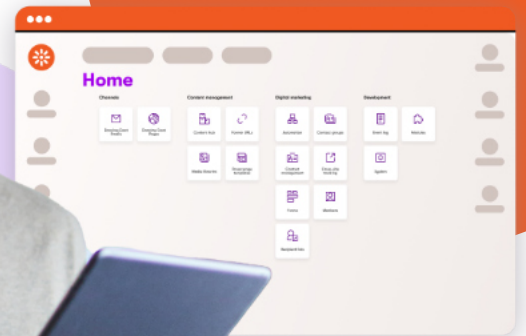
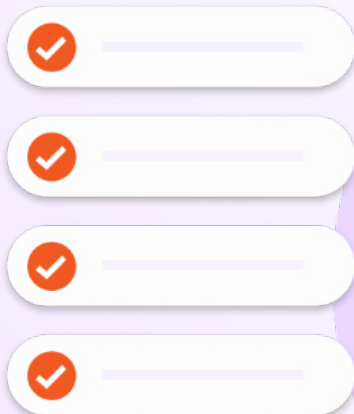




Kentico



Ebook

Your Comprehensive Migration Checklist.

Leave legacy behind. Migrate to a DXP that's ready for the AI era.

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Chapter 1

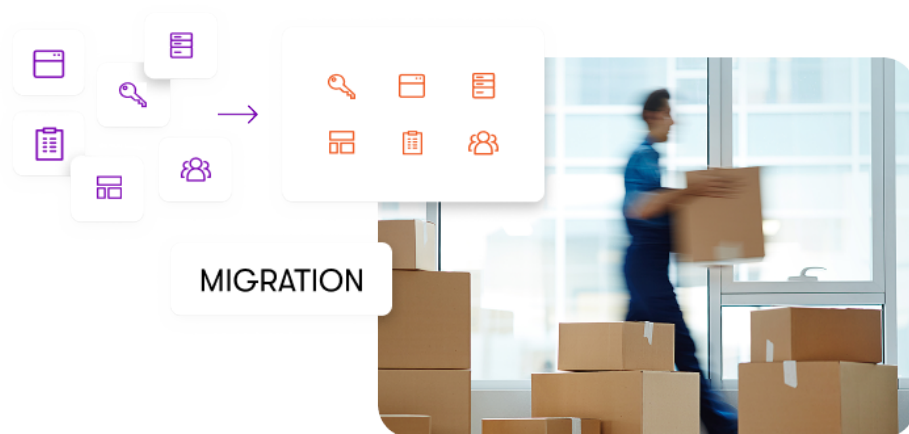
Why Migrate Now (and Why “Later” Keeps Getting More Expensive).

Nobody wakes up excited to migrate a CMS. It’s the digital equivalent of moving into a new house: you know you should, the new place is better in every way, but the thought of packing every box keeps you exactly where you are.

So you stay. You make little fixes. You wait “until next year.” And every year the platform you’re on gets a little older, a little slower, and a little more expensive to keep running.

Here’s the part the “wait until next year” plan misses: the cost of staying isn’t flat. Legacy systems don’t just fail to keep pace; they actively pull you backward. Missed opportunities for cost savings. Revenue left on the table. Disparate tools that don’t talk to each other, inflating spend while quietly blocking any decent return on investment. Less agility. Slower launches. A team that spends more time working around the platform than using it.

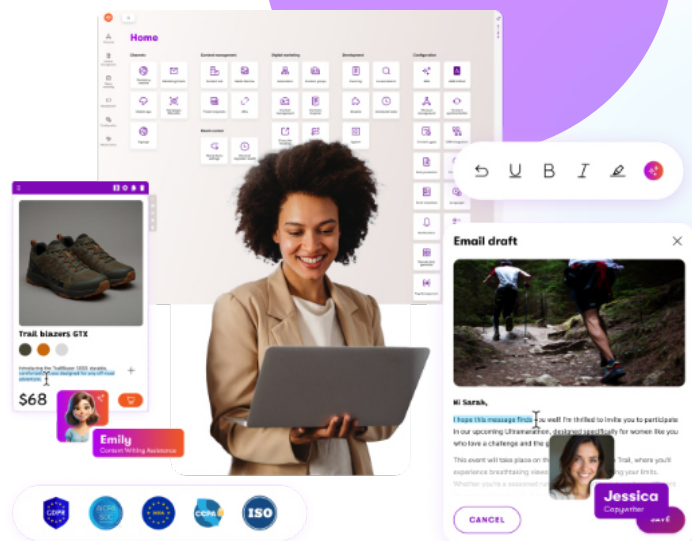
And in 2026, there’s a new line in that ledger. The platforms built for the AI era are already pulling ahead, automating the work your team does by hand, surfacing insights you’re currently guessing at, and shipping campaigns while you’re still writing the brief. Every month on legacy isn’t just maintenance debt anymore. It’s a widening gap.



