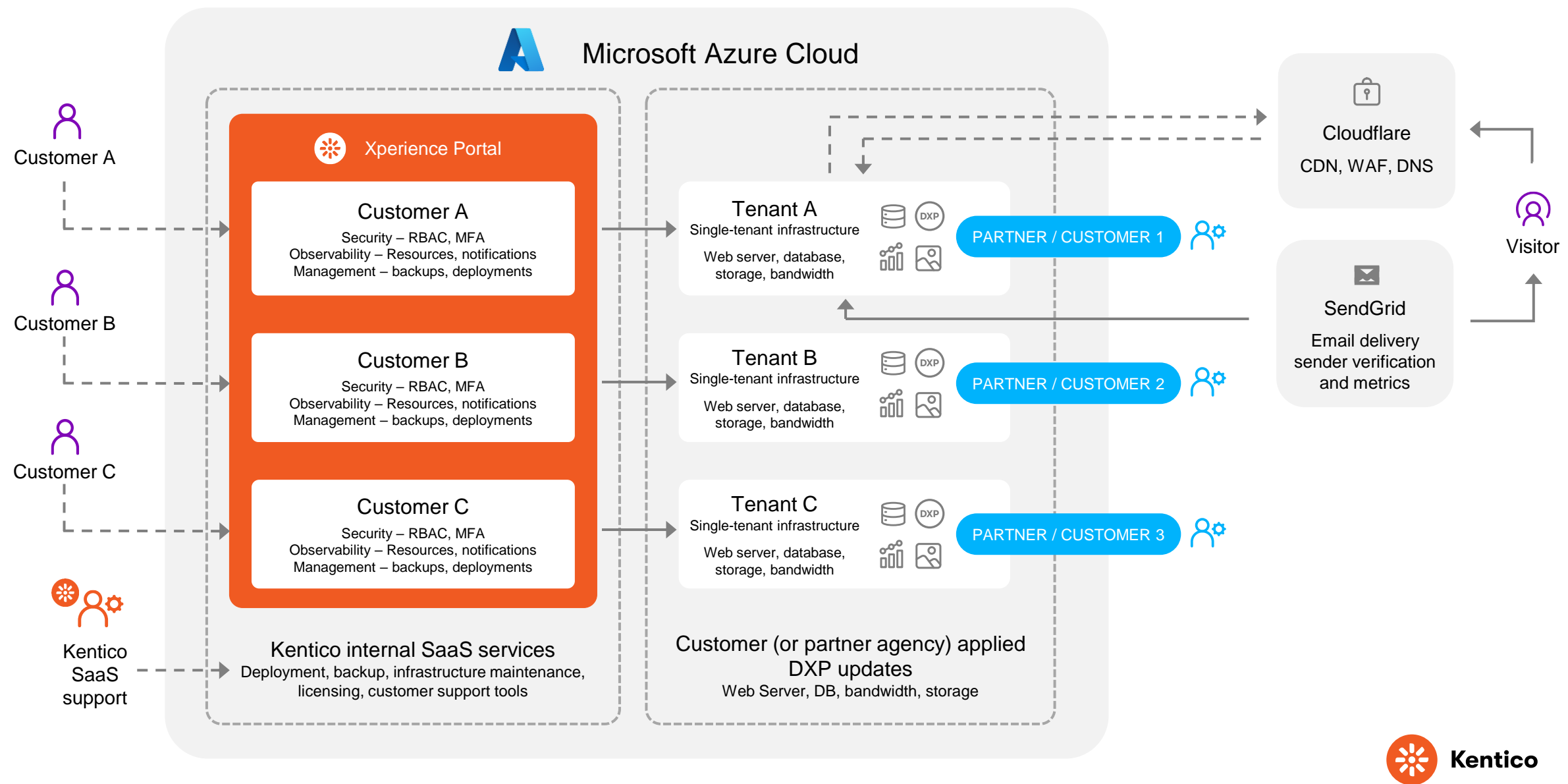
Microsoft Azure Cloud



Xperience by Kentico SaaS.



Xperience by Kentico SaaS.



Why XbyK SaaS?



Kentico manages the cloud infrastructure, so you don't have to



Stay in control of your customer with partner-applied updates & deployments



Infrastructure designed by Kentico for optimal performance



Single-tenant architecture for security, business continuity, and data residency compliance



Predictable cloud pricing that your customers can rely on.



