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Kentico Named “Hot Vendor in Web Content Management”

Company Makes Websites and Digital Experiences Better Than Ever, Says Aragon Research

Bedford, New Hampshire, USA, May 20, 2015 – [Kentico Software](#), the Web Content and Customer Experience Management provider, announced today it was named one of three “[Hot Vendors in Web Content Management](#)” for 2015 by tech research and advisory firm Aragon Research.

“Kentico is helping to lead the charge toward a focus on Digital Experience and it combines traditional Web Content Management (WCM) capabilities with e-commerce and community features,” writes Aragon Research Lead Analyst Jim Lundy. “Its growing global footprint and ability to run on different Clouds also makes it a provider to watch, since global presence is one of the evaluation criteria for larger enterprises.”

Kentico allows companies to deliver the right marketing message at the right time on any digital channel—and ease of use has always been one of its hallmarks. With sophisticated personalization, segmentation and other capabilities, Kentico allows users to manage all their digital marketing efforts and can integrate with real-time CRM and ERP data for the highest level of personalization. Kentico includes all the components for integrated marketing efforts online and supports the latest Microsoft technologies, including Visual Studio 2013, Microsoft .NET Framework 4.5, Windows Server 2012, Microsoft SQL Server 2014, Windows 8.1 and Azure SDK 2.5.

“We are proud of the recognition received from Aragon Research and remain deeply committed to delivering an integrated marketing solution that makes it easier for digital agencies, developers and marketing professionals to build engaging customer experiences,” said Petr Palas, CEO and Founder of Kentico.

About Aragon Research

Aragon Research is the newest technology research and advisory firm. Aragon delivers high impact interactive research and advisory services to provide enterprises the insight they need to help them make better technology and strategy decisions. Aragon Research serves business and IT leaders and has a proven team of veteran analysts. For more information, visit <http://www.aragonresearch.com>

About Kentico

Kentico makes an integrated marketing solution that is easy to use and drives cost effectiveness for businesses of all sizes, on-premise or in the Cloud. It gives customers and partners powerful, comprehensive tools and customer-centric solutions to easily create stunning websites and manage customer experiences in a dynamic business environment. With over 450 web parts, easy customizations, and fully documented API, the Kentico Web Content Management Solution quickly gets websites operational. When combined with the full set of integrated solutions, which include Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration, Kentico fully optimizes the digital customer journey across multiple channels.

About Kentico Software

Founded in 2004, Kentico is headquartered in the Czech Republic with offices in the US, UK, Benelux, and Australia. A Microsoft Gold Certified Partner with 1,000 digital agency partners, Kentico powers more than 25,000 websites in 100 countries. Customers include Bacardi, Great British Chefs, Gibson, Mazda, Microsoft, Mighty River Power, Run and Become, Sony, and Vodafone.

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