The Reframe.

Migration isn't a re-platforming exercise. It's the moment you decide what your digital operation gets to become.

Done right, it's a chance to escape the tech debt, consolidate the tools, and step onto a platform that's ready for what's next, not just patched up for what's now. Xperience by Kentico is built for exactly that move: a composable, API-first DXP with built-in marketing tools, hybrid deployment (cloud or on-prem, your call), and a fast time-to-value that beats rebuilding from scratch.



Why teams choose Xperience by Kentico



Escape tech debt, unlock potential

Move from legacy systems to a composable DXP built for modern content, personalization, and integrations.



Built for IT and marketers

Intuitive tools for marketing, open APIs and secure hosting for IT.



Simplify the path

Toolkits, guided onboarding, and visual checklists make migrating faster than rebuilding.



Secure and compliant

Data privacy, governance, and your choice of infrastructure, with confidence.



Proven results

Oppenheimer cut licensing costs by \$175K and grew traffic 43% after migrating from CrownPeak. United Federal Credit Union accelerated workflows by 90% migrating from Sitecore.

\$175K+

Annual licensing
savings



90%

Faster workflows
(Sitecore → XbyK)



13%

More loan
applications



43%

Traffic increase
(2,961 pages)



So, what's actually holding teams back? The same handful of fears every time: scope creep, downtime, lost SEO equity, security gaps, spiraling costs, low user adoption, vendor lock-in. Real concerns, every one of them. The good news is they're all manageable. The rest of this ebook is the checklist that manages them.

Chapter 2

The Phased Migration Checklist.

Successful migration isn't about heroics on launch night. It's about doing five things in order, and not skipping ahead. Audit what you have. Plan what you're building. Migrate it cleanly. Validate it ruthlessly. Then switch on the AI capabilities that made the whole move worth it.



Phase 1 - Audit.

Know what you've got before you move a single thing.

Set your goals and objectives

- Identify the pain points and limits of your current CMS/DXP: usability, performance, scalability, security, integrations.
- Define what success looks like: better performance, better UX, lower maintenance cost, a consolidated stack, alignment with business goals.
- Make those goals SMART: measurable, achievable, relevant, time-bound.

Determine the scope

- Identify your stakeholders (department heads, IT, content creators) and align on needs up front.
- Write down what's in and what's out. Scope creep starts the day this isn't in writing.
- Account for the number of sites/apps, content and data complexity, custom functionality, and any redesign.
- Assess your own readiness: infrastructure, skills, change-management capacity and decide where a partner adds value.

Inventory your content and assets

- Catalog everything: pages, posts, articles, images, video, documents, downloads.
- Categorize by type, relevance, and importance. Flag the content that's mission-critical.
- Decide honestly what comes with you and what stays behind. Not everything deserves a seat in the new house.

Review your current structure

- Map the page hierarchy, navigation, and site architecture.
- Note custom templates, themes, and layouts.
- List every third-party integration, commerce, analytics, CRM, and how each one connects.



"Content, content, content. There is rarely enough energy focused on the migration of content. Take time to consider what should be migrated and what should be left to rest in the old site, how long migration takes, and whether automated migration is available."

Julian Reiter.
CEO at Positive

POSITIVE.

Phase 2 - Plan.

A migration without a plan is just an outage with extra steps.

Build your content model and integration map

- Translate your inventory into a content model for the new reusable, structured, future-proof platform.
- Map each integration to its destination in Xperience by Kentico (open APIs, connectors, headless endpoints). Most legacy systems map efficiently.
- Decide your deployment model early: SaaS, Private Cloud, or on-prem.

Set realistic timelines and milestones

- Break the migration into phases, each with its own deliverables and dates.
- Account for complexity, resource availability, dependencies, and the delays that always happen.
- Be realistic. A timeline nobody believes is a timeline nobody follows.

Allocate the budget

- Cost out licenses, services, internal time, and contingency.
- Calculate Total Cost of Ownership, one-time and ongoing. (Kentico is built to keep that TCO low.)
- Run a cost-benefit analysis and protect budget for the critical-path work.



"Marketing professionals are looking for quantitative results from the redesign/replatform but don't always have the comparative data for their current site. Make sure both sites are tracking for effective before/after comparison."

Michelle Brown.

VP of Sales & Marketing at ZAG Interactive



Phase 3 - Migrate.