Kentico manages the cloud infrastructure so you don't have to

- Xperience by Kentico SaaS takes the burden off partners, letting them focus on delivering digital experiences instead of managing infrastructure.
- Rapid provisioning in hours, not weeks.
- Turn-key managed cloud solution by Kentico, comprising of 3 main elements;



**Customer
tenant**



**Xperience
Portal**



**Tenant
management**



Kentico manages the cloud infrastructure so you don't have to



Microsoft Azure Cloud

Kentico internal SaaS services
Deployment, back-up, infrastructure maintenance,
licensing, customer support tools.

Kentico Xperience Portal
(Multitenant Kentico app)

Customer A

Customer B

Customer C



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**Customer (or partner agency)
applied DXP updates**
Web server, DB, bandwidth, storage

Tenant A
(Single tenant)



PARTNER / CUSTOMER
1



Tenant B
(Single tenant)



PARTNER / CUSTOMER
2



Tenant C
(Single tenant)



PARTNER / CUSTOMER
3





Kentico manages the cloud infrastructure so you don't have to

 Microsoft Azure Cloud

 Kentico internal SaaS services
Deployment, back-up, infrastructure maintenance,

Customer tenant

Single tenant with dedicated services and resources according to the service tier specification residing in region of your choice.

Customer (or partner agency) applied DXP updates
Web server, DB, bandwidth, storage

Tenant A
(Single tenant)



PARTNER / CUSTOMER 1



Tenant B
(Single tenant)



PARTNER / CUSTOMER 2



Tenant C
(Single tenant)



PARTNER / CUSTOMER 3





Kentico manages the cloud infrastructure so you don't have to



Microsoft Azure Cloud

Kentico internal SaaS services
Deployment, back-up, infrastructure maintenance,
licensing, customer support tools.

Kentico Xperience Portal
(Multitenant Kentico app)

Customer A

Customer B

Customer C



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**Xperience
Portal**

A multi-tenanted service
management
application to enable
you to work with your
deployed DXP
(backups, monitoring,
deployments,
troubleshooting, etc.).

PARTNER / CUSTOMER
1



PARTNER / CUSTOMER
2



PARTNER / CUSTOMER
3



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Stay in control with partner-applied updates and deployments

Microsoft Azure Cloud




Tenant management

Kentico's management infrastructure for deploying, managing, monitoring, and updating customer tenants



Customer (or partner agency) applied DXP updates
Web server, DB, bandwidth, storage

Tenant A (Single tenant)	   	PARTNER / CUSTOMER 1	
Tenant B (Single tenant)	   	PARTNER / CUSTOMER 2	
Tenant C (Single tenant)	   	PARTNER / CUSTOMER 3	



Stay in control with partner-applied updates and deployments



Microsoft Azure Cloud

Tenant management

Kentico's management infrastructure for deploying, managing, monitoring, and updating customer tenants

Responsibilities



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All cloud infrastructure and related services:

- Xperience Portal
- Deployment APIs
- Updates
- 24/7/365 operations



Agency Partner or Client

Basic maintenance and development:

- Development
- Deployments
- Application updates



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Stay in control with partner-applied updates and deployments



Additional revenue stream through packaged professional services; updates, patches, app services etc.



Full control over deployment schedules and updates.



Multi-environment support for seamless pre-production testing.

