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Businesses Embracing Headless CMS Technology at Faster than Expected Pace

*Global survey by Kentico anticipates headless CMS adoption to
double in the next 12 months*

Bedford, New Hampshire – June 21, 2018 — Kentico Software, a fast-growing provider of Content Management Systems (CMS) with offices in North America, Europe and Asia Pacific, has just finished surveying nearly 1000 developers, marketers, and other CMS practitioners in 85 countries around the globe and collected some surprising results. While the concept of headless CMS has only been around for a few years, it has nevertheless gained a serious amount of momentum.

The survey, which specifically targeted business and technology users, found that 55% of those surveyed are aware of headless CMS; 29% of those who have this awareness were already using headless CMS technology; and another 38% expected to be doing so within the next 12 months.

The primary reason respondents gave for making the move to headless CMS included centralizing content management in one place (48%), flexibility (47%), and building lightweight websites (44%). The complete survey results can be found at <https://kenticocloud.com/state-of-headless-cms-2018>.

Headless CMS Set to Disrupt the Market

“Headless CMS represents the biggest disruption to the CMS market in the past 15 years and it’s going to change the way people work with content,” said Petr Palas, Kentico’s Founder and CEO. “As companies need to deliver an omnichannel customer experience across a growing number of channels and devices, they encounter the limits of traditional web-oriented CMS systems and increasingly look for alternatives that will help them future-proof their content. Headless CMS is that alternative.”

Adoption Rate Expected to Double in the next 12 months

“Given what we are seeing in this study,” concluded Palas, “we expect the adoption of headless CMS to double in the next 12 months.”

He continued, “The adoption will continue to be driven primarily by technologists who want to use modern front-end frameworks and microservices architecture, avoiding the limitations of traditional CMS systems. At the same time, we see a growing number of organizations who look to consolidate their content into a single content hub and deliver it across multiple websites and mobile applications, as well as emerging channels such as chatbots, digital assistants, augmented or virtual reality, IoT devices, and others.”

About Kentico

Kentico Software was launched with one vision in mind—to build exceptional digital platforms that allow clients to connect with their customers, surpass their business goals, and achieve digital marketing and e-commerce success.

Kentico's products include Kentico EMS, the all-in-one CMS, E-commerce, and Online Marketing platform, and Kentico Cloud, the comprehensive cloud-first headless CMS.

Kentico EMS allows you to manage content, contacts and campaigns, track customer journeys, provide global e-commerce functionality, and measure and analyze the results to create and manage customer experiences easily in a dynamic business environment.

Kentico Cloud allows you to manage structured content for omnichannel delivery and use Kentico Cloud's API to display that content and provide a personalized digital experience on any website or device.

Kentico has 1,000 digital solution partners and powers 25,000 websites across 100 countries. Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, Australia and Singapore. Customers include Twinings, Ingram Micro, Mazda, Kingspan, Hyundai, Segway, and Allergan.

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