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Kentico Positioned as Challenger in Ovum's WEM Decision Matrix 2018-2019

*European-based study of web experience management looked at company's
premise- and cloud-based offerings*

Bedford, New Hampshire, USA, July 9, 2018—[Kentico Software](#), a growing CMS vendor with offices in Europe, Asia Pacific, and North America, today announced that it has improved its standing in the latest [Ovum Web Experience Management \(WEM\) Decision Matrix](#) to "Challenger". The UK-based analyst firm based its rating on reviewing Kentico's two major product lines — Kentico EMS and Kentico Cloud.

Company continues to aggressively develop Kentico EMS...

"Kentico has done well in analyst reports in the United States, and we're delighted to see that we're now gaining visibility among the analyst community on the European continent," said Bart Omlo, vice president of Kentico's EMEA and LATAM sales regions.

"This Ovum report is a reflection of a lot of hard work being done at Kentico. We're continuing to aggressively develop our Microsoft.Net based [Enterprise Marketing Solution or EMS](#). Version 12 is scheduled for release at the end of the calendar year, and we expect the influx of new customers to continue, particularly among midsize businesses who are looking for an agile, easy-to-use, and competitively priced solution."

...But has its eye on the cloud for the future

Omlo continued, "At the same time, we continue to build out our next-generation product. [Kentico Cloud](#) takes an entirely different approach to CMS by giving companies the tools to store content in cloud-based content hubs and format and deliver that information to an omnichannel world, from laptops, tablets, and smartphones to digital billboards, smart appliances, and video screens in cars, airplanes, hotel lobbies, elevators, gasoline pumps, and grocery stores. This cloud-based approach to CMS that we are pioneering gives companies the ability to control their messaging and get closer to customers than ever before."

About Ovum and the WEM Decision Matrix

Ovum is a market-leading data, research, and consulting business with offices in the United Kingdom, France, the United Arab Emirates (UAE), and South Africa. The Ovum Decision Matrix compares leading Web Experience Management solutions so that organizations can select the solution that best suits their requirements. Kentico debuted in the Decision Matrix 2016-2017 report.

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 Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hyundai, Segway, and Allergan.

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