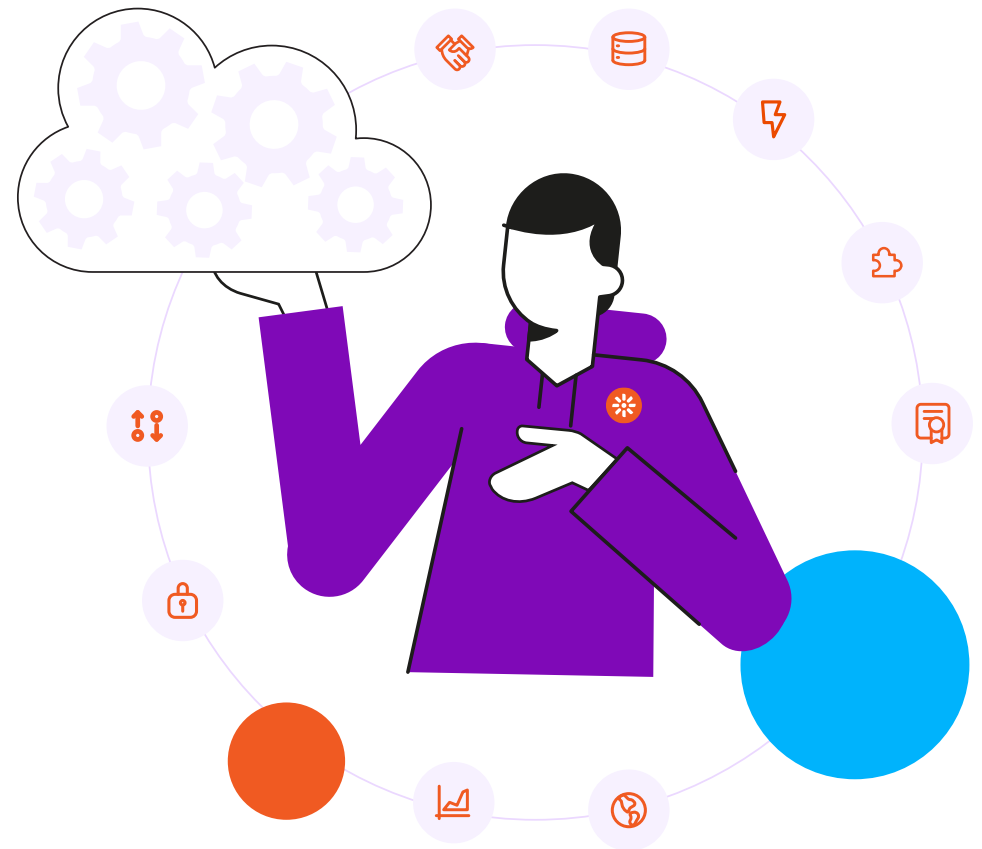


Manage multiple tenants (customers) from a single Xperience Portal login.



Infrastructure designed by Kentico for optimal performance

- Kentico-developed purpose-built infrastructure for Xperience by Kentico. So, partners don't need to worry about it.
- Built by the experts **FOR** Xperience by Kentico.
- Comprehensive security compliance and web application firewall (WAF) included.
- Right-sized infrastructure, always correctly configured.
- Auto-scaling up to meet peak traffic demands and auto-scaling down to control costs.
- Faster troubleshooting working with Kentico and not being dependent on client IT teams.





Single-tenant architecture for maximum security, resilience and compliance



Customer tenant

Single tenant with dedicated services and resources according to the service tier specification residing in region of your choice.

North America

- Canada Central
- Canada East
- East US
- East US 2
- North Central US
- West US
- West US 2

Europe

- Germany West Central
- North Europe (Ireland)
- West Europe (Netherlands)
- Switzerland North
- UK South
- UK West

Asia

- East Asia (Hong Kong)
- Southeast Asia
- Japan East
- Japan West
- UAE North

Oceania

- Australia East
- Australia Southeast

- Dedicated single-tenant environment for each client
- No shared resources, reducing vulnerabilities.
- Built on Microsoft Azure for security and reliability.

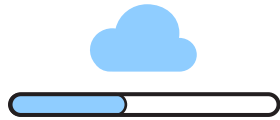
Supported Azure data regions (as of March 2025):



Predictable cloud pricing that your customers can rely on.

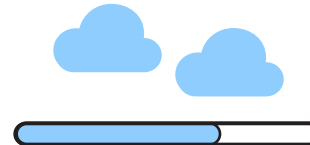
XbyK SaaS offers two Cloud Levels that deliver predictable pricing and scalability.

Level 1 Cloud



Infrastructure sizing and cloud services specifications

Level 2 Cloud



Infrastructure sizing and cloud services specifications

Custom Cloud plan



Customized via manual processes with Kentico cloud team

The Cloud Levels contain varying specifications of bundled cloud services. As the Level increases, the specification of pre-packaged services increase (e.g., storage, bandwidth etc.)



Budgets are reliable, because costs do not fluctuate with cloud consumption





Predictable cloud pricing that your customers can rely on.

