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Kentico Making Solid Gains

Connectors between Kentico and other market-leading products in such areas as Product Information Management (PIM) and E-Commerce making more expansive business solutions possible; meanwhile, Kentico Cloud continues to turn heads

Bedford, New Hampshire, US, April 4, 2018—[Kentico Software](#), a fast-growing provider of Content Management Systems (CMS) with offices in Europe, Asia Pacific, and North America, today announced positive developments on a number of fronts.

Link between Kentico and inRiver PIM Platform

Kentico Gold Partner [Ntara](#), based in Johnson City, TN, has just created an integration between Kentico and [inRiver](#), the market leader for simplifying Product Information Management (PIM). inRiver's Product Marketing Cloud facilitates the creation, handling, and distribution of product information for a world-class customer experience across all touch points and is used by more than 900 globally recognized brands.

[Watch discussion between Diane Schmidt of inRiver and Shane McCown of Ntara.](#)

Kentico Cloud debuts in Insurance Industry

Kentico's dual-rail product strategy of offering both an on-premise .NET based CMS solution (Kentico EMS) as well as a cloud-based platform (Kentico Cloud), is paying dividends. Recently a Minneapolis-based company began applying Kentico Cloud to the insurance industry and having promising results.

"While our online content attracts 400,000-plus visitors a month to learn about insurance and connect with a trusted insurance advisor, we're a software company at heart," said Derek Hyde, chief technology officer at TrustedChoice.com. "To deliver a better, faster, personalized, and more secure customer experience, we needed the best solution to both organize and optimize our digital content and be nimble enough to advance with technology."

"We are delighted to provide the foundation upon which TrustedChoice.com has built its insurance industry-specific CMS solution," commented Petr Palas, Founder and CEO of Kentico Software. "By providing a headless environment in which content creation is uncoupled from content delivery, this is precisely the type of customization that we hoped our customers would embrace."

Kentico / UCommerce Project gets Green Light

Across the Atlantic, meanwhile, independent digital agency [Ridgeway](#), based in London, has become one of the first Kentico Solution Partners to deploy a solution that incorporates both the Kentico CMS platform and [UCommerce](#), the market's leading .NET based commerce platform. Simon Cole, Ridgeway's Managing Director said, "As e-commerce specialists, we were thrilled to hear about the partnership between Ucommerce and Kentico as it means we are able to offer our clients more options, ensuring we deliver the right solution with the right capabilities. We are excited to be the first partner to deliver a project of this nature and look forward to many more in the future."

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. The product line includes [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's rich selection of out-of-the-box web parts, easy customizations, and open API quickly gets websites operational. The all-in-one platform combines a full set of integrated solutions, including Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration. Kentico EMS allows you to manage contacts and campaigns, track the customer journey, 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 multichannel delivery, use the API-first CMS to display that content on any website or device, and track visitor interactions to personalize the digital experience.

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, and Australia. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Segway, and Allergan.

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