MEDIA ADVISORY

Media Contact:

Jim Panagas
Director, PR & Analyst Relations
Kentico Software
Phone: 1-781-462-8461
Email: jamesp@kentico.com

Kentico Global Roadshow Coming to Boston and Chicago next Week
Still time for business / technology editors and industry analysts to attend

Bedford, New Hampshire – Tuesday, October 17, 2017 – Kentico Software, a fast-growing CMS software company with offices in Europe, Asia-Pacific, and North America**,** is holding one-day information-sharing events for solution partners, industry analysts, and the press in the USA next week. Specifically, the tour comes to Boston on Tuesday, October 24th and to Chicago on Thursday, October 26th. It's all part of the company's global roadshow tour which began in the Asia Pacific region…visits the United States this month…and culminates on the European continent in November.

Kentico 11
The goal of these one-day roadshow events is to provide a comprehensive product and strategy update. In both cities, the emphasis is on unveiling Kentico 11, the company's popular and widely used Enterprise Marketing Solution, based on the Microsoft.NET platform. The product, to be officially released in December, includes a new drag-and-drop visual email builder plus extensive improvements to bring it in line with the European Union's new General Data Protection Regulation (GDPR), which takes effect in mid-2018, and whose impact will be felt by marketers around the globe.

Integration with uCommerce
Another major advancement coming with Kentico 11 is the integration with the highly regarded uCommerce product. Kentico 11 and uCommerce, when used together, represent a world class solution for CMS and e-commerce—capable of supporting the digital marketing plans of the world's largest corporations.

Kentico Cloud
Kentico's Boston and Chicago events will also feature significant discussion around Kentico Cloud, the company's headless CMS solution, which separates content creation from content presentation, and is ideally suited for omni channel marketing. Kentico Partner TrustedChoice recently used Kentico Cloud to build a cutting-edge, highly responsive website for the insurance industry and will be detailing the underlying technologies that made the cloud approach a success.

Still Time for Editors and Analyts to Attend
Executives from Kentico and uCommerce will be on hand in both cities, and available for interviews and discussions. If you're a working member of the press or an industry analyst covering the CMS or eCommerce space and would like to attend, please contact Jim Panagas, Director of PR & Analyst Relations.

About Kentico
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 and digital experience platform. Kentico EMS allows you to manage 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 is the cloud-first headless CMS and digital experience platform. Users can manage structured content for multi-channel delivery, use the API-first CMS to display that content on any website or device, and track visitor interactions to personalize the digital experience.

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