Environmental services	Cloud Level 1	Cloud Level 2	Custom
Environments Including separation of duties and dedicated resources for a single tenant	1 Non-Production (QA) 1 Production	1 Non-Production (QA) 1 Production	Yes
App Service	Standard Performance for web channel marketing	High Performance for omnichannel marketing	Yes
Auto-scaling and load balancing for production	On by default	On by default	Yes
Database	Standard Performance	High Performance	Yes
*Media file storage (blob)	50GB	250GB	Yes
*Email delivery service (supports transactional and marketing)	10,000 emails/month	50,000 emails/month	Yes
*Bandwidth CDN with dynamic routing - total for all environments	100 GB/month	500 GB/month	Yes
Backups for application service, database, and storage	Yes	Yes	Yes

Example of some included Cloud Level services / resources.

*Media file storage, Emails/month, and Bandwidth resources can be easily upgraded, without the necessity to move to a Custom plan.



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Business continuity, security and compliance.

Kentico's SaaS environment

Ensure business continuity.

Xperience by Kentico SaaS is designed for high availability, disaster recovery, and resilience, ensuring your digital presence remains uninterrupted.

- ✓ Designed for 99.9% uptime
- 🗄 Built on Microsoft Azure for reliability
- 🌐 Geo-redundant infrastructure – data is backed up across multiple, geographically separated locations
- 🔔 Automated monitoring & alerts – issue detection & mitigation
- ★ Single-tenant security model – isolated environments reduce risks

DR and data protection.

Minimize downtime and data loss with Kentico's robust disaster recovery strategy.






Infrastructure feature	Customer Value
Daily back-ups	Ensures quick data restoration if needed
Geo-redundant storage	Keeps data secure across multiple regions
Self-service restores	Restore backups instantly from Xperience portal
Failover infrastructure	Prevents disruptions with redundant systems

Recovery Metrics:

- Recovery Time Objective (RTO): 1 hour
- Recovery Point Objective (RPO): 1-24 hours depending on time of last backup (average RPO is less than 6 hours)

Resilience, scalability, and performance.

XbyK SaaS is built to scale dynamically and handle peak traffic loads without performance drops.






-  Auto-scaling infrastructure – expands dynamically to meet traffic demands.
-  Load balancing – prevents overloading, ensuring smooth performance.
-  24/7 global monitoring – issue alerts to maintain stability.
-  CDN integration – accelerates content delivery worldwide.
-  Flexible scaling options – upgrade storage, bandwidth, and compute power based on business needs.

Enterprise-grade security and data privacy.

Xperience by Kentico SaaS is designed with multi-layered security, ensuring your data remains private, compliant, and protected against cyber threats.

Kentico Trust Center



-  ISO 27001, SOC 2 type II, Australian Privacy Act 1988 certified – enterprise-grade security compliance
-  GDPR & CCPA compliant – Data privacy and user protection.
-  End-to-end data encryption – AES-256 at rest & TLS 1.2+ in transit
-  Strict access controls – role-based access control (RBAC) and multi-factor authorization
-  Single-tenant security model – data is never shared between customers







Protecting your data and digital experience.

Built-in security features ensure data integrity, compliance, and protection against cyber threats.

Infrastructure feature	Customer Value
Web application firewall (WAF)	Blocks SQL injection, XSS, & other web threats
DDoS protection	Detects and mitigates large-scale attacks
Encrypted data storage	AES-256 encryption for databases & files
Role-based access control (RBAC)	Limits user permissions for better security
Secure API key management	Uses azure key vault for sensitive data storage

Monitoring and threat prevention.

XbyK SaaS continuously monitors and protects your environment 24/7 to prevent breaches.

-  24/7 log monitoring and analysis – detects and mitigates security threats
-  Intrusion detection and prevention – blocks unauthorized access attempts
-  Regular security audits and penetration testing – ensures ongoing protection
-  Patch management – security updates applied on your schedule
-  DDoS mitigation and WAF – constantly defends against cyberattacks and exploits
-  Mandatory multifactor authentication (MFA) – MFA login required for all Xperience portal users



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Kentico support and response.

SaaS (cloud services) support.

XbyK cloud infrastructure is monitored **24/7/365** globally

24/7 support and monitoring for SaaS status (Kentico support and Cloud Dev Ops teams).

SaaS infrastructure alerts trigger our proactive processes, usually before the customer notices any disruption to the service.