This is where the Universal Migration Toolkit earns its keep.

Move the data with a plan, not a prayer

- Use the Universal Migration Toolkit for a structured, step-by-step transfer with templates and expert support.
- Allocate the right time, people, and technical resources for the volume and complexity of your data.
- Assign clear roles. Everyone should know what they own.
- Validate as you go: completeness, accuracy, consistency. Audit for discrepancies before they compound.

Keep it secure and compliant in transit

- Maintain GDPR, CCPA, HIPAA, or whatever applies to you, throughout the move.
- Encrypt, anonymize, or pseudonymize sensitive data in transit and at rest.

Execute in phases

- Start with smaller, lower-risk components, then scale up.
- Test each stage in a controlled environment before it goes anywhere near production.
- Protect your SEO equity. Implement redirects from old URLs to new. Preserve meta tags, structured data, and on-page elements. This is the step teams rush and regret.
- Bake in accessibility from the start (WCAG), not as a clean-up task at the end.



"Without a thorough analysis of data structure and relevance, the migration will not be seamless. There will be risks such as importing the wrong content or neglecting the right content, leading to challenges, such as sudden drops in SEO rankings."

Ivan Adriel.
Strategy Lead at Granite

GRANITE



"In the rush to migrate, marketing teams sometimes fail to preserve SEO aspects like URLs, meta tags, and redirect links. This can lead to a drop in search rankings, and that's why it should be a major aspect of planning."

Brian McKeiver.
Co-owner at BizStream

 **BizStream**

Phase 4 - Validate.

Trust, then verify. Then verify again.

Test for success

- Test every interactive element: forms, navigation, search, custom features.
- Check across devices (desktop, laptop, tablet, mobile) and browsers.
- Walk the experience as both a visitor and an administrator. The authoring experience matters as much as the front end.
- Review design, layout, typography, and branding for consistency.
- Combine automated testing (Selenium, Cypress, TestComplete) with real human exploratory testing.

Train your people

- Run role-specific training for creators, editors, and admins.
- Cover the day-to-day: content creation, publishing, workflow, permissions, admin.
- Name a go-to support person and keep a feedback channel open.



"The end-user experience is absolutely critical and often, the most fun thing to focus on. But a platform migration that doesn't think through the ongoing authoring experience will leave a team handcuffed and frustrated."

Becki Dilworth.
Chief Strategy Officer at BlueModus

blueModus

Phase 5 - AI-Readiness.

The reason “migrate now” beats “migrate eventually.”

Most checklists end at launch. This is where the old ones stop, and where the interesting part actually begins. You didn't move platforms just to rebuild what you already had. You moved to unlock what you couldn't do before.

Xperience by Kentico ships with AIRA, Kentico's built-in AI marketing agent. Not a bolt-on, not a separate tool, but native to the platform you just migrated to. The day your site goes live, these are switched on and waiting:

- Turn on AIRA for content. Context-aware copy suggestions built on your brand tone, campaign goals, and past engagement. No more blank pages.
- Automate your image and asset workflow. Auto-resize, focal-point detection, alt text, and tagging.
- Streamline SEO essentials. Generate page metadata and alt descriptions with light setup.
- Localize and translate. AI-driven translations and localization variants that hold tone and formatting across languages.
- Read your journeys. Surface drop-offs, top-performing segments, and engagement trends — insight you were previously guessing at.
- Stay in control. AIRA runs in Microsoft Azure, inside your SaaS or Private Cloud deployment, with full auditability and GDPR/CCPA/ISO compliance. You set the rules; AIRA assists; marketers approve.



“During initial migration, the emphasis is typically on transferring existing data and configuring the new tool to mirror current workflows. This approach misses the chance to cleanse data and revamp marketing tactics before migration.”

Sean Kozey.
President at Reason One



AIRA in Numbers.

224%

Increase in goal conversions

 TOWNE BANK

63%

Visitor-to-lead conversion

 Freedom
Health Insurance

40%

Faster campaign delivery

(Kentico benchmarks)

What the Platform Delivers Post-Migration.

61.8%

More engaged sessions

COCKBURN


21.6%

More engagement time/session


AnglicareWA

21.4%

More engagement time/user

 WORLD
TRAVEL &
TOURISM
COUNCIL

150%

More feature output


RACING
QUEENSLAND



Kentico

The Printable One-Pager.

