



PRESS RELEASE

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BDO USA, LLP Named 2015 Site of the Year by Kentico

Built by BizStream, site boasts enhanced, mobile-responsive user experience, 40% traffic increase; one of nearly two dozen awards handed out by fast-growing CMS vendor

Bedford, New Hampshire – March 17, 2016 – [Kentico Software](#), the provider of an all-in-one CMS, E-commerce, and Online Marketing platform, today presented financial and professional services organization [BDO USA](#) and its digital marketing agency BizStream with its annual Site of the Year award for 2015. BDO USA, LLP is the U.S. member firm of the BDO International global accounting and consulting network.

Shortlisted by Kentico executives and voted for online by Kentico users, the Site of the Year Award honors the world's very best websites from among thousands of entries submitted by Kentico's 1,000+ global partners. Twenty (20) additional sites were listed as winners in a range of special categories.

"We are delighted to be recognized as Kentico's Site of the Year for 2015," said Deneen Akture, Chief Marketing and Communications Officer at BDO USA. "In our new website, we've built a strong, integrated digital platform providing visitors with an enhanced experience and BDO with flexibility to support our quickly evolving digital marketing strategies."

The BDO USA site – built by [BizStream](#), a Kentico partner based in Michigan – is central to BDO's marketing strategies and commitment to exceptional client service. It provides an enhanced, mobile-responsive user experience, has expanded online marketing functionality, integrates with the existing CRM infrastructure, has enhanced SEO capabilities, improved security, integrated profiles, and makes content easily searchable. In addition, it serves as the basis for new websites currently being adopted by BDO Member Firms worldwide, furthering a consistent BDO global brand. The project involved creating 600 pages of new content, more than 1,500 URL redirects, and hundreds of migrated documents and pages.

"The BDO site was a huge undertaking, and is as much Kentico's win as it is ours," said Brian McKeiver, Co-Owner and Solution Architect at BizStream. "Kentico provides us with what we need most in order to meet our customers' requirements: scalability, reliability, and performance. The Kentico platform has great extensibility and delivers a very high level of functionality to the marketplace – that enabled us to build a much larger, more integrated solution for BDO. It's also a very efficient product that saves time and resources, so we are able to get a remarkable amount of work done in a very short span of time. Customers love that."

"It's eye opening to see just how much our partners and customers can accomplish with Kentico," said Petr Palas, CEO and founder of Kentico. "Judging was especially challenging this year with so many impressive entries to choose from, but in the end, what BDO USA and BizStream accomplished – presenting a tremendous volume of compelling content while catering to a wide range of customer profiles in such an elegant and easily discoverable way – was nothing short of remarkable. It's personalization at its best."

One of Nearly Two Dozen Best-in-Class Awards

With its annual competition, Kentico seeks to recognize world-class accomplishment in website design in a variety of categories, from "Site of the Year" to vertical categories such as "Best E-Commerce Site", "Best Education Site," and "Best Healthcare Site" to more technically oriented categories such as "Best Migration", "Best Integration", and "Best Cloud Deployment." Here is the complete list of 2015 winners:

Award Category	Company	Kentico Partner	Site URL
Global Winner	BDO USA, LLP	BizStream	www.bdo.com
Best Business Services Site	AB Agri	Ridgeway	www.abagri.com
Best Community/Social Media Site	Porsche Club of Great Britain	Obergine	www.porscheclubgbg.com
Best Consumer Goods Site	Second Time Around	Wakefly	www.2ndtimearound.com
Best E-commerce Site	hmv	Ridgeway	http://store.hmv.com
Best Education Site	Southern Education Foundation	BlueKey	www.southerneducation.org
Best Financial Services Site	BDO USA, LLP	BizStream	www.bdo.com
Best Food and Beverage Site	European Lamb	Positive Technology	www.lambtastyeasyfun.eu
Best Government and Municipal Site	Newcastle City Council	Catcher Digital	www.newcastle.nsw.gov.au
Best Healthcare Site	Vidant Health Foundation	Ntara	http://foundation.vidanthealth.com
Best Industry/Manufacturing Site	Shawfloors	Shawfloors Group	www.shawfloors.com

Best Nonprofit Organization Site	Canadian Red Cross	ecentricarts	www.redcross.ca
Best Travel/Events Site	Wild Atlantic Way	Simply Zesty	http://www.wildatlanticway.com
Best Graphic Design	True Digital	True Digital	www.truedigital.co.uk
Best Kentico EMS Implementation	DollarWiseOil	iMedia	http://www.dollarwiseoil.com
Best Intranet	HP News Now (HPNN)	BlueModus and Edelman	http://news.now.hpe.com
Best Customer Success	Carphone Warehouse Ireland	Continuum	www.carphonewarehouse.ie
Best Migration	American Campus	Rockfish Digital	www.americancampus.com
Largest Site	hmv	Ridgeway	http://store.hmv.com
Best Integration	Workspace Group Ltd	Crafted	www.workspace.co.uk
Best Cloud Deployment	Chant West	Create Studios	www.chantwest.com.au

For more about Kentico's Site of the Year Awards, please visit: <https://www.kentico.com/customers/site-of-the-year/site-of-the-year-2015>.

About BDO

BDO is the brand name for BDO USA, LLP, a U.S. professional services firm providing assurance, tax, financial advisory and consulting services to a wide range of publicly traded and privately held companies. For more than 100 years, BDO has provided quality service through the active involvement of experienced and committed professionals. The firm serves clients through more than 60 offices and more than 400 independent alliance firm locations nationwide. As an independent Member Firm of BDO International Limited, BDO serves multi-national clients through a global network of more than 1,300 offices in over 150 countries.

BDO USA, LLP, a Delaware limited liability partnership, is the U.S. member of BDO International Limited, a UK company limited by guarantee, and forms part of the international BDO network of independent member firms. BDO is the brand name for the BDO network and for each of the BDO Member Firms. For more information, please visit: www.bdo.com/.

About BizStream

BizStream builds web, online marketing and software solutions that are delivered with a sense of smart, geeky fun. The company specializes in ASP.NET, SQL Server, Kentico CMS and Kentico EMS development. Alongside custom development services, BizStream has three Software as a Service (SaaS) products including YouthCenter, CaseStream, and the BizStream Toolkit for Kentico. BizStream's Kentico experience includes one Kentico MVP; Top Kentico Gold Partner; Kentico Quality Expert, 14 Kentico Certified Developers; 100+ Websites Developed in Kentico; Kentico Development and Integration Competency; and Kentico E-Commerce Competency.

Founded in 2001, BizStream has on staff more than 25 developers, designers, digital specialists, support staff, and enthusiasts. The business is located just outside Grand Rapids, Michigan. For more information, please visit: www.bizstream.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 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 Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hunter Fan, Starbucks, and Allergan. For more information, please visit www.kentico.com.

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