Support structure	
Kentico Managed Service	Yes
Availability Management and Health Monitoring	24/7/365
Public Status Page <i>with opt-in notification subscription</i>	https://status.xperience-portal.com/

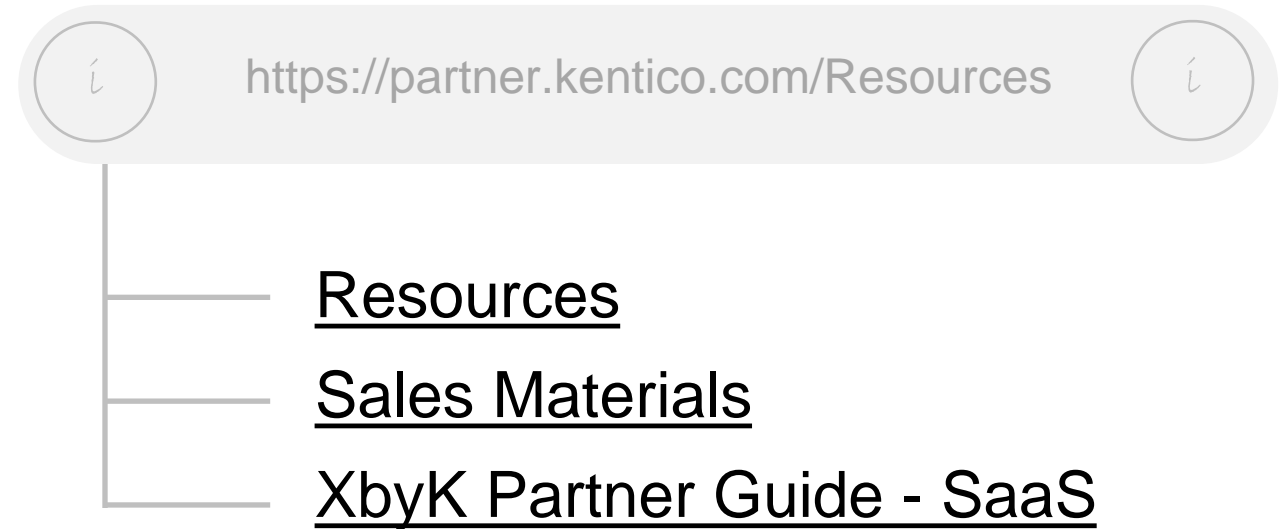
Target response and resolution.

Category	Description	First contact	Target resolution time*	Examples
A	Business critical, e.g., service unavailable or severely degraded.	A 15-minute auto message confirming customer request received. 2 hrs support/devops engineer responding to the alert.	**3 hours (time for support and devops in case of critical incident + 1 hour resolving).	The production web application is not accessible, is unstable, or displays errors.
B	Major priority, e.g., service partially unavailable or degraded or a major function inoperable.	A 15-minute auto message confirming customer request received. 2 hrs support/devops engineer responding to the alert.	24 hours.	Issues in the Xperience Portal with deployments.
C	Normal or non-pressing priority, <u>e.g.</u> , a fault that has a minor impact on the service but requires resolution.	One business day.	72 hours.	Issues in the Xperience Portal with user management.

*Resolution time not guaranteed

**Dependent on third-party services, e.g., MS Azure, Cloudflare, SendGrid

SaaS guide in Kentico Partner Portal.