Phase		Do this	Don't skip
	Audit	Set SMART goals, lock scope, inventory content, map current structure	Putting scope in writing
	Plan	Build content model + integration map, set realistic timelines, cost the TCO	A timeline people believe
	Migrate	Use the Universal Migration Toolkit, move in phases, stay compliant	Redirects + SEO preservation
	Validate	Test functionality, devices, browsers, UX; train your team	The authoring experience
	AI-readiness	Switch on AIRA for content, images, SEO, translation, journey insight	The whole reason you moved

Chapter 3

One Specific Case: Upgrading from Kentico Xperience 13.

A note for Xperience 13 customers. If you're on Kentico Xperience 13, this eBook still applies to you, with one favorable difference. Moving from Kentico Xperience 13 to Xperience by Kentico can technically be treated as a migration, so the five phases hold: audit, plan, migrate, validate, switch on AI. But you're not arriving as a stranger. Your team already knows the Kentico approach, core concepts and can build on that foundation. Treat this chapter as permission to move faster through Phases 1 and 2, and to spend the time you save in Phase 5, where the real upside lives: AI/RA capabilities Kentico Xperience 13 was never built to offer.

If KX13 is your starting point and you want the upgrade-specific details, your Kentico contact and our Upgrade resources have a path mapped for exactly this.



Chapter 4

The Pitfalls Nobody Warns You About.

Every migration story traces back to the same short list.
Forewarned is forearmed:

Common pitfalls and how to avoid them

Scope creep: the project that quietly doubles.

Fix: a written scope, agreed in Phase 1.

Lost SEO equity: rankings that fall off a cliff on launch day.

Fix: redirects and metadata, locked in Phase 3.

Underestimated content effort: “we’ll just move it over” becomes three months of manual cleanup.

Fix: an honest inventory in Phase 1.

A neglected authoring experience: a beautiful front end that’s miserable to actually run.

Fix: test as an admin in Phase 4.

Stopping at launch: treating go-live as the finish line instead of the starting line.

Fix: Phase 5.

Here’s the thing about pitfalls: you don’t have to learn each one the hard way. Many teams migrate to Kentico using internal resources, the Universal Migration Toolkit, and training alone. But you don’t have to go it alone. Kentico’s global network of implementation partners has run these migrations dozens of times, they bring strategic guidance, technical muscle, UX expertise, and the kind of accessibility know-how that’s hard to fake.

Use a partner where they add leverage, run it in-house where you have the muscle. Either way, the checklist is the same.



“Clients often underestimate the effort involved in migrating content from one platform to another. While there are tools to help migrate content, there will always be manual content migration or updating needed. Choose a partner that has expertise in accessibility.”

Candice Wyatt.

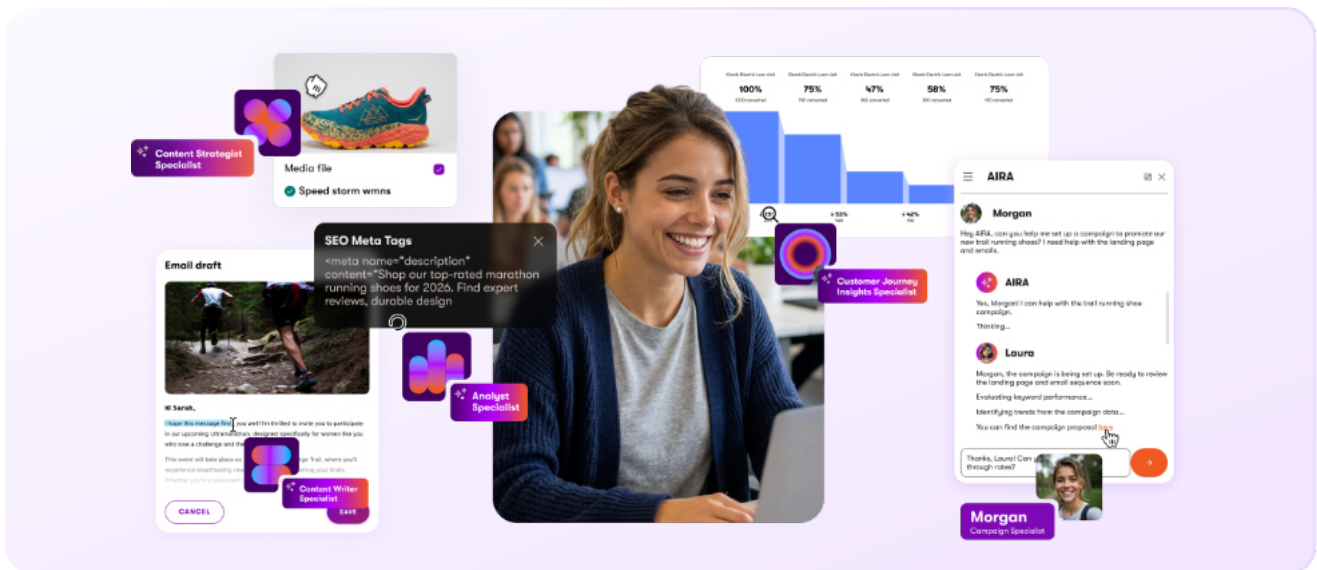
Sr. Director, Web & Platform Solutions at Red Door



Chapter 5

What's Next: The AIRA Agentic Marketing Suite.

