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Gleanster Report: Kentico Ranked “Best” in Ease of Deployment

Receives Higher Marks than Adobe and Microsoft from Users Surveyed for Web Content Management Report

Bedford, New Hampshire, USA, September 9, 2015 – [Kentico Software](#), the Web Content and Customer Experience Management provider, today announced it was ranked “Best” in terms of ease of deployment by users surveyed for a Web Content Management report recently published by Gleanster, a research company that benchmarks best practices in technology-enabled business initiatives.

“We are obviously delighted by this recently released Gleanster study,” said Petr Palas, Kentico Founder and CEO. “It is particularly gratifying because we received this top rating from the actual end users themselves – people who are using WCM software on a daily basis in real world production environments.” He continued, “Our goal has always been to provide digital agencies and marketing professionals with a way to achieve sophisticated results without the cost and complexity typically associated with enterprise solutions.”

In the report, Kentico’s solution is also touted for offering unlimited users under all licenses, which the report calls a testament to Kentico’s “desire to align and empower marketing users and help IT support core marketing processes in a simple to use robust out-of-the-box application.”

Kentico allows companies to deliver the right marketing message at the right time on any digital channel—and ease of use has always been one of its hallmarks. With sophisticated personalization, segmentation and other capabilities, Kentico allows users to manage all their digital marketing efforts and can integrate with real-time CRM and ERP data for the highest level of personalization. Kentico includes all the components for integrated marketing efforts online and supports the latest Microsoft technologies.

Just click on the link to access [Gleanster’s Gleansight Benchmark Report: Web Content Management](#).

About Gleanster

Gleanster is a new breed of market research and advisory services firm. Its benchmark research and Deep Dive analyst reports highlight the experiences of top performing organizations; why they invest in technology, how they overcome challenges, and how they maximize the value of their investments. Gleanster also aggregates thought leadership in the form of white papers and research reports from third-party sources, including solution providers — who, for their part, can create and maintain their own vendor and solution showcases on Gleanster to help further educate the marketplace. For more information, please visit <http://www.gleanster.com>.

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 fully-documented 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, Run and Become, Sony, and Vodafone.

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