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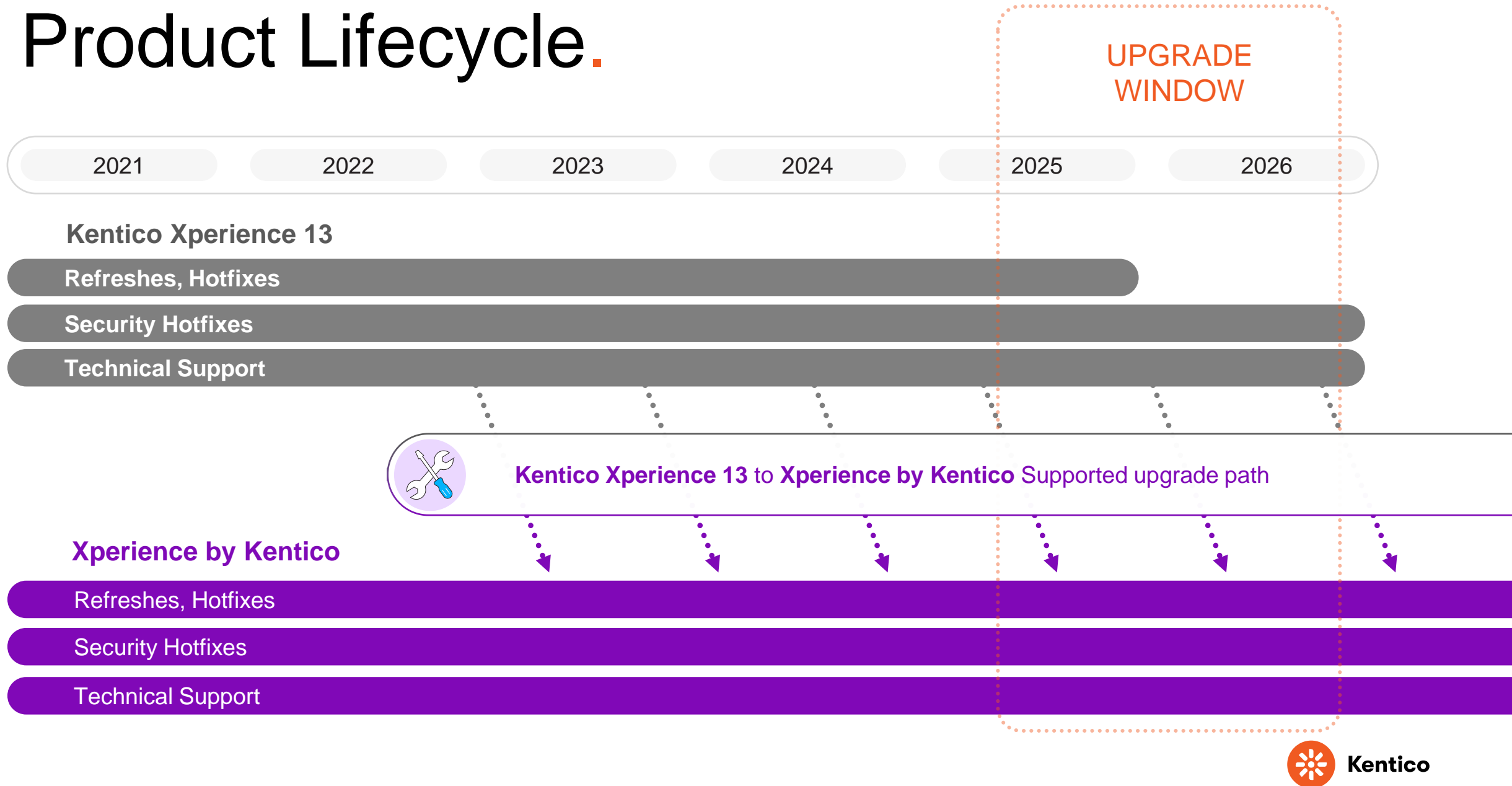


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Upgrade support.

Helping you support your clients

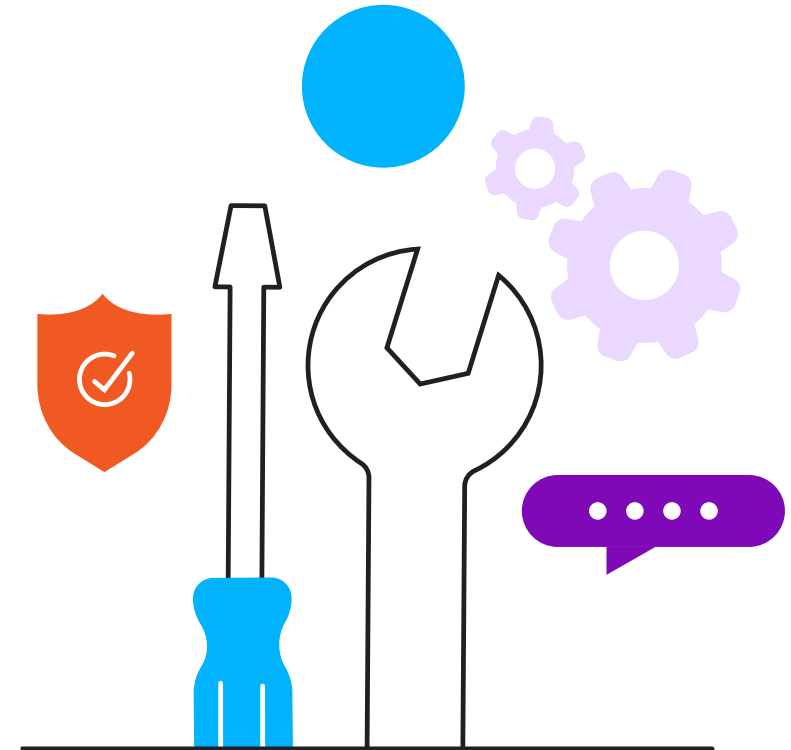
Product Lifecycle.