AIRA started by making suggestions. The Agentic Marketing Suite introduces something fundamentally different: action. Instead of helping marketers perform individual tasks, AIRA can now orchestrate specialized AI agents that work as virtual teammates within Xperience by Kentico. Think of it as the difference between using a tool and directing a team. You define the goal, and the agents collaborate to help move the work forward through AIRA Chat.



What that looks like today:

- ✓ A Content Strategist that turns natural-language inputs into briefs, recommendations, and structured guidance.
- ✓ A Customer Journey Optimization Specialist that pinpoints where journeys stall and why, so you fix what actually matters.
- ✓ Agents for experimentation and SEO/GEO, bringing focused expertise to specific functions instead of one generic assistant.
- ✓ Governance built in: clear permissions, full auditability, and a transparent credit system. Complimentary credits are included with Xperience by Kentico licenses, with room to scale.

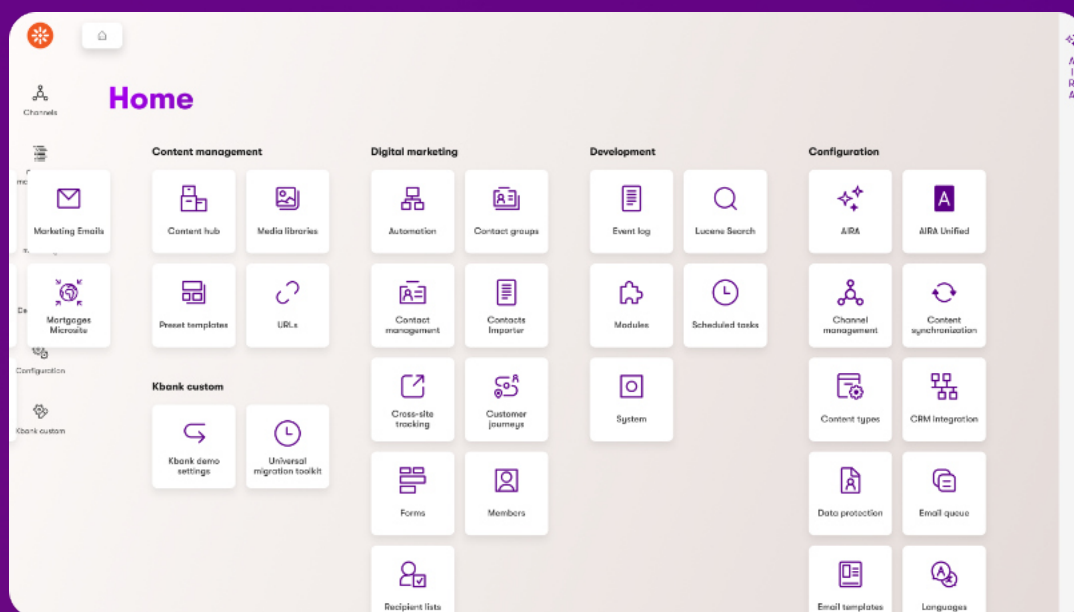
The Agentic Marketing Suite is available now as part of Xperience by Kentico, with more agents rolling out on Kentico's public roadmap.

The takeaway for anyone weighing a migration: this is the part you can't get by patching legacy. It's the answer to "why now." You're not migrating to catch up. You're migrating to get ahead and to keep getting further ahead as the roadmap delivers.

About Kentico.

Kentico is an award-winning provider of digital experience platforms that help businesses drive better outcomes with fewer resources, delivering multichannel digital experiences through a hybrid headless approach. Its DXP, Xperience by Kentico, minimizes overhead by focusing on real customer needs, empowering teams to deliver better experiences across more channels, faster.

With built-in low-code and no-code tools, marketers craft consistent, personalized journeys from awareness to advocacy. Kentico offers excellent time-to-market and total cost of ownership, market-leading support, SaaS or on-premises deployment, and a global network of implementation partners.



Eager to Learn More?

Talk to our experts. Book a 1-on-1 consultative demo. We'll walk you through the capabilities that make migrating to Kentico the easiest hard decision you'll make this year.

[→ MEET OUR EXPERTS](#)

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