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## Kentico Headquarters Bustling with Activity

*Kentico 9 Announced as New Product, Demonstrated at Connection Conference, and Featured as Microsoft Azure App of the Day*

**Brno, Czech Republic, November 24, 2015** –There's a lot of activity going on at the headquarters of [Kentico Software](#) today. And it's all good. The company is hosting close to one hundred digital marketing experts and partners at the home office as part of its annual "[Kentico Connection](#)" event; the newest version of the company's flagship product, Kentico 9, has just been unveiled; and the new product is being simultaneously featured as the Microsoft Azure "App of the Day".

"We work very hard throughout the year to make just one day like this happen," said Robert Pinkas, Vice President of Marketing. "So yes there's a lot of energy and enthusiasm in the air at corporate headquarters today. Kentico 9 is a strategic release, and we see a huge opportunity with mid-market companies in particular. This is exactly the kind of technology they need in order to fully deliver on the promise of exceptional customer experiences."

"There are only a handful of vendors who offer customers the full range of capabilities, from CMS through E-commerce to Online Marketing" added Kentico Founder and CEO Petr Palas. "There are even fewer who can deliver on that promise. Kentico is one of those companies."

### About Kentico 9

Kentico 9 accelerates customer loyalty through new technologies with improvements for developing and deploying websites faster, simplifying the production of personalized content for content editors, and capturing more intelligence and insights from campaigns. Companies get the power to improve and refine their digital strategy aligned to the needs of their customers and create unique user experiences. Improvements include:

- Continuous Integration
- Integrated Campaign Management
- ASP.NET Model View Controller (MVC) Support
- Improved Web Farm Support
- Modularization

You can learn more about the Kentico 9 features at [www.kentico.com/kentico9](http://www.kentico.com/kentico9).

### Based on Microsoft Technologies, Including ASP.NET Framework

"Kentico 9 is a standout product based not only on its own merits, but largely because of our strong relationship with Microsoft," said Palas. "Our customers are managing thousands of websites in various languages all around the globe. They're anticipating customer needs and providing just the right content when and where it's needed. And they're constantly evaluating the scalability of their solution."

"In today's global marketplace, companies simply can't afford to have things go wrong," added Nicole Herskowitz, Senior Director of Product Marketing, Microsoft Azure. "That's why Kentico chose to build their products on an array of Microsoft technologies including the ASP.NET framework, SQL Server, Internet Information Services, Windows Server, and Azure. These proven Microsoft technologies hold up under the most difficult real world operating conditions."

### About Kentico

Kentico is an all-in-one CMS, E-commerce, and Online Marketing platform that drives business results for companies of all sizes both on-premise or in the cloud. It gives customers and partners powerful, comprehensive tools and customer-centric solutions to create stunning websites and manage customer experiences easily in a dynamic business environment. The Kentico Web Content Management Solution's rich selection of out-of-the-box web parts, easy customizations, and open API quickly gets websites operational. When combined with the full set of integrated solutions, including Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration, Kentico fully optimizes the digital customer experience across multiple channels.

Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, and Australia. Kentico has 1,000 digital agency partners and powers more than 25,000 websites

across 100 countries. Customers include Bacardi, Twinings, Great British Chefs, Gibson, Mazda, Mighty River Power, UNICEF Australia, HMV, Sony, and Vodafone.

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