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Petr Palas on Headless CMS

In his first book, Kentico Founder walks CMOs, CIOs, and CTOs through the headless CMS phenomenon and puts it all into perspective

Bedford, New Hampshire, October 24, 2017 – Your customers use a multitude of devices every day. A responsive website is no longer enough to reach them — the age of content anywhere approaches. That’s why Kentico Founder and CEO Petr Palas has penned his first book, “The Ultimate Guide to Headless CMS” – to help you navigate this new digital marketing landscape. Explore how headless CMS is built specifically for omnichannel content delivery and makes the transition to cloud-based microservices effortless. Learn how headless CMS delivers unmatched agility, ultimate flexibility, and the kind of customer experience that this new digital era demands.

Whether you’re a CMO, VP of Marketing, CIO, or CTO, you sometimes need strategic counsel when it comes to evaluating new technologies. That’s where this book excels. It is written by a marketing technology executive for other technology and marketing executives. It gets you past the headlines and the variations on a theme so that you are in a position to make a rational decision about this up and coming technology.

Although Palas’ book is a deep dive into headless CMS technology, it’s a relatively quick read. The book is organized into the following chapters:

Chapter I:	The world has changed and so must the CMS
Chapter II:	What is a cloud-first headless CMS?
Chapter III:	Choosing your hosting model
Chapter IV:	When to use a headless CMS
Chapter V:	Increase your digital agility with a headless CMS



“The Ultimate Guide to Headless CMS” is [downloadable as an eBook](#), and will become available as a traditional printed book in November.

About Petr Palas

Petr Palas devoted most of his professional life to Content Management Systems. He wrote his first CMS fifteen years ago. In 2004, he created one of the first CMS products on the Microsoft .NET platform. Working from his home in the Czech Republic, he single-handedly built the first version of the software and was so convincing in his presentation that he landed a customer of great stature right out of the gate – a company across the ocean in the United States called Gibson Guitars – a company that remains a customer to this very day. Petr built a company around the product and named it Kentico, a company that would come to have offices, partners, and customers in three major geographic regions: North America, EMEA, and APAC. Although Petr launched his product on the popular Microsoft .NET platform, he didn’t let that limit his thinking. In recent years, Petr has gone back to the drawing board together with his team of talented engineers to design a broader solution that would not be limited by any particular technology...that would separate the capture of content from the presentation of content...and that would be omnichannel in nature. That solution, Petr’s second great idea, is called Kentico Cloud and is just now taking shape as a next-generation solution powerful enough to handle the marketing needs of the world’s largest corporations.

About Kentico

Kentico’s products include Kentico EMS, the all-in-one CMS, E-commerce, and Online Marketing platform, and Kentico Cloud, a cloud-first headless CMS and digital experience platform. Kentico Cloud allows marketers to manage all their content in one place yet display it on any channel and any device. Users can manage structured content for multi-channel delivery, use a powerful API to display that content on any website or device, and track visitor interactions to personalize the digital experience.

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