Xperience by Kentico Migration Toolkit.

The Xperience by Kentico Migration Toolkit is *a product feature* and a collection of open-source tools developed and supported by Kentico to save time and reduce migration/upgrade costs.

They enable a standard, automated, and repeatable data migration process, making it faster and more predictable for clients and partners.



What they do?

Dedicated tools to support migrating data from competitor products and older versions of Kentico (11 – 13) into a new Xperience by Kentico project.

All tools are open-source, enabling partners to modify and customize them to suit their project-specific needs.

The Universal Migration Tool can use data from any data source and import into Xperience by Kentico.

Migration tools can migrate most content automatically.

Gradually updated to work with the latest version of Xperience.

Each tool is officially supported and documented by Kentico.

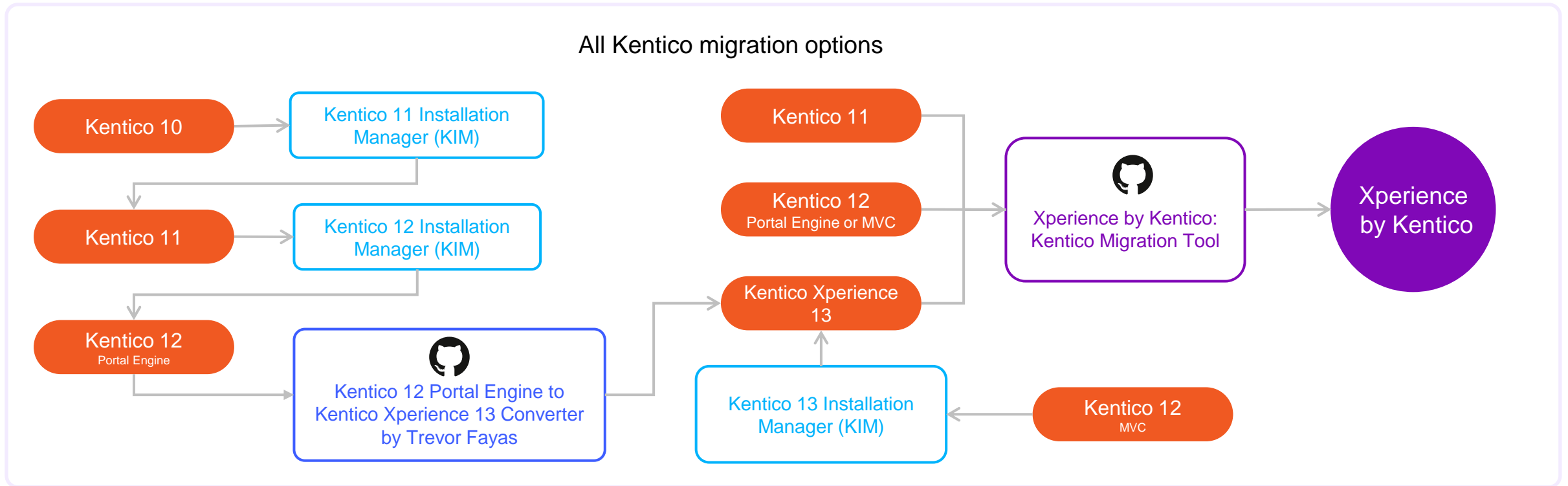
Reducing upgrade effort and cost.

KENTICO MIGRATION TOOL

Overall Kentico migration landscape

The diagram below includes all of the various upgrade paths to Xperience by Kentico solutions going back to Kentico 10. Partners can begin their journey at any starting solution, depending on the version Kentico they are using and their content migration goals.

