Media Contacts:

Jim Panagas
Director, PR & Analyst Relations
Kentico Software
Phone: 1-781-462-8461
Email: jamesp@kentico.com

Kentico Positioned in Challengers Quadrant of Gartner's Magic Quadrant for Web Content Management for Second Straight Year

Evaluation Based on Completeness of Vision and Ability to Execute

Bedford, New Hampshire, USA, July 28, 2017—Kentico Software, a growing CMS vendor with offices in Europe, Asia Pacific, and North America, today reached another milestone. It has been positioned by Gartner, Inc.—the world's leading information technology research and advisory company—in the Challengers quadrant of the July 2017 Magic Quadrant for Web Content Management. This is the second straight year that Kentico has appeared in the Gartner WCM MQ report. Interested parties can download Gartner's 2017 Magic Quadrant for WCM here.

Managing the customer experience—from Start-ups to the Global Fortune 500
"Kentico is committed to helping businesses deliver a digital customer experience," said Petr Palas, Founder and CEO. "By using our products, businesses of all sizes—as well as digital marketing agencies—can manage their entire digital footprint, from websites and landing pages to email campaigns and E-stores, taking full advantage of analytics and customizing the experience based on each visitor's preferences and history."

Product strategy keeping pace with rapidly changing market dynamics
Kentico entered the CMS marketplace back in 2004 and has been steadily improving its core technology ever since. The 11th major version of its Enterprise Marketing Solution or EMS is due to be released in November and will include a completely redesigned email marketing engine as well as more advanced E-commerce capabilities able to support large, multinational corporations.

But that's just part of the story. For the past 12 months, Kentico has in fact been pursuing a dual-rail product strategy and has also been developing Kentico Cloud, the headless, platform-agnostic CMS that allows businesses to focus on creating quality content while streamlining the process for omnichannel delivery.

About the Magic Quadrant for WCM
Gartner's Magic Quadrant for WCM is an annual research study that is now its ninth year. First launched in 2009, it provides a broad view of the relative positions of the WCM market's competitors—Niche Players, Challengers, Visionaries, or Leaders. By applying a graphical treatment and a uniform set of evaluation criteria, the Magic Quadrant for WCM helps companies quickly ascertain the completeness of each company's vision as well as their ability to execute.

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About Kentico
Kentico's product line includes **Kentico EMS**, the all-in-one CMS, E-commerce, and Online Marketing platform and **Kentico Cloud**, the comprehensive cloud-first headless CMS and digital experience platform.

Kentico EMS' rich selection of out-of-the-box web parts, easy customizations, and open API quickly gets websites operational. The all-in-one platform combines a full set of integrated solutions, including Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration. Kentico EMS allows you to manage contacts and campaigns, track the customer journey, 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 is the cloud-first headless CMS and digital experience platform. Users can manage structured content for multi-channel delivery, use the API-first CMS to display that content on any website or device, and track visitor interactions to personalize the digital experience.

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, and Australia. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hunter Fan, Segway, and Allergan.