All Kentico migration options



Starting solution

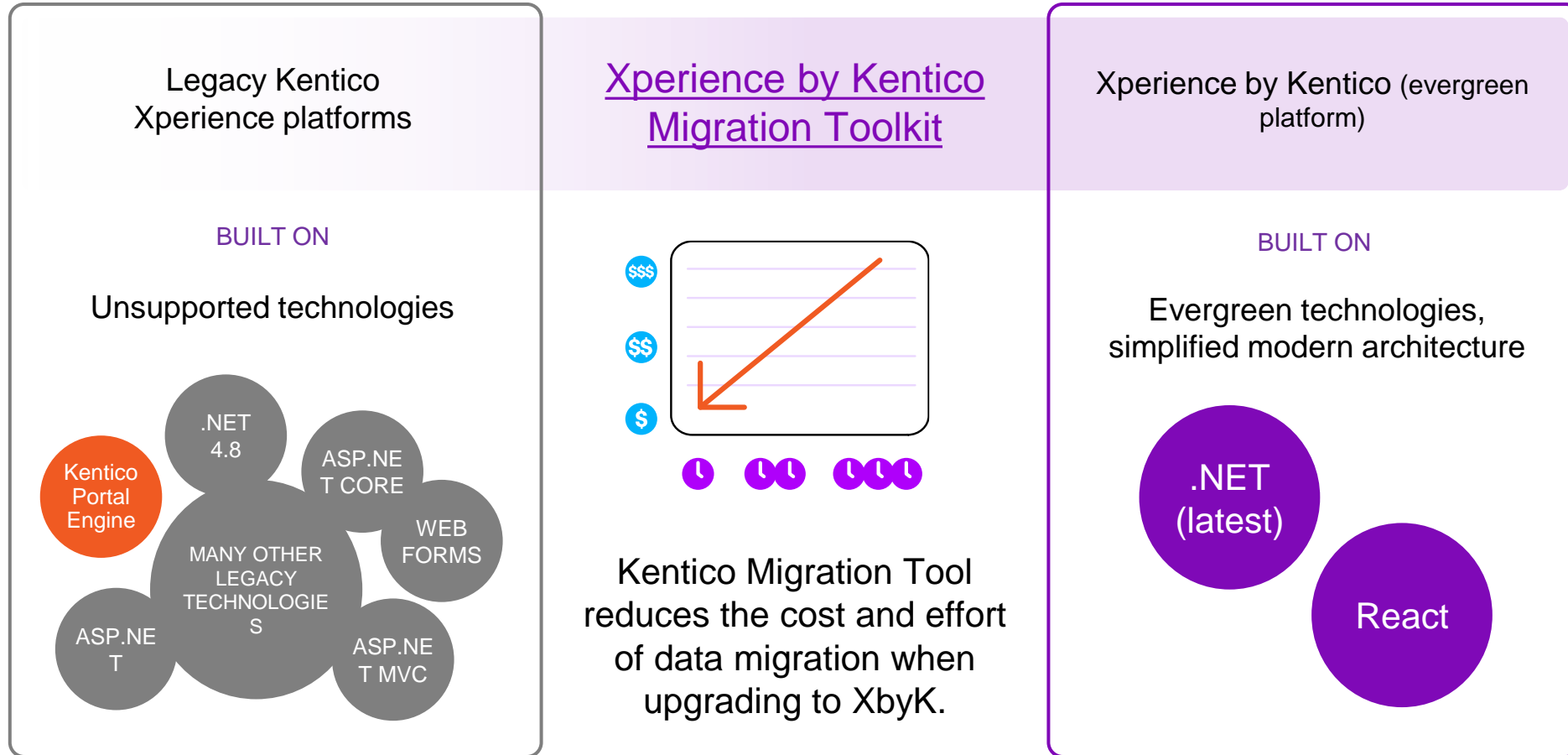
Kentico update tool

Community conversion tool

Migration tool

Target solution

Bridge the gap to an evergreen future.



Customer Success support.

Plan your upgrade to XbyK SaaS with support from Kentico's CS team

Upgrade Guidance – Self-Paced Training

Learn at your own pace with comprehensive [training materials](#) in our documentation

Contact our upgrade team at upgrade@kentico.com for advice and consultation

Upgrade Proficiency Accelerator

Train your team for independent upgrades, featuring a sample project upgrade, content model analysis, and support for data and code migration.

Project Upgrade Assessment

Get a clear upgrade readiness assessment with analysis, insights, and strategic recommendations for your next steps.

Project Assessments & Strategy Kit

This kit helps you assess upgrade readiness independently with expert guidance on content models and upgrade strategies.

